

# Special Reports—target market profile

## What is a Target Market Profile Report?

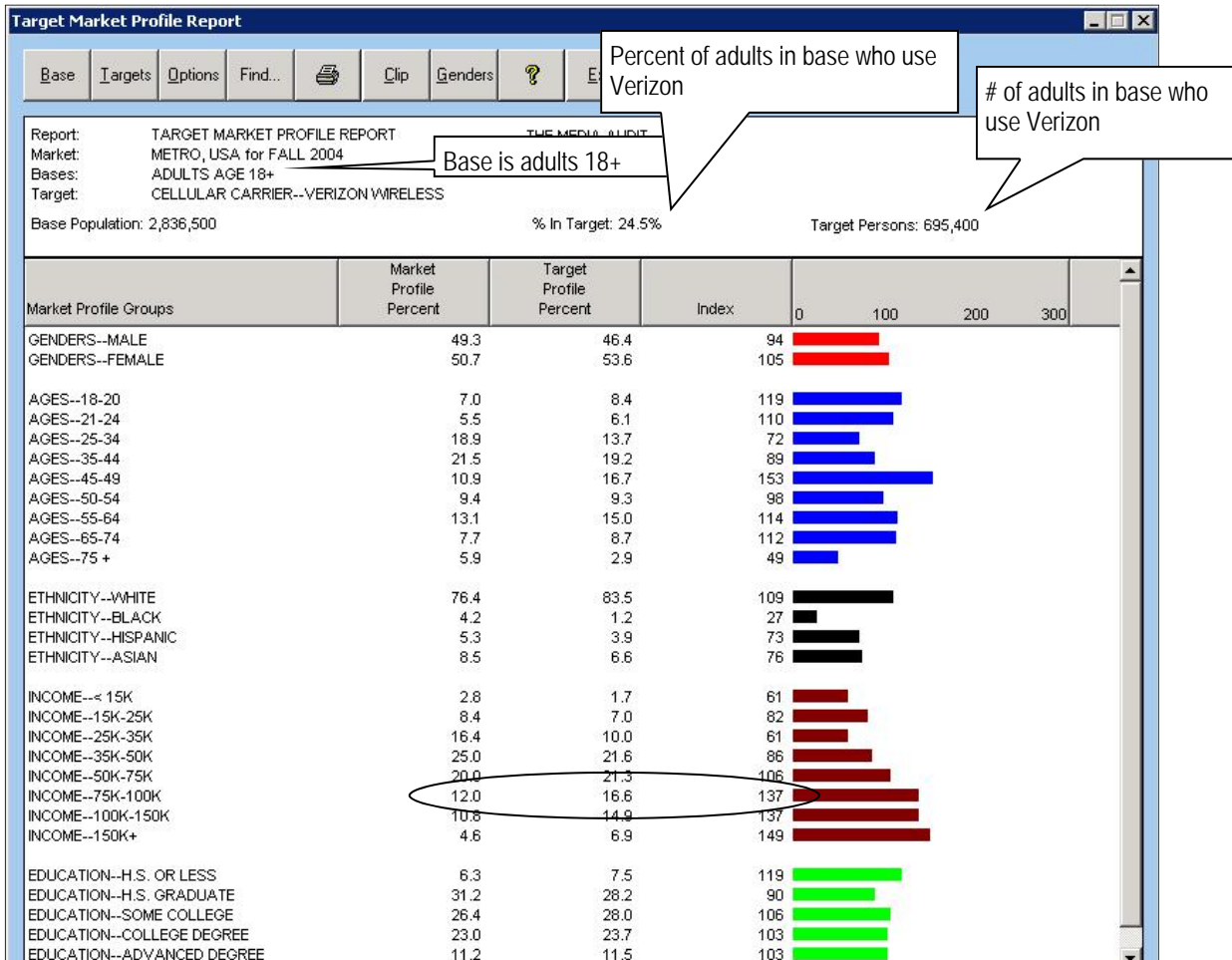
A Target Market Profile Report provides a demographic profile of any target, comparing the characteristics to those of the market.

## How to Create a Target Market Profile Report

1. Click on Special Reports. Click on Target Market Profile Report on the sub menu.
2. At the Target Selection screen, select a single target. Click OK to confirm.

## How to Read a Target Market Profile Report

Below is an example of a Target Market Profile Report for customers who use Verizon Wireless. The Market Profile Percent column refers to the % of the base that falls into the different profile groups, while the Target Profile Percent column refers to Verizon users who fall into the different profile groups. An index greater than 100 indicates that Verizon users are more likely than the base to be in one of these profile groups.



Using the above example, 12% of adults 18+ have a household income between \$75K and \$100K while 16.6% of Verizon users have the same household income. This makes Verizon users 37% more likely than the average adult to earn this income.

## Special Reports—generic media profile

### What is a Generic Media Profile Report?

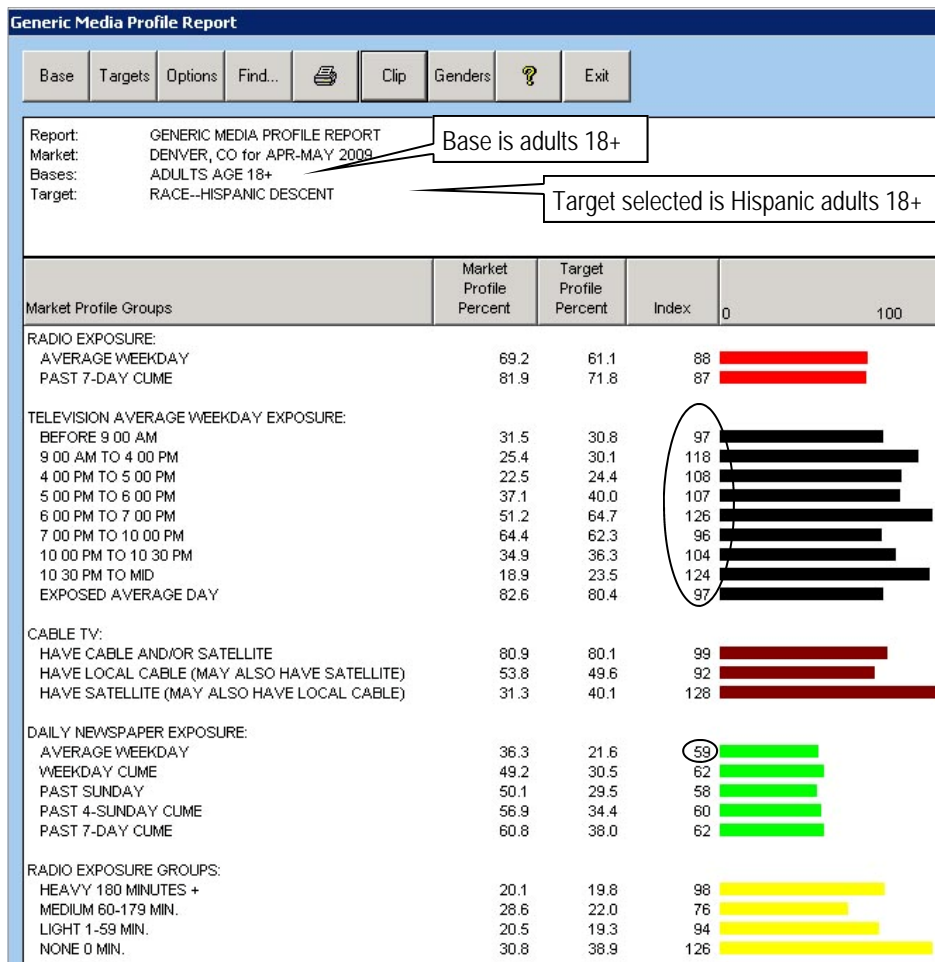
A Generic Media Profile Report demonstrates the general media habits of a target.

### How to Create a Generic Media Profile Report

1. Click on Special Reports. Click on Generic Media Profile on the sub-menu.
2. At the Target Selection Screen, select a single target. Click OK to confirm.

### How to Read a Generic Media Profile Report

Below is an example of a Generic Media Profile Report for Hispanic adults. The Market Profile Percent column refers to the % of the base that falls into the different media exposure groups. The Target Profile Percent column refers to the % of Hispanic adults who fall into the different media exposure groups. An index greater than 100 indicates that Hispanic adults are more likely than adults 18+ to fall into a media exposure group.



Using the above example, this target group indexes above the market average in numerous TV day parts, suggesting the target audience is more likely than all adults 18+ to be viewing TV. The target group also has an index of 59 for average weekday newspaper readership, which means that Hispanics are 41% less likely (100 minus 59) than all adults 18+ to read a daily newspaper on the average weekday.

## Special Reports—target vs. media profile (+/-% bar)

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### What is a Target vs. Media Profile Report?

A Target vs. Media Profile Report provides a side-by-side comparison of a medium and target. There are two types of reports; Target vs. Media (+/-% Bar) and Target vs. Media (% Bar).

### How to Create a Target vs. Media Profile Report (+/-% bar)

1. Click on Special Reports. Click on Target vs. Media Profile (+/-% bar) on the sub menu.
2. At the Media Selection Screen, select a single media. Click OK to confirm.
3. At the Target Selection Screen, select a single target. Click OK to confirm.

### Report Options

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

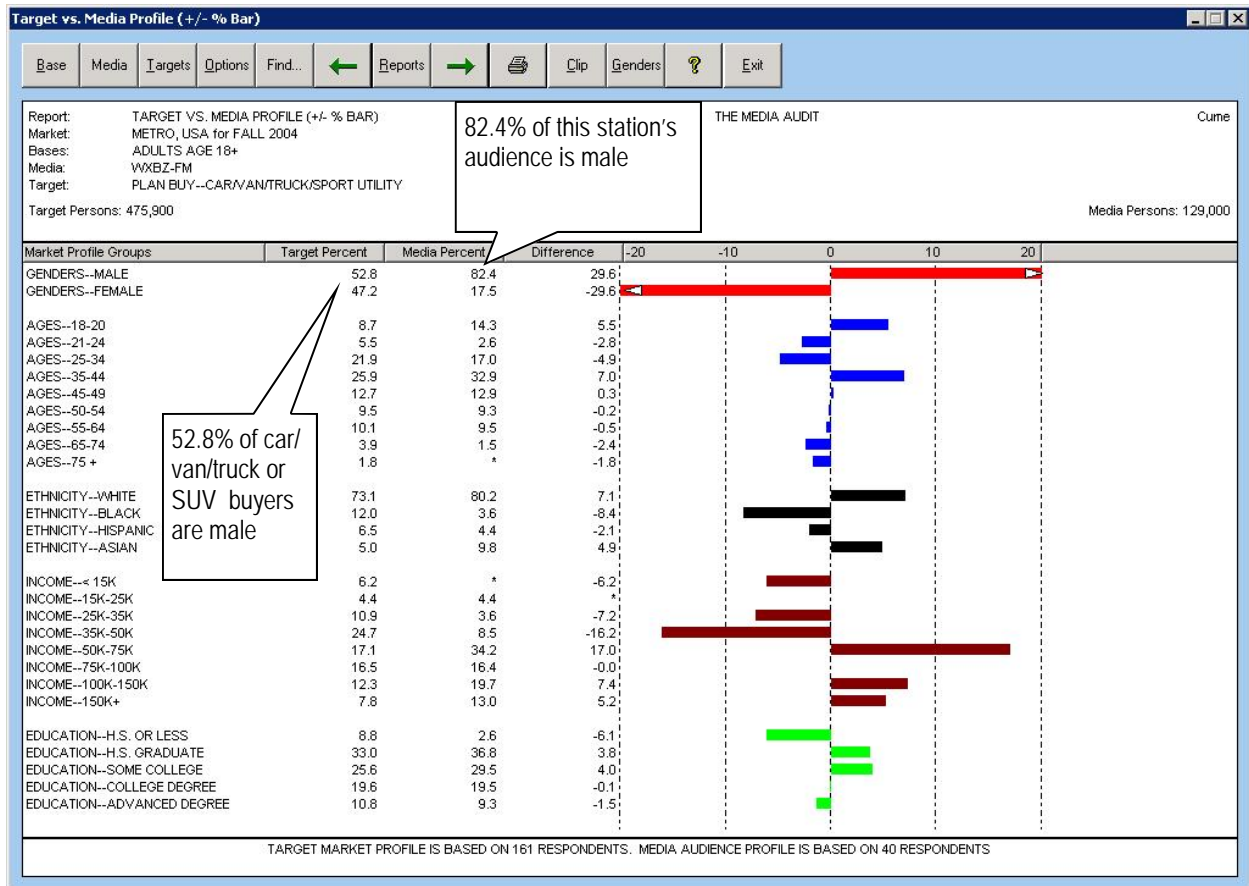
1. Cume Persons: Provides percent of the media's cume audience that matches the demo on the left.
2. Most Often Persons: Provides percent of the media's most often audience that matches the demo on the left.

Refer to the next page on how to read a Target vs. Media Profile Report (+/- % bar):

## Special Reports—how to read a target vs. media profile (+/- % bar)

Below is an example of a Target vs. Media Report (+/- % Bar), comparing a radio station's audience profile to a new car buyer profile. The Target Percent column refers to the % of the market that falls into the different demographic groups. The Media Profile Percent column refers to the % of the media that falls into the different demographic groups. The Percent Point Difference column calculates the difference between the media composition and the target composition percentages. A bar going to the right would indicate that the media is over-delivering a target, and a bar going to the left would indicate that a media is under-delivering a target.

Using the below example, 52.8% of new car buyers in this market are male, compared to 82.4% of the radio station's audience is male. The station also performs well with households earning \$50K—\$75K. An auto dealer buying spots on this station might consider tailoring the commercial to appeal to the station's upscale male audience.



## Special Reports—target vs. media profile (% bar)

### How to Create a Target vs. Media Profile Report (% bar)

1. Click on Special Reports. Click on Target vs. Media Profile (% bar) on the sub menu.
2. At the Media Selection Screen, select a single media. Click OK to confirm.
3. At the Target selection Screen, select a single target. Click OK to confirm.

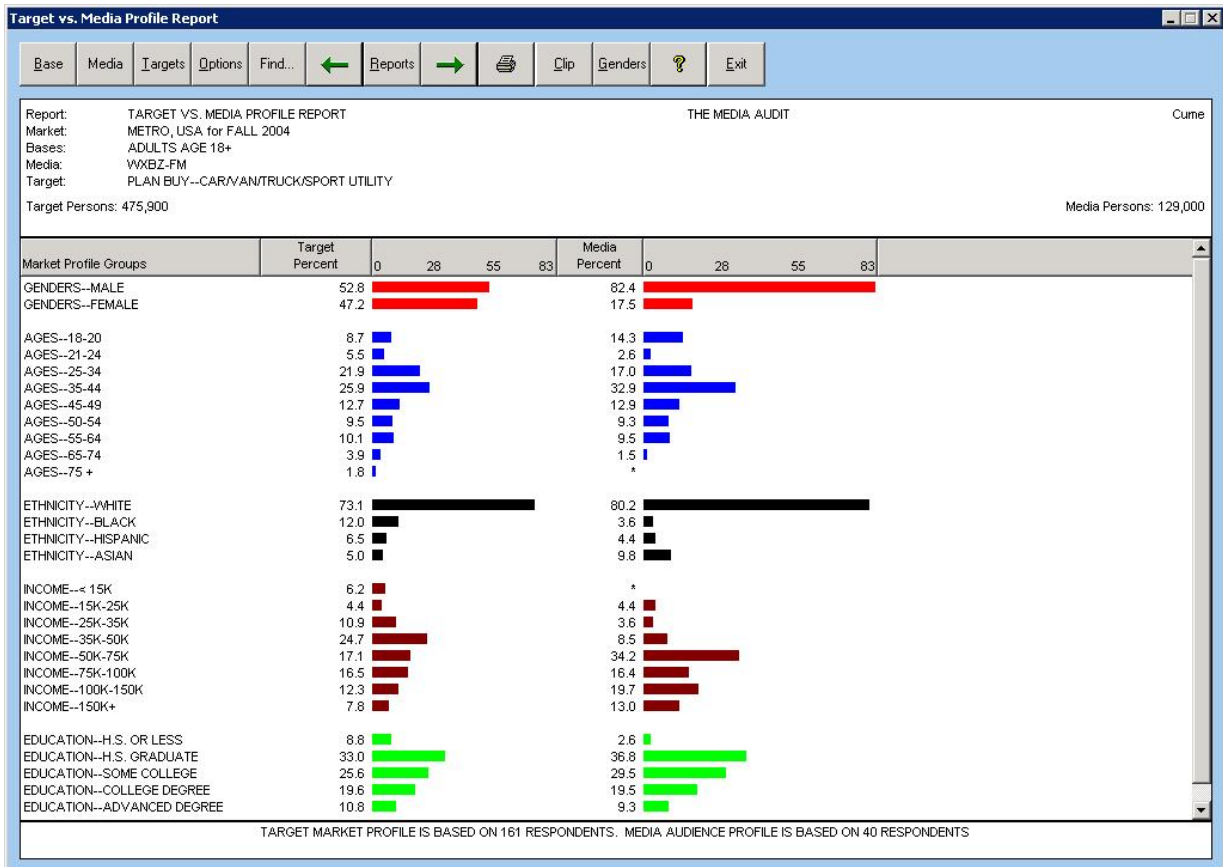
### Report Options

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

1. Cume Persons: Provides percent of the media's cume audience that matches the demo on the left.
2. Most Often Persons: Provides percent of the media's most often audience that matches the demo on the left.

### How to Read a Target vs. Media Report (% bar)

Below is an example of a Target vs. Media Report (% bar), using the same example as the previous page. There are only subtle differences between the two types of reports, for example, the report below does not calculate the percent point difference between the target composition % and the media composition %. All percentages are vertical. For example, the % of the target (new car buyers) who are male is 52.8%, while the % of the selected media's audience who are male is 82.4%.



# Special Reports—media vs. media profile (% bar)

## What is a Media vs. Media Profile Report?

A Media vs. Media Profile Report compares two media side-by-side by gender, age, income and education and ethnicity.

## How to Create a Media vs. Media Profile Report

1. Click on Special Reports. Click on Media vs. Media Profile (% bar) on the sub menu.
2. At the Media Selection screen, select the two media you wish to compare. Make sure any previous selections have been cleared and then hold down the CTRL key while making your two selections.
3. In the Select Media Order screen, select which media you wish to show up first in the report. Click OK to confirm your selection.

## Report Options

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

1. Cume Persons: Provides percent of the media's cume audience that matches the demo on the left.
2. Most Often Persons: Provides percent of the media's most often audience that matches the demo on the left.

## How to Read a Media vs. Media Profile Report (% bar)

Below is an example of a Media vs. Media Profile Report (% bar), comparing the business section of a daily newspaper to a competing weekly business publication. All percentages are read vertically, for example, 59.2% of this daily newspaper's business section readers are male, compared to 41% of the competing

