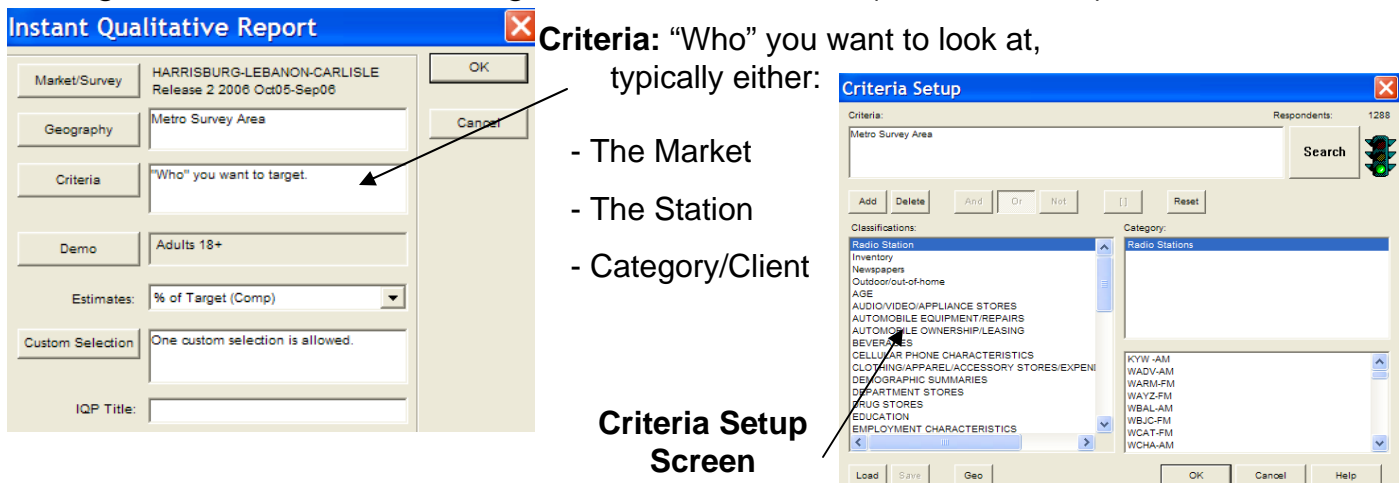


## Instant Qualitative Profile (IQP)

**Step 1:** Click on “Q-Reports” button from the top menu in QUALITAP

**Step 2:** Click on “IQP Reports” from the Quick Reports Menu (this is the first option).

**Step 3:** Fill out all of the information in the “Instant Qualitative Report” setup by clicking on each button to change or add information (shown below).



**Instant Qualitative Report** Criteria: “Who” you want to look at, typically either:

- The Market
- The Station
- Category/Client

**Criteria Setup Screen**

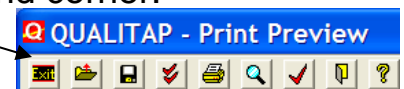
The screenshot shows two windows. The 'Instant Qualitative Report' window has fields for Market/Survey (HARRISBURG-LEBANON-CARLISLE), Geography (Metro Survey Area), Criteria (Who you want to target), Demo (Adults 18+), Estimates (% of Target (Comp)), Custom Selection (One custom selection is allowed), and IQP Title. The 'Criteria Setup' window shows a list of classifications with 'Radio Station' selected and 'Radio Stations' in the category list. A search bar and various buttons are also visible.

**Note:** When choosing your Criteria in the “Criteria Setup” screen, make sure that “Who” you want to look at moves up to the selected box at the top.

**Step 4:** Click “OK” to run the report; it will automatically bring you to the graph format.

**Tip:** To change the estimate for the report to be run in, or to add info, go to the “Report View” by clicking the “Exit “ button on the top left-hand corner.

### Additional Add-Ons



**Add-On 1:** Add one more “What” question to the pre-existing set of socioeconomic questions already asked in the “Custom Selection” section from either the Setup menu or the “Report View.”

**Add-On 2:** Create a custom title for your IQP in the Setup menu under “IQP Title” or in the “Report View” under “Custom Title.”

**Step 5:** Click on the “Print” button at the top of the screen to either print or return to the print preview.