

TAPSCAN WEB 11 RANKERS

Select
Research

Home **Research** Schedules Proposals Orders Accounts

Ranker is located under the first column of reports.

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

Print

- **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

- Select how your ranker will display by using the “View” drop-down menu.
- Choose which stations you want to display by using the “Display Top” drop-down menu and selecting any number you choose.



Table View (default)

	Format	Average Rating	Average Persons	Weekly Cume Persons
Adults 18-49				
M-F 6a-10a				
1	Pop Contemporary Hit Radio	0.7	21,800	364,500
2	Hot Adult Contemporary	0.3	8,200	254,300
3	Country	0.5	14,200	251,600
4	Country	0.5	15,500	247,400
5	Alternative	0.3	9,700	228,000

TIP: To sort by different estimates, click on the name of an estimate in the top row (header). The arrow will move indicating that is now the rank choice.

Box View

Adults 18-49 M-F 6a-10a			Adults 18-49 M-F 3p-7p			Adults 18-49 M-F 10a-3p		
Format	Average Rating	Average Persons	Format	Average Rating	Average Persons	Format	Average Rating	Average Persons
Pop Contemporary Hit Radio	0.7	21,800	Pop Contemporary Hit Radio	0.8	23,400	Country	0.6	17,0
Mexican Regional	0.6	19,700	Active Rock	0.6	18,000	Pop Contemporary Hit Radio	0.5	16,0
Rhythmic Contemporary Hit Radio	0.5	13,900	Country	0.6	18,200	Mexican Regional	0.5	15,3
Country	0.5	14,200	Country	0.5	16,300	Adult Contemporary	0.5	15,7
Country	0.5	15,500	Rhythmic Contemporary Hit Radio	0.4	13,000	Country	0.5	16,3
Active Rock	0.4	12,000	Alternative	0.4	13,100	Active Rock	0.4	12,7
Adult Contemporary	0.4	11,600	Hot Adult Contemporary	0.4	13,500	Urban Contemporary	0.4	12,7
Mexican Regional	0.4	11,200	Urban Contemporary	0.4	13,700	Classic Hits	0.4	12,3
All Sports	0.4	13,200	Mexican Regional	0.4	12,500	Mexican Regional	0.4	11,3
Classic Rock	0.4	12,000	Adult Contemporary	0.4	13,500	Classic Rock	0.4	12,3
			Mexican Regional	0.4	10,900			
			Classic Rock	0.4	12,800			

TIP: In this view, you can see three rankers across at once so that you can see performance across dayparts and demos.