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](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.

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!