

# PCS A LA CARTE

## A Local Access Cumulative Audience Respondent Tabulation Engine

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### Introduction

PCS A LA CARTE is a basic tabulation tool designed for use with Nielsen's Persons Cume Study. With this program, you will be able to explore the thousands of schedules and limitless demographics available with that study. The program tabulates directly from tuning and viewing records for individual households and respondents, providing enormous flexibility and opportunities for analysis.

### Installation and Requirements

PCS A LA CARTE requires Windows XP or greater.

The PCS A LA CARTE program consists of these files:

- ALACARTE.EXE
- ALACARTE.DLL

For each cume study that you intend to use, there is also a "DAT" file with information about that study. You'll need this, also.

- For the 2006 Persons Cume Study: DP2006.DAT
- For the 2003 Persons Cume Study: DP2003.DAT
- For the 2001 Persons Cume Study: DP2001.DAT
- For the 1999 Persons Cume Study: DP1300.DAT

If you have licensed the local (spot) supplement to the Persons Cume Study, one additional file is needed:

- For the 2006 Persons Cume Study: MKT2006.DAT
- For the 2003 Persons Cume Study: MKT2003.DAT
- For the 2001 Persons Cume Study: MKT2001.DAT
- For the 1999 Persons Cume Study: MKT1300.DAT

All of these files must be placed together in the same folder. That can be any folder, on any drive or server.

The program requires data from the Persons Cume Study. The program can access this data directly from the CDROM that is supplied by Nielsen. However, if your hard disk space permits, performance will be markedly improved if you copy the data to your hard disk. In the first step in using the program, you will tell the program the correct path to use to access the data.

### Version Number

The version number of the program is shown on the Settings tab.

## What It Is

PCS A LA CARTE is intended to be a basic tool for researchers to use to explore the data of the Persons Cume Study. With PCS A LA CARTE, you can define demographics using all information provided by this respondent-level study, group specific small television schedules from the study, and tabulate these demos and schedules against each other to produce reach and frequency estimates.

## What It Is Not

PCS A LA CARTE is *not* intended to be the only tool you'll want to use with the Persons Cume Study. In particular, PCS A LA CARTE is focused on tabulating actual tuning and viewing data from the original study, and does not extend into the areas of estimating and projection that are the specialties of programs designed for media planners.

## Using PCS A LA CARTE

PCS A LA CARTE uses a tabbed interface, in which each logical step in the use of the program is embodied on a separate tab. These tabs are as follows:

<b>Settings</b>	This is the first tab presented when you start the program. There is an edit box in which you should provide the path to the cume study data.
<b>Demos</b>	Use this tab to define a <i>list of demographics</i> that you want to have included in a tabulation. You will define each demo in order, check its count to make sure that there is sufficient sample size, and then add the demo definition to your list of demos.
<b>Sources</b>	This tab lists the broadcast networks, syndication, and the cable networks that are covered by the study. If you have licensed the local supplement, this tab shows additional source options. This tab will help you to narrow down the list of dayparts and options that are included for the television sources that you wish to tabulate.
<b>Scheds</b>	Here is where you will specify the schedule groups to be tabulated. Tools here allow you to explore all of the schedules available in the study, and to combine them into <i>schedule groups</i> for analysis. As you define each schedule group, you will add it to a <i>list of schedule groups</i> , which will be the basis for tabulation.
<b>Markets</b>	If you have licensed use of the local supplement to the Persons Cume Study, and after that supplement has been released, this tab is visible. On this tab, you will have access to information to help you understand how television delivers on a local market basis. First of all, each household and each respondent in the study is identified by local DMA market. Second, a number of spot television schedules have been tabulated by market, allowing analysis to include spot television components. This tab enables analysis by market groups.
<b>Results</b>	After you have added one or more demos to your list of demographics, and one or more groups to your list of schedule groups, then this tab is where you will have tabulations proceed and where you will be able to examine results. A list of programs included in each schedule group is also generated. All results can be exported to a text file.

The heart of using PCS A LA CARTE is in defining two lists:

- 1) The list of demographics
- 2) The list of schedule groups

When you perform a tabulation on the Results tab, *every* demo is tabbed against *every* schedule group. For example, suppose you have set up three demos and two schedule groups, as follows:

**Demos**

Women 21-44 A Counties  
Men 35-64 w/VCR and Pay Cable  
Households in Northeast, MHOH present

**Schedule Groups**

Prime 147  
Cable 8p-11p College Bsktball 25

Then, when you tabulate on the Results tab, you will generate six reach and frequency result lines, for each of the three demos times each of the two schedule groups.

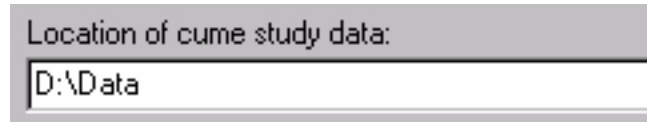
## **For More Information**

The booklet that was provided with your CDROM of the Persons Cume Study provides far more details about the study itself, its design, its scope and how it was developed. The booklet also provides the computation guidelines for the study, which are observed by PCA A LA CARTE. Finally, the booklet contains detailed information about the sources, schedules, dayparts and codings used by the study, as well as formal descriptions of the PCS data files.

Your Nielsen representation can help provide answers to any questions you may have about the PCS study or the PCS A LA CARTE program.

## The Settings Tab

When PCS A LA CARTE first opens, you will see a single menu in the upper-left corner of the window, and several tabs. The tab that is first visible is the Settings tab. Although there really isn't too much work to be done on this tab, this is a very important step. Examine the edit box labelled, "Location of cume study data". This is where you will need to provide a path for reaching the cume study data. All of the needed files are located in a directory called "Data" on the CD.

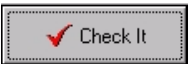


Location of cume study data:  
D:\Data

For example, if you will be using the study data directly from the CDROM provided by Nielsen, and if your CDROM drive is identified by the drive letter "D:", then the correct path would be "D:\Data". (Of course, do not include the quotes in the path.)

Performance will be dramatically improved if you copy the cume data to a local hard disk. In that case, set the path accordingly. For example, if your local hard disk is C:, you might create a folder named "PCS 2006" and then copy the "Data" folder from your CD into this new "PCS 2006" folder. In that case, your path is "C:\PCS 2006\Data". You can use the "Browse" button to simply navigate to the "Data" folder you want to use.



You can click the  button to make sure that the program can "see" the data after you revise the path. The program will flag whether national data, local data or both are present at the location you specified. The program also will automatically check the path when you leave the Settings tab.

## The Demos Tab

The work on this tab is to define a *list of demographics* to be used in a subsequent analysis. You will define each demographic in turn, adding the finished definition to the list, which is shown in the lower right panel.

PCS A La Carte - untitled

File Help

Settings Demos Sources Scheds Results

Households / Gender  
 Households  
 Persons  
 Males  
 Females

Age  
 2-5     30-34  
 6-8     35-39  
 9-11     40-44  
 12-14     45-49  
 15-17     50-54  
 18-20     55-59  
 21-24     60-64  
 25-29     65+

2+	12-17	25+
2-11	18+	25-54
6-11	18-34	35+
6-17	18-49	50+

Personal Language  
 Span only     Eng only  
 Span most     Eng most  
 Equally  
 Unknown

Household Language  
 Span only     Eng only  
 Span most     Eng most  
 Equally

Clear Person Char  
 Clear HH Char

Cable & ADS  
 Pay  
 Basic only  
 Broadcast only

TV Environment  
 Yes No  
 VCR  
 DVD  
 DBS  
 Digital cable  
 DVR  
 Wired Cable  
 Wired Cable w/Pay

Household Income  
 < \$30,000  
 \$30-40,000  
 \$40-50,000  
 \$50-60,000  
 \$60-75,000  
 \$75-100,000  
 \$100-125,000  
 \$125,000 +

Territory  
 Northeast  
 East Central  
 West Central  
 Southeast  
 Southwest  
 Pacific

County Size  
 A county  
 B county  
 C&D county

Presence of Children  
 Yes No  
 any <3  
 any <6  
 any <12  
 any <18  
 any 2-5  
 any 6-11  
 any 9-14  
 any 12-17

Present in HH  
 M HOH only  
 F HOH/LOH only  
 Both

HH Size  
 1  
 2  
 3  
 4+

Other Characteristics  
 Yes No  
 Dual income  
 HOH POM  
 HOH 1+yr college  
 HOH Black  
 HOH Hispanic  
 HHI \$75K+ Non-Adults  
 HHI \$75K+ HOH POM  
 HHI \$75K+ 1+yr college

N-Tiles

Count

Name:

Add to Demo List Remove

Demo	Count	Projection	Definition

Current study: NATIONAL PCS NOV/DEC 2006

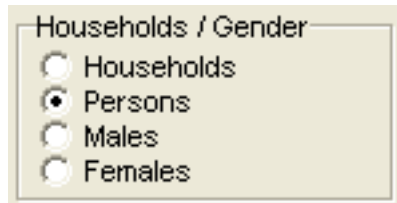
## Starting Fresh

To turn off any existing checkmarks (except ages), click on the "Clear Person Char" and the "Clear HH Char" buttons:

Clear Person Char  
 Clear HH Char

## Defining a Demo

The first step is to choose households or a gender for the demo definition.



Households / Gender

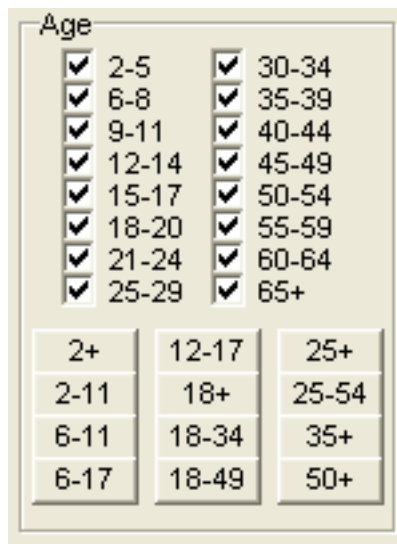
Households

Persons

Males

Females

When Persons, Males or Females is chosen, a panel for specifying ages is revealed. On the Age panel, make sure that checkmarks cover all ages you want included in your demo definition.



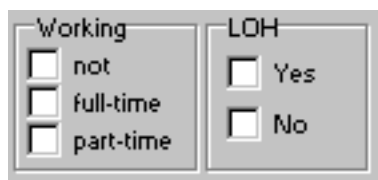
Age

<input checked="" type="checkbox"/> 2-5	<input checked="" type="checkbox"/> 30-34
<input checked="" type="checkbox"/> 6-8	<input checked="" type="checkbox"/> 35-39
<input checked="" type="checkbox"/> 9-11	<input checked="" type="checkbox"/> 40-44
<input checked="" type="checkbox"/> 12-14	<input checked="" type="checkbox"/> 45-49
<input checked="" type="checkbox"/> 15-17	<input checked="" type="checkbox"/> 50-54
<input checked="" type="checkbox"/> 18-20	<input checked="" type="checkbox"/> 55-59
<input checked="" type="checkbox"/> 21-24	<input checked="" type="checkbox"/> 60-64
<input checked="" type="checkbox"/> 25-29	<input checked="" type="checkbox"/> 65+

2+	12-17	25+
2-11	18+	25-54
6-11	18-34	35+
6-17	18-49	50+

For your convenience, there are twelve buttons just below the age checkmarks: these will let you quickly mark some of the most commonly-used demos.

When the Females button is chosen, panels for specifying working status and LOH status are revealed.



Working

not

full-time

part-time

LOH

Yes

No

In all, these separate panels are available to you:

- Households/Gender
- Age
- Working
- LOH
- Personal Language
- Household Language
- Cable and ADS
- TV Environment

- Household Income
- Territory
- County Size
- Presence of Children
- Present in Household (M/F HOH, LOH)
- Household Size
- Other Characteristics
- N-Tiles

A simple pair of rules establishes how these boxes are used:

Checks within boxes are OR'd
Separate boxes are AND'ed together

The first rule tells us that if there are multiple checks within a boxed-off panel, this will be treated as if we say the word “**OR**” between the choices. The second rule says that choices from different boxes say that we want *both* characteristics, that is, “this **AND** that”.

Here is an example that shows the use of these boxes and the rules that apply to them:

Household Income

< \$30,000

\$30-40,000

\$40-50,000

\$50-60,000

\$60-75,000

\$75-100,000

\$100-125,000

\$125,000 +

Territory

Northeast

East Central

West Central

Southeast

Southwest

Pacific

In the “Household Income” box, the three checks say we want all respondents who fall into the \$75-100,000 group, **OR** the \$100-125,000 group, **OR** the \$125,000+ group. In other words, we want respondents with a household income of \$75,000 or more. Similarly, the two checks in the “Territory” box say that we want respondents who live in either the Southwest **OR** Pacific territories. By having checks in two different boxes, we are saying that we want respondents who meet the qualifications of *both* boxes, that is, those who meet the Income requirement **AND** meet the Territory requirement.

Consider the following hypothetical respondents, and whether they would or would not be included in a demo definition with the settings above:

<u>Respondent</u>	<u>HH Income</u>	<u>Territory</u>	<u>Included in demo?</u>
1	\$64,000	Northeast	NO (neither a chosen income or territory)
2	\$78,000	Northeast	NO (not in a chosen territory)
3	\$34,000	Pacific	NO (not in a chosen income level)

4	\$89,000	Pacific	YES (meets both criteria)
5	\$77,000	Southwest	YES (meets both criteria)
6	\$98,000	Pacific	YES (meets both criteria)

Two of the boxed panels have special behaviors. They are “Presence of Children” and “Other Characteristics”. The rule within these boxes is:

Checks in different rows are AND’ed together

In these two boxes, the individual rows should be treated as logically separate choices, and choices in different rows mean that *both* conditions must be satisfied.

For example, in the following box the two checks, on separate rows, define a demo in which the household *both* has a toddler (2-5) *and* does not have a teen (12-17):

**Presence of Children**

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	any <3
<input type="checkbox"/>	<input type="checkbox"/>	any <6
<input type="checkbox"/>	<input type="checkbox"/>	any <12
<input type="checkbox"/>	<input type="checkbox"/>	any <18
<input checked="" type="checkbox"/>	<input type="checkbox"/>	any 2-5
<input type="checkbox"/>	<input type="checkbox"/>	any 6-11
<input type="checkbox"/>	<input type="checkbox"/>	any 9-14
<input type="checkbox"/>	<input checked="" type="checkbox"/>	any 12-17

In the following example, we are saying that we want respondents who live in a home with a VCR but does not have a dual income. That is, “yes, it has a VCR”, **AND** “no, it does not have dual income”.

**Other Characteristics**

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	VCR
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dual income
<input type="checkbox"/>	<input type="checkbox"/>	HOH POM
<input type="checkbox"/>	<input type="checkbox"/>	HOH 1+yr college
<input type="checkbox"/>	<input type="checkbox"/>	HOH Black

## N-Tiles

PCS A LA CARTE lets you construct n-tile definitions based on any target’s television viewing behavior. As an example, you can define quintiles of Women 25+ according to their volume of viewership of broadcast daytime.

N-tiles are constructed in this way using a new button on the “Scheds” tab. Once n-tiles are defined, they can be employed in any future runs of the system, until you explicitly delete them. To use n-tiles, a new n-tile selection box is provided on the “Demos” tab.



Because this new feature is so important, a full discussion on construction and using n-tiles is provided later as an appendix to this document.

## Counting Your Demo

After you have specified the definition for a demo, you must have it counted in order to determine in the sample size permits further analysis. Do this by clicking the Count button:



Any tabulations using the Persons Cume Study require a minimum sample size of 60 households or persons.

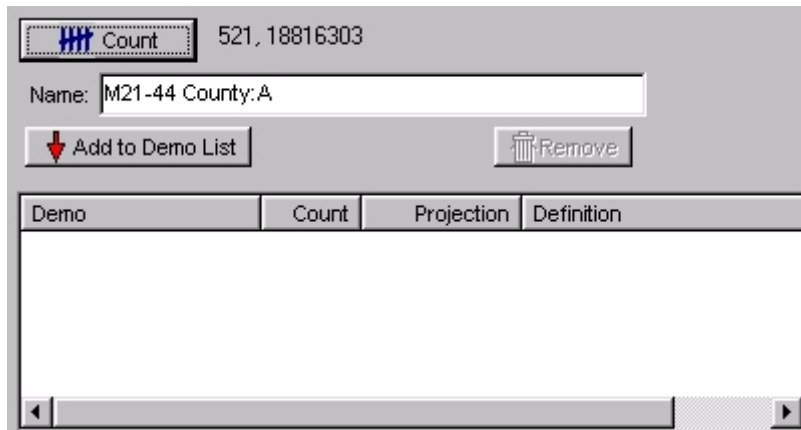
Reach/frequency analysis may require larger sample sizes to support smaller tabulated cumulative audiences (reach). Here are the minimum sample counts required, according to tabulated cumulative audience size:

<u>Cumulative Audience Size</u>	<u>Minimum In-Tab Sample</u>
20.0% or less	145 households (persons)
20.1 to 50%	80 households (persons)
50.1 or greater	60 households (persons)

## Adding a Demo to Your List of Demos

A vital step is to add the completed and counted demo to the list of demos to be tabulated. No analysis can be performed until this is done!

After you have had the demo counted, give it a name by typing into the name box. Then, click the “Add to Demo List” button.



## The List of Demos

The list of defined demos is shown in the lower right panel. You can delete an entry by selecting an entry and clicking the “Remove” button.

Demo	Count	Projection	Definition
M21-44 County:A	521	18816303	M21-44 County:A

*ONLY* those demos that appear on this list will be included in tabulations.

## Demo Info

The columns in the demo list tell a bit more about the demographics you’ve constructed. “Count” is the number of respondents in the Nielsen panel upon which the demo is based. “Projection” is the size of the universe projected based on this group. “Definition” is a shorthand description of how the demo was defined. (Since you are free to type in a demo description however you like, this “definition” may be different than the name you have given it.)

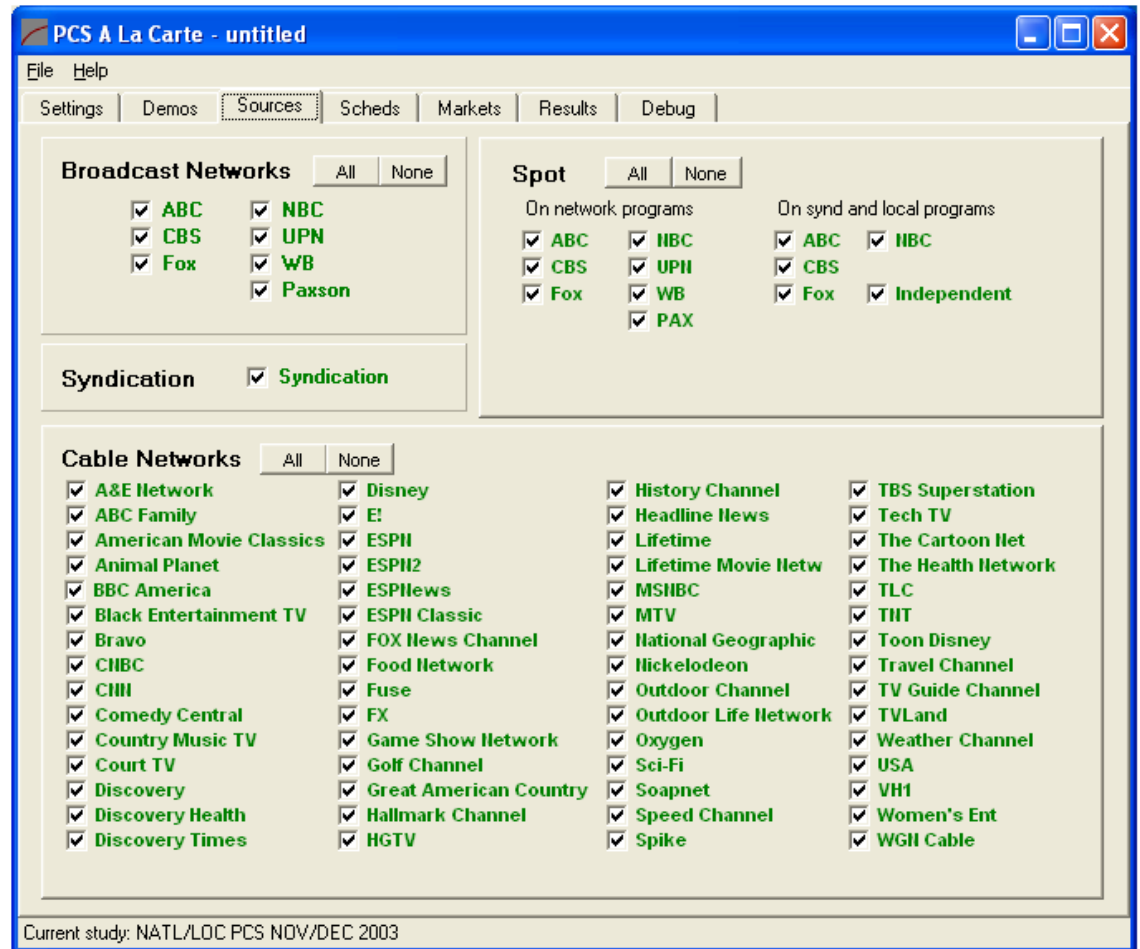
You can also see all of the demos and their definitions on the Results tab.

## The Sources Tab

There are *thousands and thousands* of schedules that can be examined and combined in the Persons Cume Study. Quite simply, browsing such an extensive assortment is a chore, especially if your interest for a particular analysis is confined to specific television networks and sources.

The Sources tab is provided to limit schedule construction to only those sources of interest to you. For example, if you want to study audiences on a particular set of six cable networks, you can focus attention on only those, without wading through schedules from other sources.

Here is a sample of the “Sources” tab, as shown for the 2003 study with its spot supplement:



The “Spot” panel (on the upper right) is only available after the “spot supplement” to a Persons Cume Study has been released, and if you have licensed that additional data.

Also note that the specific networks listed vary from one year’s Persons Cume Study to another.

For the broadcast, cable and spot sections, you can easily turn all sources on or off at once with the **All** and **None** buttons.

If all source checkboxes are checked, then all schedules from the PCS will be available in the Scheds tab.

## The Schedules Tab

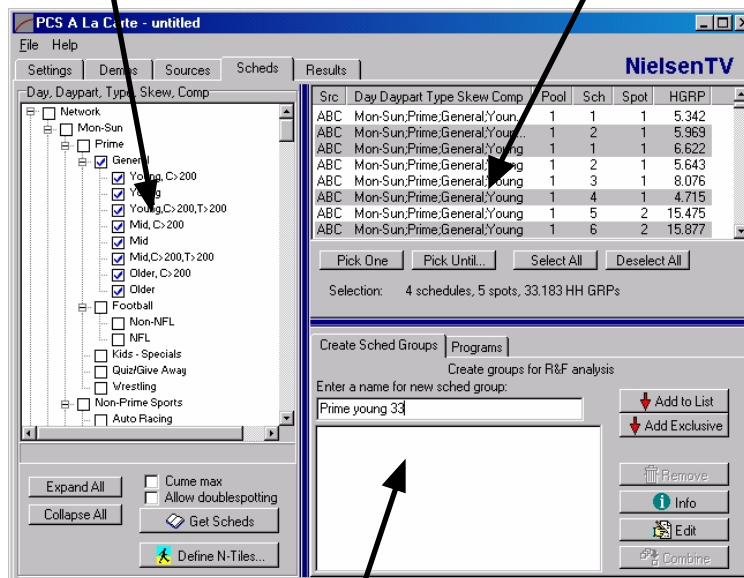
The heart of the Persons Cume Study is a very large set of small schedules, which have been tabulated against Nielsen tuning and viewing records. These schedules are indeed small, ranging from a few household points in size to perhaps a couple of dozen points. The PCS study not only tabulates the viewership to these schedules, but reports the results for individual households and persons. Thus, it is possible to combine these small schedules by simply adding the results for each individual respondent. That is what PCS A LA CARTE will do for you.

To conduct an analysis with PCS A LA CARTE, you will specify which small schedules are to be combined into a schedule group. After you have defined one or more schedule groups, each schedule group will be tabulated for each demo you have defined.

The three main steps in defining schedule groups are shown below:

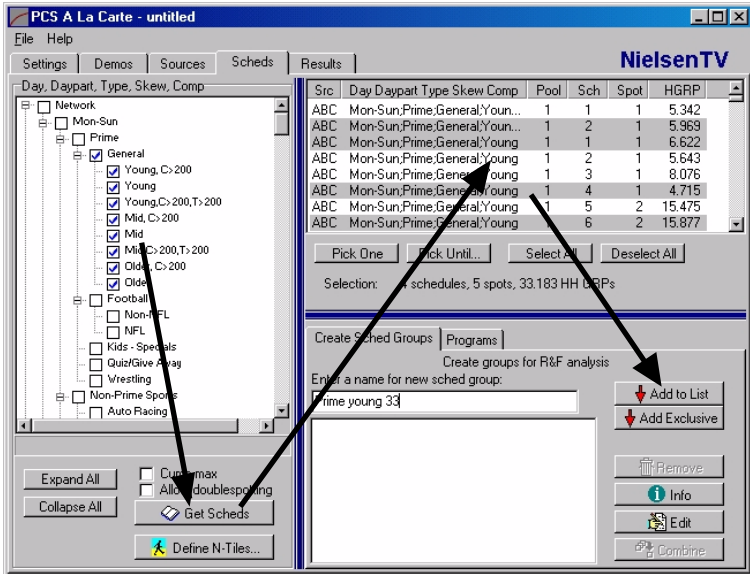
*1. Choose days, dayparts, types, age skews and compositions of interest*

*2. View schedules drawn from the daypart items you selected. Gather individual small schedules into schedule groups.*



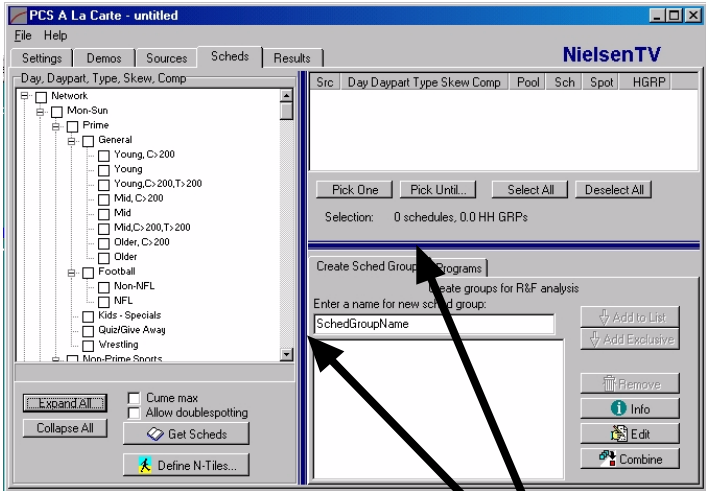
*3. Build a list of schedule groups, which will be the basis for tabulations.*

The flow of work on the Schedules tab is shown in the illustration below. First, select the dayparts and categories of interest. Then, click the “Get Schedules” button to extract the small schedules in the dayparts you requested. Gather small schedules into groups, and add each group to the list shown at the lower right using the “Add to List” button:



### Resizing The Schedules Tab



To see information on this tab more completely, you can rearrange the panels by dragging the splitter bars as needed:





*rearrange panes with these splitters*


## Examining Dayparts and Categories


There are many lines of dayparts and categories that can be used, and these are shown in the panel on the left side of the Schedules tab. The line items are arranged in a tree-style hierarchical list. The operation of this list is exactly like that in the Windows Explorer; if you've used that, you'll feel comfortable here.

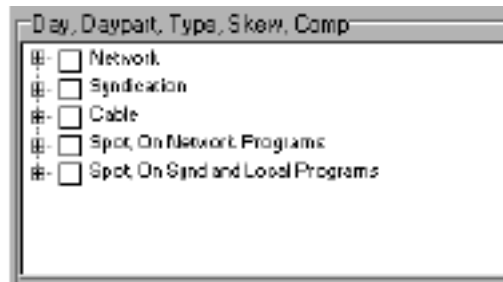
When you start, only the main groups are shown. Each of these is preceded by a  symbol, which is used to indicate that it has sub-items within it. Click on the  symbol to expand the group.


After a group is expanded, the symbol changes to . Click on the  to collapse the group back into a single line.

Groupings have subgroups. For example, the large category "Network" is broken down into three subgroups, Mon-Sun, Mon-Fri and Sat/Sun.


The example below shows what happens when you click the  on the Network line:


*Click on  to expand a group*



*Click on  to collapse a group*



You can quickly expand all of the groups into a complete, extensive list with the  button.

You can collapse the whole hierarchy again with one click on the  button.

## Choosing Dayparts and Categories

Each line item also has a checkbox, which you will use to mark the items of interest to you. Just click on the dayparts and categories from which you want to extract schedules. Even the items that have sub-items have checkboxes. This is so you can mark a whole group with one click. For example, to extract all of the schedules for Prime, you can just click on the Prime checkbox; this will cause all sub-items to be checked as well:



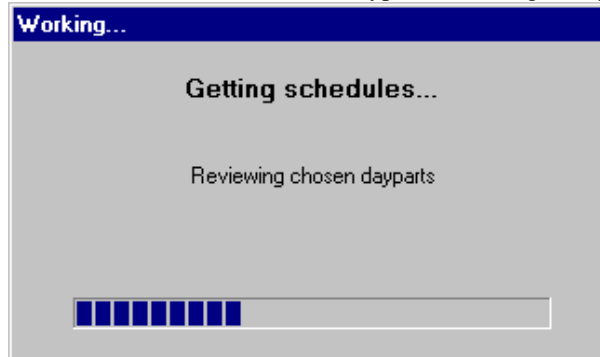
Checkboxes will be shaded in grey if the daypart has no schedules for the sources you chose on the "Sources" tab.

## Extracting Schedules

After you have marked dayparts and categories of interest, click the Get Schedules button:



The system will then examine the data files, and will extract all schedules for the sources you marked on the "Sources" tab which also are in dayparts and categories you marked here on the "Scheds" tab.



## Information on Extracted Schedules

When all targeted schedules have been identified by the system, they will be listed in the panel on the upper right, showing all of the schedules tabulated within the Persons Cume Study, within the source and daypart categories you have specified. Here is an example:

Src	Day	Daypart	Type	Skew	Comp	Pool	Sch	Spot	HGRP	
ABC	M-F	10a-430p	- Women			1	1	2	2.597	▲
ABC	M-F	10a-430p	- Women			1	2	2	8.294	
ABC	M-F	10a-430p	- Women			1	3	2	8.657	
ABC	M-F	10a-430p	- Women			1	4	2	4.105	
ABC	M-F	10a-430p	- Women			1	5	2	4.887	
ABC	M-F	10a-430p	- Women			1	6	2	7.4	
ABC	M-F	10a-430p	- Women			1	7	2	8.126	
ABC	M-F	10a-430p	- Women			1	8	2	5.697	
ABC	M-F	10a-430p	- Women			1	9	2	4.608	
ABC	M-F	10a-430p	- Women			1	10	2	8.629	▼

The columns of this panel are:

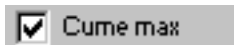
Src	The television source for this schedule
Day, Daypart, Type, Skew, Comp	The daypart and category that includes this schedule
Pool	The pool number. For more information on the construction and use of schedule pools, see the information in the booklet that is supplied with the CDROM.
Sch	The schedule number within the pool.
Spot	The number of spots in this particular schedule.
HGRP	The household points produced by this particular schedule. (National schedules only)

To illustrate, examine the example above: The system found eight schedules on ABC within the “Prime, General, Young” category and pool #1. The first of the schedules consists of two spots, totalling 10.975 household points.

You can change the widths of the columns in this area by pointing to the lines that separate the column headers, and then dragging them as desired.

## Cume Max

Sometimes researchers will want to see what the total reach is when combining *all* schedules in a category. To make this kind of analysis simpler, there is a “Cume max” checkbox. To use, check this box *before* using the “Get Schedules” button.



When schedules are extracted, individual schedules are not shown. Instead, there is one line for each set of schedules, and the schedule number (“Sch”) is shown as zero. Here is an example of cume max schedules extracted using the “M-F 6a-10a” daypart:

Src	Day, Daypart, Type, Skew, Comp	Pool	Sch	Spot	HHGRP
ABC	M-F 6a-10a - News	1	0	40	107.93
CBS	M-F 6a-10a - News	1	0	40	64.564
FOX	M-F 6a-10a - News	1	0	20	15.498
NBC	M-F 6a-10a - News	1	0	40	126.7...



## Doublespotting

Spots have been allocated to different pools. By using only spots within pool #1 (which is the largest pool) you guarantee that schedules will not contain any doublespotted programs (telecasts with two or more spots). To see spots in *all* pools, check the “Allow doublespotting” box.



After using the “Get Schedules” button, the schedule list will list all schedules from all pools, showing the pool number in the pool column:

Src	Day, Daypart, Type, Skew, Comp	Pool	Sch	Spot	HHGRP
NBC	M-F 6a-10a - News	1	12	5	10.975
NBC	M-F 6a-10a - News	2	1	2	9.83
NBC	M-F 6a-10a - News	2	2	2	9.69
NBC	M-F 6a-10a - News	2	3	2	9.718
NBC	M-F 6a-10a - News	2	4	2	9.578
NBC	M-F 6a-10a - News	2	5	2	10.416
NBC	M-F 6a-10a - News	2	6	5	23.848
NBC	M-F 6a-10a - News	2	7	5	24.211
NBC	M-F 6a-10a - News	3	1	2	9.578
NBC	M-F 6a-10a - News	3	2	2	9.858
NBC	M-F 6a-10a - News	3	3	2	9.132

For more information on the construction and use of schedule pools, see the information in the booklet that is supplied with the CDROM.

## N-Tiles

This button on the Schedules tab permits you to define quintiles, quartiles, and other n-tiles for use in the Demos tab. To provide full detail on this important topic, this is discussed in an appendix to this document.

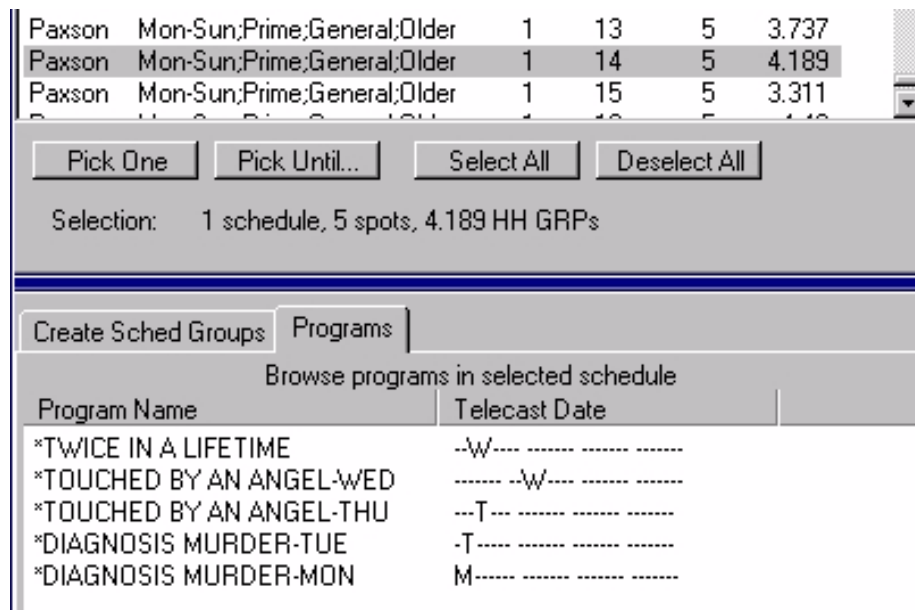


## Programs Used by Schedules

You can examine individual schedules to get a feeling for what programs they use. To do this, click on the “Programs” tab just above the lower right panel. When the “Programs” tab is visible, the system will show you what programs are used for *individual* small schedules.

Just click on *one* of the small schedules, and the list of programs for it will be shown in the lower panel.

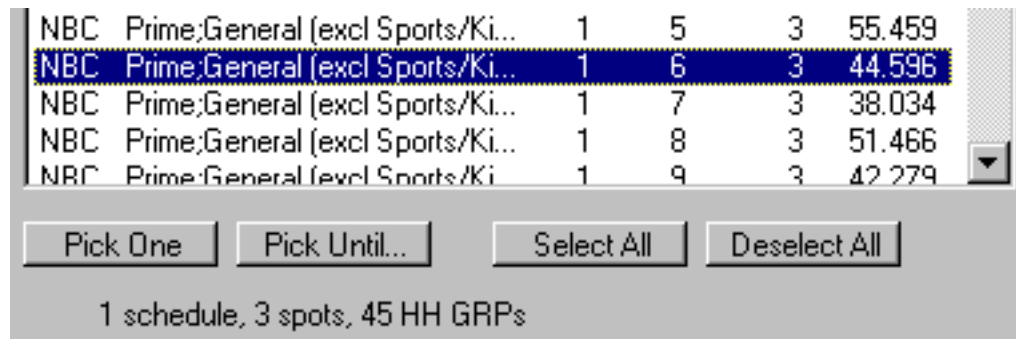
Each time that you add another schedule to the selection, the list of Programs will show the programs for all schedules chosen so far. The programs from the single schedule most recently added are marked with an asterisk (see below). This makes it easier to examine the programming in the schedule you just added to determine if you wish to retain it in your selection or if you want to de-select it.



NOTE: If you licensed use of the local supplement to the Persons Cume Study, please note that program names are *not* available for spot schedules.

## Building Schedule Groups

The last step in preparing schedules for a tabulation is to gather these small schedules into healthier-sized groups for analysis. Click on the “Create Sched Groups” tab just above the panel on the lower right. When you select any schedule, some quick summary statistics are shown to you. In the example below, with one schedule selected we see the summary of “1 schedule, 3 spots, 45 HH GRPs”:



NOTE: You may have to click on the *source name* into order to select a row.

To select more than one schedule, use normal Windows techniques: click once on a schedule to select it, then Shift-Click on another schedule to add it to your selection and also add all schedules within the range. Or, Control-Click to add specific additional schedules.

In this example, two schedules have been selected. We see that the summary now reports that we have “2 schedules, 6 spots, 96 HH GRPs”:

NBC	Prime;General (excl Sports/Ki...	1	5	3	55.459
NBC	Prime;General (excl Sports/Ki...	1	6	3	44.596
NBC	Prime;General (excl Sports/Ki...	1	7	3	38.034
NBC	Prime;General (excl Sports/Ki...	1	8	3	51.466
NBC	Prime;General (excl Sports/Ki...	1	9	3	42.279

Pick One   Pick Until...   Select All   Deselect All

2 schedules, 6 spots, 96 HH GRPs

You can easily select or deselect all schedules by using the buttons shown above.

## Add To List / Add Exclusive

The next step is very important.

Give a name to the collection of schedules, by typing into the box, as shown. Then, click *either* the “Add to List” button *or* the “Add Exclusive” button:

Create Sched Groups   Programs

Create groups for R&F analysis

Enter a name for new sched group:

Prime General

Add to List

Add Exclusive

Remove

Info

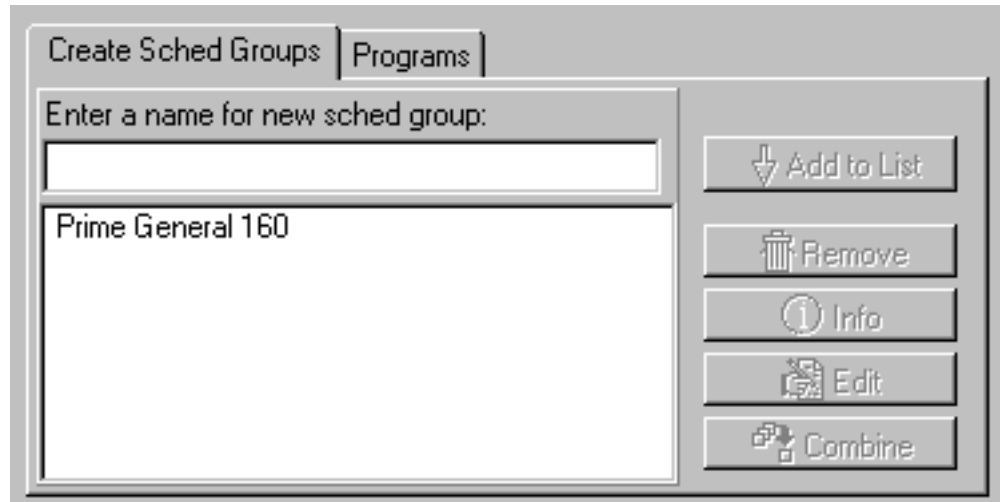
Edit

Combine

When you choose “Add To List”, a group is formed from the schedules you chose in the upper panel. You can continue to include the *same* schedules into additional groups, if you so desire.

When you chose “Add Exclusive”, a group is again formed from the schedules you chose in the upper panel, but this time those schedules are *removed* from the upper panel. This makes it easy to create a number of schedule groups with entirely distinct components.

After you have defined a schedule group, it will be shown in the list in that lower panel:



You can delete schedule groups from the list by selecting one or more, and then clicking the “Remove” button.

A common practice would be to gather several such schedule groups at different point sizes. When a sufficient number of schedule groups have been constructed in this way and then tabulated, it would be possible to begin to make some observations about how accumulation expands as schedule sizes are increased. This could be the foundation for a reach model, or for a client presentation on uses of the medium.

NOTE: Only schedule groups that have been added to this list will be tabulated by the system!

## Letting the System Choose For You

Although you can select small schedules yourself, this can be a long process when many schedules are to be drawn and formed into groups. Also, there may be an unconscious bias in the way any person draws schedules, for example perhaps favoring those at the start of the list, or near schedules that have already been selected.

To simplify things, there is a **Pick One** button. Each time you click this, another schedule is randomly chosen and added to your selection. By clicking it repeatedly, you can quickly build schedules of different sizes.

Even quicker, there is a **Pick Until...** button, allowing you to set a GRP goal, e.g., add schedules until you get approximately 100 household GRPs. You can then proceed to add or remove schedules to refine the group or to come closer to the household GRP goal. Note, however, that only national schedules have their household GRP values shown, and so the Pick Until button is only available with the national schedules. For spot schedules, the “Pick Until” button is greyed out, so select schedules yourself, or use the Pick One button.

## Combining Schedule Groups

Once you have some schedule groups defined, you can combine them to create even larger groupings. For example, you could combine a Prime schedule group of about 100 points with another schedule group of about 150 points to produce a new schedule group roughly 250 points in size.

Two steps are necessary to combine schedule groups. First, select two or more schedule groups, and secondly, give the new combination a name by typing into the box as shown. When this is done, the "Combine" button will be enabled. Click it, and the new combination will be added to your list. This example shows a prime group being combined with a daytime group:



After they are combined, the schedule group list has three items:



## Editing (Revising) Schedule Groups

You can go back to revise a schedule group that you had created earlier: Go to "Scheds" screen, click on a schedule group, and click "Edit".



The individual component schedules that the schedule group contains are then shown in the upper-right panel. This allow you to select fewer schedules, and define a new schedule group. If desired, the old schedule group can then be removed.

## The Markets Tab

*NOTE: The Markets tab enables analysis at the level of groups of specific markets. This ability requires the presence of the local component of the Persons Cume Study. This is available after the supplement has been released, and after you have licensed its use.*

To understand how to apply the options on this tab, it is necessary first to understand how the study schedules were constructed.

The printed booklet you received with the Persons Cume Study goes into great detail about the design and construction of the schedules tabulated. In the spot portion of the study (the local supplement), a large number of schedules were constructed, each one of which has spots in several or many spot markets. Thus, when you select a spot schedule as part of a schedule group for analysis, it is equivalent to analyzing how weight falls in a number of markets.

Each household and respondent is internally coded to note its market. PCS A LA CARTE is able to use this information to restrict tabulation only to certain markets.

There are two ways in which market information is used within tabulations by PCS A LA CARTE:

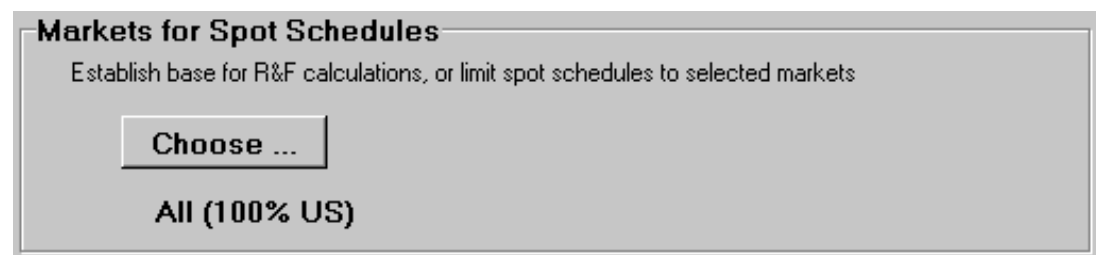
First, it is possible to *count* delivery to households and respondents in selected markets, but to *express* that delivery on a Total U.S. basis. For example, you could construct a schedule group of spot schedules, and then specify that only delivery to homes and persons in the Top 10 markets will “count” towards national delivery.

Second, it is possible to use a set of markets to define a base for calculations. For example, you may wish to look at a set of schedules and determine the reach it generates within the Top 25 markets, even if national schedules are included.

The two panels on the Markets tab facilitate these options, but we will need to describe them a bit more.

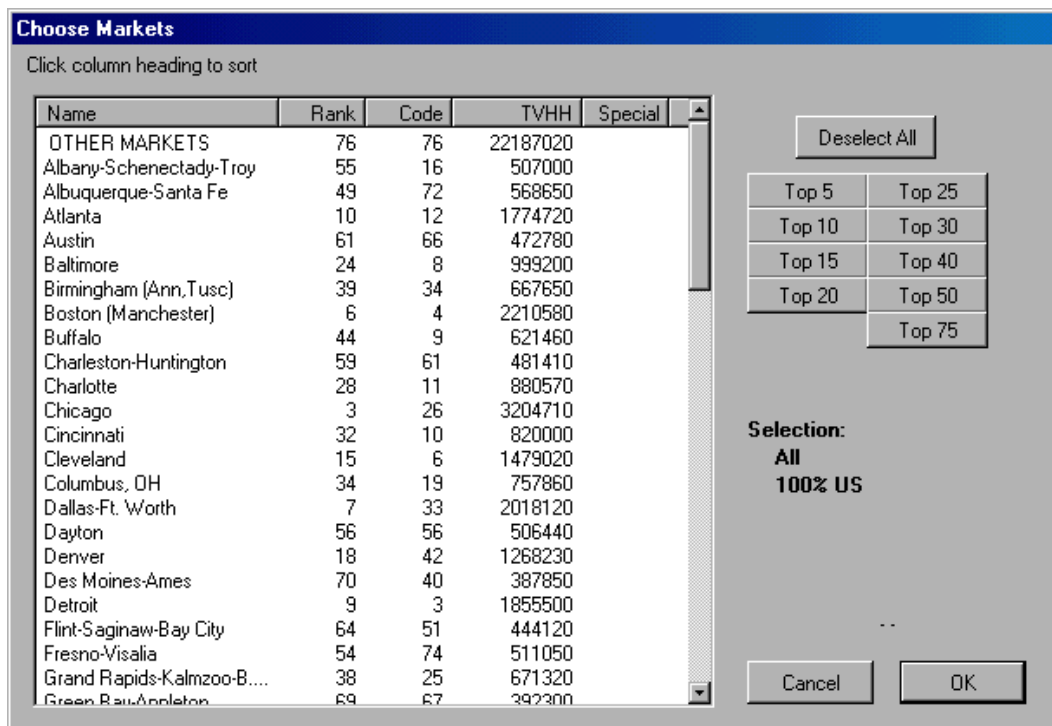
## Choosing Markets

The first panel is “Markets for Spot Schedules”. It is here that you will specify the markets of interest. When no market-specific choices have been made, the label shown is “All (100% US)”.



Click on the “Choose...” button to go to the market dialog. This dialog presents a list of the markets included in the Persons Cume Study. There is one additional entry, “Other Markets”, to include the rest of the U.S.

You can click on the column headings to sort the list by that quality. For example, click on “Name” to put the list in alphabetic order, or click on “Rank” or “TVHH” to sort by market size.



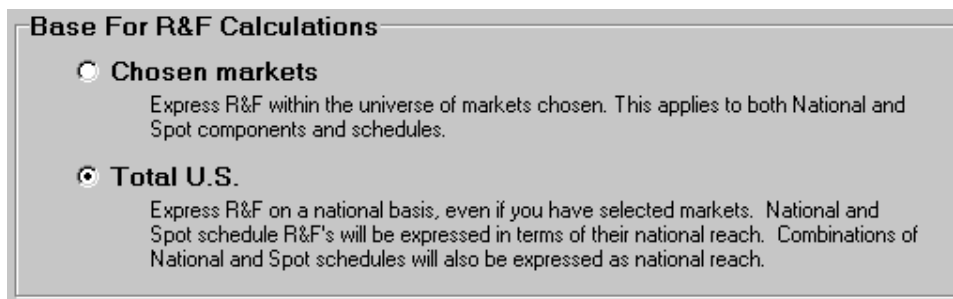
You can select and deselect one or more entries in the usual way. You can also click one of several buttons on the right side to quickly select market groups. To remove all selections, thus return to a “total U.S.” choice, just click “Deselect All”.

## Choosing Calculation Base

This panel lets you specify how the market list is to be applied.

When the choice is “Chosen markets”, then the collected list of markets you chose will be used as the basis for all tabulations. When reach and frequency are computed, those values will be generated to mean the reach and frequency within the chosen market area, even if national schedules are included.

When the choice is “Total U.S.” then all calculations are expressed on a national basis. However, the delivery of spot schedules is only counted against respondents who are in the chosen markets.



## Examples

This table summarizes the effects produced by the choices you make on this tab:

<b>Markets</b>	<b>Base for R&amp;F Calculations</b>	<b>Effect</b>
All (100% US)	(this choice has no effect when markets have not been chosen)	All results are expressed on a national, total U.S. basis. Spot schedules count all delivery tabulated by the cume study.
(selected markets)	Total U.S.	All results are expressed on a national, total U.S. basis. Spot schedules only count delivery to households and respondents within chosen markets.
(selected markets)	Chosen markets	All results are expressed using the chosen markets as a base. Spot schedules are counted for all delivery within this area.

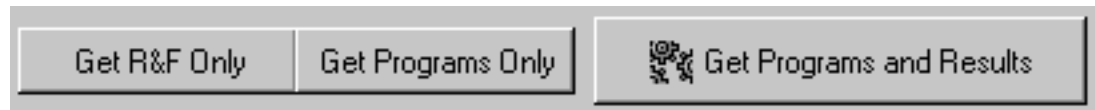


## The Results Tab

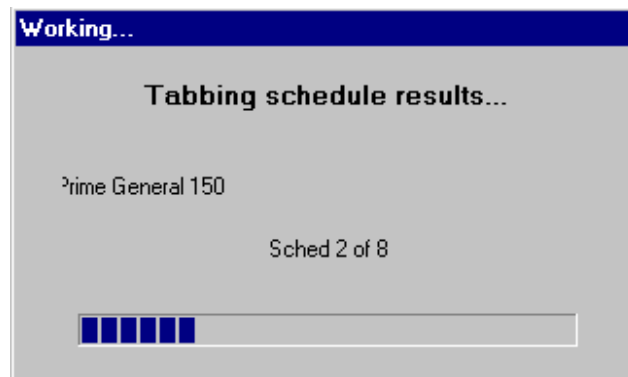
Finally! After you have constructed a list of demos, and a list of schedule groups, you are ready to tabulate the PCS data and generate reach and frequency results.

### Get Results!

To tabulate and display all results, click on the large “Get Programs and Results” button. (You can speed things up a bit if you only need R&F or programs; just click on one of the buttons for just those results.)



While the system is working, a progress dialog is displayed. This can be a lengthy process, especially if many schedules or very large schedules are being tabulated.



### Reach and Frequency

When tabulations are completed, one line is produced for every combination of demo and schedule group. If 12 demos and 6 schedule groups have been defined, then the “Results” tab will have 72 lines.

Each line gives the demo and schedule group names, followed by the number of spots in the schedule group. The grid then shows the tabulated GRPs produced against the demo, and a complete frequency distribution up to 20+.

Reach and Freq		Plot		Programs		Demos				
Demo	#Demo	Calc Base	Sched	NSpots	Wtd	GRPs	Freq	Reach	2+	3+
M25-54	1659	All	x100	20	Wtd	55.8	1.7	33.0	12.8	5.7

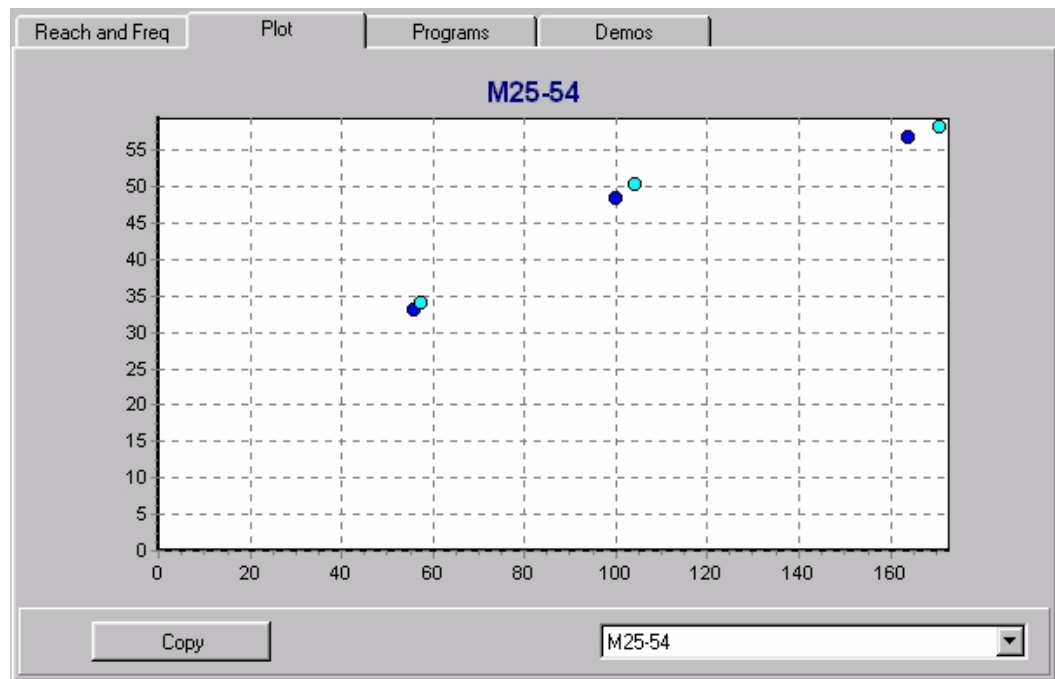
The columns in this display can be re-sized for more convenient viewing. Simply point to the vertical line that separates two headers, and drag it to re-size the width of a column. The columns shown are labelled as follows:

<b>Column</b>	<b>Meaning</b>
Demo	The demo used in the tabulation
#Demo	Respondent count for this demo used in this tabulation
Calc Base	The base used for calculations
Sched	The name you gave to the schedule group
NSpots	Number of spots in national schedules
* LSpotsB	Number of spots on national programs within spot schedules
* LSpotsSL	Number of spots on syndicated and local programs within spot schedules
* LS,SL,#Mkt	Number of markets used in syndicated and local programs within spot schedules
* LS Covg	Percent of households that are in markets with one or more local spots
Wtd	Weighting for this line: "Wtd" (weighted) or "Unwtd" (unweighted)
GRPs	Tabulated GRPs for this demo, this schedule, within calculation base
Freq	Tabulated frequency for this demo, this schedule, within calculation base
Reach	Tabulated reach for this demo, this schedule, within calculation base
2+ ... 20+	Tabulated frequency distribution for this demo, this schedule, within calculation base

\* These columns are only shown and used after the release of a spot markets supplement to the cume study.

## Plot

PCS ALACARTE now can produce a simple scatterplot to illustrate the GRP-vs-Reach results of its tabulations. After tabulations are completed, click on the "Plot" tab. The display will show a plot for one of your demos:



You can switch to another demo using the popup in the lower right corner. The "Copy" button lets you copy the display to your clipboard, and from there you can Paste it into Word, PowerPoint, or another program.

If you selected "Both" from the weighting popup, then both weighted and unweighted results will be shown. Weighted results are shown in a heavier color (think: dark=heavy=weighted) and unweighted results are shown in a lighter color (think: light=not weighted).

This plot is intended merely as a quick convenience. If you want to prepare more elaborate graphics, or look at reach levels other than 1+, you may wish to use the "Export" button to move all of the result data to Excel or some other program. (See "Exporting Results," below.)

## Programs

The system also prepares a complete list of the programs and their specific days that are used in each schedule group. This gives you a record of just what kinds of programs went into the tabulation.

Reach and Freq		Programs	Demos		
Source	Daypart/Program Name	Telecast Date	Pool#	Sch...	
	Programs in "Prime young 33"				
	Mon-Sun:Prime:General:Young, C>200				
ABC	WONDERFUL WORLD OF DISNEY	-----S	1	2	
	Mon-Sun:Prime:General:Young				
ABC	NORM	-----W-----	1	1	
ABC	WHOSE LINE ANYWAY-8:30PM	-----T-----	1	4	
ABC	DREW CAREY SHOW SP-11/9	-T-----	1	6	
ABC	NORM	-----W-----	1	6	
All	Total schedule	-T-----W-----WT-----S			

For each program name, the "mini-calendar" shows all specific days that were used in the four-week study period by the telecasts and spots used in the schedule group.

## Demo List

For convenience, the Results tab also presents a complete list of the demos used in the analysis, including the definitions and sample counts.

Reach and Freq		Programs	Demos		
Name	Definition	Count			
Pay Households	H Cable:Pay	1481			
W 18-34&45-54 NE	F18-34.45-54 Terr:NE	334			

## Markets

If you have licensed use of the local supplement to the Persons Cume Study and if that data set is present, there will be an additional tab, “Markets”

The “Markets” section of the Results gives a quick recap of the markets used in the analysis.

Reach and Freq	Programs	Demos	Markets
Markets for spot schedules:	10 markets (30% US)		
Market codes:	1 2 3 4 7 12 26 33 45 46		
Market ranks:	1 2 3 4 5 6 7 8 9 10		
Calculation base:	Chosen markets		

## Printing Results

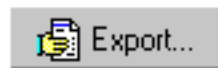
For a permanent record of your analysis, click the Print button.



## Exporting Results

What you do with the results is limited by your imagination and research goals. Some people will want to build graphic charts for presentation, others will compare these results with similar information from older sources, and yet others may want to fit mathematical models.

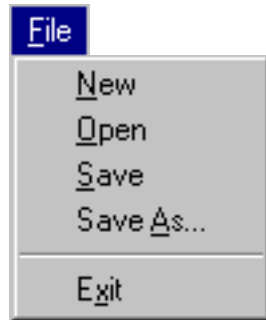
To suit all of these needs in the most flexible way possible, all information on the “Results” tab can be exported. Just click on the “Export” button and supply a filename.



Results will be written to a plain text file, with tabs between fields. This file can then be directly imported into a spreadsheet program, a word processing program or other applications.

## Saving and Re-Opening Analyses

Your PCA A LA CARTE analyses can be saved and re-opened later. Just use the familiar File menu at the upper left of the window.



## Additional Suggestions and Tips

- The “hard” part of a tabulation is tallying each schedule group against the viewing data, and it is much easier to extract the results for specific demos from these tabs. The computer has to do very little extra effort to tab results for more demos. Consequently, you can add many demo definitions to you analyses without slowing down tabulations very much.
- You may wish to define a list of demos you want to use frequently, and save this in a “template” file. Then, to do a new analysis, simply make a copy of the template (or Open it and then do a Save As to create a new file), and add the schedule groups that you wish.
- Instead of starting from scratch for each new analysis, you may prefer to Open an old analysis, remove the demos and schedule groups you no longer want and add the new ones.

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## Appendix: N-Tiles

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Who are the heaviest television viewers? Who are the lightest? And how can I reach them effectively?

PCS A LA CARTE is able to construct n-tiles of viewing for any television sources, any dayparts or group of dayparts, and with any base demographic. You can break viewership into three groups (terciles), four groups (quartiles), five groups (quintiles) and so on up to ten groups. If you wish, you can also gather non-viewers into their own separate group. After you have defined an n-tile grouping, you can use this definition to qualify new demographic definitions.

There are two parts to using n-tiles in PCS A LA CARTE:

1. First you must create an n-tile definition.
2. Next, you apply an existing n-tile definition as you construct a new demographic.

### Constructing N-Tiles

Actually, the very first step is to give the task some thought. Who are you trying to break into groups, and what should be the criteria for how we assign those groups?

A complete n-tile definition has these characteristics:

- The base demo, the group that is being tabulated and divided into groups.
- The sources and dayparts that should be included when adding up their viewing.
- How many groups that are to be divided into
- Whether or not there should be an extra group for those who were exposed to none of the specified programming at all (non-viewers)

For example, we might wonder about the interaction of broadcast network viewing, and lifestyle-oriented syndication programs, and the viewership of women. If we look at heavy and light viewers to daytime, would they be reached differently by a schedule of syndicated lifestyle programs?

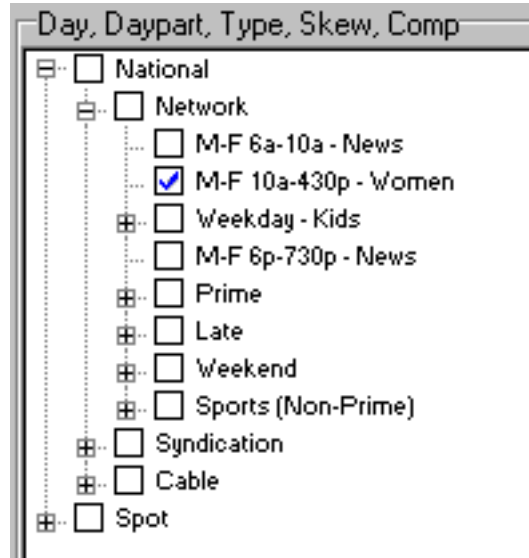
As a first step, we note that the group we want to consider is Women 18+, and we wish to divide them into five groups according to their volume of viewership to broadcast network daytime programs.

**Step 1:** To start, go to the Demos tab, and define the base demo, just as you normally would. In our example, we would click the “Demos” tab, and there we click “Females” and check the age boxes to include age 18 and up.

**Step 2:** Go to the Sources tab, and choose sources that should be included. In our example, we would make sure that the broadcast nets are checked.

**Step 3:** Got to the Scheds tab, and check all of the dayparts that should be included. To construct n-tiles based on television viewing in all categories, you would click the “Network”, “Syndication” and “Cable” boxes. If you want to create n-tiles based on specific dayparts, check only the ones you want.

In our example, we want to base the new n-tiles on viewership to broadcast network daytime, so we will check only the “M-F 10a-4:30p - Women” box:



**Step 4:** We are now ready to do the actual n-tile construction. On the bottom of the Schedules tab, there is a button that says, “Define N-Tiles”:



Click this, and PCS A LA CARTE will present a dialog to set additional preferences for the new N-tile definition:

**Define N-Tiles**

Dayparts: Mon-Fri:10a-430p - Women  
Sources: ABC CBS NBC

Choose a demo to be the base for N-tiles:  
F18+

Divide into how many groups?  
5

Include non-viewers as a separate, additional group?  
 Yes  No

Provide a description for this n-tile definition:

**Construct N-Tiles**

*You need to select a base demo!*

Existing n-tile definition files:

**Remove**

**Done**

**Step 5:** The top of this dialog shows the sources and dayparts that will be included in tabulating the new n-tile definition. Make sure that this is what you have in mind. If it isn't, you can just click the "Done" button.

**Step 6:** The middle box in this dialog shows all existing demo definitions. You will need to choose one of these to be the basis for your n-tile definition. (This box lists all demos that are currently created and shown on the Demos tab.) In our example, the only demo that has been created so far is Women 18+.

Choose a demo to be the base for N-tiles:  
F18+



If we had created other demos, they would have been listed here also.

**Step 7:** Next, decide how many groups you want. For example, if you want quintiles, make sure the box says, “5”.

Divide into how many groups?

**Step 8:** Sometimes n-tiles are defined so that only viewers are included, and people (or homes) with no viewing or tuning are lumped into a separate group. Specify if that is what you want:

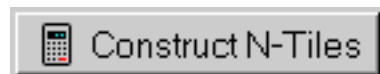
Include non-viewers as a separate, additional group?

Yes  No

**Step 9:** Provide a name for your new n-tile definition:

Provide a description for this n-tile definition:

**Step 10:** We are now ready to have all of the work done to create the new n-tile groupings. Click on the “Construct N-Tiles” button. (The button will be greyed-out if you haven’t chosen a base demo or if you haven’t supplied a description.)



This tabulation requires a great deal of work, so please be patient. A progress dialog will keep you informed on how things are going. It is normal to see a delay as each daypart line-item is tabulated. For best performance, a faster computer is always helpful, but you will also see a large improvement if you read the PCS data from a local hard drive rather than the CD or a network server.

**Step 11:** When the tabulation is finished, the program will ask you for a file name for saving the new n-tile definition. This makes your new n-tile grouping available to all future uses of the program.

After your n-tile definition has been constructed and saved, it will appear in the list at the bottom of the dialog:



## Defining Demos with N-Tiles

When n-tiles have been defined, you are ready to employ your new definition in defining new demos.

As you'll recall, in our example, we are interested in considering women 18+ who are in the heaviest and lightest quintiles of viewing on network daytime, and seeing how they are reached by a schedule placed on lifestyle-oriented syndicated programs.

We have already created our desired N-tiles, doing the following:

- we created a new document
- we defined our base target demo for the n-tiles, Women 18+
- we specified the daypart ("M-F 10a-4:30p - Women") to be used in tabulating the volume of viewership
- we constructed n-tiles and saved them

We are now ready to employ this n-tile definition.

**Step 1:** Start a new analysis, by choosing the "New" command from the "File" menu. You do not need to save the existing document.

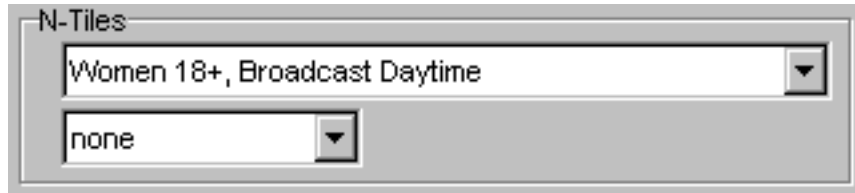
**Step 2:** Go back to the Demos tab. As our first demo, we want women 18+ who are in quintile 1 of network daytime viewing. Click "Females", check the age boxes to specify ages 18 and up. Next, we need to use the "N-Tiles" area of this tab:



**Step 3:** There are two pop-up boxes that are used for selecting n-tile definitions. The top box shows you all currently defined n-tiles. The first item is “none”, which is used to specify that you do not wish to qualify your demo by n-tile. We want to choose the n-tile grouping that we have just created, “Women 18+, Broadcast Daytime”:



**Step 4:** After an n-tile definition has been chosen, the lower pop-up box becomes available. As a default, it shows “none”, again meaning that you do not wish to qualify your demo by n-tile.



From this second pop-up, choose the n-tile group you desire. Note that there is an item for each n-tile level. If your n-tile definition specified that there should be an additional group for non-viewers, then that group is also listed. Following our example problem, we will choose to look at the heaviest viewing quintile:



**NOTE!** It is important to note that your choice of an n-tile grouping and specific n-tile group acts as a qualifier, just like all of the other demo characteristics. The other checkboxes on the “Demos” tab are still observed. If you want to define a demo of Women 18+ in Quintile 5, you must specify “Females”, and the age group (all checkboxes from 18 on up), and also the n-tile definition. This makes it possible to do some fairly exotic tabulations: for example, you could study viewing by women 25-49 who also are in Q5 of total women in total broadcast.

**Step 5:** We now count the number of respondents in this demo definition.



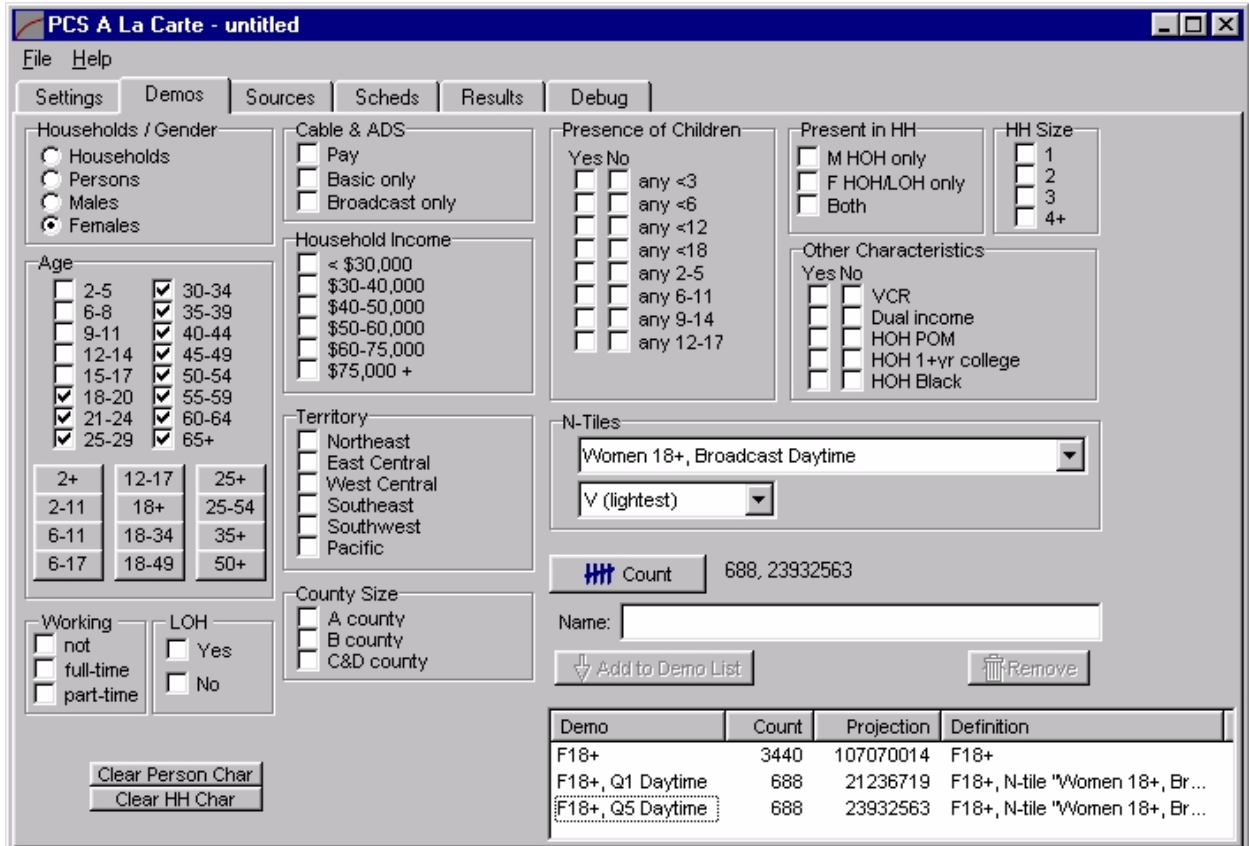
**Step 6:** Type-in a name for this additional demo. For clarity, make this name meaningful, such as “Women 18+ Q1/Day”.

**Step 7:** Click the “Add to Demo List” button to complete this demo definition.



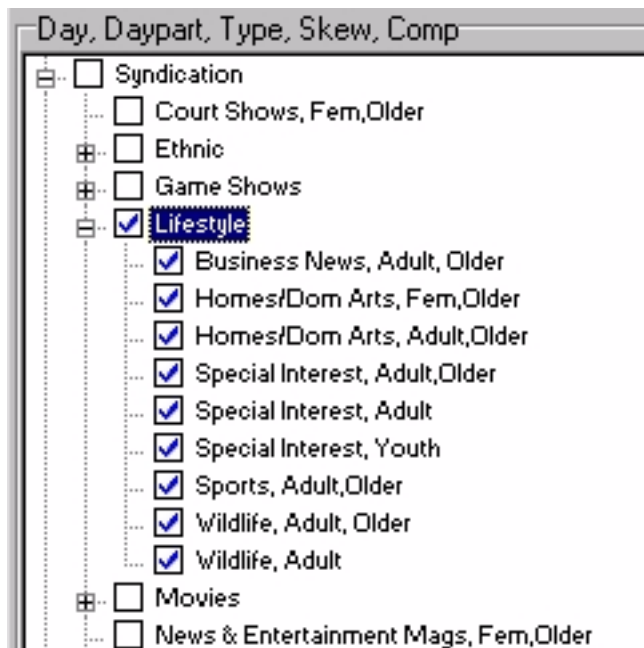
**Step 8:** We now define our next demo, “Women 18+ Q5/Day”. This will be Women 18+ who fall in the *lightest* quintile on daytime television. To do this, do steps 3 through 7 again, but this time choose the lightest quintile. (If you wanted to see all five quintiles, you would need to add five demos. Since the way we defined the quintiles also defined a sixth group of daytime nonviewers, you might wish to add that as a sixth demo as well.)

This illustration shows how the “Demos” tab would look at this point, with three demos (women 18+ overall, and then Q1 and Q5) defined:



The demos are now defined, and we can now move on to building schedules to be run against these demos.

**Step 9:** On the Scheds tab, construct schedules to be tabulated as usual. Choose the dayparts of interest, and create schedule groupings. In our example, we now wish to see how a schedule of “lifestyle” syndication programs performs against our demos. First, as usual, we specify the dayparts of interest:



**Step 10:** Next, again as usual, we click “Get Schedules”:



**Step 11:** We create a sample schedule. In this illustration, we have drawn schedules totalling 32 spots, we gave this schedule group a name:

Src	Day	Daypart	Type	Skew	Comp	Pool	Sch	Spot	HGRP
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	3	1	0.897
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	4	1	1.295
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	5	2	1.769
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	6	2	2.441
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	7	2	2.566
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	8	3	1.893
Synd		Lifestyle;Homes/Dom Arts, Fe...				1	9	5	1.11

Pick One   Pick Until...   Select All   Deselect All

Selection: 16 schedules, 32 spots, 26.83 HH GRPs

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Create Sched Groups | Programs

Create groups for R&F analysis

Enter a name for new sched group:

Synd 32 spots

Add to List  
Add Exclusive  
Remove  
Info  
Edit  
Combine

Then, click the “Add to List” button. The finished schedule group is shown in the lower box:

Create Sched Groups | Programs

Create groups for R&F analysis

Enter a name for new sched group:

Synd 32 spots

Add to List  
Add Exclusive  
Remove  
Info  
Edit  
Combine

**Step 12:** On the “Results” tab, tabulate all results by clicking “Get Programs and Results”. You can now see how our syndication schedule performed on the demos, the women who are heavy viewers of broadcast daytime, and those who are light viewers:

Settings Demos Sources Schedules Results Debug											
Weighted		Get R&F Only		Get Programs Only		Get Programs and Results		Export...		Print...	
Reach and Freq			Plot		Programs		Demos				
Demo	#Demo	Calc Base	Sched	NSpots	Wtd	GRPs	Freq	Reach	2+	3+	4+
F18+	3440	All	Synd 32 spots	32	Wtd	16.0	1.5	10.6	3.2	1.4	0.4
F18+, Q1 Daytime	688	All	Synd 32 spots	32	Wtd	29.9	1.6	18.2	7.1	3.7	0.5
F18+, Q5 Daytime	688	All	Synd 32 spots	32	Wtd	5.6	1.1	5.2	0.2	0.1	0.0

We have found that this “lifestyle” syndication schedule generated more than five times as many GRPs within the heavy daytime segment as it did in the light daytime segment. The syndication schedule reached 18% of the women who were heavy broadcast daytime viewers, but only 5% of the light viewers. This analysis has provided an initial clue in deciding whether syndication (using those “lifestyle” programs) would work well in combination with a network daytime schedule, and suggests some other ways that the researcher may wish to explore the data.