

# General Usage: Scenarios

## Reordering Definitions

### How can I change the order of definitions (category entries) in a definition?

For example, you may have seven media as Rows/Media definitions and want to move the last so it appears in the first row in reports.

1. Click on the Definitions tab.
2. Select all of the definitions except the last one, that is, the one you want to move to the top. To select more than one definition, hold the Shift and Ctrl keys while you click definitions.
3. Right-click the selected definitions, and choose the option to move the selected definitions to the Temporary/Trash list.
4. Select the same definitions that you just moved to the Temporary/Trash list. Right-click on them and choose the option to move them to their original location under the definition that you did not move. The definition not moved will now be first in the list.

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**Tip:** To move a definition from the middle of the list to the top, first move that definition to Temporary/Trash. Then move the remaining definitions to Temporary/Trash. Move the definition you want at the top of the list back to its original location. Finally, move the remaining definitions back to their original location.

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## Private/Public Definitions

### I saved my definitions using the Private option. How do I make them public?

1. Click the Saved Spec's tab.
2. In the Private Definitions list, click the private definition that you want to make public. Make sure this is the only definition selected in both the Public Definitions and Private Definitions lists. If there is a definition selected in the Public Definitions list, deselect it by holding down the Ctrl button and clicking the definition.
3. Click the Retrieve Selected Definitions button.
4. Click the Public radio button.
5. In the Definition Name field, type in a name for the new spec.
6. In the Definition Description field, type in a description for the new spec.
7. Click the Save Definitions button.

## Excluding Within a Definition

### How do I exclude a segment of respondents from a Category Entry?

For example, your definition contains Age: 21 – 24 as a single Category Entry, but you are interested in only those who do not drink Coke.

1. Click the Rpt. Spec's - Enhanced tab.
2. Click "Personal demographics" in the Category list.
3. Click "Age of respondent" in the Sub-Category list.

4. Click "Age of respondent: 21 – 24" in the Category Entries list.
5. Click the Select button.
6. Click Beverages in the Category list.
7. Click "Regular soft drinks usually drink most often" in the Sub-Category list.
8. Click "Regular soft drinks usually drink most often: Coca-Cola Classic" in the Category Entries list.
9. Click the Select button.
10. In the Coding and Headings section, type the words AND NOT between the two database codes, or use the AND and NOT logic buttons, for example:  
PDEIMAGE21-24 AND NOT BEVREGMOSCOCOLACLASSIC
11. Click the Add to Bases, Add to Columns, Add to Rows, or Add to Temporary button to add the definition appropriately.

## Study-wide Search

**How can I be sure that my definition contains all of the category entries that are of interest to me?**

1. Click the Report Spec's - Search tab.
2. In the Search For field, type a word to search for.
3. Press Enter or click the Search button to start the search. The display shows all Sub-Category level items in the database that are either linked to at least one Category Entry containing the word or which themselves contain the word.
4. Examine the Category Entries list to see which category entries contain your search word.
5. Select one or more of the category entries and click any one of the "Add to" buttons to create a definition or definitions. Alternatively, you can click the Select button to send the selected Category Entry or entries to coding.

## Custom TV Dayparts

**There are several ways to perform this function; here is one way:**

1. Click the TV Dayparts - Quick tab.
2. Make one or more selections in the Stations/Networks list.
3. Make one or more selections in the Days list.
4. Make one or more selections in the Times list.
5. If there are unwanted TV daypart components in the Custom TV Daypart Components section, select the unwanted ones and click the Clear button.
6. Click the Add Selections To Custom TV Daypart button.
7. Type a description for your TV daypart in the Description field.

8. Click one of the "Add to" buttons to define your custom TV daypart as a Base, Row/Media, or Column/Target. Your custom TV daypart is now a definition that is available for inclusion in your reports.