HOW DO I Create an Affinity Report
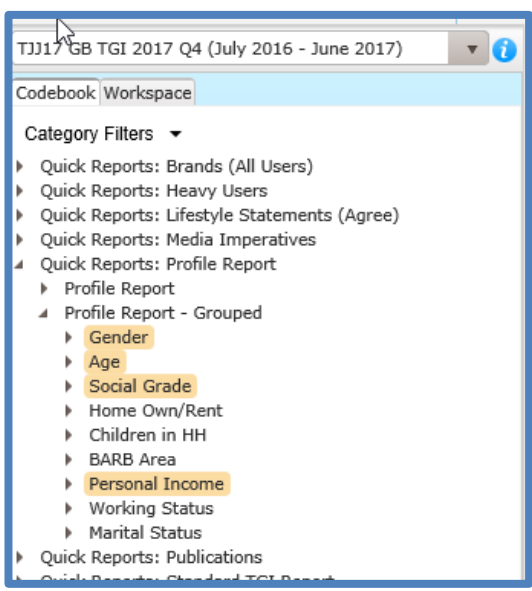
The Affinity Report is perfect for finding media that are the "best fit" for your brand. Also, you can use it to find products or brands that match your media.

The inputs are simple. In TGI we have a summary **Quick Reports – Profile Report** containing demographics. **(Figure 1)**. In this example, we entered gender, age, social grade and income as our columns.
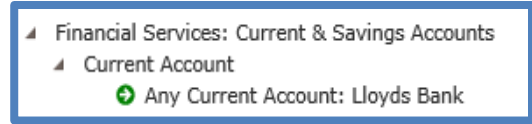
Next, row one should be entered as your affinity target (the one you are trying to fit audiences or media for). In this example, we entered **Lloyds Bank** as row one **(Figure 2)** and then entered some of the **National Daily Newspapers** as further rows **(Figure 3),** and then clicked on the affinity report **(Figure 4).** The program automatically sorts the total column rows in ascending order by the **Affinity Score**.

Looking at the report, after Lloyds Bank, the top ranked row is the Sun. It is the "best fitting" title; because it has the least difference i.e. the lowest affinity score **(Figure 5)**. See over for an explanation of the calculations.
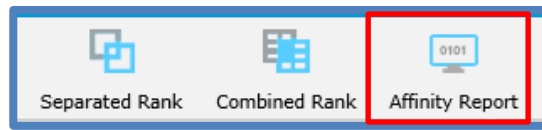
(Figure 1) The columns

TJJ17 GB TGI 2017 Q4 (July 2016 - June 2017)

Codebook | Workspace

Category Filters ▾

▸ Quick Reports: Brands (All Users)
▸ Quick Reports: Heavy Users
▸ Quick Reports: Lifestyle Statements (Agree)
▸ Quick Reports: Media Imperatives
▿ Quick Reports: Profile Report
  ▸ Profile Report
  ▿ Profile Report - Grouped
    ▸ Gender
    ▸ Age
    ▸ Social Grade
    ▸ Home Own/Rent
    ▸ Children in HH
    ▸ BARB Area
    ▸ Personal Income
    ▸ Working Status
    ▸ Marital Status
▸ Quick Reports: Publications
▸ Quick Reports: Standard TGI Report

(Figure 2) Row 1

▿ Financial Services: Current & Savings Accounts
  ▿ Current Account
    ⊕ Any Current Account: Lloyds Bank

(Figure 3) Row 2+

▿ Publications: A.I.R. (Grouped By Frequency)
  ▸ National Dailies

(Figure 4)

Separated Rank | Combined Rank | Affinity Report

(Figure 5)

0	Totals	Audience(000)	52,555
		%Row	100.0
		Affinity Score	
		Affinity Rank	
1	Any Current Account: Lloyds Bank	Audience(000)	7,741
		%Row	100.0
2	The Sun	Audience(000)	3,487
		%Row	100.0
		Affinity Score	934.17
		Affinity Rank	1
3	Daily Mirror	Audience(000)	1,566
		%Row	100.0
		Affinity Score	1,166.44
		Affinity Rank	2
4	Financial Times	Audience(000)	245
		%Row	100.0
		Affinity Score	1,829.81
		Affinity Rank	3
5	The Guardian	Audience(000)	886
		%Row	100.0
		Affinity Score	1,950.36
		Affinity Rank	4
6	The Times	Audience(000)	1,056
		%Row	100.0
		Affinity Score	2,484.14
		Affinity Rank	5
7	The Daily Telegraph	Audience(000)	1,101
		%Row	100.0
		Affinity Score	2,633.76
		Affinity Rank	6

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In the example overleaf, we affinity ranked the newspapers to see which had the best fit with Lloyds current account customers. A media owner with a title that does not come top for a brand, can also use affinity to find the best fitting brand. In **(Figure 6)** the input was changed and the media title was entered as row 1, followed by the bank brands entered as rows 2 plus. The affinity report is ranked in ascending order.

How is the affinity score calculated and what does it mean?

The affinity score calculation is called "Least Squared difference". You can google for an explanation. **(Figure 7)** shows a simple example (using 3 columns) of how the numbers are calculated. The brand profile (% row) of 29.1% for Lloyds Bank is compared with The Sun's (% row) 24.5% (both shown in green) 24.5-29.1= -4.6. That number is squared (-4.6 x -4.6) giving 21.2. This same calculation is repeated for each % row and then t the blue scores are added up, e.g. 21.16+ 0.16+24.01 = 45.33. The same calculation is repeated for The Guardian % rows compared with Lloyds Bank % row. The lower the affinity score, the better i.e. the best or closest fit (least difference).

(Figure 6)

0	Totals	Audience(000)	52,555
		%Row	100.0
		Affinity Score	
		Affinity Rank	
1	The Daily Telegraph	Audience(000)	1,101
		%Row	100.0
		Affinity Score	
		Affinity Rank	
2	Any Current Account: M&S (Marks & Spencer)	Audience(000)	409
		%Row	100.0
		Affinity Score	1,479.26
		Affinity Rank	1
3	Any Current Account: First Direct	Audience(000)	1,744
		%Row	100.0
		Affinity Score	1,784.12
		Affinity Rank	2
4	Any Current Account: Virgin Money	Audience(000)	132
		%Row	100.0
		Affinity Score	1,874.10
		Affinity Rank	3

(Figure 7)

		Totals	Age 15-34	Age 35-54	Age 55+	
Totals	Audience(000)	52,555	16,406	17,031	19,119	
	%Row	100.0	31.2	32.4	36.4	
Lloyds Bank	Audience(000)	7,918	2,300	2,483	3,135	
	%Row	100.0	29.1	31.4	39.6	
	Audience(000)	3,487	853	1,082	1,551	
	%Row	100.0	24.5	31.0	44.5	
	Affinity Score	45.33	-4.60	-0.40	4.90	
The Sun	Affinity Rank	2	21.16	0.16	24.01	45.33
	Audience(000)	886	223	271	392	
	%Row	100.0	25.2	30.6	44.2	
	Affinity Score	37.01	-3.9	-0.8	4.6	
The Guardian	Affinity Rank	1	15.2	0.6	21.2	37.01