

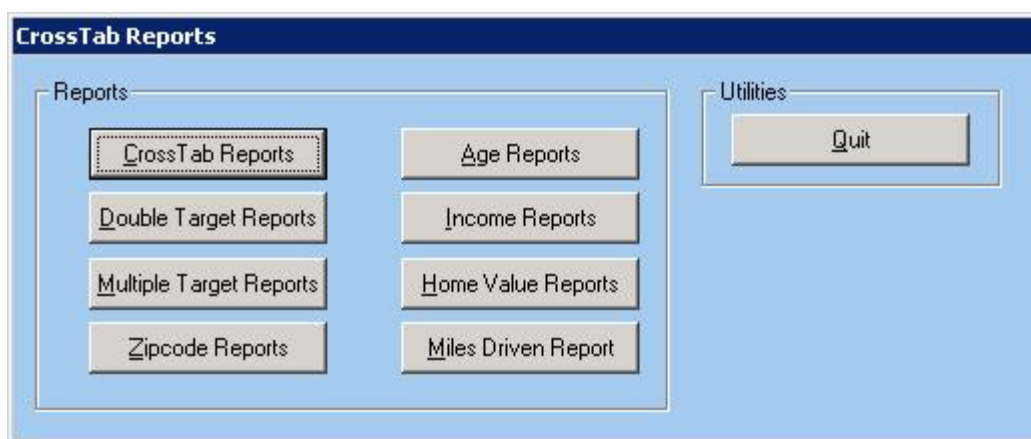
## Cross Tab Report—introduction

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### What is a Cross Tab Report?

A Cross Tab Report allows you to conduct an in-depth profile of a single target for a local market. A National Cross Tab report is also available and represents an aggregate of all of the local U.S. markets measured by The Media Audit.

The Cross Tab Report Main Menu appears below with a brief explanation of the functionality for each report within the Cross Tab application. Note: the simplest way to access Cross Tab is to access from the main menu of The Media Audit software. To change between surveys, use the Survey button from the main menu of The Media Audit software.

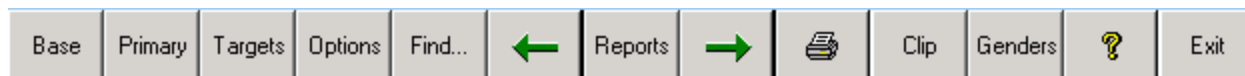


## Cross Tab Report—the toolbar

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### The Cross Tab Toolbar

This is an example of a Cross Tab toolbar within the Cross Tab program of TMA.



#### Base

Users can change the respondent base that will be used in all computations. By clicking on this button, you can change the base from adults 18+ to any qualitative target, zip code, cluster of zip codes, county, cluster of counties, city or cluster of cities. Available base options vary whether you are using Local Cross Tab Data or National Cross Tab data.

#### Primary

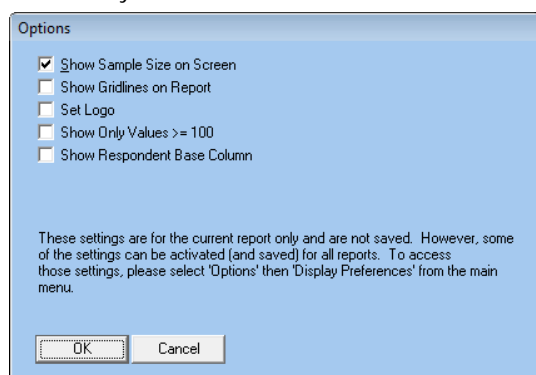
This allows the user to select a single target (or media) to be profiled.

#### Targets

This allows the user to choose from a list of targets (and media).

#### Options

Here you can modify how the report will appear on screen and when printed. Below is an example of what you can modify:



#### Find...

Allows user to quickly find text in a displayed report.

#### Previous Report



Shows the previous report.

#### Reports

Lets you choose from a list of available reports.

#### Next Report

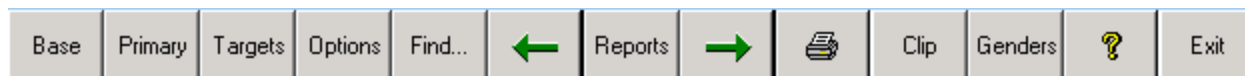


Shows next report.

## Cross Tab Report—the toolbar

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### The Cross Tab Toolbar Continued



#### Print



Prints the current report.

#### Clip

Clips the data for pasting into other programs.

#### Genders

Applies an additional filtering restriction (male or female) to the base.

#### Help



Depending on where you are in the Cross Tab program, it will launch some or all pages of this manual in an electronic or PDF format.

#### Exit

Exits the report.

## Cross Tab—how to create a report

### How to Create a Cross Tab Report

1. Click on Cross Tab from The Media Audit Main Menu.
2. Click on Cross Tab from the main menu of the Cross Tab program.
3. At the Primary Target Selection Screen, select a single target (or media if available) to profile. Click OK.
4. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
5. An example of a Cross Tab report is below. By clicking on the "Reports" button, you can scroll through the different reports that are available.

Use this to create or change the base for your report

Drop down menu of available reports

Click on any heading to sort on column

Hide or resize a column by clicking and dragging dividers

**CrossTab reports**

Base Primary Targets Options Find... Reports Clip Genders ? Exit

Report: CROSSTAB REPORTS THE MEDIA AUDIT Cross Target Statistical  
Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007  
Bases: ADULTS AGE 18+  
Primary: SUV  
Base Po: % In Target: 16.9% Target Persons: 1,175,000

Target	Base Persons	Primary Persons	Horizontal Percent	Vertical Percent	Target Index
FOLLOW SPORT ON TV--COLLEGE BASEBALL	851,600	227,800	26.7	19.5	158
FOLLOW SPORT ON TV--COLLEGE BASKETBALL	2,357,100	565,400	24.0	48.3	142
FOLLOW SPORT ON TV--CHICAGO CUBS	3,661,400	684,400	18.7	58.5	111
FOLLOW SPORT ON TV--CHICAGO WHITE SOX	3,162,800	600,900	19.0	51.3	112
FOLLOW SPORT ON TV--CHICAGO BULLS	3,205,900	636,000	19.8	54.3	117
FOLLOW SPORT ON TV--CHICAGO BEARS	4,390,100	837,300	19.1	71.5	113
FOLLOW SPORT ON TV--CHICAGO BLACKHAWKS	1,084,400	257,600	23.8	22.0	141
FOLLOW SPORT ON TV--NASCAR	1,342,400	234,900	17.5	20.1	104

In the above example using a local market database, the user created a report that analyzed which sporting events automobile purchasers like to follow on TV. For an explanation on how to read this report, see next page.

## Cross Tab Reports—how to read a report

### How to Read a Cross Tab Report

Below is an example of a Cross Tab Report, profiling Automobile Purchasers by the different sporting events they follow on TV. In this example, the base selected was Adults 18+. The definition for each of the column headers is below.

1. **Base:** A selected demo, target, or geographic area from which the report is based.
2. **Primary Target:** The target (or media) that is being profiled.
3. **Targets:** The criteria that is used to describe the Primary Target. Also referred to as Secondary Targets.
4. **Base Persons:** Total number of persons in the market that are in the base.
5. **Primary Persons:** Total number of persons in the base that are in the primary target.
6. **Horizontal Percent:** % of people in the secondary target that match the primary target audience.
7. **Vertical Percent:** % of People in primary target that fall into the secondary target group.
8. **Target Index:** Likelihood that the primary target audience is to be above or below the market average with the secondary target.

The screenshot shows the CrossTab Reports software interface. At the top, there's a menu bar with options: Base, Primary, Targets, Options, Find..., Reports, Clip, Genders, and Exit. Below the menu, a report summary is displayed: Report: CROSSTAB REPORTS, Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007, Bases: ADULTS AGE 18+, Primary Target: PLAN BUY--CAR/VAN/...SUV. Key statistics shown are Base Population: 6,926,000, % In Target: 16.9%, and Target Persons: 1,170,700. A table follows with columns: Target, Base Persons, Primary Persons, Horizontal Percent, Vertical Percent, and Target Index. The table lists various sports events as targets. Callouts provide context: 'Base selected is adults 18+', '% of adults in base who plan to purchase a vehicle', '# of adults in base who plan to purchase vehicle', 'Number of persons in the base who follow the Chicago Cubs on TV', 'Number of Automobile Purchasers in the base who Follow the Chicago Cubs on TV', '% of Total Chicago Cubs Fans who plan to buy an automobile', '% of Automobile Buyers follow the Chicago Cubs on TV', and 'Adults who plan to buy a car/van/truck or SUV are 11% more likely to be Cubs fans compared to the average adult in the market'.

Target	Base Persons	Primary Persons	Horizontal Percent	Vertical Percent	Target Index
FOLLOW SPORT ON TV--COLLEGE BASEBALL	851,600	227,800	26.7	19.5	158
FOLLOW SPORT ON TV--COLLEGE BASKETBALL	2,357,100	565,400	24.0	48.3	142
FOLLOW SPORT ON TV--CHICAGO CUBS	3,661,400	684,400	18.7	58.5	111
FOLLOW SPORT ON TV--CHICAGO WHITE SOX	3,162,800	600,900	19.0	51.3	112
FOLLOW SPORT ON TV--CHICAGO BULLS	3,205,900	636,000	19.8	54.3	117
FOLLOW SPORT ON TV--CHICAGO BEARS	4,390,100	837,300	19.1	71.5	113
FOLLOW SPORT ON TV--CHICAGO BLACKHAWKS	1,084,400	257,600	23.8	22.0	111
FOLLOW SPORT ON TV--NASCAR	1,342,400	234,900	17.5	20.1	114

## Double Target Cross Tab Reports—how to create a report

### How to Create a Double Target Report

1. Click on Double Target Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select the two targets you wish to profile. Click OK.
3. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Double Target Report is below. By clicking on the “Reports” button, you can scroll through the different reports that are available.

Use this to create or change the base for your report

Drop down menu of available reports

Double Target Report -- Persons  
Double Target Report -- Horizontal Percent  
Double Target Report -- Vertical Percent  
Double Target Report -- Target Index

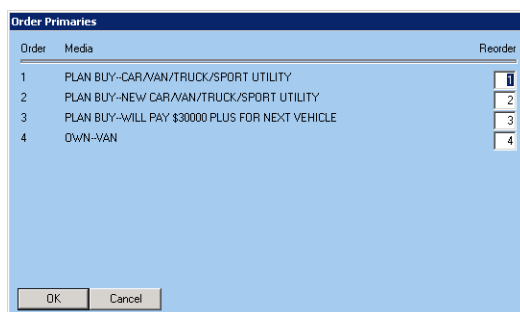
Targets	Target 1 Vertical Percent	Target 2 Vertical Percent	Difference
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	59.1	57.4	-1.7
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	42.1	39.0	-3.1
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	31.3	24.5	-6.8
ADULTS--AGE 18-20	*	9.5	9.5
ADULTS--AGE 21-24	0.7	6.9	6.2
ADULTS--AGE 25-34	11.3	21.2	9.9
ADULTS--AGE 35-44	25.4	21.9	-3.5
ADULTS--AGE 45-49	12.1	11.3	-0.8
ADULTS--AGE 50-54	12.2	10.1	-2.1
ADULTS--AGE 55-64	19.3	11.8	-7.5
ADULTS--AGE 65-74	11.6	4.8	-6.8
ADULTS--AGE 75 PLUS	7.4	2.4	-5.0
PLAN BUY NEXT 12 MOS--STEREO/CD OR MP3 PLAYER/POD	18.6	25.1	6.4
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	13.1	22.8	9.6
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	23.8	28.8	5.0
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	20.0	26.0	6.0
PLAN BUY NEXT 12 MONTHS--NEW TV SET	21.9	21.1	-0.8
HDTV--OWN	41.6	41.2	-0.4
HDTV--PLAN TO BUY NEXT 12-MONTHS	14.7	13.9	-0.8
DIGITAL RECORDING DEVICE NOW HAVE--DVR OR TIVO	35.4	35.4	0.1

In the example above, the user profiled two electronics retail stores on a number of targets, using “Vertical Percent” as the comparison metric. In this example, customers who shop ABT Electronics have a higher household income and are also older than those who shop Best Buy. See next page for an explanation on how to read this report.

## Multiple Target Cross Tab Reports—how to create a report

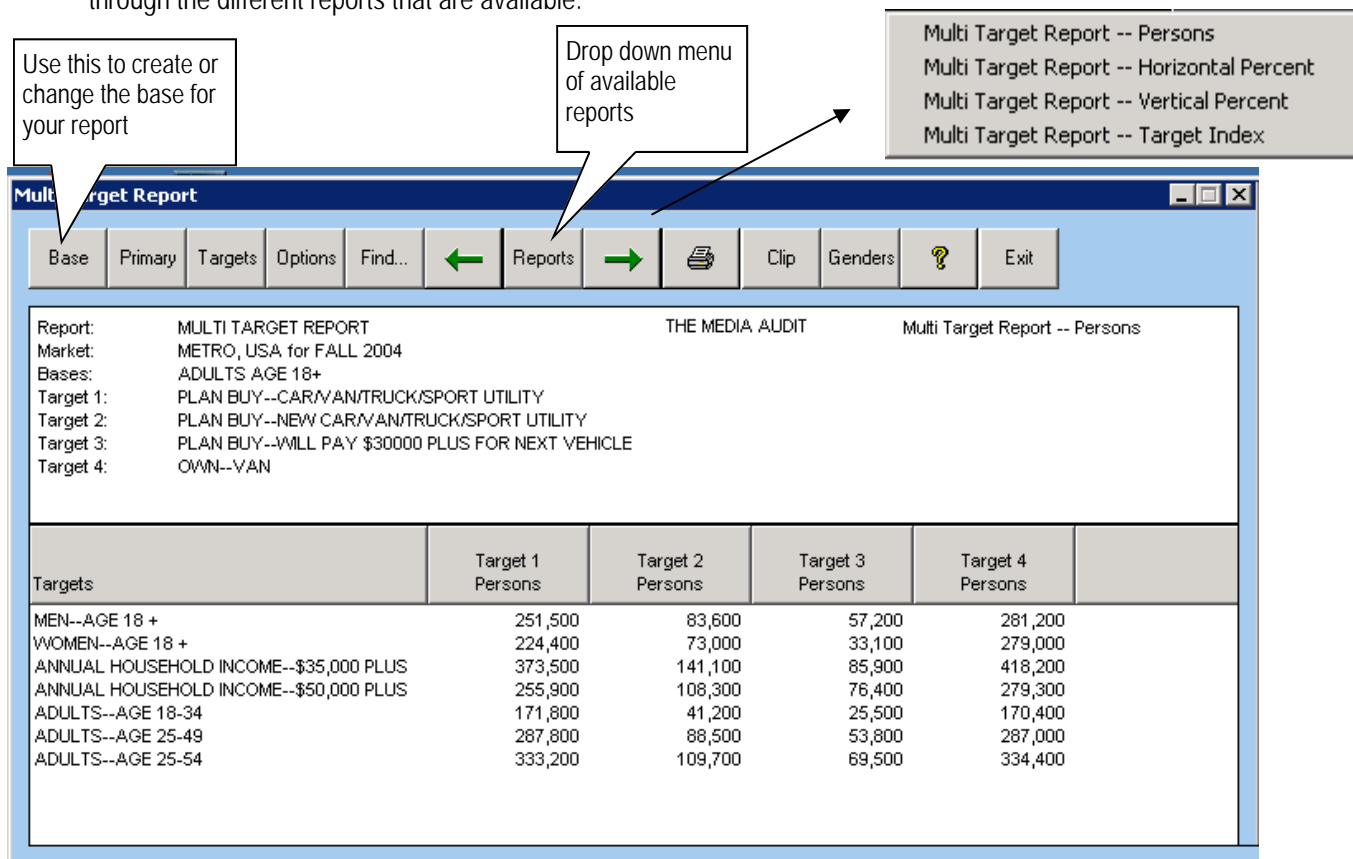
### How to Create Multiple Target Report

1. Click on Multiple Target Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select up to five targets you wish to profile. Click OK.
3. At the Order Primaries screen, you can choose to re-order the selected targets by changing the numbers in each of the boxes. Click OK when satisfied with order.



The 'Order Primaries' dialog box shows a list of four targets with reorder boxes next to them. The targets are: 1. PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY, 2. PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY, 3. PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE, and 4. OWN--VAN. The reorder boxes contain the numbers 1, 2, 3, and 4 respectively. There are OK and Cancel buttons at the bottom.

4. At the Targets Screen, select as many targets as you wish. Click OK.
5. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
6. An example of a Multiple Target Report is below. By clicking on the "Reports" button, you can scroll through the different reports that are available.



The screenshot shows the 'Multiple Target Report' window. A callout points to the 'Base' button, stating 'Use this to create or change the base for your report'. Another callout points to the 'Reports' button, stating 'Drop down menu of available reports'. A third callout points to a list of report types: 'Multi Target Report -- Persons', 'Multi Target Report -- Horizontal Percent', 'Multi Target Report -- Vertical Percent', and 'Multi Target Report -- Target Index'.

Report: MULTI TARGET REPORT THE MEDIA AUDIT Multi Target Report -- Persons  
Market: METRO, USA for FALL 2004  
Bases: ADULTS AGE 18+  
Target 1: PLAN BUY--CAR/VAN/TRUCK/SPORT UTILITY  
Target 2: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
Target 3: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE  
Target 4: OWN--VAN

Targets	Target 1 Persons	Target 2 Persons	Target 3 Persons	Target 4 Persons
MEN--AGE 18 +	251,500	83,600	57,200	281,200
WOMEN--AGE 18 +	224,400	73,000	33,100	279,000
ANNUAL HOUSEHOLD INCOME--\$35,000 PLUS	373,500	141,100	85,900	418,200
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	255,900	108,300	76,400	279,300
ADULTS--AGE 18-34	171,800	41,200	25,500	170,400
ADULTS--AGE 25-49	287,800	88,500	53,800	287,000
ADULTS--AGE 25-54	333,200	109,700	69,500	334,400

In the example above, the user profiled different auto buying groups against age, gender, and household income. For example, the number of adults who plan to buy a new car/van/truck or SUV who are 25-49 years old is 287,800.



## Double or Multiple Target Cross Tab Reports—how to read

### How to Read a Double Target Report

Below is an example of a Double Target Report, profiling customers of two local electronics retail chains in a local market. In this example, the base selected was adults 18+. Using index as the comparison metric, the report below illustrates the differences between the two retail chains. The definition for each of the column headers for the various reports is below:

1. Base: A selected demo, target, or geographic area from which the report is based.
2. Target 1 and 2: The two targets that are being profiled.
3. Targets: The criteria that is used to describe the Primary Targets. Also referred to as Secondary Targets.
4. Target Persons: Total number of persons in target 1 or target 2 who are in the secondary target
5. Horizontal Percent: % of people in the secondary target that match the audience of Target 1 and 2.
6. Vertical Percent: % of People in Targets 1 and 2 that fall into the secondary target group.
7. Target Index: Likelihood that Target 1 or 2 audience is to be above or below the market average with the secondary target.

Double Target CrossTab Reports				
Base	Primary	Targets	Options	Find...
Reports	Clip	Genders	?	Exit
Report: DOUBLE TARGET CROSSTAB REPORTS THE MEDIA AUDIT Double Target Report Target Index				
Market: CHICAGO, IL for JUN-AUG/NOV-DEC 2007				
Bases: ADULTS AGE 18+				
Target 1: SHOP ELECTRONICS/APPLIANCES--ABT TELEVISION & APPLIANCES				
Target 2: SHOP ELECTRONICS/APPLIANCES--BEST BUY				
Targets	Target 1 Index	Target 2 Index	Difference	
ANNUAL HOUSEHOLD INCOME--\$50,000 PLUS	123	119	-4	
ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS	136	127	-10	
ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS	163	127	-35	
ADULTS--AGE 18-20	*	127	127	
ADULTS--AGE 21-24	14	132	118	
ADULTS--AGE 25-34	61	114	53	
ADULTS--AGE 35-44	125	108	-17	
ADULTS--AGE 45-49	173	111	-8	
ADULTS--AGE 50-54	83	109	-23	
ADULTS--AGE 55-64	141	86	-55	
ADULTS--AGE 65-74	145	61	-85	
ADULTS--AGE 75 PLUS	103	34	-69	
PLAN BUY NEXT 12 MOS--STEREO/CD OR MP3 PLAYER/POD	90	121	31	
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	66	115	48	
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	98	118	21	
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	94	122	28	
PLAN BUY NEXT 12 MONTHS--NEW TV SET	112	108	-4	
HDTV--OWN	108	107	-1	
HDTV--PLAN TO BUY IN NEXT 12-MONTHS	105	100	-6	
DIGITAL RECORDING SERVICE NOW HAVE--DVR OR	110	111	*	

ABT customers are 63% more likely than the average adult to earn \$100,000 or more

Best Buy customers are 27% more likely to earn \$100,000 or more

The program calculates the difference between the two metrics (in this example, index)



## Zip Code Cross Tab Reports—how to create and read

### How to Create and Read a Zip Code Report

1. Click on Zip Code Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
3. An example of a Zip Code Report is below. In this example, the user profiled adults who read a daily weekday newspaper and where they live. Refer to the section on Zip Code Mapper reports if you would like to map this same data.

### How to Read a Zip Code Report

1. Base: A selected demo, target, or geographic area from which the report is based.
2. Primary Target: The target (or media) that is being profiled.
3. Zip Code: The list of zip codes that are used to compare to the Primary Target.
4. Total Count: The total number of respondents or the sample size within the zip code.
5. Target Count: The total number of respondents or the sample size for the Primary Target.
6. Target Percent: The percent of people in the Zip Code that are also in the Primary Target.
7. Weighted Total Count: The Number of people in the base who are in the zip code.
8. Weighted Target Count: The Number of people in the Primary Target who are in the Zip Code.
9. Weighted Target Percent: The percent of people the Primary Target reaches in the Zip Code.

**Crosstab Zipcode Report**

Report: CROSSTAB ZIPCODE REPORT  
Market: CHICAGO, IL for NOV-DEC 2007  
Bases: ADULTS AGE 18+  
Primary Target: FIVE WEEKDAY CUME-- Daily Newspaper  
BASE PERSONS: 6,926,000  
% IN TARGET: 29.5  
PRIMARY PERSONS: 2,044,000

Zipcode	Total Count	Target Count	Target Percent	Weighted Total Count	Weighted Target Count	Weighted Target Percent
60025	13	9	69.2%	39,900	26,300	65.9%
60089	12	9	75.0%	35,900	20,700	57.7%
60134	9	7	77.8%	25,800	20,800	80.6%
60453	12	7	58.3%	44,000	17,900	40.7%
60466	7	6	85.7%	30,300	24,800	81.8%
60649	12	6	50.0%	78,900	27,800	35.2%
60660	10	6	60.0%	36,000	17,300	48.1%
60030	8	6	62.5%	42,300	23,800	56.3%
60053	5	6	100.0%	7,800	27,800	100.0%
60067	10	6	50.0%	1,100	17,400	46.9%
60126	9	6	55.6%	9,900	18,900	24.6%
60187	11	6	45.5%	1,100	12,200	33.9%
60402	9	6	55.6%	3,900	17,500	48.3%
60423	9	6	55.6%	2,500	24,500	28.2%
60477	13	6	38.5%	0	0	0.0%
60546	6	6	83.3%	0	0	0.0%
60615	6	6	45.5%	0	0	0.0%
60626	6	6	50.0%	0	0	0.0%

The sample size for this zip code is 13 respondents.

The number of respondents for the Primary Target who are in this zip code is 9

69.2% of the total respondents in this zip code are daily readers of this newspaper

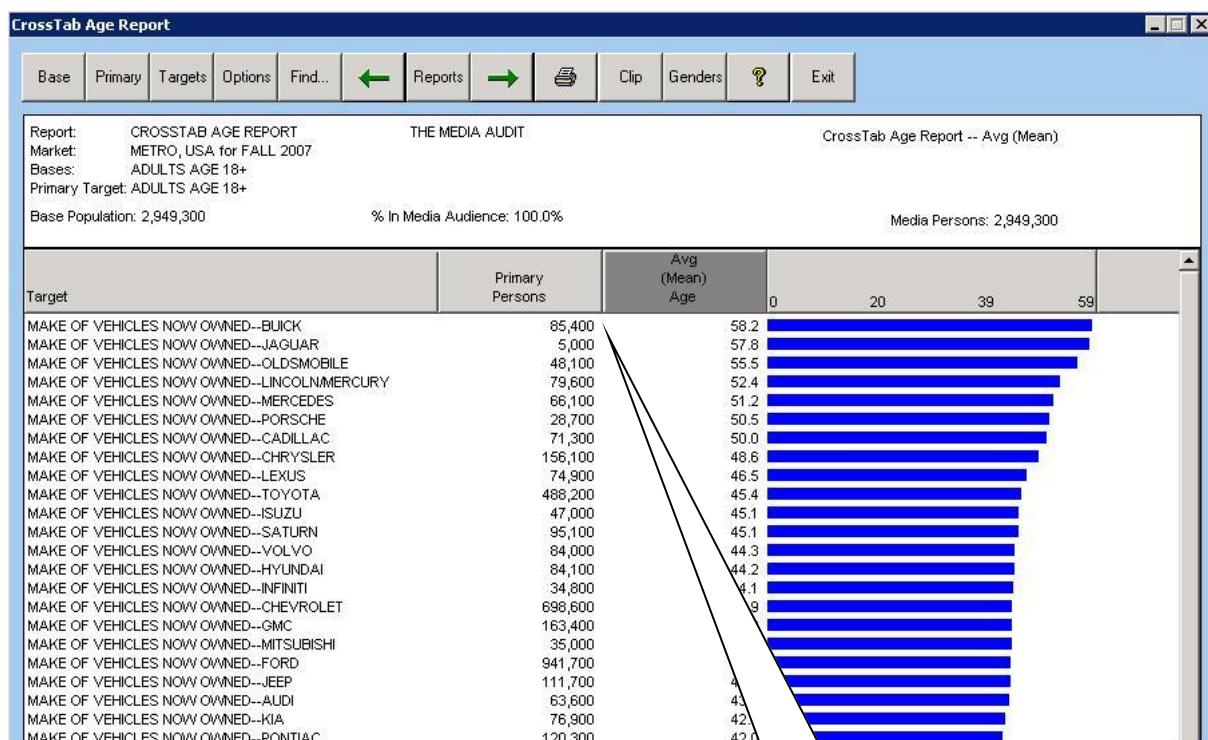
Out of a total of 39,900 adults who live in this zip code, 26,300 read this newspaper

The newspaper reaches 65.9% of adults in this zip code.

## Age Cross Tab Reports—how to create and read

### How to Create and Read an Age Report

1. Click on Age Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select the single target you wish to profile.
3. At the Target Selection Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of an Age Report is below. In this example, the user profiled adults who own different types of vehicles by average age.

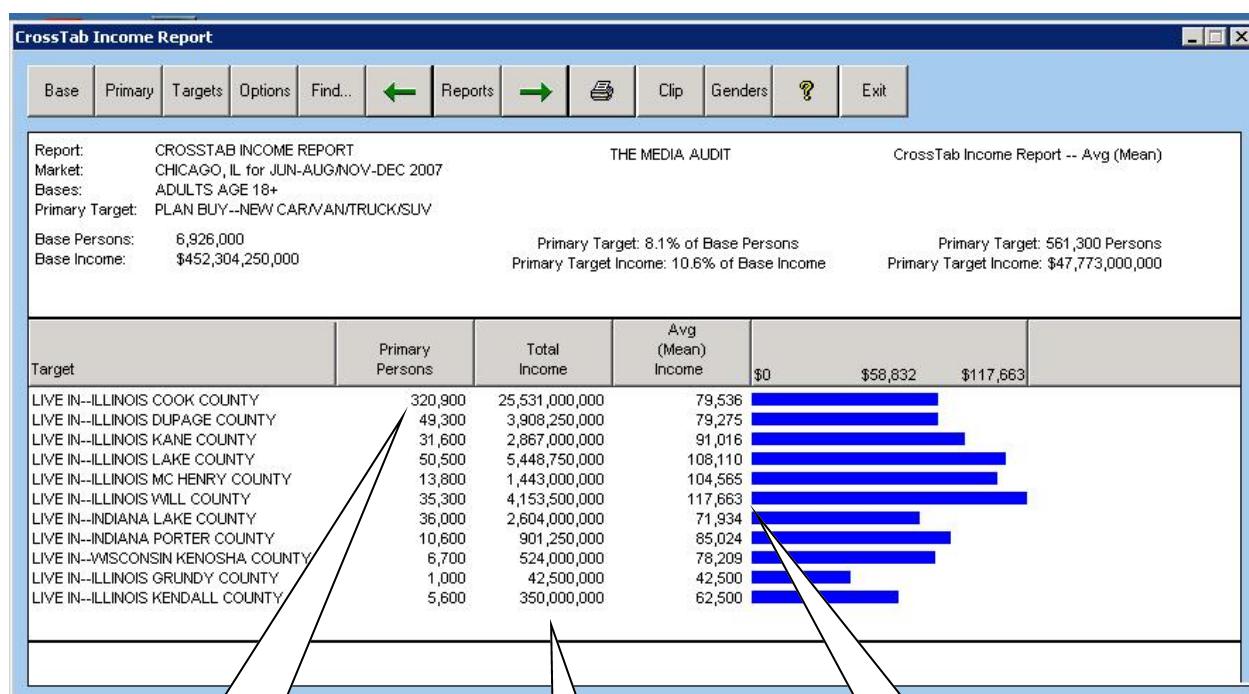


According to this report, there are 85,400 adults in this market who own a Buick. The average age of a Buick owner is 58.2 years.

## Income Cross Tab Reports—how to create and read

### How to Create and Read an Income Report

1. Click on Income Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Screen, select as many targets as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of an Income Report is below. In this example, the user profiled adults who plan to purchase a new vehicle for each county within a metro market.



More adults who plan to buy a new vehicle live in Cook County than any other county

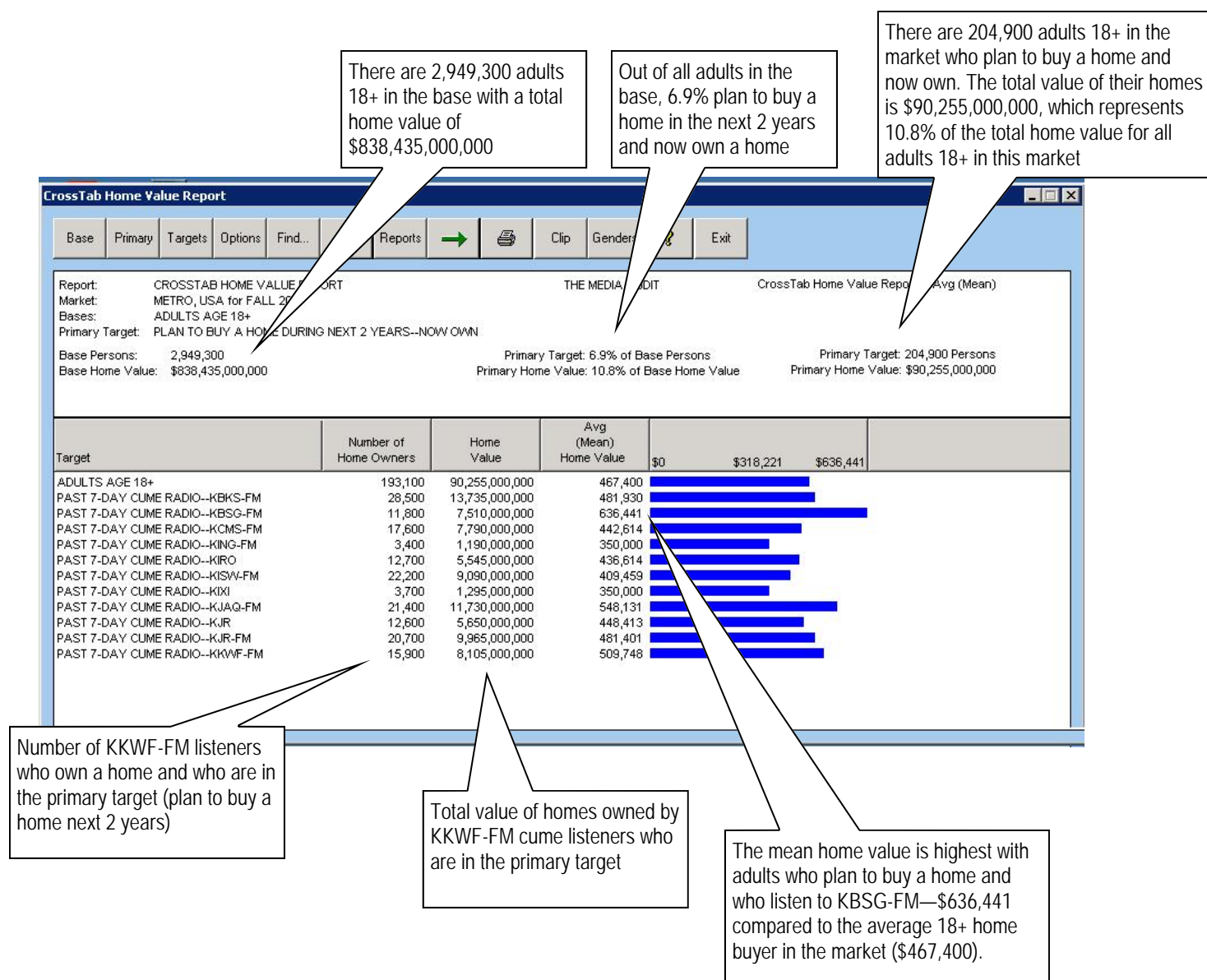
Note that total income refers to the number of primary persons times average income

Adults who live in Will County and plan to buy a new vehicle have the highest income—\$117,663

## Home Value Cross Tab Reports—how to create and read

### How to Create and Read a Home Value Report

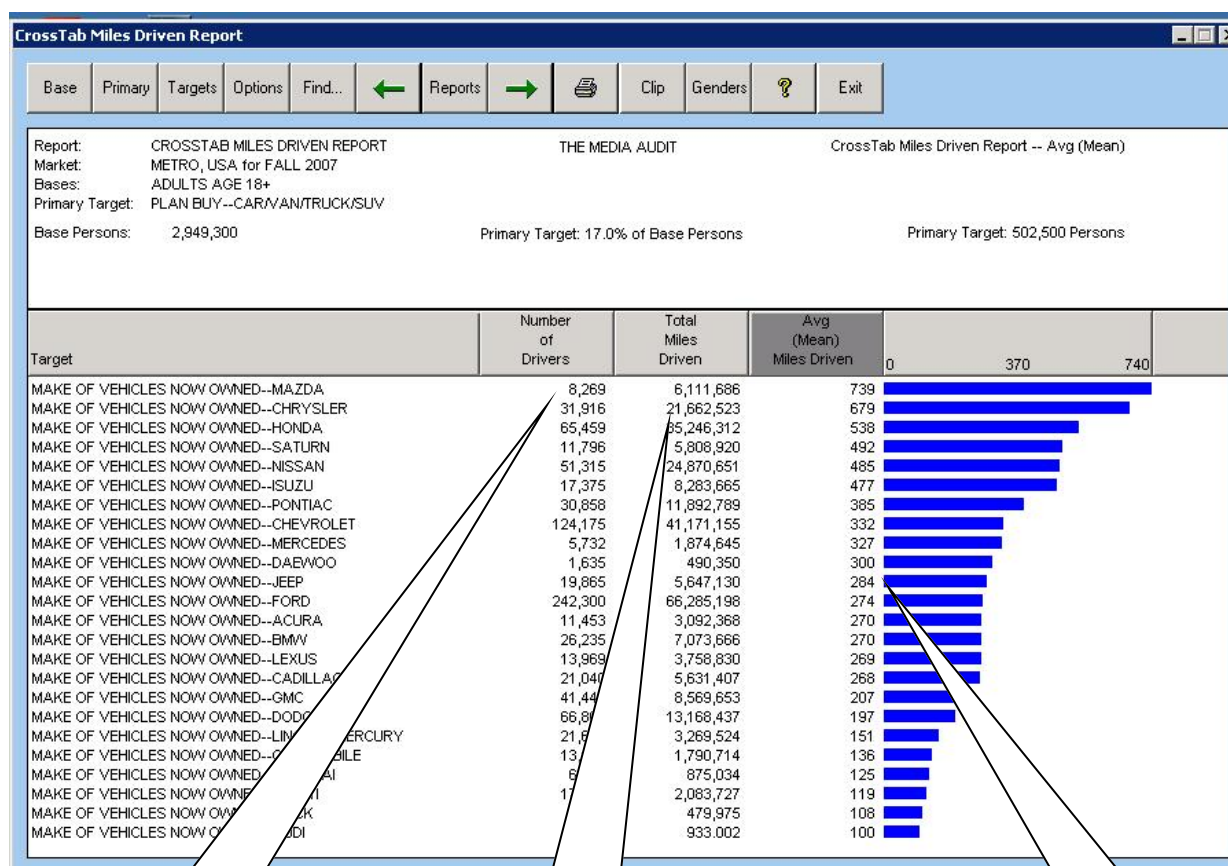
1. Click on Home Value Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Selection Screen, select as many targets (including media) as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Home Value Report is below. In this example, the user compared home values for adults who listen to different radio stations in a local market and who plan to buy a home in the next 2 years and also own a home. The Home Values numbers may be of particular interest to advertisers in mortgage lending, home remodeling, or furniture stores.



## Miles Driven Cross Tab Reports—how to create and read

### How to Create and Read a Miles Driven Report

1. Click on Miles Driven Report from the main menu of the Cross Tab program.
2. At the Primary Target Selection Screen, select a single target you wish to profile. Click OK.
3. At the Targets Selection Screen, select as many targets (including media) as you wish. Click OK. Your report will be displayed. If you selected a custom base, it will be applied as a filter to the report.
4. An example of a Miles Driven Report is below. In this example, the user compared the average miles driven in a typical week for owners of various makes of vehicles who also plan to buy a new or used vehicle in the next 12 months. The miles driven numbers may be of particular interest to media such as outdoor and radio and would suggest a strong potential for ad exposure for certain types of consumers.



Number of Mazda owners who are in the primary target (plan to buy a new/used vehicle next 12 months)

Total miles driven among Mazda owners who plan to buy a new/used vehicle next 12 months in a typical week

Among Jeep owners who plan to buy a new/used vehicle in the next 12 months, the average number of miles driven weekly is 284