What is an Age Demo Analysis?

An Age Demo Analysis compares a single media and a single target for a selected age group. The report demonstrates how closely a single media and a single target match based on age cell distributions.

How to create an Age Demo Analysis Report

- 1. Click on Age Demo Analysis from the main menu.
- 2. Select a single media from the Media selection screen. Click OK.
- 3. Select a single target from the Target selection screen. Click OK.
- 4. Select the bottom and top age range you wish to profile. In this example to the right, the user selected 35-64, the demo being purchased.

How to read an Age Demo Analysis Report (detail format)

Below is an example of an Age Demo Analysis report, in detail format, illustrating how a media's audience compares to a target for each age cell:





Report Options

- 1. Click on the Graph icon to change report to a graph.
- 2. Use the Genders button to change base from adults to male or female.
- 3. To select a new age range, click on Options/Select a New Age Range.

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How to Read an Age Demo Analysis Report (graphed format)

Below is an example of an Age Demo Analysis Report, in graphed format, illustrating how efficient the media is at delivering a buyer's demo. This is an effective report to use with agencies who typically deal with age/ gender demos. This report can also be used to show how a media's competition under or over-delivers a buyer's key demos. The bars represent the age composition of the target and the media. They do not reflect the size of either.



Additional Report Definitions

<u>Total Market Persons</u>: Number of adults 18+ in base (total, females or males) <u>Media Persons</u>: Media's rating for the base converted to persons Target Persons: Total number of adults in base who are in target.

Report Options

- 1. Once your graphed report is in view, you can click on the Graph button to change the look of your graph.
- 2. To select a new age range, click on Options/Select a New Age Range.
- 3. Use the Genders button to change the base from adults to male or female.

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