

Key Definitions — common terms used in software

Persons	The number of different persons in the target audience who are in the medium's audience.
Rating	The percent of persons in the target audience who are in the medium's audience.
Composition	The percent of the medium's audience who fall in the target.
Index	A comparison of the medium's composition to the market composition. Usually calculated by dividing the media comp percent by the market percent and multiplying by 100.

Medium	Cume	Most Often
Radio	Listened Past 7 Days	Listened to more often than any other station
Television	Viewed over Past 7 Days	Viewed Yesterday
Cable	Viewed over Past 7 Days	Viewed Yesterday
Weekly or Monthly Print	Read one or more of the Past 4 Editions	Read Last Edition
Daily Newspaper	Read one or more of Past 5 Weekdays	Read Yesterday
Sunday Newspaper	Read one or more of Past 4 Sundays	Read Last Sunday
Weekly Newspaper Sections	Read the Section One or more times during Past 4 Weeks	Read Section Past Week
Internet	Visited Past Month	Visited Past Week