

Changing the report group order for a single-level or multi-level report

This lesson examines the effect of changing the report group order for single-level reports

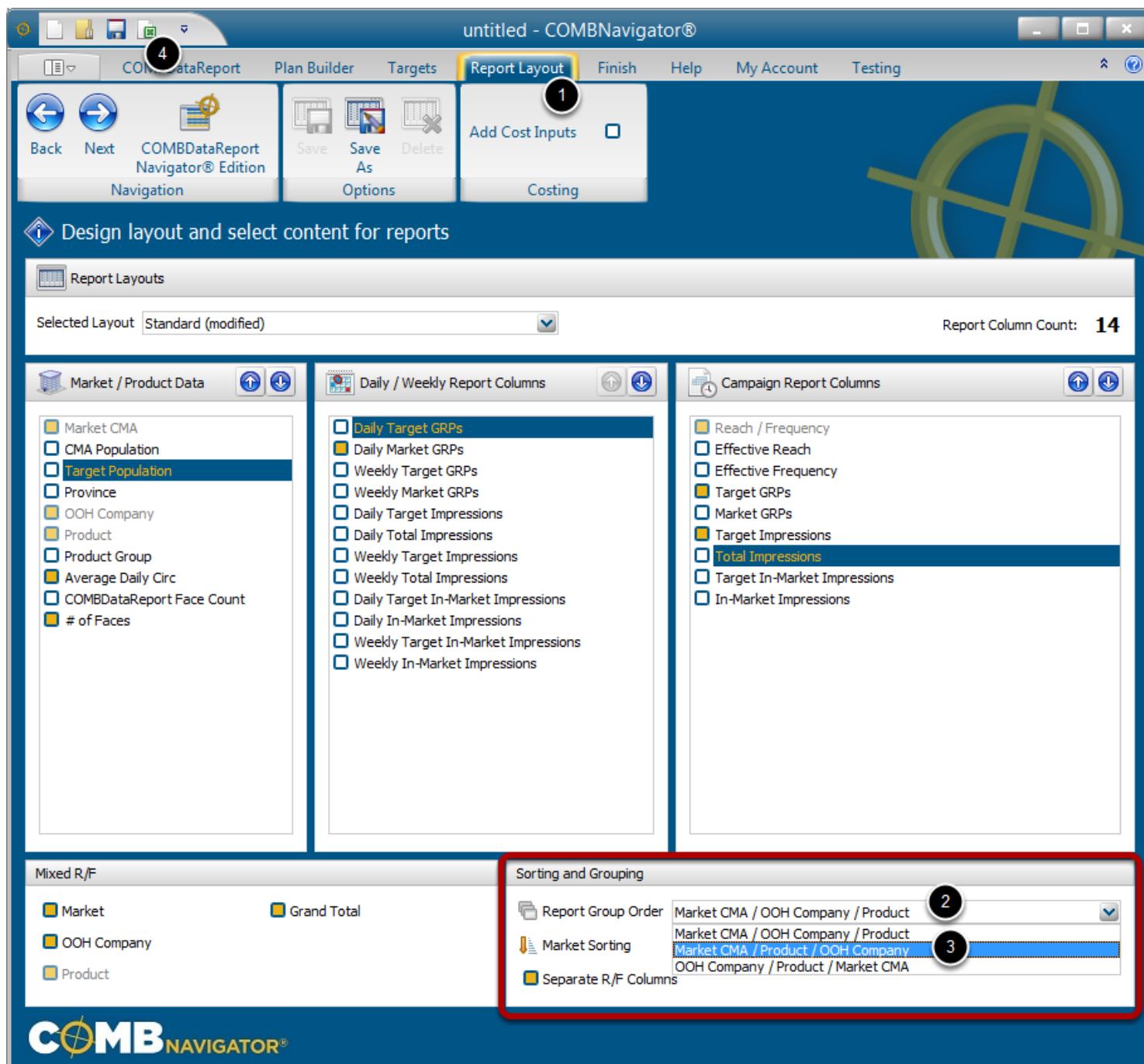
Default report group order

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	This is a report title													
2														
3	Target	A18+												
4	Campaigns	4, 5												
5	Sort By	Market CMA Size, OOH Company, Product												
6														
7														
8	Market CMA	CMA Pop	Tgt Pop	OOH Company	Product	Average	# of	Daily Tgt	Daily Mkt	4 weeks				
9		(000s)	(000s)			Daily Circ	Faces	GRPs	GRPs	R	F	Tgt	Target	Total
10	Toronto	5,905.2	4,912.5	Astral	Horizontal Posters	32,700	49	26	25	61	12.2	741	39,583	44,833
11	Plan #1				Street Furniture (68x47)	18,900	85	27	25	79	9.4	745	39,771	45,046
12					Astral Mix	19,700	134	53	50	87	17.2	1,486	79,354	89,879
13														
14				OUTFRONT	Horizontal Posters	25,300	63	26	25	61	12.0	737	39,375	44,597
15					Street Furniture (68x47)	23,500	68	26	25	61	12.2	740	39,518	44,759
16					OUTFRONT Mix	24,400	131	53	50	71	20.8	1,477	78,893	89,357
17														
18				Pattison	Horizontal Posters	23,900	67	27	25	61	12.1	743	39,654	44,913
19					Street Furniture (68x47)	11,600	138	27	25	60	12.4	742	39,642	44,900
20					Pattison Mix	20,100	205	53	50	69	21.6	1,485	79,296	89,813
21														
22					Toronto Mix	21,100	470	159	150	94	47.5	4,449	237,543	269,049
23														
24	Toronto	5,905.2	4,912.5	Astral	Horizontal Posters	32,700	49	26	25	61	12.2	741	39,583	44,833
25	Plan #2				Street Furniture (68x47)	18,900	85	27	25	79	9.4	745	39,771	45,046
26					Astral Mix	19,700	134	53	50	87	17.2	1,486	79,354	89,879
27														
28				OUTFRONT	Horizontal Posters	25,300	63	26	25	61	12.0	737	39,375	44,597
29					Street Furniture (68x47)	23,500	68	26	25	61	12.2	740	39,518	44,759
30					OUTFRONT Mix	24,400	131	53	50	71	20.8	1,477	78,893	89,357
31														
32				Pattison	Horizontal Posters	23,900	67	27	25	61	12.1	743	39,654	44,913

By default, a single-level report is grouped by **Market / OOH Company / Product** (MOP)

MOP group order supports OOH Company and Market mixes.

Changing the report group order



To change the report group order:

1. Select **Report Layout** from the ribbon menu.
2. Select the **Report Group Order** box. A drop-down list will appear.
3. Select the desired order from the list. The list will close up.
4. Generate a report (again) by selecting **View Results** from the Quick Access Toolbar in the top-left of the window or in the ribbon bar within the **Finish** area.

Selecting a different order will also affect the mixes that are available.

Market - Product - OOH Company report group order									
---	--	--	--	--	--	--	--	--	--

[illegible]

The above example demonstrates **Market / Product / OOH Company** (MPO) report group order.

MPO group order supports Product and Market mixes.

OOH Company / Product / Market report group order

3	Target	A18+											
4	Campaigns	1-8											
5	Sort By	OOH Company, Product, Market CMA Size											
6													
7													
8	Market CMA	CMA Pop	Tgt Pop	OOH Company	Product	Average	# of	Daily Tgt	Daily Mkt	4 weeks			
9		(000s)	(000s)			Daily Circ	Faces	GRPs	GRPs	Target R/F	Tgt	Target	Total
10	Toronto	5,905.2	4,912.5	Astral	Horizontal Posters	32,700	49	26	25	61/12.2	741	39,583	44,833
11	Montreal	3,891.3	3,294.1	Plan #1		49,800	21	27	25	60/12.5	750	26,869	29,279
12		9,796.5	8,206.6		Horizontal Posters Mix	42,800	70	27	25	60/12.3	745	66,451	74,112
13													
14	Toronto	5,905.2	4,912.5		Street Furniture (68x47)	18,900	85	27	25	79/9.4	745	39,771	45,046
15	Montreal	3,891.3	3,294.1			17,000	62	27	25	59/12.8	758	27,123	29,557
16		9,796.5	8,206.6		Street Furniture (68x47) Mix	18,800	147	27	25	71/10.6	750	66,895	74,603
17													
18		9,796.5	8,206.6		Astral Mix	21,800	217	53	50	79/18.9	1,495	133,346	148,716
19													
20	Toronto	5,905.2	4,912.5	Astral	Horizontal Posters	32,700	49	26	25	61/12.2	741	39,583	44,833
21	Montreal	3,891.3	3,294.1	Plan #2		49,800	21	27	25	60/12.5	750	26,869	29,279
22		9,796.5	8,206.6		Horizontal Posters Mix	42,800	70	27	25	60/12.3	745	66,451	74,112
23													
24	Toronto	5,905.2	4,912.5		Street Furniture (68x47)	18,900	85	27	25	79/9.4	745	39,771	45,046
25	Montreal	3,891.3	3,294.1			17,000	62	27	25	59/12.8	758	27,123	29,557
26		9,796.5	8,206.6		Street Furniture (68x47) Mix	18,800	147	27	25	71/10.6	750	66,895	74,603
27													
28		9,796.5	8,206.6		Astral Mix	21,800	217	53	50	79/18.9	1,495	133,346	148,716
29													
30	Toronto	5,905.2	4,912.5	OUTFRONT	Horizontal Posters	25,300	63	26	25	61/12.0	737	39,375	44,597
31	Montreal	3,891.3	3,294.1	Plan #1		39,900	26	27	25	60/12.4	745	26,683	29,078
32		9,796.5	8,206.6		Horizontal Posters Mix	29,400	89	26	25	61/12.2	741	66,058	73,675

The above example demonstrates **OOH Company / Product / Market** (OPM) report group order.

OPM group order supports Product and OOH Company mixes.

Note: Product and OOH Company mixes in this report group order are cross-market mixes, and thus circulations, GRPs, impressions, costs and R/F are various forms of weighted averages.