

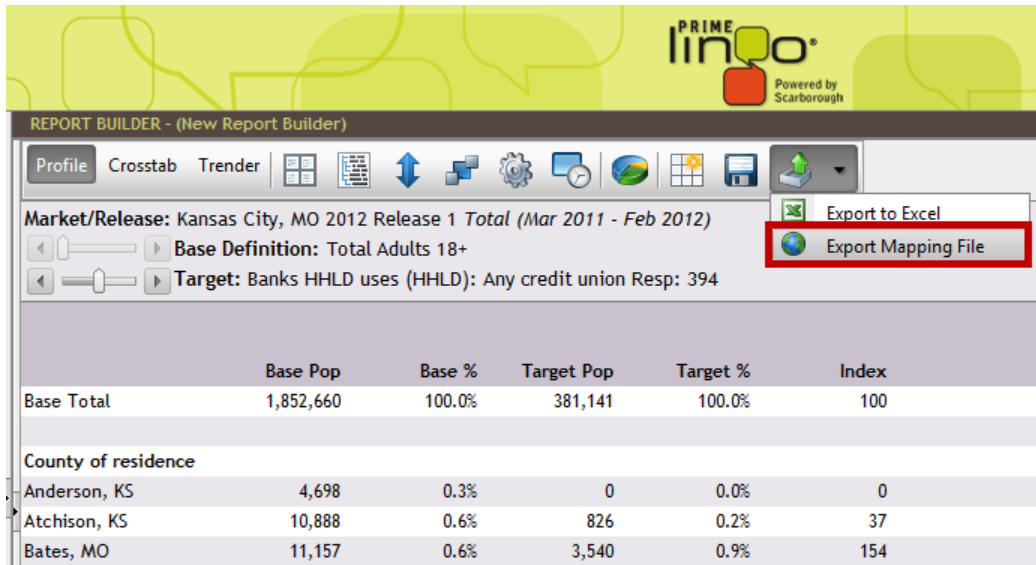
Guide

Mapping

Build a report with selected target and geographic data in the rows.

In this example, we will use the counties of residence (Rows) among people that use Any Credit Union (Column/Target).

Click the Export icon, then choose **Export Mapping File** from the drop-down menu.



REPORT BUILDER - (New Report Builder)

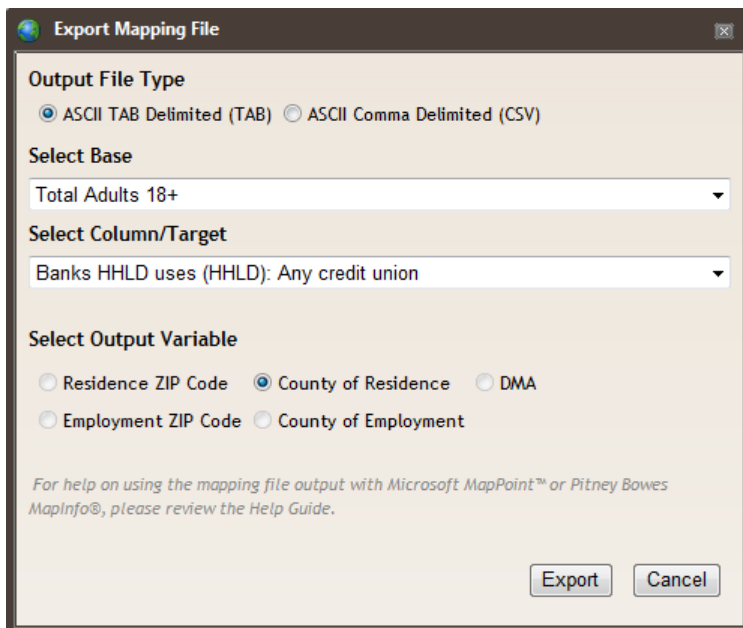
Profile Crosstab Trender

Market/Release: Kansas City, MO 2012 Release 1 Total (Mar 2011 - Feb 2012)

Base Definition: Total Adults 18+

Target: Banks HHLd uses (HHLd): Any credit union Resp: 394

	Base Pop	Base %	Target Pop	Target %	Index
Base Total	1,852,660	100.0%	381,141	100.0%	100
County of residence					
Anderson, KS	4,698	0.3%	0	0.0%	0
Atchison, KS	10,888	0.6%	826	0.2%	37
Bates, MO	11,157	0.6%	3,540	0.9%	154



Export Mapping File

Output File Type

ASCII TAB Delimited (TAB) ASCII Comma Delimited (CSV)

Select Base

Total Adults 18+

Select Column/Target

Banks HHLd uses (HHLd): Any credit union

Select Output Variable

Residence ZIP Code County of Residence DMA

Employment ZIP Code County of Employment

For help on using the mapping file output with Microsoft MapPoint™ or Pitney Bowes MapInfo®, please review the Help Guide.

Export Cancel

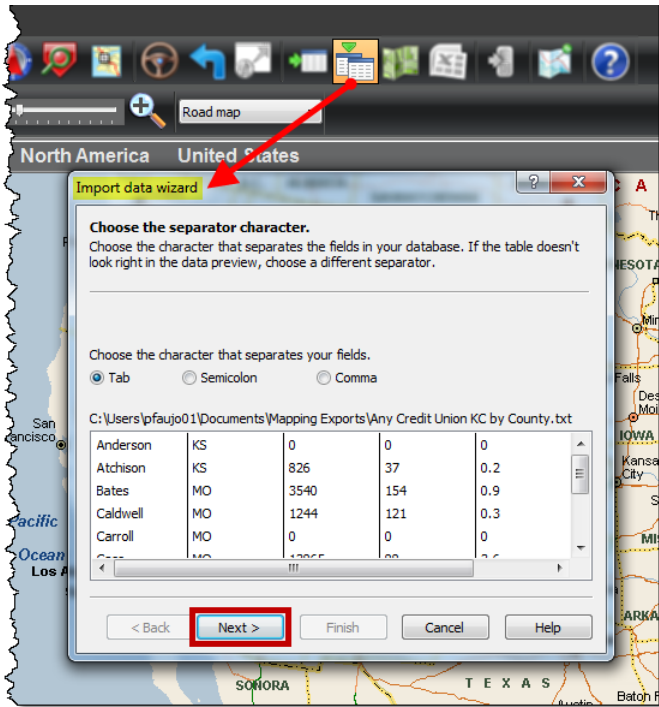
The **Export Mapping File** dialog box appears which allows you to select the Output File Type (TAB or CSV); Base; Column/Target; and Output Variable.

If the **Export Mapping File** dialog box does not appear, hold down the **Ctrl** key or update your Internet Explorer settings, as indicated below.

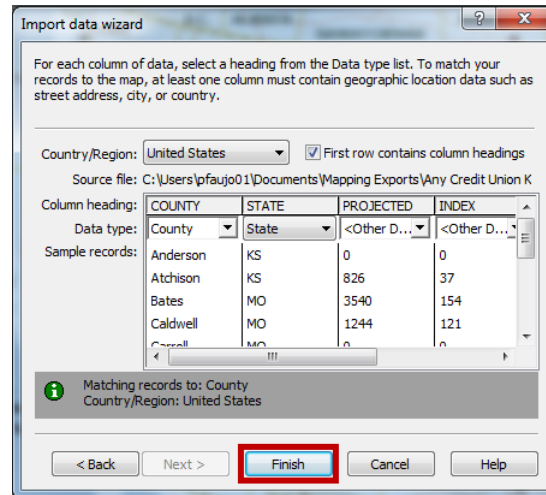
- IE Tools menu > Internet Options > Security tab. Click Trusted Sites, click Sites button, click Add button and then add myprimelingo.com as a trusted site.
- Next click the Custom Level button, scroll down until you see the Download section and enable File Download.

Mapping Guide

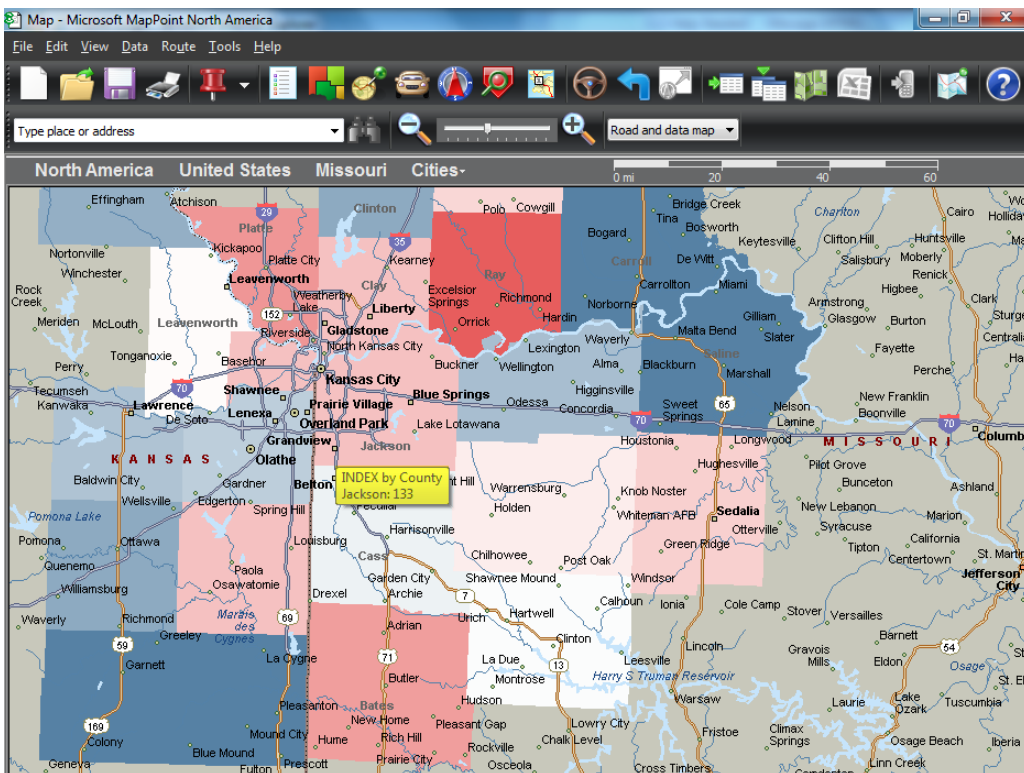
In MapPoint, open **Import Data Wizard** from the toolbar icon, or **Data > Import Data Wizard** menu item.



Click the **Next** button to advance to the next screen, then click the **Finish** button.



The map below indicates which counties over-index (in red) and which counties under-index (in blue) for the selected targets. Use your mouse to hover over a particular county to see its value. In this example, Jackson county residents are 33% more likely to use Any Credit Union than the average adult in the Kansas City DMA.



For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.