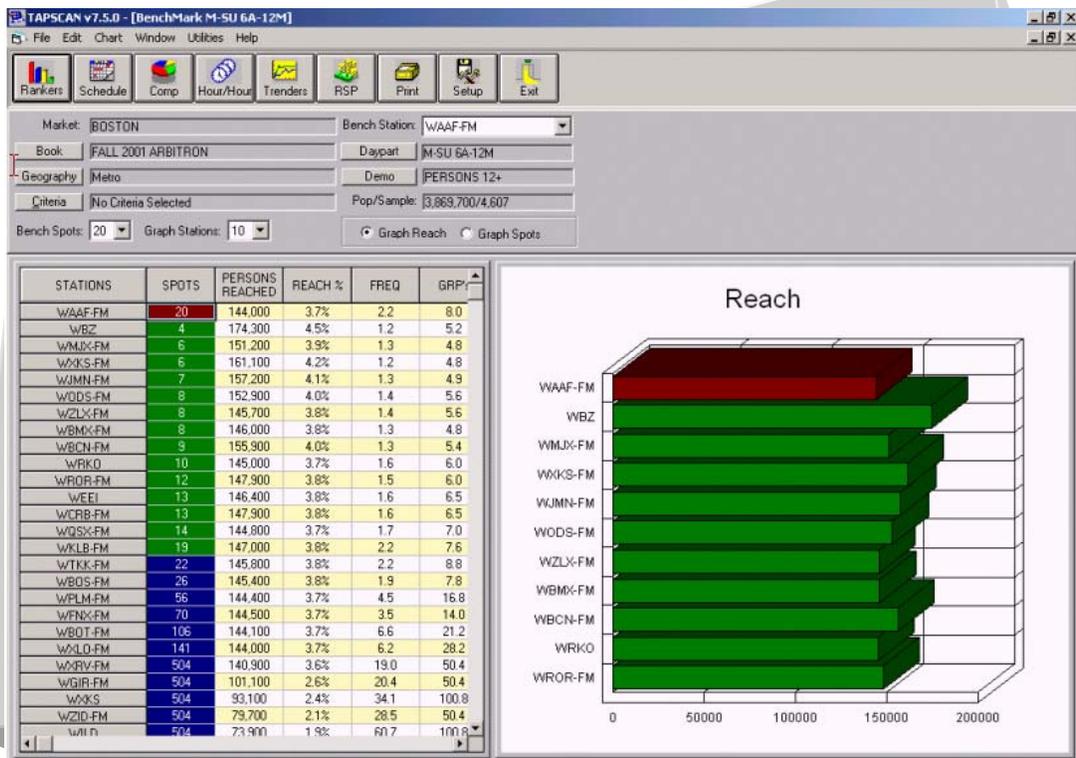# Center *for* Marketing Technology

TAPSCAN
Radio Station Analysis

What is TAPSCAN?

TAPSCAN is a software tool used by media planners (ad agencies) to decide where to place their client's radio commercials. TAPSCAN is one of the advertising industry's leading radio analysis applications that help research, plan, buy and post radio campaigns quickly and efficiently.
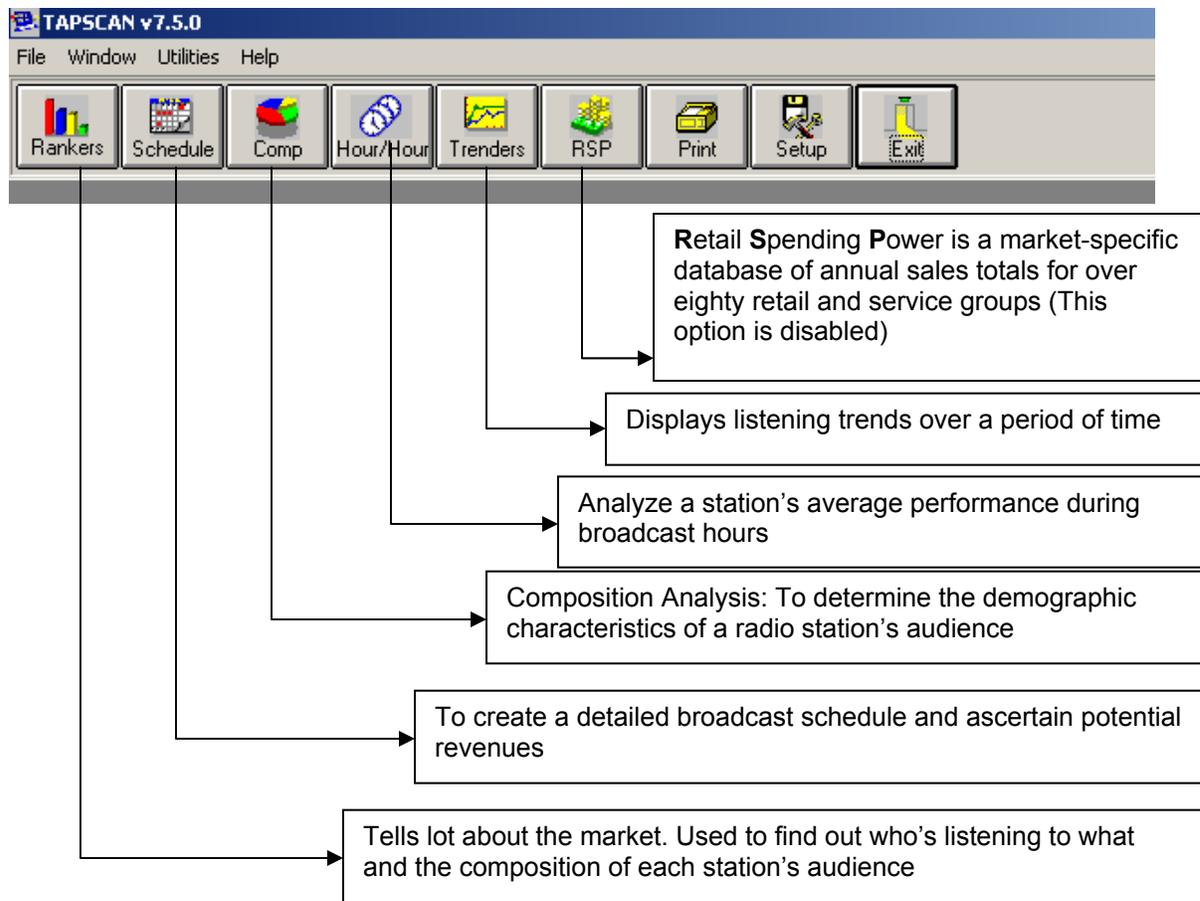
What does TAPSCAN do?
- ❑ Ranks radio stations based on their broadcast hours, day, audiences, etc.
- ❑ Uses audience composition data (consumer demographics) to determine which radio stations are listened to by what people.
- ❑ Slices and dices all cost and radio station data in several ways in order to provide a media plan with information about what would be the most *effective* (i.e., "biggest bang") and *efficient* (i.e., "fewest bucks") way to get a message out.

How to run the program?

Click on the Tapscan icon ![icon] on your desktop. As soon as the program launches its gives the user two options, to "Install Data" or "Keep Going". Click on "Keep Going".

Using the Toolbar:
Tapscan has one main toolbar. The following snapshot describes what each icon means on the Tapscan toolbar.

Retail **S**pending **P**ower is a market-specific database of annual sales totals for over eighty retail and service groups (This option is disabled)

Displays listening trends over a period of time

Analyze a station's average performance during broadcast hours

Composition Analysis: To determine the demographic characteristics of a radio station's audience

To create a detailed broadcast schedule and ascertain potential revenues

Tells lot about the market. Used to find out who's listening to what and the composition of each station's audience

Rankers:

This option allows users to compare all the local radio stations in terms of their ranks in the market. They can be ranked in several different ways, but for this demonstration, we will use Tapscan Ranker to determine a station's rank in a market.

Click on the Rankers icon [icon] to display the ranker selection window. This window allows users to choose various reports based on radio station ranks. Each report is accompanied by a brief description of what that report does.
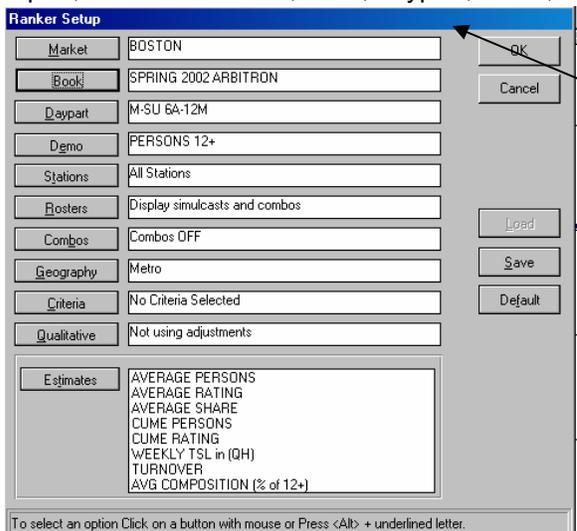
Ranking reports

Description of each ranking report

Click on the **TAPSCAN Ranker** button to build a radio ranking report.

A ranker setup window is displayed with the option to choose/change the parameters of the report, which are market, book, daypart, demo, criteria, estimates, etc.

Ranker Setup Window

<u>Ranker Setup Window:</u>

Click on [Market] and select the Boston market, if its not selected.

Click on [Book] and select the most recent data, Spring 2002

Click on [Daypart] and select the day and time. The default is Monday through Sunday 6am to midnight. This is a very broad daypart, so lets narrow it down.

Select "**Mon-Fri**

Select **3p-7p**

Users can save their favorite dayparts and times, so that they don't have to select everything again in the future. To add demos to the Favorites box, create them and click Add to Favs.

User can select non-standard dayparts and time here

Click on *OK*.

Click on [Demo] to select the demographic profile that represents the target market. Select Adults between the ages of *21* to *34* for our market audience.

Select :**Adults"**

Age **"21" to "34"**

Click *OK* to continue.

Since we have selected a Demographic profile of users, which are 21+, thus all 12+-based estimates will be removed. Click *OK* to continue on the prompted window.

Click on [Stations] to limit your results to specific stations.

Do not change the default [Rosters] & [Combos]

[Geography] Allows users to change the survey area - there are 2 survey areas available, Metro[1] and TSA (Total Survey Area)[2]. Select Metro.

[Criteria] Allows users to select socio-economic data like, household income, level of education, etc. For the demonstration purpose, we will not select anything.

[Qualitative] To merge qualitative data with the ranking report. This feature is disabled for the demonstration.

Estimates provide values for each radio station. E.g. Average number of persons listening to a radio station at a given time. To modify the list of estimates, click on [Estimates]

Choose what type of data on your audience you want to generate in the Estimates Window. The following are the available estimates:

Estimates	Description
Average Persons	*Average* number of persons who listened to a station for a minimum of 5 minutes within a reported daypart.
Average Rating (AVG. RTG)	The percentage of a particular demographic population that tune-in to a specific station during any quarter hour of a defined daypart. (The Average Persons expressed as a percentage of the demographic population.)
Average Share (AVG. SHR)	The percentage of all people listening to radio during a specified daypart who are listening to a particular station.
Cume Persons	The number of different people within the demographic category that tune-in to a station within the selected daypart.
Cume Rating	The number of cume persons expressed as a percentage of the demographic population.
Time Spent Listening (TSL QH)	The number of quarter-hours spent listening to a particular station by the population group being analyzed.
Turnover	The ratio that indicates the frequency with which an audience changes over time.

Click OK on the Ranker Setup window to generate the Radio station ranking report.

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[1] **Metro Survey Area (Metro)/** The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.
[2] **Total Survey Area (TSA)/** A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

The following radio station ranking report is generated:

RNK	STATIONS	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	CUME RTG	TSL (QH)	TURN OVER
1)	WBCN-FM	17,600	1.9%	9.8%	94,200	10.3%	14.9	5.4
2)	WXKS-FM	14,800	1.6%	8.3%	161,400	17.6%	7.3	10.9
3)	WJMN-FM	13,100	1.4%	7.3%	121,300	13.3%	8.6	9.2
4)	WBMX-FM	12,400	1.4%	6.9%	119,400	13.1%	8.3	9.7
5)	WMJX-FM	10,500	1.1%	5.9%	73,800	8.1%	11.4	7.0
6)	WAAF-FM	10,000	1.1%	5.6%	74,900	8.2%	10.7	7.5
7)	WEEI	8,100	0.9%	4.5%	58,000	6.3%	11.2	7.1
8)	WBOS-FM	7,400	0.8%	4.1%	72,200	7.9%	8.2	9.7
9)	WQSX-FM	6,900	0.8%	3.8%	75,600	8.3%	7.3	11.0
10)	WZLX-FM	6,100	0.7%	3.4%	67,900	7.4%	7.2	11.2
11)	WKLB-FM	4,800	0.5%	2.7%	33,400	3.7%	11.5	7.0
12)	WBOT-FM	4,500	0.5%	2.5%	41,000	4.5%	8.8	9.0
(tie)	WBZ	4,500	0.5%	2.5%	39,300	4.3%	9.2	8.7
14)	WTKK-FM	3,800	0.4%	2.1%	26,300	2.9%	11.6	6.9
(tie)	WFNX-FM	3,800	0.4%	2.1%	42,600	4.7%	7.1	11.3
16)	WODS-FM	3,600	0.4%	2.0%	22,700	2.5%	12.7	6.3
(tie)	WRKO	3,600	0.4%	2.0%	16,600	1.8%	17.3	4.6
18)	WGIR-FM	3,300	0.4%	1.8%	24,900	2.7%	10.6	7.6
19)	WROR-FM	2,400	0.3%	1.3%	26,900	2.9%	7.1	11.3
20)	WCRB-FM	2,100	0.2%	1.2%	22,100	2.4%	7.6	10.4
(tie)	WZID-FM	2,100	0.2%	1.2%	8,000	0.9%	21.0	3.8
22)	WAMG	1,800	0.2%	1.0%	11,700	1.3%	12.3	6.7
23)	WXRV-FM	1,600	0.2%	0.9%	33,200	3.6%	3.9	20.1
24)	WCTK-FM	1,400	0.2%	0.8%	8,500	0.9%	13.2	6.0
25)	WXLO-FM	1,300	0.1%	0.7%	24,200	2.6%	4.3	18.1
26)	WWZN	1,100	0.1%	0.6%	10,100	1.1%	8.7	9.1
27)	WLLH	1,000	0.1%	0.6%	5,700	0.6%	14.0	5.8
28)	WPLM-FM	900	0.1%	0.5%	6,000	0.7%	12.0	6.7

Report Interpretation:
17,600 is the average number of persons listening to WBCN-FM on Mon-Fri, between 3pm and 7pm

1.9% is the average rating, simply calculated by dividing the average persons with the total population in the area. (17,600/914,600*100)

Thus, the top 5 radio stations on Mon thru Fri between 3pm and 7 pm are:
1. WBCN-FM
2. WXKS-FM
3. WJMN-FM
4. WBMX-FM
5. WMJC-FM

To sort the report according to the estimate (average persons or avg. rtg.), click on the estimate shown on the report.

To select different demo or daypart or book, just click on any of the buttons on the report specification bar without having to start a new ranker.

Market:	BOSTON		Demo:	ADULTS 21-34
Book	SPRING 2002 ARBITRON		Daypart	M-F 3P-7P
Geography	Metro		Pop/Sample:	914,600/1,028
Criteria	No Criteria Selected		Rank	AVERAGE PERSONS
Qualitative	Not using adjustments			

RNK	STATIONS	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	CUME	TSL	TURN
1)	WBCN-FM	17,600	1.9%	9.8%	94,200			
2)	WXKS-FM	14,800	1.6%	8.3%	161,400			
3)	WJMN-FM	13,100	1.4%	7.3%	121,300	13.3%	8.6	9.2

Report Specification Bar

To see a station's audience/demographic composition, double-click on station's name. For e.g. double click on WBCN-FM and the following is displayed:

Market:	BOSTON	Geography	Metro
Book	SPRING 2002 ARBITRON	Daypart	M-F 3P-7P
Station:	WBCN-FM	Estimate:	AVERAGE PERSONS
Criteria	No Criteria Selected	Pop/Sample:	3,660,800/4,325 (P 12+)

☐ View 12+
☐ View 21+

Demos	AVERAGE PERSONS
M 12-17	4,000
M 18-24	6,600
M 25-34	7,800
M 35-44	5,200
M 45-54	400
M 55-64	200
M 65+	0
F 12-17	2,000
W 18-24	2,400
W 25-34	800
W 35-44	400
W 45-54	200
W 55-64	0
W 65+	400

WBCN-FM Profile

M-F 3P-7P AVERAGE PERSONS

Audience composition of WBCN-FM during the selected daypart in a table and chart format

6

TAPSCAN Station Composition:

Click the **Comp** button [Comp] to begin. Tapscan station composition provides three kinds of reports.

Composition Selections

Composition Commander	Create a table displaying persons and percentages of a base demo.
Demographic Profiles	Create a Demographic profile for a selected station and daypart.
Population Profiles	Create a Profile of Radio Usage for each demographic cell for a selected daypart.
Cancel	Don't select a Composition module.

Click the [Composition Commander] button to continue.

Composition Setup

Market	BOSTON
Book	SPRING 2002 ARBITRON
Daypart	M-SU 6A-12M
Stations	All Stations
Rosters	Display simulcasts and combos
Combos	Combos OFF
Geography	Metro
Criteria	No Criteria Selected
Base Demo	PERSONS 12+
Rank Demo	PERSONS 12+

OK   Cancel   Load   Save   Default

Add
Load List
Save List
Delete
Clear

TEENS 12-17
ADULTS 18-24
ADULTS 25-34
ADULTS 35-44
ADULTS 45-49
ADULTS 50-54
ADULTS 55-64
ADULTS 65+

To select an option Click on a button with mouse or Press <Alt> + underlined letter.

The Composition Setup window looks similar to the ranker setup window. The only major difference is that instead of estimates in the ranker setup window, here we have the option to choose the demographic groups. There are two other buttons, Base Demo and Rank demo, which should be kept as default.

For the tutorial, select Boston as the market, the most current Book, i.e. Spring 2002, daypart Mon-Fri, 3p – 7p.

▪ Click the **OK** button to continue.

The Station Composition report displays each station's demographics expressed as a percentage of the stations total audience.

	STATIONS	TEENS 12-17	ADULTS 18-24	ADULTS 25-34	ADULTS 35-44	ADULTS 45-49	ADULTS 50-54	ADULTS 55-64	ADULTS 65+
1)	WJMN-FM	36.4%	31.7%	14.0%	10.9%	2.2%	3.1%	1.1%	0.6%
2)	WBZ	0.5%	0.6%	10.1%	18.4%	10.4%	9.9%	23.6%	26.4%
3)	WRKO	2.5%	0.4%	8.8%	20.1%	9.8%	10.1%	13.9%	34.4%
4)	WXKS-FM	18.0%	18.6%	29.2%	18.6%	8.4%	4.7%	0.7%	1.7%
5)	WMJX-FM	2.1%	13.3%	19.9%	20.5%	12.2%	9.6%	17.9%	4.5%
6)	WBCN-FM	17.3%	37.8%	25.0%	16.3%	1.1%	0.6%	0.7%	1.3%
7)	WEEI	1.0%	6.3%	19.9%	23.1%	12.7%	16.9%	7.7%	12.4%
8)	WODS-FM	1.1%	11.6%	5.9%	13.4%	13.6%	16.2%	30.7%	7.5%
9)	WCRB-FM	1.6%	4.1%	5.8%	18.0%	10.2%	10.3%	13.5%	36.5%
10)	WBMX-FM	3.8%	7.3%	43.2%	36.1%	3.1%	2.8%	2.3%	1.5%
11)	WZLX-FM	6.6%	15.6%	14.3%	32.6%	21.1%	5.9%	3.7%	0.2%
12)	WTKK-FM	0.6%	4.5%	13.8%	35.3%	8.0%	5.8%	19.7%	12.3%
13)	WAAF-FM	17.3%	25.3%	32.3%	21.2%	3.5%	0.3%	0.0%	0.0%
14)	WBOS-FM	0.6%	6.8%	33.2%	34.2%	9.5%	12.0%	3.5%	0.3%
15)	WKLB-FM	1.1%	4.5%	20.9%	17.3%	9.0%	10.8%	23.5%	12.9%
16)	WQSX-FM	6.7%	13.4%	29.0%	35.2%	6.1%	4.3%	4.0%	1.5%
[tie]	WROR-FM	3.2%	5.5%	11.0%	35.6%	14.5%	13.5%	16.5%	0.1%
18)	WPLM-FM	0.0%	0.0%	6.0%	6.5%	11.0%	13.5%	29.0%	34.0%
19)	WBOT-FM	24.3%	32.7%	23.9%	11.3%	1.6%	2.7%	1.6%	2.0%
20)	WXRV-FM	5.4%	3.7%	13.1%	40.6%	30.1%	3.7%	2.5%	0.9%
21)	WFNX-FM	27.5%	31.5%	21.8%	12.1%	5.0%	1.1%	1.0%	0.0%
22)	WXKS	0.0%	0.3%	0.0%	2.1%	2.1%	5.0%	26.4%	64.2%
23)	WXLO-FM	9.2%	10.2%	15.1%	38.3%	10.0%	11.8%	3.1%	2.2%
24)	WGIR-FM	22.6%	19.8%	41.3%	12.6%	3.2%	0.0%	0.5%	0.0%
25)	WWZN	1.7%	0.0%	20.3%	40.4%	19.3%	3.6%	11.9%	2.8%
26)	WZID-FM	0.0%	4.0%	36.7%	12.9%	5.5%	6.4%	32.0%	2.5%
27)	WILD	1.2%	2.5%	8.4%	23.2%	19.6%	2.3%	35.2%	7.7%
28)	WCTK-FM	0.0%	1.2%	34.3%	19.1%	11.0%	18.1%	4.1%	12.2%

Report Interpretation:

36.4% listeners of WJMN-FM on Mon thru Fri between 3pm and 7pm are teens of age 12-17, 31.7% are Adults age 18-24 and so on.

To view this information graphically, double-click on **WJMN-FM.**

Hour by Hour

Hour by hour is simply a report displaying the average number of people listening to a particular radio station on an hourly basis. The report is displayed in a table and a chart format.

To get an hour by hour report, click on the hour by hour icon.

An hour by hour setup window is displayed.

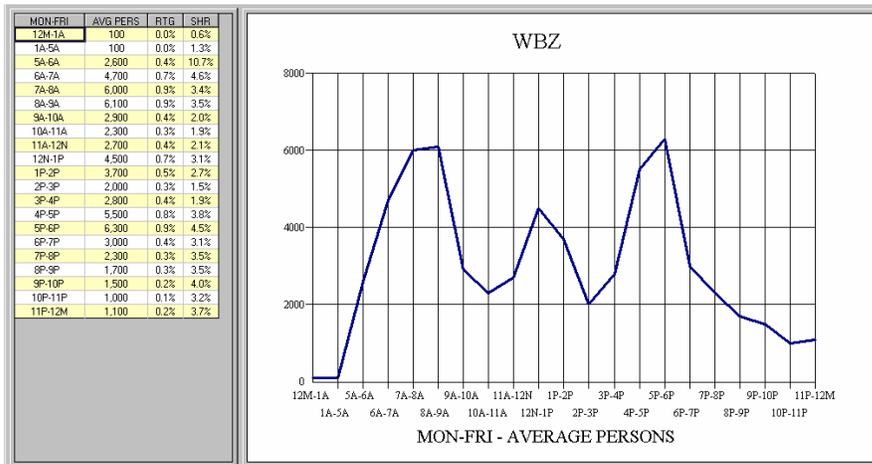Select the market as Boston, the recent book.

Click on Demo and select Adults, age 25-34.

Select WBZ radio station from the drop down menu.

Users have three options to select for the daypart, Monday-Friday, Saturday, or Sunday.

Click Ok to continue.

Below is a snapshot of what the report looks like.

Report Interpretation:

From this report it can be analyzed that WBZ is listened by most people during the 5p to 6p time slot.
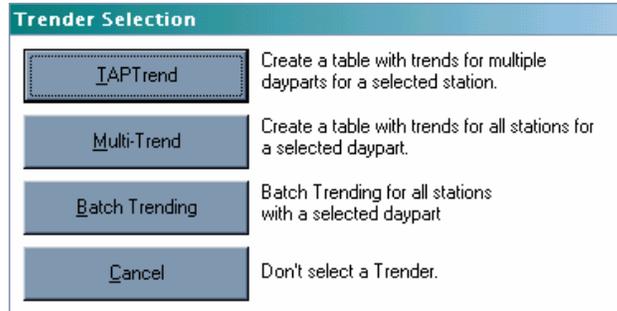
TAPSCAN Trenders:
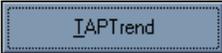
To begin a Trender, select the Trenders [Trenders] button from the main toolbar.

TAPSCAN Trenders show estimates trended over several surveys so that one can get an idea of up trends or downtrends in station listening. Trenders provide three types of reports:

Select [TAPTrend] to create a report with multiple dayparts for a specific station.

The TAPTrend setup screen will allow you to set all the parameters for the Trender report.

It's easiest to begin in the upper left corner and work your way down. First, select your Market as Boston.
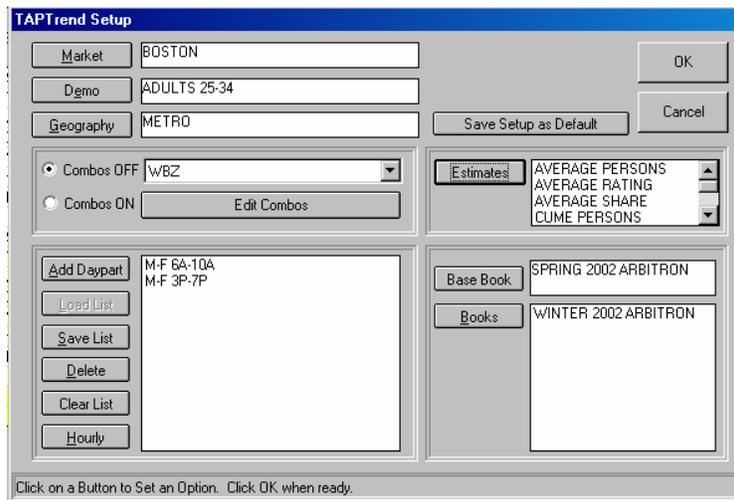
Next, select the Demo as Adults, 25-34.

Leave Geography as Metro

In order to select the station for the trender, use the drop down menu to select a station. In this example, select WBZ.

Next, add dayparts to the trender by clicking the Add Daypart button. Select M-F 3p-7p and M-F 6a-10a.

Moving to the right hand side of the screen, one needs to select the estimates next. Click the Estimates button to make your selection.

Finally, select the books or surveys to include in the trender.

The base book is the single book that others will be compared to in order to track trends.

❑   Click the **Base Book** button to continue.

Highlight the book or survey that you want to use as the Base Book and click OK to continue.

Select the other books to use in the Trender by clicking the Books button.

❑   Click the **Books** button to continue.

To select books, highlight them and click the Add button to move them to the Include column. To select multiple surveys, hold down the Ctrl key on the keyboard and highlight the selections. Then, click the add button. For this example, select Fall and Summer 2001 books.

❑   Click the **OK** button to continue.

DAYPARTS	ESTIMATE	WINTER 2002 ARBITRON	SPRING 2002 ARBITRON
M-F 6A-10A	AVERAGE PERSONS	6,400	4,900
M-F 6A-10A	AVERAGE RATING	0.9%	0.7%
M-F 6A-10A	AVERAGE SHARE	4.5%	3.3%
M-F 6A-10A	CUME PERSONS	56,200	38,600
M-F 6A-10A	CUME RATING	8.3%	5.7%
M-F 6A-10A	WEEKLY TSL in (QH)	9.1	10.2
M-F 6A-10A	TURNOVER	8.8	7.8
M-F 6A-10A	AVG COMPOSITION (% of 12+)	6.1%	4.8%
M-F 3P-7P	AVERAGE PERSONS	3,700	4,400
M-F 3P-7P	AVERAGE RATING	0.5%	0.6%
M-F 3P-7P	AVERAGE SHARE	3.0%	3.3%
M-F 3P-7P	CUME PERSONS	44,900	35,100
M-F 3P-7P	CUME RATING	6.6%	5.2%
M-F 3P-7P	WEEKLY TSL in (QH)	6.6	10.0
M-F 3P-7P	TURNOVER	12.1	8.0
M-F 3P-7P	AVG COMPOSITION (% of 12+)	7.3%	10.1%
POPULATION:		677,900	678,000
RESPONDENTS:		765	766

Report Interpretation:

It is clearly seen that the number of people listening to WBZ on Mon-Fri, between 6a to 10a has gone down from 6,400 to 4,900.

However, people listening to WBZ on the same days but different time slot has risen from 3,700 to 4,400.

You can also make graphs from the report, by selecting Charts from the main menu.