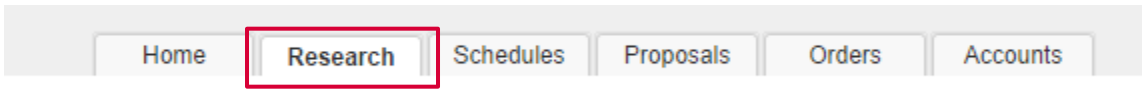
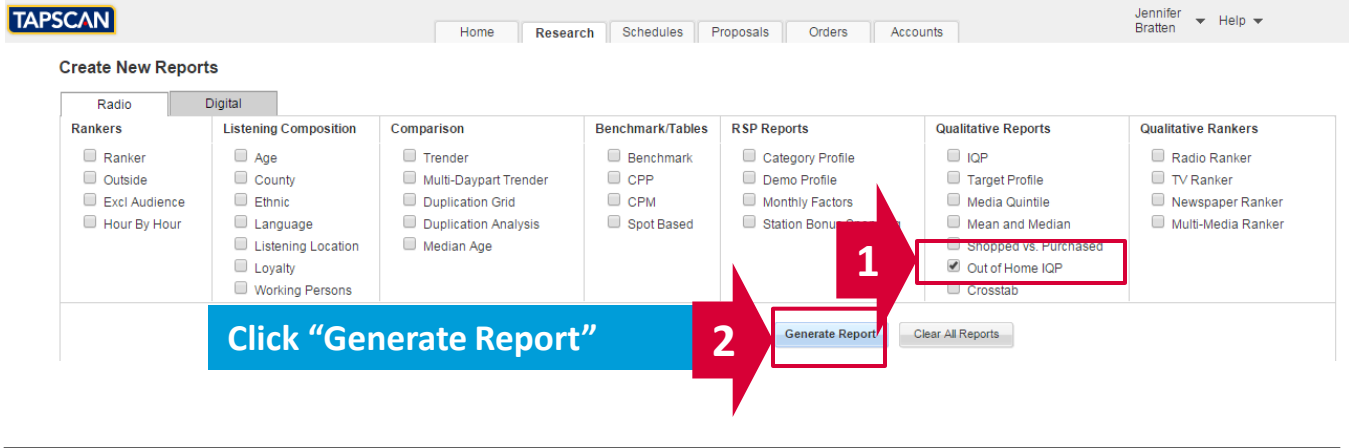


TAPSCAN OUTDOOR IQP

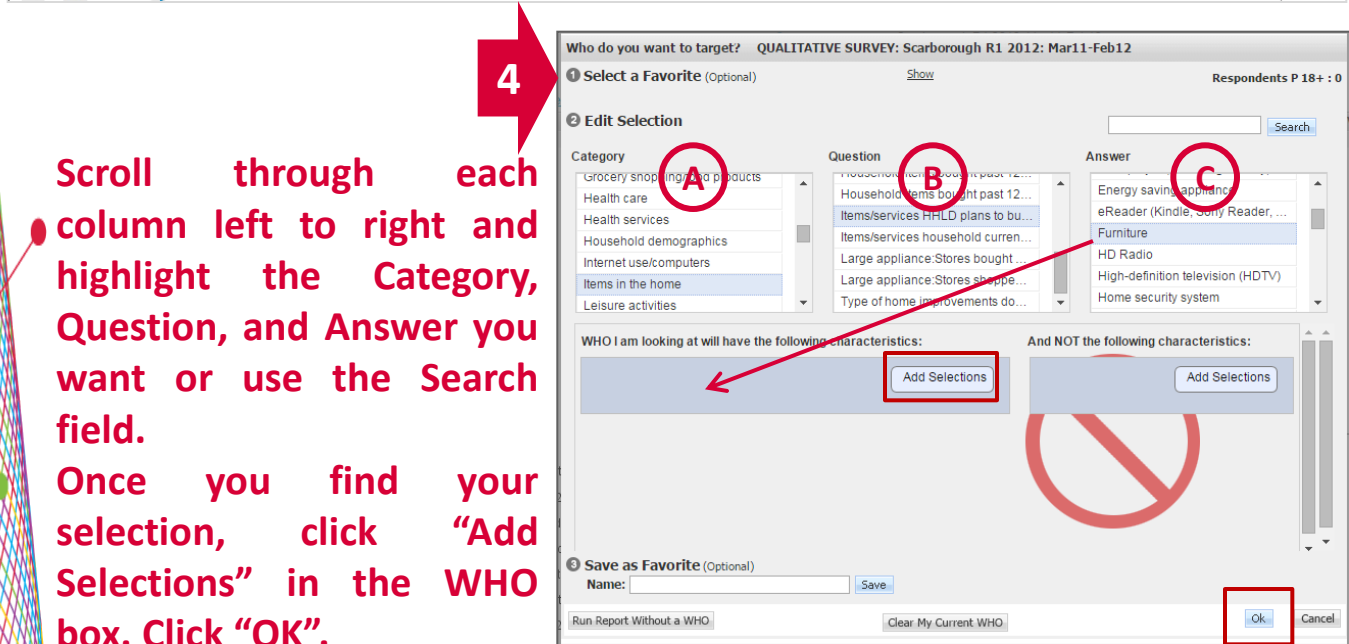
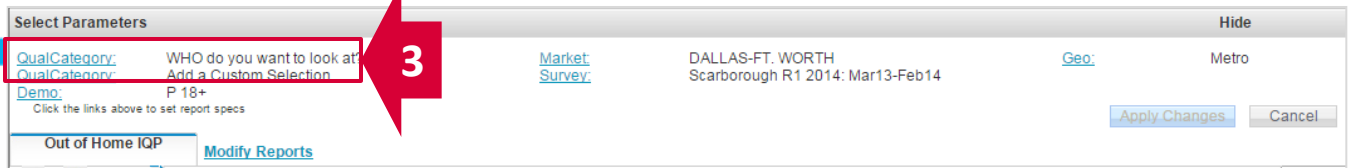
Select Research



Select the Outdoor IQP from the Qualitative Reports section.

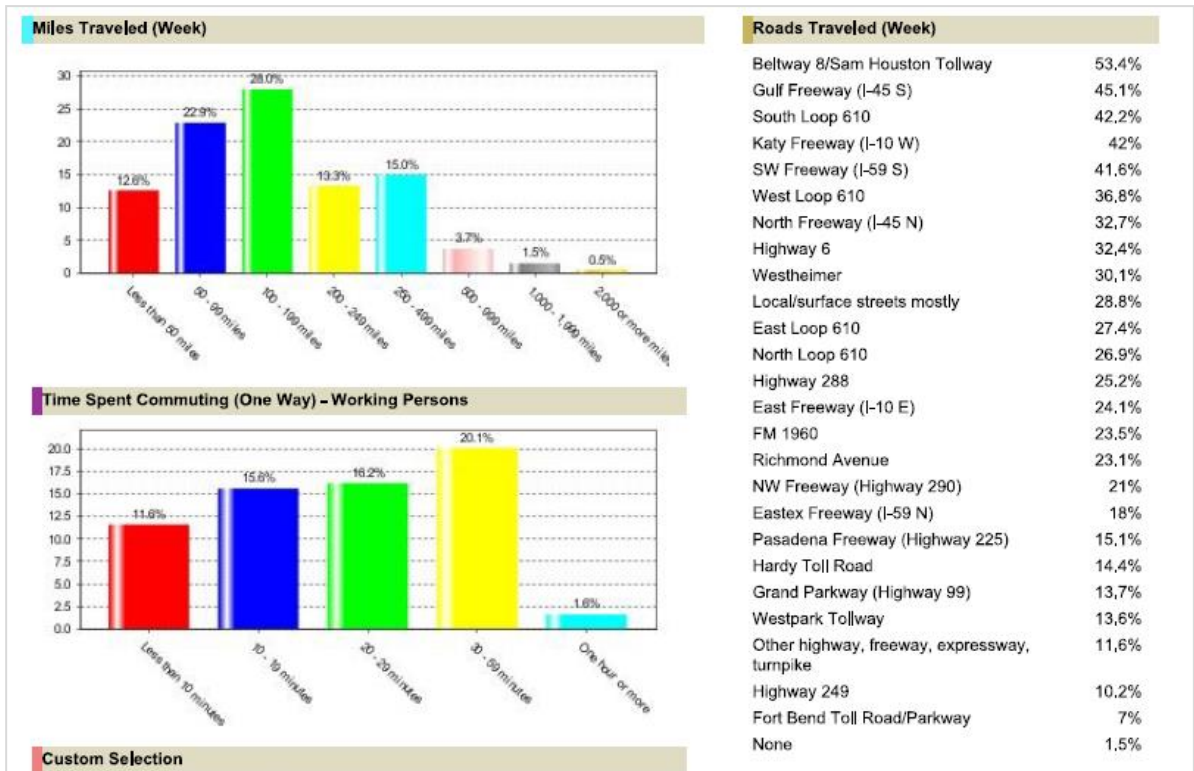


Click on "Qual Category" to select the "WHO" you want to see (market, client or station).



TAPSCAN OUTDOOR IQP

The Out of Home IQP is a “presentation in a can” that summarizes commuting data, including time spent traveling, miles traveled, and roads traveled (not available for Qual Diary). You can also customize with a custom logo or qualitative selection.



Different Views

You can view or print PDF versions of each report view. You can also export the report to a .csv file in Excel.

- **%** shows estimates of the target audience composition as percentage of the miles traveled and time commuting information displayed in bar graphs. This is the default view for the report.
- **Persons** displays estimates for target persons.
- **Index** shows values that indicate the likelihood of the selected WHO meeting each category's criteria.
- **Table** removes the graphs and displays a grid orientation that shows Persons, % of Target (Comp), and Index estimates for each category.