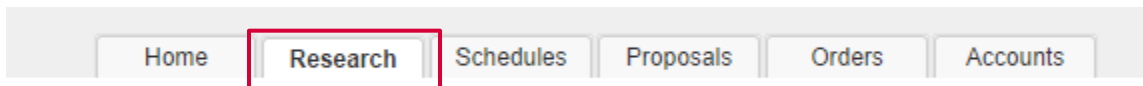


TAPSCAN WEB 11 DUPLICATION GRID

Select
Research



The Duplication Grid is in the Comparison column in the middle.

Create New Reports

Rankers	Listening Composition	Comparison	Benchmark/Tables	RSP Reports	Qualitative Reports
<input type="checkbox"/> Ranker <input type="checkbox"/> Outside <input type="checkbox"/> Excl Audience <input type="checkbox"/> Hour By Hour	<input type="checkbox"/> Age <input type="checkbox"/> County <input type="checkbox"/> Ethnic <input type="checkbox"/> Language <input type="checkbox"/> Listening Location <input type="checkbox"/> Loyalty <input type="checkbox"/> Working Persons	<input type="checkbox"/> Trender <input checked="" type="checkbox"/> Duplication Grid <input type="checkbox"/> Median Age	<input type="checkbox"/> Benchmark <input type="checkbox"/> CPP <input type="checkbox"/> CPM <input type="checkbox"/> Spot Based	<input type="checkbox"/> Category Profile <input type="checkbox"/> Demo Profile <input type="checkbox"/> Monthly Factors <input type="checkbox"/> Station Bonus Spending	<input type="checkbox"/> IQP <input type="checkbox"/> Target Profile <input type="checkbox"/> Radio Ranker

Click "Generate Report"

Generate Report Clear All Reports

Select your parameters for the report by clicking on the blue links. Click "Apply Changes".

Select Parameters

Survey: S-14
 Demo: P 11
 Daypart: M-Su 6a-12m

Market: DALLAS-FT. WORTH
 Estimates: Estimates
 Station: All Stations

Geo: Metro

Save Save As Apply Changes Cancel

Print

Report Group Name Add Name

View Table Display Top All

- **Save:** Click on the Add Name link, enter a name for the report or group of reports and click the Save icon.
- **Save As:** Make any changes to a report or group of reports, click the Save As icon and give it a new name.
- **Print:** View, print, or save as a PDF here.
- **Export:** Open any report in Excel where you can sort, save, etc.

TAPSCAN WEB 11 RANKERS

Stations & Line Ups: Choose the stations and/or station line up you want to see in the report by clicking on the “Station” link. Use a Line Up, Select a Favorite, or use the arrows to move from the Available to the Selected box. The double arrows move all available from one box to the other.

Stations Line Ups:

- **Home to Metro:** Stations licensed in your metro area.
- **In the Book:** Any station that received ratings in a market, regardless of home market. Diary markets only.
- **All Stations:** Any station that appeared in a survey.

How to Read the Grid

Station	KQXL-FM	WEMX-FM	WXOK-AM	WFMF-FM	KRVE-FM	WBRP-FM
Cume	108,600	93,100	41,100	88,500	52,500	30,200
KQXL-FM	100%	48%	64%	11%	13%	19%
WEMX-FM	41%	100%	34%	22%	11%	14%
WXOK-AM	15%	15%	100%	3%	6%	11%
WFMF-FM	41% of KQXL-FM's listeners also listen to WEMX-FM			100%	31%	21%
KRVE-FM	6%	6%	8%	19%	100%	18%
WBRP-FM	5%	5%	8%	7%	10%	100%
WDGL-FM	5%	9%	7%	23%	25%	28%

Read like an “upside-down L”, starting with the percent, going up to the station above and then over and down to the station in the left column.

TIPS: Hover your mouse over the grid and Tapscan will read the data for you. Click on the column header to sort the stations based on duplication and move a station to the far left column (the arrow will move).