Which report or data should I use?

To analyze web site information?

Make sure you access a survey with an "IN" at the end of the name. For example, DET209IN refers to the Detroit (DET) market, and the survey was conducted in the second quarter of 2009 (209). The "IN" designates that web sites are included in the data file (IN stands for Internet).

To show how my web site adds reach to a buy?

Try using Ad Campaign Planner or Combo Builder Report (a sub-report within Ad Campaign Planner program)

To demonstrate the cumulative net reach of a combination of media?

Try using Ad Campaign Planner, Combo Builder (a sub-report within Ad Campaign Planner), Duplicate Reach or Reach and Frequency.

To show how my audience "matches" a target?

Try using Media Profile (Target Analysis), Special Reports (Target vs. Media Profile), Age Demo Analysis, or Composite Average Reports.

To develop a "prospect list" of clients for my media vehicle?

Try using Composition Reports, Market Index (Multiple Target/Single Media) or Position Finder.

To compare my media to another?

Try using Ranker, Market Index, Composition Report (Double Media Comparison Report), Position Finder, Special Reports (Media vs. Media), or Composite Average Report.

To develop a customer or target audience profile?

Try using Target Profile, Special Reports (Target Profile) or Cross Tab.

To profile my medium?

Try using Media Profile, Media Quick Profile, Composition Reports, or refer to the Printed Report (Audience Profile Section).

To trend a media or target audience over time?

Try using Trending Report.

To demonstrate the reach potential of my media?

Try using Ad Campaign Planner, Combo Builder or Reach and Frequency.

To show how all the components of my schedule reach the target?

Try using Ranker, Ad Campaign Planner, Combo Builder or Reach and Frequency.

To prove my media type should be included on a buy?

Try using Special Reports (Generic Media) or Media Day Analysis.

To review the media habits of a client or prospect?

Try using Special Reports (Generic Media), Cross Tab or Media Day Analysis.

To determine the consumer spending power of my audience?

Try using Annual Buying Power (report available for premium subscribers only)