

Calculating Radio Market Share

Market share in general refers to the percentage or proportion of the total available market. In radio terms, market share is the percentage or the proportion of available target market of radio listeners. Radio market share is calculated using total time spent listening for a specific target market (Kwazulu-Natal, LSM 6-10, Age 25-49 in example below). In most instances the **Gross Hours Listened from Monday to Friday** is used as this represents the core listeners. Nothing, however, stops you from calculating your radio market share on Gross Hours Listened from Monday to Sunday.

To calculate radio market share the following steps need to be followed:

1. Sum the **Gross Hours Listened from Monday to Friday** for all the stations in your target market to create a **Total Gross Hours Listened from Monday to Friday** figure.
2. Divide the **Gross Hours Listened from Monday to Friday** for each station by the **Total Gross Hours Listened from Monday to Friday** that you created in step 1.
3. Multiply the answer for each station by 100 to get a **market share percentage**.

Example:

The RAMS data table below shows the Gross Hours Listened from Monday to Friday for people who live in Kwazulu-Natal in LSM 6-10 and aged 25-49 years (Source: RAMS2009/3 - Mar/Jul '09).

To calculate the share of Gross Hours Listened from Monday to Friday for the below stations within this target market we need to firstly create the Total Gross Hours Listened from Monday to Friday. The sum of the Gross Hours Listened from Monday to Friday for people who live in Kwazulu-Natal in LSM 6-10 and aged 25-49 years for all the stations below is 95880.

Now, to calculate the share for each station, divide the Gross Hours Listened from Monday to Friday for each station by 95880. So for EAST COAST RADIO, $27759/95880 = 0.29$.

Finally, multiply the answer for each station by 100 to get a percentage.

For EAST COAST RADIO, $0.29 \times 100 = 28.98$ (figures rounded to two decimals).

| | Gross Hours Listened from Monday to Friday (0000-2400 Mon-Fri Gross) | STEP 2: Divide Gross Hours Listened from Monday to Friday (0000-2400 Mon-Fri Gross) by Total Gross Hours Listened from Monday to Friday | STEP 3: Multiply the answer for each station by 100 to get a percentage |
|------------------|--|--|--|
| Radio Station | Kwazulu-Natal and LSM 6-10 and Age 25-49 | Market Share of Time Spent Listening | % Market Share of Time Spent Listening |
| EAST COAST RADIO | 27759 | 0.29 | 28.95 |
| Ukhozi FM | 25904 | 0.27 | 27.02 |

| | | | |
|---|--------------|-------------|----------------|
| GAGASI 99.5 | 20972 | 0.22 | 21.87 |
| METRO FM | 7316 | 0.08 | 7.63 |
| Lotus FM | 4845 | 0.05 | 5.05 |
| 5FM | 2905 | 0.03 | 3.03 |
| SA fm | 2192 | 0.02 | 2.29 |
| RSG | 1584 | 0.02 | 1.65 |
| LIGWALAGWALA FM | 743 | 0.01 | 0.77 |
| 94.2 Jacaranda | 389 | 0.00 | 0.41 |
| Umhlobo Wenene FM | 348 | 0.00 | 0.36 |
| 99.2 YFM | 249 | 0.00 | 0.26 |
| 94.5 Kfm | 237 | 0.00 | 0.25 |
| Radio 2000 | 185 | 0.00 | 0.19 |
| iKwekwezi FM | 80 | 0.00 | 0.08 |
| RADIOKANSEL/RADIO PULPIT | 51 | 0.00 | 0.05 |
| OFM | 38 | 0.00 | 0.04 |
| KAYA FM 95.9 | 21 | 0.00 | 0.02 |
| LESEDI FM | 21 | 0.00 | 0.02 |
| 702 Talk Radio 702 | 18 | 0.00 | 0.02 |
| CKI FM Stereo / trufm | 14 | 0.00 | 0.01 |
| Classic FM 102.7 | 6 | 0.00 | 0.01 |
| 567 Cape Talk | 3 | 0.00 | 0.00 |
| STEP 1: Total Gross Hours Listened from Monday to Friday | 95880 | 1.00 | *100.00 |

* Will always add to 100%.