

TAPSCAN WEB MEDIA QUINTILES REPORT

Select Research

Home	Research	Schedules	Proposals	Orders	Accounts
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Select the Media Quintile report under the Qualitative Reports section.

Rankers <input type="checkbox"/> Ranker <input type="checkbox"/> Outside <input type="checkbox"/> Excl Audience <input type="checkbox"/> Hour By Hour	Listening Composition <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	Comparison <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	Benchmark/Tables <input type="checkbox"/> Benchmark <input type="checkbox"/> CPP <input type="checkbox"/> CPM <input type="checkbox"/> Spot Based	RSP Reports <input type="checkbox"/> Category Profile <input type="checkbox"/> Demo Profile <input type="checkbox"/> Monthly Factors <input type="checkbox"/> Station Bonus S	Qualitative Reports <input type="checkbox"/> IQP <input type="checkbox"/> Target Profile <input checked="" type="checkbox"/> Media Quintile <input type="checkbox"/> Mean and Median <input type="checkbox"/> Shopped vs. Purchased <input type="checkbox"/> Out of Home IQP <input type="checkbox"/> Crosstab	Qualitative Rankers <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

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? Market: HOUSTON-GALVESTON Geo: Metro

Estimate: Estimate Survey: Scarborough R1 2012: Mar11-Feb12

Demo: P 18+

[Media Quintile](#) [Modify Reports](#)

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Who do you want to target? QUALITATIVE SURVEY: Scarborough R1 2012: Mar11-Feb12

1 Select a Favorite (Optional) Respondents P 18+ : 0

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:

And NOT the following characteristics:

3 Save as Favorite (Optional)
Name:

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".

HOW TO READ THE MEDIA QUINTILE REPORT

Effective Media:



105

Radio 1st Quintile (heaviest)



98

Television 1st Quintile (heaviest)



76

Newspaper print edition 1st Quintile (heaviest)



98

Miles traveled 1st Quintile (heaviest)

Population Information:

Total Population:	4,410,826
Qualitative Population:	743,600
% of Total Population:	16,9%

Survey Respondent Information:

Total Respondents:	2,639
Qualitative Respondents:	392

- Furniture buyers are 5% more likely than the market to be the heaviest radio listeners
- Furniture buyers are 2% less likely than the average person in the market to be the heaviest TV viewers
- Furniture buyers are 24% less likely to be the heaviest newspaper readers
- Furniture buyers are 2% less likely to be the heaviest commuters

TIP: The report above shows index. Market average is an index of 100. Over 100 is more likely and under 100 is less likely than the market average. (% more/less = difference from 100)

Select Parameters

Hide

Goal/Category: WHO do you want to look at?
 Estimates: Estimates
 Demo: P-10

[Market](#)
[Survey](#)

HOUSTON-GALVESTON
 Scarborough R1 2012: Mar11-Feb12

[Geo:](#)

Metro

Click the links above to set report specs

Apply Changes

Cancel

Media Quintile

[Modify Reports](#)

Click on Estimates from the blue link at the top to change the report to Target persons or % of Target.

Select Estimates

1 Select a Favorite (Optional)

2 Edit Selection

Available:

- Covg (% of Left)
- Base Persons
- Respondents

Selected:

- Target Persons
- % of Target
- Index

3 Save as Favorite (Optional)

Name: Save

Ok Cancel