# Gold Standard Calculation Procedures

The basic inputs to the Radio Reach, Frequency and Share calculations are described below.

## Spot Ratings
These are required for every spot in the schedule. For the quarter hour in which the spot was transmitted and within the analysis universe:

\[
\text{Spot reach} = \frac{100 \times \text{Nett Audience}}{\text{Population}}
\]

## Average Daily Reach
Required for each of Monday to Sunday.

\[
\text{Daily reach} = \frac{100 \times \text{Nett Daily Audience}}{\text{Population}}
\]

## Average Weekly Reach

\[
\text{Weekly reach} = \frac{100 \times \text{Nett Weekly Audience}}{\text{Population}}
\]

## Daily/ Weekly Frequency

\[
\text{Frequency} = \frac{\text{Sum of Quarter Hours}}{\text{Reach}}
\]

## Market Share
Market shares are based on average listening for the period you are interested in.

So for example if you needed the market Share for Monday to Friday, you would calculate the gross quarter hour listening for an average Monday to Friday for each released station plus “other radio” and “other community radio” by summing all the quarter hour listening for each individual day, Monday through Friday. Then percentage each station’s gross on the total radio gross to obtain the share.