Did you know...?

- If you want to know which stations in a market have a certain percentage of listening compared to (for example) Persons 12+ for a specific demo and daypart, you can use the ACT 1 Research Composition report to give you the answer.

As an example, let's say you want to know which stations in a market have listening over 50% for women 25-54. Open the Research program and choose the Composition Report. On the Markets tab, select your desired market. On the Stations tab, click the checkbox next to 'Normal' to select all regular stations for that market. On the Demo Distribution tab, select 'Women 25-54.' On the Dayparts tab, for example, select 'M-F 6a-7p' from the standard dayparts listed. On the Composition Options tab, select only "AQH" under 'stats available' and (optionally) only "Composition Pct." under 'composition values.' Click OK to run the report.

Now that everything is set up correctly, you can see the stations with the highest composition percentage (sorted in descending order) of Women 25-54 compared to Persons 12+. In the example shown to the right, WAAA-FM has 81.5% of its P12+ audience coming from W25-54.

Average Quarter Hour Comp %
MF 6a-7p

	Persons 12+	W25-54
Population	18,442,200	4,542,200
Comp %	100.0	24.6
In-Tab	9,514	2,377
WAAA-FM	100.0	81.5
WBBB-FM	100.0	68.5
WCCC-FM	100.0	68.2
WDDD-FM	100.0	58.2
WEEE-FM	100.0	57.6
WFFF-FM	100.0	55.5
WGGG-FM	100.0	54.1
WHHH-FM	100.0	50.9
WJJJ-FM	100.0	48.0

- The Ranker report in the ACT 1 Research module has a mini-composition index built-into it. You can choose to display the "Index to Market" column option which allows you to see a sub-demo AQH to population performance for a sub-demo (like W25-54) relative to all listening for that station (i.e., P12+). It's the same stat as the Research Composition report's "Index" column, but rounded so that it doesn't display tenths. To see how this works, create a normal Research report for one market, then on the Ranker Options tab select the "Index to Market" checkbox under 'Stats Available.' You'll now see that column displayed, which is an index against P12+ as a base demo. Now run a Composition report for the same market and daypart, make sure the "Index to Population" checkbox is selected on the Composition Options tab, and compare the index for each station to the Ranker report's index. The index for each station should match after rounding.

MSu 6a-12m
Women 25-54
(Pop: 1,888,700, In-Tab: 1,018)

Rk Station	AQH	Index to Mkt
1 KAAA-FM	14,300	163.5
2 KBBB-FM	13,200	125.2
3 KCCC-FM	10,400	110.9
4 KDDD-FM	8,900	110.2
5 KEEE-FM	8,600	125.0

MSu 6a-12m

	Persons 12+	W25-54
Population	4,157,700	1,888,700
Comp %	100.0	45.4
In-Tab	2,176	1,018
KAAA-FM	19,200	14,300
Comp %	100.0	74.3
Index	100	164
KBBB-FM	23,200	13,200
Comp %	100.0	56.9
Index	100	125
KCCC-FM	20,700	10,400
Comp %	100.0	50.4
Index	100	111
KDDD-FM	17,800	8,900
Comp %	100.0	50.1
Index	100	110
KEEE-FM	15,200	8,600
Comp %	100.0	56.8
Index	100	125