

Data Profile: Comparing Stations

Determine the audience composition of a group of stations with the Profile % and Skew Index.

This report can be used to determine whether a station 'skews' towards your client's target demographic. Broadcasters may use this information for sales (matching their programs' profile to an advertiser's target demographic), or programming (to customize content of a program to match its target audience).

	A	B	C	D	E	F	G	H	I	J	K
1											
2	Market: Total Canada										
3	Dates: Ttl 2008/05/12-2008/05/25										
4	Program_TimePeriod: MTWTFSS 08:00 - 24:00										
5											
6			Broadcasters	Measure							
7			Discovery	Discovery	Discovery	Discovery	HGTV	HGTV	HGTV	HGTV	
8	Households	People	AA (000s)	AA Profile %	AA Skew Index	UE (000s)	AA (000s)	AA Profile %	AA Skew Index	UE (000s)	
9	Total	P 18+	65	100	100	25910	68	100	100	25910	
10	Total	P 18-34	18	27.4	93.8	7571	10	15.3	52.4	7571	
11	Total	P 18-49	41	62.6	106.7	15198	33	48.2	82.2	15198	
12	Total	P 25-54	42	65.7	116.7	14580	37	55	97.7	14580	
13	Total	P 55+	18	27.3	85.5	8263	28	40.7	127.6	8263	
14	Total	F 18+	20	31.3	61.5	13205	41	59.9	117.6	13205	
15	Total	M 18+	44	68.7	140	12705	27	40.1	81.7	12705	
16	Total	High School or less	23	35.5	102.5	8902	26	38.4	110.7	8902	
17	Total	Tech/College	27	42.3	134.4	8117	21	31.5	100.1	8117	
18	Total	University	14	21.3	63.2	8855	20	30	88.8	8855	
19	Total	TC - MOP	11	17.3	62.1	7258	18	26	93.3	7258	
20	Total	TC - Clerical	5	7.8	99.9	1983	7	10.1	130.3	1983	
21	Total	TC - Sales/Service	13	19.3	141.5	3412	8	11.5	84.3	3412	
22	Total	TC - Primary	1	1.9	115	390	1	0.7	46	390	
23	Total	TC - Labourer/Trade	12	18.5	156.4	3137	7	9.8	82.6	3137	
24	Total	TC - Art/Lit/Recreational	1	1	70.5	347	1	1.7	116.4	347	
25	Total	TC - Student	3	4.1	60.5	1819	1	1.2	18.3	1819	
26	Total	TC - Homemaker	3	4.6	93.4	1328	3	4.6	92.9	1328	
27	Total	TC - Retired	12	18	92.2	5093	20	29.5	150.8	5093	
28	Total	TC - Other	4	6.6	149.3	1112	3	4.7	107.7	1112	
29											
30	Copyright Nielsen Media Research										
31											
32											
33											

How to Read a Data Profile Report

In the above example, 41,000 adults 18-49 watched the Discovery channel, representing 63% of the total adult audience.

Compared to the population, Discovery has a greater proportion of adults 18-49 in its audience. Discovery indexed at 107 compared to the population.

The **Profile** estimate option calculates a program or station's audience distribution. It reports your sub-segment target demographic as a percentage of a base demographic. In the example above, the base is Adults 18+.

The **Skew Index** option compares your program or station audience profile to the corresponding demographics' universe distribution. This produces an index that tells you if the program or station audience has a higher than average level of viewers within your target demographic.

Software Tips How to generate a Data Profile report to compare stations.

To speed up future profile requests, open a previously saved profile request and simply adjust the dates, markets, networks or programs as necessary. Borealis will automatically prompt you to save under another name.

How to read Skew Index:

Index at 100%
The program audience profile matches proportionately to the universe distribution for the demographic you selected.

Index higher than 100%
The program audience has a higher concentration of viewers within your selected demographic.

Index lower than 100%
The program audience has a lower concentration of viewers within your selected demographic.

Title

Name the report—this is the name under which the file will be saved and the name that will appear on the **Report Status** screen.

Dates

Select the dates you wish to include in your report.

Markets

Identify the market(s) you wish to analyze.

Households

The default in this tab is Total, but you can select any other household break from this tab.

Select income breaks, language and household size from this tab if you want to include that data in your profile report.

People

Select all the demographics you want to include in your profile report by clicking and highlighting the age breaks.

The first demographic chosen will become the base against which the skew and profile will be calculated. All subsequent demographics will be compared to the base demographic. *The base demographic can be changed when you get to the measures tab.*

Broadcasters

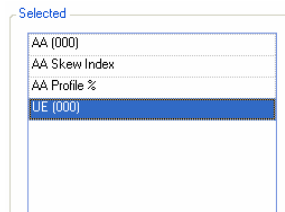
Select the broadcasters to include in your report. You can select broadcasters by going to the appropriate folder in the Standard tab, or quickly search for broadcasters using the Find tab.

Time Periods

Since this report only compares stations you do not need to select any programs. Select the time periods from the Standard tab or create a custom time period using the Specific tab.

Measures

Select AA(000), Profile % and AA Skew Index. UE (000) is optional. Use the green arrow to send to the selected area.



Submit



After you have selected your measures, the GO button on the button bar (top left of the screen) will turn green—click this button to submit the request.

Download the Report

Go to the Report Status screen. Once the report has completed, double-click to open the report into the Layout view, set up as the default table (you'll want to change this).

Setting up Your Table

For a demographic report, move the households and people options to the table rows. To move these options, click and drag the parameter to the grey area over the rows.

(Please refer to the Creating a Custom Table and Template tip sheet for general information on setting up tables.)

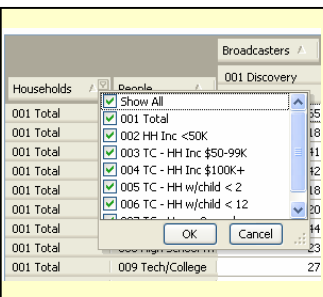
In the example, only one date range was used and only one time period so these options were moved to the Paging Fields. Broadcasters and Measures were moved to the columns to allow a quick comparison between broadcasters. Households and People were placed in the rows.

Click the **Excel** button to download the report.

Row/Column/Page/Options		
Paging Fields (2 pages)		
Options		ActiveSheet
< Market	2	> 001 Total Canada
< Dates	1	> TH 2008/05/12-2008/05/25
< Program_TimePeriod	1	> 001 MTWTFSS 08:00 - 24:00

Report View (163 rows, 14 columns) (Limits for Excel Version 11.0 - 65536 rows, 256 columns)

		Broadcasters	Measure	
		001 Discovery		
Households	People	AA (000s)	AA Profile %	AA Skew Index
001 Total	001 P 18+	65	100	100
001 Total	002 P 18-34	18	27.4	93.8
001 Total	003 P 18-49	41	62.6	106.7
001 Total	004 P 25-54	42	65.7	116.7
001 Total	005 P 55+	18	27.3	85.5
001 Total	006 F 18+	20	31.3	61.5



Filtering the Data

Clicking the little down arrow beside each parameter will show all your selections. The profile report is a great opportunity to use this feature especially if you included household variables such as income, in your request. It is best to use the filter option on the table otherwise you will have all demographics crossed by all households, making the table difficult to interpret.

1. Click the down arrow beside households and select only **Total**. Click the **Excel** button to download the report. This will show all demographics based on total households.
2. To show all the household variables, click **Show All** for households and then click the down arrow beside People and select **P18+**. Click the **Excel** button to download the report.