

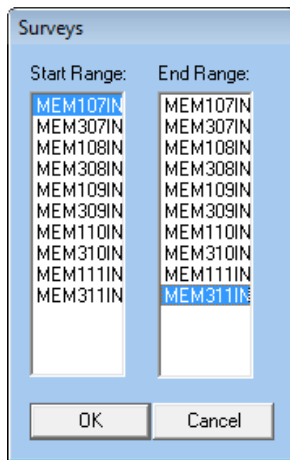
Trending Report—how to create a Trending Report

What is a Trending Report?

A Trending Report will allow you to trend a media or target audience over a period of up to ten report periods. You can trend ratings or persons for a media's cume or most often audience, or you can trend persons or percent for a target audience.

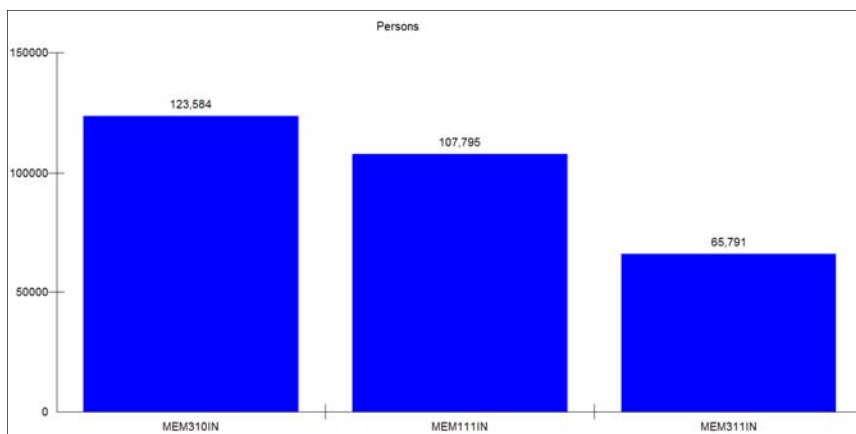
How to Create a Trending Report

1. Click on Trending Report from the main menu.
2. Select either Media or Target Trending Report. Select either a single media or a single target to trend. Click OK.
3. The program will list the available surveys in which the item you selected is included. In the below example, there are ten reports available for the trend report. Select the start range and end range to indicate over how many report periods you wish to trend your media or target. Click OK.
4. Your default report will appear, providing cume persons (media) or persons (target) in a graphed format over the chosen number of surveys.



The image shows a dialog box titled "Surveys". It has two columns: "Start Range:" and "End Range:". Each column contains a list of survey identifiers: MEM107IN, MEM307IN, MEM108IN, MEM308IN, MEM109IN, MEM309IN, MEM110IN, MEM310IN, MEM111IN, and MEM311IN. The first item in each list is highlighted in blue. At the bottom of the dialog box are two buttons: "OK" and "Cancel".

5. To toggle from cume and most often persons, or to cume and most often ratings for a media trending report, click on Reports on the toolbar and make your selection.
6. To toggle from persons to percent for a target trending report, click on Reports on the toolbar and make your selection.



This is an example of a three year trending report for persons planning to purchase a used car in this local market.