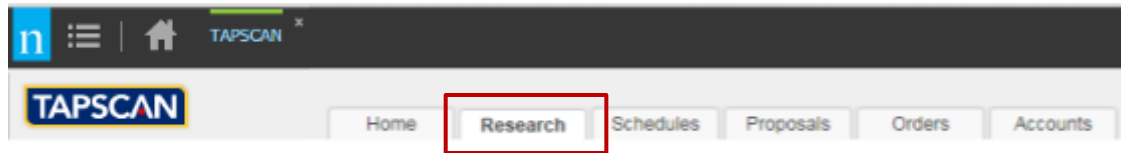
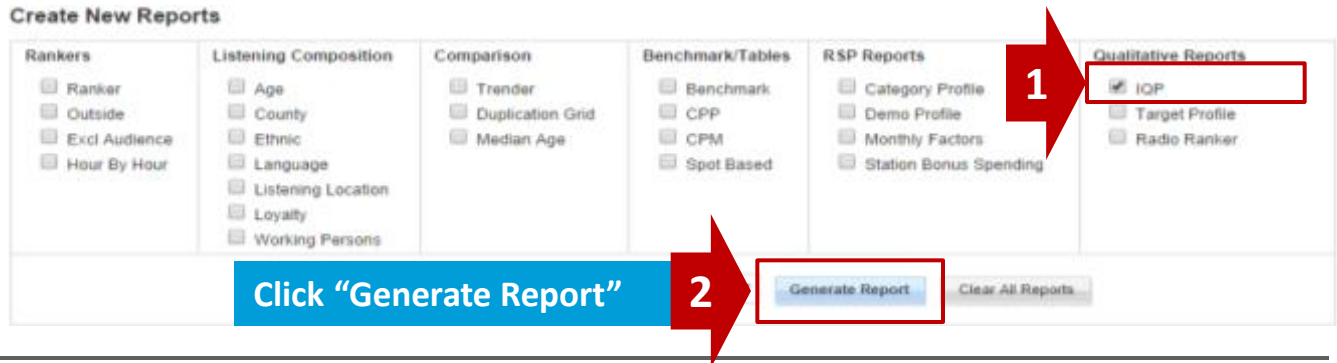


TAPSCAN WEB 11 IQP REPORT

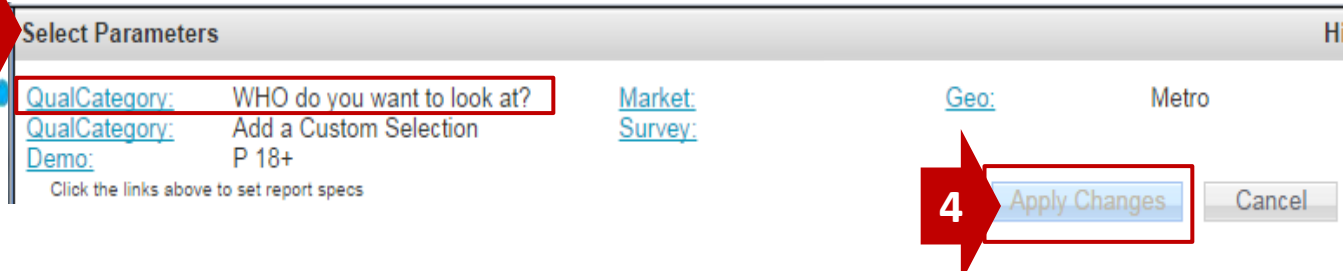
Select
Research



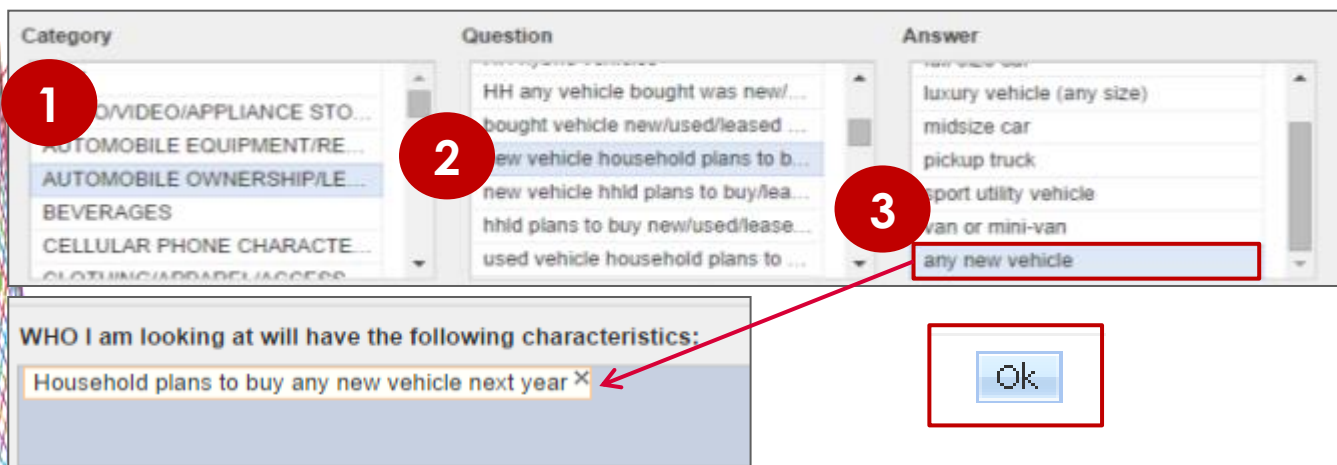
Under Qualitative Reports, select IQP.



Select your parameters for the report by clicking on the blue links, including "WHO do you want to look at?". Click "Apply Changes".



Select the "Who" for the report by highlighting your choice (in the "Answer" box) and then drag and drop into the selected box below. Click "OK".



TAPSCAN WEB 11 IQP REPORT

To Add a Custom Selection, click on the second blue link - “Qual Category: Add a Custom Selection”.

Select Parameters

QualCategory: WHO do you want to look at? Market: Geo: Metro

QualCategory: **Add a Custom Selection** Survey: Demo: P 18+

Click the links above to set report specs

Apply Changes Cancel

Select the “Custom What” by highlighting your choice (in the “Answer” box) and then drag and drop into the selected box. Click “OK”.

Category	Question	Answer
DOOR/OUT-OF-HOME	all radio Mon-Sun 6AM-MID	listened
PURCHASES/EXPENDITURES	all radio Mon-Fri 6AM-10AM	did not listen
RACIAL/ETHNIC/LANGUAGE C...	all radio Mon-Fri 10AM-3PM	
RADIO STATIONS	all radio Mon-Fri 3PM-7PM	
RADIO USAGE	all radio Mon-Fri 7PM-MID	
RESTAURANTS-FAST FOOD & ...	all radio Sat-Sun 6AM-MID	

WHAT I want to know should have following characteristics:
 Drag and drop more characteristics.

And NOT the following characteristics:
 Drag and drop more characteristics.

OK

Save | Save As | Print | Export

Help

Change

How This Report Can Help You View %

Instant Qualitative Profile^{edit}

Household plans to buy any new vehicle next year

AUSTIN - Metro

Scarborough R1 2014: Apr13-Mar14

Adults 18+

Persons
 Index
 Table
 Pop/Intab

TAPSCAN WEB 11 IQP REPORT

HOW TO READ

Instant Qualitative Profile edit

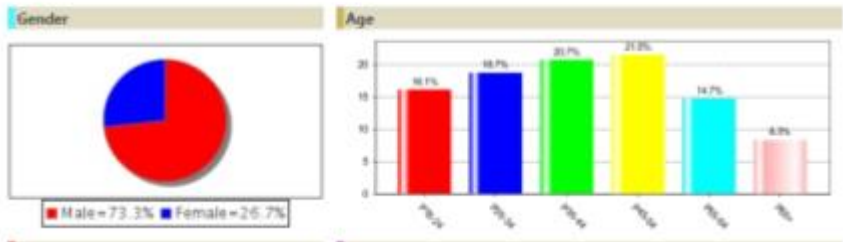
Household plans to buy any new vehicle next year
 AUSTIN - Metro
 Scarborough R1 2014: Apr13-Mar14
 Adults 18+

View **%** ▼

- %
- Persons**
- Index
- Table
- Pop/Intab

Target Comp %
 (In this example)

- 73.3% of new vehicle customers are male
- 26.7% of new vehicle customers are female
- 18.7% of new vehicle customers are 25-34



Instant Qualitative Profile edit

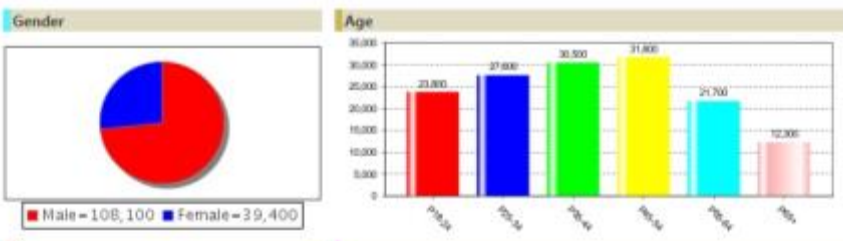
Household plans to buy any new vehicle next year
 AUSTIN - Metro
 Scarborough R1 2014: Apr13-Mar14
 Adults 18+

View **Persons** ▼

- %
- Persons**
- Index
- Table
- Pop/Intab

Target Persons
 (In this example)

- 108,100 new vehicle customers are male
- 39,400 new vehicle customers are female
- 27,600 new vehicle customers are 25-34



Instant Qualitative Profile edit

Household plans to buy any new vehicle next year
 AUSTIN - Metro
 Scarborough R1 2014: Apr13-Mar14
 Adults 18+

View **Index** ▼

- %
- Persons
- Index**
- Table
- Pop/Intab

Index
 (compared to market)

- new vehicle cust. = 47% more likely male
- new vehicle cust. = 47% less likely female
- new vehicle cust. = 14% less likely 25-34

