

TAPSCAN WEB 11 TARGET PROFILE REPORT

Select
Research

Home **Research** Schedules Proposals Orders Accounts

Under the Qualitative Reports, select the Target Profile report.

Create New Reports

Rankers <input type="checkbox"/> Ranker <input type="checkbox"/> Outside <input type="checkbox"/> Excl Audience <input type="checkbox"/> Hour By Hour	Listening Composition <input type="checkbox"/> Age <input type="checkbox"/> County <input type="checkbox"/> Ethnic <input type="checkbox"/> Language <input type="checkbox"/> Listening Location <input type="checkbox"/> Loyalty <input type="checkbox"/> Working Persons	Comparison <input type="checkbox"/> Trender <input type="checkbox"/> Duplication Grid <input type="checkbox"/> Median Age	Benchmark/Tables <input type="checkbox"/> Benchmark <input type="checkbox"/> CPP <input type="checkbox"/> CPM <input type="checkbox"/> Spot Based	RSP Reports <input type="checkbox"/> Category Profile <input type="checkbox"/> Demo Profile <input type="checkbox"/> Monthly Factors <input type="checkbox"/> Station Bonus Spending	Qualitative Reports <input type="checkbox"/> IOP <input checked="" type="checkbox"/> Target Profile <input type="checkbox"/> Radio Ranker
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Click "Generate Report" **2**

Select your parameters for the report by clicking on the blue links, including "WHO" and "WHAT". Click "Apply Changes".

Select Parameters Hide

QualCategory:	WHO do you want to look at?	Market:	Geo:	Metro
QualCategory*:	WHAT do you want to know about..	Survey:	Estimate Range	
Estimates:	Estimates	Demo:	MO to Graph	

3

Select the "WHO" by highlighting your choice (in the "Answer" column) and then dragging and dropping into the "WHO" box below. Click "OK".

Category	Question	Answer
...	HH any vehicle bought was new/...	luxury vehicle (any size)
...	bought vehicle new/used/leased ...	midsize car
...	new vehicle household plans to b...	pickup truck
...	new vehicle hhhd plans to buy/lea...	port utility vehicle
...	hhhd plans to buy new/used/lease...	van or mini-van
...	used vehicle household plans to ...	any new vehicle

1 **2** **3**

WHO I am looking at will have the following characteristics:
 Household plans to buy any new vehicle next year

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Select Parameters Hide

QualCategory: WHO do you want to look at?	Market:	Geo: Metro
QualCategory*: WHAT do you want to know about.	Survey:	Estimate Range
Estimates: Estimates	Demo:	WHO to Graph

[Apply Changes](#) [Cancel](#)

Select the "WHAT" highlighting your choice(s) and dragging and dropping into the selected box below. You can drag directly from the "Category" column (1) to see all Questions and Answers in that Category OR from the "Question" column (2) to list all of the corresponding items from the "Answer" box (3), OR just select one item from the "Answer" box (3).

Edit Selection

Category 1	Question 2	Answer 3
<ul style="list-style-type: none"> AUTOMOBILE OWNERSHIP/LE... DRUG STORES EMPLOYMENT CHARACTERIS... PURCHASES/EXPENDITURES RESTAURANTS-FAST FOOD & ... 	<ul style="list-style-type: none"> primary reason hhld usd dlr for la... primary reason hhld usd dlr for ls... 	<input type="text" value="reason"/> <input type="button" value="Search"/> <ul style="list-style-type: none"> financing through dealer location Previous business with dealer price-value reputation of dealer selection of makes/models service

[Add a Custom WHAT](#)

- AUTOMOBILE OWNERSHIP/LEASING
 - primary reason hhld usd dlr for last nw veh.
 - Primary reason hhld usd dlr for last nw veh. was financing through dealer
 - Primary reason hhld usd dlr for last nw veh. was location
 - Primary reason hhld usd dlr for last nw veh. was Previous business with dealer
 - Primary reason hhld usd dlr for last nw veh. was price-value

Save | Save As | Print | Export

Help

Change View

Target Profile [Apply Changes](#) [Car](#)

[Modify Reports](#)

Report Group Name [Add Name](#)

How This Report Can Help You View [Graph](#)

- By Category
- Cross Category
- Graph**
- Pop/Intab

primary reason hhld usd dlr for last nw veh.: price-value 436,700

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TAPSCAN WEB 11 TARGET PROFILE REPORT

Click the "Graph Options" link →

[Graph Options](#)

primary reason hhld usd dlr for last nw veh.: price-value

436,700

Customize your graph by using the drop-down menus to select choices for "Graph Type" or "Graph By" to sort by your preferred estimate. Type in a custom Graph Title, Select Color options by clicking on the colored squares, and/or Edit labels.

Graph Options

▼ Graph Options

Graph Type: Bar Horizontal Show Data Labels

Graph By: Target Persons Show Grid Lines

Graph Title:

▼ WHO: Color(s)/Label(s)

Adults 18+ Metro

▼ WHAT: Label(s)

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On/Off	WHO I am Looking At Household plans to buy any new vehicle next year			
WHAT I Want to Know About Them	Target Persons ▼	% of Target	Index	
<input checked="" type="checkbox"/> AUTOMOBILE OWNERSHIP/LEASING				
<input type="checkbox"/> primary reason hhld used dlr for last nw veh.				
<input checked="" type="checkbox"/>	price-value	76,600	51.9%	168
<input checked="" type="checkbox"/>	Previous business with dealer	41,800	28.3%	211
<input checked="" type="checkbox"/>	location	40,500	27.5%	154
<input checked="" type="checkbox"/>	selection of makes/models	39,900	27.0%	132
<input checked="" type="checkbox"/>	reputation of dealer	27,100	18.4%	131
<input checked="" type="checkbox"/>	service	24,700	16.7%	112
<input checked="" type="checkbox"/>	financing through dealer	14,000	9.5%	95
<input checked="" type="checkbox"/>	warranty	8,500	5.8%	62
<input checked="" type="checkbox"/>	other reason	6,300	4.3%	72

HOW TO READ

(In this example)

- **76,600** persons live in a Household planning to buy a new vehicle next year reported “**price-value**” as the primary reason they bought their last new vehicle
- **51.9%** of persons in a Household planning to buy a new vehicle next year reported “**price-value**” as the primary reason they bought the last new vehicle
- Persons in a Household planning to buy a new vehicle next year are **68% more likely** to cite “price-value” as the primary reason they bought the last new vehicle
- Persons in a Household planning to buy a new vehicle next year are **5% less likely** to cite “**financing through dealer**” as the primary reason they bought the last new vehicle