


# The Media Audit

## Software

### Composition Reports


- **Composition Reports** can be used to:
  - Develop a single media report or a double media comparison report.
  - A multi media comparison report that will enable you to compare up to five different media on the same page...for every target audience in The Media Audit...or
  - A comparison to the market total for...
    - Cume persons for market persons, media persons and the differences between the market and the media persons for each of the targets.
    - Cume percentages and the differences between the market, the media and the differences in the percentages for the media and the targets.
    - Cume indices and the differences between the market index of 100 and the index for the media and the targets.

THE MEDIA AUDIT					
MULTI MEDIA COMPARISON REPORT					
Cume Audience Composition					
REPORT MARKET: MINNEAPOLIS-ST. PAUL, MN REPORT BASE: ADULTS AGE 18+ REPORT PERIOD: SEP-OCT 2008 MEDIA 1: KDWB-FM MEDIA 2: KEEY-FM MEDIA 3: KNOW-FM MEDIA 4: KQRS-FM MEDIA 5: WCCO					
					
TARGET	MEDIA 1	MEDIA 2	MEDIA 3	MEDIA 4	MEDIA 5
ADULTS AGE 18+	100.0	100.0	100.0	100.0	100.0
MEN--18+	38.0	43.8	53.8	62.9	51.2
WOMEN--18+	62.0	56.2	46.2	37.1	48.8
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	56.4	66.1	71.0	77.3	58.0
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	38.3	39.9	42.5	43.2	35.2
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	23.1	23.7	28.5	18.4	18.6
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	9.0	8.0	10.2	6.7	8.0
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	13.3	9.6	10.1	5.1	0.3
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	8.7	10.8	18.7	9.5	7.0
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	2.8	11.0	18.5	17.7	23.7
AFFLUENT FULL NESTERS--\$75K+/KIDS AT HOME	20.2	24.7	23.8	22.7	18.0
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	19.5	21.7	10.6	14.0	7.7
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	9.7	7.8	2.5	8.5	8.2
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	13.4	16.2	19.2	12.3	8.7
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	15.9	9.2	6.4	4.6	0.4

Too often, media sales people don't really know who their audience is other than age and gender categories. The purpose of this program in The Media Audit is to make it easy to help media sales people sell the qualitative benefits of their audience.

The more one knows about the qualitative strengths of the media's audience, the better able one will be to sell the benefits of that audience...to an agency or an advertiser. The Media Audit printed report and/or the composition report in The Media Audit Software is the best source for learning the make up and strengths of your audience...because you can quickly compare one media with another on the same data page.

This is the Media Cume Person Report, one of eight report options in The Media Audit software.

THE MEDIA AUDIT MULTI MEDIA COMPARISON REPORT Media Cume Persons					
REPORT MARKET: MINNEAPOLIS-ST. PAUL, MN REPORT BASE: ADULTS AGE 18+ REPORT PERIOD: SEP-OCT 2008 MEDIA 1: KDWB-FM MEDIA 2: KEEY-FM MEDIA 3: KNOW-FM MEDIA 4: KORS-FM MEDIA 5: WCCO					
TARGET	MEDIA 1	MEDIA 2	MEDIA 3	MEDIA 4	MEDIA 5
ADULTS AGE 18+	316,724	309,030	307,899	416,421	339,252
MEN--18+	120,294	135,264	165,561	261,808	173,790
WOMEN--18+	196,429	173,766	142,339	154,613	165,462
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	178,759	204,393	218,698	322,027	196,713
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	121,414	123,465	130,798	179,872	119,268
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	73,053	73,165	87,874	76,567	63,141
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	28,592	24,805	31,270	27,814	26,986
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	42,268	29,752	30,978	21,257	997
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	27,466	33,350	57,494	39,651	23,781
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	8,869	33,908	56,911	73,875	80,499
AFFLUENT FULL NESTERS--\$75K+/KIDS AT HOME	64,108	76,239	73,219	94,546	61,052
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	61,830	67,068	32,510	58,340	26,291
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	30,737	23,985	7,784	35,296	27,955
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	42,307	49,980	59,168	51,358	29,525
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	50,270	28,357	19,627	19,266	1,393

There are eight different analyses in The Media Audit Software Composition Report analyses. These are:

- Cume Media Persons
- Cume Media Ratings
- Cume Audience Composition Percents
- Cume Target Audience Index
- Most Often, Viewed Yesterday, Read Last Edition Audience Persons
- Most Often, Viewed Yesterday, Read Last Edition Ratings
- Most Often, Viewed Yesterday, Read Last Edition Composition Percents
- Most Often, Viewed Yesterday, Read Last Edition Target Audience Index

Using The Media Audit Software Composition Report analyses is as simple as...

- Clicking on the Composition Report in the Main Menu
  - Clicking on the Single Media Report
  - Double Media Comparison Report
  - Multi Media Comparison Report or...
  - Comparison To Market Total Report
- After selecting the report you want to use, simply click on the media you want to include in the analyses...and then
- Click on the target audiences that you want to include in the report...and then
- Click on the "Print" button in the tool bar at the top of the screen...or
- Click on the "Clip" button in the tool bar...then select the way you want to clip it...and then...
- Paste it into the document you want to paste it into by clicking on "Paste" via your mouse (with a right click and then select the paste option you want to use).