

Composition Report—how to create a single media report

What is a Composition Report?

A Composition Report is a text-only report that allows you to profile one media or compare up to five media on an unlimited number of target characteristics. There are five types of Composition Reports available; Single Media Report, Double Media Comparison Report, Multi Media Comparison Report, Comparison to Market Total and Arbitron Single Media Composition (available for Arbitron subscribers only). Single Media Reports are often used to create a custom prospect list.

How to Create a Single Media Composition Report

1. Click on Composition Reports from the main menu.
2. Select "Single Media Report" (or, if you want to profile a radio station and currently subscribe to Arbitron, you can select "Arbitron Single Media Composition Report") from the sub-menu.
3. At the Media Selection screen, select a single media and click OK to confirm your selection.
4. At the Target Selection screen, select as many targets as you wish and click OK to confirm your selection.

Types of Reports

Click on "Reports" or use the arrow keys to scroll between the different reports. Here are the four different report options:

1. Cume Statistical Report: Provides market persons, media persons, media cume ratings, audience composition and target index for selected targets and using the media's cume audience.
2. Cume Audience Chart: Provides market persons, media persons and media rating for the selected targets and using the media's cume audience.
3. Most Often Statistical Report: Provides market persons, media persons, media rating, audience composition and target index for selected targets and using the media's most-often audience.
4. Most Often Audience Chart: Provides market persons, media persons and media rating for the selected targets and using the media's most-often audience.

Note: if you selected the "Arbitron Single Media Composition Report" as your report option, the resulting figures for each of the above mentioned reports will be based on the Arbitron ratings data, rather than The Media Audit's ratings data.

Other Report Options

1. Click on any column heading (persons, rating, composition or index) to sort that column from ascending to descending order.
2. To re-sort the list by "book order" (the default order in which the targets appear in the list), click on the "Target" column header.
3. To filter out those targets where the media indexes are below 100, click on "Options/Show Only Values >=100".
4. To hide or resize a column, click on the dividing line between columns and drag with your mouse. Note, than when hiding a column, it will also hide the column in the printout.
5. To create a custom prospect list, select all targets and then sort by index or media rating.

Composition Report—how to read a single media report

How to Read a Single Media Composition Report

Below is an example of a Single Media Composition Report, profiling an alternative newspaper by type of vehicle owned. In this example, the Target Index column is sorted in descending order, showing which targets the media indexes highest. This is an example of how a user would create a custom prospect list for the automotive category.

Click on "Reports" or use the arrow keys to scroll through the different reports

of adults in base reached by the media

Number of adults in the base

% of base reached by media

Composition Reports

Base Media Targets Options Find... Reports Clip Genders ? Exit

Report: COMPOSITION REPORTS THE MEDIA AUDIT
Market: METRO, USA for FALL 2004
Bases: ADULTS AGE 18+
Media: ALTERNATIVE PRESS
Base Population: 2,836,502 % In Media Audience: 13.4% Media Persons: 380,757

Target	Market Percent	Market Persons	Media Persons	Media Rating	Audience Comp.	Target Index
MAKE OF VEHICLES NOW OWNED--BMW	2.9	83,501	30,893	37.0	8.1	276
MAKE OF VEHICLES NOW OWNED--SATURN	2.9	83,665	23,398	28.0	6.1	208
MAKE OF VEHICLES NOW OWNED--NISSAN	7.6	215,909	55,161	25.5	14.5	190
MAKE OF VEHICLES NOW OWNED--ANY EUROPEAN	13.5	382,074	96,484	25.3	25.3	188
MAKE OF VEHICLES NOW OWNED--VOLKSWAGEN	4.9	140,168	33,740	24.1	8.9	179
MAKE OF VEHICLES NOW OWNED--SUBARU	4.9	139,811	30,332	21.7	8.0	162
MAKE OF VEHICLES NOW OWNED--MAZDA	4.1	116,474	19,659	16.9	5.2	126
MAKE OF VEHICLES NOW OWNED--HONDA	16.3	461,934	73,867	16.0	19.4	119
MAKE OF VEHICLES NOW OWNED--ANY FOREIGN	58.4	1,656,135	263,005	15.9	69.1	118
MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN	51.8	1,468,395	228,594	15.6	60.0	116
MAKE OF VEHICLES NOW OWNED--HYUNDAI	3.3	92,553	14,016	15.1	3.7	113
NUMBER OF VEHICLES NOW OWNED--TWO	38.4	1,089,994	155,015	14.2	40.7	106
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SPORT UTILITY	5.3	149,046	20,166	13.5	5.3	101
NUMBER OF VEHICLES NOW OWNED--ONE	21.7	616,215	81,129	13.2	21.3	98
PLAN BUY--VAN/TRUCK/SPORT UTILITY	7.4	209,159	27,147	13.0	7.1	97
NUMBER OF VEHICLES NOW OWNED--THREE OR MORE	35.3	999,884	128,453	12.8	33.7	96
PLAN BUY--USED CAR/VAN/TRUCK/SPORT UTILITY	10.4	294,109	35,371	12.0	9.3	90
MAKE OF VEHICLES NOW OWNED--FORD	32.4	917,918	107,515	11.7	28.2	87
MAKE OF VEHICLES NOW OWNED--ANY DOMESTIC	69.3	1,966,918	219,797	11.2	57.7	83
MAKE OF VEHICLES NOW OWNED--MITSUBISHI	3.0	85,040	9,215	10.8	2.4	81
MAKE OF VEHICLES NOW OWNED--TOYOTA	17.6	498,206	53,231	10.7	14.0	80
PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY	16.8	475,916	50,736	10.7	13.3	79
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SPORT UTILITY	8.0	227,573	23,309	10.2	6.1	76
MAKE OF VEHICLES NOW OWNED--CHEVROLET	22.6	642,161	64,078	10.0	16.8	74
MAKE OF VEHICLES NOW OWNED--DODGE	11.8	336,009	32,612	9.7	8.6	72
MAKE OF VEHICLES NOW OWNED--OLDSMOBILE	2.6	73,828	6,392	8.7	1.7	65
MAKE OF VEHICLES NOW OWNED--LINCOLN/MERCURY	2.6	74,982	6,462	8.6	1.7	64
MAKE OF VEHICLES NOW OWNED--CHRYSLER	7.4	208,764	17,826	8.5	4.7	64

How to Read the Different Columns in this Report

1. **Market Percent:** The percent of different people in the base who are in the target.
2. **Market Persons:** The total number of different people in the base who are in the target.
3. **Media Persons:** The total number of different people in the media who are in the target.
4. **Media Rating:** The percent of the target who are in the media.
5. **Audience Composition:** The percent of the media who are in the target.
6. **Target Index:** The likelihood of the media audience being in the target. 100 = the market average, and >100 is more likely than the market average while <100 is less likely than the market average. In this report, the newspaper's readers are 176% more likely than the market to own a BMW. The target index also demonstrates a media's efficiency in delivering a target.