micro+ radio
for
diary & PPM

Step-by-Step Guide

nlogic

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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.

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
	Open a saved analysis
	Copy/clone an existing set-up into a different analysis/module
	Save an analysis
	Calculate/process an analysis
	Select a geography/area or build a custom one
	Select a demo or build a custom one
	Edit profile questions (applicable in Qualitative analysis only)
	Launch the Daypart builder dialogue box
	N/A - TV shortcut only
	Insert an additional empty vehicle
	Insert an additional timeslot into an existing media vehicle
	Timeslot editor
	Delete timeslot

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Icons:

Icon	Description
	Delete media vehicle
	Copy
	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

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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'.

DIARY   PPM

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).
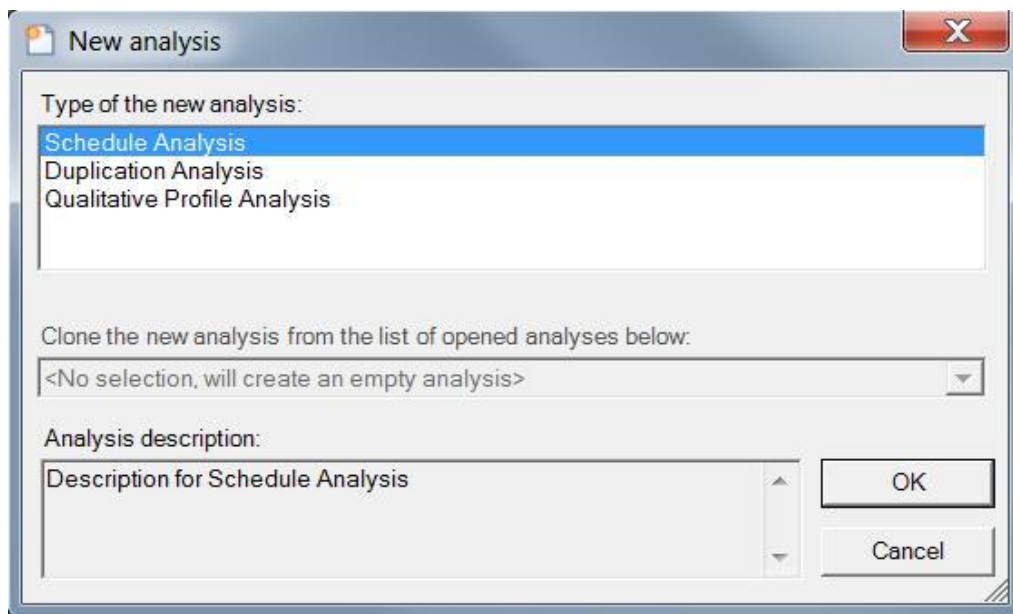
Launching the Program:

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.

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

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.
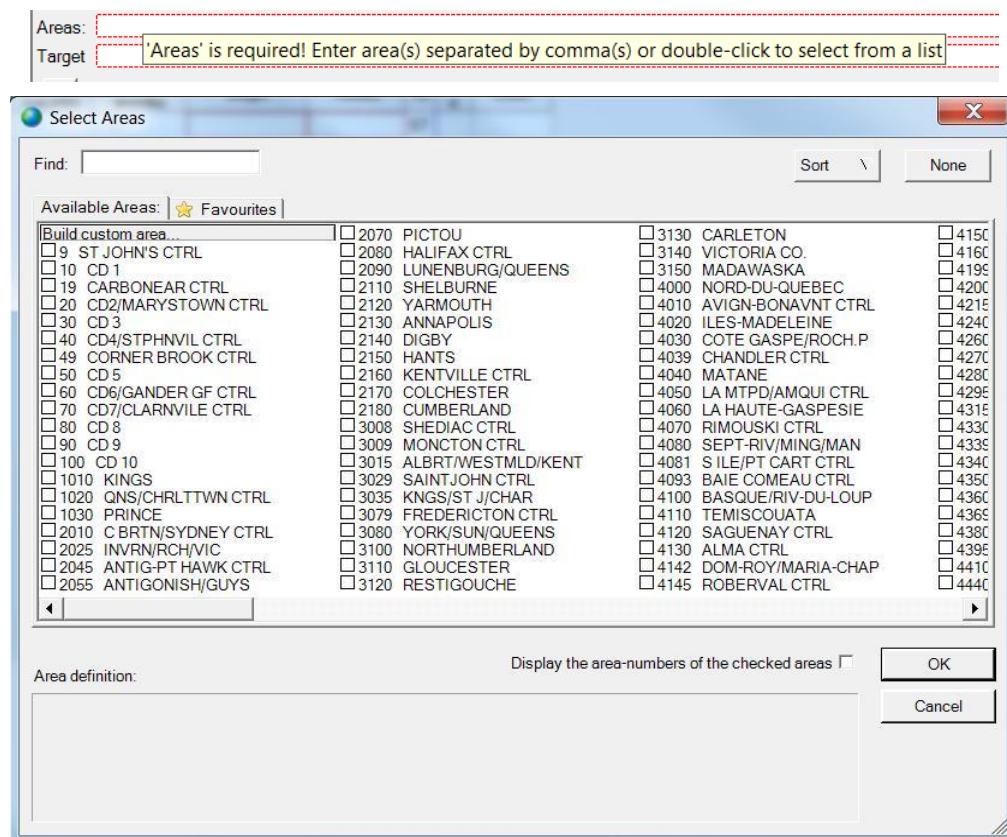

3. Select the area or combination of areas you would like to analyze. Press 'OK'. (NOTE: If you select more than one area, they will be combined).

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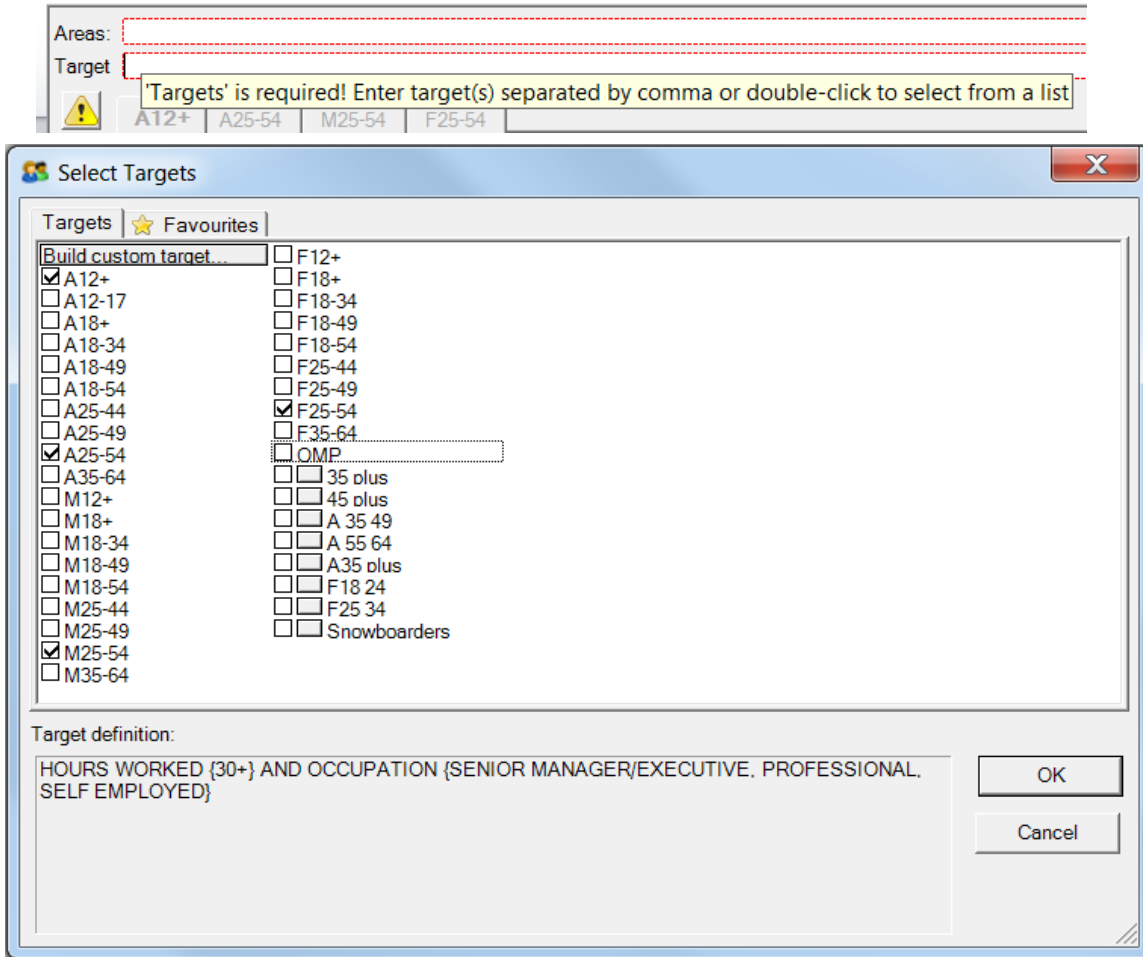
2. Select the demo(s) you would like to analyze. Press 'OK'. For full instructions on how to build a custom target audience, refer to the manual.

> **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.
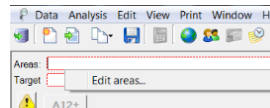
TIP:

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.
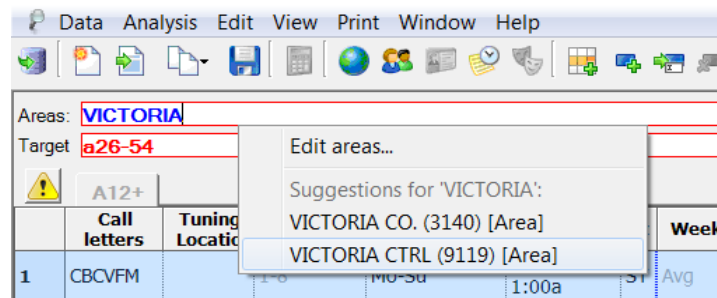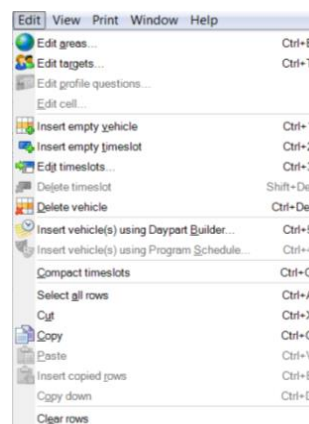
4. Select the appropriate short-cut icon as outlined on pages 5-6.

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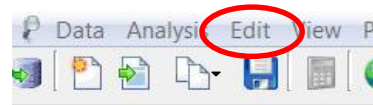
6. Type the applicable keyboard shortcut. The respective shortcuts are defined in the 'Edit' drop-down menu and/or by hovering your cursor over the applicable icon.

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' icon to launch the dialogue box.
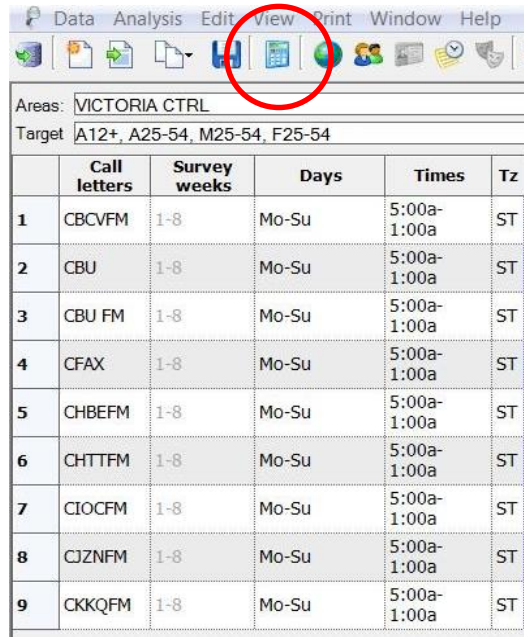

2. Select the applicable call letter(s), day(s) and time(s). Click on 'Insert rows' and then 'Close'.

> **See page 16 for 'Tips about the Daypart builder' box.**
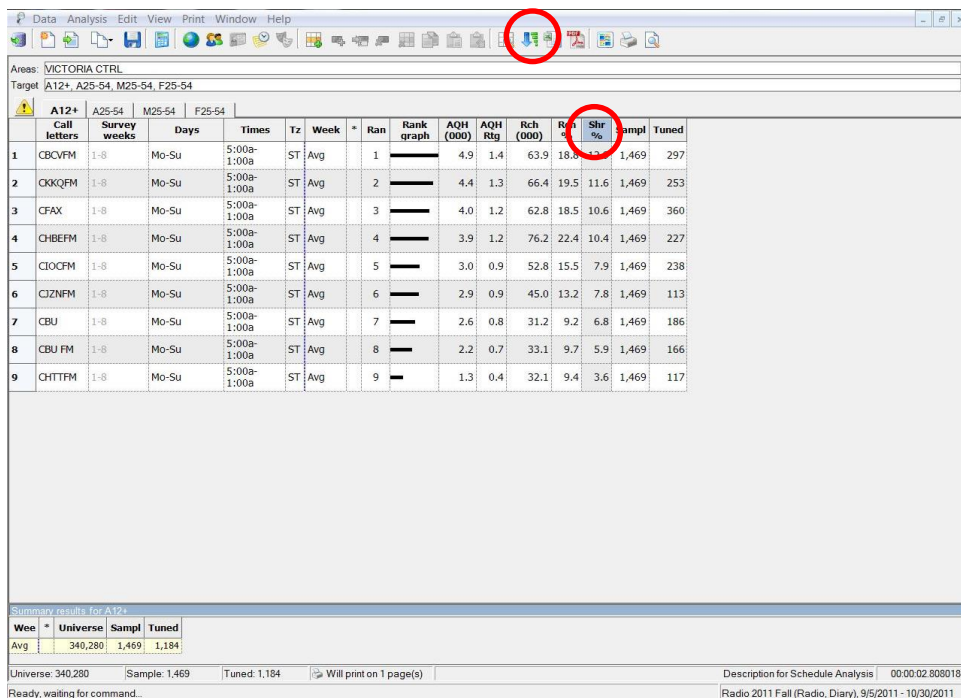
Steps to run the rank report:

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.

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

Tips about the Daypart Builder box:

When selecting stations, use the drop-down menu to bring call letters in as 'Individual stations' (one station per row) or as 'Combine stations' (multiple stations per row).
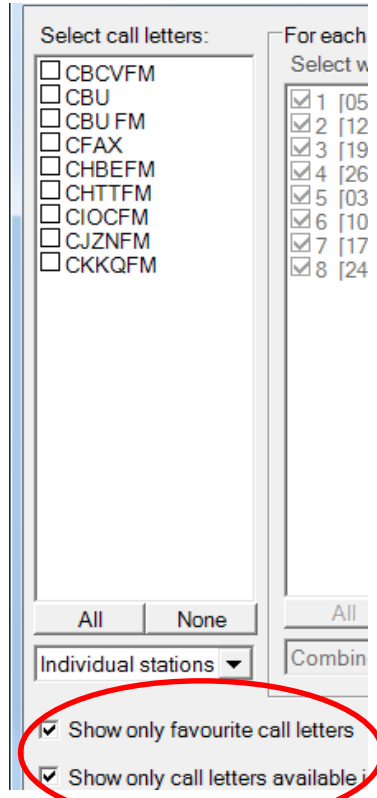
If your on-going analyses are limited to one or two markets, you are able to narrow down the list of available call letters by i) identifying stations as your favourites (see page 42) and/or ii) by narrowing the list by selecting to show only call letters with any tuning in the chosen area.

When selecting days of the week, use the drop-down menu to bring them in as 'Combine days' (i.e. Monday-Friday) or as 'Daily' (one day per row).
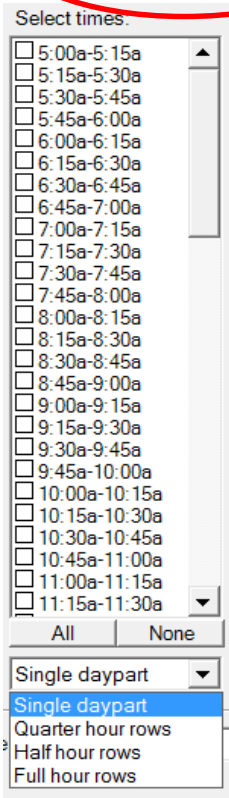
When selecting times, use the drop-down menu to bring them in as one 'Single daypart' or break them out in 'Quarter hour rows', 'Half hour rows' or 'Full hour rows'.

TIP: To select ingredients, you can i) check off boxes individually, ii) left-click, hold & drag down or iii) left-click the 'All' button if bringing in the entire range.

Sample Market Schedule

Areas: LETHBRIDG CTRL
Target A12+

	Call letters	Description	Survey weeks	Days	Times	Tz	Occ	Cost	Week	*	AQH (000)	AQH Rtg	Rch (000)	Rch %	GRP	Weekly $	CPP
1	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
2	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
3	CJOCFM	DR	1-8	Mo-Fr	3:00p-7:00p	ST	5	$50.00	Avg		2.4	2.6	7.0	7.5	12.9	$250.00	$19.43
4	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
5	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
6	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
7	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
8	CHLBFM	DR	1-8	Mo-Fr	3:00p-7:00p	ST	5	$50.00	Avg		2.3	2.5	5.9	6.4	12.4	$250.00	$20.21
9	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
10	CHLBFM	Weekend	1-8	Sa-Su	6:00a-12:00a	ST	5	$50.00	Avg		1.1	1.2	3.8	4.1	6.1	$250.00	$40.69
11	CFRVFM	BR	1-8	Mo-Fr	6:00a-10:00a	ST	5	$50.00	Avg		2.6	2.8	6.7	7.2	14.0	$250.00	$17.89
12	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
13	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
14	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
15	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

Summary results for A12+

Wee	*	Universe	Sampl	Tuned	Rch (000)	Rch 1x (000)	Rch 2x (000)	Rch 3+ (000)	Avg freq	Rch %	GRP	Weekly $	CPP	Avg cost
Avg		93,019	702	403	36.8	10.8	6.5	19.6	4.3	39.6	172.3	$3,750.00	$21.77	$50.00

Universe: 93,019 — Sample: 702 — Tuned: 403 — Will print on 1 page(s) — 00:00:00.0623992

Ready, waiting for command... — Radio 2011 Fall (Radio, Diary), 9/5/2011 - 10/30/2011

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

	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-1:00a	ST	Avg		0.8	0.2	27.3	7.6	100.0	1,493	115

Summary results for A12+

Wee	*	Universe	Sampl	Tuned
Avg		360,145	1,493	1,374

Universe: 360,145   Sample: 1,493   Tuned: 1,374   Will print on 1 page(s)   Description for Schedule Analysis   00:00:02.5584000

Ready, waiting for command...   Radio 2011 Fall (Radio, Diary), 9/5/2011 - 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.

> **TIP: There are several ways to create 5 identical vehicles. As already outlined, you can generate all 5 vehicles using the 'Daypart builder'. As an option create the first media vehicle using the 'Daypart builder'', click the 'Insert rows' and 'Close' buttons. Then left-click on the 'Insert an additional empty vehicle' icon 4 times to create 4 empty vehicles. In row 1 left-click and 'Copy down' in the Call letters, Days & Times cells.**

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.

Sample Audience Flow Report

	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
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
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-Fr	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

Areas: LONDON CTRL
Target: A12+, A25-54

Tabs: A12+ | A25-54

Summary results for A12+

Wee	*	Universe	Sampl	Tuned
Avg		438,085	1,462	416

Universe: 438,085   Sample: 1,462   Tuned: 416   Will print on 3 page(s)   Description for Schedule Analysis   00:00:00.4368056

Ready, waiting for command...   Radio 2011 Fall (Radio, Diary), 9/5/2011 - 10/30/2011

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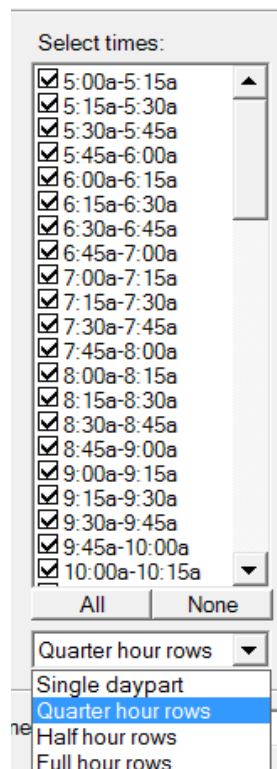
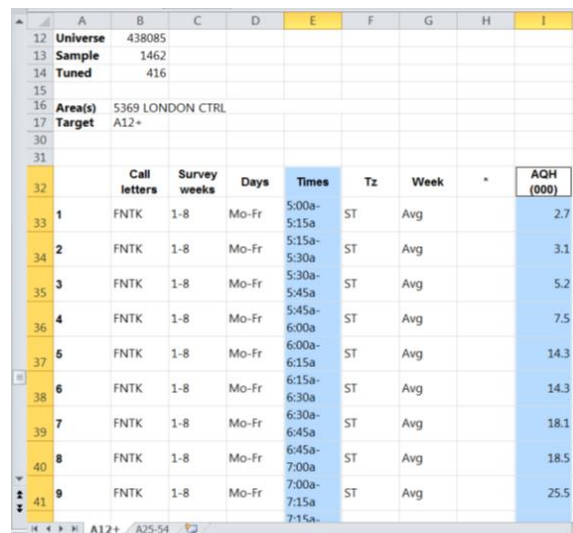3. Left-click on the 'Run' icon to process the report.

How to graph an audience flow report

Steps:

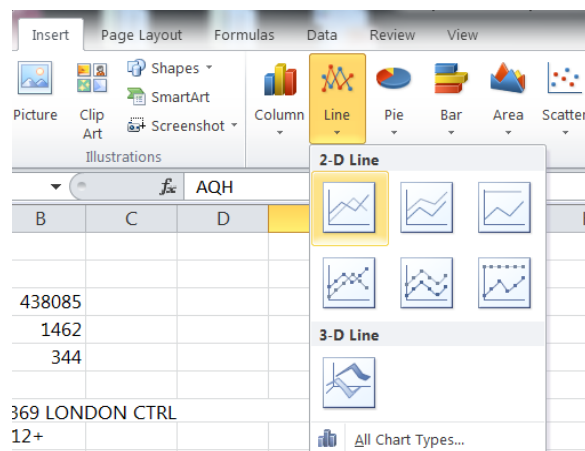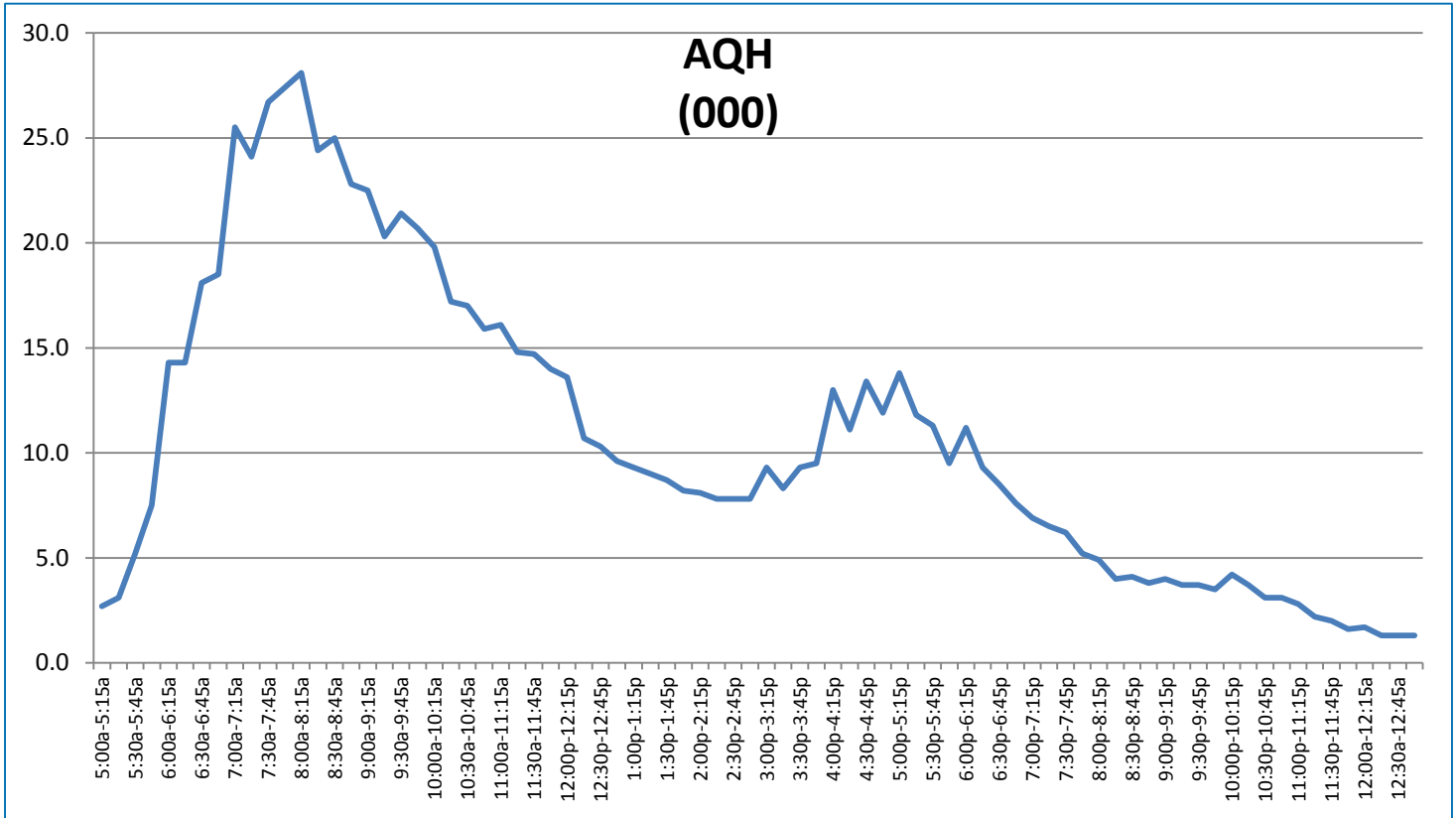1. Export the run to Excel by clicking on the icon and saving the file.

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).
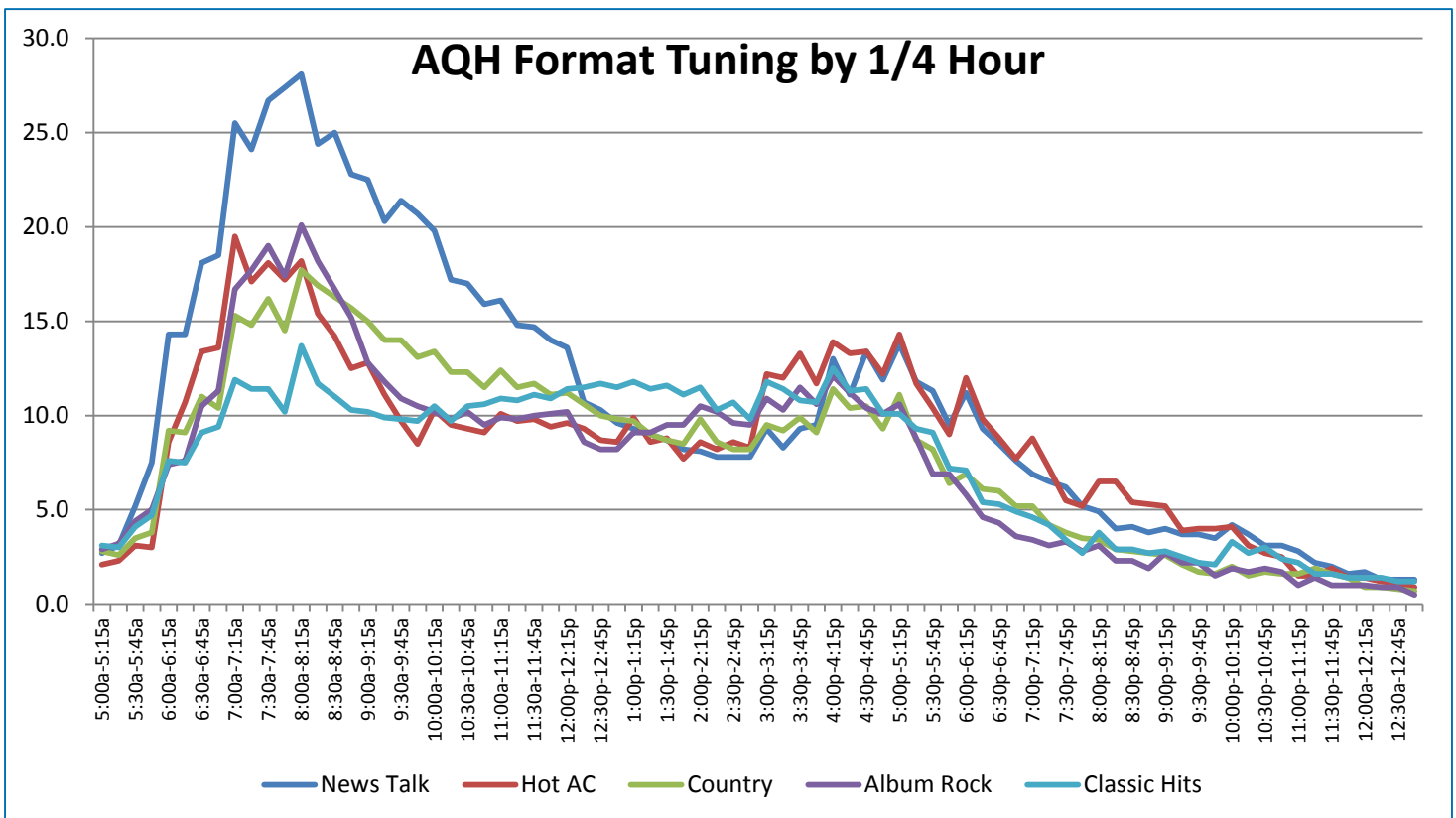

3. Depending on which version of Excel you have, click on Insert, Line graph, 2-D Line.

AQH (000)

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

AQH Format Tuning by 1/4 Hour

Legend: News Talk — Hot AC — Country — Album Rock — Classic Hits

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.
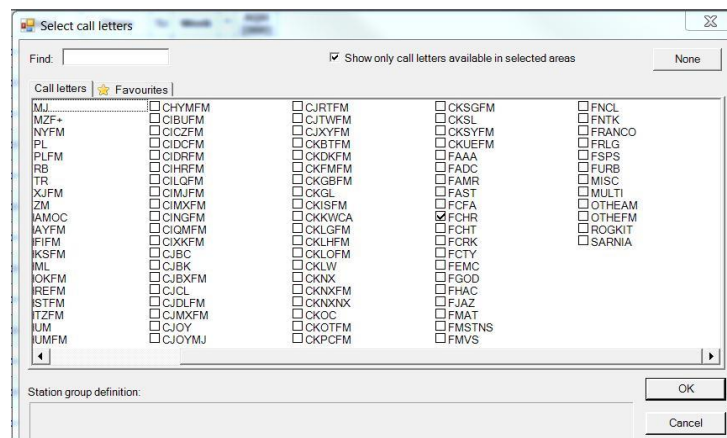
3. FCHR will now be the call letter in row 1. Right-click in the call-letter cell, select 'Copy down' to overwrite the previous call-letter with the new call-letter.
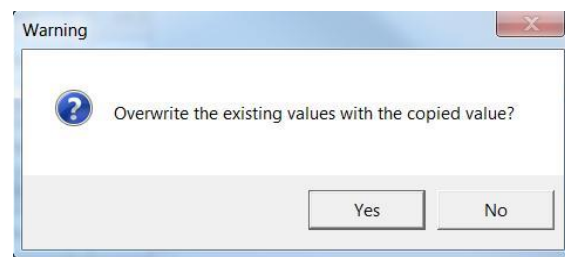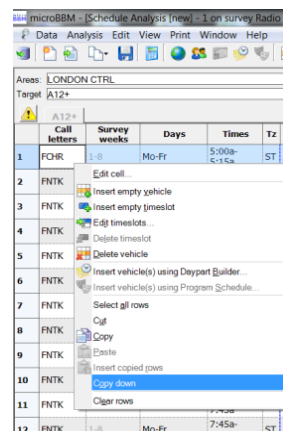
4. A 'Warning' dialogue box will appear. Click 'Yes' to 'Overwrite the existing values with the copied value'. Now all 80 rows will have the new call letter inserted.

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

AQH Format Tuning by 1/4 Hour
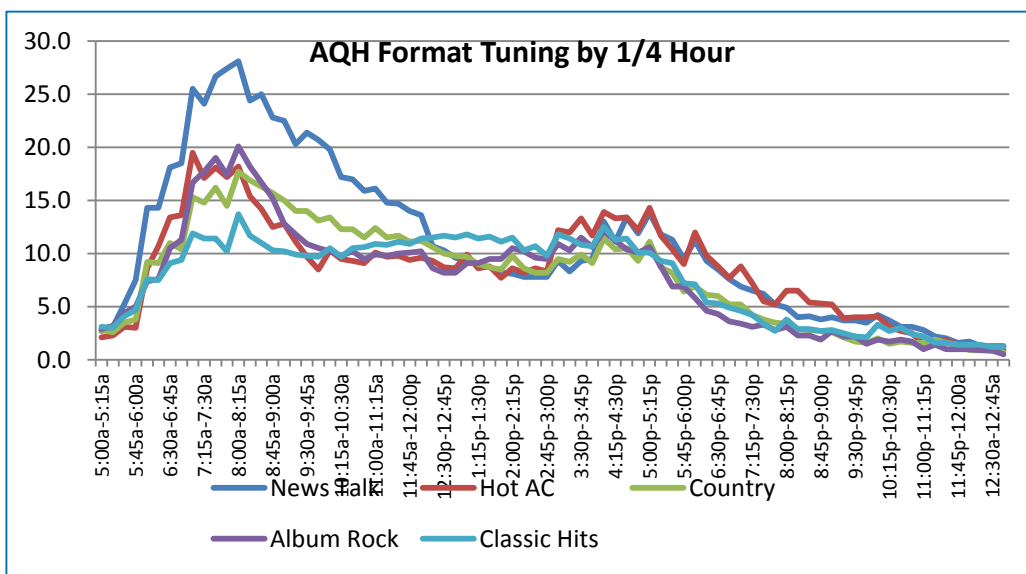
Duplication:

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

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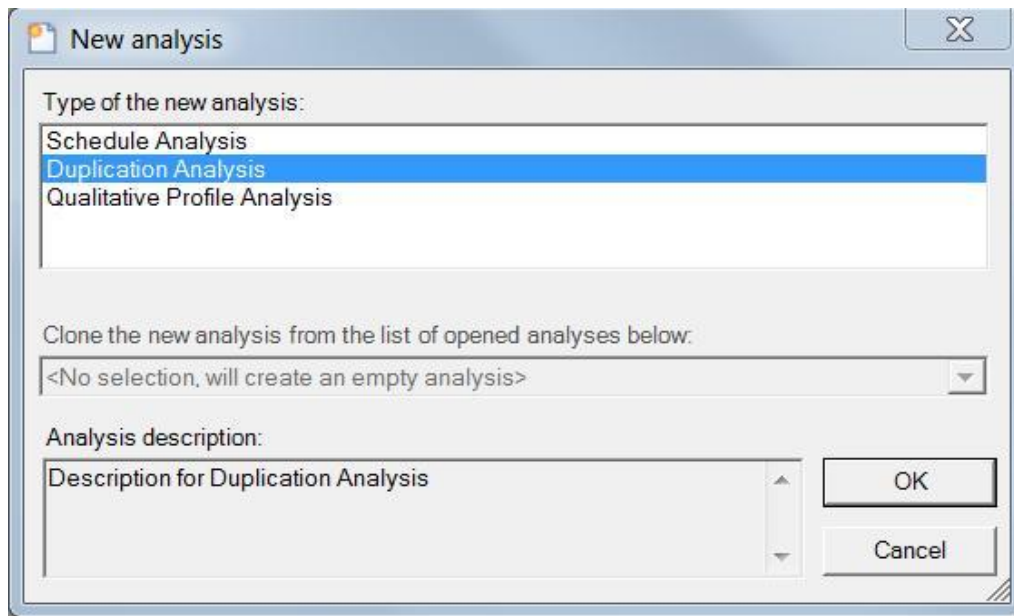
2. Set-up the report as described on pages 11-14. Define Area(s), Target(s) and create the Media Vehicles in the 'Daypart builder' dialogue box by selecting the appropriate call letter(s), day(s) and time(s) you wish to evaluate a duplication or recycling report on. Click the 'Insert rows' and 'Close'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

Interpreting a Duplication Analysis

Data   Analysis   Edit   View   Print   Window   Help

Areas: HAMILTON CTRL
Target A12+

A12+

	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	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	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-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

	Call letters	Description	Survey weeks	Days	Times	Tz	*	Reach (000)	Exclusive reach (000)	Excl reac	Duplicate reach (000)	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		88.4	98.1	52.1	79.7		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	429
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	76.4	-	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.

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

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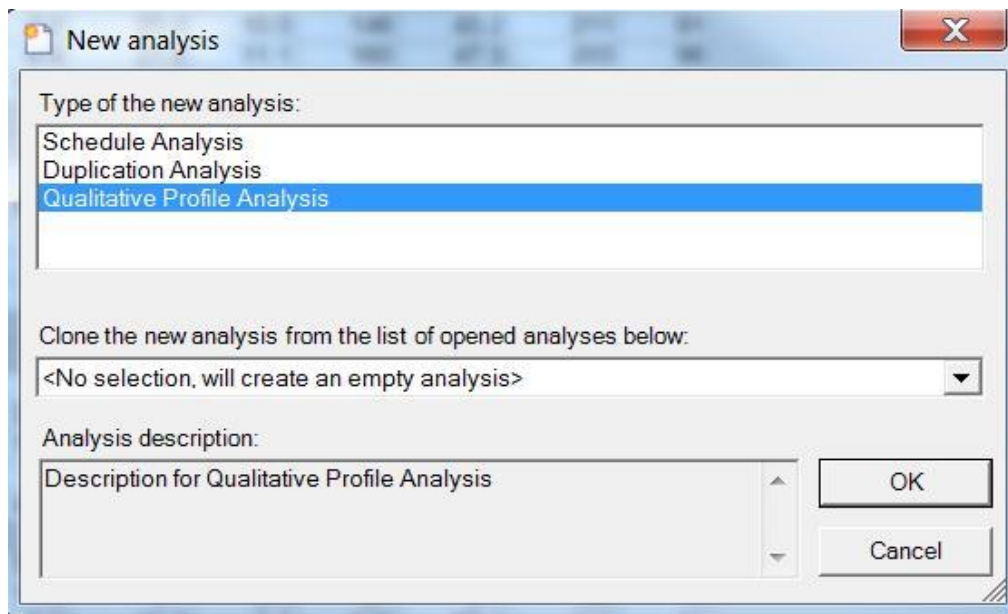
2. Set-up the report as described on pages 11-14. Define Area(s), Target(s) and create the 'Media Vehicle(s)' in the 'Daypart builder' dialogue box by selecting the appropriate call letter(s), day(s) and time(s). Click the 'Insert rows' and 'Close' buttons.

TIP:

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'.
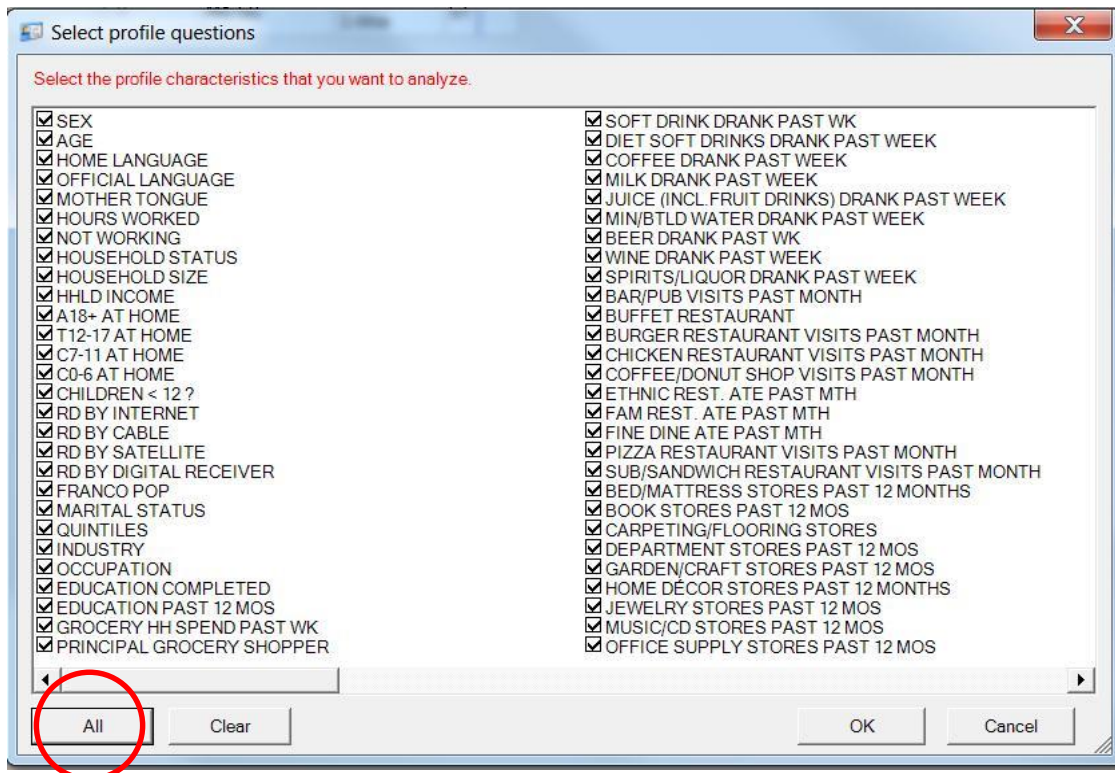
Interpreting a Qualitative Analysis

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 % Mkt	Sample	Tuned
SEX									
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		54.1	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

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
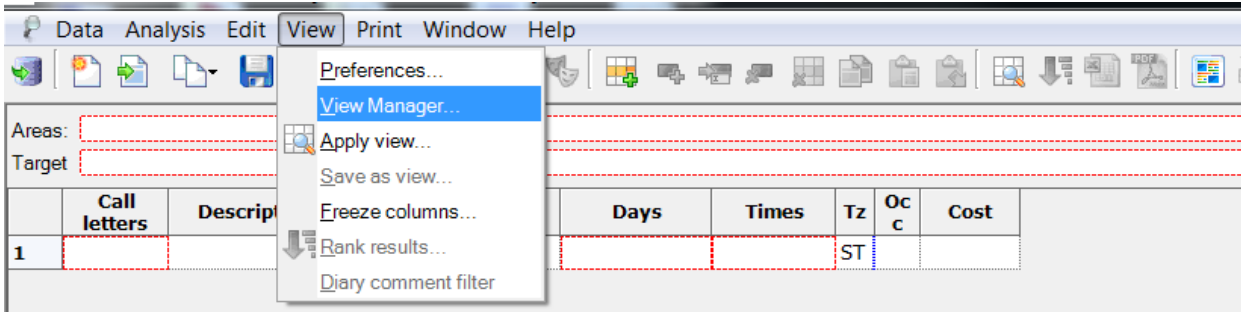
Use the 'Analysis View Manager' dialogue box to create and manage different column settings, save the views and be able to apply them when required. To create a new view, click on 'View', 'View Manager' to launch the 'Analysis View Manager' dialogue box.
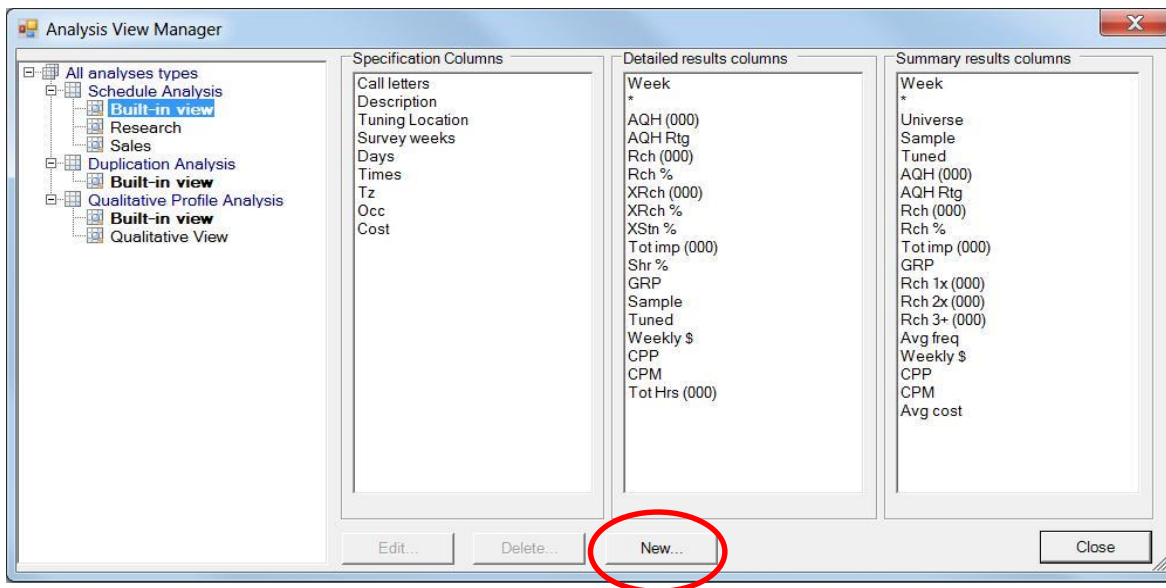
Click 'Built-in view' to bring up all available statistics for the applicable analysis type. In the screen capture above, the default view for 'Schedule Analysis' is shown. To customize the view, left-click the 'New' button' to activate the 'Create a new view' dialogue box.

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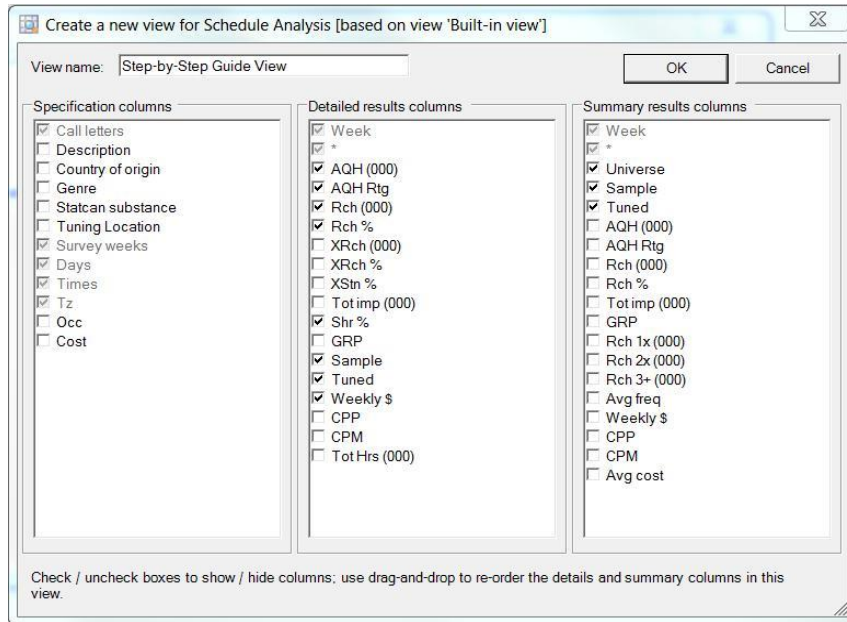
Use the checkboxes to activate/de-activate the columns and click and drag to change the column order. When completed, name the view and click on 'OK' to save the view. Once saved, after the fact you can edit or delete the view. The view can now be applied as your default view (see 'How to: use the Global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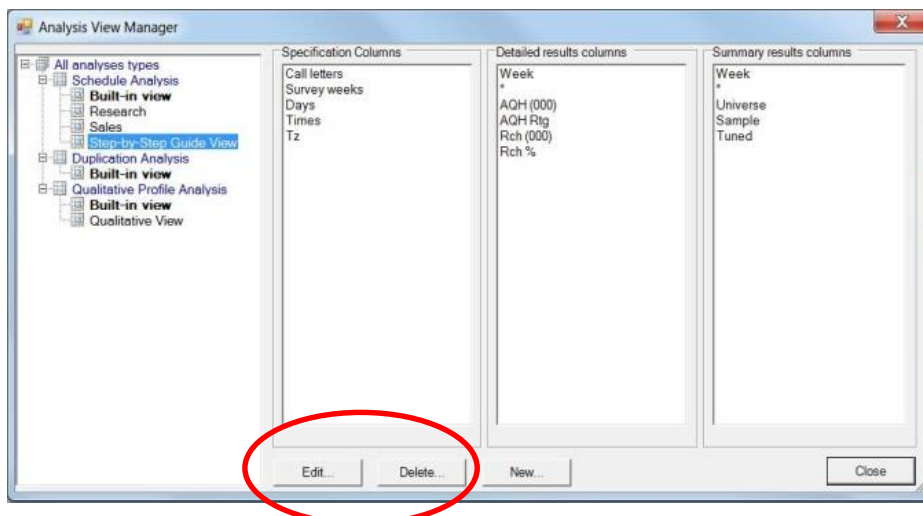
How to: change column views on the fly

Areas:	QUEBEC CTRL											
Target	A12+											

A12+

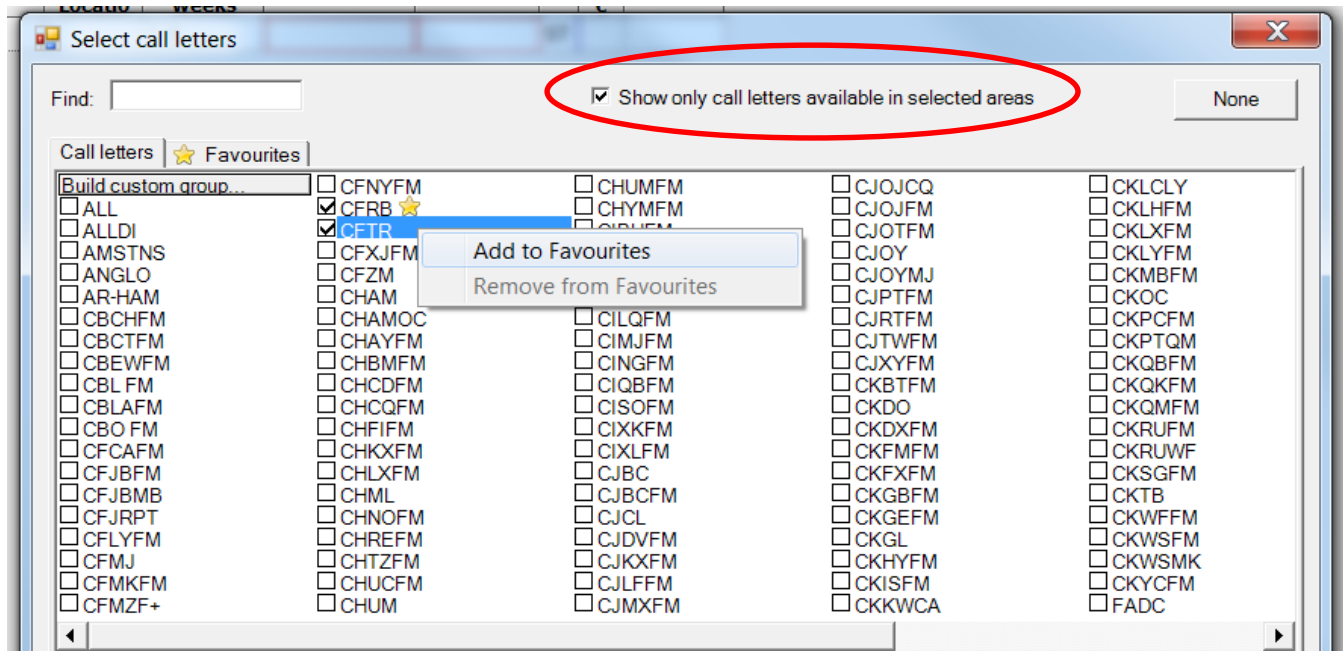|	Call letters	Survey weeks	Days	Times	Tz	Week	*	AQH (000)	AQH Rtg	Rch (000)	Rch %	Shr %
1	FADC	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		25.0	3.7	152.2	22.7	17.6
2	FAMR	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		0.6	0.1	6.3	0.9	0.4
3	FCFA	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		4.7	0.7	42.1	6.3	3.3
4	FCHR	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		24.0	3.6	206.9	30.8	16.9
5	FCHT	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		16.1	2.4	124.3	18.5	11.3
6	FCRK	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		23.6	3.5	152.0	22.6	16.6
7	FGOD	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		0.0	0.0	0.3	0.1	0.0
8	FHAC	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		0.3	0.0	2.8	0.4	0.2
9	FJAZ	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		0.0	0.0	0.6	0.1	0.0
10	FMAT	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		4.2	0.6	35.6	5.3	2.9
11	FMVS	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		5.2	0.8	55.8	8.3	3.6
12	FNCL	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		1.5	0.2	10.9	1.6	1.1
13	FNTK	1-8	Mo-Fr	6:00a-6:00p	ST	Avg		36.0	5.4	241.6	36.0	25.4

Context menu (first):
- Rank by ▶
- Hide this column
- Show hidden column ▶
- Save as view...
- Apply view ▶

Show hidden column submenu:
- Description
- Country of origin
- Genre
- Statcan substance
- Tuning Location
- Occ
- Cost
- XRch (000)
- XRch %
- XStn %
- Tot imp (000)
- GRP
- Sample
- Tuned
- Weekly $
- CPP
- CPM
- Tot Hrs (000)

Context menu (second):
- Rank by ▶
- Hide this column
- Show hidden column ▶
- Save as view...
- Apply view ▶

Apply view submenu:
- Built-in view
- Research
- Sales
- Step-by-Step Guide View

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

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

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.

How to: apply favourites

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.
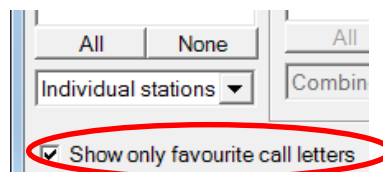

TIP: ⭐ Favourites

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

How to: save an analysis
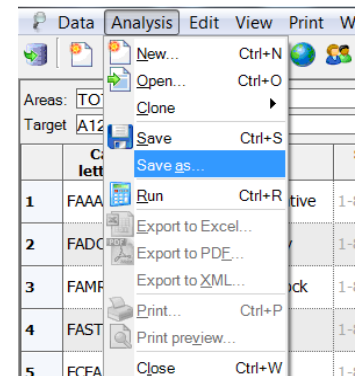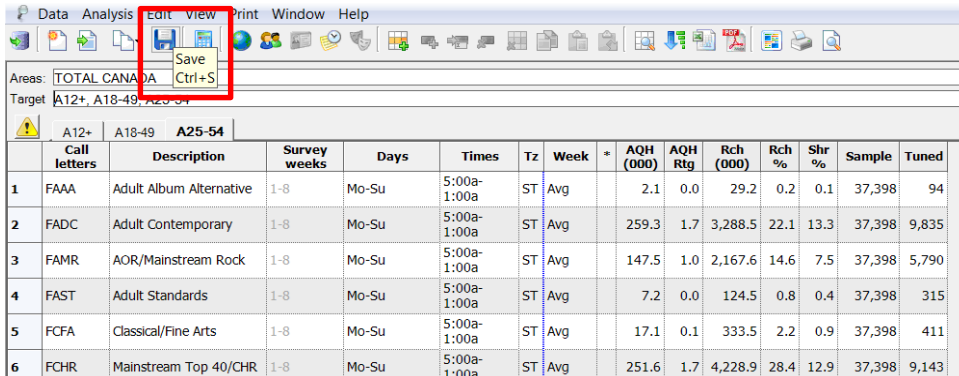
Once an analysis is set-up and/or processed, you can save it a variety of ways. The most straight forward approach is using the 'Save' icon or from the file menu selecting 'Analysis', 'Save' or 'Save as'. This will launch the 'Save analysis' dialogue box. Name the run (in this case Format Description). You can also write an optional description about the report. The analysis is now saved within the software.
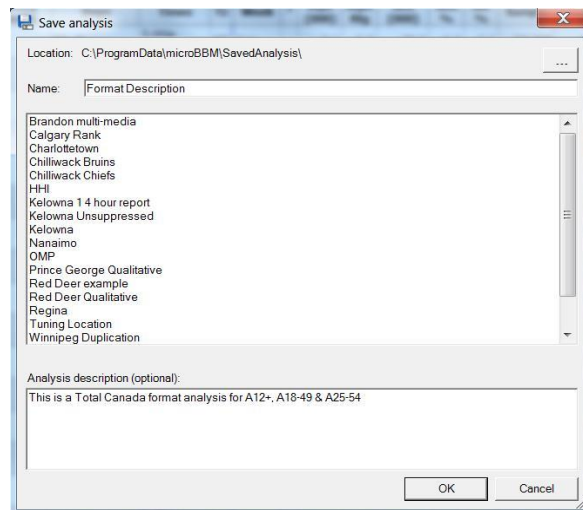
How to: retrieve a saved analysis
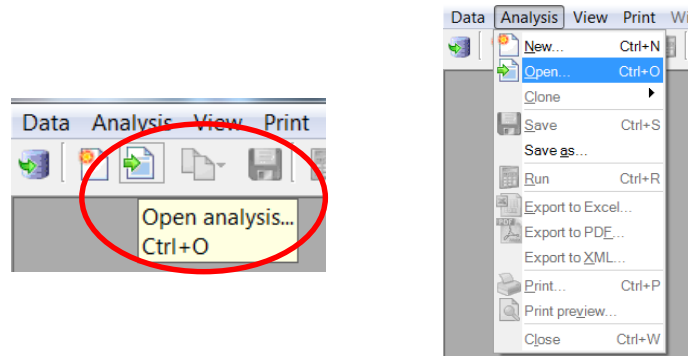
You can retrieve a saved analysis a variety of ways. The most straight forward approach is using the 'Open analysis' icon or from the file menu selecting 'Analysis', 'Open'. This will launch the 'Open analysis' dialogue box.
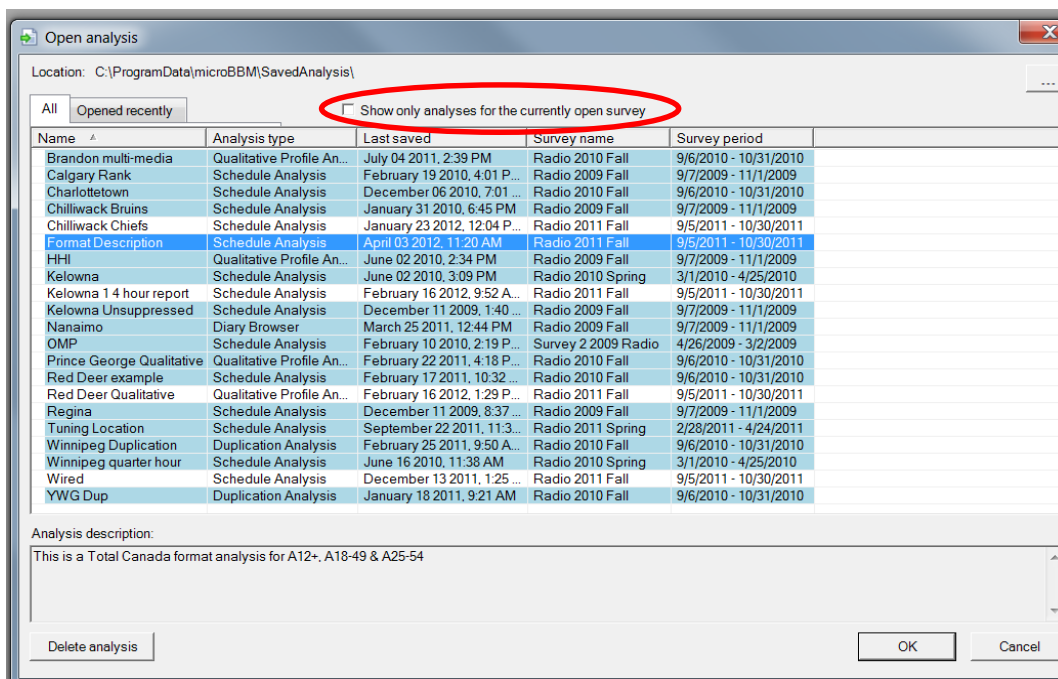
Highlight the analysis you wish to retrieve and press 'OK'. This will launch the analysis in its saved format. Re-process to generate the results. If the 'Show only analyses for the currently open survey' box is not selected, all saved analyses will appear. This is helpful if you wish to run a saved 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
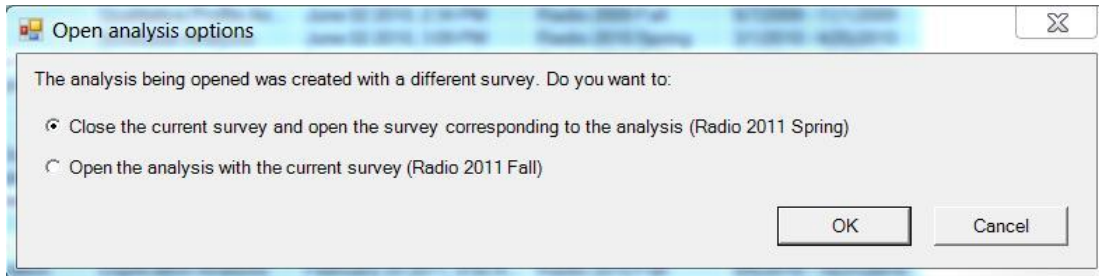
When opening a run against a different survey period than it was saved to, you will receive an 'Open analysis options' prompt. You can choose to 'Close the current survey and open the survey corresponding to the analysis' or 'Open the analysis with the current survey'.

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.

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