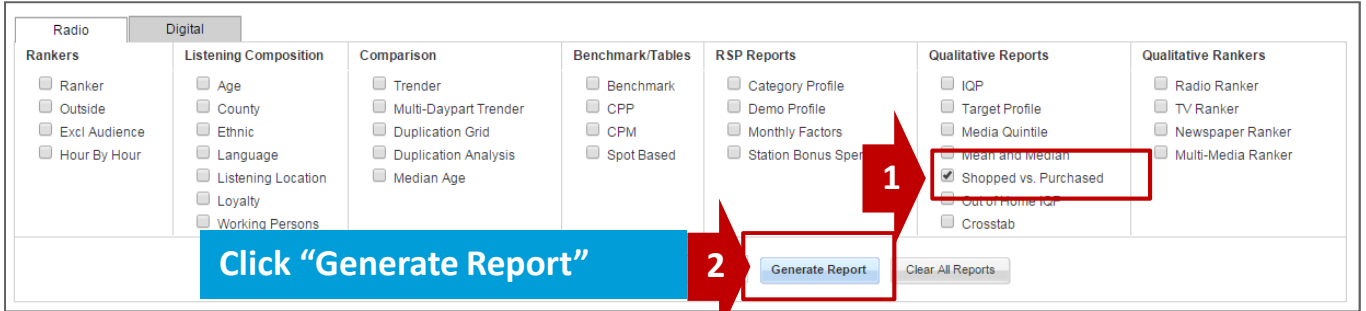


# SHOPPED VS PURCHASED REPORT

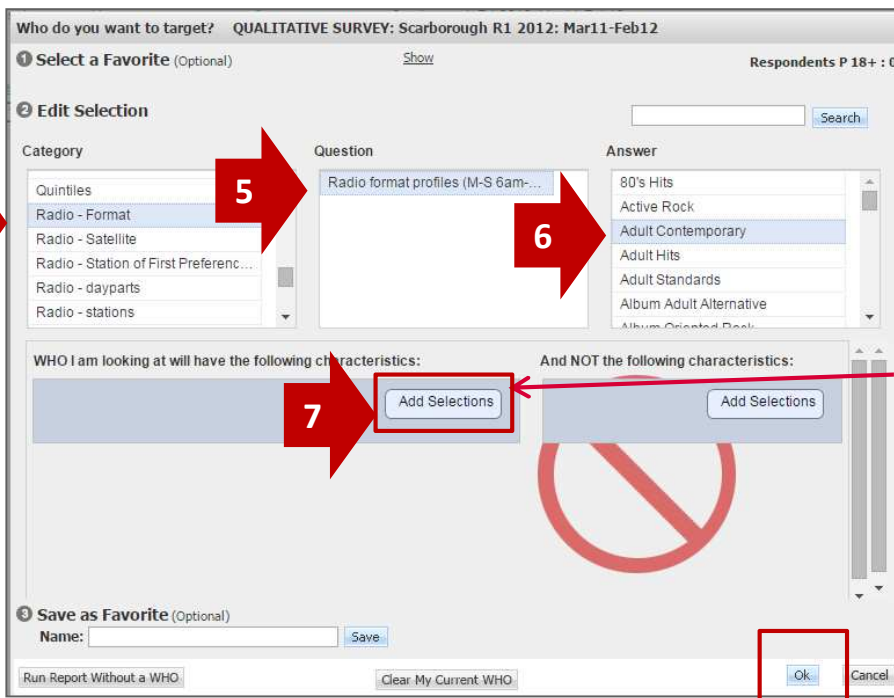
Select  
Research  
Reports



Under the Qualitative Reports, select the Shopped vs Purchased report



Click on 'Qual Category' to select 'who' you want to look at (market, client or station)



Highlight the category, question, and answer you are looking for or use the search button. Click 'Add selection' Click ok

## Click on 'Categories'

Select Parameters

WHO do you want to look at?  
**Categories\*:** What Categories do you want to...  
 P 18+

[Market Survey:](#) HOUSTON-GALVESTON  
 Scarborough R1 2012: Mar11-Feb12

Shopped vs. Purchased Category Selection

1 Select a Favorite (Optional)

2 Edit Selection

Available:

- Clothing Stores (3 mos)
- Carpet/Floor Covering Stores (yr)
- Furniture/Mattress Stores (yr)
- Store with Large Appliances (yr)
- Consumer Electronics Stores (yr)
- Hardware/Software Stores (yr)
- Stores with Hardware/Paint/Lawn/Garden Items (y

Selected:

Department Stores (mo)

3 Save as Favorite (Optional)

Name:  Save

Ok Cancel

Double click on the category you want to analyze or highlight and click on the arrow to the right button. Click OK

10

Apply Changes

Click Apply Changes

### How to read:

Profile	Persons Shopped	% Shopped	Persons Purchased	% Purchased	Closing Ratio
Walmart	2,827,621	64.1%	2,591,711	58.8%	91.7%
Target	1,764,276	40.0%	1,500,420	34.0%	85.0%
Sam's Club	1,075,106	24.4%	944,336	21.4%	87.8%
Family Dollar	1,008,487	22.9%	821,397	18.6%	81.4%

**2,827,621 Adult Contemporary listeners shopped at Walmart, 64.1% of the audience**

**2,591,711 Adult Contemporary listeners made a purchase at Walmart, 58.8%.**

**Closing ratio of 91.7% - 91.7% of Adult Contemporary listeners who shopped at Walmart made a purchase**