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

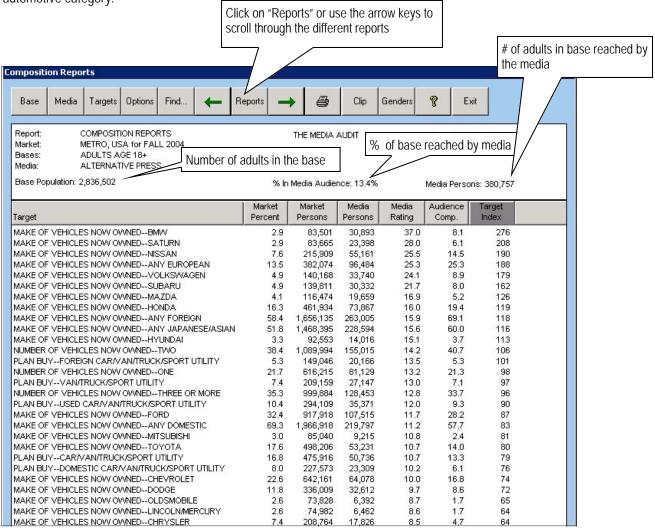
Note: if you selected the "Arbitron Single Media Composition Report" as your report option, the resulting figures for each of the above mentioned reports will be based on the Arbitron ratings data, rather than The Media Audit's ratings data.

#### 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.

# 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.



## 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. <u>Target Index</u>: 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.