

How to find Socio-Economic Data in Tapscan Web

Nielsen's Tapscan Web service puts your station in the market in terms of Ratings, Shares, Cume, AQH, etc. But did you know that there is a *Socio-Economic* option that allows you to report audience estimates by categories such as Education Level, Household Income, Household Size or Presence of Children? These *Socio-Economic* reports can include selected station(s) or all reported stations.

Here's where to find the Socio-Economic data when you log-in to <https://answers.nielsen.com> and run Tapscan:

Run a Research report (ranker, trender, etc.) in Tapscan Web. Click on "Demo." Then select the "Custom" tab and click on "Add More Characteristics." This will allow you to select from the Socio-Economic categories and add them to your demographic.

The screenshot shows the 'Select Demo' interface in Nielsen Tapscan Web. It is divided into three main sections:

- 1 Select a Favorite (Optional):** Includes a dropdown for 'Standard Demo Breakouts' and a 'Delete Favorite' button. A yellow reminder box states: "Reminder: When you 'Save a Favorite' you are saving the contents of the Selected box. When you 'Select a Favorite' the Selected box will be populated only with the items from the favorite."
- 2 Edit Selections:** Features two tabs: 'Standard' and 'Custom'. Under 'Available:', there are dropdowns for 'Gender' (set to 'Persons') and 'Age Range' (set to '12 to +'). Below this is a list of 'Add More Characteristics' with 'Household Income = 75K+' selected. A blue arrow points from this list to the 'Selected:' box on the right, which contains 'P 12+ Level of Education ...' and 'P 12+ Household Income = ...'. Another blue arrow points from the 'Add More Characteristics' list to the 'Available:' section.
- 3 Save as Favorite (Optional):** Includes a 'Name:' field and a 'Save' button. At the bottom right are 'Ok' and 'Cancel' buttons.

Show a prospective underwriter what percentage of your station's listeners have a household income of \$75,000 or more, or how many have a college degree or better!

Questions? Contact RRC!

