

Working with Respondent Based Software in the TMA program

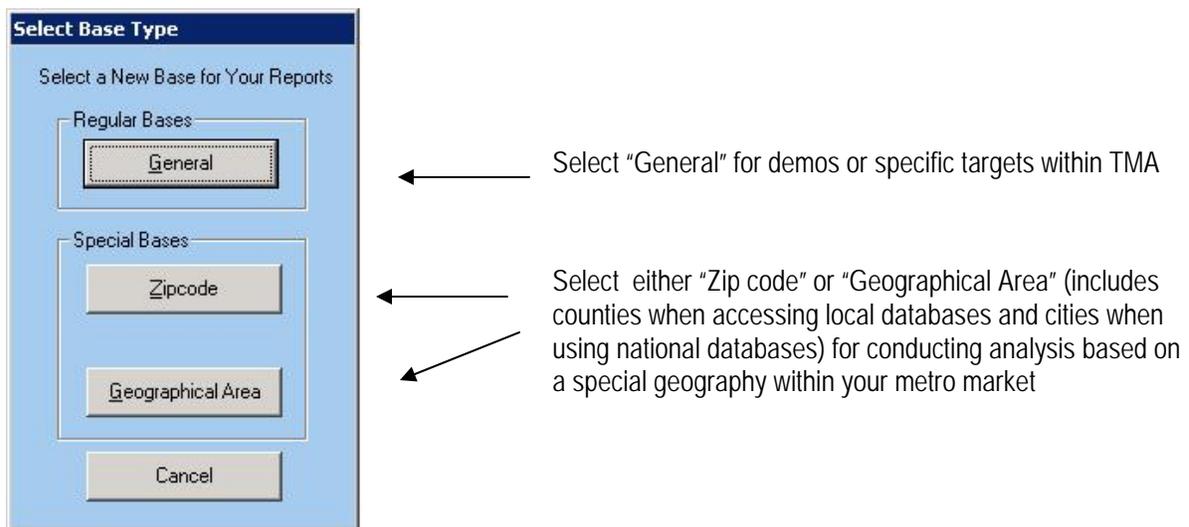
All software issued by The Media Audit is respondent based, offering users a greater ability to filter data. Respondent based software allows users to change the base from adults 18+ to a demo, target, or customized geography that will be used in all report computations. Using and/or logic, you will also be able to combine targets for a more refined base. A more thorough explanation on combining targets can be found in this section.

How to Change the Base in the TMA Program

There are two ways to change the base for your reports in The Media Audit program; from the main menu , or from the report toolbar.

From the Main Menu or Toolbar:

1. Click on the "Base" button.
2. A Select Base Type window will appear, prompting you to select your base from either a list of targets (General), a list of zip codes, or a geographical area (list of counties with in your local metro market).
3. Note that when selecting from the General Category list, you can also select "Find Respondents Not Matching Selections". For example, you could create a report based on adults who are NOT customers of a retail store to identify media habits of prospective new customers.
4. Also note that when selecting from the General Category list, you can select up to two targets to more narrowly refine your base. If you choose two targets, the program will prompt you to choose the AND or OR condition. For example, you could create a report based on adults who earn \$50,000 or more in household income AND/OR are between the ages of 18-49 years. See next page for details.
5. If you are creating a custom geography for your base (Zip Code or Geographical Area option), you will be prompted to save and name your new base. It is optional but recommended for frequently used reports. For example, after selecting "Zipcode" from the Select Base Type screen, you can select a combination of zip codes that represent a retailer's trade area. Then you can name your customized base for accessing and creating future reports.
6. Note: To delete those bases that you created and named, you can do so through the "Manage your Selections" feature under Main Menu/Options.

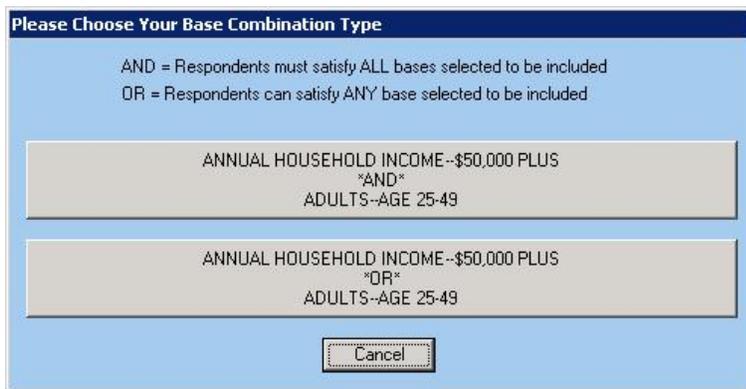


Working with Respondent Based Software in the TMA program

How to Create a General Base using a Combination of Targets

From the Main Menu or Toolbar:

1. Click on the "Base" button on the main menu or from the toolbar.
2. A Select Base Type window will appear, prompting you to select your base from either a list of targets (General), a list of zip codes, or a geographical area (list of counties with in your local metro market).
3. Select the "General" option.
4. While holding your Ctrl key down, select the two targets you wish to combine for your custom base.
5. Click OK.
6. A "Base Combination Type" window will appear, prompting you to choose between AND or OR logic.
7. Note that when making target selections for your base, the Base (or sample size) for each target is listed to the right of each target, so that your sample size criteria can be met
8. Select one of the combination types (and/or) and click OK.
9. Create your report as usual.



If the user selects this option, the subsequent reports created will be based on BOTH criteria.

If the user selects this option, the subsequent reports created will be based on EITHER of the criteria, rather than both.



The base for your reports will appear here as a link. Click the link to display all of the components of the base.

Working with Respondent Based Software—how to read a report

How to Read a Ranker Report Using the Respondent Based Software

Suppose, for example, that McDonald's was planning a media buy for an upcoming Major League Baseball promotion and that likely participants were customers who followed professional baseball. Below is an example where a user created a Ranker Report comparing four local TV stations using a broad TV day part. There are essentially two ways to create a Ranker report using the two criteria mentioned. First, you can change the base for the report to "adults who follow professional baseball on TV" and select "adults who ate at McDonald's in the past 4 weeks" as the Target. Or, a simpler way would be to create a base using a combination of the two targets and leave the Target set to "adults 18+". The Ranker report with the new base applied would look and read like this:

Please Choose Your Base Combination Type

AND = Respondents must satisfy ALL bases selected to be included
 OR = Respondents can satisfy ANY base selected to be included

FAST FOOD PAST 4-WEEKS--MCDONALDS
 "AND"
 FOLLOWED SPORTS--PROFESSIONAL BASEBALL TV

FAST FOOD PAST 4-WEEKS--MCDONALDS
 "OR"
 FOLLOWED SPORTS--PROFESSIONAL BASEBALL TV

Cancel

In using the above example, you would want to select the AND Condition to satisfy your base requirement

