micro+ radio for diary & PPM

Step-by-Step Guide



January 2017

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micro+

Introduction:

micro+ is NLogic' software that processes respondent level data for both diary and PPM radio measurement. This easy step-by-step summary is an overview on how to set-up, process and interpret basic reports in the three different modules; i) Schedule, ii) Duplication & iii) Qualitative.

Interface:

All modules share a common interface. An overview of the interface and short-cut icons are on the following three pages.

	Call	Tuning	Survey	Days	Times	Tz	Week	*	AQH (000)	AQH	Rch (000)	Rch	Shr %	Sample	Tuned	
	FNTK	Locatio	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		777.7	2.6	9,692.8	32.5	21.1	88,838	27,613	
	FADC		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		486.1	1.6	6,250.7	21.0	13.2	88,838	20,936	
ļ	FCHR		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		388.8	1.3	7,019.9	23.5	10.5	<mark>88,</mark> 838	1 <mark>5</mark> ,189	
	FHAC		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		353 . 1	1.2	5,710.1	19.1	9.6	88,838	14,721	5
	FCTY		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		3 <mark>41.5</mark>	1.1	3,793.3	12.7	9.3	88,838	16,555	•
i.	FCHT		1-8	Mo-Su	5:00a- 1:00a	ST	<mark>Avg</mark>		233.7	<mark>0.8</mark>	3,736.0	12.5	6.3	88,838	11,059	
	FMVS		1-8	Mo-Su	5:00a- 1:00a	ST	<mark>Av</mark> g		203.3	0.7	3,058.3	10.3	5.5	88,838	9,490	
	FAMR		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		189.4	0.6	2,994.3	10.0	5.1	<mark>88,838</mark>	8,377	
,	FCRK		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		168.6	0.6	2,781.4	9.3	4.6	88,838	7,176	

1. Analysis Label: Identifies the module (in this case Schedule) and survey (Fall 2011).

- 2. Areas Field: Identifies the geography (Total Canada).
- **3.** Target Field: Identifies the demo (A12+ & A25-54).

4. Media Vehicle Row(s): When a row is populated w/ a call letter (in this case format codes), day(s) & time(s), that constitutes an individual media vehicle.

- 5. Media Vehicle Results Field: One or multiple processed media vehicles.
- 6. Shortcut Icons: See next two pages for descriptions.
- 7. Summary Results Field: The total delivery of the combined media vehicles.

Icons:





Open/change a survey period

Open a new analysis



Copy/clone an existing set-up into a different analysis/module



Calculate/process an analysis

Select a geography/area or build a custom one



Launch the Daypart builder dialogue box

Edit profile questions (applicable in Qualitative analysis only)



8

N/A - TV shortcut only



Insert an additional empty vehicle



Insert an additional timeslot into an existing media vehicle



Timeslot editor



Delete timeslot

Icons:





Delete media vehicle



Сору



Paste



Insert copied rows



Apply a pre-existing view



Rank top-down on selected column



Export to Excel



Export to PDF



Print lay-out manager



Print



Print preview



Launching the Program:

Steps:

1. Click on the micro+ icon to launch the program. If the program is already open, click on the 'Open a new analysis' icon and go to Step 4.

2. That will launch the 'Open installed data' dialogue box. On the 'Diary data' tab, select the applicable diary survey or on the 'Meter data' tab select the applicable PPM range of weeks. (Please refer to the manual for detailed database installation instructions). To recreate the upcoming example(s), highlight Radio 2011 Fall and press 'OK'.

	DI	ARY	•				PPM
Open installed data						x	I Open installed data
Diary data Meter data Surveys directory: C. ¹ Progr	amData\microBBM\Surveys				Browse Install a survey	/	Diary data Meter data Meter data directory: C\ProgramData/micro+/meterdata\ Browse Add more meter data
All Opened recently Survey name Radio 2012 Fall Radio 2012 Fall Radio 2017 Fall Radio 2011 Fall VI Rev 1 Radio 2011 Fall VI Rev 1 Radio 2010 Fall Radio 2010 Fall Radio 2010 Fall Radio 2010 Fall Radio 2010 Fall Survey 2 2009 Radio 2009 Fall TV Merer. Survey 1 2009 Radio 2009 Radi	Survey period v 9/3/2012 - 10/28/2012 2/27/2012 - 4/22/2012 2/27/2012 - 4/22/2012 9/5/2011 - 10/30/2011 9/5/2011 - 10/30/2011 2/202011 - 10/24/2010 2/202011 - 10/24/2010 3/1/2010 - 4/25/2010 10/15/2009 - 11/18/2009 10/15/2009 - 11/18/2009 10/25/2009 - 10/18/2009 2/12/2009 - 3/18/2009 1/5/2009 - 3/18/2009 1/5/2009 - 3/18/2009	Media Radio Radio TV Radio TV Radio TV Radio TV Radio TV Radio TV TV TV TV	Data type Diary Di	Size (MBytes) 49.57 22.79 60.06 42.70 22.88 28.77 64.20 44.08 24.43 66.43 44.09 8.71 34.64 29.67 29.67 11.31 29.67 11.31 29.67	Published Fields, November 23, 2012 11 43.09 A Firday, Nay 14, 2012 52 125 AM Monday, May 14, 2012 52 125 AM Sunday, Jamay 72, 2012 55 205 PM Monday, Nay 16, 2013 52 52 55 PM Monday, Nay 16, 2011 13, 2013 28 Solard Strand S	AM 1 7 E AM 1 E AM E AM E AM E AM E	The specified directory contains meter data covering, without gaps, the period Jun 01, 2009 to Aug 28, 2016. See installed meter data. Analysis period: please select a contiguous set of weeks from those available in the list below (any gaps in data cannot be included in your selected analysis period. Installed meter data. Dec 17, 2012 - Dec 23, 2012) Dec 10, 2012 - Dec 23, 2012) Currently selected analysis period. Dec 10, 2012 - Dec 23, 2012) Dec 10, 2012 - Dec 23, 2012) Dec 01, 2012 - Dec 02, 2012) Dec 10, 2012 - Dec 03, 2012) Nov 36, 2012 - Dec 02, 2012) Dec 10, 2012 - Dec 12, 2012) Nov 12, 2012 - Nov 13, 2012) Dec 11, 2012 - Nov 13, 2012) Nov 12, 2012 - Nov 13, 2012) Dec 11, 2012 - Nov 13, 2012) Nov 12, 2012 - Nov 13, 2012) Dec 10, 2012 - Nov 13, 2012) Nov 12, 2012 - Nov 13, 2012) Dec 10, 2012 - Nov 13, 2012) Nov 12, 2012 - Nov 13, 2012) Dec 10, 2012 - Nov 13, 2012)
NLogic's software tools are fo Agreement is prohibited.	or subscribers only. They are	e confidentia	I and protected	I by copyright. Any	y use contrary to the License	OK Cancel	NLogic's software tools are for subscribers only. They are confidential and protected by copyright. Any use contrary to the License Cancel

3. That will prompt the 'What would you like to do next?' dialogue box. One can i) 'Open a different data set' (i.e. launch Spring 2011), ii) 'Create a new analysis for the data set currently open' or iii) 'Open a previously saved analysis'. To recreate the upcoming example on page 10, click on option ii).



Launching the Program:

Steps:

4. That will launch the 'New analysis' dialogue box. There are three available modules in micro+ i) Schedule Analysis, ii) Duplication Analysis & iii) Qualitative Profile Analysis. To select a specific module, left-click on the choice and press 'OK'. The four upcoming examples are 'Schedule Analysis' reports.

New analysis		×
Type of the new analysis:		
Schedule Analysis Duplication Analysis Qualitative Profile Analysis		
Clone the new analysis from the list of opened analys	es below:	-
Analysis description:		
Description for Schedule Analysis	*	ОК
	~	Cancel

Schedule:

When would I use the Schedule module?

You can run the following analyses in the Schedule module:

- 1. Create a market ranker**
- 2. Build a schedule**
- 3. Establish location tuning
- 4. Determine audience flow

** If you subscribe to AirWare as well, it may be more intuitive to use the ISST database within AirWare to run market rankers and build schedules. That being said, when accessing PPM data if you require the respondent database in order to isolate specific dates, you need to use micro+ for PPM.

AirWare Step-by-Step guides are available on the NLogic's Support Centre.

Sample Market Ranker

	12+																
let	Call	Tuning Location	Survey weeks	Days	Times	Tz	Week	*	Ran	Rank graph	AQH (000)	AQH Rtg	Rch (000)	Rch %	Shr %	Sampl	Tuned
CBC	VFM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		1		4.9	1.4	63.9	18.8	12.9	1,469	297
СКК	QFM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		2		4.4	1.3	66.4	19.5	11.6	1,469	253
CFA	x		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		3		4.0	1.2	62.8	18.5	10.6	1,469	360
СНВ	EFM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		4		3.9	1.2	76.2	22.4	10.4	1,469	227
CIO	CFM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		5	—	3.0	0.9	52.8	15.5	7.9	1,469	238
CJZI	NFM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		6		2.9	0.9	<mark>45.</mark> 0	13.2	7.8	1,469	113
CBU			1-8	Mo-Su	5:00a- 1:00a	ST	Avg		7		2.6	0.8	31.2	9.2	6.8	1,469	186
CBU	FM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		8	—	2.2	0.7	33.1	9.7	5.9	1,469	166
СНТ	TFM		1-8	Mo-Su	5:00a- 1:00a	ST	Avg		9	-	1.3	0.4	32.1	9.4	3.6	1,469	117

The above market ranker is ranked top-down using share % and is based on Fall 2011, Victoria CTRL (area 9119), A12+, all home market stations including CBC, Monday-Sunday, 5:00 AM-1:00 AM.

The A12+ population of Victoria CTRL is 340,280. There were 1,469 returned diaries from the market of which 1,184 had at least one quarter hour of tuning to at least one of the listed stations.

See page 40 for how to set-up column views.

How to create a market ranker

Steps to define Areas:

1. Create a new Schedule analysis by following steps 1-4 on pages 7-8 which will launch a blank Schedule Analysis interface.

2. Define 'Area(s)'. There are multiple ways of defining the geography. The most straight forward approach is to double left-click your cursor in the field to launch the 'Select Areas' dialogue box.

ind:	100	Sort \	Nore
Available Areas:			None
Build custom area	2070 PICTOU 2080 HALIFAX CTRL 2090 LUNENBURG/QUEENS 2110 SHELBURNE 2120 YARMOUTH 2130 ANNAPOLIS 2140 DIGBY 2150 HANTS 2170 COLCHESTER 2180 CUMBERLAND 3008 SHEDIAC CTRL 3019 MONCTON CTRL 3029 SAINTJOHN CTRL 3035 KNGS/ST J/CHAR 3080 YORK/SUNJQUEENS 3100 NORTHUMBERLAND 3110 GLOUCESTER 3120 RESTIGOUCHE	3130 CARLETON 3140 VICTORIA CO. 3150 MADAWASKA 4000 NORD-DU-QUEBEC 4010 AVIGN-BONAVNT CTRL 4020 ILES-MADDELEINE 4030 COTE GASPE/ROCH.P 4040 MATANE 4050 LA MTPD/AMQUI CTRL 4060 LA HAUTE-GASPESIE 4070 RIMOUSKI CTRL 4080 SEPT-RIV/MING/MAN 4081 SILE/PT CART CTRL 4093 BAIE COMEAU CTRL 4100 BASQUE/RIV-DU-LOUP 4110 BAI& COMEAU CTRL 4120 SAGUENAY CTRL 4130 ALMA CTRL 4142 DOM-ROV/MARIA-CHAP 4145 ROBERVAL CTRL	41 41 41 41 41 41 41 41 41 42 42 42 42 42 42 42 43 43 43 43 43 43 43 43 43 43 44 44
rea definition:	Display the are	ea-numbers of the checked areas 🗆	ок
			Cancel

3. Select the area or combination of areas you would like to analyze. Press 'OK'. (NOTE: If you select more than one area, they will be combined).

By default, the areas are listed east to west or in numerical order. As the diary fall survey is full coverage, all areas are available starting w/ St. John's CTRL (area # 9) through to the Peace River region in British Columbia (area # 9370). Individual areas are followed by pre-defined special geographies (SG), provinces & Total Canada (FC) - full coverage.

Steps to define Targets:

1. There are multiple ways of defining the demo. The most straight forward way is to double left-click your cursor in the field to launch the 'Select Targets' dialogue box.

Select Targets		X
Targets ☆ Fav. Build custom targe ▲ 12+ ▲ 12-17 ▲ 18-34 ▲ 18-34 ▲ 18-54 ▲ 25-54 ▲ A35-64 ▶ M12+ ▶ M18-54 ■ M18-54 ■ M18-54 ■ M18-54 ■ M25-54 ■ M25-54	purites F12+ F18+ F18-34 F18-49 F18-54 F25-49 ØF25-54 G35-64 OMP 35 blus A 35 49 F18 24 F18 24 F18 24 Snowboarders	
arget definition: HOURS WORKED SELF EMPLOYED	{30+} AND OCCUPATION {SENIOR MANAGER/EXECUTIVE, PROFESSIONAL, }	OK

2. Select the demo(s) you would like to analyze. Press 'OK'. For full instructions on how to build a custom target audience, refer to the manual.

TIP: By placing your cursor over the target, it will show the definition in the lower box. This is very useful to ensure that all custom built targets match the assigned label.

3. If multiple demos are chosen, they will appear on separate tabs in the processed report.

Call letters	Descr	iption	Survey weeks	
A12+	A25-54	M25-54	F25-54	Ľ

TIP:

As previously outlined, there are multiple ways to define ingredients such as areas and targets. They include:

1. Double left-click your cursor in the field to launch the applicable dialogue box.

2. Right-click once to activate the 'Edit 'box.



3. Type in the ingredient. After pressing 'enter', if the ingredient is unrecognizable to the system, it will appear red. If there is more than one option, it will appear blue. When blue, right click for a list of available options.

-8-1	Data Anal	lysis Ed	it View Print Window Help	
I	2	b-	🚽 [📑] 🏈 🕵 🗊 🤗 🍢 [🏣 🖷	🔁 🔎
Areas		IA		
Targe	t a26-54		Edit areas	
	A12+		Suggestions for 'VICTORIA':	
	Call	Tuning	VICTORIA CO. (3140) [Area]	Week
	retters	LUCAUL	VICTORIA CTRL (9119) [Area]	
1	CBCVFM		1:00a 1:00a	Avg

- 4. Select the appropriate short-cut icon as outlined on pages 5-6.
- 5. Use the 'Edit' file drop-down menu option.



6. Type the applicable keyboard shortcut. The respective shortcuts are defined in the 'Edit' drop-down menu and/or by hovering your cursor over the applicable icon.

Edit View Print Window Help	
Edit greas	Ctrl+E
S Edit tagets	Ctrl+T
Edit grofile questions	
Edit cell	
Insert empty vehicle	Ctrl+1
Insert empty timeslot	Ctrl+2
Edit timeslots	Ctrl+3
Delete timeslot	Shift+Del
Delete vehicle	Ctrl+Del
Insert vehicle(s) using Daypart Builder	Ctrl+5
Insert vehicle(s) using Program Schedule	Ctrl+4
Compact timeslots	Ctrl+G
Select all rows	Ctrl+A
Cut	Ctrl+X
Сору	Ctrl+C
Paste	Ctrl+V
Insert copied rows	Ctrl+B
Copy down	Ctrl+D
Clear rows	

Steps to define a Media Vehicle:

1. A vehicle is defined by at least one call letter, day & time. The most straight forward way to define a media vehicle is to left-click on the 'Daypart builder' ico to launch the dialogue box.

😢 Daypart builder	-			X
Select call letters:	For each station: Select weeks:	Select days:	Select times:	Insert rows
CBM FM CBU CBU FM CBUFFM CBUXFM CBUXFM CBX CFAC CFAC CFAX CFAXBE CFBTFM CFMIFM CFOXF+ CFRA CFTE CFUNFM CCFUNFM CHBEFM CHHRFM CHMJ CHQR CHTTCC	 	Monday Tuesday Wednesday Thursday Friday Saturday Sunday		Close
All None	All None	All None	All None	
Individual stations 💌	Combine weeks 💌	Combine days 🔹	Single daypart 💌	
Show only favourite c	all letters	Time zon	e: ST - Station Time	-
Show only call letters	available in selected areas			ļ,

2. Select the applicable call letter(s), day(s) and time(s). Click on 'Insert rows' and then 'Close'.

See page 16 for 'Tips about the Daypart builder' box.



Steps to run the rank report:

1. If at least one area, target & media vehicle (with at least one call letter, day & time) is defined, the process icon will be accessible. Left-click on the 'Run' icon to process the report.

Tar	as: <u>VICTOR</u> get A12+, A	IA CTRL 25-54, M25-{	54, F25-54		
	Call letters	Survey weeks	Days	Times	Tz
1	CBCVFM	1-8	Mo-Su	5:00a- 1:00a	ST
2	CBU	1-8	Mo-Su	5:00a- 1:00a	ST
3	CBU FM	1-8	Mo-Su	5:00a- 1:00a	ST
4	CFAX	1-8	Mo-Su	5:00a- 1:00a	ST
5	CHBEFM	1-8	Mo-Su	5:00a- 1:00a	ST
6	CHTTFM	1-8	Mo-Su	5:00a- 1:00a	ST
7	CIOCFM	1-8	Mo-Su	5:00a- 1:00a	ST
8	CJZNFM	1-8	Mo-Su	5:00a- 1:00a	ST
9	CKKQFM	1-8	Mo-Su	5:00a- 1:00a	ST

2. To rank the report, left-click on the 'Rank' icon to choose the applicable stat or left-click on the applicable column header.

	A12+	A25-54	M25-54	F25-54	1										\frown			
	Call letters	Survey weeks	Da	iys	Times	Tz	Week	*	Ran	Rank graph	AQH (000)	AQH Rtg	Rch (000)	Reh	Shr %	ampl	Tuned	
	CBCVFM	1-8	Mo-Su	5	5:00a- L:00a	ST	Avg		1		4.9	1.4	63.9	18.8	12	1,469	297	
	CKKQFM	1-8	Mo-Su	5	5:00a- L:00a	ST	Avg		2		4.4	1.3	66.4	19.5	11.6	1,469	253	
1	CFAX	1-8	Mo-Su	5	5:00a-	ST	Avg		3		4.0	1.2	62.8	18.5	10.6	1,469	360	
-	CHBEFM	1-8	Mo-Su	5	5:00a-	ST	Avg		4 .		3.9	1.2	76.2	22.4	10.4	1,469	227	
Ì	CIOCFM	1-8	Mo-Su	5	5:00a-	ST	Avg		5 .	_	3.0	0.9	52.8	15.5	7.9	1,469	238	
-	CJZNFM	1-8	Mo-Su	5	5:00a-	ST	Avg		6	_	2.9	0.9	45.0	13.2	7.8	1,469	113	
1	CBU	1-8	Mo-Su	5	5:00a-	ST	Avg		7		2.6	0.8	31.2	9.2	6.8	1,469	186	
				1	5:00a-	-					2.2	0.7	33.1	97	5.9	1 469	166	
1	CBU FM	1-8	Mo-Su			51	AVQ		0,		2.2	0./	00.1	2		1,100	100	
	CBU FM	1-8	Mo-Su Mo-Su	1	L:00a 5:00a-	ST	AVg Avg		9	_	1.3	0.4	32.1	9.4	3.6	1,469	100	
	CBU FM	1-8	Mo-Su Mo-Su	1 5 1	1:00a 5:00a- 1:00a	ST	Avg Avg		9	-	1.3	0.4	32.1	9.4	3.6	1,469	117	
	CBU FM CHTTFM	1-8	Mo-Su Mo-Su	1	1:00a 5:00a- 1:00a	ST	Avg		9		1.3	0.4	32.1	9.4	3.6	1,469	117	
Imi	CBU FM CHTTFM	1-8 1-8	Mo-Su Mo-Su		:00a :00a- :00a	ST	Avg		9		1.3	0.4	32.1	9.4	3.6	1,469	117	



Tips about the Daypart Builder box:



Sample Market Schedule

as	E LETHBR	RIDG CTRL														
rge	t A12+															
1	A12+	Ĩ														
	Call letters	Description	Survey weeks	Days	Times	Tz	Occ	Cost	Week *	AQH (000)	AQH Rtg	Rch (000)	Rch %	GRP	Weekly \$	СРР
	CJOCFM	BR	1-8	Mo-Fr	6:00a- 10:00a	ST	5	\$50.00	Avg	3.6	3.9	9.4	10.1	19.4	\$250.00	\$12.89
	CJOCFM	DA	1-8	Mo-Fr	10:00a- 3:00p	ST	5	\$50.00	Avg	3.6	3.8	7.7	8.3	19.1	\$250.00	\$13.07
	CJOCFM	DR	1-8	Mo-Fr	3:00p- 7:00p	ST	5	<mark>\$</mark> 50.00	Avg	2.4	2.6	7.0	7 . 5	12.9	\$250.00	\$19.43
	CJOCFM	EV	1-8	Mo-Fr	7:00p- 12:00a	ST	5	\$50.00	Avg	0.7	0.8	2.5	2.7	3.9	\$250.00	\$64.72
	CJOCFM	Weekend	1-8	Sa-Su	6:00a- 12:00a	ST	5	\$50.00	Avg	1.4	1.5	4.6	5.0	7.6	\$250.00	\$32.83
	CHLBFM	BR	1-8	Mo-Fr	6:00a- 10:00a	ST	5	\$50.00	Avg	3.5	3.7	7.9	8.5	18.6	\$250.00	\$13,43
	CHLBFM	DA	1-8	Mo-Fr	10:00a- 3:00p	ST	5	\$50.00	Avg	3.1	3.3	6.4	6.8	16.6	\$250.00	\$15.06
	CHLBFM	DR	1-8	Mo-Fr	3:00p- 7:00p	ST	5	<mark>\$50.00</mark>	Avg	2.3	2.5	5.9	6.4	12.4	\$250.00	\$20.21
	CHLBFM	EV	1-8	Mo-Fr	7:00p- 12:00a	ST	5	\$50.00	Avg	0.6	0.6	2.1	2.2	3.0	\$250.00	\$83.27
l	CHLBFM	Weekend	1-8	Sa-Su	6:00a- 12:00a	ST	5	\$50.00	Avg	1.1	1.2	3.8	4.1	6. <mark>1</mark>	\$250.00	\$40.69
	CFRVFM	BR	1-8	Mo-Fr	6:00a- 10:00a	ST	5	<mark>\$</mark> 50.00	Avg	2.6	2.8	6.7	7.2	14.0	\$250.00	\$17.89
2	CFRVFM	DA	1-8	Mo-Fr	10:00a- 3:00p	ST	5	\$50.00	Avg	2.8	3.0	6.0	6.5	15.0	\$250.00	\$16.61
3	CFRVFM	DR	1-8	Mo-Fr	3:00p- 7:00p	ST	5	\$50.00	Avg	2.4	2.6	6.2	6.7	13.0	\$250.00	\$19.23
ł	CFRVFM	EV	1-8	Mo-Fr	7:00p- 12:00a	ST	5	\$50.00	Avg	0.7	0.8	2.1	2.3	4.0	\$250.00	\$62.06
	CFRVFM	Weekends	1-8	Sa-Su	6:00a- 12:00a	ST	5	\$50.00	Avg	1.2	1.3	4.0	4.3	6.6	\$250.00	\$37.87
1021	nary results	for A12+														
ee	* Unive	erse Sampl Tune	ed Rch	Rch 1x Rch	2x Rch 3+	Avg	Rch	GRP	Weekly	\$ C	PP	Avg cost				
g	93	,019 702 4	03 36.8	10.8	6.5 19.6	4.3	39.6	172.3	\$3,750	.00 \$	21.77	\$50.00				

The above market schedule is on based Fall 2011, Lethbridge CTRL (area 8019), A12+, using custom built dayparts.

In this column set-up, Descriptions, Occasions & Cost are manually entered. Based on the latter two, Weekly \$ & CPP are then calculated by micro+.

The summary line calculates the total delivery of the schedule. In this particular example, of the 36,800 individuals reached by the schedule, 10,800 heard the spot at least 1 time, 6,500 heard the spot at least 2 times & 19,600 heard the spot at least 3 or more times. Reach% & frequency of the overall schedule is calculated as well. Stats such as GRPs & Weekly \$ are an accumulation of all the media vehicles.

How to create a market schedule

Steps:

1. Similar to creating a Rank analysis as outlined in the previous pages, create a new Schedule analysis by following steps 1-4 on pages 7-8 which will launch a blank Schedule Analysis interface. Set-up the report as described on pages 11-13. Define Area(s) & Target(s).

2. Create the 'Media Vehicle(s)' in the 'Daypart builder' dialogue box by selecting the appropriate call letter(s), day(s) and time(s). After clicking the 'Insert rows' button, if you do not click on the 'Close' button, by default the 'Select call letters' and 'Select days' columns will remain checked while the 'Select times' column is cleared. The order in which you bring in stations, days and dayparts depends on your layout preference. See screen shot on page 14.

Although the set-up is similar, the main difference between the rank and schedule reports is the column set-up and the relevant stats. For full details on how to set-up and save multiple column views refer to 'How to: use the View Manager' on pages 38-39 and for details on how to toggle between multiple column views refer 'How to: change column views on the fly' on page 40.

Sample Location Tuning Report

P	Data Ana	alysis Edit	t View Pr	int Window	Help	-										_ 8 ×
-	P 🔁	Ď- -]	8 🗊 🔞	9 🔥 🔣	4	1		Ê		1 19	1				
Areas		X CTRL]
Targe	et A12+															
	A12+															
	Call letters	Tuning Locatio	Survey weeks	Days	Times	Tz	Week	* AQH (000	AQH Rtg	Rch (000)	Rch %	Shr %	Sampl	Tuned		
1	ALL		1-8	Mo-Su	5:00a- 1:00a	ST	Avg	45.	5 12.6	329.1	91.4	100.0	1,493	1,374		
2	ALL	HOME	1-8	Mo-Su	5:00a- 1:00a	ST	Avg	22.	2 6.2	237.1	65.8	100.0	1,493	1,038		
3	ALL	WORK	1-8	Mo-Su	5:00a- 1:00a	ST	Avg	8.	9 2.5	66.3	18.4	100.0	1,493	244		
4	ALL	VEHICLE	1-8	Mo-Su	5:00a- 1:00a	ST	Avg	13.	6 3.8	271.0	75.3	100.0	1,493	1,110		
5	ALL	OTHER	1-8	Mo-Su	5:00a-	ST	Avg	0.	8 0.2	27.3	7.6	100.0	1,493	115		
	1		1		1.004		J	l		l			<u>.</u>	<u></u>		
Sum	mary results	s for A12+				_	_	_	_	_	_					
Wee	e * Unive	erse Samp	ol Tuned													
Avg	360	0,145 1,49	3 1,374													
Unive	erse: 360,14	l5 Si	ample: 1,493	Tuned: 1	.374 🔒	Will p	rint on 1 pa	age(s)							Description for Schedule Analysis	00:00:02.5584000
Read	v waiting fo	or command	K.												Radio 2011 Fall (Radio Diary) 9/5/2	011 - 10/30/2011

Row 1 represents total tuning (in this case All = total market), row 2 represents total tuning at home, row 3 represents total tuning at work, row 4 represents total tuning in a vehicle while row 5 represents total tuning at other in Halifax CTRL (area 2080), A12+, Monday-Sunday, 5:00 AM-1:00 AM.

Row 1's AQH (000) & AQH Rtg will equal the sum of rows 2-5. Due to duplication, Row 1's Reach (000) & Reach % will not equal the sum of rows 2-5.

NOTE: When breaking out location tuning w/ PPM data, it is limited to in-home & out-of-home.

How to create a location tuning report

Steps:

1. Similar to creating a Rank analysis as outlined in the previous pages, create a new Schedule analysis by following steps 1-4 on pages 7-8 which will launch a blank Schedule Analysis interface. Set-up the report as described on pages 11-15. Define Area(s), Target(s) and in this case create 5 identical media vehicles.



2. In the 'Tuning Location' cell, double left-click. A 'Select locations' dialogue box will appear. Select the location(s) you wish to evaluate in each vehicle. In the example on the previous page, 'Home' is designated in row 2, 'Work' is designated in row 3, 'Vehicle' is designated in row 4 & 'Other' is designated in row 5.

3. Left-click on the 'Run' icon to process the report.

	Jot P(12)	1 2			T	r		
	Call letters	Tuning Locatio	Surv	ey ks	Days	Times	Tz	
1	ALL		1-8		Mo-Su	5:00a- 1:00a	ST	
2	ALL	HOME	1-8		Mo-Su	5:00a- 1:00a	ST	
3	ALL		1-8	-	Select location	ons	-	
4	ALL		1-8	F				
5	ALL		1-8		VEHICLE			

Sample Audience Flow Report

P	Data An	alysis Edit	View Print	Window He	elp				- 8	×
3	1		1	S 🗊 🧐 🛚	6			e 📰 🖞	👫 🔁 🔀 💽	
Areas		N CTRL								٦
Targe	t A12+, A	25-54								Ξ
	A12+	A25-54								
	Call letters	Survey weeks	Days	Times	Tz	Week	* (AQH (000)		*
1	FNTK	1-8	Mo-Fr	5:00a- 5:15a	ST	Avg		2.7		
2	FNTK	1-8	Mo-Fr	5:15a- 5:30a	ST	Avg		3.1		
3	FNTK	1-8	Mo-Fr	5:30a- 5:45a	ST	Avg		5.2		
4	FNTK	1-8	Mo-Fr	5:45a- 6:00a	ST	Avg		7.5		H
5	FNTK	1-8	Mo-Fr	6:00a- 6:15a	ST	Avg		14.3		
6	FNTK	1-8	Mo-Fr	6:15a- 6:30a	ST	Avg		14.3		
7	FNTK	1-8	Mo-Fr	6:30a- 6:45a	ST	Avg		18.1		
8	FNTK	1-8	Mo-Fr	6:45a- 7:00a	ST	Avg		18.5		L
9	FNTK	1-8	Mo-Fr	7:00a- 7:15a	ST	Avg		25.5		
10	FNTK	1-8	Mo-Fr	7:15a- 7:30a	ST	Avg		24.1		
11	FNTK	1-8	Mo-Fr	7:30a- 7:45a	ST	Avg		26.7		
12	FNTK	1-8	Mo-Fr	7:45a- 8:00a	ST	Avg		27.4		
13	FNTK	1-8	Mo-Fr	8:00a- 8:15a	ST	Avg		28.1		
14	FNTK	1-8	Mo <mark>-Fr</mark>	8:15a- 8:30a	ST	Avg		24.4		
15	FNTK	1-8	Mo-Fr	8:30a- 8:45a	ST	Avg		25.0		
16	FNTK	1-8	Mo-Fr	8:45a- 9:00a	ST	Avg		22.8		
17	FNTK	1-8	Mo-Fr	9:00a- 9:15a	ST	Avg		22.5		
Sum	mary result	s for A12+								
Wee	e * Uni	iverse Sam	pl Tuned							
Avg		438,085 1,4	62 416	-		10				
Unive	erse: 438,08	85 San	nple: 1,462	f uned: 416		Will 😂	printo	on 3 page(s)	Description for Schedule Analysis 00:00:00.4368	J56
Read	y, waiting for	or command							Radio 2011 Fall (Radio, Diary), 9/5/2011 - 10/30/201	ſ

This specific report tracks the News/Talk format (FNTK) audience flow in London CTRL (area 5369), A12+ & A25-54, Monday-Friday 5:00 AM-1:00 AM broken out by quarter hour. You can export this report to an Excel spreadsheet and graph the results. See page 23 for Excel graphing details.

How to create an audience flow report

Steps:

1. Similar to creating a Rank analysis as outlined in the previous pages, create a new Schedule analysis by following steps 1-4 on pages 7-8 which will launch a blank Schedule Analysis interface. Set-up the report as described on pages 11-13. Define Area(s) and Target(s). Create the 'Media Vehicle(s)' in the 'Daypart builder' dialogue box by selecting the appropriate call letter(s), day(s) and time(s).

2. Before clicking the 'Insert rows' button in the 'Daypart builder' dialogue box, use the drop-down box under the 'Select times' column and select 'Quarter hour rows' (see page 16). Now click the 'Insert rows' and 'Close' buttons.

Select times	s:
	5a ▲ 00a 5a 00a 15a 15a 15a 15a 15a 15a 15a 15
All	None
Quarter hou	r rows 💌
Single dayp	r rows
^{ie} Half hour ro	ws
Full hour rov	VS

3. Left-click on the 'Run' icon to process the report.



How to graph an audience flow report

Steps:

1. Export the run to Excel by clicking on the icon and saving the file.



2. In Excel, using your Ctrl key highlight all the rows in the 'Times' column (in this case E) & AQH (000) column (in this case I).

	A	В	C	D	E	F	G	н	1
12	Universe	438085							
13	Sample	1462							
14	Tuned	416							
15									
16	Area(s)	5369 LON	DON CTR	Ĺ					
17	Target	A12+							
30									
31									
32		Call letters	Survey weeks	Days	Times	Tz	Week		AQH (000)
33	1	FNTK	1-8	Mo-Fr	5:00a- 5:15a	ST	Avg		2.7
34	2	FNTK	1-8	Mo-Fr	5:15a- 5:30a	ST	Avg		3.1
35	3	FNTK	1-8	Mo-Fr	5:30a- 5:45a	ST	Avg		5.2
36	4	FNTK	1-8	Mo-Fr	5:45a- 6:00a	ST	Avg		7.5
37	5	FNTK	1-8	Mo-Fr	6:00a- 6:15a	ST	Avg		14.3
38	6	FNTK	1-8	Mo-Fr	6:15a- 6:30a	ST	Avg		14.3
39	7	FNTK	1-8	Mo-Fr	6:30a- 6:45a	ST	Avg		18.1
40	8	FNTK	1-8	Mo-Fr	6:45a- 7:00a	ST	Avg		18.5
41	9	FNTK	1-8	Mo-Fr	7:00a- 7:15a	ST	Avg		25.5

3. Depending on which version of Excel you have, click on Insert, Line graph, 2-D Line.





It is also possible to easily superimpose multiple stations on top of each other.



How to graph an audience flow report w/ multiple stations

Steps:

1. Create your first report as outlined on page 22 and then graph it following steps 1-3 on page 23.

2. In row 1, double left-click in the 'Call Letter' cell and launch the 'Select call letters' dialogue box. Uncheck the previous call letter (in this case FNTK – News Talk) and select the next call letter (in this case FCHR – Contemporary Hit Radio), click OK.

ma. j		Show only	/ call letters available in select	ed areas	None
Call letters 🛛 🌧	Favourites				
MJ MZF+ MZF+ VFM NE NE GFM MMCC AVFM MMCC AVFM SFM MC SFM ML SFM NE SFM ML DKFM ZEFM JM JMFM	CHYMFM CBUFM CICZFM CICZFM CICFM CIDRFM CIDRFM CIMJFM CIMJFM CIMJFM CIMJFM CIMJFM CIMJFM CIMJFM CIMJFM CIMJFM CIMJFM CIDGFM CIDCFM CIDCFM CIDLFM CIDLFM CIDLFM CIDLFM CJOLFM CJOYMJ	CIRTEM CURVEM COXYEM COXYEM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM COXEFM	CKSGFM CKSL CKSVFM CKUEFM CKUEFM CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAA CAAAAA CAAAAA CAAAAA CAAAAA CAAAAAA	ENICL FRANCO FRANCO FRIS BIS MISC MISC MISC OTHERM ROGKIT SARNIA	
•					

3. FCHR will now be the call letter in row 1. Right-click in the call-letter cell, select 'Copy down' to overwrite the previous call-letter with the new call-letter.

	- (Schedule A	Minus Drint	T on survey	Raulo 2
a 🎦 🔊				eip will i
	41. 60			
Areas: LONDO	ON CTRL			
arget A12+				
A12+	0			
letters	weeks	Days	Times	Tz
FCHR	1-8	Mo-Fr	5:00a- 5:15a	ST /
ENTK	Edit cell			
	insert emp	y <u>v</u> ehicle		
FNTK	🐴 Insert emp	y <u>t</u> imeslot		
FNTK	Edit times	ots		
1	Delete time	slot		
PNIK	Delete vehi	lo(e) using Deur	part Ruildar	
FNTK	Insert vehi	:le(s) using Days	ram Schedule.	
ENTK	Select all n	ws		-
	Cyt			
FNTK	<u>Сору</u>			
FNTK	Paste			
O ENTK	Insert copie	ed gows		_
	Copy down			
1 FNTK	Cigar rows		7.430	_
12 FNTK	1-8	Mo-Fr	7:45a-	ST /

4. A 'Warning' dialogue box will appear. Click 'Yes' to 'Overwrite the existing values with the copied value'. Now all 80 rows will have the new call letter inserted.

5. Left-click on the 'Run' icon to process the report.



How to graph an audience flow report w/ multiple stations

Steps:

6. Export the run to Excel and save using a different name. Repeat steps 1-6 for as many formats/call letters you wish to evaluate.

7. To graph the report, use the original Excel spreadsheet. Copy and paste the AQH column(s) from all the other Excel spreadsheets beside each other, re-name the column header accordingly, using the Ctrl key to highlight the columns and graph following steps 2 & 3 on page 23.

Survey weeks	Days	Times	Tz	Week	×	News Talk	Hot AC	Country	Album Rock	Classic Hits	
1-8	Mo-Fr	5:00a- 5:15a	ST	Avg		2.7	2.1	2.8	2.9	3.1	
1-8	Mo-Fr	5:15a- 5:30a	ST	Avg		3.1	2.3	2.6	3.2	3.0	
1-8	Mo-Fr	5:30a- 5:45a	ST	Avg		5.2	3.1	3.5	4.4	4.1	
1-8	Mo-Fr	5:45a- 6:00a	ST	Avg		7.5	3.0	3.8	5.0	4.7	
1-8	Mo-Fr	6:00a- 6:15a	ST	Avg		14.3	8.6	9.2	7.4	7.6	
1-8	Mo-Fr	6:15a- 6:30a	ST	Avg		14.3	10.7	9.1	7.6	7.5	
1-8	Mo-Fr	6:30a- 6:45a	ST	Avg		18.1	13.4	11.0	10.5	9.1	
1-8	Mo-Fr	6:45a- 7:00a	ST	Avg		18.5	13.6	10.4	11.3	9.4	
1-8	Mo-Fr	7:00a- 7:15a	ST	Avg		25.5	19.5	15.3	16.7	11.9	
1-8	Mo-Fr	7:15a- 7:30a	ST	Avg		24.1	17.1	14.8	17.7	11.4	
		1 MONTON CONTRA									



Duplication:

When would I use the Duplication module?

You can run the following analyses in the Duplication module:

- 1. Determine duplicated cross-tuning between formats/stations
- 2. Establish a station's recycled cross-tuning between dayparts

Sample Duplication Analysis

2	Data Ana	ilysis Ed	lit View	Print \	Wind	dow H	elp																-	5 ×
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Area		ON CTRL																						
Targ	t A12+	1																						
	A12+ Call	Survey	Days	Times	Tz	Week	*	Reach	Exclusive	Excl	Duplicated	Dupl	#1	#2	#3	#4	#5	#1	#2	#3	#4	#5	Sampl	Tuned
1	FNTK	1-8	Mo-Su	5:00a-	ST	Avg		(000) 194.6	reach (000 106.7	54.8	reach (000 87.9	45.2	(000) -	37.4	(000) 17.9	(000)	29.5	(%)	19.2	(%) 9.2	(%) 19.3	(%) 15.2	1,969	686
2	FADC	1-8	Mo-Su	5:00a-	ST	Avg		158.7	57.6	36.3	101.1	63.7	37.4	-	16.2	57.4	31.0	23.5	-	10.2	36.1	19.5	1,969	506
3	FAMR	1-8	Mo-Su	5:00a-	ST	Avg		88.5	34.5	39.0	54.0	61.0	17.9	16.2	-	28.3	17.5	20.2	18.3	-	32.0	19.8	1,969	217
4	FCHR	1-8	Mo-Su	5:00a-	ST	Avg		195.6	88.7	45.4	106.9	54.6	37.5	57.4	28.3	-	27.7	19.2	29.3	14.5	-	14.1	1,969	<mark>454</mark>
5	FCHT	1-8	Mo-Su	5:00a-	ST	Avg		101.4	30.0	29.6	71.4	70.4	29.5	31.0	17.5	27.7	-	29.1	30.5	17.3	27.3	-	1,969	308
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1		-																						

Ready, waiting for comma

Radio 2011 Fall (Radio, Diary), 9/5/2011 - 10/30/2011

The above duplication report determines the shared audience in Hamilton CTRL (area 5269), A12+, top 5 formats, Monday-Sunday, 5:00 AM-1:00 AM. (FNTK = News/Talk, FADC = AC, FAMR = Modern Rock, FCHR = Top 40/Contemporary Hit Radio, FCHT = Classic Hits)

How to create a duplication analysis

Steps:

1. If the program is closed, follow step 1-4 on pages 7-8. If the program is open, left-click on the 'New Analysis' icon to launch the 'New analysis' dialogue box. Select 'Duplication Analysis'.

Type of the new analysis:		
Schedule Analysis		
Duplication Analysis		
Qualitative Profile Analysis		
Clone the new analysis from the list of opened analyses b	elow:	
Clone the new analysis from the list of opened analyses b	elow:	
Clone the new analysis from the list of opened analyses b <no an="" analysis="" create="" empty="" selection,="" will=""></no>	elow:	
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Clone the new analysis from the list of opened analyses b <no an="" analysis="" create="" empty="" selection,="" will=""> Analysis description: Description for Duplication Analysis</no>	elow:	ок
Clone the new analysis from the list of opened analyses b <no an="" analysis="" create="" empty="" selection,="" will=""> Analysis description: Description for Duplication Analysis</no>	elow:	ок
Clone the new analysis from the list of opened analyses b <no an="" analysis="" create="" empty="" selection,="" will=""> Analysis description: Description for Duplication Analysis</no>	elow:	ОК

2. Set-up the report as described on pages 11-14. Define Area(s), Target(s) and create the Media Vehicles in the 'Daypart builder' dialogue box by selecting the appropriate call letter(s), day(s) and time(s) you wish to evaluate a duplication or recycling report on. Click the 'Insert rows' and 'Close' buttons. Left-click on the 'Run' icon to process the report.

Interpreting a Duplication Analysis

9 9	Data Ana	lysis Ed	lit View	Print V	Vinc	dow H	elp		6 · • •				u D	1) 😂 🤇	1							-	e ×
Areas		ON CTRL																						
	A12+																							1
	Call letters	Survey weeks	Days	Times	Tz	Week	*	Reach (000)	Exclusive reach (000	Excl reac	Duplicated reach (000	Dupl reac	#1 (000)	#2 (000)	#3 (000)	#4 (000)	#5 (000)	#1 (%)	#2 (%)	#3 (%)	#4	#5 (%)	Sampl	Tuned
1	FNTK	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		194.6	106.7	54.8	87.9	45.2	-	37.4	17.9	37.5	29.5	1	19.2	9.2	19.3	15.2	1,969	686
2	FADC	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		158.7	57.6	36.3	101.1	63.7	37.4	-	16.2	57.4	31.0	23.5	-	10.2	36.1	19.5	1,969	506
3	FAMR	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		88.5	34.5	<u>39.</u> 0	54.0	61.0	17.9	16.2	-	28.3	17.5	20.2	18.3	-	32.0	19.8	1,969	217
4	FCHR	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		195.6	88.7	45.4	106.9	54.6	37.5	57.4	28.3	-	27.7	19.2	29.3	14.5	-	14.1	1,969	454
5	FCHT	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		101.4	30.0	29.6	71.4	70.4	29.5	31.0	17.5	27.7	=	29.1	30.5	17.3	27.3	-	1,969	308

Steps:

1. Read the report beginning from the left side of the row moving right and then up the column(s).

FNTK or News/Talk (Fall 2011, Hamilton CTRL, Mo-Su, 5:00a-1:00a) reached 194,600 listeners for at least one quarter hour of which 106,700 (or 54.8%) were exclusive to FNTK (meaning they did not listen to any other format/station in the report) OR 87,900 listeners (or 45.2%) listened to at least one other format/station in the report for at least one quarter hour.

Reach = Exclusive reach + Duplicated reach; 194,600 = 106,700 + 87,900 Reach% = Exclusive reach% + Duplicated reach%; 100% = 54.8% + 45.2%

37,400 (or 19.2%) of FNTK or News/Talk listeners also listened to the format/station in Row # 2 (in this case FADC or Adult Contemporary) for at least one quarter hour, 17,900 (or 9.2%) also listened to the format/station in Row # 3 (in this case FAMR or Modern Rock) for at least one quarter hour etc.

This is based on 1,969 returned dairies (A12+) of which 686 diaries had at least one quarter hour of tuning to FNTK.

Interpreting an Audience Recycling Analysis

1 9 3	Data Ar	nalysis Edit	View Prir	nt Windo	ow Help	[, 🗣 🐔	e 📰 🕯) <u>(</u>		17	1) 12		8	Ì								- 8
Areas Farge	HAMIL	TON CTRL																					
	A12+																						
	Call letters	Description	Survey weeks	Days	Times	Tz	* Reach (000)	Exclusive reach (00	Excl reac	Duplicate reach (00	Dupl reac	#1 (000)	#2 (000)	#3 (000)	#4 (000)	#5 (000)	#1 (%)	#2	#3 (%)	#4	#5 (%)	Sampl	Tuned
1	FNTK	BR	1-8	Mo-Fr	6:00a- 10:00a	ST	146.9	14.1	9.6	132.7	90.4	4	88.4	98.1	52.1	79.7	1	60.2	66.8	35.5	54.3	1,969	520
2	FNTK	DA	1-8	Mo-Fr	10:00a- 3:00p	ST	106.2	3.5	3.3	102.7	96.7	88.4	-	72.1	42.5	65.1	83.2	-	67.8	40.0	61.3	1,969	397
3	FNTK	DR	1-8	Mo-Fr	3:00p- 7:00p	ST	123.8	8.9	7.2	114.9	92.8	98.1	72.1	-	48.6	69.0	79.3	58.2	-	39.2	55.7	1,969	<mark>4</mark> 29
4	FNTK	EV	1-8	Mo-Fr	7:00p- 12:00a	ST	63.6	2.9	4.5	60.7	95.5	52.1	42.5	48.6	-	42.9	82.0	66.9	76. <mark>4</mark>	-	67.5	1,969	224
5	FNTK	Weekends	1-8	Sa, Su	5:00a- 1:00a	ST	102.0	10.2	10.0	91.9	90.0	79.7	65.1	69.0	42.9	-	78.1	63.8	67.6	42.0	-	1,969	380

Steps:

1. Build each media vehicle using the same call letter but with the different dayparts you wish to analyze. Process and read the report like a duplication analysis.

FNTK or News/Talk (Fall 2011, Hamilton CTRL, Mo-Fr, 6:00a-10:00a) reached 146,900 listeners for at least one quarter hour during the Breakfast daypart of which 14,100 (or 9.6%) were exclusive to Breakfast (meaning they did not listen to any other daypart in the report) OR 132,700 listeners (or 90.4%) listened to at least one other daypart in the report for at least one quarter hour.

88,400 (or 60.2%) of Breakfast listeners also tuned into the daypart in Row # 2 (in this case Day) for at least one quarter hour, 98,100 (or 66.8%) also listened into the daypart in Row # 3 (in this case Drive) for at least one quarter hour etc.

This is based on 1,969 returned dairies (A12+) of which 520 diaries had at least one quarter hour of tuning to Breakfast.

X

Qualitative:

When would I use the Qualitative module?

You can run the following analyses in the Qualitative module:

1. Build a listener profile

Sample Qualitative Analysis

δ		Call	Description	T	Tuning	Survey		Days	Tin	nes Tz	Oc		
suts	1	FNTK			1-	8	Mo	o-Su	5:00a-	ST			
Res		<u> </u>		l					1.004	I	. J		
le		A12+											
ufigu	-	Profile	criteria	*	Universe (000)	Univers	e	Rch (000)	Rch % Comp	Rch % Index	Rch % Mkt	Sample	Tuned
C		SEX			210.6	40	7	00.7	51.0	105	21.0	001	224
ŝ	- F				337.0	40.	3	99.7	18.8	05	28.1	1 068	352
sult	- I.	AGE			007.0		-	34.3	40.0	30	20.1	1,000	002
Re		- 12-17			54 1	8	2	3.3	17	21	6.1	115	7
	<u> </u>	- 18-24			72.3	11.	0	3.0	1.5	14	4.2	147	6
		- 25-34	· · · · · · · · · · · · · · · · · · ·		97.3	14.	8	12.3	6.3	43	12.7	158	20
-	ŀ	- 35-44			102.9	15.	7	30.2	15.5	99	29.4	235	68
	ŀ	45-49			60.9	9.	3	19.5	10.0	108	32.1	194	59
	ŀ	- 50-54			57.8	8.	8	22.3	11.5	130	38.6	218	84
	ŀ	- 55-59			47.1	7.	2	20.4	10.5	146	43.2	211	91
	ŀ	- 60-64			45.5	6.	9	21.6	11.1	160	47.3	203	96
	÷	- 65 PLUS			118.7	18.	1	62.0	31.9	176	52.3	488	255
	Ŧ.	HOME LAN	GUAGE										
		OFFICIAL L	ANGUAGE	*	0.6	4	0	0.6	4.0	100	20.6		4.4
		ENCLISH			0.0 506.4	1.	0	2.0	01.0	103	30.0	1 901	620
		ERENCH		*	0.2	90.	0	0.0	91.0	100	29.7	1,001	020
	[ENGLISH A			50.5	7	7	14.6	7.5	0	29.0	134	46
				*	0.0	0	1	0.2	0.1	79	23.0	4	1
	i FT-	MOTHER TO	ONGUE		0.0			0.2			20.4		
		HOURS WO	RKED										
	-	- No reply			14.5	2.	2	5.2	2.7	122	36.1	49	21
	ŀ	- NONE			216.4	33.	0	71.5	36.7	111	33.0	722	281
- 1	ŀ	- 1-19			72.5	11.	0	18.0	9.2	84	24.8	205	67
	ŀ	- 20-29			44.1	6.	7	10.1	5.2	77	22.9	128	37
		- 30+			309.2	47.	1	89.8	46.2	98	29.1	865	280
	ΞŢ	NOT WORK	ING		000.0			400.5	50.0		00.0	4 000	0.5.0
	ļ	- NO REPLY			382.8	58.	3	109.5	50.3	90	28.0	1,090	350
		HOMEMAK	(ED		70.1	5	2	4.7	Z.4 6.3	110	25.1	111	10
	Ē				120.7	J. 18	1	61.5	31.6	172	51.0	504	257
		UNEMPLO	YED		20.7	3	2	2.3	12	38	11 2	51	207
	[- OTHER			20.7	3	3	4.4	22	69	20.4	55	14
	ė.	HOUSEHOL	D STATUS			1							
	-	- No reply			13.8	2.	1	4.8	2.5	119	35.1	44	19
	- -	MALE HEA	D		229.8	35.	0	92.3	47.4	136	40.2	715	314
	ŀ	- FEMALE H	IEAD		252.4	38.	4	85.9	44.2	115	34.0	879	325
	ŀ	- OTHER			160.6	24.	5	11.5	5.9	24	7.2	331	28
	ė.	HOUSEHOL	D SIZE				_						
umi	h. Narv	1 PERSON results for A	12+		62.3	9.	5	25.7	13.2	139	41.2	229	100
Vee	*	Universe	Sampl Tuned										
vg		656,630	1,969 686										
nive	erse	656,630	Sample: 1,96	9	Tuneo	1: 686		😂 Will pri	int on 19 p	age(s)			

Results Tab

🗜 Data Analysis Edit View Print Window Help

nlogic.ca 33

How to create a qualitative analysis

Steps:

1. If the program is closed, follow step 1-4 on pages 7-8. If the program is open, left-click on the 'New Analysis' icon to launch the 'New analysis' dialogue box. Select 'Qualitative Profile Analysis'.

ype of the new analysis:		
Schedule Analysis Duplication Analysis		
Qualitative Profile Analysis		
Class the new applying from the list of approved applyings i	- leur	
Clone the new analysis from the list of opened analyses <no an="" analysis="" create="" empty="" selection,="" will=""></no>	pelow:	
Clone the new analysis from the list of opened analyses <no an="" analysis="" create="" empty="" selection,="" will=""> Analysis description:</no>	pelow:	
Clone the new analysis from the list of opened analyses <no an="" analysis="" create="" empty="" selection,="" will=""> Analysis description: Description for Qualitative Profile Analysis</no>	pelow:	ок
Clone the new analysis from the list of opened analyses I <no an="" analysis="" create="" empty="" selection,="" will=""> Analysis description: Description for Qualitative Profile Analysis</no>	below:	ОК

2. Set-up the report as described on pages 11-14. Define Area(s), Target(s) and create the 'Media Vehicle(s)' in the 'Daypart builder' dialogue box by selecting the appropriate call letter(s), day(s) and time(s). Click the 'Insert rows' and 'Close' buttons.



When doing an initial qualitative analysis, it is recommended to i) start with the largest target (A12+), ii) isolate one media vehicle (one format/station at a time) & iii) use the widest daypart (Monday-Sunday 5:00 AM-1:00 AM).

How to create a qualitative analysis

Steps:

3. When the 'Run' icon is clicked, a 'Select profile questions' box appears. You can manually select the characteristics you wish to analyze or select the 'All' button in the lower-left corner. Then left-click 'OK'.

Select the profile characteristics that you want to analyz SEX SEX SEX AGE OFFICIAL LANGUAGE MOTHER TONGUE MOTHER TONGUE MOTHER TONGUE MOTHER TONGUE MOUSEHOLD STATUS HOUSEHOLD STATUS HOUSEHOLD STATUS HOUSEHOLD STATUS HOUSEHOLD STATUS HOUSEHOLD STATUS MOUSEHOLD STATUS MOUSEHOLD STATUS MOUSEHOLD STATUS MOUSEHOLD STATUS MOUSEHOLD STATUS CO-6 AT HOME CO-6 AT HOME CO-6 AT HOME CO-6 AT HOME CO-6 AT HOME CO-6 AT HOME MOUSENCENCE MOUSENCE MOUSENCENCENCE MOUSENCENCENCENCENCENCENCENCENCENCENCENCENCE	SOFT DRINK DRANK PAST WK SOFT DRINK DRANK PAST WEEK COFFEE DRANK PAST WEEK MILK DRANK PAST WEEK BEER DRANK PAST WKEK BEER DRANK PAST WEEK BEER DRANK PAST WEEK BUFFET RESTAURANT VISITS PAST MONTH BUFFET RESTAURANT BURGER RESTAURANT VISITS PAST MONTH COFFEE/DONUT SHOP VISITS PAST MONTH COFFEE/DONUT SHOP VISITS PAST MONTH FINIC REST. ATE PAST MTH FINIC REST. ATE PAST MTH FINIC DINE ATE PAST MINTH FINIC DINE DINE MINTH FINIC DINE DINE MINTH
All Clear	OK Cancel

Interpreting a Qualitative Analysis

The eight columns below are recommended as the basic default set-up. Additional columns can also be used for further insights.

Profile criteria	*	Universe (000)	Universe %	Rch (000)	Rch % Comp	Rch % Index	Rch %	Sample	Tuned
SEX		200 C 10 C 10 C		12.5			1993.99		
MALE		319.6	48.7	99.7	51.2	105	31.2	901	334
FEMALE		337.0	51.3	94.9	48.8	95	28.1	1,068	352
🖻 AGE									
12-17		54. <mark>1</mark>	8.2	3.3	1.7	21	6.1	115	7
18-24		72.3	11.0	3.0	1.5	14	4.2	147	6
25-34		97.3	14.8	12.3	6.3	43	12.7	158	20
35-44		102.9	15.7	30.2	15.5	99	29.4	235	68
45-49		60.9	9.3	19.5	10.0	108	32.1	194	59
50-54		57.8	8.8	22.3	11.5	130	38.6	218	84
55-59		47.1	7.2	20.4	10.5	146	43.2	211	91
60-64		45.5	6.9	21.6	11.1	160	47.3	203	96
- 65 PLUS		118.7	18.1	62.0	31.9	176	52.3	488	255

Universe (000) - refers to the population of the defined market using the chosen demo as the base (in this case A12+). It indicates the estimate of the number of people in the market who do, have, are....

Universe % - refers to the composition of the defined market and is the universe figure expressed as a percentage.

Reach (000) – refers to the estimated number of people who listen to the station AND who answered the qualitative or demographic question.

Reach % Composition – refers to the composition of the station's listeners as it relates to the qualitative or demographic question.

Reach % Index – refers to the relationship between the Rch % Comp and the Universe %. The index compares how much more or less the station's listeners are to do, to be, to have compared with the general population/universe/market. To calculate, divide the Rch % Comp by the Universe % and multiply by 100.

Reach % Market – refers to the percentage of the market that is reached by the radio station.

Sample – refers to the number of diaries returned.

Tuned – refers to the number of diaries that had at least one quarter hour of tuning to the radio station.

NOTE: An asterisk indicates a low sample (under 35) – results should be viewed with caution or combined with another line to create a larger sample.

Interpreting a Qualitative Analysis

്	le	Call	Des	cription	Tuning Locatio	SL	irvey eeks		Days		Times	Tz	OC C				
1	FN	тк				1-8		Mo-S	Su	5:0 1:0	00a- 00a	ST	·				
		A	12+														
nfigu	3	P	rofile	e criteri	а	*	Univ (00	ers D)	Univers %	5	Rch (000)		Rch Comp	Rch Index	Rch Mkt	Sampl	Tuned
S I		EX															
E		MAL	E				31	9.6	48.7	7	99.	7	51.2	105	31.2	901	334
Its		FEM	ALE				33	7.0	51.3	3	94.	9	48.8	95	28.1	1,068	352
nse [È P	GE															
ų,		12-17	7				5	4.1	8.2	2	3.	3	1.7	21	6.1	115	7
		18-24	4				7	2.3	11.0)	3.	0	1.5	14	4.2	147	6
1	ļ	25-34	4				9	7.3	14.8	3	12.	3	6.3	43	12.7	158	20
1	ļ	05-4-	1				10	2.9	15.7	-	30.	2	15.5	99	29.4	205	60
	ļ	45-49	9				6	0.9	9.3	3	19.	5	10.0	108	32.1	194	59
	ļ	50-54	4				5	7.8	8.8	3	22.	3	11.5	130	38.6	218	84
	<u> </u>	55-59	9				4	7.1	7.2	2	20.	4	10.5	146	43.2	211	91
1		60-64	4				4	5.5	6.9)	21.	6	11.1	160	47.3	203	96
		65 Pl	US				11	8.7	18.1	1	62.	0	31.9	176	52.3	488	255
Summ	ary	results	for /	A12+													
Wee	*	Unive	erse	Sampl	Tuned	1	Rch										
Avg		656	,630	1,969	686		194.6										

Based on Hamilton CTRL, A12+, FNTK, Monday-Sunday 5:00 AM-1:00 AM, using 45-49 as the respective target, you would interpret the stats in the following manner:

Universe - There are 60,900 45-49 year-olds living in Hamilton CTRL.

Universe % - 45-49 year-olds make up 9.3% of the Hamilton A12+ population. (60,900 / 656,630)

Reach (000) – News/Talk reaches 19,500 45-49 year-olds for at least one quarter hour in a broadcast week.

Reach % Composition - Of all 12+ News/Talk listeners, 10% are 45-49 years old. (19,500 / 194,600)

Reach % Index – Using 100 as the baseline, 45-49 year-olds are 8% more likely than the general A12+ population of Hamilton to listen to News/Talk AND News/Talk listeners are 8% more likely than the general A12+ population of Hamilton to be 45-49 years old. (10% / 9.3%)

Reach % Market – News/Talk reaches 32.1% of 45-49 year-olds in Hamilton. (19,500 / 60,900)

Sample – 194 dairies were returned by 45-49 year-olds.

Tuned – 59 diaries from 45-49 year-olds had at least one quarter hour of tuning to a News/Talk station.



How to: use the View Manager

👂 Data Analysis Edi	t View Print Window	Help				
🔞 🎦 🗟 🕞 🖡	Preferences	No 拱 🖷		P Ĥ		
	View Manager					
Areas: Target	Apply view Save as view					
Call Descri	p <u>F</u> reeze columns	Days	Times	Tz C	Cost	
1	Rank results			ST		
	Diary comment filter					

Use the 'Analysis View Manager' dialogue box to create and manage different column settings, save the views and be able to apply them when required. To create a new view, click on 'View', 'View Manager' to launch the 'Analysis View Manager' dialogue box.

	 Specification Columns 	Detailed results columns	Summary results columns
All analyses types Schedule Analysis Built-in view Besearch Duplication Analysis Gualitative Profile Analysis Built-in view Qualitative View	Call letters Description Tuning Location Survey weeks Days Times Tz Occ Cost	Week * AQH (000) AQH Rtg Rch (000) Rch % XRch (000) XRch % XSm % Tot imp (000) Shr % GRP Sample Tuned Weekly \$ CPP CPM Tot Hrs (000)	Week * Universe Sample Tuned AQH (000) AQH Rtg Rch (000) Rch % Totimp (000) GRP Rch 1x (000) Rch 2x (000) Rch 3+ (000) Avg freq Weekly \$ CPP CPM Avg cost

Click 'Built-in view' to bring up all available statistics for the applicable analysis type. In the screen capture above, the default view for 'Schedule Analysis' is shown. To customize the view, left-click the 'New' button' to activate the 'Create a new view' dialogue box.

How to: use the View Manager

/iew name: Step-by-Step Guid	e View	OK Cancel
Specification columns	Detailed results columns	Summary results columns
 ✓ Call letters Description Country of origin Genre Statcan substance Tuning Location ✓ Survey weeks ✓ Days ✓ Times ✓ Tz Occ Cost 	Image: Week Image: AQH (000) Image: AQH Rtg Imaget	₩ ₩ <t< th=""></t<>

Use the checkboxes to activate/de-activate the columns and click and drag to change the column order. When completed, name the view and click on 'OK' to save the view. Once saved, after the fact you can edit or delete the view. The view can now be applied as your default view (see 'How to: use the Global View Preferences' on page 41) or used on the fly when required (see 'How to: change column views on the fly' next page).

	Specification Columns	Detailed results columns	Summary results columns
III analyses types III analyses types III Schedule Analysis Built-in view IIII Schedule Analysis IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	Call letters Survey weeks Days Times Tz	Week * AGH (000) AGH Rtg Rch (000) Rch %	Week * Universe Sample Tuned
(Edit Delete	New	Close

How to: change column views on the fly

Area		CTRL																
Targe	et A12+															_		
	A12+																	
	Call letters	Survey weeks	Days	Times	Tz	Week	*	AQH (000)	AQH Rtg	Rch (000)	Rch %	Shr %						
1	FADC	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		25.0	3.7	152.2	22.7	17.€	Rank by	-		Rank by		
2	FAMR	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		0.6	0.1	6.3	0.9	0.4	Hide this column Show hidden column	P	Description	Hide this column Show hidden colum	_{nn} ▶	
3	FCFA	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		4.7	0.7	42.1	6.3	3.3	Save as view	•	Country of origin Genre	Save as view		Duilt in view
4	FCHR	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		24.0	3.6	206.9	30.8	16.9	Apply view	-	Statcan substance	Apply view		Research
5	FCHT	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		16.1	2.4	124.3	18.5	11.3			Tuning Location Occ			Sales Stop-by-Stop Guide View
6	FCRK	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		23.6	3.5	152.0	22.6	16.6			Cost			Step-by-Step Guide View
7	FGOD	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		0.0	0.0	0.3	0.1	0.0			XRch (000) XRch %			
8	FHAC	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		0.3	0.0	2.8	0.4	0.2			XStn %			
9	FJAZ	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		0.0	0.0	0.6	0.1	0.0			GRP			
10	FMAT	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		4.2	0.6	35.6	5.3	2.9			Sample			
11	FMVS	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		5.2	0.8	55.8	8.3	3.6			Weekly \$			
12	FNCL	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		1.5	0.2	10.9	1.6	1.1			CPP CPM			
13	FNTK	1-8	Mo-Fr	6:00a- 6:00p	ST	Avg		36.0	5.4	241.6	36.0	25.4			Tot Hrs (000)			

Once a run is complete, you can put your cursor over any column header, right-click and:

- i) Rank by that column statistic
- ii) Hide that particular column
- iii) Show hidden columns
- iv) Save the current column set-up as a permanent view
- v) Apply a saved view

How to: use the Global View Preferences

🖗 Data Analysis Edit	View Print Window	Help				
🤕 [🎦 🔂 🕞 📙	Preferences	- 🕵 🔜) 🖹 🔤	J: 🔁 🔀 🔳
Areas:	View Manager					
Target	<u>Save as view</u>					
Call Descrip	Freeze columns	Days	Times	Tz OC c	Cost	
1	Rank results			ST		
	Diary comment filter					

Use the 'Global view preferences' dialogue box to apply default view preferences including language, time format, name/numeric display, view settings etc.

anguage (requires application restart):	English	•	
efault time format:	12 hours (using AM/PM)	•	
efault time zone:	ST - Station Time	•	
prefer to enter areas using (diary only):	Name	•	
efault order for sorting areas (diary only):	By numeric code	_	
Default view for each analysis type:	For diary data:	For meter data:	
Schedule Analysis	Step-by-Step Guide View	Basic Stats	•
Duplication Analysis	Built-in view	Built-in view	•
Qualitative Profile Analysis	Qualitative View	Profile	•
Show checked items from lists in a tooltip	not available on Windows 98)		
Use full day uneblocke (cross for		r allows it)	

When the 'Show checked items from lists in a tooltip' option is checked, micro+ will display a tooltip to give you a count of the selected items. In this screen capture, the tooltip shows that of the thirty-eight available targets, three targets are selected.

ſ	Select Targets
l	Targets 🚖 Favourites
	Tergets ★ Favouries Multicustom target A12-17 A12-17 A12-17 A18-49 A18-49 A18-49 A18-49 A18-54 A25-
	M18-49 A35 plus M18-54 F18 24 M25-44 F25 34 M25-49 M 25 34 M25-54 Snowboarders M35-64 M 25 34

How to: apply favourites

LUCAUV WCCKS	II			
Select call letters		100		×
			ware and lable in a lasted and	
Find:		Show only call le	tters available in selected area	as None
Call letters 👷 Favou	rites			
Build custom group			OCIOICO	
	CFRB 🚖			
ALLDI				
		Add to Favourites		
	CFZM	Remove from Eavourites		
⊔AR-HAM		Remove from ravourites		Цскос
			CKISFM	
CFMZF+		CJMXFM		FADC
4				

In the 'Select call letters' window, by default micro+ displays all reported stations, formats and station-groups. If the 'Show only call letters available in selected areas' box is checked, the list of call letters, formats and station groups are limited to those that had any tuning in the selected geography during the selected survey period. In addition, you can use the Favourites list to streamline the available choices.

Right-click on a station to call up the 'Add to Favourites / Remove from Favourites' option. When a station is selected as a favourite, a yellow star appears to the right of the call letter. Only selected favourites will appear in the Favourites tab or as outlined on page 16 in the 'Daypart builder' box when the 'Show only favourite call letters' option is selected.





Favourites can be applied to areas and targets as well as to call letters.

How to: save an analysis

2	Data Ana	lysis East view Print	Window	Help											
3	2	Save Save	5 🗊 🌾) 🍕 🛛 🐝			ì			, ,	1	1	è 🤇	ļ	
Area	s: TOTAL (CANADA Ctrl+S													
Targ	et A12+, A	18-49, Azə-ə+													
1	A12+	A18-49 A25-54													
	Call letters	Description	Survey weeks	Days	Times	Tz	Week	*	AQH (000)	AQH Rtg	Rch (000)	Rch %	Shr %	Sample	Tuned
1	FAAA	Adult Album Alternative	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		2.1	0.0	29.2	0.2	0.1	37,398	94
2	FADC	Adult Contemporary	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		259.3	1.7	3,288.5	22.1	13.3	37,398	9,835
3	FAMR	AOR/Mainstream Rock	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		147.5	1.0	2,167.6	14.6	7.5	37,398	5,790
4	FAST	Adult Standards	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		7.2	0.0	124.5	0.8	0.4	37,398	315
5	FCFA	Classical/Fine Arts	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		17.1	0.1	333.5	2.2	0.9	37,398	411
6	FCHR	Mainstream Top 40/CHR	1-8	Mo-Su	5:00a- 1:00a	ST	Avg		251.6	1.7	4,228.9	28.4	12.9	37,398	9,143



Once an analysis is set-up and/or processed, you can save it a variety of ways. The most straight forward approach is using the 'Save' icon or from the file menu selecting 'Analysis', 'Save' or 'Save as'. This will launch the 'Save analysis' dialogue box. Name the run (in this case Format Description). You can also write an optional description about the report. The analysis is now saved within the software.





How to: retrieve a saved analysis



You can retrieve a saved analysis a variety of ways. The most straight forward approach is using the 'Open analysis' icon or from the file menu selecting 'Analysis', 'Open'. This will launch the 'Open analysis' dialogue box.

Open analysis Location: C:\ProgramData\m	icroBBM\SavedAnalysis\					
All Opened recently	<	Show only analyses for the c	urrently open survey	>		
Name 🔺	Analysis type	Last saved	Survey name	Survey period		
Brandon multi-media	Qualitative Profile An	July 04 2011, 2:39 PM	Radio 2010 Fall	9/6/2010 - 10/31/2010		
Calgary Rank	Schedule Analysis	February 19 2010, 4:01 P	Radio 2009 Fall	9/7/2009 - 11/1/2009		
Charlottetown	Schedule Analysis	December 06 2010, 7:01	Radio 2010 Fall	9/6/2010 - 10/31/2010		
Chilliwack Bruins	Schedule Analysis	January 31 2010, 6:45 PM	Radio 2009 Fall	9/7/2009 - 11/1/2009		
Chilliwack Chiefs	Schedule Analysis	January 23 2012, 12:04 P	Radio 2011 Fall	9/5/2011 - 10/30/2011		
Format Description	Schedule Analysis	April 03 2012, 11:20 AM	Radio 2011 Fall	9/5/2011 - 10/30/2011		
HHI	Qualitative Profile An	June 02 2010, 2:34 PM	Radio 2009 Fall	9/7/2009 - 11/1/2009		
Kelowna	Schedule Analysis	June 02 2010, 3:09 PM	Radio 2010 Spring	3/1/2010 - 4/25/2010		
Kelowna 1 4 hour report	Schedule Analysis	February 16 2012, 9:52 A	Radio 2011 Fall	9/5/2011 - 10/30/2011		
Kelowna Unsuppressed	Schedule Analysis	December 11 2009, 1:40	Radio 2009 Fall	9/7/2009 - 11/1/2009		
Nanaimo	Diary Browser	March 25 2011, 12:44 PM	Radio 2009 Fall	9/7/2009 - 11/1/2009		
OMP	Schedule Analysis	February 10 2010, 2:19 P	Survey 2 2009 Radio	4/26/2009 - 3/2/2009		
Prince George Qualitative	Qualitative Profile An	February 22 2011, 4:18 P	Radio 2010 Fall	9/6/2010 - 10/31/2010		
Red Deer example	Schedule Analysis	February 17 2011, 10:32	Radio 2010 Fall	9/6/2010 - 10/31/2010		
Red Deer Qualitative	Qualitative Profile An	February 16 2012, 1:29 P	Radio 2011 Fall	9/5/2011 - 10/30/2011		
Regina	Schedule Analysis	December 11 2009, 8:37	Radio 2009 Fall	9/7/2009 - 11/1/2009		
Tuning Location	Schedule Analysis	September 22 2011, 11:3	Radio 2011 Spring	2/28/2011 - 4/24/2011		
Winnipeg Duplication	Duplication Analysis	February 25 2011, 9:50 A	Radio 2010 Fall	9/6/2010 - 10/31/2010		
Winnipeg quarter hour	Schedule Analysis	June 16 2010, 11:38 AM	Radio 2010 Spring	3/1/2010 - 4/25/2010		
Wired	Schedule Analysis	December 13 2011, 1:25	Radio 2011 Fall	9/5/2011 - 10/30/2011		
YWG Dup	Duplication Analysis	January 18 2011, 9:21 AM	Radio 2010 Fall	9/6/2010 - 10/31/2010		
Analysis description:						
This is a Total Canada forma	at analysis for A12+, A18-4	19 & A25-54				
						~
Delete analysis					OK	Cancel

Highlight the analysis you wish to retrieve and press 'OK'. This will launch the analysis in its saved format. Re-process to generate the results. If the 'Show only analyses for the currently open survey' box is not selected, all saved analyses will appear. This is helpful if you wish to run a saved analysis against a different survey period than it was saved to. All analyses saved to the open survey period will not be highlighted while analyses saved to a different survey period will be highlighted blue.

How to: retrieve a saved analysis



When opening a run against a different survey period than it was saved to, you will receive an 'Open analysis options' prompt. You can choose to 'Close the current survey and open the survey corresponding to the analysis' or 'Open the analysis with the current survey'.

For further information about micro+ or any other NLogic product, do not hesitate to get a hold of us directly through a variety of communication channels.





