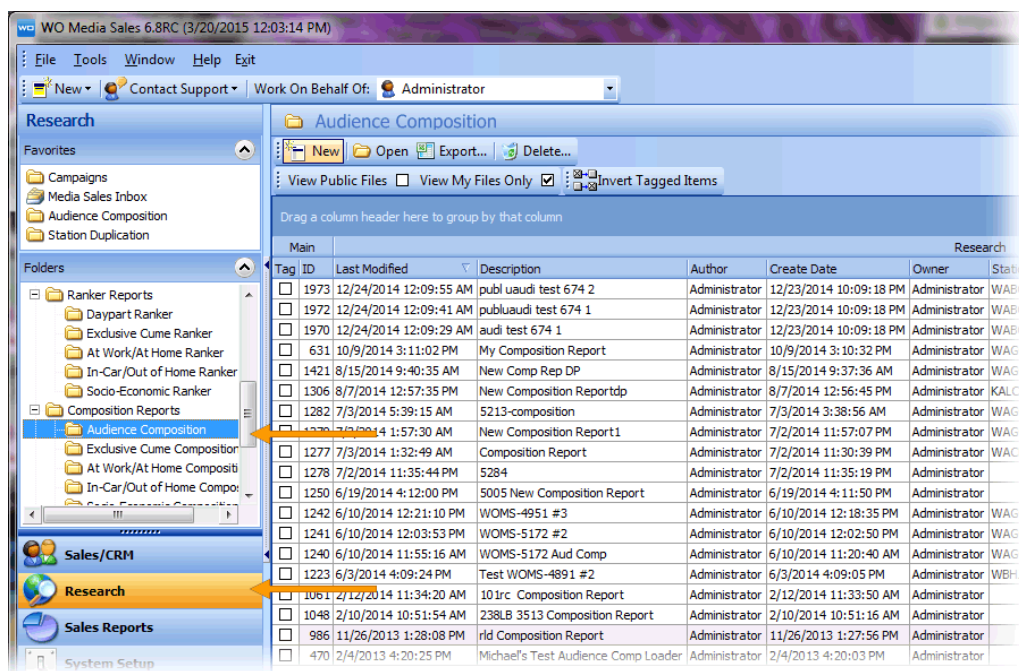


## Audience Composition Report

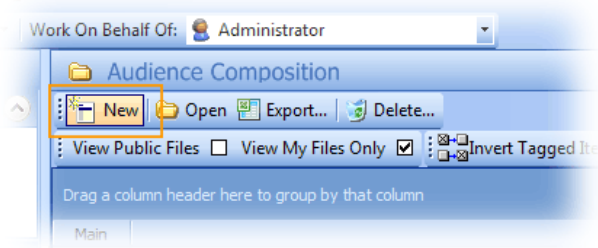
Create Composition Reports comparing audiences among stations in *WO Media Sales*. Using a base demo, the system will show each demo's audience breakout. You can apply multiple demos and dayparts, choose all or selected stations and print or export the report to Excel.

Click the **Research** bar at the bottom of the left navigation pane then click on **Audience Composition** under **Radio Research, Composition Reports**.



**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** to begin building your Audience Composition Report.





**Caution:** If this is your first time running this report in *WO Media Sales*, some options 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.

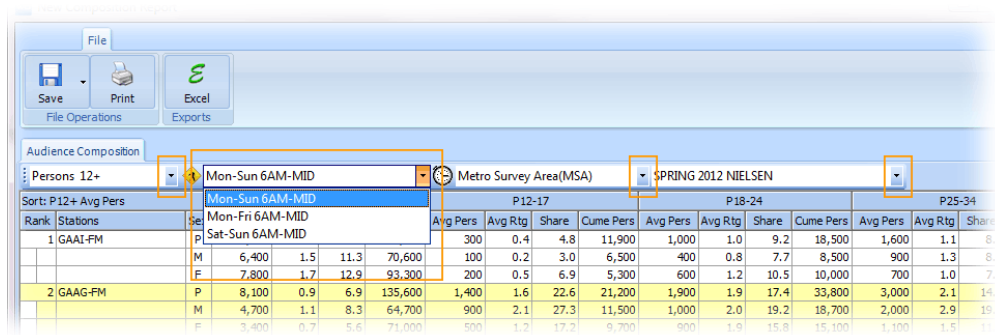
Click **Clear All** to remove any current selections. When your specifications are set, click **Create Report**.



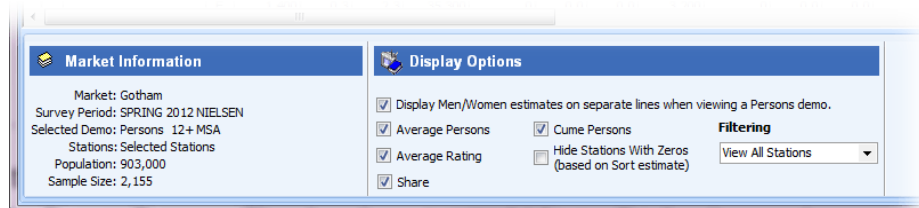
**Tip:** You can select multiple dayparts and demos here, but can only view, print, and export one daypart/demo combination at a time.

The following screen will appear. Click **Save** and name the report, then click **OK** to save.

Switch between multiple report specs (if selected) by clicking on the drop-down arrow of each.

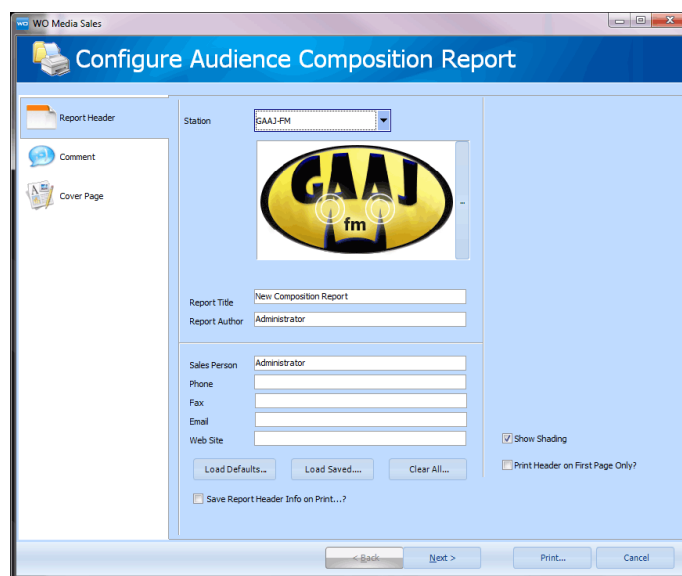


From the **Display Options** at the bottom of the Audience Composition screen you can edit the display of your Audience Composition by choosing to hide or display items.



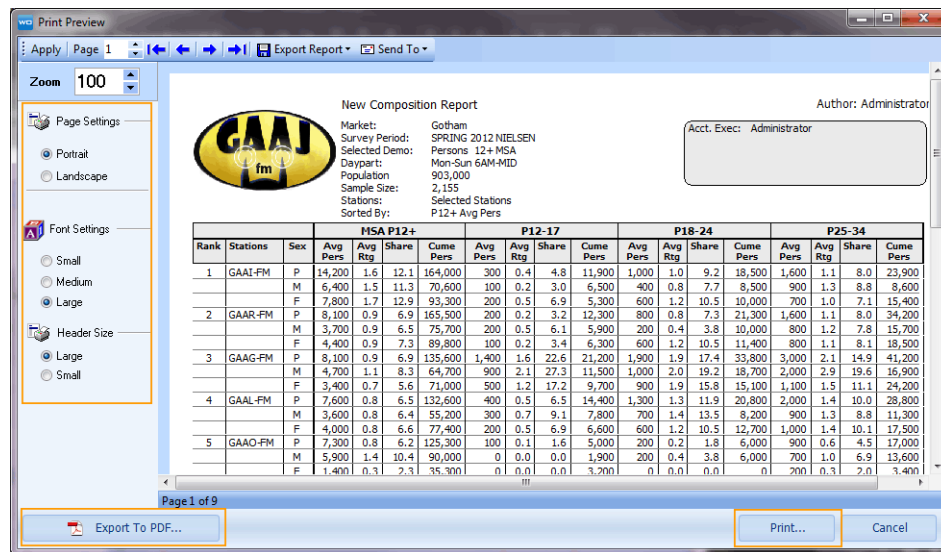
When you are finished, click **Print**. The **Configure Audience Composition Report** will appear. Make any necessary selections or edits to the screen.

Click **Print** to go to the Print Preview or **Cancel** to go back to the Audience Composition screen.

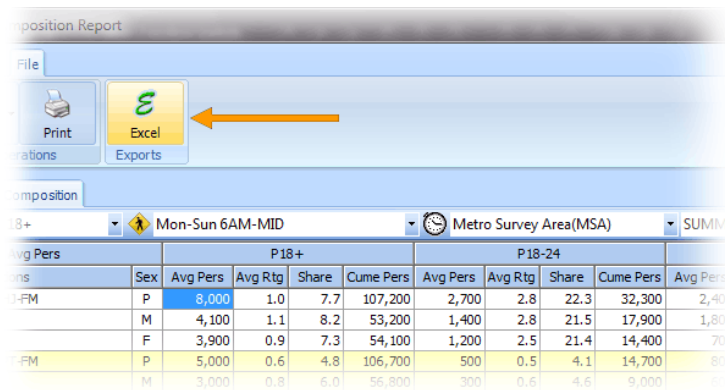


Print to a local or network printer by clicking the **Print** button or create a PDF by clicking the **Export to PDF** button in the lower left-hand corner. To export or email using an alternate file format, click on either the **Export Report**, or **Send To** buttons at the top of the screen.

You can also change the orientation, font, and header settings of the report using the options found in the left panel.



Export the Audience Composition to Excel by choosing the **Excel** button in the *WO Media Sales* ribbon.



The export dialog 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**, the **Configure Audience Composition Excel Export** dialog will appear. If everything looks correct, click the **Export** button.

Excel will open and load your Audience Composition report. You can **Print** from Excel if you would like.

**New Composition Report**

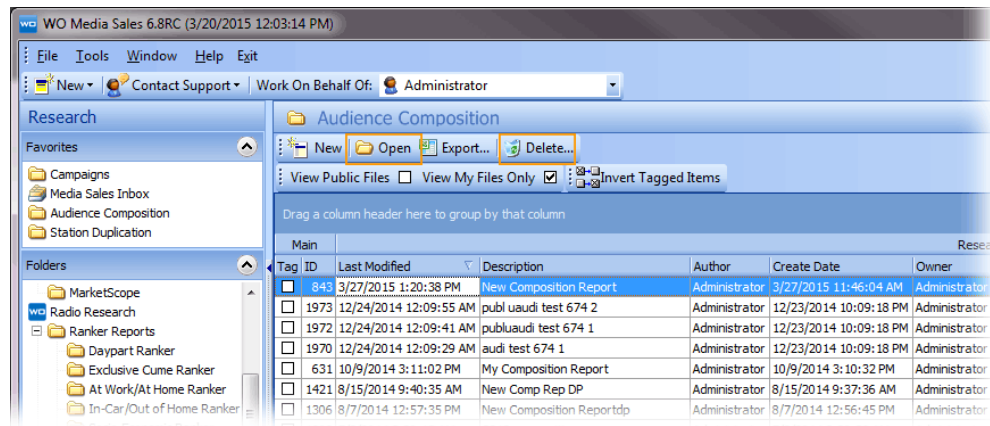
Market: Gotham  
Survey Period: SPRING 2012 NIELSEN  
Selected Demo: Persons 12+ MSA  
Daypart: Mon-Sun 6AM-MID  
Population: 903,000  
Sample Size: 2,155  
Stations: Selected Stations  
Sorted By: P12+ Avg Pers

Acct. Exec: Administrator  
Email:  
Phone #:  
FAX #:  
Web:

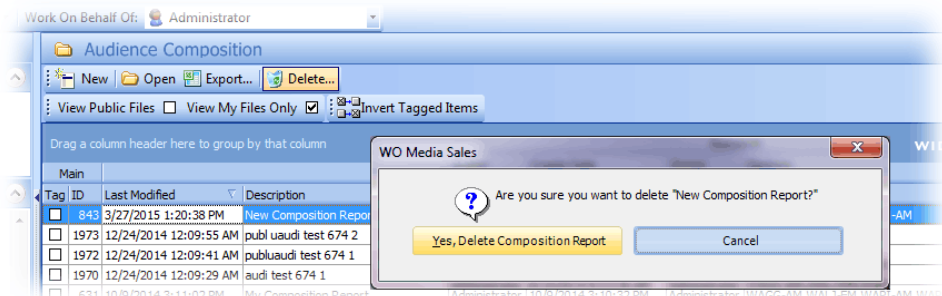
Rank	Station	Sex	MSA P12+				P12-17				P18-24			
			Avg Pers	Avg Rtg	Shr	Cume Pers	Avg Pers	Avg Rtg	Shr	Cume Pers	Avg Pers	Avg Rtg	Shr	Cume Pers
1	GAAL-FM	P	14,200	1.6	12.1	164,000	300	0.4	4.8	11,900	1,000	1.0	9.2	18,500
2		M	6,400	1.5	11.3	70,600	100	0.2	3.0	6,500	400	0.6	7.7	8,500
3		F	7,800	1.7	12.9	93,300	200	0.5	6.9	5,300	600	1.2	10.5	10,000
4	GAAR-FM	P	8,100	0.9	6.9	165,500	200	0.2	3.2	12,300	800	0.8	7.3	21,300
5		M	3,700	0.9	6.5	75,700	200	0.5	6.1	5,900	200	0.4	3.8	10,000
6		F	4,400	0.9	7.3	89,800	100	0.2	3.4	6,300	600	1.2	10.5	11,400
7	GAAG-FM	P	8,100	0.9	6.9	135,600	1,400	1.6	22.6	21,200	1,900	1.9	17.4	33,800
8		M	4,700	1.1	8.3	64,700	900	2.1	27.3	11,500	1,000	2.0	19.2	18,700
9		F	3,400	0.7	5.6	71,000	500	1.2	17.2	9,700	900	1.9	15.8	15,100
10	GAAL-FM	P	7,600	0.8	6.5	132,600	400	0.5	6.5	14,400	1,300	1.3	11.9	20,800
11		M	3,600	0.8	6.4	55,200	300	0.7	9.1	7,800	700	1.4	13.5	8,200
12		F	4,000	0.8	6.6	77,400	200	0.5	6.9	6,600	600	1.2	10.5	12,700
13	GAAG-FM	P	7,300	0.8	6.2	125,300	100	0.1	1.6	5,000	200	0.2	1.8	6,000
14		M	5,900	1.4	10.4	90,000	0	0.0	0.0	1,900	200	0.4	3.8	6,000
15		F	1,400	0.3	2.3	35,300	0	0.0	0.0	3,200	0	0.0	0.0	0
16	GAAR-FM	P	5,900	0.7	5.0	120,200	400	0.5	6.5	14,500	800	0.2	1.8	8,900
17		M	3,700	0.9	6.5	64,200	300	0.7	9.1	8,800	200	0.4	3.8	7,100

Once a report is saved, you can reopen it later by double-clicking on the report header or highlighting the report and clicking **Open**.

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



You will be asked to confirm before you permanently delete the report.



If you have questions or concerns you can call or email Support.

**WO Media Sales Support:**  
 415.675.6775 Option 2, 1  
[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)