

Tapscan Web Target Profile Report

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

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

[WHO do you want to look at?](#) ←

[WHAT do you want to know about...*](#) ←

[Estimates](#) ←

Click the links above to set report specs

[NEW YORK](#)

[SCARBOROUGH R2 2009: SEP08-AUG09](#)

[P 18+](#)

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

Who do you want to target? QUALITATIVE SURVEY: Scarborough R2 2009: Sep08-Aug09

1 Select a Favorite (Optional) [Show](#) Respondents P 18+ : 249

2 Edit Selection

Category

- HOME/PERSONAL COMPUTERS...
- RADIO STATIONS
- RADIO USAGE

Click on the Category

Question

Radio Stations

Click on the Question

Answer

- WMGQ-FM
- WMJG-FM
- WMNR-FM
- WMNR-FM
- WMRQ-FM
- WMTR-AM

Click & Drag the Target down to the box below

WHO I am looking at will have the following characteristics:

Radio Stations : WMGQ-FM *

Drag & drop here

Drag and drop more characteristics.

And NOT the following characteristics:

Drag and drop more characteristics.

To create complex targets with "and" & "or", click and drag/drop a second target to either box above and click on the OR or AND link

Example "OR": Listen to one station OR listen to another station

Example of "AND": Listen to one station AND earn \$100k+ HH income

3 Save as Favorite (Optional)

Name:

Click to run market report

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

Tapscan Web Target Profile Report

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

WHAT do you want to know? QUALITATIVE SURVEY: Scarborough N2 2009; Sep08-Aug09

1 Select a Favorite (Optional) [Show](#)

2 Edit Selection

Category [Click on the Category](#) Question [Click on the Question](#) Answer

Category	Question	Answer
AGE	max beverages personally drank ...	7Up
AUDIOWIDEO/APPLIANCE STOR...	non-alcoholic beer personally dra...	A&W Root Beer
AUTOMOBILE EQUIPMENT/REPA...	drank Microbrew (mo)	Barq's Root Beer
AUTOMOBILE OWNERSHIP/LEA...	personally drank (other fruit drink...	Caffeine Free Coke
BEVERAGES	personally drink (other fruit drinks...	Caffeine Free Pepsi
CELLULAR PHONE CHARACTE...	regular soft drinks personally dra...	Cherry Coke
	domestic regular beer personally ...	

[Add a Custom WHAT](#)

- BEVERAGES x
 - diet soft drinks personally drank (wk) x
 - regular soft drinks personally drank (wk) x
 - Personally drank 7Up (wk) x
 - Personally drank A&W Root Beer (wk) x
 - Personally drank Barq's Root Beer (wk) x
 - Personally drank Caffeine Free Coke (wk) x
 - Personally drank Caffeine Free Pepsi (wk) x
 - Personally drank Cherry Coke (wk) x
 - Personally drank Coca-Cola Classic (wk) x

3 Save as Favorite (Optional)

Name: [Save](#)

[Clear my Current WHAT](#) [OK](#) [Cancel](#)

Click & Drag an entire **Question**

Or...click & drag a specific **Answer** (category line)

Quick way to remove selected categories

Remove specific category lines by clicking on the red "x" next to the line

Before running the report, make sure you have clicked on the **Estimates link** at the top of the page to choose the numbers you'd like to view on the report

Tapscan Web Target Profile Report



Edit logo

[edit](#)

Target Profile [edit](#)

Edit title (optional)

[Click here to add text](#)

On/Off	WHAT I Want to Know About Them	WHO I am Looking At		
		Radio Stations : WMGQ-FM		
		Target Persons	% of Target	Index
<input checked="" type="checkbox"/>	BEVERAGES			
	diet soft drinks personally drank (wk)			
<input checked="" type="checkbox"/>	Diet Coke	58,200	17%	112
<input checked="" type="checkbox"/>	Diet Pepsi	57,900	17%	131
<input checked="" type="checkbox"/>	Diet Dr Pepper	32,500	9%	306
<input checked="" type="checkbox"/>	Coca-Cola Zero	30,000	9%	131
<input checked="" type="checkbox"/>	Caffeine Free Diet Coke	28,900	8%	97
	regular soft drinks personally drank (wk)			
<input checked="" type="checkbox"/>	Coca-Cola Classic	62,100	18%	90
<input checked="" type="checkbox"/>	Sprite	32,400	9%	79
<input checked="" type="checkbox"/>	Pepsi	28,700	8%	52
<input checked="" type="checkbox"/>	Fanta	26,700	8%	206
<input checked="" type="checkbox"/>	7Up	17,800	5%	74

Your "Who"

Categories, or what you want to know about your "Who" ...sort in descending order by category by clicking on the top of an estimate column (gray arrow pointing down indicates column that you have selected for the Sort)

By Category Cross Categor

Print Option #1 "By Category": if you have selected multiple categories in the report, it will keep those different categories independent of each other in the printout

Tapscan Web Target Profile Report



[edit](#)

Target Profile [edit](#)

[Click here to add text](#)

On/Off	WHAT I Want to Know About Them	WHO I am Looking At		
		Radio Stations : WMGQ-FM		
		Target Persons	% of Target	Index
<input checked="" type="checkbox"/>	Personally drank Coca-Cola Classic (wk)	62,100	18%	90
<input checked="" type="checkbox"/>	Personally drank Diet Coke (wk)	58,200	17%	112
<input checked="" type="checkbox"/>	Personally drank Diet Pepsi (wk)	57,900	17%	131
<input checked="" type="checkbox"/>	Personally drank Diet Dr Pepper (wk)	32,500	9%	306
<input checked="" type="checkbox"/>	Personally drank Sprite (wk)	32,400	9%	79
<input checked="" type="checkbox"/>	Personally drank Coca-Cola Zero (wk)	30,000	9%	131
<input checked="" type="checkbox"/>	Personally drank Caffeine Free Diet Coke (wk)	28,900	8%	97
<input checked="" type="checkbox"/>	Personally drank Pepsi (wk)	28,700	8%	52
<input checked="" type="checkbox"/>	Personally drank Fanta (wk)	26,700	8%	206
<input checked="" type="checkbox"/>	Personally drank Pepsi One (wk)	26,200	7%	130

← Your "Who"

Categories, or what you want to know about your "Who" ...sort all categories in descending order by clicking on the top of an estimate column (gray arrow pointing down indicates column that you have selected for the Sort)

By Category **Cross Category**

Print Option #2 "Cross Category": if you have selected multiple categories in the report, this report view will list all category lines together so you can sort everything in descending order by a certain estimate

Tapscan Web Target Profile Report

Additional Feature: Ability to compare up to three targets side-by-side

WHO do you want to look at? QUALITATIVE SURVEY: NEW YORK Scarborough R2 2009: Sep08-Aug09

1 Select a Favorite (Optional) [Show](#) Loading...

2 Edit Selection

Category: AGE, AUDIO/VIDEO/APPLIANCE STOR..., AUTOMOBILE EQUIPMENT/REPA..., AUTOMOBILE OWNERSHIP/LEA..., BEVERAGES, CELLULAR PHONE CHARACTE...

Question: amount spent on cellular phone b..., currently uses wirelss/cellular ph..., wireless/cellular payment plan cu..., plan to switch wireless/cellulr car..., cellular phone carrier use, use wireless/cell phone for

Answer: yes, no

WHO 1 WHO 2 Add

WHO I am looking at will have the following characteristics:
Plan to switch wireless/cellulr carrier nxt year

And NOT the following characteristics:
Drag and drop more characteristics.

Click on the Add button to select an additional "Who" after you have selected your first "Who"

3 Save as Favorite (Optional)
Name:

Who #1

Who #2

WHAT I Want to Know About Them	WHO I am Looking At		WHO I am Looking At	
	Radio Stations : WMGQ-FM		Plan to switch wireless/cellulr carrier nxt year	
	% of Target	Index	% of Target	Index
Household income is \$150,000+	23%	134	15%	88
Household income is \$50,000 - \$74,999	18%	128	18%	128
Household income is \$100,000 - \$149,999	18%	110	16%	99
Household income is \$75,000 - \$99,999	16%	118	18%	130

Tapscan Web Target Profile Report

Additional Feature: Create an opportunity report to prospect by strong categories for your station

[Metro Estimate Range WHO to Graph](#)



T Select Estimate Range

1 Select a Favorite (Optional)

2 Edit Selection

Estimate #1: WHO1 Index > 110

AND

Estimate #2: WHO1 % of Target > 10

3 Save as Favorite (Optional)

Name:

Select estimates to create a filter, i.e.:

- Index > 110 and < 500, Or...
- Index > 110 and % Target > 10%

WHAT I Want to Know About Them	WHO I am Looking At		
	Radio Stations : WMGQ-FM		
	Target Persons	% of Target	Index
Household plans to buy home security system (yr)	21,000	6%	302
Household plans to buy Energy saving appliance (yr)	20,100	6%	122
Hhld plans to buy/lease a new midsize car next year	16,700	5%	148
Hhld plans to buy/lease a new midsize car next year	16,700	5%	148
Household plans to buy pest control service (yr)	12,500	4%	152
Household plans to buy satellite TV subscription (yr)	9,500	3%	159
Hhld plans to buy/lease a new van or mini-van next year	7,100	2%	204
Hhld plans to buy/lease a new van or mini-van next year	7,100	2%	204
Household plans to buy primary house/condo-new constrction (yr)	6,400	2%	133
Household plans to buy ATV (all-terrain vehicle) (yr)	4,900	1%	323
Household plans to buy motorcycle (yr)	4,900	1%	146
Household plans to buy RV (motor home) (yr)	3,600	1%	322

Any categories outside the estimate range will not show up on the final report

Look at your strongest categories to prospect!