

Audience Summary User Guide

AUDIENCESUMMARY.COM

Audience Summary Database



AUDIENCE SUMMARY USER GUIDE

TABLE OF CONTENTS

Part 1: Glossary	3
Part 2: How to Use the Audience Summary Database	5
Analysis 1: Newspaper Print Audience	5
Analysis 1A: Newspaper Website Audience	6
Analysis 1B: Print/Website Net Audience	7
Analysis 2: Circulation	8
Analysis 3: Website Usage	8
Part 3: How to Read Output	9

Audience Summary Database



Alliance for
Audited Media



AUDIENCE SUMMARY USER GUIDE

PART 1: GLOSSARY

Sunday Readership – (Sunday Average) Adults who have “read or looked into” a single issue of the previous Sunday’s edition of the newspaper.

Daily Readership – (Daily Cume) Adults who have “read or looked into” the daily edition of the newspaper within the past five weekdays.

Sunday Cume – Adults who have “read or looked into” a single issue of the Sunday edition of the newspaper within the past month.

Daily Average – Adults who have “read or looked into” yesterday’s edition of the daily newspaper.

Weekly Readership – (Sunday Average or Daily Cume) Adults who “read or looked into” the newspaper within the past five weekdays or past Sunday.

Monthly Website Usage – Adults who have visited the newspaper’s website at least once within the past 30 days.

Weekly Website Usage – Adults who have visited the newspaper’s website at least once during the past seven days.

Print/Website Net – Net unduplicated weekly print and website audience. These are adults who “read or looked into” the newspaper at least once between Monday and Friday and/or the Sunday edition. Adults that have visited the newspaper’s website within the past week are also included in this group.

NOTE: Within Audience Summary, the Print/Website Net is reported in two ways:

1. Net unduplicated past 7-day print/past 7-day website audience
2. Net unduplicated past 7-day print/past 30-day website audience

Target – Any subgroup of adults measured within Audience Summary (i.e., women, HHLD income < \$50K or age 35-44).

Projected – The number of adults ages 18+ in the market that are reached by the newspaper.

Reach % - The percentage of adults ages 18+ in the market that are reached by the newspaper.

Comp % - The percentage of the newspaper's total audience that are part of a demographic group (i.e., HHLD income \$150K+, age 55+, etc).

DMA® (Designated Market Area) – Specific geographic area to which a county in the United States is exclusively assigned based on the television viewing habits of the people residing in the county. DMA® is trademarked by The Nielsen Company.

NDM (Newspaper Designated Market) – Geography defined by the newspaper that contains 75% or more of the newspaper's total circulation.

Tier 1 – Tier 1 is comprised of all newspapers in a syndicated Scarborough Research market that meet audience standards.

Tier 2 – All non-Tier1 newspapers fall into the Tier 2 category. Tier 2 newspapers are those outside of Scarborough's 81 local markets measured. Tier 2 newspapers are available by NDM geography only.

Circulation – The number of paid and qualified newspaper copies that are circulated in an average week.

Unique Visitors (website) – A statistic describing a unit of traffic to a website, counting each visitor only once in the time frame of the report. Audience Summary uses several data sources to report unique visitors, including Adobe Analytics, Google Analytics and comScore. For more information about how this information is collected and reported, please see the website of the data source.

Page Views (website) – The number of times a page (an analyst-definable unit of content) was viewed within the time frame of the report. Audience Summary uses several data sources to report page views, including Adobe Analytics, Google Analytics and comScore. For more information about how this information is collected and reported, please see the website of the data source.

PART 2. HOW TO USE THE AUDIENCE SUMMARY ONLINE DATABASE

A variety of reports are available via the Audiencesummary.com database:

- Newspaper Print Audience
- Newspaper Website Audience
- Print/Website Net
- Newspaper Circulation
- Newspaper Website Traffic information

ANALYSIS 1: NEWSPAPER PRINT AUDIENCE

How do I find how many adults read the Sunday edition of Newspaper X?

1. Go to **Select Report Type** and select **Newspaper/Website Readership**. This category is broken out into three geographies: DMA Tier 1, NDM Tier 1 and NDM Tier 2 (Please refer to the glossary for definitions of these geographies). Select the appropriate geography based on the newspaper you are researching.
2. After you've selected the report type, move directly to the box below labeled **Select Newspaper(s)/Website(s)**. This menu will allow you to find the specific newspaper edition or website that you are interested in. For the example above, choose the Sunday edition of the desired newspaper by **clicking on the checkbox to the left of its title**. If you decide that you want to look at more than just the Sunday edition, you may also select multiple categories to display within the same report.
3. Below your selected newspaper, check off one or more demographic choices within the **Select Target(s) section**. (Note: Use the **Select All/None** button to clear the boxes and make your choices.) The targets will be displayed in the output sheet as columns.
4. Next select the ranking type. This option is available if you selected at least one target in the previous section. The **Select Ranking** menu will automatically sort your selections (step 2) based on your choice of measurement. The output will display your newspaper/website options ranked by your chosen target and/or measurement, with the option to sort the statistics in ascending or descending order.

	Measure	Adults 18+
Albany/Schenectady/Troy DMA Times-Union/e-edition Sunday	Average	
	Comp %	100.0%
	Proj	222,757
	Reach %	19.9%
Albany/Schenectady/Troy DMA Times-Union/e-edition Sunday	Cume	
	Comp %	100.0%
	Proj	314,608
	Reach %	28.1%

Source: Scarborough Release 1, 2017
Copyright (c) 2017 Scarborough

UNRANKED OUTPUT

	Measure	Adults 18+
Albany/Schenectady/Troy DMA Times-Union/e-edition Sunday	Cume	
	Comp %	100.0%
	Proj	314,608
	Reach %	28.1%
Albany/Schenectady/Troy DMA Times-Union/e-edition Sunday	Average	
	Comp %	100.0%
	Proj	222,757
	Reach %	19.9%

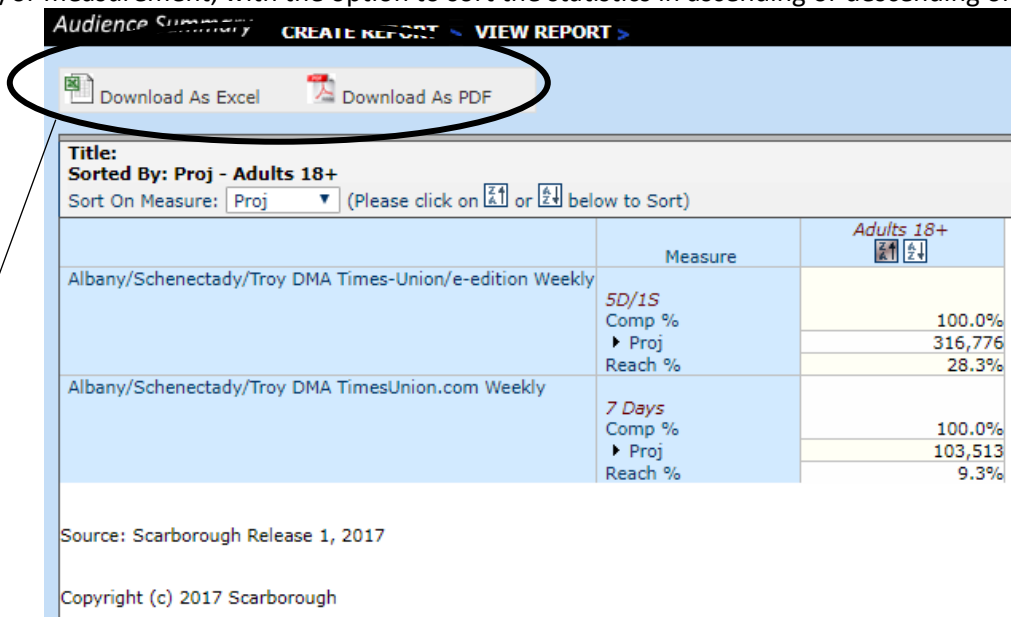
Source: Scarborough Release 1, 2017
Copyright (c) 2017 Scarborough

RANKED OUTPUT

ANALYSIS 1A: NEWSPAPER WEBSITE AUDIENCE

How do I find how many adults have visited Newspaper X's website within the past week?

1. Go to **Select Report Type** and select **Newspaper/Website Readership**. This category is broken out into three geographies: DMA Tier 1, NDM Tier 1, and NDM Tier 2 (Please refer to the glossary for definitions of these geographies). Select the appropriate geography based on the newspaper you are researching.
2. After you've selected the report type, move directly to the box below labeled **Select Newspaper(s)/Website(s)**. This menu will allow you to find the specific newspaper edition or website that you are interested in. For the example above, choose **weekly website** for the desired newspaper by **clicking on the checkbox to the left of the title** (Note: The Select Newspaper(s)/Website(s) menu includes website usage for both weekly (seven day) and monthly (30 day) periods.)
3. Below your selected newspaper, check off one or more demographic choices within the **Select Target(s) section**. (Note: Use the **Select All/None** button to clear the boxes and make your choices.) The targets will be displayed in the output sheet as columns.
4. Next select the ranking type. This option is available if you selected at least one target in the previous section. The **Select Ranking** menu will automatically sort your selections (step 2) based on your choice of measurement. The output will display your newspaper/website options ranked by your chosen target and/or measurement, with the option to sort the statistics in ascending or descending order.



The screenshot shows a report interface with a navigation bar at the top containing "Audience Summary", "CREATE REPORT", and "VIEW REPORT". Below the navigation bar are two download icons: "Download As Excel" and "Download As PDF", which are circled in red. The main content area displays report details and a table of data.

Title:
Sorted By: Proj - Adults 18+
Sort On Measure: Proj (Please click on [Z] or [A] below to Sort)

	Measure	Adults 18+
Albany/Schenectady/Troy DMA Times-Union/e-edition Weekly	5D/1S Comp % ▶ Proj Reach %	100.0% 316,776 28.3%
Albany/Schenectady/Troy DMA TimesUnion.com Weekly	7 Days Comp % ▶ Proj Reach %	100.0% 103,513 9.3%

Source: Scarborough Release 1, 2017
Copyright (c) 2017 Scarborough

After your report is generated, use the download icons at the top of the page to export the file to Excel or PDF.

ANALYSIS 1B: PRINT/WEBSITE NET AUDIENCE

How do I find how many adults have read or looked into the print edition or have visited Newspaper X's website within the past week?

1. Go to **Select Report Type** and select **Newspaper/Website Readership**. This category is broken out into three geographies: DMA Tier 1, NDM Tier 1, and NDM Tier 2 (Please refer to the glossary for definitions of these geographies). Select the appropriate geography based on the newspaper you are researching.
2. After you've selected the report type, move directly to the box below labeled **Select Newspaper(s)/Website(s)**. This menu will allow you to find the specific newspaper edition or website that you are interested in. For the example above, choose **Print/Website Net** for the desired newspaper by clicking on the checkbox to the left of its title (Note: Audience Summary provides both weekly (seven day) and monthly (30 day) website measurement periods for the Print/Website Net option. Both options are automatically included in the output)
3. Below your selected newspaper, check off one or more demographic choices within the **Select Target(s) section**. (Note: Use the **Select All/None** button to clear the boxes and make your choices.) The targets will be displayed in the output sheet as columns.
4. Next select the ranking type. This option is available if you selected at least one target in the previous section. The **Select Ranking** menu will automatically sort your selections (step 2) based on your choice of measurement. The output will display your newspaper/website options ranked by your chosen target and/or measurement, with the option to sort the statistics in ascending or descending order.

Title:		Adults 18+
Sorted By: None		⬆️ ⬇️ ⬆️
Sort On Measure: No Sort (Please click on ⬆️ or ⬇️ below to Sort)		
	Measure	
Albany/Schenectady/Troy DMA Times-Union/e-edition/TimesUnion.com Print/Website Net	SD/1S/Past 30 Web	
	Comp %	100.0%
	Proj	396,126
	Reach %	35.4%
Albany/Schenectady/Troy DMA Times-Union/e-edition/TimesUnion.com Print/Website Net	SD/1S/Past 7 Web	
	Comp %	100.0%
	Proj	350,525
	Reach %	31.3%

Source: Scarborough Release 1, 2017
Copyright (c) 2017 Scarborough

UNRANKED OUTPUT

Title:		Adults 18+
Sorted By: Proj - Adults 18+		⬆️ ⬇️ ⬆️
Sort On Measure: Proj (Please click on ⬆️ or ⬇️ below to Sort)		
	Measure	
Albany/Schenectady/Troy DMA Times-Union/e-edition/TimesUnion.com Print/Website Net	SD/1S/Past 30 Web	
	Comp %	100.0%
	Proj	396,126
	Reach %	35.4%
Albany/Schenectady/Troy DMA Times-Union/e-edition/TimesUnion.com Print/Website Net	SD/1S/Past 7 Web	
	Comp %	100.0%
	Proj	350,525
	Reach %	31.3%

Source: Scarborough Release 1, 2017
Copyright (c) 2017 Scarborough

RANKED OUTPUT

Click on the up or down icon buttons at the top of the column to rank the statistics in ascending or descending order.

(Please click on ⬆️ or ⬇️ below to Sort)

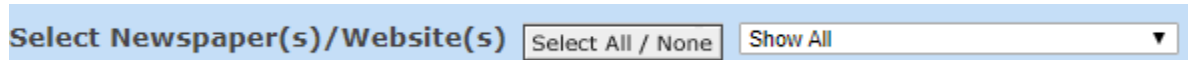
After your report is generated, use the download icons at the top of the page to export the file to Excel or PDF.



ANALYSIS 2: CIRCULATION

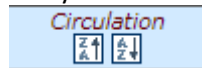
How do I find how many copies of Newspaper X's daily edition are in circulation on a given weekday?

1. Under **Select Report Type**, choose **Newspaper Circulation**.
2. In the **Select Newspapers** section, select one or more newspaper titles. The **Select All/None** button will automatically select or deselect every newspaper option.



3. The pull-down menu to the right of the **Select All/None** button allows you to view your choice of daily newspapers only, Sunday newspapers only or both daily and Sunday editions.
4. The **Sort By** option sorts the data by either **Alphabetical** or **Circulation**.

Note: You will also be given the opportunity to sort the output in your final report.



ANALYSIS 3: WEBSITE USAGE

How do I find how much traffic goes through Newspaper X's website?

1. Under **Select Report Type**, choose **Website Usage**
2. In the **Select Websites section**, choose one or multiple websites
3. Utilize the **Select All/None** button to select or deselect all websites available
4. The output will automatically default to alphabetical order.

PART 3: HOW TO READ OUTPUT NEWSPAPER/WEBSITE READERSHIP

1. Newspaper Readership example:

a. Albany Times-Union Daily Cume for Men

Comp%

50% of the Albany Times-Union's daily cume audience are men.

Proj.

127,566 of the Albany Times-Union's daily cume audience are men.

Reach %

23.4% of men in the Albany DMA were reached by the daily edition of the Albany Times-Union within the past five weekdays.

Audience Summary CREATE REPORT > VIEW REPORT >		
Download As Excel Download As PDF		
Title: Sorted By: Reach % - Men Sort On Measure: Reach % (Please click on Z or A below to Sort)		
	Measure	Men
Albany/Schenectady/Troy DMA Times-Union/e-edition Daily	Cume	
	Comp %	50.0%
	Proj	127,566
	▶ Reach %	23.4%
Albany/Schenectady/Troy DMA Times-Union/e-edition Daily	Average	
	Comp %	49.8%
	Proj	81,733
	▶ Reach %	15.0%

b. Albany Times-Union Daily Cume Adults 18+

Comp %

100% of the Albany Times-Union's daily cume audience are adults age 18+.

Proj.

255,002 of the Albany Times-Union's daily cume audience are adults age 18+.

Reach %

22.8% of adults 18+ in the Albany DMA were reached by the daily edition of the Albany Times-Union within the past five weekdays.

Audience Summary CREATE REPORT > VIEW REPORT >		
Download As Excel Download As PDF		
Title: Sorted By: Reach % - Adults 18+ Sort On Measure: Reach % (Please click on Z or A below to Sort)		
	Measure	Adults 18+
Albany/Schenectady/Troy DMA Times-Union/e-edition Daily	Cume	
	Comp %	100.0%
	Proj	255,002
	▶ Reach %	22.8%
Albany/Schenectady/Troy DMA Times-Union/e-edition Daily	Average	
	Comp %	100.0%
	Proj	164,234
	▶ Reach %	14.7%

2. Website Readership Example:

Albany Times-Union 7-Day Website – Women

Comp%

51.2% of the Albany Times-Union's weekly website audience are women.

Proj

52,966 of the Albany Times-Union's weekly website audience are women.

Reach %

9.2% of the women in the Albany DMA were reached by the Albany Times-Union's website within the past week.

Audience Summary CREATE REPORT > VIEW REPORT >		
Download As Excel Download As PDF		
Title: Sorted By: Reach % - Women Sort On Measure: Reach % (Please click on Z or A below to Sort)		
	Measure	Women
Albany/Schenectady/Troy DMA TimesUnion.com Weekly	7 Days	
	Comp %	51.2%
	Proj	52,966
	▶ Reach %	9.2%

3. Print/Website Net Example:

Albany Times-Union Weekly print (5D/1S) or past 7-day website - Men

Comp %

48.9% of the Albany Times-Union’s weekly print and weekly website audience are men.

Proj

171,429 adults in the Albany Times-Union’s weekly print and weekly website audience are men.

Reach %

31.5% of men in the Albany DMA were reached by either the weekly print (5D/1S) edition of the Albany Times-Union or had visited the website within the past week.

Audience Summary CREATE REPORT > VIEW REPORT >

Download As Excel Download As PDF

Title:
Sorted By: Reach % - Men
Sort On Measure: Reach % (Please click on [Z] or [A] below to Sort)

	Measure	Men
Albany/Schenectady/Troy DMA Times-Union/e-edition/TimesUnion.com Print/Website Net	5D/1S/Past 30 Web	
	Comp %	47.1%
	Proj	186,682
	▶ Reach %	34.3%
Albany/Schenectady/Troy DMA Times-Union/e-edition/TimesUnion.com Print/Website Net	5D/1S/Past 7 Web	
	Comp %	48.9%
	Proj	171,429
	▶ Reach %	31.5%

CIRCULATION

41,701 paid and qualified copies of the Daily edition of the Albany Times-Union go into circulation in an average week (M-F).

90,815 paid and qualified copies of the Sunday Albany Times-Union go into circulation on an average Sunday.

Audience Summary CREATE REPORT > VIEW REPORT >

Download As Excel Download As PDF

Title:
Sorted By: None
(Please click on [Z] or [A] below to Sort)

	Circulation
NY ALBANY TIMES UNION Avg Mon-Fri	41,701
NY ALBANY TIMES UNION Sun	90,815

WEBSITE USAGE

Unique Visitors

The Albany Times-Union’s website has 1,940,154 unique visitors.

Page Views

The Albany Times-Union’s website has 35,569,812 page views.

Audience Summary CREATE REPORT > VIEW REPORT >

Download As Excel Download As PDF

Title:

	Unique Vistors	Page Views	Source
NY ALBANY Timesunion.com	1,940,154	35,569,812	June 2017