

## 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.

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🕴 📑 New 🕶 🧟 Contact Support 🕶 🛛 Wo	ork On Behalf Of: 🙎 Administrator 🔹
Research	😂 Ranker Reports 🔶 🔿
Favorites	Daypart Ranker Cease a report ranking statons directly from radio datasets.  Exclusive Cume Ranker Cease a rank report comparing Exclusive Cume audiences between statons.
	At Work/At Home Ranker Create a rank report comparing At Work/In Home audiences between stations
□ In-Car/Out of Home Ranker Solo-Economic Ranker □ Composition Reports □ Audience Composition □ Exclusive Cume Composition □ Exclusive Cume Composition	Coste a rank report company In-Car(Out of Home audiences between stations.     Socio-Economic Ranker     Geate a rank report company Socio-Economic indicators between stations.
In-Car/Out of Home Compored Source Composition     Multi-Deconomic Composition     Multi-Deconomic Composition     Multi-Deconomic Composition     Marker     Station Delication     Hour by Hour     Theorem Theorem Composition	
Sales/CRM Research	
Sales Keports	I art Enancial Import: 5/36/2014 Service: DAVEN/CAW15 WITE/POD <sup>1</sup> and an a Administrative
	Cost i mandas Importa a/20/2014 Server, KAVENCLAW ISTWIDLOKD, LOgged on as Administrator

**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.

	xclusiv <u>e Cume R</u> anker
i 🖉 Re	fresh Grid 🎦 New 🖺 Export
View I	Public Files 🔲 View My Files Only 🗹 🔛 Invert Tagged Items
Drag a d	column header here to group by that column
Main	Research

## You will see the setup screen.

Station Exclusive Cume Rank Report         Please select the information you want to use for this Exclusive Cume Report         Image: Contain selected.         Image: Contain selected.         Image: Report         Image: Stations         Stations         Stations         Stations         Image: Stations	
Market Coham selected.           Books         FALL 021 VERLSEM selected.           Stations         Stations           27 Stations selected.         Dayparts           Mon-Fin EAM-3DAM and Mon-Fin 10MH-3PM selected.	Ĵ
Books         FALL 2012 XRELSEN selected.           Image: Stations         37 Stations selected.           Image: Dayparts         Downsin GMANDD, Mon-Fin GMA-3DM and Mon-Fin 10MA-3PM selected.	
Stations         3 Dasces selected.           Objparts         Daybarts           MonSus GMMADD, Mon-Fin SAM-10AM and Mon-Fin 10AM-3PM selected.	
Dayparts Mon-Sun GAM-MID, Mon-Fri GAM-10AM and Mon-Fri 10AM-3PM selected.	
Demos Persons 18+, Females 21-34, Males 18-24 selected.	
Clear All Create Report Cancel	

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.

wo WO Media Sales 6.7.5 (1/7/2015 9:50 Elle Iools Window Help Exit Solution State Support V W Research	ork On Behalf Of: S Administrator	
Favorites	Station Socio-Economic Rank Report           Please select the information you want to use for this Socio-Economic Rank Report	
Foldes   Reado Research  Reado Research  Reado Research  Daypart Ranker  Source Consent Ranker  Composition Reports  Composition Reports  Consposition Reports  Consposition Reports  Consposition Reports  Source Composition  So	Workeld Sales         Stations         Stations         Socio-Econg         Bayparts         Moscan GMMD         Demos         Persons         Sales         Clear All	Cancel

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.

tation Socio-Eco Please select the int	onomic Ra formation you	ink Repo want to us	rt æ for this Socio-E	conomic Rank Rep	ort		
(	Mark Gothan	et selected.	WO Media Sale	5			
	Book FALL 2	S D12 NIELSEN		Select	Demo	graphic	
0	ar Static	ions selected	Gender	Start Age	End Age	D10.	Selected Demographic
4	Socio Educati	-Econor on: College	© <u>M</u> ales © <u>F</u> emales	18 - 25 -	<ul> <li>- 49</li> <li>- 54</li> </ul>	<u>A</u> dd	Persons 18-54
1	Dayp Mon-Su	arts n 6AM-MID	Persons		<ul><li>• 64</li><li>• +</li></ul>		
	Demo Persons	DS 5 18-54 sele				Remove	

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

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

🚾 New Socio-Eco	onomic Ran	k Report			-	-				
File										۲
Save Pri File Operation	int . IS G E	Excel								
Socio-Economic P	Ranker				~					
Persons 18-54	- 🚸	Mon-Sun 6/	M-MID		• 💮 Metro Sur	vey Area(MS	A) FAL	L 2012 NIELSEN	<ul> <li>Income: \$50K - \$74K</li> </ul>	-
Rank Sort: Avg P	ersons	Avg Person	Avg Rtg	Share	Cume Persons	Cume Rtg	TSL (HH:MM)	Daypart: Mon-Sun 6AM-MID		
1 GAAG-FM		1,2	0 0	.2 12	.0 13,200	2.5	11:27			
2 GAAI-FM		1,1	0 0	.2 11	.0 12,100	2.3	11:27			
3 GAAU-FM		8	0 0	.2 8	.0 7,900	1.5	12:46			
4 GAAM-FM		8	0 0	.2 8	.0 11,200	2.1	9:00			
5 GAAL-FM		7	0 0	.1 7	.0 7,800	1.5	11:18			
6 GAAD-FM		6	0 0	.1 6	.0 8,200	1.5	9:13			
7 GAAR-FM		6	0 0	.1 6	.0 8,800	1.7	8:35			
8 GAAK-FM		9	0 0	.1 5	.0 10,000	1.9	6:18			
9 GAAO-FM		4	0 0	.1 4	.0 5,800	1.1	8:41			
10 GAAJ-FM		4	0 0	.1 4	.0 6,600	1.2	7:38			
11 GAAX-F2		3	0 0	.1 3	.0 4,500	0.8	8:24			
12 GAAP-FM		Э	0 0	.1 3	.0 4,200	0.8	9:00			
13 GAAE-FM		2	0 0	.0 2	.0 2,700	0.5	9:20			-1
			<u> </u>	<u> </u>	4 200	0.0	0.42			
Audience Composi	tion: GAAG-F	M Mon-Sun	6AM-MID							
Avg Pers	P18-54	18-24	25-34	15-49 50	-54					
Men(Males)	800	200	600	0	0					
Women(Females)	300	100	100	100	0					
Persons(Adults)	1,200	300	700	200	0					
Market I	nformatio	1		<b>1</b>	isplay Options			Hide Stations W	ith Zeros	
Survey Period: F	ALL 2012 NII	I SEN			Usplay Audience Com	position Table	Usplay Cum	(based on Sort	estimate)	
Selected Demo: P	ersons 18-5	4MSA		V	Display Average Pers	ons	Display Cum	e Rating		
Stations: A	I Stations			V	Display Average Ratir	9	Display TSL(	HH:MM) Filtering		
Population: 9 Sample Size: 1	7,600 190				Display Share		📝 Display Grap	h View All Stations	•	

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.

#292-New Socio-Econ	iomic Rank Report							
File	ç						WO Media Sales	0
Save Print File Operations	Excel Exports G						Socio-Economic Indicators Please select the category you would like to review.	
Socio-Economic Ranker Persons 18-49	🚯 Mon-Fri 6AM-	10AM		• 🕒 Metro Sun	vey Area(MSA	4) • [WIN	Education	7
Persons 18-49	Avg Persons	Avg Rtg	Share	Cume Persons	Cume Rtg	TSL (HH:MM)	Osme College     Ollege +	
Males 18+	600	0.2	2.5	8,200	2.1	1:28	Income C Less Than \$29K	
3 WABY-AM	0	0.0	0.0	0	0.0	0:00	\$25K - \$49K	
					<u> </u>		SSIX-574K SSIX-6 Presence of Children Ves No Household Size 1 Persons 2 Persons 3 Persons 4 Persons	
							OK Cancel	

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.

	7	
Audience Composition: WEQX-FM Mon-Fri 6AM-10AM		
Avg Pers P18-49 18-24 25-34 35-49		
Men(Males) 200 0 0 200	0	
Women(Females) 400 0 300 100	0	
Persons(Adults) 600 0 300 300	0	
Market Information Market: ALBANY-SCHENECTADY-TROY Survey Period: WINTER 2013 NIELSEN Selected Deno: Persons 18-49 MSA Stations: Selected Stations Population: 144,300 Sample Size: 335	Display Options         Hide Stations W           Display Audence Composition Table         Display Cume Persons         Hide Stations W           Display Average Persons         Display Cume Parting         Display Cume Parting           Display Average Rating         Display TSL (H-HMH)         Filtering           Display Share         V Display Graph         View All Stations	th Zeros stimate)



**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**.

#29	2-Nev	v Socio	-Econo	omic Rank I	Report				
	F	ile							
Save		Print		<b>E</b> xcel					
Fi	e Oper		Curren	t Demo					
Socio	Econo		All Der	nos					
Females 18+ 🔹 🚸 Mon-Fri 6AM-10AM 🔹 🌑									
Rank	Sort: A	Avg Per	sons	Avg Pe	rsons	Avg Rtg	Share	Cume	
1	WEQX	FM			300	0.1	2.0		

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.

we WO Media Sales	
Sonfigur	e Socio-Economic Ranker Report
Report Header	Station GFOX
Comment Cover Page	
	Report Title         New Socio-Economic Rank Report           Report Author         Account Executive
	Sales Person       Account Executive         Phone       555-5555         Fax
	<u>Rext</u> > Print Cancel

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.

Print Preview	C R				1					
Apply Page 1	⊨ ←   →   →   🔒	Export Report 🔹 🖃 Send	To•							
Zoom 100 C Page Settings Pottait Landscape			New S Market: Survey Daypart Stations Sorted B Socio-Ec	Period:	emic Rank I Metropolis lanuary 2013 Mon-Sun 6AM selected Stat Avg Persons income: \$50k	Report 8 NIELSEN F 1-MID ions ( - \$74K	PPM	Acct. Exec: Acco Phone ≠: 555 Emal: user	Author: Account Executive unt Executive 555-5555 @wideofbit.com	
Font Settings		Rank Stations	Avg Av	g Share	Cume	Cume	TSL	Daypart: Mon-Sun 6AM-MID		
🔘 Small		1 MAA7-FM	6.600 0	2 13.0	146.200	Rtg 3.7	(HH:MM) 5:41			
🔿 Medium		2 MAAJ-FM	1,800 0	.0 3.5	77,200	2.0	2:56			
<ul> <li>Large</li> </ul>		3 MAAG-AM	300 0	.0 0.6	17,400	0.4	2:10			
🎲 Header Size ——		Audience Compositi	on: MAAZ-FM	Mon-Su	6AM-MID					
<ul> <li>Large</li> </ul>		Avg Pers P	18+ 18-24 2	5-34 35-	49 45-49	50-54 5	5-64 65	+		
💿 Small		Men(Males)	6,100 200	1,000 1,7	0 00	0	100	0		
		Women(Females)	3,500 200	1,300 1,3	0 00	0	300 1	00		
		Persons(Adults)	5,600 400	2,300 3,4	00 0	0	400 1	00		
		The PPM rat not be relie	ings are b d on for t	ased or ne prec	n audien ise accu	racy or racio	mates precis mark	and are the opinion of I e representativeness of et.	Nielsen and should a demographic or	
	Page 1 of 1									
🔁 Export To P	DF								Print	Cancel

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.

#29	2-New	v Socio	o-Econo	omic Ran	k Report			
	F	ile						
	-	Brint	-	Excel				
File	e Oper		Curren	t Demo		<u> </u>		
Socio-	Econo		All Der	nos				
Fema	ales 18	3+	•	🚯 Mon-	Fri 6AM-	10AM		• 🕲
Rank	Sort: A	Avg Per	sons	Avg	Persons	Avg Rtg	Share	Cume
1	WEQX-	-FM			300	0.1	2.0	

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.

we wo Media Sales	e Socio-Economic Ranker Report	
Report Header	Station GFOX	
	Report Title  Report Author  Account Executive  Account Executive  Account Eventive	
	Sales person Phone 555-555-5555 Fax Email User@wideorbit.com Web Site Vision Sheding	
	Load Defaults Load Saved Clear All Print Header on First Page O Save Report Header Info on Print?	nly? Cancel

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