

# The Media Audit

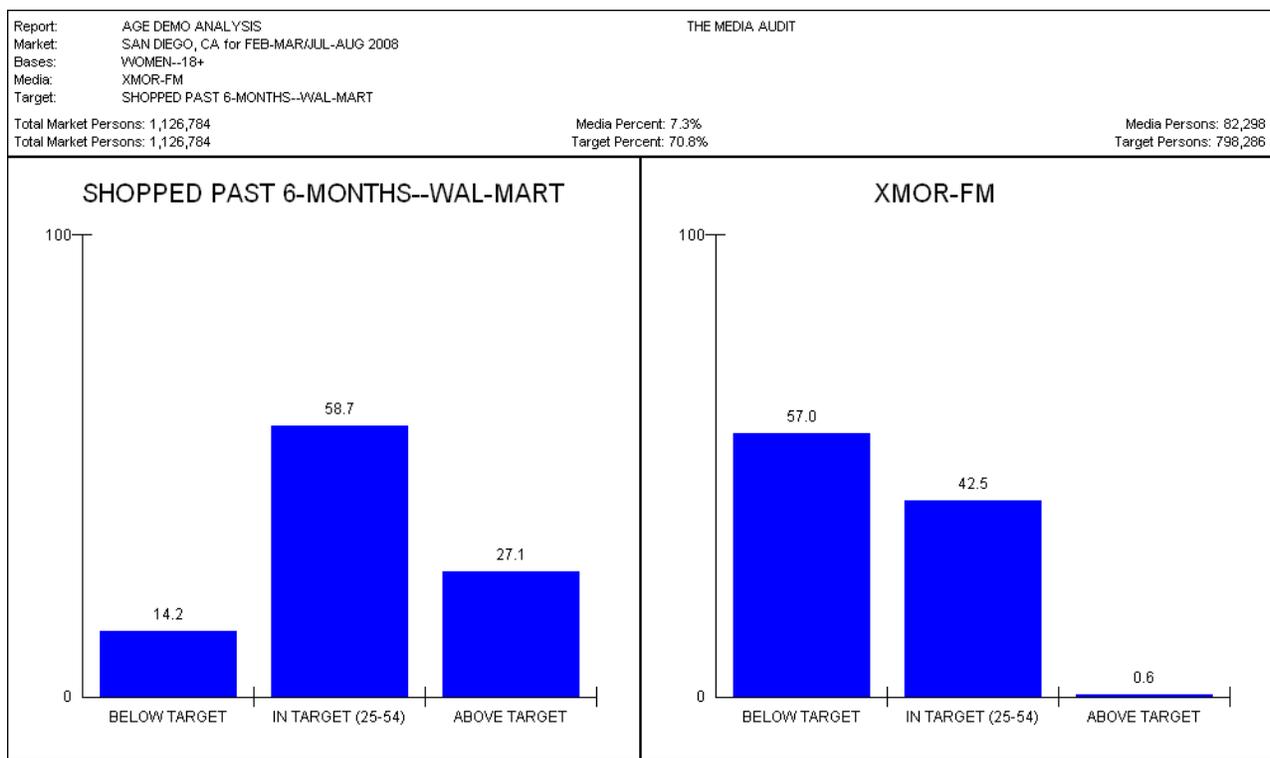
## Software Media Age Demo Analysis

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software program of any qualitative media software program available anywhere.
  - **Age Demo Analysis** can be used to:
    - Determine the accuracy of a demographic based analysis vs. qualitative targets.

THE MEDIA AUDIT AGE DEMO ANALYSIS				
REPORT MARKET: SAN DIEGO, CA				
REPORT BASE: WOMEN--18+				
REPORT PERIOD: FEB-MAR/JUL-AUG 2008				
MEDIA: XMOR-FM				
TARGET: SHOPPED PAST 6-MONTHS--WALMART				
TOTAL MARKET PERSONS: 1,126,784		MEDIA PERCENT: 7.3%		MEDIA PERSONS: 82,298
TOTAL MARKET PERSONS: 1,126,784		TARGET PERCENT: 70.8%		TARGET PERSONS: 798,286
AGE GROUP	TARGET PERSONS	TARGET PERCENT	MEDIA PERSONS	MEDIA PERCENT
18-20	47,878	6.0	21,600	26.2
21-24	66,369	8.2	25,269	30.7
25-34	160,712	20.1	22,489	27.3
35-44	156,156	19.4	5,512	6.7
45-49	78,930	9.9	3,097	3.8
50-54	74,002	9.3	3,865	4.7
55-64	102,568	12.8	463	0.6
65-74	60,369	7.0		
75 +	63,278	6.7	x	x
Below Target	113,247	14.2	46,869	57.0
In Target (25-54)	468,800	58.7	34,963	42.5
Above Target	216,235	27.1	463	0.6

- The age demo analysis can help you determine the value of a qualitative target vs. a demographic target.
  - How well do demographic targets perform in defining the best media an advertiser or their ad agency should use in developing which media will make the best selection for a given advertiser...an age demographic target or a qualitative target?
  - For example if you profile a target's shoppers and find that a very high percentage of them are women 25-54, is there any real need to go to a more specific analysis to make the best buying decision for a supermarket if the media selection comes from those media that reach the most female 25-54 year olds as defined above for shoppers of Wal\*Mart?
- In the analysis above under Target Percent, we see that 58.7% of Wal\*Mart shoppers are women 25-54 but under Media Percent, we see 42.5% of XMOR-FM's audience is 25-54.
- A ranked analysis of all radio stations in San Diego showed XMOR-FM ranked...
  - # 9 in reaching Women 25-54, but...
  - # 5 in reaching Women who shopped at Wal\*Mart during the past six months.

- The analysis below graphically demonstrates the inability of an age demo to do the best job in reaching the most of a given qualitative target. For example...
  - The box on the left analyzes the 25-54 Target that shopped Wal\*Mart during the past six months. The bar in the middle of the analysis shows that...
    - 58.7% of the 25-54 demo shopped at Wal\*Mart during the past six months. The bar on the left shows that...
    - 14.2% of the people that shopped at Wal\*Mart are younger than 25-54...and the bar on the right of the center bar shows that...
    - 27.1% of those people that shopped at Wal\*Mart are older than 25-54.
  - The box on the right makes a similar analysis of XMOR-FM's audience in which the center bar shows...
    - 42.5% of XMOR-FM's audience are women 25-54, and the bar on the left shows...
    - That 57.0% of XMOR-FM's audience are women younger than 25-54. The bar on the right...
    - Shows that only 0.6% of XMOR-FM's audience are women older than 25-54.
  - In short, this shows that in the case of Wal\*Mart, age and gender demographics don't do a very good job of defining the radio stations to use in reaching their shoppers.



- One other thing that should be taken into consideration before making a media decision is that in a growing number of markets, if not all markets, ethnicity should be considered via the Target Profile analysis in The Media Audit Software. For example in San Diego...
  - Hispanics account for 29.2% of Wal\*Mart's female shoppers.
  - 4.8% of Wal\*Mart female shoppers are Black.
  - 10.8% are Asian...
  - 5.5% didn't report their ethnicity...
  - And White's only account for 48.9% of all female Wal\*Mart shoppers in San Diego.
- Also, three of the top five radio stations in San Diego reaching Wal\*Mart shoppers are **Mexican stations...XHTZ-FM is the # 2 station, XMOR-FM is the # 4 station and XHRM-FM is #5 along with...# 1 KHTS-FM and # 3 KMYI-FM.**
- Data used in these analyses came from The Media Audit 2008 surveys.