

Composite Average Report—how to create a report

What is a Composite Average Report?

A Composite Average Report ranks any number of media on up to five targets and provides an average rating or index for the selected targets. It is similar to a Ranker, but you can select up to five targets instead of one.

How to Create a Composite Average Report

1. Click on Composite Average from the main menu.
2. At the Media Selection screen, select your media while holding the CTRL down at the same time. You can select an unlimited number of media in this report. Click OK to confirm your selections.
3. At the Target Selections Screen, select up to five targets from the list while holding the CTRL key down at the same time. Click OK to confirm your selection(s).

Report Options

Click on "Reports" or use the arrow buttons to scroll through the series of reports. The four reports available are Cume Rating, Most Often Rating, Cume Index and Most Often Index report.

Column Headings (Target #1 through Target #5)

The columns labeled "Target #1" through "Target #5" provide a breakdown of how each media performs with the individual targets selected. The composite average is the sum of the target audience ratings or indices divided by the number of targets selected for the report. The number is a qualitative number and should not be used for audience projection.

How to Read a Composite Average Report

Below is an example of how to read a Composite Average Report:

