Reading Our Reports

Every month, millions of people use Quantcast reports to get crucial measurement insights into web audiences. Quantcast reports differ a bit from traditional web analytics, as they focus on audience composition (though you can view traffic data as well).

Learn how to use report settings.



More About Quantcast Measurement

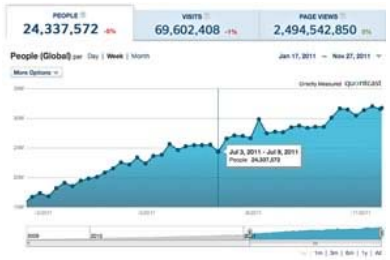
- **Why Get Quantified?**
- **Web Measurement Implementation Guide**
- **Showcase Your Audience Segments**
- **Video Tutorials**
- **Glossary**

Traffic

Quantcast Measurement works for every country in the world. Use the traffic graph to determine how many people have visited the selected site. Quantcast also measures cookies, impressions, page views, among other stats, in daily, weekly and monthly views (see Using Report Settings).

This report indicates the difference between cookies and people. A single person can be represented by many cookies–home, work, phone, even different browsers. Quantcast shows the relationship between people and cookies at a syndicator, network, property, or even sub-property level.

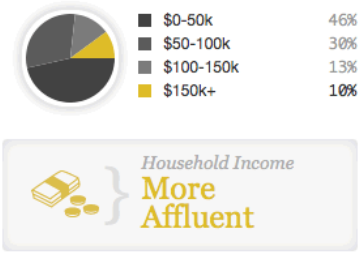
Learn what traffic comes to your web properties via mobile web browsers. This information includes mobile web traffic originating from any handheld or tablet device in a mobile web browser. You can see mobile web traffic statistics, percentage of traffic from different mobile OSes, sources of this traffic and what countries and subdomains produce the most amount of mobile web traffic.



Demographics

This report tells you the gender, age, children per household, education status, income levels, and other demographic insights of an web property's audience. The index (SiteX vs total internet) represents the delivery of a specific audience segment compared to the internet average of 100. This is shown both as a figure and a bar chart. Composition, which is represented by the % of audience figure and pie chart on the right side, represents the percentage of a property's total audience that meets a specific demographic criteria.

The "index" shows how an individual site's audience compares to the internet population as a whole. For example, an index of 100 indicates a site's audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is "over indexed" and attracts a more concentrated group of a particular demographic group than in the general internet population.



Audience Also Likes

This report shows other sites the audience is likely to visit, and the affinity indicates how much more likely than average. For example, if the profile for WSJ.com listed Barrons.com with an affinity of 10x, a randomly chosen visitor to WSJ.com is ten times likelier to visit Barrons.com than the average internet user. Conversely, an affinity of 1x means the user is no more likely to visit than the website than the average user.

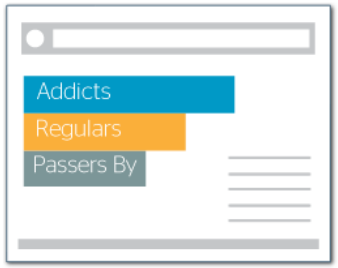
There's no better way to get an intuitive sense of who an audience really is than to see what properties they also engage with. Use "Audience Also Likes" to get more insight into what makes a particular audience tick.



Traffic Frequency

We've broken down visitor traffic into three categories: Passers By, users who visit a site or interact with media once per month; Regulars, those who visit a site or interact with media more than once but less than 30 times per month; Addicts, those that interact with a site 30 or more times per month.

If 12% of a site's audience is Addicts, and they make up 66% of all visits, that translates into a majority of the monthly traffic being driven by a tiny portion of the overall audience. Which means this audience is highly engaged with the site's content.



Geographic

Quantcast provides specific geographic information about where audiences are accessing the internet, including City, State, Country, and Designated Marketing Area (DMA).

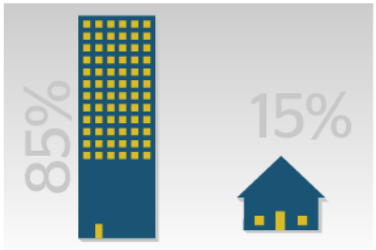
Evaluate your audience, or the audience you want to reach, by a variety of geographic criteria. Most noteworthy — index properties against all 210 TV DMAs.



Business

Use this report to determine if a property's audience tends to visit from home or work. If they access from work, you can determine what size company are they in (click *Small*, *Medium* or *Large*).

Quantcast Home/Work data is based on directly-measured traffic (not panel-based extrapolation), providing you with real data about workplace consumption. Use this data to get a true understanding of where audiences are, and the types of business environments they are in.



Using Report Settings

You can change a number of settings to view the data that most interests you. These settings include:

Traffic - Quantcast can account for the following traffic statistics: People, Visits and Page-Views. Click the appropriate tab for each. Additionally, click More Options and check Cookies, Page Views Per Person, Page Visits Per Person to view this data. To learn about this criteria, see our glossary..

Mouse over any point on the graph to display traffic statistics for that date.

To view traffic geographically, click the appropriate tab (People, Visits or Page-Views), then choose Global, Top Countries, United States.

Time - At the top of an audience profile, click a time period on which to report (day, week or month). This determines the points of data which appear on the graph (each point represents a day, week or month). Then choose a date (example: Oct 27, 2011 — Nov 27, 2011).

Click and move the slider beneath the graph to change the dates and range shown or click a range (1w | 1m | 3m | 6m | 1y | All). This determines what range is included in the graph, such as last week or the previous year.

Compare - Once you set traffic and time settings (see above), beside *Compare*, enter another domain (example: hulu.com). Click *Compare*. Quantcast shows you how this domain's traffic compares to the original network or property.

Country - Click this to include data for a specific country in the entire audience profile.

Chart Settings: Reach - This option is only available for certain properties. Click *Chart Setting* to choose a type of reach. Period shows traffic at the point at which the measurement is taken. Rolling shows a moving total calculated over a given time period; essentially an averaged-out measurement.

Chart Settings: Country - Choose a country which is shown in the traffic chart only.

Demographics - In the main profile page, click Demographics in the right menu to view detailed demographic information about an audience.

You can also:

Export report data

Download your report data

Create a badge for your property or network

Control exactly what information is available in your audience profiles

Embed a chart - Click *Embed* beside a chart to display this chart on any web page which supports iFrames.