

Center for Marketing Technology

QUALITAP™ Scarborough Instant Qualitative Profile

BOSTON - Release 1 2002 Mar01-Feb02 Scarborough

Qualitative Criteria: Adults 18 - 34
Please refer to final page for geography and criteria.
Qualitative Population: 521,010
Qualitative Respondents: 300

Sex	
49.6	% Male
50.4	% Female

Age Levels	
38.9%	P 18 - 24
61.1%	P 25 - 34
0.0%	P 35 - 44
0.0%	P 45 - 54
0.0%	P 55 - 64
0.0%	P 65+

Employment Status	
Full-Time (35+ Hrs)	60.2%
Part-Time (<35 Hrs)	24.5%
Not Employed	
A Homemaker	3.6%
A Student	5.9%
Retired	0.0%
Disabled	1.1%
Temporarily Laid-Off	1.3%
Looking For Work	3.5%
Other Reasons	0.0%

Household Income Levels	
7.8%	\$0 - \$10,000
10.8%	\$10,000 - \$20,000
19.0%	\$20,000 - \$30,000
25.2%	\$30,000 - \$40,000
37.2%	\$40,000 - \$50,000

Occupation Summary	

QUALITAP
Consumer Behavior & Preferences

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What is Qualitap?

QUALITAP is a software tool used by ad agencies and marketing groups to identify consumer's behavior patterns. It helps companies identify, research, plan, design and market products and services based on consumer preferences.

- Qualitap helps uncover the lifestyle habits, shopping and media habits of specific demographic and geographic groups via local and national consumer data
- It provides an analysis of consumer data along with radio, TV, cable, print or outdoor media
- Qualitap's mapping capabilities shape data clearly and graphically in form of charts, profiles, crosstabs and ranker reports.

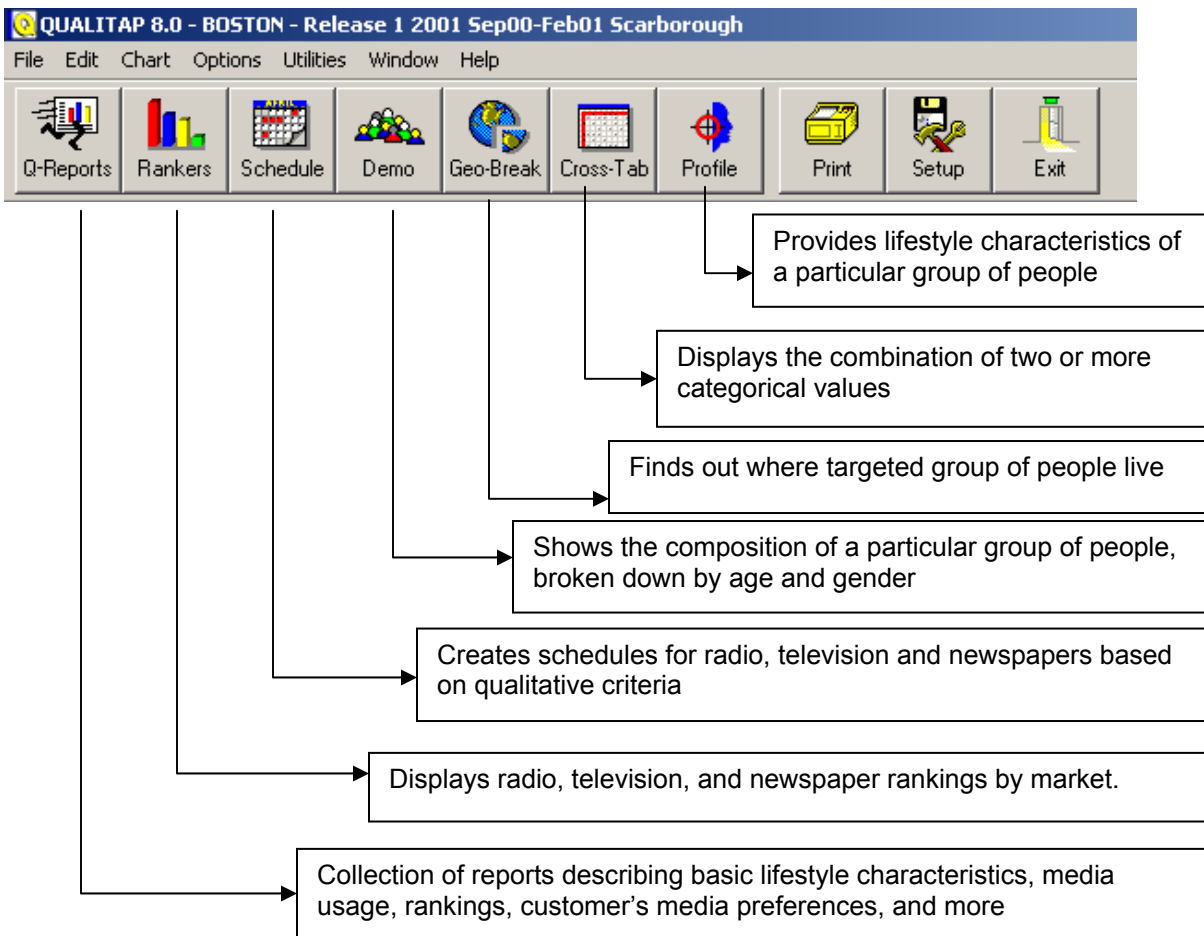
How to run the program?

Click on the Qualitap icon on your desktop.



Using the Toolbar:

Qualitap has one main toolbar.



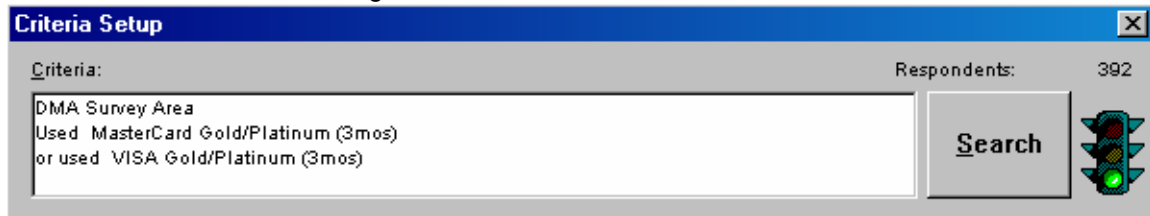
NOTE:

To effectively use any of the above module(s), we acquire data from the marketing research database provided by Arbitron. The acquisition of this data is based on the criterion that is specified. The criteria selection process is explained in detail below.

What is "Criteria?"

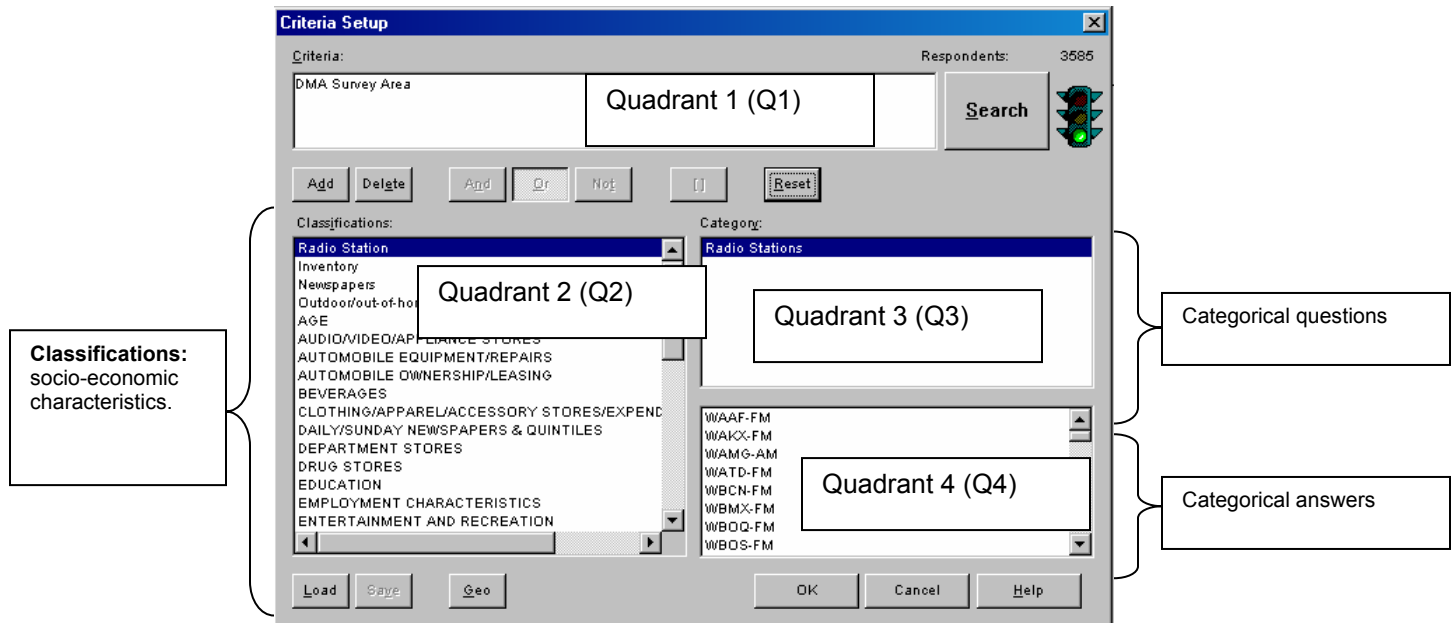
Throughout QUALITAP, screens and printed reports will continually mention "Criteria." This refers to the targeted group of people who you are analyzing as the focus of each report. Assigning qualitative criteria will immediately change and re-define the universe, therefore, it is imperative that criteria are prepared properly. The following illustrates the importance of setting-up criteria in the proper manner.

Let's take a look at the following criteria:



In this example, the criteria being used is "people who live in the DMA¹ and have used either a MasterCard or a Visa within the past three months." Any report generated using these criteria will reflect common characteristics of this group of people only.

Understanding the Criteria Setup Window:



Once you enter the criteria setup area of QUALITAP, the Criteria Setup window will appear displaying the pertinent quadrants of information:

Q1: The Criteria box displays all facets of the criteria that have been identified thus far. It is also in this area that the respondent count will be displayed along with the traffic light that will signal when the respondent base needs to be broadened. The Criteria box indicates "who" will be the focus of the report.

Q2: The Classification window displays the different broad characteristics available such as marital status, income characteristics, automobile ownership, age, beverages, etc. Think of

¹ Nielsen's geographic definition of exclusive TV Markets broken into counties in which home market stations receive the predominant share of viewing

classifications as the topic of the question being asked. Classifications contain categories. A list of all the available classifications can be found at:

<http://www.scarborough.com/scarb2002/aboutus/categories.htm>

The Category portion of the Criteria Setup window is comprised of two components. The top area Q3: displays the question(s) contained within that category. The bottom box Q4: displays the answers to the corresponding question.

When selecting criteria, keep this information in mind: A Classification is the topic of the question, such as "Shoe stores". The top portion of the Category contains possible questions asked about the topic, such as "Which shoe stores did you shop within the past three months?" The bottom portion of the Category equation contains the answers to the question from which you may choose, such as Sears, Wal-Mart, K-Mart, JC Penney, and so forth.

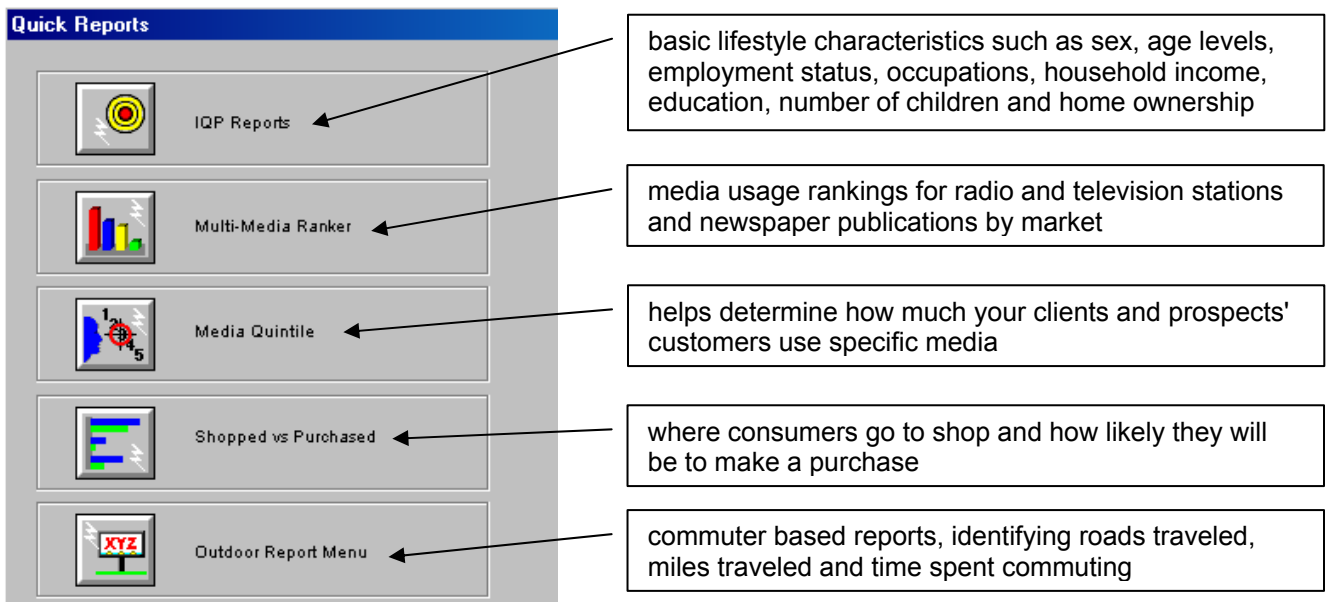
Quick Reports:

Quick Reports are a collection of reports that provide basic lifestyle characteristics of consumers, their media preferences, where they go to shop and purchase various products or services. They also generate quick graphs which are a snapshot of the reports.

Click on the **Q-Reports** button



to generate an IQP report. The following are the various quick reports available.

A screenshot of the "Quick Reports" menu in a software application. The menu is titled "Quick Reports" and contains five items, each with a small icon and a text label. Arrows point from each item to a text box on the right that describes the report's content.

Quick Report	Description
IQP Reports	basic lifestyle characteristics such as sex, age levels, employment status, occupations, household income, education, number of children and home ownership
Multi-Media Ranker	media usage rankings for radio and television stations and newspaper publications by market
Media Quintile	helps determine how much your clients and prospects' customers use specific media
Shopped vs Purchased	where consumers go to shop and how likely they will be to make a purchase
Outdoor Report Menu	commuter based reports, identifying roads traveled, miles traveled and time spent commuting

Click on IQP (*Instant Qualitative Profile*) Reports. The IQP reports produce a graphical printed report, listing several pre-selected, general categories profiling the market, radio stations, television/cable programming or newspapers. These reports produce the same information as with the Profile program, but are quick to access and print and are set up in an easy-to-read format with eye-catching clipart for key categories.

The categories included are age, sex, income, employment status, occupation, education, number of children and home ownership.

After clicking the IQP button, the **Instant Qualitative Report Setup** screen will be displayed.

Establishing the Parameters of the Report

Here the user establishes all the parameters of this report. Click on each button to define the corresponding setting.

Market/Survey: This field will allow the user to select the desired market (Boston, LA, New York) and the survey. Select the Boston market, if it's not selected and select Release 1 2002 Mar01-Feb02 Scarborough survey.

Geography: Here one will define the geographic area (universe), which will be used in the report. The system will default to the DMA Survey Area. If you wish to keep this setting, do not click on it.

Criteria: This is where the user defines who (what group of people) they want to analyze. See the above "What is Criteria ?" section for further details. Once the criteria window pops up, select Beverages from the Classifications quadrant (Q1). Double click the first option, "diet soft drinks..." from the Category quadrant (Q3) to select all answers from the lower category quadrant (Q4). Click on 'Ok'.

Demo: The system's demographic default is Adults 18+. If you wish to keep this demographic selection, leave it as default. To change the demographic focus of this report, click the demo button. The "Demo Selection" screen will be displayed. Identify the desired demographic in the following way:

Select Age level 18-34

Select Gender Adults

Save a defined demographic target to the Favorite Demos box so that you may retrieve it at a later time, define the gender and age, then click the **Add to Favorites** button.

Estimates: What results will be displayed? You have a choice of Target Persons, % of Target (Composition) and Index. All three estimates will be displayed on-screen, but the estimate you select will be used on the printed report.



You may add one category selection of your own which will be added to the end of the pre-selected list of categories. See the Profile section for detailed instructions.

IQP Title: Add a line of text to be added to the top of the printed report.

Click the **OK** button and a report is displayed. To zoom-in on the report, click on

Graphic Report Analysis:

There are 521,010 adults between the age of 18-34 who drink diet beverage. Out of that population, 49.6% are males and 50.4% are females. 61.1% are between the age range of 25-34. 60.2% of them are employed full time. 38% of that population owns a residence and the list goes on. Press 'Esc' key to return to the IQP report table. The graphical report was a snapshot of the table displayed on the screen. To go back to the report, you will have to start again from step 1.

		Target Persons	% of Target (Comp)	Index
1	Sex of respondent is male	258,280	49.6%	99
2	Sex of respondent is female	262,730	50.4%	101
3	Employment status is full-time (35+ hrs)	313,415	60.2%	102
4	Employment status is part-time (<35 hrs)	127,490	24.5%	106
5	Employment status is not employed	80,105	15.4%	85

Report Interpretation:

The estimate that was selected while establishing the parameters of the report will be highlighted.

Target Persons: The number of people surveyed who fit the qualitative criteria (if any) and meet the category's criteria is

listed here. Of the total population that drinks diet beverage, 258,280 are males.

% of Target (Composition): This is just a representation of target persons in %. 49.6% of those who drink diet soft beverage are males.

Index

Persons who meet the criteria on the left are more/less likely to meet the qualitative criteria than the average adult in the market. In the above report, it means that all males of age 18-34 are 1% less likely to meet the qualitative criteria of diet soda than the average adult in the market.

Rankers:

A Ranker will allow a user to uncover media habits of a qualitative group of people. Within the Rankers portion of QUALITAP, you may analyze Radio listening, TV/Cable viewing or Newspaper reading characteristics for the defined target. After clicking the **Rankers** button the "Ranker Menu" will be displayed:

Analyze radio listening habits among the qualitative target group

Analyze Television and Cable viewing tendencies among the target group

Analyze newspaper reading habits among the qualitative target group

Radio Ranker

TV Ranker

Newspaper Ranker

Select 'TV Ranker'.

Establishing the Parameters of the Report

Click on **Market/Survey** to select Boston market, if not selected. Select the Release 1 2002 survey.

NOTE: Besides using data from Qualitap, you can also use data from Nielsen, Arbitron Adjustment and Prism survey(s). All these can be configured using the appropriate media ranker. Depending on your choice of ranker, an appropriate setup window for that media type will open up.

Demo, Criteria, and Geography parameters are similar to the ones we saw in the *Quick Reports* section.

Click on **Inventory** to select TV stations. By default all the TV stations are selected. If you would like to narrow the stations to be displayed on the report, click this button, and the "TV Selection" menu will be displayed:

All stations available

Selected stations

You will see all stations have been placed in the "Selected" box. To clear the selection, click the **Clear** button. To select the stations that will be included on the report, do one of

the following:

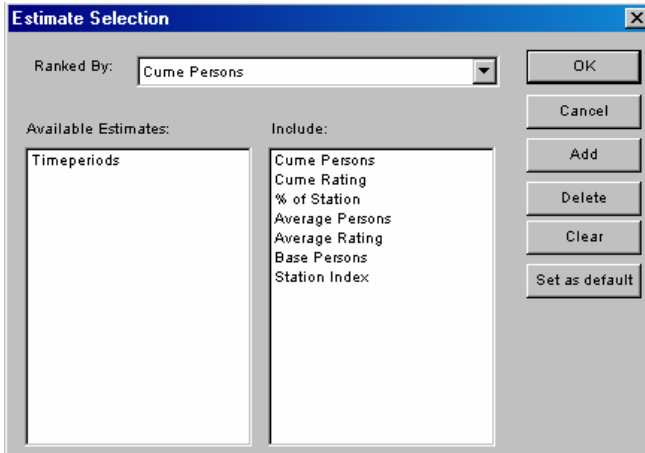
- Double-click on the desired selection;
- Click on the desired selection, then click on the **Add** button.
- Drag the mouse over a group of selections, then click the **Add** button.

As you make each choice you will see each identified station moved from the Available pool into the Selected pool, indicating each will be included on the ranker. You may use the **Search** option to search the station rosters for specific call letters. **Select All** will quickly move all stations from the Available box to the Selected box, indicating all have been selected for inclusion on the ranker.

To remove a station from the selected list, simply highlight the station and click **Delete**. It will then be moved back to the Available box.

Also, you can save groups of radio stations for future retrieval at this screen. To save a media group, after you have made the desired selection, click Save, give the group a name, then click OK. You will then be able to retrieve that group with the Load button. Once your station selection is complete, click the **OK** button.

Estimates If you wish to “hand-pick” the estimates to be displayed on this report, you will access this button. This will bring you to the “*Estimate Selection*” menu:



You will see the pre-selected estimates displayed in the “Include” box. (The default estimate choice will vary, depending upon whether or not you are using adjusted Arbitron numbers.) If you wish to keep these default estimates, you need not make any modifications; simply click the OK or Cancel button.

To clear the estimate selection, click the Clear button, and all pre-selected estimates will be moved into the “Available” box. To select the estimates that will be included on the ranker, do one of the following:

- Double-click on the desired selection;
- Click on the desired selection, then click on the Add button;
- Drag the mouse over a group of selections, then click the Add button.

As you make each selection you will see that estimate move from the Available pool into the Include box. To de-select identified estimates, highlight that line then click the **Delete** button. The estimate will then be moved back to the Available box.

Once your estimate selection is complete, click the **OK** button and you will be brought back to the TV Ranker Setup screen.

	Station / Time Periods ranked by cume persons.	Cume Persons	Cume Rating	% of Station	Average Persons	Average Rating	Base Persons	Station Index
1	WHDH:M-SA 8-11P SU 7-11P	2,185,310	46.7%	100%	299,322	6.4%	2,185,310	100
2	WBZ:M-SA 8-11P SU 7-11P	2,154,125	46.0%	100%	256,712	5.5%	2,154,125	100
3	WCVB:M-SA 8-11P SU 7-11P	1,810,400	38.6%	100%	192,669	4.1%	1,810,400	100
4	WFSX:M-SA 8-11P SU 7-11P	1,317,035	28.1%	100%	145,219	3.1%	1,317,035	100
5	WSBK:M-SU 6A-12M	1,114,985	23.8%	100%	24,054	0.5%	1,114,985	100
6	WVLI:M-SU 6A-12M	1,076,700	23.0%	100%	19,918	0.4%	1,076,700	100
7	WCVB:M-F 5P-7P	994,860	21.2%	100%	267,148	5.7%	994,860	100
8	WGBH:M-SU 6AM-12AM	969,765	20.7%	100%	19,406	0.4%	969,765	100
9	WHDH:M-F 5P-7P	910,435	19.4%	100%	206,664	4.4%	910,435	100
10	WHDH:M-F 9A-4P	853,515	18.2%	100%	84,843	1.8%	853,515	100
11	WHDH:M-F 11P-11:30P	714,915	15.3%	100%	308,233	6.6%	714,915	100
12	WCVB:M-F 9A-4P	666,465	14.2%	100%	76,338	1.6%	666,465	100
13	WBZ:M-F 5P-7P	649,315	13.9%	100%	137,606	2.9%	649,315	100
14	WVLI:M-SA 8-11P SU 7-11P	639,605	13.7%	100%	52,737	1.1%	639,605	100
15	WCVB:M-F 7P-8P	620,495	13.2%	100%	181,713	3.9%	620,495	100

Report Interpretation:

Each different estimate on a Radio Ranker has a specific meaning.

Cume Persons: The total number of different people (unduplicated) within the specified geographic and demographic who meet the qualitative criteria, AND watch the TV station listed directly to the left for at least five

minutes during the specified daypart.

Cume Rating

The percentage of the total qualitative population (unduplicated) within the specified geography and demographic, who watch to the station listed directly to the left for at least five minutes during the specified daypart.

% (Percent) of Station

The percentage of a station's audience (within the specified demographic and geographic area) who meet the qualitative criteria.

Station Index

The likelihood of the station's audience (within the specified demographic and geographic area) of meeting the qualitative criteria.

Average Persons


The number of persons (within the specified geographic and demographic area) who meet the qualitative criteria AND watch to the station listed directly to the left for at least five minutes during any of the quarterhours contained within the selected daypart.

Average Rating

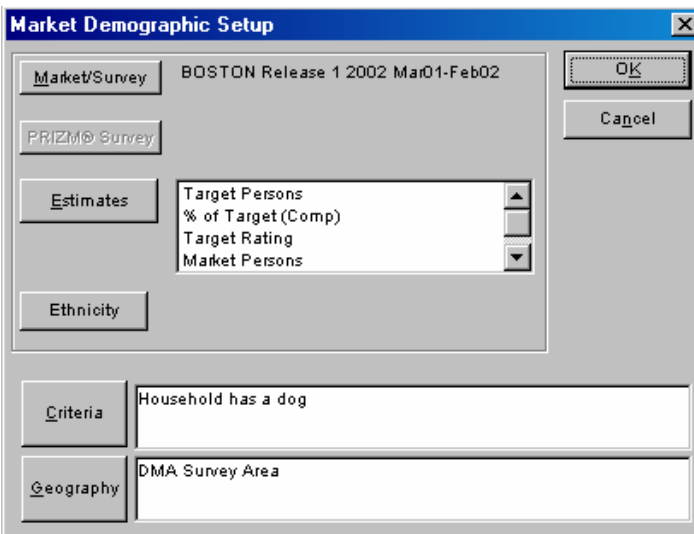
The percentage of the total qualitative population (within the target demographic and geographic area) who listen to the station listed directly to the left, for at least five minutes, during any of the quarter hours contained within the specified daypart.

Demo

Demographic profiles show the composition of a particular group of people broken down by age and gender.

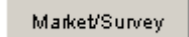
Click on  to discover the demographic profile of those who own a dog.

The demographic setup window is displayed.



The dialog box is titled "Market Demographic Setup" and contains several sections: "Market/Survey" with a dropdown set to "BOSTON Release 1 2002 Mar01-Feb02"; "PRIZM® Survey"; "Estimates" with a list box containing "Target Persons", "% of Target (Comp)", "Target Rating", and "Market Persons"; "Ethnicity"; "Criteria" with a text field containing "Household has a dog"; and "Geography" with a text field containing "DMA Survey Area". There are "OK" and "Cancel" buttons.

Establish Report Parameters

Click on  to select Boston market, if not selected. Select the Release 1 2002 survey.

Estimates and Geography parameters are similar to the ones we saw in the previous reports.

For criteria, select Entertainment & Recreation from the Q2, Select Pets household has from Q3, and select dogs from Q4.

Click on ethnicity if you want to focus only on a particular ethnic group. Click 'OK' to continue.


	Demographics	Target Persons	% of Target (Comp)	Target Rating	Market Persons	Market Rating
1	Men 18 - 24	74,670	25.1%	6.2%	297,530	6.4%
2	Men 25 - 34	121,435	26.9%	10.1%	450,945	9.6%
3	Men 35 - 44	159,925	32.7%	13.3%	489,425	10.4%
4	Men 45 - 49	87,105	37.3%	7.2%	233,730	5.0%
5	Men 50 - 54	53,590	28.9%	4.4%	185,290	4.0%
6	Men 55 - 64	69,525	26.2%	5.8%	285,610	5.7%
7	Men 65+	40,285	13.1%	3.3%	307,905	6.6%
8	Women 18 - 24	61,440	20.5%	5.1%	299,770	6.4%
9	Women 25 - 34	125,830	28.6%	10.4%	440,090	9.4%
10	Women 35 - 44	152,915	30.6%	12.7%	499,875	10.7%

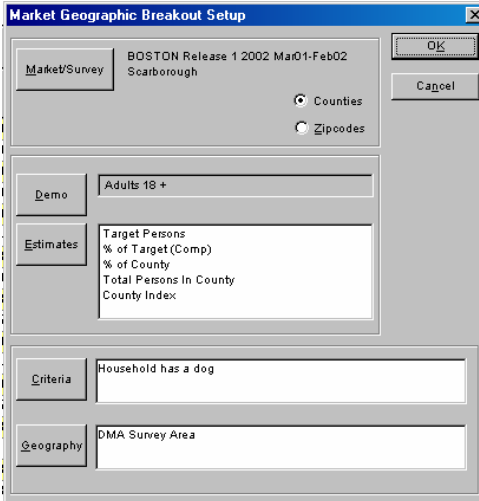
Report Interpretation:

74,670 people who own a dog, are Men between the age of 18-24. They represent 25.1% of all those who own a dog.

Geo-Break

Geographic breakouts allow a user to find where the targeted group of people lives.

Click on  to find out the location of people who own a dog.

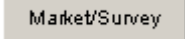


The dialog box is titled "Market Geographic Breakout Setup". It contains several sections:

- Market/Survey:** BOSTON Release 1 2002 Mar01-Feb02, Scarborough. Radio buttons for "Counties" (selected) and "Zipcodes".
- Demo:** Adults 18+
- Estimates:** Target Persons, % of Target (Comp), % of County, Total Persons In County, County Index.
- Criteria:** Household has a dog
- Geography:** DMA Survey Area

 Buttons for "OK" and "Cancel" are in the top right.

Establish Report Parameters

Click on  to select Boston market, if not selected. Select the Release 1 2002 survey.

Demo, Estimates, and Geography parameters are similar to the ones we saw in the previous reports.

For criteria, select Entertainment & Recreation from the Q2, Select Pets household has from Q3, and select dogs from Q4.

	Counties ranked by percentage of county.	Target Persons	% of Target (Comp)	% of County	Total Persons In County	County Index
1	Windham, VT	23,200	1.9%	67.6%	34,320	263
2	Nantucket, MA	3,905	0.3%	60.1%	6,500	234
3	Barnstable, MA	82,495	6.8%	46.7%	176,540	182
4	Cheshire, NH	24,100	2.0%	43.9%	54,845	171
5	Merrimack, NH	41,490	3.4%	41.2%	100,790	160
6	Hillsborough Metro,	65,845	5.5%	38.1%	172,910	148
7	Belknap, NH	13,430	1.1%	31.7%	42,355	123
8	Rockingham, NH	63,705	5.3%	30.8%	206,795	120
9	Plymouth, MA	108,680	9.0%	30.5%	356,055	119
10	Strafford, NH	25,955	2.2%	29.8%	86,985	116
11	Worcester Bal, MA	104,400	8.7%	28.1%	371,065	109
12	Norfolk, MA	129,640	10.8%	25.2%	514,280	98
13	Worcester Metro, MA	47,400	3.9%	23.9%	198,465	93
14	Essex, MA	125,150	10.4%	22.7%	551,280	88

Report Interpretation:

23,200 persons who own a dog, live in Windham, Vermont, which represent 1.9% of all those who own a dog. There are 34,320 persons who live in that county and 67.6% of those people own a dog.

Profiles:

An essential part of the QUALITAP System is the ability to learn different lifestyle characteristics of a particular group of people; in other words, the ability to "profile." Shopping habits, product consumption and media usage are just a sampling of different areas of information you may learn about a targeted group of people.

Profiling Caveats

- ✗ Selecting qualitative criteria (Criteria) **IS NOT** the same as selecting "what" you wish to find out about the target group of people. When you set qualitative criteria, you are further defining who you are profiling. For example, if I select station WXXX-FM as who I want to profile, but then set "Income level of \$75K or higher" as the qualitative criteria, I will only be profiling those WXXX-FM listeners who have a household income of \$75K or higher.

Click in the **Profile** button  to continue.

This will open up the *Market Target Profile Setup* window.

Establishing the Parameters of the Report

Market/Survey, Estimates, Criteria, Demo and Geography parameters work similarly as explained in the Quick Reports section. Under criteria, select all those who drink diet soft drink.

Categories

When selecting the categories for profiling, one may combine qualitative characteristics using the “And,” “Or” and “Not” options. This means you can cross-reference “People who own a home AND the value of the owned home is \$200K or higher” with “People who have NOT purchased furniture within the past year.”

Click on the **Categories** button to bring up the **Categories Setup** screen.

NOTE: Although this screen is identical to the screen where you select qualitative criteria, this is NOT where you identify "WHO" you are profiling, but "WHAT" you wish to know about the target group.

You may scroll through the different classifications by using the up and down arrow keys displayed on the right side of the box. To select the classification, single-click on that line.

After you have clicked on a Classification, the Category box will display the categories contained therein. Click on the desired category, and the different lines of criteria contained within the specified categories will be displayed in the box below the Category box. Select Entertainment & Recreation from the Q2, Select Pets household has from Q3, and select dogs from Q4.

As you identify the different lines of criteria to be included, you will see those displayed in the “Selected Categories” box. If you would like to delete any selected criteria, simply highlight that line(s) and click the **Delete** button.

Once you have selected, click on ‘OK’. You will be taken back to the Market Profile Setup screen.

You are now ready to identify how many people who drink diet soda own a dog. Click the ‘OK’ button, and the Market Profile will be displayed.

Profile	% of Target (Comp)	Target Persons	Covg (% left)	Index
Household has a dog	26.2%	517,390	43.0%	102

Report Interpretation:

% of Target (Comp): This estimate uses the total amount of people who meet

the qualitative criteria (if any) as its universe. This represents the percentage of that group who also meet the category's criteria directly to the left. *26.2% of people who drink diet beverage, own a dog.*

Target Persons - the number of people surveyed who fit the qualitative criteria (if any) and meet the category's criteria listed directly on the left. *Out of those who drink diet drink, 517,390 own a dog.*

Covg (% Left): This estimate uses the total amount of people who meet the category's criteria, listed directly to the left, as its universe. This represents the percentage of that group of people who also meet the qualitative criteria (if any). *43.0% of those who own a dog, drink diet beverage.*

Index - The likelihood of the group of people, listed directly to the left, of meeting the qualitative criteria (if any).