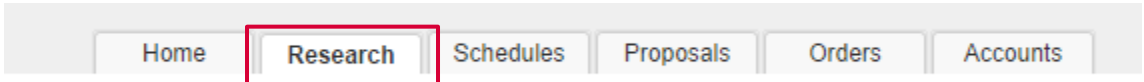


TAPSCAN WEB MULTI-DAYPART TRENDER

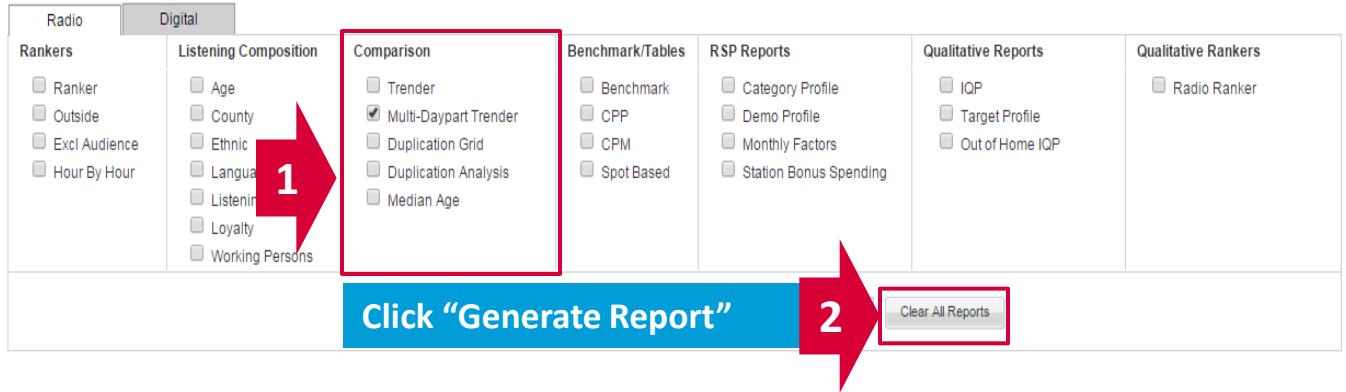
The Multi-Daypart Trender shows how a single station has performed in multiple dayparts over time.

Select Research



Under the Comparison Reports, select Multi-Daypart Trender.

Create New Reports

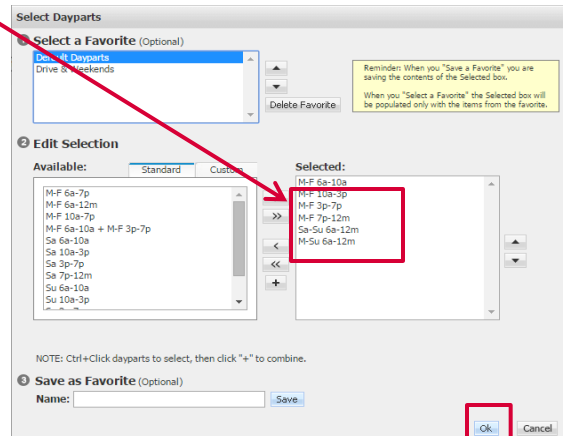


Select the demo, dayparts and station. Surveys will auto-populate but may be changed. Estimates, geography and graphing options are also available.



Choose dayparts from the Standard tab or create custom ones. Favorites can also be selected from the top box or created here. Click OK.

Click Apply Changes to run the report.



MULTI-DAYPART RANKER VIEWS

Trender Table - A vertical chart that shows dayparts and estimates for each selected survey arranged by daypart/estimate.

Dayparts	Estimates	SEP13	OCT13	NOV13	DEC13	HOL13	JAN14	FEB14	MAR14	APR14	MAY14	JUN14	JUL14	DEC14	HOL14
M-F 6a-10a	Average Rating	0.4	0.4	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.5	0.4
M-F 6a-10a	Average Persons	11,300	11,100	9,900	9,800	8,100	10,500	12,700	11,600	12,700	12,900	10,300	9,200	15,200	11,500
M-F 6a-10a	Weekly Cume Persons	185,400	188,400	185,800	207,600	174,200	183,800	221,700	210,800	220,400	220,900	197,100	154,900	188,200	199,600
M-F 10a-3p	Average Rating	0.4	0.3	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6
M-F 10a-3p	Average Persons	10,500	10,100	8,800	10,200	8,800	10,300	11,500	11,800	12,700	11,300	12,000	12,700	18,400	16,900
M-F 10a-3p	Weekly Cume Persons	218,100	205,400	192,700	256,900	220,800	221,400	251,300	227,400	241,600	249,600	240,800	207,400	232,800	228,500
M-F 3p-7p	Average Rating	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.6	0.5
M-F 3p-7p	Average Persons	14,000	15,000	13,600	12,800	12,300	12,300	12,200	13,100	14,400	14,500	12,900	13,100	17,800	15,100
M-F 3p-7p	Weekly Cume Persons	236,300	256,700	244,000	278,600	234,400	237,700	247,800	276,900	283,400	301,500	255,900	239,000	264,000	236,900
M-F 7p-12m	Average Rating	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1
M-F 7p-12m	Average Persons	4,500	4,900	3,800	3,200	2,700	2,600	3,100	3,600	3,600	4,400	4,400	5,100	3,500	3,800
M-F 7p-12m	Weekly Cume Persons	143,000	148,000	136,800	132,600	107,800	80,700	138,100	141,100	164,400	139,900	160,300	156,600	128,100	133,400
Sa-Su 6a-12m	Average Rating	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Sa-Su 6a-12m	Average Persons	8,300	7,200	6,400	7,800	5,700	5,700	7,200	6,600	8,000	8,700	9,100	7,900	8,600	8,100
Sa-Su 6a-12m	Weekly Cume Persons	248,000	214,200	229,700	249,900	186,300	192,000	236,300	208,700	247,800	254,000	255,500	225,200	226,400	226,700
M-Su 6a-12m	Average Rating	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
M-Su 6a-12m	Average Persons	9,400	9,200	8,000	8,500	7,100	7,800	8,900	8,900	9,800	9,900	9,500	9,300	12,000	10,600
M-Su 6a-12m	Weekly Cume Persons	474,900	447,300	480,700	514,900	430,800	429,200	505,100	474,100	518,400	540,900	488,200	458,300	443,700	428,600

Trender Graph - A horizontal bar, vertical bar, or line graph of one estimate for the selected dayparts and surveys. You can change the graph selecting one estimate and then using the Dayparts to Graph link in the parameters and/or the Graph Options link.

