Selecting Research Reports

In the Research tab select the report to run with a checkmark.

Select a Report and Click “Generate Report”
Opening Research Reports Screen

Select your Survey, Market, Geography, Demographic, Estimates, Graph & Station

Step 1: Click on the “blue links” to select each parameter
Step 2: Select your parameters – survey(s), demo, daypart, market, estimates, stations, geography
Step 3: Click “Apply Changes”

To edit the parameters, follow the same steps above.
Select Your Survey (up to 5).

Click on the survey(s), then click the arrow to move into the “Selected” box. Then click on the “OK’ button.
Select Your Demographics

For Standard Demographics, click on the demo(s) under the “Standard” tab, then click the arrow to move into the “Selected” box. Then click on the “OK’ button. For Custom Demographics, click on the “Custom” tab to go to the Socioeconomic Questions.
Select Your Custom Demographics

- Education
- HH Income
- HH Size
- Presence of Children
- Employment Status
- Ethnic (only in Ethnically Controlled markets)
- Listening Location
- Preference Level

Click on the Socioeconomic selection in the “Questions” box, then click on the selection into the “Answers” box. Then click the “Add” button. Then click on the “OK’ button.
For Standard Dayparts, click on the daypart(s) under the “Standard” tab, then click the arrow to move into the “Selected” box. Then click on the “OK” button. For Custom Dayparts, click on the “Custom” tab to go to the Custom selections.
Select Your Custom Dayparts

For Custom Dayparts, click on the days and the start and end times, then click the arrow to move into the “Selected” box. Then click on the “OK’ button.
Select Your Audience Estimates

Click on the estimates in the “Available” box, then click the arrow to move into the “Selected” box. You can decide which estimate you wish to sort on, as well as what to include in your display (Rank Numbers, Analysis Total and Market Total). Then click on the “OK” button.
Select Your Stations

Search by Station, Format, Owner, City, etc. Select the station(s) from the “Edit Selection” box and click on the arrow to move into the “Station” box. Then click on the “OK” button.
Select your geography

Select "Metro" or "TSA" for your geography. Then click on the "OK' button.
Click the “Apply Changes” Button and Run Your Report!
(Example is a Ranker report.)
Create a Graph for your Report
Selecting Parameters

Click on Blue Links at the top of the screen to select your parameters.

Select Demos

Tip – use the “Search” option to save time looking for specific demos.

Optional: Save heavily used demos (or demo lists for rankers) for later use.
Selecting Parameters

Click on Blue Links at the top of the screen to select your parameters.

Selecting Custom Demos and adding Socio Economic data

Click the “Custom” Tab – choose demo

Click “Add More Characteristics”

Choose the Socio economic data to add to demo(s)
Click “Add”
Click “OK”

Move to selected box then click “OK”
Selecting Parameters

Select Daypart(s)

1. **Select a Favorite** (optional)
   - Prime and workday
   - Test list for Webex
   - Test example
   - ROY'S PLUMBING
   - Full week
   - **Typical Week**

   **Reminder:** When you "Save a Favorite," you are saving the contents of the Selected box.
   - When you "Select a Favorite," the Selected box will be populated only with the items from the Favorite.

2. **Edit Selection**
   - **Available:**
     - 9 options are listed.
     - **Selected:**
       - M-F 5a-10a
       - M-F 10a-3p
       - M-F 3p-7p
       - M-SU 7p-12n
       - Tu 6a-10a
       - Sa 10a-3p
       - Sa 3p-7p
       - Sa 7p-12m

   - **Move to selected box then click "OK"**

3. **Save as Favorite** (optional)
   - **Name:** Typical Week

Optional: Save heavily used dayparts (or daypart lists for rankers and schedules) for later use.
Selecting Parameters

Selecting Custom Dayparts

Click the “Custom” Tab

Choose the days, start and end times

Move to selected box then click “OK”
Choose how the data will be sorted/graphed – can be changed once in reports.

Choose to display – Rank numbers, Analysis Total, Market Totals,
Optional: Save favorite estimates for later use
Selecting Parameters

Select Stations

Tip – use the “Search” option to save time looking for specific stations.

Optional: Use Standard Station line ups or Select from Saved Favorites.
Selecting Parameters

Select Geography (not all geography options available in all markets)

<table>
<thead>
<tr>
<th>Available: 10</th>
<th>Search: County for</th>
<th>Search</th>
<th>Counties</th>
<th>Zip Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>State</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRISTOL  All</td>
<td>RI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRISTOL EAST</td>
<td>MA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRISTOL SOUTH</td>
<td>MA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRISTOL WEST</td>
<td>MA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KFNT</td>
<td>RI</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Select a Favorite (Optional)**

Choose geography options and then click "OK".

**Edit Selection**

Move to selected box then click "OK".

**Save as Favorite (Optional)**

Enter name and save.

Tip – use the “Search” option to save time looking for specific geography.

Optional: Save Custom Geography for use later.
Graphing

Select Demo, Daypart and Stations to Graph.

**Select Demo & Daypart to Graph**

*Select a Demo*
- F 25-54
- P 12+
- M 25-54
- W 25-54

*Which Estimate Will Be Graphed?*
Your graph is based on the estimate your report is sorted by. Currently your report is sorted by Average Persons. If you want to graph a different estimate, click the report and sort by the estimate.

*Select a Daypart*
- M-F 6a-10a
- M-F 6a-10a
- M-F 10a-3p
- M-F 3p-7p
- M-Su 7p-12m
- Sa-Su 6a-7p

*Check Stations to Graph*

<table>
<thead>
<tr>
<th>None</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>WMJJ-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WPRO-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WWLI-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WWBB-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WEEJ-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WCTK-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WWXX-FM</td>
</tr>
<tr>
<td>✔</td>
<td>WSNE-FM</td>
</tr>
</tbody>
</table>

Use the drop down boxes to select the demo and daypart you will display.

Use the "Stations to Graph" and/or "Display Top" dropdown arrow to select the stations displayed in the graph.
SAVING FAVORITES

Saving favorites saves you time! You can save your most frequently used surveys, demos, and station lists in just 3 easy steps.

1. Select daypart/demo/survey using the arrows

2. Name it in the field at the bottom

3. Click Save – now it will appear in the list at the top
Tapscan Web Summary Composition Report

**Step 1:** Click on Research Reports tab and select "Age"

1. Age/Gender – detail Ages and Male/Female

**Step 2:** Click on Blue Links at the top of the screen to select your parameters.

- Select Book
- Select Demo
- Select Daypart
- Select Market
- Select Estimates
- Select Stations
- Select Geography

**Step 3:** Click Apply Changes
Step 4: Chose the view. If using Graph, select stations to graph.

Table view – click on the column headers and estimates lines to sort.

Hit Your Target Customer

A Key Benefit of Radio is Targetability.
With Different Stations Targeted to Different Ages & Genders,
You Can Efficiently Deliver Your Message to the Right Audience.

Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight

<table>
<thead>
<tr>
<th>Format</th>
<th>Estimates</th>
<th>P12+(B)</th>
<th>Persons 12-17</th>
<th>Persons 18-24</th>
<th>Persons 25-34</th>
<th>Persons 35-44</th>
<th>Persons 45-54</th>
<th>Persons 55-64</th>
<th>Persons 65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic Rock</td>
<td>Weekly Cume Persons</td>
<td>105,900</td>
<td>5,400</td>
<td>17,200</td>
<td>15,300</td>
<td>16,900</td>
<td>29,000</td>
<td>14,900</td>
<td>5,300</td>
</tr>
<tr>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>5.0</td>
<td>16.1</td>
<td>14.3</td>
<td>18.5</td>
<td>27.1</td>
<td>13.9</td>
<td>4.0</td>
</tr>
<tr>
<td>Adult Contemporary</td>
<td>Weekly Cume Persons</td>
<td>98,800</td>
<td>7,800</td>
<td>8,600</td>
<td>17,500</td>
<td>18,600</td>
<td>21,600</td>
<td>12,200</td>
<td>12,300</td>
</tr>
<tr>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>7.9</td>
<td>8.9</td>
<td>17.8</td>
<td>18.8</td>
<td>21.9</td>
<td>12.4</td>
<td>12.4</td>
</tr>
<tr>
<td>Country</td>
<td>Weekly Cume Persons</td>
<td>52,300</td>
<td>4,200</td>
<td>11,600</td>
<td>13,100</td>
<td>14,200</td>
<td>13,300</td>
<td>12,200</td>
<td>12,500</td>
</tr>
<tr>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>5.1</td>
<td>14.4</td>
<td>19.9</td>
<td>27.3</td>
<td>16.2</td>
<td>26.0</td>
<td>15.1</td>
</tr>
<tr>
<td>Hot Adult Contemporary</td>
<td>Weekly Cume Persons</td>
<td>73,600</td>
<td>10,100</td>
<td>6,600</td>
<td>12,100</td>
<td>13,500</td>
<td>16,000</td>
<td>8,600</td>
<td>4,800</td>
</tr>
<tr>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>13.7</td>
<td>11.7</td>
<td>16.4</td>
<td>18.3</td>
<td>21.8</td>
<td>11.7</td>
<td>6.5</td>
</tr>
<tr>
<td>Market Population</td>
<td>Weekly Cume Persons</td>
<td>494,200</td>
<td>40,800</td>
<td>70,600</td>
<td>72,300</td>
<td>72,900</td>
<td>84,800</td>
<td>69,500</td>
<td>73,500</td>
</tr>
<tr>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>8.4</td>
<td>14.6</td>
<td>14.9</td>
<td>15.1</td>
<td>17.5</td>
<td>14.4</td>
<td>15.1</td>
</tr>
</tbody>
</table>

Graph view – illustrate the detail of the audience in a chart.

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Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight
### Composition Report – Age/Gender

How to read: (Stations sorted by Persons 18-24/Weekly Cume Persons)

11,800/14.4% of the Country stations listeners are 18-24.

#### A Key Benefit of Radio is Targetability.
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You Can Efficiently Deliver Your Message to the Right Audience.

**Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight**

<table>
<thead>
<tr>
<th>Station</th>
<th>Format</th>
<th>Estimates</th>
<th>Persons 12-17</th>
<th>Persons 18-24</th>
<th>Persons 25-34</th>
<th>Persons 35-44</th>
<th>Persons 45-54</th>
<th>Person 55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM</td>
<td>Country</td>
<td>Weekly Cume Persons</td>
<td>82,300</td>
<td>4,200</td>
<td>11,800</td>
<td>13,100</td>
<td>16,200</td>
<td>16,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>5.1</td>
<td>14.4</td>
<td>15.9</td>
<td>17.3</td>
<td>16.2</td>
</tr>
<tr>
<td>FM</td>
<td>Adult Contemporary</td>
<td>Weekly Cume Persons</td>
<td>98,800</td>
<td>7,800</td>
<td>8,800</td>
<td>17,500</td>
<td>18,600</td>
<td>21,600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>7.9</td>
<td>8.9</td>
<td>17.8</td>
<td>18.8</td>
<td>21.9</td>
</tr>
<tr>
<td>FM</td>
<td>Hot Adult Contemporary</td>
<td>Weekly Cume Persons</td>
<td>73,600</td>
<td>10,100</td>
<td>8,600</td>
<td>12,100</td>
<td>13,500</td>
<td>16,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>13.7</td>
<td>11.7</td>
<td>16.4</td>
<td>18.3</td>
<td>21.8</td>
</tr>
<tr>
<td>FM</td>
<td>Album Adult Alternative</td>
<td>Weekly Cume Persons</td>
<td>29,600</td>
<td>2,100</td>
<td>5,200</td>
<td>4,400</td>
<td>4,300</td>
<td>8,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>7.0</td>
<td>17.5</td>
<td>14.9</td>
<td>14.5</td>
<td>26.8</td>
</tr>
<tr>
<td>AM</td>
<td>News Talk Information</td>
<td>Weekly Cume Persons</td>
<td>57,600</td>
<td>800</td>
<td>2,600</td>
<td>1,500</td>
<td>7,300</td>
<td>12,300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Weekly Cume Composition</td>
<td>100.0</td>
<td>1.4</td>
<td>4.5</td>
<td>5.2</td>
<td>12.7</td>
<td>21.3</td>
</tr>
</tbody>
</table>

How to use:

Show how well stations complement each other by showing them side by side in the graph...
The Benchmark report is in the Benchmark/Tables column in the middle.

Select your parameters for the report by clicking on the blue links. You must enter number the commercials within the selected daypart on Your Station using the red link. Click “Apply Changes”.

Select Parameters

- **Survey**: Demo
- **Daypart**: M-Su 6a-12m
- **Benchmark Based on**: Commercials on Station*
- **Spot Lengths and Rates**: Stations to Graph

*Click the links above to set report specifics

**Apply Changes**
Select your preferred View from the drop-down menu.

Text View

For one station to reach approximately 274,000 Adults age 25-54 in a week, you would need to run the following number of commercials Monday-Friday 6a-7p:

Commercials Needed to Reach Approximately 274,000 Adults age 25-54:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>KAAA-FM</td>
</tr>
<tr>
<td>30</td>
<td>KBBB-FM</td>
</tr>
<tr>
<td>49</td>
<td>KCCC-FM</td>
</tr>
<tr>
<td>56</td>
<td>KDDD-FM</td>
</tr>
<tr>
<td>57</td>
<td>KEEE-FM</td>
</tr>
</tbody>
</table>

Table View

<table>
<thead>
<tr>
<th>Station</th>
<th>Spots</th>
<th>Length</th>
<th>Rate</th>
<th>Investment</th>
<th>Net Reach</th>
<th>Frequency</th>
<th>Gis</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAAA-FM</td>
<td>25</td>
<td>60</td>
<td>$275</td>
<td>$6,875</td>
<td>274,000</td>
<td>1.6</td>
<td>447,500</td>
</tr>
<tr>
<td>KBBB-FM</td>
<td>30</td>
<td>60</td>
<td>$225</td>
<td>$8,775</td>
<td>274,300</td>
<td>2.1</td>
<td>577,200</td>
</tr>
<tr>
<td>KCCC-FM</td>
<td>49</td>
<td>60</td>
<td>$175</td>
<td>$8,575</td>
<td>274,200</td>
<td>2.8</td>
<td>754,600</td>
</tr>
<tr>
<td>KDDD-FM</td>
<td>56</td>
<td>60</td>
<td>$195</td>
<td>$10,920</td>
<td>274,900</td>
<td>2.3</td>
<td>638,400</td>
</tr>
<tr>
<td>KEEE-FM</td>
<td>57</td>
<td>60</td>
<td>$180</td>
<td>$10,260</td>
<td>275,700</td>
<td>2.0</td>
<td>541,500</td>
</tr>
</tbody>
</table>

TIP: If you know Spot Lengths and Rates for other stations, enter using the blue link and use the Table View. This will show an advertiser the value of their investment.

NOTE: Graph and Classic Views are also available. Classic combines the Graph View with the Table View.