

Tapscan Web Composition Reports

Step 1: Click on Research Reports tab and select composition reports you want to view



Listening Composition

- Age
- County
- Ethnic
- Language
- Listening Location
- Loyalty
- Working Persons

- 1 Age/Gender – detail Ages and Male/Female
 - 2 County – details geography or residence
 - 3* Ethnic – illustrates Black and Hispanic listeners
 - 4* Language – Language preference in Hispanic markets
 - 5 Location – where radio listening occurs
 - 6 Loyalty – preferred and exclusive listening
 - 7 Working – Employment status – Full time, Part time, Other
- * Not available in all markets.

Step 2: Click on Blue Links at the top of the screen to select your parameters.

Select Parameters				Hide
Survey:	MAR14	Market:	AUSTIN	Geo:
Demo:	P 12+	Estimates:	Estimates	Metro
Daypart:	M-Su 6a-12m	Station:	All Stations	Age Cells
Click the links above to set report specs				
				<input type="button" value="Apply Changes"/> <input type="button" value="Cancel"/>

Select Book

Select Market

Select Geography

Select Demo

Select Estimates

Select Daypart

Select Stations

Step 3: Click Apply Changes

Tapscan Web Composition Reports

Step 4: Chose the view . If using Graph, select stations to graph

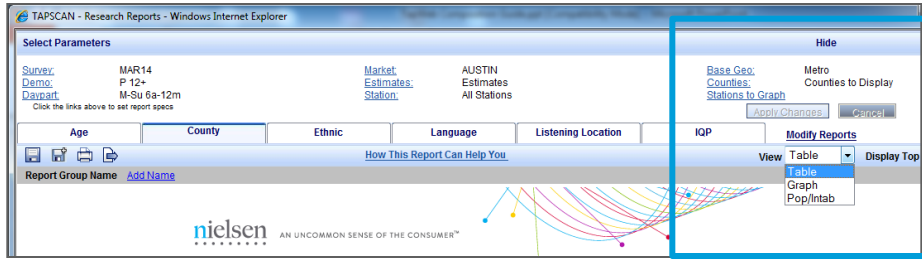


Table view – click on the column headers and estimates lines to sort.

Hit Your Target Customer [edit](#)

A Key Benefit of Radio is Targetability.
 With Different Stations Targeted to Different Ages & Genders,
 You Can Efficiently Deliver Your Message to the Right Audience. [edit](#)

Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight

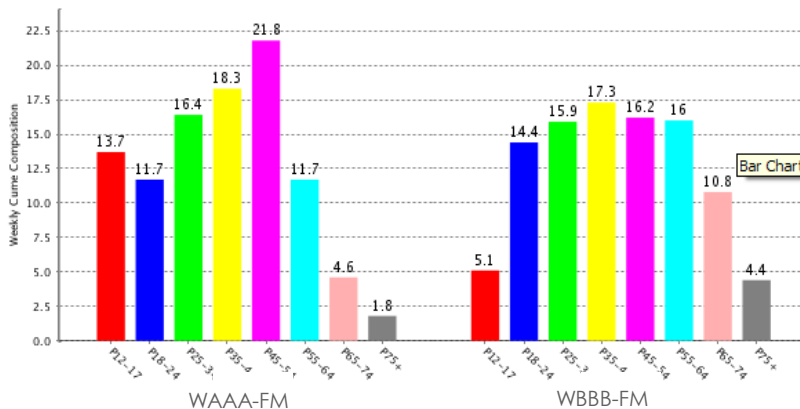
Format	Estimates	P12+(B)	Persons 12-17	Persons 18-24	Persons 25-34	Persons 35-44	Persons 45-54	Persons 55-64	Persons 65+
Classic Rock	Weekly Cume Persons ▶	106,900	5,400	17,200	15,300	19,900	29,000	14,900	5,300
	Weekly Cume Composition	100.0	5.0	16.1	14.3	18.6	27.1	13.9	4.9
Adult Contemporary	Weekly Cume Persons ▶	98,800	7,800	8,800	17,500	18,600	21,600	12,200	12,300
	Weekly Cume Composition	100.0	7.9	8.9	17.8	18.8	21.9	12.4	12.4
Country	Weekly Cume Persons ▶	82,300	4,200	11,800	13,100	14,200	13,300	13,200	12,500
	Weekly Cume Composition	100.0	5.1	14.4	15.9	17.3	16.2	16.0	15.1
Hot Adult Contemporary	Weekly Cume Persons ▶	73,600	10,100	8,600	12,100	13,500	16,000	8,600	4,800
	Weekly Cume Composition	100.0	13.7	11.7	16.4	18.3	21.8	11.7	6.5
Market Population	Weekly Cume Persons ▶	484,200	40,800	70,600	72,300	72,900	84,800	69,500	73,300
	Weekly Cume Composition	100.0	8.4	14.6	14.9	15.1	17.5	14.4	15.1
		530,100	48,600	76,300	78,000	76,900	89,000	74,300	87,000

Graph view – illustrate the detail of the audience in a chart.

Hit Your Target Customer [edit](#)

A Key Benefit of Radio is Targetability.
 With Different Stations Targeted to Different Ages & Genders,
 You Can Efficiently Deliver Your Message to the Right Audience. [edit](#)

Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight



Composition Reports – Age/Gender

How to read: (Stations sorted by Persons 18-24/Weekly Cume Persons)

11,800/14.4% of the Country stations listeners are 18-24.

A Key Benefit of Radio is Targetability.
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Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight

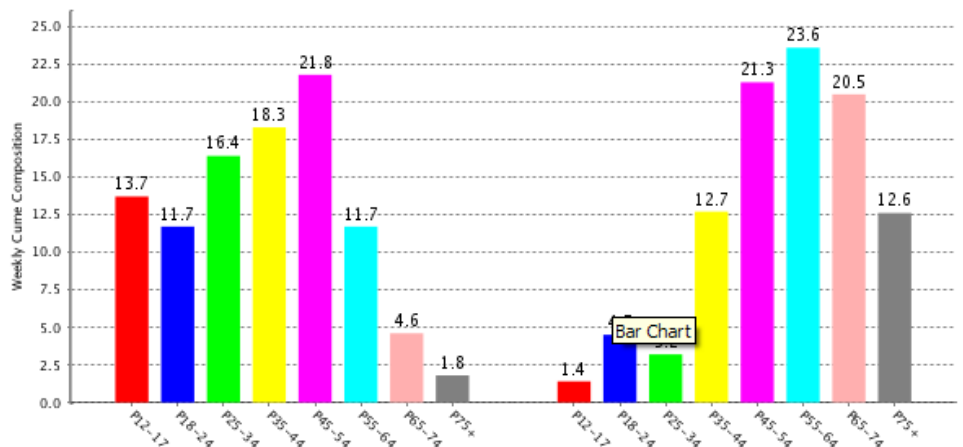
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Station	Format	Estimates	P12+(B)	Persons 12-17	Persons 18-24	Persons 25-34	Persons 35-44	Persons 45-54	Persons 55-64
FM Country	Weekly Cume Persons	▶	82,300	4,200	11,800	13,100	14,200	13,300	13,200
	Weekly Cume Composition		100.0	5.1	14.4	15.9	17.3	16.2	16.0
FM Adult Contemporary	Weekly Cume Persons	▶	98,800	7,800	8,800	17,500	18,600	21,600	12,200
	Weekly Cume Composition		100.0	7.9	8.9	17.8	18.8	21.9	12.4
FM Hot Adult Contemporary	Weekly Cume Persons	▶	73,600	10,100	8,600	12,100	13,500	16,000	8,600
	Weekly Cume Composition		100.0	13.7	11.7	16.4	18.3	21.8	11.7
FM Album Adult Alternative	Weekly Cume Persons	▶	29,800	2,100	5,200	4,400	4,300	8,000	3,400
	Weekly Cume Composition		100.0	7.0	17.5	14.9	14.5	26.8	11.4
AM News Talk Information	Weekly Cume Persons	▶	57,600	800	2,600	1,900	7,300	12,300	13,600
	Weekly Cume Composition		100.0	1.4	4.5	3.2	12.7	21.3	23.6

How to use:
 Show how well stations complement each other by showing them side by side in the graph...

A Key Benefit of Radio is Targetability.
 With Different Stations Targeted to Different Ages & Genders,
 You Can Efficiently Deliver Your Message to the Right Audience. [edit](#)

Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight



Composition Reports – County

How to read: (Stations sorted by Weekly Cume Persons/Hampden Balance)
 44,000/59.7% of the Hot AC station’s listeners reside in Hampden Balance

Hit the Right Areas [edit](#)

Be Successful by Utilizing Stations that are Efficient in the Areas that Mean the Most to You. [edit](#)

County Breakout of Persons 12+, Monday-Sunday 6a-midnight

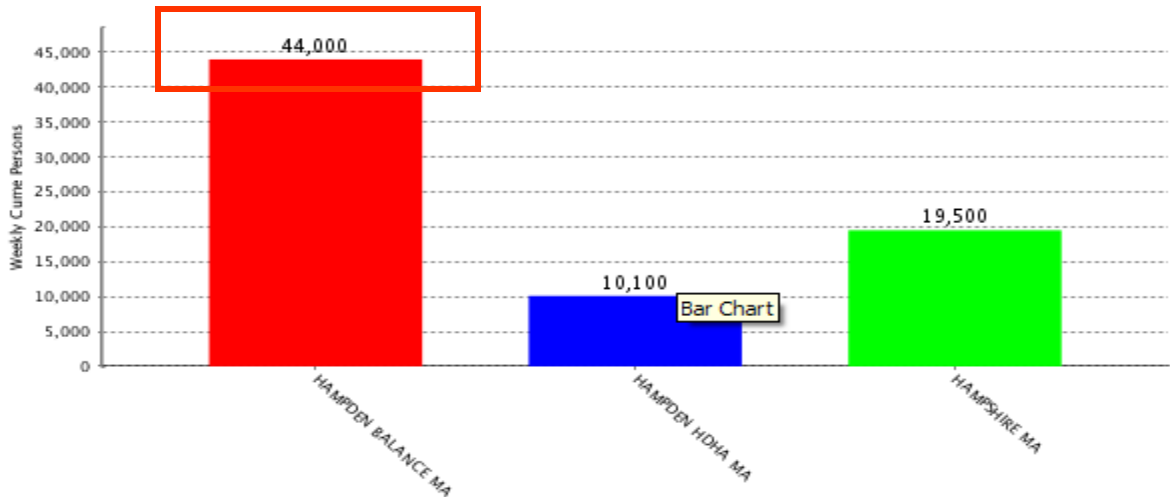
Format	Counties	Weekly Cume Persons	Weekly Cume Composition
Classic Rock	HAMPDEN BALANCE, MA ▶	69,800	65.3
	HAMPDEN HDHA, MA	10,000	9.3
	HAMPSHIRE, MA	27,200	25.4
	Metro Total	106,900	100.0
Adult Contemporary	HAMPDEN BALANCE, MA ▶	65,100	65.9
	HAMPDEN HDHA, MA	13,800	13.9
	HAMPSHIRE, MA	20,000	20.2
	Metro Total	98,800	100.0
Country	HAMPDEN BALANCE, MA ▶	55,000	66.8
	HAMPDEN HDHA, MA	6,000	7.3
	HAMPSHIRE, MA	21,300	25.9
	Metro Total	82,300	100.0
Hot Adult Contemporary	HAMPDEN BALANCE, MA ▶	44,000	59.7
	HAMPDEN HDHA, MA	10,100	13.8
	HAMPSHIRE, MA	19,500	26.5
	Metro Total	73,600	100.0

Great prospecting tool – start your focus on areas of strength for the station.

Hit the Right Areas [edit](#)

Be Successful by Utilizing Stations that are Efficient in the Areas that Mean the Most to You. [edit](#)

County Breakout of Persons 12+, Monday-Sunday 6a-midnight



Composition Reports – Ethnic

How to read: (Stations sorted by Hispanic/Average Persons)

3,500/35.9% of the Rhythmic station’s listeners are Hispanic

Ethnic Composition [edit](#)

Stations Attract Different Combinations of Ethnic Groups. Radio Allows You to Focus on the Options that Best Fit Your Business [edit](#)

[Click to edit](#)

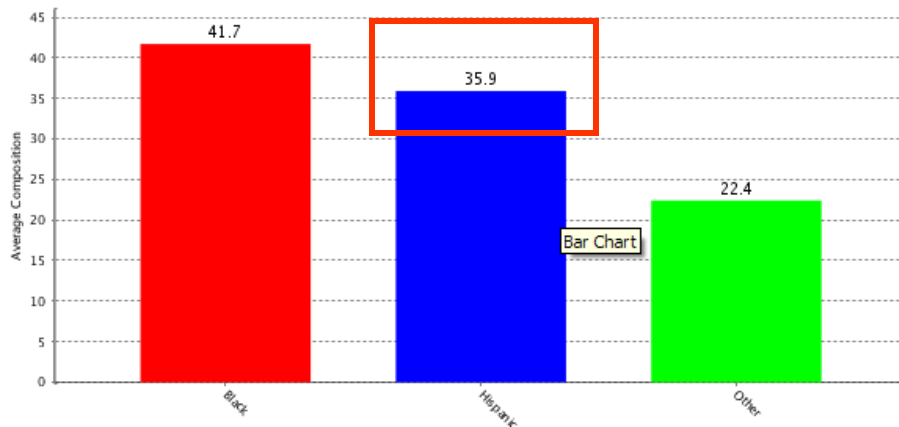
Ethnic Breakout of Persons 12+, Monday-Sunday 6a-midnight

Format	Estimates	Total	Black	Hispanic	Other
Rhythmic Contemporary Hit	Average Persons ▶ Average Composition	9,600 100.0	4,000 41.7	3,500 35.9	2,200 22.4
Spanish Tropical	Average Persons ▶ Average Composition	2,600 100.0	0 0.0	2,600 99.9	0 0.1
Pop Contemporary Hit Radi	Average Persons ▶ Average Composition	5,800 100.0	500 7.7	1,700 29.0	3,700 63.3
Spanish Tropical	Average Persons ▶ Average Composition	1,400 100.0	0 0.4	1,300 96.5	0 3.1
Adult Contemporary	Average Persons ▶ Average Composition	14,400 100.0	1,000 6.7	1,000 7.0	12,500 86.3

Ethnic Composition [edit](#)

Stations Attract Different Combinations of Ethnic Groups. Radio Allows You to Focus on the Options that Best Fit Your Business [edit](#)

Ethnic Breakout of Persons 12+, Monday-Sunday 6a-midnight



Composition Reports – Language

How to read: (Stations sorted by Total/Average Persons)

17,000/36.8% of the Spanish Contemporary listeners speak Spanish only

Language Composition [edit](#)

When Targeting Hispanic Consumers, Language Use is a Key Factor in Delivering a Well Crafted Message. [edit](#)

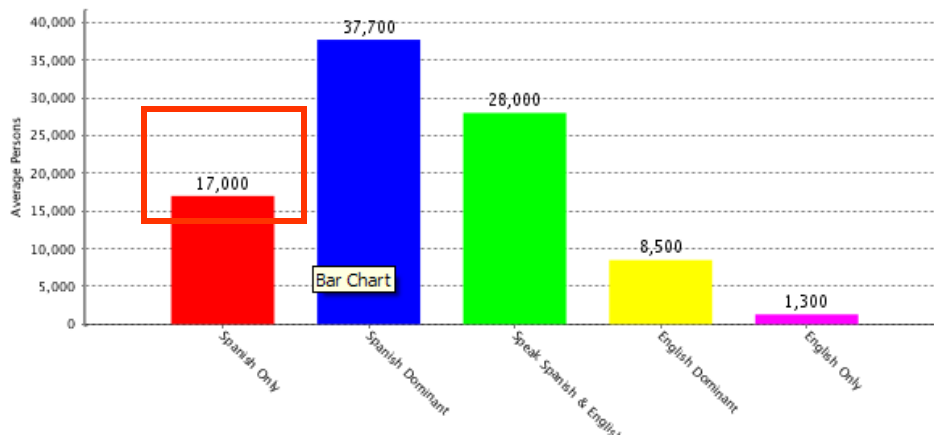
Language Breakout of Hispanic Persons 12+*, Monday-Sunday 6a-midnight [Click to edit](#)

Format	Estimates	Total	Spanish Only	Spanish Dominant	Speak Spanish & English	English Dominant	English Only
Spanish Contemporary	Average Persons ▶	46,300	17,000	37,700	28,000	8,500	1,300
	Average Composition	100.0	36.8	81.5	60.5	18.5	2.7
Spanish Tropical	Average Persons ▶	27,300	9,800	20,000	16,900	7,300	700
	Average Composition	100.0	35.7	73.3	61.8	26.7	2.5
Adult Contemporary	Average Persons ▶	26,900	12,700	18,500	11,700	8,400	2,500
	Average Composition	100.0	47.3	68.8	43.5	31.2	9.2
Rhythmic AC	Average Persons ▶	20,200	5,100	13,600	12,600	6,600	2,500
	Average Composition	100.0	25.0	67.3	62.6	32.7	12.3
Spanish Contemporary	Average Persons ▶	18,700	9,700	16,600	8,900	2,100	0
	Average Composition	100.0	52.0	88.9	47.8	11.1	0.2

Language Composition [edit](#)

When Targeting Hispanic Consumers, Language Use is a Key Factor in Delivering a Well Crafted Message. [edit](#)

Language Breakout of Hispanic Persons 12+*, Monday-Sunday 6a-midnight



Composition Reports – Location

How to read: (Stations sorted by In Car/Average Persons)

3,400/53.6% of the Hot AC listeners are listening in the car

Take Advantage of Radio's Portability [edit](#)

Radio Allows You to Deliver Your Message to Consumers in Many Different Places and While They are in Many Different States of Mind. [edit](#)

Listening Location of Adults 25-54, Monday-Friday 6a-7p

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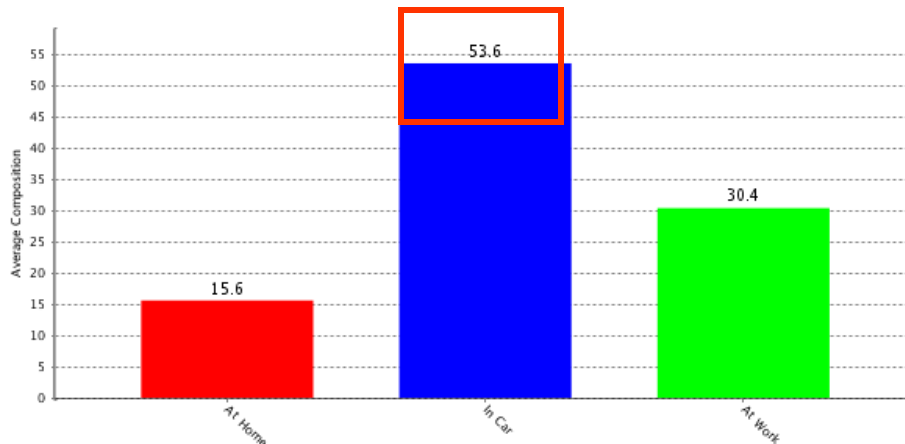
Format	Estimates	Total	At Home	In Car	At Work	Other
Hot Adult Contemporary	Average Persons ▶	6,300	1,000	3,400	1,900	0
	Average Composition	100.0	15.6	53.6	30.4	0.3
Country	Average Persons ▶	7,600	1,700	3,400	2,300	100
	Average Composition	100.0	22.5	45.5	30.9	1.1
Rhythmic Contemporary Hit	Average Persons ▶	6,500	2,100	2,400	2,000	100
	Average Composition	100.0	32.2	36.5	29.9	1.4

Unlike other media, which tend to be used in just one location, radio is a companion that people take with them everywhere. This portability is why so many people are exposed to radio close to the point of purchase. Whether you wish to deliver your message to the home, the car, the office, or some place else, radio has an option for you. [edit](#)

Take Advantage of Radio's Portability [edit](#)

Radio Allows You to Deliver Your Message to Consumers in Many Different Places and While They are in Many Different States of Mind. [edit](#)

Listening Location of Adults 25-54, Monday-Friday 6a-7p



Composition Reports – Loyalty

How to read: (Stations sorted by Exclusive/Average Persons)

6,500/76.1% of the Rhythmic CHR listeners spend most of their radio listening with the station

Reach a Loyal Audience [edit](#)

Because of the Time They Spend Listening to a Station, Listeners Who are Loyal to a Station are More Likely to Hear Your Message. [edit](#)

Listener Loyalty of Adults 18-49, Monday-Friday 6a-7p

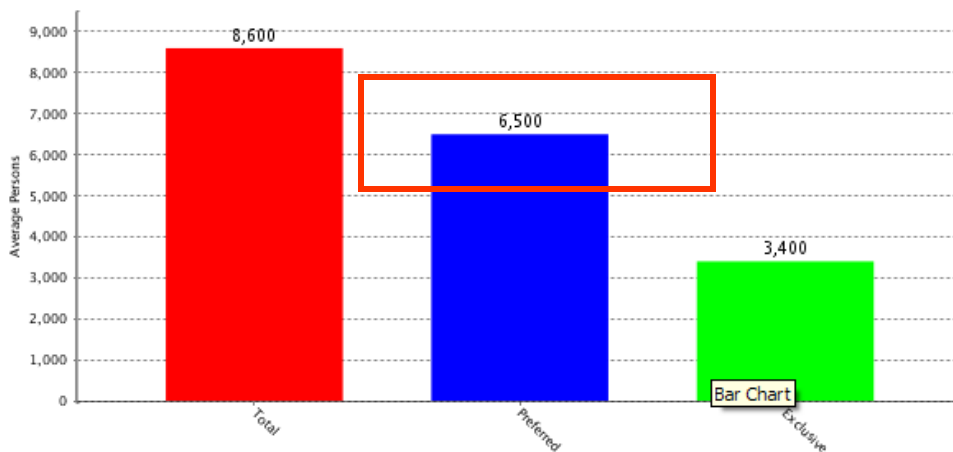
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Format	Estimates	Total	Preferred	Exclusive
Rhythmic Contemporary Hit	Average Persons ▶	8,600	6,500	3,400
	Average Composition	100.0	76.1	39.3
Country	Average Persons ▶	7,500	6,300	2,900
	Average Composition	100.0	83.5	38.3
Hot Adult Contemporary	Average Persons ▶	7,000	5,700	2,400
	Average Composition	100.0	81.8	33.6
Active Rock	Average Persons ▶	5,700	4,900	1,700
	Average Composition	100.0	85.9	29.4
Adult Contemporary	Average Persons ▶	8,100	6,800	1,100
	Average Composition	100.0	84.4	13.1

Reach a Loyal Audience [edit](#)

Because of the Time They Spend Listening to a Station, Listeners Who are Loyal to a Station are More Likely to Hear Your Message. [edit](#)

Listener Loyalty of Adults 18-49, Monday-Friday 6a-7p



Composition Reports – Working Persons

How to read: (Stations sorted by Work Full Time/Average Persons)

8,200/79.5% of the Adult Contemporary listeners Work Full Time

Hit Your Part of the Work Force [edit](#)

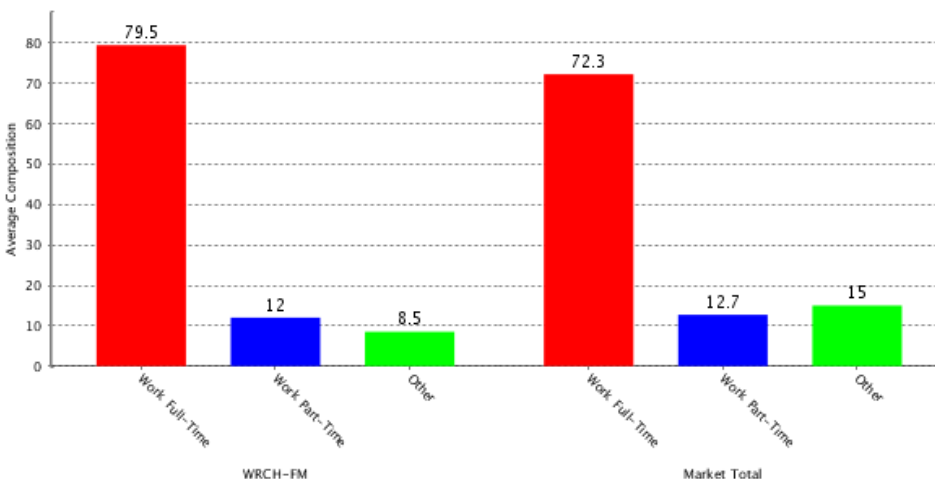
Messages are Most Effective When Targeted to Potential Consumers Who Match Several Key Characteristics. This Report Provides a Breakout of People Who are In or Out of the Workforce. [edit](#)

Working Status of Adults 25-54, Monday-Friday 6a-7p

Format	Estimates	Total	Work Full-Time	Work Part-Time	Other	
Adult Contemporary	Average Persons ▶	10,300	8,200	1,200	900	
	Average Composition	100.0	79.5	12.0	8.5	
	Average Index	100.0	110.0	94.5	56.3	
Hot Adult Contemporary	Average Persons ▶	6,100	4,700	800	600	
	Average Composition	100.0	78.0	12.5	9.5	
	Average Index	100.0	107.9	98.1	63.5	
		Average Persons ▶	96,800	70,000	12,300	14,500
		Average Composition	100.0	72.3	12.7	15.0
		Average Index	100.0	100.0	100.0	100.0

Messages are Most Effective When Targeted to Potential Consumers Who Match Several Key Characteristics. This Report Provides a Breakout of People Who are In or Out of the Workforce. [edit](#)

Working Status of Adults 25-54, Monday-Friday 6a-7p



Compare the station with the market...

79.5% of the station's audience works Full time verses 72.3% of the market