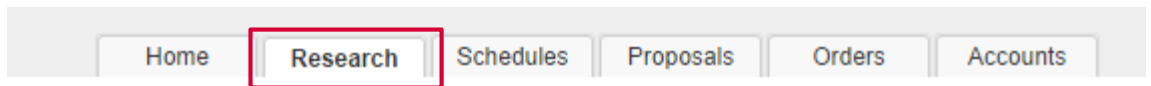


TAPSCAN WEB DUPLICATION ANALYSIS

The Duplication Analysis report allows you to view shared listeners between two sets of stations and dayparts, for example:

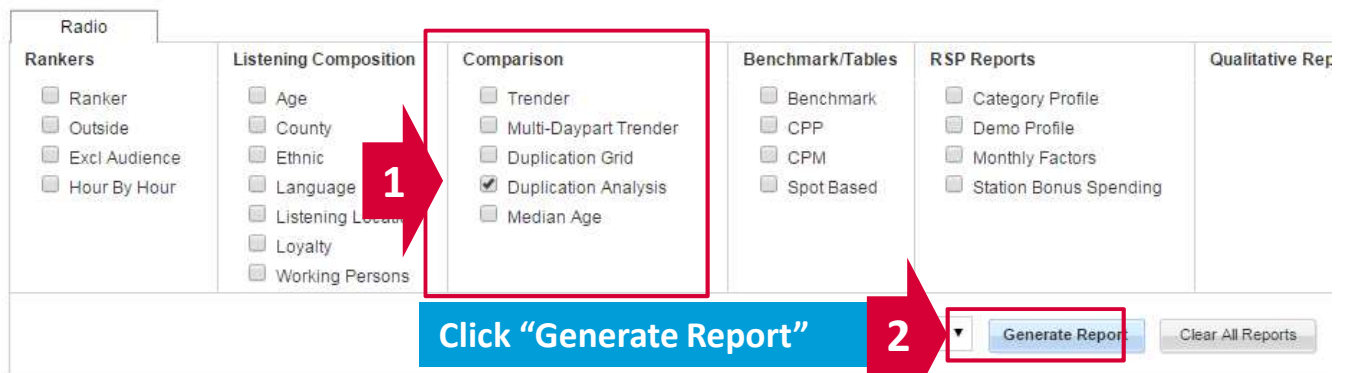
- Shared or unshared listeners between your station cluster and your competitors.
- Listeners for a single station or group of stations who also listen in different daypart(s).

Select Research

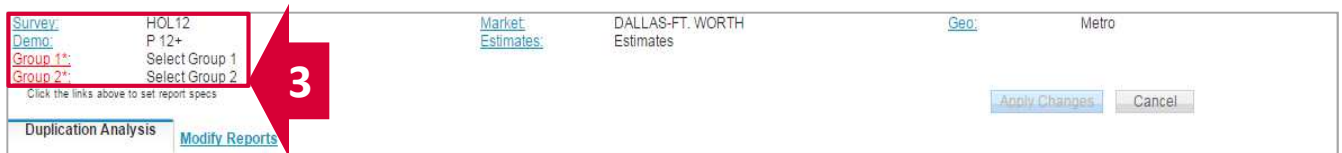


Under the Comparison Reports, select Duplication Analysis.

Create New Reports



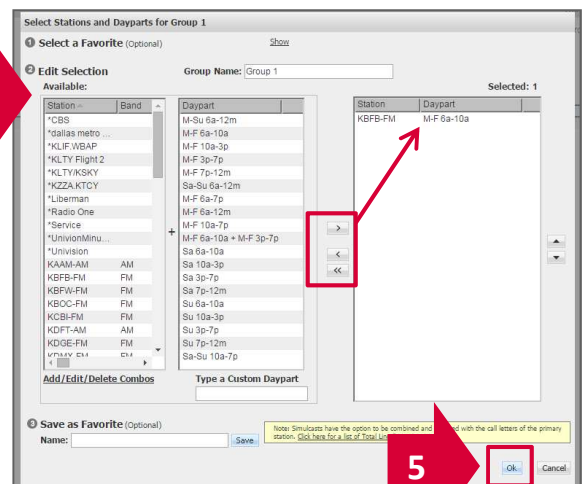
Select the survey and demo. Click on Group 1.



Highlight the Station and Daypart you want to analyze and click the arrow to add to the Selected box. Click OK.

Follow the same steps to select Group 2.

Click Apply Changes to run the report.



HOW TO READ THE DUPLICATION ANALYSIS

Duplication Analysis^{edit}

The Duplication Analysis Report shows listeners that are shared or not shared between a station or groups of stations.^{edit}

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Station	Daypart	Weekly Cume Persons	Weekly Cume Rating	Unduplicated Audience	Unduplicated Audience %	Duplicated Audience	Duplicated Audience %
Group 1							
KAAA	M-F 6a-10a	262,500	4.8				
Group 1 Total:		262,500	4.8	124,800	47.5%	137,700	52.5%
Group 2							
KBBB	M-F 6a-10a	300,700	5.5				
Group 2 Total:		300,700	5.5	163,000	54.2%	137,700	45.8%
Analysis Total:		425,500	7.8				

Weekly Cume: 262,500 persons 12+ tune into the KAAA morning show each week.

Analysis Total: KAAA and KBBB together reach 425,500 persons 12+ each week.

Weekly Cume Rating: Cume Persons/Market Population. KAAA reaches 4.8% of persons 12+ in the market each week.

Unduplicated Audience: 47.5% of KAAA audience does not tune to KBBB in morning drive.

Duplicated Audience: 137,700 listeners tune into both stations.

Duplicated Audience %: 52.5% of the KAAA audience also tunes into KBBB in morning drive.

TIP: Duplicated audience will increase **frequency** of a campaign.
Unduplicated audience will increase **reach** of a campaign.