

# TAPSCAN WEB MEAN & MEDIAN REPORT

Select Research

Home **Research** Schedules Proposals Orders Accounts

Select the Mean and Median report under the Qualitative Reports section.

<b>Rankers</b> <input type="checkbox"/> Ranker <input type="checkbox"/> Outside <input type="checkbox"/> Excl Audience <input type="checkbox"/> Hour By Hour	<b>Listening Composition</b> <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	<b>Comparison</b> <input type="checkbox"/> Trender <input type="checkbox"/> Multi-Daypart Trender <input type="checkbox"/> Duplication Grid <input type="checkbox"/> Duplication Analysis <input type="checkbox"/> Median Age	<b>Benchmark/Tables</b> <input type="checkbox"/> Benchmark <input type="checkbox"/> CPP <input type="checkbox"/> CPM <input type="checkbox"/> Spot Based	<b>RSP Reports</b> <input type="checkbox"/> Category Profile <input type="checkbox"/> Demo Profile <input type="checkbox"/> Monthly Factors <input type="checkbox"/> Station Bonus S	<b>Qualitative Reports</b> <input type="checkbox"/> IQP <input type="checkbox"/> Target Profile <input type="checkbox"/> Media Quintile <input checked="" type="checkbox"/> <b>Mean and Median</b> <input type="checkbox"/> Shopped vs. Purchased <input type="checkbox"/> Out of Home IQP <input type="checkbox"/> Crosstab	<b>Qualitative Rankers</b> <input type="checkbox"/> Radio Ranker <input type="checkbox"/> TV Ranker <input type="checkbox"/> Newspaper Ranker <input type="checkbox"/> Multi-Media Ranker
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Click "Generate Report"

**2** Generate Report Clear All Reports

Click on "Qual Category" to select the "WHO" you want to see (market, client or station).

Select Parameters

**3** Qual Category: WHO do you want to look at?  
Estimates: Estimates  
Categories: What Categories do you want to use  
Click the links above to set report specs

Market: HOUSTON-GALVESTON  
Survey: Scarborough R1 2012: Mar11-Feb12  
Demo: P 18+

Geo: Metro

Apply Changes Cancel

Mean and Median Modify Reports

**4**

Scroll through each column left to right and highlight the Category, Question, and Answer you want or use the Search field.

Once you find your selection, click "Add Selections" in the WHO box. Click "OK".

Who do you want to target? QUALITATIVE SURVEY: Scarborough R1 2012: Mar11-Feb12 Respondents P 18+ : 0

1 Select a Favorite (Optional) Show

2 Edit Selection

Category	Question	Answer
Grocery shopping and products	Household items bought past 12...	Energy saving appliances
Health care	Items/services HHLD plans to bu...	eReader (Kindle, Sony Reader, ...
Health services	Items/services household curren...	Furniture
Household demographics	Large appliance:Stores bought...	HD Radio
Internet use/computers	Large appliance:Stores shopp...	High-definition television (HDTV)
Items in the home	Leisure activities	Home security system

WHO I am looking at will have the following characteristics: Add Selections

And NOT the following characteristics: Add Selections

3 Save as Favorite (Optional)  
 Name: Save

Run Report Without a WHO Clear My Current WHO Ok Cancel

# TAPSCAN WEB MEAN & MEDIAN REPORT

Click on “Categories” to select which data you want to use.

Double click on the category(s) you want to analyze or highlight them and use the arrow down button to move from the “Available” to the “Selected” box. Click “OK”.

Category	Mean	Median
Household size (HHLD)	3.82	4.0
Market value of owned home (HHLD)	164844.11	129152.42
Household income (HHLD)	81581.38	52207.19

**To Read:** The mean household income is \$81,581. The mean household income is \$52,207.

Mean and Median report is used to show the mean and median statistical characteristics of a targeted group of people for specific categories reported in Scarborough data.

- **Mean** values are the average answer values from respondents within the selected qualitative target, geography area, and demographic.
- **Median** represents the midpoint answer value from respondents within the selected qualitative target, geography area, and demographic. Median differs from mean; Median provides a measure of central tendency not skewed by extreme responses at either end of the spectrum.