

QUALITAP's Shopped vs Purchased Report



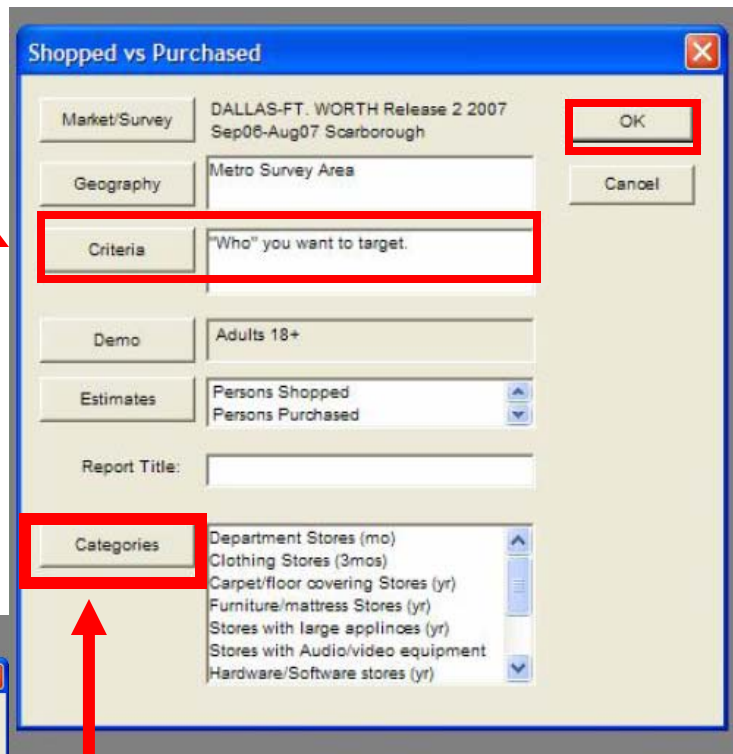
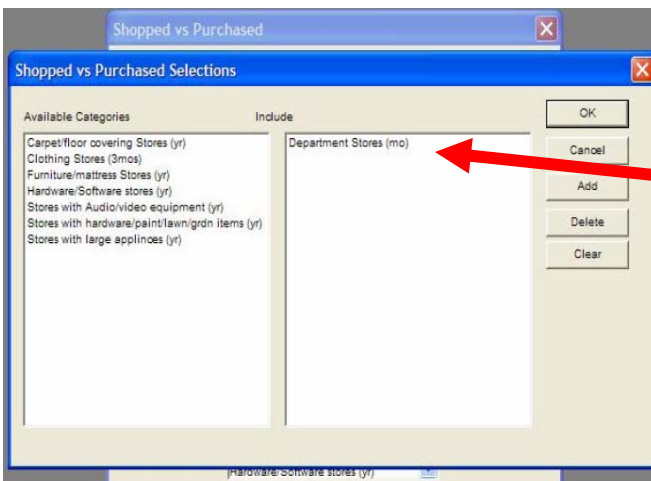
Step 1: Click on the Q-Reports button



Step 2: Click on the button to select Shopped vs Purchased Report

Step 3: Use the criteria button to select who you want to target. Often you will choose your station to find out where your listeners shopped and purchased!

Tip: Leave Geography, Demo, Estimates as the default. You can change them later if needed.

Step 4: Use the "Categories" button at the bottom to select one or several retail categories to examine.

Step 5: To run report click on OK

QUALITAP™ **Shopped vs Purchased**

DALLAS-FT. WORTH - Release 2 2007 Sep06-Aug07 Scarborough

Qualitative Criteria:	Adults 18+
Metro Survey Area	
Listened to KLUV-FM	

