

Reading the composition figure

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When you look at any AudienceLens tab, you'll see the *Composition* column beside the *Index* column. So, what does composition represent?

The composition is the percentage of the selected audience (not the baseline) for that attribute. In the image below, city dwellers represent 26.11% of the chosen audience.

If you hover over the composition figure, you will see the baseline figure, too. In this image, the baseline for city dwellers is 27.95%.

