

## Key Definitions — common terms used in software

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|-------------|---|
| 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                             |