SHOPPED VS PURCHASED REPORT

Select Research Reports

Under the Qualitative Reports, select the Shopped vs Purchased report

Click "Generate Report"

Select Parameters

- Click on ‘Qual Category’ to select ‘who’ you want to look at (market, client or station)

- Highlight the category, question, and answer you are looking for or use the search button.
- Click ‘Add selection’
- Click ok
Click on ‘Categories’

Double click on the category you want to analyze or highlight and click on the arrow to the right button. Click OK

How to read:

2,827,621 Adult Contemporary listeners shopped at Walmart, 64.1% of the audience
2,591,711 Adult Contemporary listeners made a purchase at Walmart, 58.8%.
Closing ratio of 91.7% - 91.7% of Adult Contemporary listeners who shopped at Walmart made a purchase