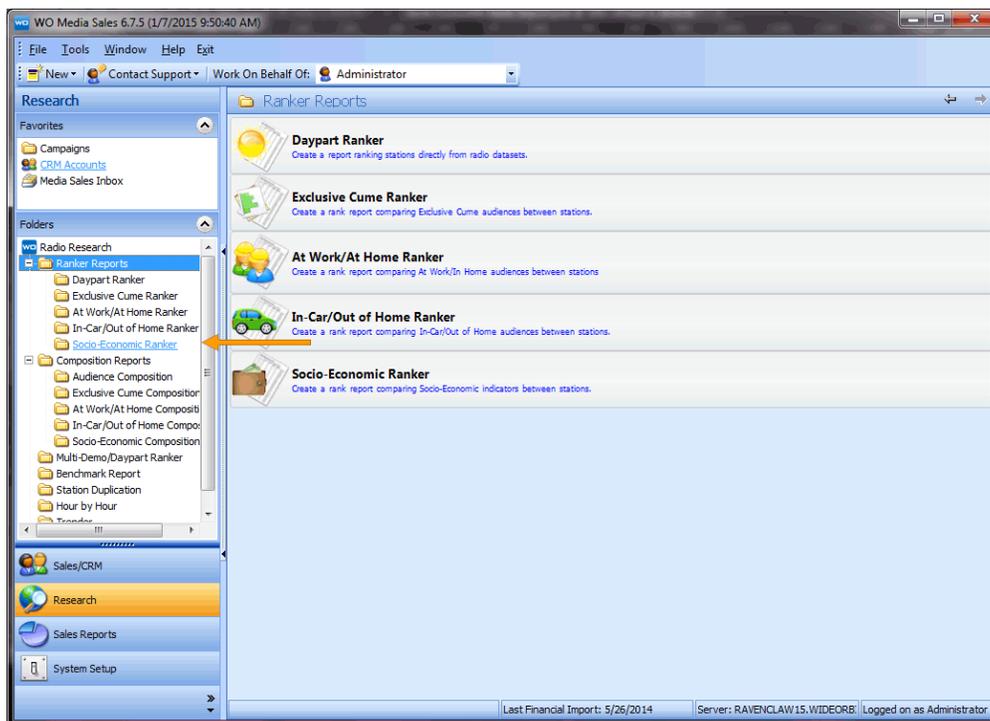


Socio-Economic Ranker Report in WO Media Sales

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

To create a Socio-Economic Ranker Report click the **Research** button in the left navigation pane then click on **Ranker Reports**. Select **Socio-Economic Ranker** from the left navigation pane.

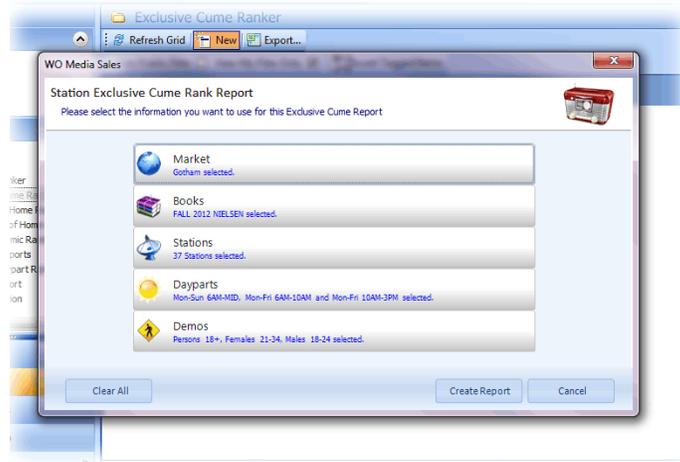


Caution: You may see different options under Radio Research. The list depends on what type of radio data is available for your station.

Click **New**.



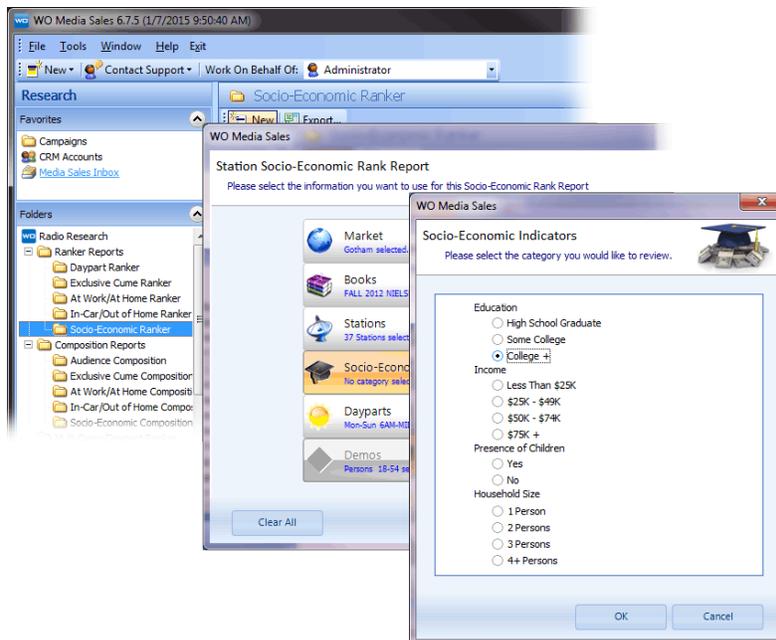
You will see the setup screen.



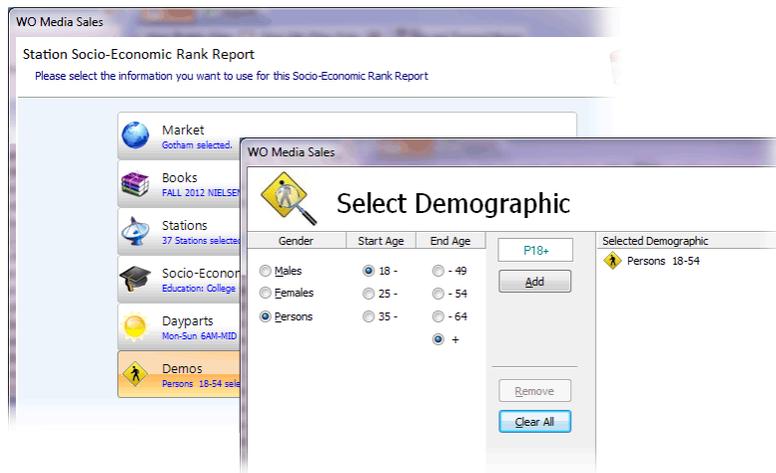
i **Tip:** If this is your first time running this report in *WO Media Sales*, the options above may appear grayed out. If so, just click on each report specification and make your desired selections. The system will remember the report specs last used, except the Socio-Economic criteria selection.

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

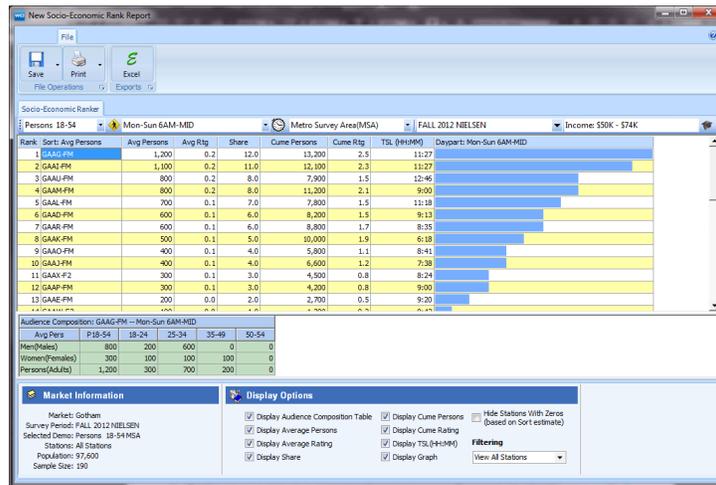


Due to Nielsen requirements, Radio Demos are limited in this report and begin at 18+, but you may select any demo, or combination of demos you find available. 12-17 is not a valid breakout for the Socio-Economic reports.

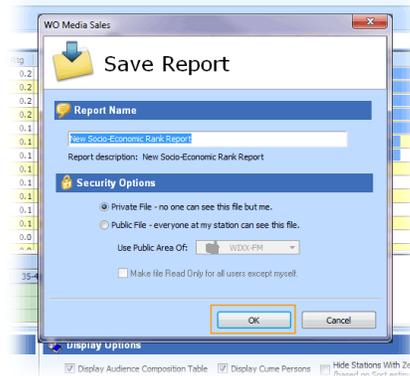


Once the report is set the way you like, click **Create Report**.

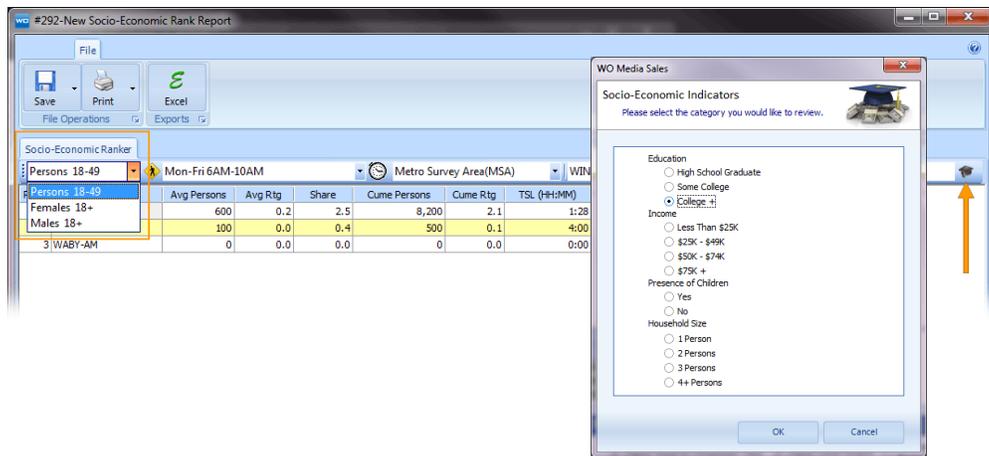
The following screen will appear. Click **Save** and name the report now.



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

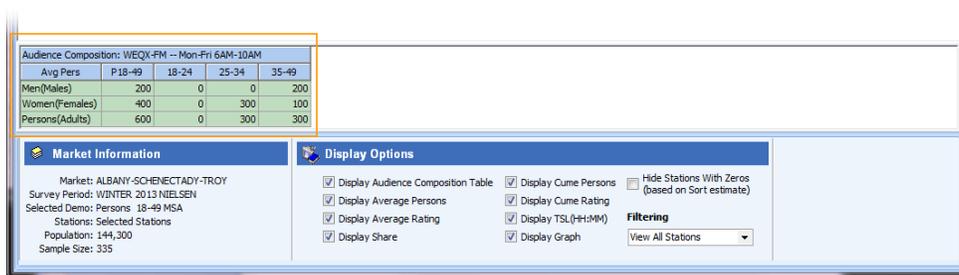


Looking at the **Socio-Economic Ranker** screen, notice you can switch between multiple report specs (if selected) by clicking on the drop-down arrows of each. You can also add, edit, or delete Demo and/or Daypart report specifications by clicking on the button next to each option.



Switch between **Socio-Economic Indicators** by clicking the **Graduation Cap** button to bring up the **Socio-Economic Indicators** dialog.

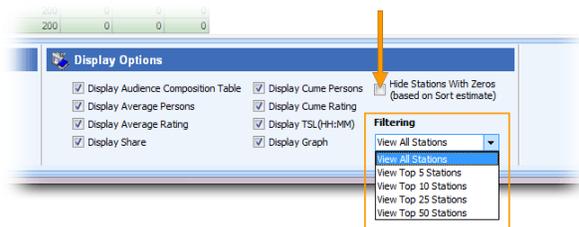
Look at the bottom of the **Socio-Economic Ranker** screen. The **Audience Composition** is a grid that provides valuable information broken out by each demo cell taken from the broad base demo you selected.



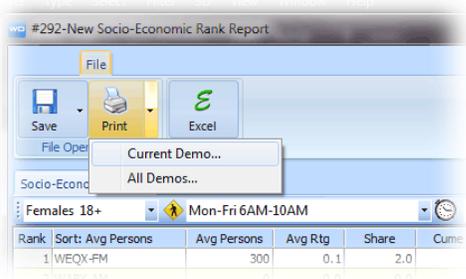
Tip: Audience Composition is a separate report under Radio Research. **Socio-Economic Composition** is also available under **Composition Reports** that can be based on an indicator.

If you want to edit your **Socio-Economic Ranker** display or don't want to see a particular estimate, you can uncheck items under Display Options.

- **Hide Stations With Zeros** to clean up your report.
- **View, Print and/or Export** the top number of stations in your report with the **Filtering** option.



Once your report is set the way you like it, click **Print**.



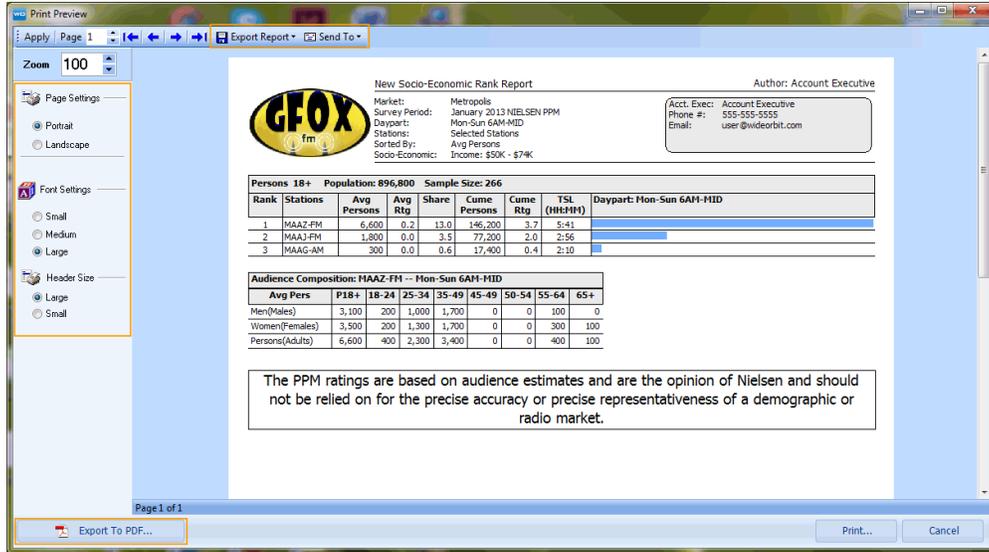
Select **Print**, then **Current Demo...** or **All Demos...**. The **All Demos...** option will print the reports back to back, in order, each report having its own selected demo.

This screen will appear. Make any necessary selections or edits to the screen.



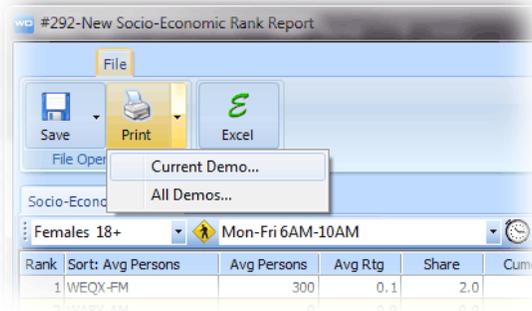
Click **Print...** to go to the Print Preview or **Cancel** to go back to the **Socio-Economic Ranker** screen.

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.

To Export the **Socio-Economic Ranker** as an Excel file, click the **Excel** button in the *WO Media Sales* ribbon.

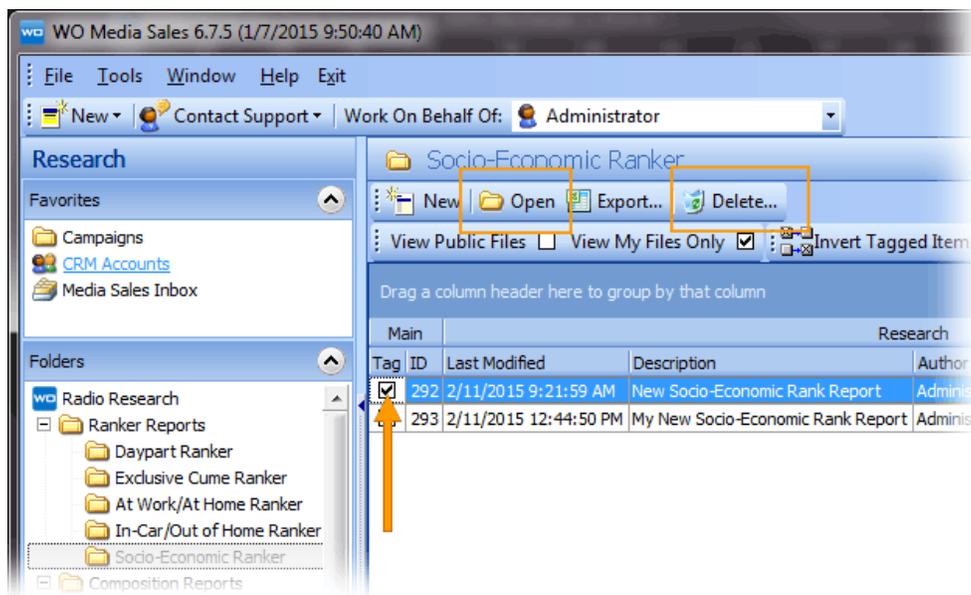


A window will come up showing your last saved location. Select where you want to save your file, and give the Excel report a name.

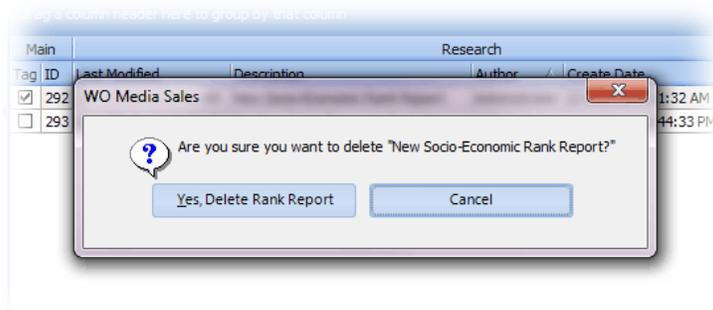
After clicking **Save**, this dialog will appear. If everything looks correct, click the **Export...** button.



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