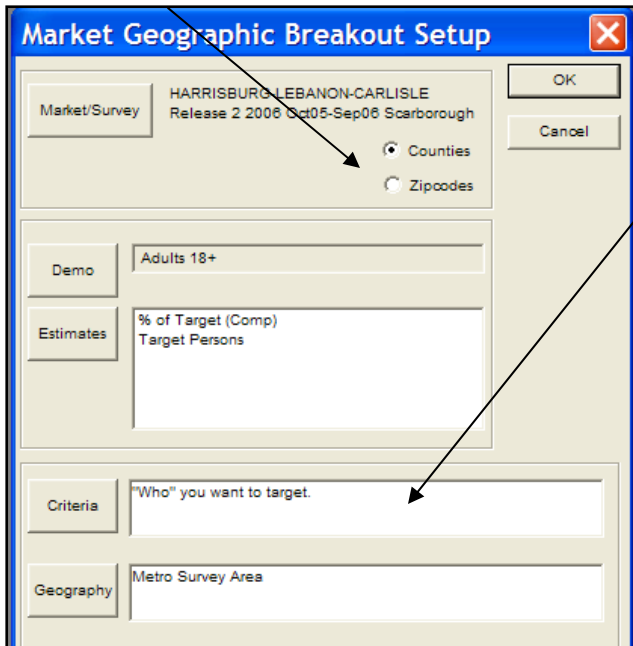


How to Run a Geo-Break Report

Step 1: Click on “Geo-Break” Button from the top menu in QUALITAP

Step 2: Select “Counties” or “Zip codes” depending on how you want the geographical areas displayed



Market Geographic Breakout Setup

Market/Survey: HARRISBURG-LEBANON-CARLISLE
Release 2 2006 Oct05-Sep06 Scarborough

Counties
 Zipcodes

Demo: Adults 18+

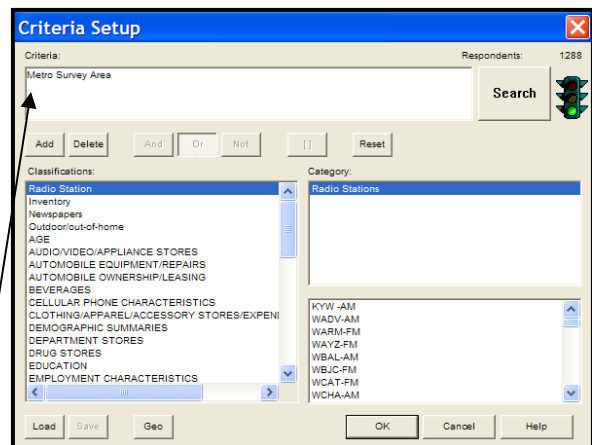
Estimates: % of Target (Comp)
Target Persons

Criteria: "Who" you want to target.

Geography: Metro Survey Area

Step 3: Select the criteria by determining “WHO” you want to look at, typically either:

- The Market
- The Station
- Category/Client



Criteria Setup

Criteria: Metro Survey Area Respondents: 1288

Add Delete And Or Not [] Reset

Classifications: Radio Station
Inventory
Newspapers
Outdoor/out-of-home
AGE
AUDIO/VIDEO/APPLIANCE STORES
AUTOMOBILE EQUIPMENT/REPAIRS
AUTOMOBILE OWNERSHIP/LEASING
BEVERAGES
CELLULAR PHONE CHARACTERISTICS
CLOTHING/APPL/REL/ACCESSORY STORES/EXPEN
DEMOGRAPHIC SUMMARIES
DEPARTMENT STORES
DRUG STORES
EDUCATION
EMPLOYMENT CHARACTERISTICS

Category: Radio Stations
KYW-AM
WADV-AM
WARI-FM
WAYZ-FM
WBAL-AM
WBJC-FM
WCAT-FM
WCHA-AM

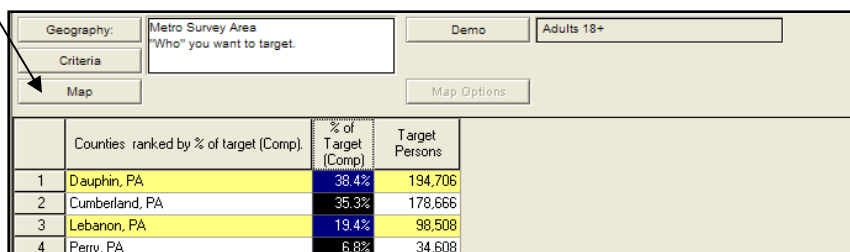
Load Save Geo OK Cancel Help

Note: When choosing your Criteria, make sure to double click on your selection so it shows in the top box labeled “criteria”

Step 4: Click “OK” to run the report

Step 5: To view the map, click on the “Map” button in the report

Note: The “Map” button will bring you back and forth between the report view and the map view screens



Geography: Metro Survey Area Demo: Adults 18+

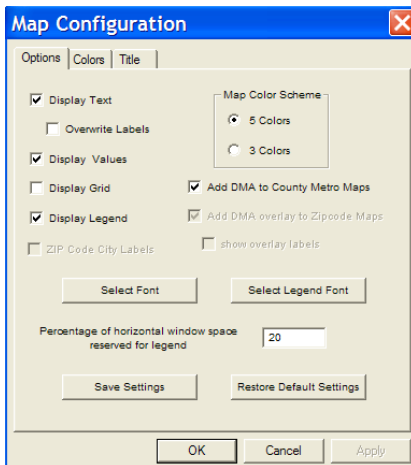
Criteria: "Who" you want to target.

Map Map Options

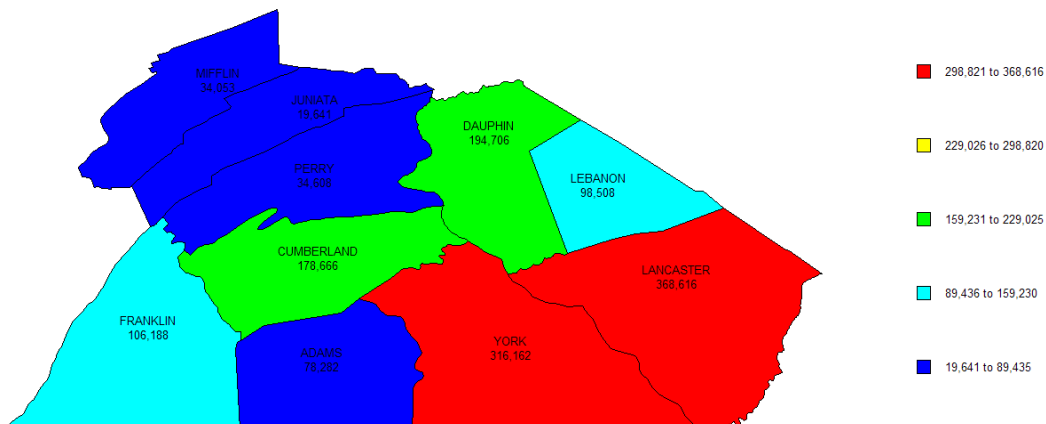
	Counties ranked by % of target (Comp)	% of Target (Comp)	Target Persons
1	Dauphin, PA	38.4%	194,706
2	Cumberland, PA	35.3%	178,666
3	Lebanon, PA	13.4%	98,508
4	Perry, PA	6.8%	34,608

Note: The map can be viewed by either % of Target or Target Persons, to choose which number you want to map, click on the estimate while in the report view

Map Options: Click on Map Options and this will bring you to the Map Configuration Setup where you can customize the design of your map (shown below)



Step 6: Click on the “Print” button at the top of the screen to print your map



Tip: Pull a Geo-Break on a specific client or category and one on your station and show how the maps are mirror images for hot counties or zip codes

For Help: Press F1 at anytime or call 1-800-543-7300