

Tapscan Web IQP Report

Step 1: Click on Research Reports from the main menu, then expand the Qualitative menu and click on IQP

Step 2: Click on the "Who" link to choose your target (market, client or station)

[Who do you want to look at?](#) ←
[Add a Custom Selection](#) ←

[NEW YORK](#)
[SCARBOROUGH R2 2009: SEP08-AUG09](#)
[P 18+](#)

Click the links above to set report specs

To select a target, use the Search window to search by a keyword

Click to run market report

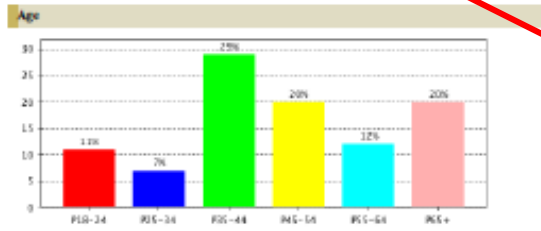
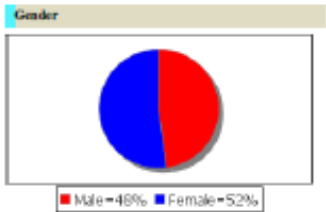
Clear any Who's (or remove with red "x" above in Who box)

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Instant Qualitative Profile



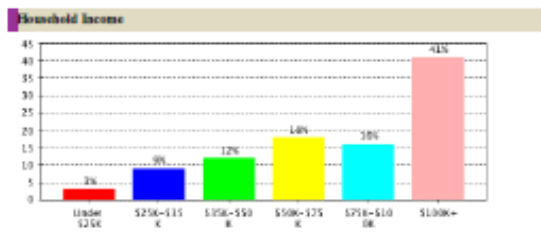
Radio Stations : WMGQ-FM
 NEW YORK - Metro
 SCARBOROUGH B2 2009: SEP08-AUG09
 Adults 18+



Edit title (optional)

Employment Status

Employed Full-Time	52%
Employed Part-Time	18%
Not Employed	
A Homemaker	6%
A Student	7%
Retired	14%
Disabled	2%
Temporarily Laid-Off	1%
Not Employed-Looking For Work	1%
Other	0%



Occupation

Management, Business and Financial Operations	17%
Professional and Related Occupations	20%
Service	6%
Sales and Office	15%
Construction, Extraction and Maintenance	5%
Production, Transportation and Material Moving	8%
Military Specific	0%
White Collar	52%
Blue Collar	18%



Home Ownership

Own	78%
Rent	16%
Other	6%

Number of Persons in household under 18

None	59%
One	16%
Two	18%
Three or More	7%

Add a logo here or add Custom Selection

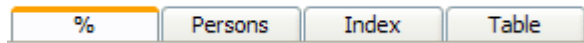


To add a Custom Selection (an additional category line), follow steps on the previous page on how to select your Target

Custom Selection

Employment description item: plan to look for new job next year	16%
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Final Step: Print Options – tabs at the top of the IQP Page in Tapscan Web



Client-friendly page (see above) in %, Persons or Index
 Can also print out all three estimates in a Table view