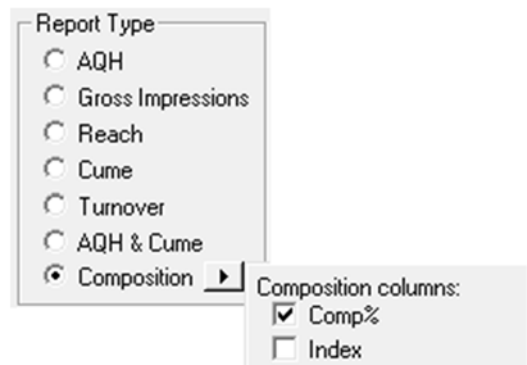


# Did you know...?

In the May 2015 newsletter, we discussed how to determine the median demographic group of total listeners for multiple demographics using an Audience Composition report. You can also use the Composition report to determine the median **income** demographic group of a lineup's audience:

- 1) Open a new Audience report in Affiliate System. Enter or pick your lineup on the Lineups tab, and enter your desired daypart (if the lineup doesn't already have stored schedules).
- 2) On the Demos tab, as an example, select the following four demos and choose qualitative income data for each: *Persons 18+ (none)*, *Persons 18+ Inc <\$25k*, *Persons 18+ Inc <\$50k*, and *Persons 18+ Inc <\$75k*.



- 3) On the Audience Options tab, select "Composition Report," click on the arrow to the right of that, and select "Comp%" (not Index). Then select the checkbox next to the Overview Page button to display it.
- 4) Click "OK" button to run the report and jump to the Overview page. For this example, you'll see four columns – one for each demo. The first column for *Persons 18+ (none)* acts as the 100% base demo for the calculations. The remaining three columns show the Comp Pct based off the base demo.

To determine where the median occurs, look across the page for the first demo that goes over 50% Comp Pct. That demo and the prior one bookend the median. In the example below, the median is **Inc \$50k-\$75k** since the 50% Comp Pct falls between **36.3%** (Inc <\$50k) and **58.1%** (Inc <\$75k):

Overview - Population				
	Persons 18+	Persons 18+ Inc <\$25K	Persons 18+ Inc <\$50K	Persons 18+ Inc <\$75K
	Comp AQH Pct	Comp AQH Pct	Comp AQH Pct	Comp AQH Pct
<b>Total United States</b>	Pop: 252,612,300	Pop: 37,201,100	Pop: 95,187,600	Pop: 147,783,200
<b>GANYMEDE (+) MF 6a-7p</b>	In-Tab: 309,113 12,360,100 100.0	In-Tab: 51,408 1,685,500 13.6	In-Tab: 129,023 4,489,300 <b>36.3</b>	In-Tab: 195,149 7,186,000 <b>58.1</b>

You can apply the above steps for any qualitative data (household size, education, etc.) or for any group of demographics (as was demonstrated in the May 2015 "Did You Know").