

Video Tip

Audience Composition

Create an Audience Composition and automatically graph the results. (LPM markets only)

In an LPM market, Arianna reports data for demographics and allows you to analyze the demographic makeup of the viewing to a program. In this example, we show an Audience Composition and automatically graph the results.

Steps

- 1.) In this example, an Audience Composition for Persons 18+ is created. In the Households/Demographics filter, deselect the default which is Households.
- 2.) Select your desired component demographics from the Nielsen Defined area.
For this example, select Persons 18-24, Persons 25-34, Persons 35-49, and Persons 50+.
- 3.) Hold down the Shift key and select all of the component demographics. At the bottom of this screen, check the box labeled Reference Households/Demographics and use the drop-down to select the reference demographic of Persons 18+. Click OK.
- 4.) In the Variables filter, deselect the RTG and SHR and select AuC and Imp variables.
- 5.) Make all other filter selections based on your desired analysis.

You can right-click on a Click 'n Go chart to access these options:

Set Title – This allows you label your chart with a custom title.

Set Color – This allows you to change the colors of the columns in your chart.

Copy to Clipboard – This allows you to transfer the chart and then paste it in a PowerPoint presentation.

Enable Label – This displays a small box with the numeric value of each column in the chart.

Note

This example used a chart which displayed automatically after the analysis ran. To run a chart automatically, you must have access to the charting features in Arianna and set it up in the Charts filter, prior to running your analysis.

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