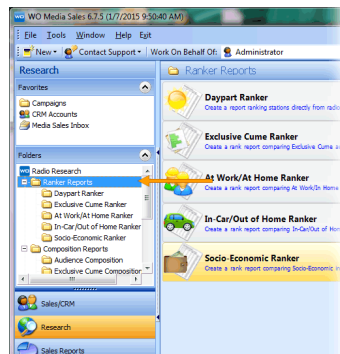


Socio-Economic Composition Report

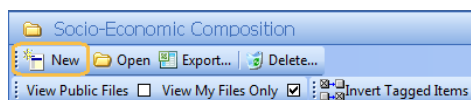
Create a Composition Report for your station in *WO Media Sales* using Socio-Economic criteria. You can apply single or multiple stations, dayparts and/or base demos, and print or export the report to Excel.

To create a Socio-Economic Composition Report click **Research** > **Radio Research** and select **Socio-Economic Composition** in the left navigation pane.



Caution: You may see different options under **Radio Research**. The list depends on what type of radio data is available for your station.

Click **New** and you will see the setup screen.





Caution: If this is your first time running this report in *WO Media Sales*, the options shown may appear grayed out. If so, just click on each report specification and make your desired selections. The system will remember your last used report specs, except the Socio-Economic criteria selection.

If you want to **Clear All** of the report specifications, just click the button to clear out your current selections.



Tip: You can select multiple demos here, but can only view, print and export one demo at a time.

If you click on the **Socio-Economic Indicators**, you will see the following selections. You may only select one at a time.

Due to Nielsen requirements, Radio Demos are limited in this report and begin at 18+, but you may select any demo, or combination of demos you find available. 12-17 is not a valid breakout for the Socio-Economic reports.



Select Demographic

Gender	Start Age	End Age	
<input type="radio"/> Males	<input checked="" type="radio"/> 18 -	<input type="radio"/> - 24	<input type="text" value="P18+"/>
<input type="radio"/> Females	<input type="radio"/> 25 -	<input type="radio"/> - 34	<input type="button" value="Add"/>
<input checked="" type="radio"/> Persons	<input type="radio"/> 35 -	<input type="radio"/> - 49	
	<input type="radio"/> 50 -	<input type="radio"/> - 54	
	<input type="radio"/> 55 -	<input type="radio"/> - 64	
	<input type="radio"/> 65 -	<input checked="" type="radio"/> +	<input type="button" value="Remove"/>
			<input type="button" value="Clear All"/>

Once the report is set the way you like, click **Create Report**. The following screen will appear.

Socio-Economic Composition																									
Persons 18+			Mon-Sun 6AM-MID			Metro Survey Area(MSA)			January 2013 NIELSEN PPM			Education: High School Graduate													
Sort: P18+ Avg Pers			P18+			P18-24			P25-34			P35-49			P50-54			P55-64							
Rank	Stations	Sex	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share
1	MAA2-FM	P	8,800	0.2	12.0	166,600	1,100	0.2	13.1	25,600	4,500	0.6	24.1	60,900	1,100	0.1	6.1	32,800	1,400	0.4	16.1	24,900	500	0.1	4
		M	4,100	0.2	10.3	81,600	1,000	0.4	20.0	17,900	900	0.3	11.0	16,400	1,000	0.2	9.3	25,800	900	0.5	19.1	12,800	200	0.1	2
		F	4,700	0.2	14.2	85,000	100	0.0	2.9	7,700	3,600	1.0	34.3	44,400	100	0.0	1.4	7,000	400	0.2	10.0	12,100	300	0.1	7
2	WIRD-FM	P	6,400	0.2	8.7	147,800	600	0.1	7.1	13,900	800	0.1	4.3	33,400	900	0.1	5.0	27,200	1,300	0.3	14.9	26,700	1,900	0.3	18
		M	3,800	0.2	9.5	69,500	500	0.2	10.0	4,900	100	0.0	1.2	8,000	700	0.1	6.5	19,900	500	0.3	10.6	8,000	1,600	0.6	21
		F	2,600	0.1	7.8	78,300	100	0.0	2.9	9,000	700	0.2	6.7	25,400	200	0.0	2.8	7,300	800	0.4	20.0	17,700	300	0.1	7
3	MAE3-FM	P	6,300	0.2	8.6	102,700	600	0.1	7.1	8,700	600	0.1	3.2	19,600	1,400	0.1	7.8	31,600	800	0.2	9.2	13,600	2,300	0.4	19
		M	4,300	0.2	10.8	56,300	100	0.0	2.0	3,600	300	0.1	3.7	4,500	1,100	0.2	10.3	24,100	500	0.3	10.6	5,100	1,800	0.7	24
		F	2,000	0.1	6.0	46,400	400	0.2	11.8	5,100	400	0.1	3.8	15,100	300	0.0	4.2	7,500	300	0.2	7.5	8,500	300	0.1	7
4	MAAK-FM	P	4,800	0.1	6.6	93,100	600	0.1	7.1	17,100	400	0.1	2.1	13,700	2,400	0.2	13.4	28,300	500	0.1	5.7	11,400	500	0.1	4
		M	3,000	0.2	7.5	51,700	100	0.0	2.0	5,900	300	0.1	3.7	11,100	1,900	0.3	17.8	15,100	200	0.1	4.3	3,500	300	0.1	4
		F	1,700	0.1	5.1	41,400	500	0.2	14.7	11,100	200	0.1	1.9	2,300	600	0.1	8.3	13,200	300	0.2	7.5	7,900	200	0.1	5
5	MAAR-FM	P	4,300	0.1	5.9	138,300	1,100	0.2	13.1	31,100	1,900	0.3	10.2	54,800	400	0.0	2.2	17,200	700	0.2	8.0	20,300	300	0.1	2
		M	1,900	0.1	4.8	63,100	600	0.2	12.0	17,300	600	0.2	7.3	21,000	200	0.0	1.9	10,900	300	0.2	6.4	7,600	100	0.0	1
		F	2,400	0.1	7.2	75,200	400	0.2	11.8	13,700	1,300	0.4	12.4	33,800	100	0.0	1.4	6,300	400	0.2	10.0	12,600	200	0.1	5
6	MAVV-FM	P	4,300	0.1	5.9	127,800	400	0.1	4.8	16,200	800	0.1	3.2	21,300	1,100	0.1	6.1	31,900	500	0.1	5.7	15,600	900	0.1	4
		M	1,500	0.1	3.8	53,800	0	0.0	0.0	3,100	100	0.0	1.2	10,700	700	0.1	6.5	18,600	200	0.1	4.3	6,600	300	0.1	4
		F	2,800	0.1	8.4	73,900	400	0.2	11.8	13,100	400	0.1	3.8	10,400	400	0.1	5.6	13,300	300	0.2	7.5	9,000	200	0.1	5
7	MAAH-FM	P	4,000	0.1	5.5	108,000	500	0.1	6.0	14,600	300	0.0	1.6	9,100	1,400	0.1	7.8	41,400	800	0.2	9.2	15,800	700	0.1	6
		M	2,600	0.1	6.5	66,500	500	0.2	10.0	10,500	200	0.1	2.4	7,500	800	0.1	7.5	23,600	600	0.3	12.8	9,300	300	0.1	4
		F	1,400	0.1	4.2	41,600	100	0.0	2.9	4,200	100	0.0	1.0	1,600	700	0.1	9.7	17,900	200	0.1	5.0	6,400	400	0.1	10
8	MAAL-FM	P	3,400	0.1	4.6	100,300	600	0.1	7.1	18,200	800	0.1	4.3	28,800	1,000	0.1	5.6	18,200	300	0.1	3.4	12,900	200	0.0	1
		M	1,700	0.1	4.3	45,400	400	0.2	8.0	7,800	600	0.2	7.3	17,500	400	0.1	3.7	9,000	100	0.1	2.1	4,200	200	0.1	2
		F	1,700	0.1	5.1	54,800	300	0.1	8.8	10,400	300	0.1	2.9	11,300	600	0.1	8.3	9,200	100	0.1	2.5	8,600	0	0.0	0
9	MAAP-FM	P	3,300	0.1	4.5	92,900	100	0.0	1.2	8,100	600	0.1	3.2	20,100	1,100	0.1	6.1	27,100	600	0.2	6.9	15,700	300	0.1	2
		M	2,200	0.1	5.5	61,300	0	0.0	0.0	4,100	500	0.1	6.1	18,700	800	0.1	7.5	14,200	300	0.2	6.4	7,900	200	0.1	2
		F	1,000	0.0	3.0	31,600	100	0.0	2.9	4,000	100	0.0	1.0	1,300	300	0.0	4.2	12,900	200	0.1	5.0	7,800	100	0.0	2
10	MAEE-FM	P	3,300	0.1	4.5	64,600	100	0.0	1.2	2,400	1,400	0.2	7.5	17,600	900	0.1	5.0	18,600	100	0.0	1.1	6,200	500	0.1	4

Click **Save** and name the report now.

WO Media Sales

Save Report

Report Name

My Socio-Economic Composition Report

Report description: My Socio-Economic Composition Report

Security Options

☒ Private File - no one can see this file but me.
 ☐ Public File - everyone at my station can see this file.

Use Public Area Of: WBHK-FM

☐ Make file Read Only for all users except myself.

OK

Cancel

Click **OK** to save the **Socio-Economic Composition Report**.

Looking at the Socio-Economic Composition screen, notice you can switch between multiple report specs (if selected) by clicking on the drop-down arrows of each. You can also add, edit or delete Demo and/or Daypart report specifications by clicking on the button next to each option.

Socio-Economic Composition																							
Persons 18+		Mon-Sun 6AM-MID		Metro Survey Area(MSA)		January 2013 NIELSEN PPM		Education: High School Graduate															
Persons 18+																							
Persons 18-34																							
Persons 25-54																							

You can also switch between Socio-Economic Indicators by clicking the **Graduation Cap** button to bring up the dialog in Step 5.

Let's look at the bottom of the Socio-Economic Composition screen.

Market Information	Display Options
Market: Metropolis Survey Period: January 2013 NIELSEN PPM Selected Demo: Persons 18+ MSA Stations: All Stations Population: 1,097,000 Sample Size: 349	<input checked="" type="checkbox"/> Display Men/Women estimates on separate lines when viewing a Persons demo. <input checked="" type="checkbox"/> Average Persons <input checked="" type="checkbox"/> Cume Persons <input checked="" type="checkbox"/> Average Rating <input type="checkbox"/> Hide Stations With Zeros (based on Sort estimate) <input checked="" type="checkbox"/> Share
	Filtering <input type="text" value="View All Stations"/>



Tip: Socio-Economic Ranker is also available under Ranker Reports that can be based on an indicator.

If you want to edit your Socio-Economic Composition display or don't want to see a particular estimate, you can uncheck items under **Display Options**. If you want to **Hide Stations With Zeros** to clean up your report, check that option. You can also use the **Filtering** option to View, Print and/or Export the top number of stations in your report.

Once your report is set the way you like it, click **Print**. This screen will appear.

The screenshot shows the 'Configure Socio-Economic Composition Report' window. It includes a sidebar with 'Report Header', 'Comment', and 'Cover Page' options. The main area contains a station dropdown (W5HC-FM), a logo for 98.7 KISS FM, and various input fields for report title, author, sales person, phone, fax, email, and website. There are also checkboxes for 'Show Shading', 'Print Header on First Page Only?', and 'Save Report Header Info on Print...?'. At the bottom, there are buttons for 'Load Defaults...', 'Load Saved...', 'Clear All...', 'Print...', and 'Cancel'.

Make any necessary selections or edits to the screen.

Click **Print...** to go to the Print Preview or **Cancel** to go back to the Socio-Economic Composition screen.

Print Preview

Apply Page 1

Export Report

Send To

Zoom 100

Page Settings

Portrait

Landscape

Font Settings

Small

Medium

Large

Header Size

Large

Small

98.7 KISS FM.com

My Socio-Economic Composition Report - 1219

Author: WideOrbit User

Market: Metropolis

Survey Period: January 2013 Nielsen PPM

Selected Demo: Persons 18+ MSA

Dayspart: Mon-Sun 6AM-6PD

Population: 1,097,000

Sample Size: 349

Stations: All Stations

Sorted By: P18+ Avg Pers

Socio-Economic: Education: High School Graduate

Acct. Exec: WideOrbit User

Phone #: 205-555-5555

FAX #: 205-555-1234

Email: wideorbituser@wideorbit.com

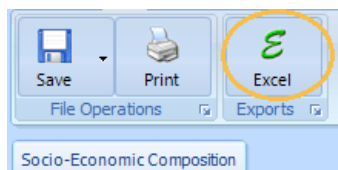
Web Site: www.wideorbit.com

Rank	Stations	Sex	MSA P18+				P18-24				P25-34				P35-49			
			Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers	Avg Pers	Avg Rtg	Share	Cume Pers
1	MAAZ-FM	P	8,800	0.2	12.0	166,600	1,100	0.2	13.1	25,600	4,500	0.6	24.1	60,900	1,100	0.1	6.1	32,800
	M	4,100	0.2	10.3	81,600	1,000	0.4	20.0	17,900	900	0.3	11.0	16,400	1,000	0.2	9.3	25,800	
	F	4,700	0.2	14.2	85,000	100	0.0	2.9	7,700	3,600	1.0	34.3	44,400	100	0.0	1.4	7,000	
2	WRD-FM	P	6,400	0.2	8.7	147,800	600	0.1	7.1	13,900	800	0.1	4.3	33,400	900	0.1	5.0	27,200
	M	3,800	0.2	9.5	69,500	500	0.2	10.0	4,900	100	0.0	1.2	8,000	700	0.1	6.5	19,900	
	F	2,600	0.1	7.8	78,300	100	0.0	2.9	9,000	700	0.2	6.7	25,400	200	0.0	2.8	7,300	
3	MAJ2-FM	P	6,300	0.2	8.6	102,700	600	0.1	7.1	8,700	600	0.1	3.2	19,600	1,400	0.1	7.8	31,600
	M	4,300	0.2	10.8	96,300	100	0.0	2.0	3,600	300	0.1	3.7	4,500	1,100	0.2	10.3	24,100	
	F	2,000	0.1	6.0	46,400	400	0.2	11.8	5,100	400	0.1	3.8	15,100	300	0.0	4.2	7,500	
4	MAAK-FM	P	4,800	0.1	6.6	93,100	600	0.1	7.1	17,100	400	0.1	2.1	13,700	2,400	0.2	13.4	28,300
	M	3,000	0.2	7.5	51,700	100	0.0	2.0	5,900	300	0.1	3.7	11,100	1,900	0.3	17.8	15,100	
	F	1,700	0.1	5.1	41,400	500	0.2	14.7	11,100	200	0.1	1.9	2,500	600	0.1	8.3	13,200	
5	MAAR-FM	P	4,300	0.1	5.9	138,300	1,100	0.2	13.1	31,100	1,900	0.3	10.2	54,800	400	0.0	2.2	17,200
	M	1,900	0.1	4.8	63,100	600	0.2	12.0	17,300	600	0.2	7.3	21,000	200	0.0	1.9	10,900	
	F	2,400	0.1	7.2	75,200	400	0.2	11.8	13,700	1,300	0.4	12.4	33,800	100	0.0	1.4	6,300	
6	MAAII-FM	P	4,300	0.1	5.9	127,800	400	0.1	4.8	36,200	600	0.1	3.2	21,000	1,100	0.1	6.1	31,900
	M	1,900	0.1	3.8	53,800	0	0.0	0.0	3,100	100	0.0	1.2	19,700	700	0.1	6.5	18,600	
	F	2,800	0.1	8.4	73,900	400	0.2	11.8	13,100	400	0.1	3.8	10,400	400	0.1	5.6	13,300	
7	MAAH-FM	P	4,000	0.1	5.5	108,000	500	0.1	6.0	14,600	300	0.0	1.6	9,100	1,400	0.1	7.8	41,400
	M	2,600	0.1	6.5	66,500	500	0.2	10.0	10,500	200	0.1	2.4	7,500	800	0.1	7.5	23,600	
	F	1,400	0.1	4.2	41,600	100	0.0	2.9	4,200	100	0.0	1.0	1,600	700	0.1	9.7	17,900	
8	MAAL-FM	P	3,400	0.1	4.6	100,300	600	0.1	7.1	18,200	800	0.1	4.3	28,800	1,000	0.1	5.6	18,200
	M	1,700	0.1	4.3	45,400	400	0.2	8.0	7,800	600	0.2	7.3	17,500	400	0.1	3.7	9,000	
	F	1,700	0.1	5.1	54,800	300	0.1	8.8	10,400	300	0.1	2.9	11,300	600	0.1	8.3	9,200	
9	MAAP-FM	P	3,300	0.1	4.5	92,900	100	0.0	1.2	8,100	600	0.1	3.2	20,100	1,100	0.1	6.1	27,100

At this time, you can print to a local or network printer by clicking the **Print...** button, **Print with Acrobat** by clicking the button in the lower left-hand corner, or you can **Export** or **Send** (email) the report as another file type by choosing the options at the top of the screen.

You can also change the orientation of the report and/or change the font and header settings of the report using the options found in the left panel. **Landscape** is the ideal choice for this report if you have a very broad base demo selected.

You can also Export the Socio-Economic Composition to Excel by choosing the **Excel** button in the **WO Media Sales** ribbon.



A window will come up showing your last saved location. Select where you want to save your file, and give the Excel report a name.

After clicking **Save**, this dialog will appear. If everything looks correct, click the **Export...** button.

The dialog box is titled "Configure Socio-Economic Composition Excel Export". It contains the following fields and options:

- Report Header:** Station: WJHK-FM
- Report Title:** My Socio-Economic Composition Report
- Report Author:** WideOrbit User
- Sales Person:** WideOrbit User
- Phone:** 205-555-5555
- Fax:** 205-555-1234
- Email:** wideorbituser@wideorbit.com
- Web Site:** www.wideorbit.com
- Buttons:** Load Defaults..., Load Saved..., Clear All...
- Checkboxes:**
 - ☐ Show Shading
 - ☐ Print Header on First Page Only?
 - ☐ Save Report Header Info on Print...?
- Bottom Buttons:** Back, Next, Export..., Cancel

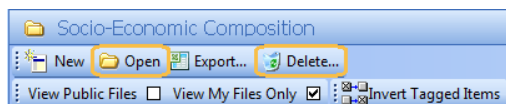
Excel will open and load your Socio-Economic Composition report. Now, you can **Print** from Excel if you would like.

The Excel spreadsheet displays the "My Socio-Economic Composition Report" for station 98.7 KISS FM. The report includes the following data:

- Market:** Metropolis
- Survey Period:** January 2013 NIELSEN PPM
- Selected Demo:** Persons 18+ MSA
- Daypart:** Mon-Sun 6AM-MID
- Population:** 1,097,000
- Sample Size:** 349
- Stations:** All Stations
- Sorted By:** P18+ Avg Pers
- Socio-Economic:** Education: High School Graduate
- Account Info:**
 - Acct. Exec: WideOrbit User
 - Email: wideorbituser@wideorbit.com
 - Phone #: 205-555-5555
 - FAX #: 205-555-1234
 - Web: www.wideorbit.com

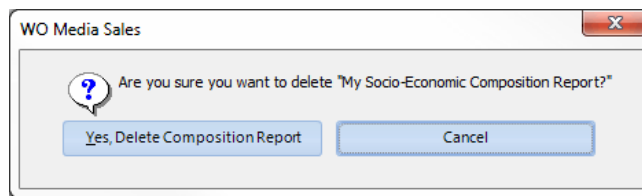
The main data table is organized by age group (MSA P18+, P18-24, P25-34, P35-49, P50-54) and includes columns for Rank, Station, Sex, Pers Avg, Rtg Avg, Shr, and Cum Pers.

Once a report is saved, you can double-click to load it or highlight the report and click **Open**.



Any old or unwanted reports can be removed from the list by selecting the report(s) and clicking the **Delete...** button.

There is a confirmation window when you delete items in *WO Media Sales*.



If you have questions or concerns, please call or email support.

WO Media Sales Support:
415.675.6775 Option 2, 1
sales-support@wideorbit.com