

PMTP Media Math Day 2

Coverage = % of Target Audience

- Communicates reach (use to reach enough of your audience to achieve goals)
- Percent of your target audience who uses a media vehicle or to whom a statement applies
- Answers the question: “of the target universe, how much is engaging with that vehicle”?
- Higher coverage = higher reach = higher awareness

$$\text{Coverage} = \frac{\text{Media Target Audience}}{\text{Target Universe}} \times 100$$

Composition = % of Vehicle’s Audience

- Communicates relevance (use to reduce wasted impressions)
- Percent of a media vehicle that is comprised of your target
- Answers the question: “of the media vehicle, what % is your target”?
- Quantifies the concentration of your audience within this environment
- Highlights a property’s relevance to your target
- Does not communicate how much of your target is reached by the vehicle

$$\text{Composition} = \frac{\text{Media Target Audience}}{\text{Media Total Audience}} \times 100$$

COMPOSITION & COVERAGE PRACTICE

Total M18-34:
35.91 MM

Total Esquire readers:
3,031 M

Men 18-34 reading
Esquire: **623 M**

What is the **composition**?

What is the **coverage**?

Index

- Compares the target's composition of a media vehicle to the target's composition of the general population
- Answers the question: how does the target's consumption of this vehicle compare to the general population?
- Communicates likelihood (vs average); 100 = average
 - > 100 = More Likely (typically above 110)
 - < 100 = Less Likely (typically below 90)

$$\text{Index} = \frac{\% \text{ Composition (medium)}}{\% \text{ Composition (population)}} \times 100$$

**Since likelihood is based on 100 (average),
subtract 100 from your index when communicating your comparison**

MRI Simmons

- National representative consumer study with extensive media, product, and psychographics
- Who they are / what they buy / how they think / how to reach them
- Media choices, demos, lifestyles and attitudes, and usage of almost 6,000 products in 550 categories

How to Access

- Accessed through Clear Decisions (download via LionStore)
- When citing MRI data you pull, your source is the MRI study, NOT Clear Decisions
- *Any MRI questions - reach out to Agency Research/Analytics leads

comScore

- Cross-channel provider of audience analytics with extensive digital and cross-screen measurement
- Who visits a platform / how long they spend / what devices they use / how your plan delivers unduplicated reach

How to Access

- Access via website <https://www.comscore.com/Client-Login>
- Trainings: <https://mymetrix-support.comscore.com/hc/en-us>
- Dedicated Email Resource: LionSupport@Comscore.com

READING A CROSTAB REPORT

Crosstab				
			All	age 35-54
	2018 Doublebase GfK MRI			
All		Unwgt'd	48881	18177
		Weighted (000)	235421	84124
		Horz %	100.00	35.73
		Vert %	100.00	100.00
		Index	100	1000
Bottled Water & Seltzer: Drank in Last 6 Months		Unwgt'd	32265	12888
		Weighted (000)	154782	58587
		Horz %	100.00	37.85
		Vert %	65.75	69.64
		Index	100	106

Unwgt'd: # of people who answered the survey **(use with caution!)**

(000): Projected audience based on census data

Horizontal %: Composition

Vertical %: Coverage

Index: Index

Crosstab		Matrix View		All		"WHO" Target	
						1	2
						men	women
All		Unwgt'd	48881	25154	23727		
		Weighted (000)	235421	113640	121781		
		Horz %	100.00	48.27	51.73		
		Vert %	100.00	100.00	100.00		
		Index	100	100	100		
1 Bottled Water & Seltzer: Total Users: Drank in Last 6 Months: Total Category		Unwgt'd	32265	15911	16354		
		Weighted (000)	154782	70714	84068		
		Horz %	100.00	45.69	54.31		
		Vert %	65.75	62.23	69.03		
		Index	100	95	105		
2 Bottled Water & Seltzer: Drank in Last 6 Months: Sparking		Unwgt'd	4693	2085	2608		
		Weighted (000)	20854	8625	12230		
		Horz %	100.00	41.36	58.64		
		Vert %	8.86	7.59	10.04		
		Index	100	86	113		
3 Bottled Water & Seltzer: Drank in Last 6 Months: Non-Sparking		Unwgt'd	17257	8341	8916		
		Weighted (000)	85394	37577	47816		
		Horz %	100.00	44.00	56.00		
		Vert %	36.27	33.07	39.26		
		Index	100	91	108		

"WHAT"

Crosstab Targets

			All	men	women
All		Unwgt'd	48881	25154	23727
		Weighted (000)	235421	113640	121781
		Horz %	100.00	48.27	51.73
		Vert %	100.00	100.00	100.00
		Index	100	100	100
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When reading the Horz% and Vert%, start with the number and then read the direction of the %. For example:

Horz% in column 1/row 1.

- Start with 45.69%, read the direction of horizontal — = 45.69% of total bottled water users were men.

Vert% in column 2/row 2.

- Start with 10.04%, read the direction of vertical — = 10.04% of women drank sparkling water in the last 6 months

CROSSTAB PRACTICE

		Adults 18+ (Total)	M25-54
Totals	Unwgt	26023	7710
	(000s)	223672	62602
	Vert%	100	100
	Horz%	100	27.99
	Index	100	100
The Bachelor	Unwgt	710	158
	(000s)	13458	2875
	Vert%	6.02	4.59
	Horz%	100	21
	Index	100	76
SNL	Unwgt	351	112
	(000s)	6260	1985
	Vert%	2.8	3.2
	Horz%	100	32
	Index	100	113
Weighted by: Population			

1. What is the Adult 18+ (total) reach of The Bachelor?
2. What % of SNL's viewers are M25-54?
3. What % of M25-54 watch SNL?

DAY 2 PRACTICE ASSIGNMENT (TO BE REVIEWED DURING DAY 3 CLASS)

		Totals	Gen Z (age 18+)	Millennials
	(000s)	228111	34576	83232
	Vert%	100	100	100
	Horz%	100	15.16	36.49
	Index	100	100	100
Snapchat	Unwgt	1568	652	779
	(000s)	7151	3801	2871
	Vert%	3.13	10.99	3.45
	Horz%	100	53.15	40.15
	Index	100	351	110
Instagram	Unwgt	1788	407	914
	(000s)	8007	2116	3958
	Vert%	3.51	6.12	4.76
	Horz%	100	26.43	49.43
	Index	100	174	135
TikTok	Unwgt	2693	1054	1436
	(000s)	12294	5754	5733
	Vert%	5.39	16.64	6.89
	Horz%	100	46.8	46.63
	Index	100	309	128
YouTube	Unwgt	10421	1968	4979
	(000s)	45318	11942	19975
	Vert%	19.87	34.54	24
	Horz%	100	26.35	44.08
	Index	100	174	121

- How many Millennials use Instagram?
- What % of Gen Z use YouTube?
- What % of people who use TikTok are Gen Z?
- Millennials are ___% ___ likely than the average adult to use Snapchat
- Instagram has a higher Vert% against Gen Z but a higher Horz% against Millennials. What does this mean?