

General Usage: Creating Reports

Creating a Profiler Report

How do I create and run a Profiler report?

The following scenario uses example data to explain how to complete the steps required to create and run a Profiler report. In the following scenario, you will be looking at profile statistics for respondents who have varying number of children at home within a target of respondents who shopped at Kmart in the past three months.

Clear your Base, Column/Target, and Row/Media Definitions

1. Switch to the Definitions screen by clicking on its associated tab, and then choose one of the following:
 - Clear all of the current definitions. Note that you may want to save your specifications before clearing definitions. Click the Clear All Definitions button.
 - Move your current definitions to the temporary list. Highlight all of the definitions in the Bases list. Right-click and select Move to Temporary. Using this same method, move the definitions in the Row/Media and Column/Target list boxes to the temporary list.

Define the Targets for your Report

2. Switch to the Rpt. Spec's - Search screen by clicking on its associated tab.
3. Type "kmart" in the Search For field, and click the Search button.
4. Click "Retail shopp -Department stores shopped past 3 months". This is the third item from the bottom in the Sub-Category list.
5. Click "Department stores shopped past 3 months: Kmart" in the Category Entries list.
6. To create a target definition from the selected Category Entry, click the Add to Columns button.

Define the Rows for Your Report

7. Switch to the Rpt. Spec's - Basic screen by clicking on its associated tab.
8. Select the "Household demographics" category.
9. Select the "No. children in household" sub-category.
10. Click the first item in the Category Entries list. To select the first five items in the list, press and hold Shift while clicking the fifth item.
11. To create five row definitions from the selected category entries, click the Separate radio button, and click the Add to Rows button.

Refine your Row and Target Headings

12. Switch to the Headings screen by clicking on its associated tab.
13. Click the Rows/Media radio button to display the currently available Row/Media definitions.
14. In the Heading field, change the heading for the currently selected definition from "No. children in household (age 17 or under): None" to "No children under 17 in house."
15. Press Enter to accept the change.

16. Similarly, change each of the other Row/Media definition headings.
17. Click the Columns/Targets radio button, and shorten each of the available definition headings just as you did the Row/Media definitions.

Create the Profiler Report Specifications

18. Switch to the Profiler screen by clicking on its associated tab.
19. Select a definition in the Targets list box. Note that the default base (Total) will be selected in the Bases list box.
20. To design your Profiler report, click the Sort drop-down arrow to select the data item on which you want to sort your report.
21. Select full or abbreviated headings.
22. By clicking on the appropriate icons, choose the Average Audience or Cume Audience columns you wish to display in the report.
23. To display your report in browser, enhanced output, spreadsheet, or word processor format, click one of the icons in the Output section.

Creating a Crosstab Report

How do I create and run a Crosstab report?

The following scenario uses example data to explain how to complete the steps required to create and run a Crosstab report. In the following scenario, you will be cross-tabulating respondents who have varying number of children at home with a target of respondents who shopped at Kmart in the past three months.

Clear your Row and Column Definitions

1. Switch to the Definitions screen by clicking on its associated tab, and then choose one of the following:
 - Clear all of the current definitions. Note that you may want to save your specifications before clearing definitions. Click the Clear All Definitions button.
 - Move your current definitions to the temporary list. Highlight all of the definitions in the Bases list. Right-click and select Move to Temporary. Using this same method, move the definitions in the Row/Media and Column/Target list boxes to the temporary list.

Define the Columns for Your Report

2. Switch to the Rpt. Spec's - Search screen by clicking on its associated tab.
3. Type "kmart" in the Search For field, and click the Search button.
4. Click "Retail shopp -Department stores shopped past 3 months". This is the third item from the bottom in the Sub-Category list.
5. Click "Department stores shopped past 3 months: Kmart" in the Category Entries list.
6. To create a column definition from the selected Category Entry, click the Add to Columns button.

Define the Rows for Your Report

7. Switch to the Rpt. Spec's - Basic screen by clicking on its associated tab.
8. Select the "Household demographics" category.

9. Select the "No. children in household" sub-category.
10. Click the first item in the Category Entries list. To select the first five items in the list, press and hold Shift while clicking the fifth item.
11. To create five row definitions from the selected category entries, click the Separate radio button, and click the Add to Rows button.

Refine your Row and Column Headings

12. Switch to the Headings screen by clicking on its associated tab.
13. Click the Rows/Media radio button to display the currently available Row/Media definitions.
14. In the Heading field, change the heading for the currently selected definition from "No. children in household (age 17 or under): None" to "No children under 17 in house."
15. Press Enter to accept the change.
16. Similarly, change each of the other Row/Media definition headings using the above procedure.
17. Click the Columns/Targets radio button, and shorten each of the available definition headings just as you did the Row/Media definitions.

Create the Crosstab Report Specifications

18. Switch to the Crosstab screen by clicking on its associated tab.
19. Select a Base definition from the list at the top of the screen.
20. By clicking on the appropriate icons, select the Basic Table Elements and Cume Table Elements you wish to include in the report.
21. To display your report in browser, enhanced output, spreadsheet, or word processor format, click one of the icons in the Output section. Alternatively, you can produce standard report output (read only) by clicking the Standard Report Output icon (the one with blue cubes).
22. Optionally, you can map Crosstab data.

Creating a Media Ranker Report

How do I create and run a Media Ranker report?

The following scenario uses example data to explain how to complete the steps required to create and run a Media Ranker report. In the following scenario, you will be examining audience composition and cume statistics for several Sunday newspapers using a target of respondents who shopped at Kmart in the past three months.

Clear your Row and Column Definitions

1. Switch to the Definitions screen by clicking on its associated tab, and then choose one of the following:
 - Clear all of the current definitions. Note that you may want to save you specification before clearing definitions. Click the Clear All Definitions button.
 - Move your current definitions to the temporary list. Highlight all of the definitions in the Bases list. Right-click and select Move to Temporary. Using this same method, move the definitions in the Row/Media and Column/Target list boxes to the temporary list.

Define the Targets for your Report

2. Switch to the Rpt. Spec's - Search screen by clicking on its associated tab.
3. Type "kmart" in the Search For field, and click the Search button.
4. Click "Retail shopp -Department stores shopped past 3 months". This is the third item from the bottom in the Sub-Category list.
5. Click "Department stores shopped past 3 months: Kmart" in the Category Entries list.
6. To create a column definition from the selected Category Entry, click the Add to Columns button.

Define the Rows of your Report

7. Switch to the Rpt. Spec's - Basic screen by clicking on its associated tab.
8. Select the "Newspapers" category.
9. Select the "Sunday newspapers" sub-category.
10. Click the first item in the Category Entries list. To select the first five items in the list, press and hold Shift while clicking the fifth item.
11. To create five row definitions from the selected category entries, click the Separate radio button, and click the Add to Rows button.

Refine your Row and Column Headings

12. Switch to the Headings screen by clicking on its associated tab.
13. Click the Rows/Media radio button to display the currently available Row/Media definitions.
14. Select a definition and revise the heading as you desire.
15. Press Enter to accept the change.
16. Similarly, change each of the other Row/Media definition headings.
17. Click the Columns/Targets radio button, and shorten each of the available definition headings just as you did the Row/Media definition headings.

Create the Media Ranker Report Specifications

18. Switch to the Media Ranker screen by clicking on its associated tab.
19. Select a definition in the Targets list box.
20. To change the column on which your Media Ranker report is sorted, select any of the icons in the Sort section.
21. To display your report in a browser, spreadsheet, or word processor, click one of the icons in the Output section.

Creating a Reach Analysis Report

How do I create and run a Reach Analysis report?

The following scenario uses example data to explain how to complete the steps required to create and run a Reach Analysis report. In the following scenario, you will be examining schedules for several Sunday newspapers using a target of respondents who shopped at Kmart in the past three months.

Clear your Row and Column Definitions

1. Switch to the Definitions screen by clicking on its associated tab, and then choose one of the following:
 - Clear all of the current definitions. Note that you may want to save your specifications before clearing definitions. Click the Clear All Definitions button.
 - Move your current definitions to the temporary list. Highlight all of the definitions in the Bases list. Right-click and select Move to Temporary. Using this same method, move the definitions in the Row/Media and Column/Target list boxes to the temporary list.

Define the Targets for Your Report

2. Switch to the Rpt. Spec's - Search screen by clicking on its associated tab.
3. Type "kmart" in the Search For field, and click the Search button.
4. Click "Retail shopp -Department stores shopped past 3 months". This is the third item from the bottom in the Sub-Category list.
5. Click "Department stores shopped past 3 months: Kmart" in the Category Entries list.
6. To create a column definition from the selected Category Entry, click the Add to Columns button.

Define the Rows of Your Report

7. Switch to the Rpt. Spec's - Basic screen by clicking on its associated tab.
8. Select the "Newspapers" category.
9. Select the "Sunday newspapers" sub-category.

Note: You can include only media definitions as rows in a Reach Analysis report.

10. Click the first item in the Category Entries list. To select the first five items in the list, press and hold Shift while clicking the fifth item.
11. To create five row definitions from the selected category entries, click the Separate radio button, and click the Add to Rows radio button.

Refine your Row and Column Headings

12. Switch to the Headings screen by clicking on its associated tab.
13. Click the Rows/Media radio button to display the currently available Row/Media definitions.
14. Select a definition and revise the heading as you desire.
15. Press Enter to accept the change.
16. Similarly, change each of the other Row/Media definition headings.
17. Click the Columns/Targets radio button, and shorten each of the available definition headings just as you did the Row/Media definition headings.

Create the Reach Analysis Report Specifications

18. Switch to the Reach Analysis screen by clicking on its associated tab.
19. Select a definition in the Targets list box.
20. Enter a cost per insertion for each media vehicle in the Cost column (optional).
21. In the Sch #1 (Schedule) column, enter the number of insertions for each media vehicle.
22. To see the effect of edits to the Cost and Sch #1 (Schedule) fields, click the description of

the media vehicle in the Vehicle column.

23. To save your schedule for use in Multi-Market Reach reports, first click the Public or Private radio button to specify whether you want to make your schedule available to other PRIME NExT users (Public) or keep it for use within your own user ID (Private).
24. Type a name for your schedule in the data entry box below the radio buttons.
25. Click the Save icon (located to the left of the radio buttons).
26. Select one of the radio buttons in the Report Types section. To create a standard Reach Analysis report, click the Standard radio button. To compare schedule 1 with schedule 2, click the Compare radio button and select the two schedules you want to compare.

Note: For a comparison report you will need to complete the Sch #2 column for each media vehicle.

27. To display your report in a browser, spreadsheet, or word processor, click one of the report output icons.