

Television Dayparts

Average vs. Cume Audience

Scarborough television dayparts report either an Average Audience or a Cume Audience. This document details both daypart types.

Average Audience

The number of people watching the daypart in an average half hour where the viewer counts each time they watch.

Example WAAY's M-F 10P-10:30P Average Audience is 2.4 Viewers per average half hour

This grid displays the five half hours and the viewers who watched each day.

	Monday	Tuesday	Wednesday	Thursday	Friday
Viewer	Ben	Ricardo	Lisa	Ben	Lisa
Viewer	Lisa	Lisa		Ricardo	George
Viewer	Josh			Lisa	
Viewer				Carol	
Totals:	3	2	1	4	2

Average Audience Calculation

Average Audience =

{(Monday viewers) + (Tuesday viewers) + (Wednesday viewers) + (Thursday viewers) + (Friday viewers)} / Number of half hours

$$= \{(3) + (2) + (1) + (4) + (2)\} / 5$$

$$= 12 \text{ total viewers} / 5 \text{ half hours}$$

$$= \mathbf{2.4 \text{ viewers per average half hour}}$$

This calculation adds up the number of viewers then divides by the number of half hours. Remember that viewers are counted every time they viewed. Therefore, since Lisa watched all 5 days, she counts five times.

Cume Audience

The number of unduplicated viewers watching the daypart over the course of one week where the viewer only counts once.

Example WAAY's M-F 10P-10:30P Cume Audience = 6 Unduplicated Viewers

Using the grid example above, count the individuals who viewed over the course of the five days.

Unique Viewer	Viewer Name
1	Ben
2	Lisa
3	Josh
4	Ricardo
5	Carol
6	George
6 Unique viewers	



Average vs. Cume Audience

Below is a list of media types and what type of audience Scarborough reports for viewership, listening or readership.

Average Audience

TV **Average Half Hour Viewership**
People watching in an average ½ hour of the time period

Radio **Average Quarter Hour Listening**
People listening in an average ¼ hour of the daypart

Daily Newspaper **Average Daily Readership**
Average readers per day, Monday through Friday

Sunday Newspaper **Past Sunday Readership**
Single Sunday Readers

Cume Audience

TV **Weekly Unduplicated Reach**
Unduplicated viewers for an entire time period
Example M-F 10-10:30p cume includes all unduplicated viewers from 10-10:30p Monday through Friday.

Radio **Weekly Unduplicated Reach**
Unduplicated listeners for an entire daypart
Example M-F 6-10a cume includes all unduplicated listeners from 6-10a Monday through Friday.

Daily Newspaper **Weekly (M-F) Unduplicated Reach**
Unduplicated readers, Monday through Friday

Sunday Newspaper **Past Month Unduplicated Reach**
Unduplicated readers for the past 4 Sundays