



radio intelligence

planit

creating a new demographic



planit demographic setup

Creation of a new Demographic

Select the **Planit Research tools** facility from within the **Tools** menu.



Stand-alone-Planning Screen

Select the **Define Demo** facility to enter the demographic creation facility.

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Demographic Selector

Title of your selected demographic RAJAR Survey 04/2003

Adults 15+

* AGE | EARNER | SHOPPER | SEX | CLASS

Category AGE

Select respondents who meet any of the options

Select respondents who have selected any of the following options

Minimum value 15

Maximum value 99

Show advanced options

Make available to all users

OK Cancel

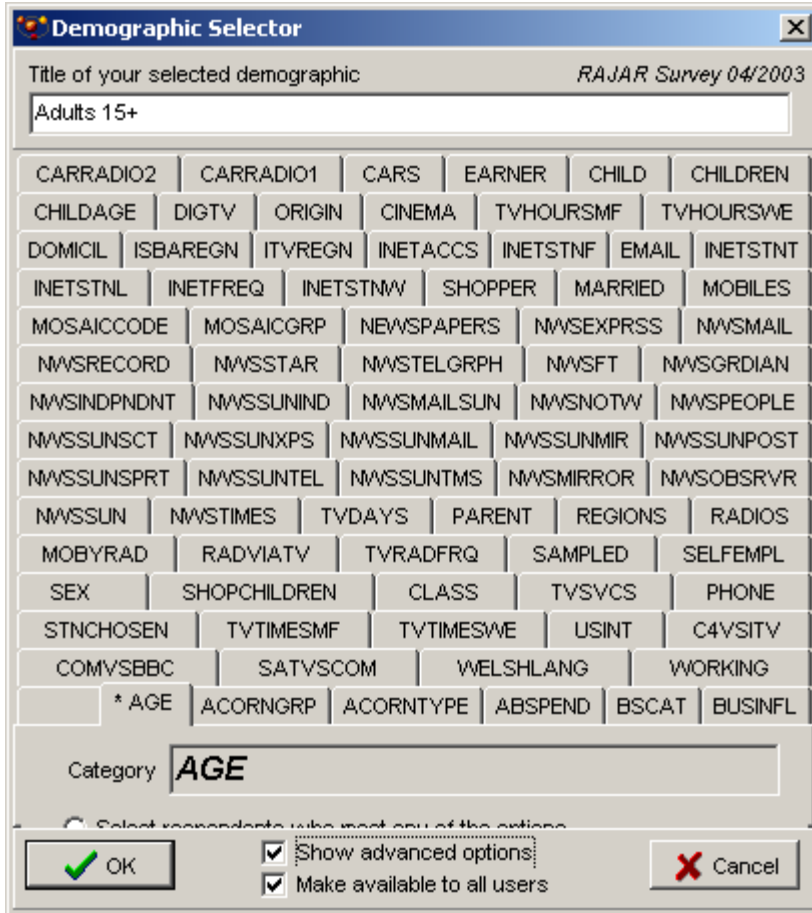
Demographic Creation Screen

Note: The Title of the selected demographic is automatically generated as you make your selections. However you may change this prior to building the demographic.

To build a 'Standard format' demographic select from the five standard Categories displayed. Before finally creating the record you should decide whether it is to be made available to all uses by checking the box at the bottom of the screen.

If you wish to use options other than the standard ones then tick the **Show advanced options**.

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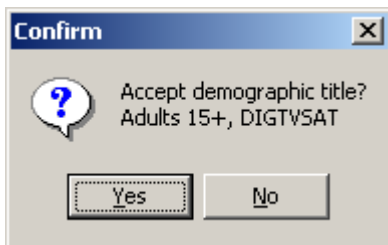


The image shows a 'Demographic Selector' dialog box. At the top, it says 'Title of your selected demographic' and 'RAJAR Survey 04/2003'. Below this is a text field containing 'Adults 15+'. The main area is a grid of buttons for various demographic attributes. At the bottom, there is a 'Category' field with 'AGE' selected, and two checkboxes: 'Show advanced options' and 'Make available to all users', both of which are checked. There are 'OK' and 'Cancel' buttons at the bottom right.

CARRADIO2	CARRADIO1	CARS	EARNER	CHILD	CHILDREN	
CHILDAGE	DIGTV	ORIGIN	CINEMA	TVHOURSMT	TVHOURSWE	
DOMICIL	ISBAREGN	ITVREGN	INETACCS	INETSTNF	EMAIL	INETSTNT
INETSTNL	INETFREQ	INETSTNW	SHOPPER	MARRIED	MOBILES	
MOSAICCODE	MOSAICGRP	NEWSPAPERS	NWSEXPRSS	NWMAIL		
NWSRECORD	NWSSSTAR	NWSTELGRPH	NWSFT	NWSSGRDIAN		
NWSSINDPNDNT	NWSSUNIND	NWSSMAILSUN	NWSSNOTW	NWSSPEOPLE		
NWSSUNSCT	NWSSUNXPS	NWSSUNMAIL	NWSSUNMIR	NWSSUNPOST		
NWSSUNSPRT	NWSSUNTEL	NWSSUNTMS	NWSSMIRROR	NWSSOBSRVR		
NWSSUN	NWSTIMES	TVDAYS	PARENT	REGIONS	RADIOS	
MOBYRAD	RADVIATV	TVRADFRQ	SAMPLED	SELFEMPL		
SEX	SHOPCHILDREN	CLASS	TVSVCS	PHONE		
STNCHOSEN	TVTIMESMT	TVTIMESWE	USINT	C4VSITY		
COMVSBBC	SATVSCOM	WELSHLANG	WORKING			
* AGE	ACORNGRP	ACORNTYPE	ABSPEND	BSCAT	BUSINFL	

Master list of all selections

You may now select any further combination of options. Once all selections have been made select the **O.K** button.



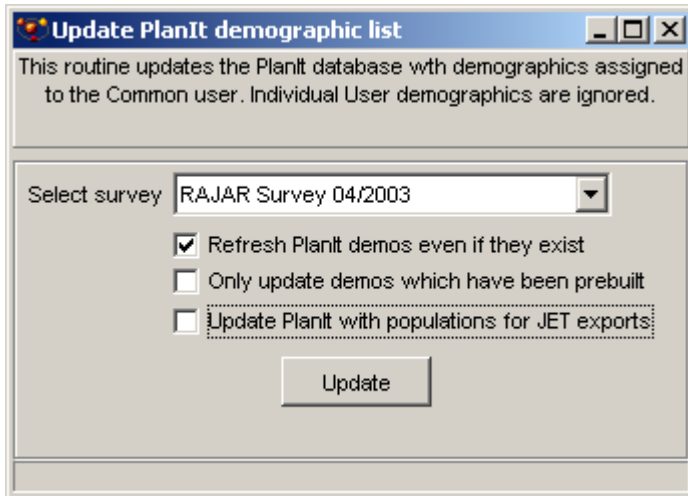
The image shows a 'Confirm' dialog box. It has a question mark icon and the text 'Accept demographic title? Adults 15+, DIGTVSAT'. Below the text are two buttons: 'Yes' and 'No'.

At this point you may edit the title if required. Selection the **Yes** button will build the demographic. The demographic is now available for use within the GES Radio Analyser.

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Enable the demographic within Planit.

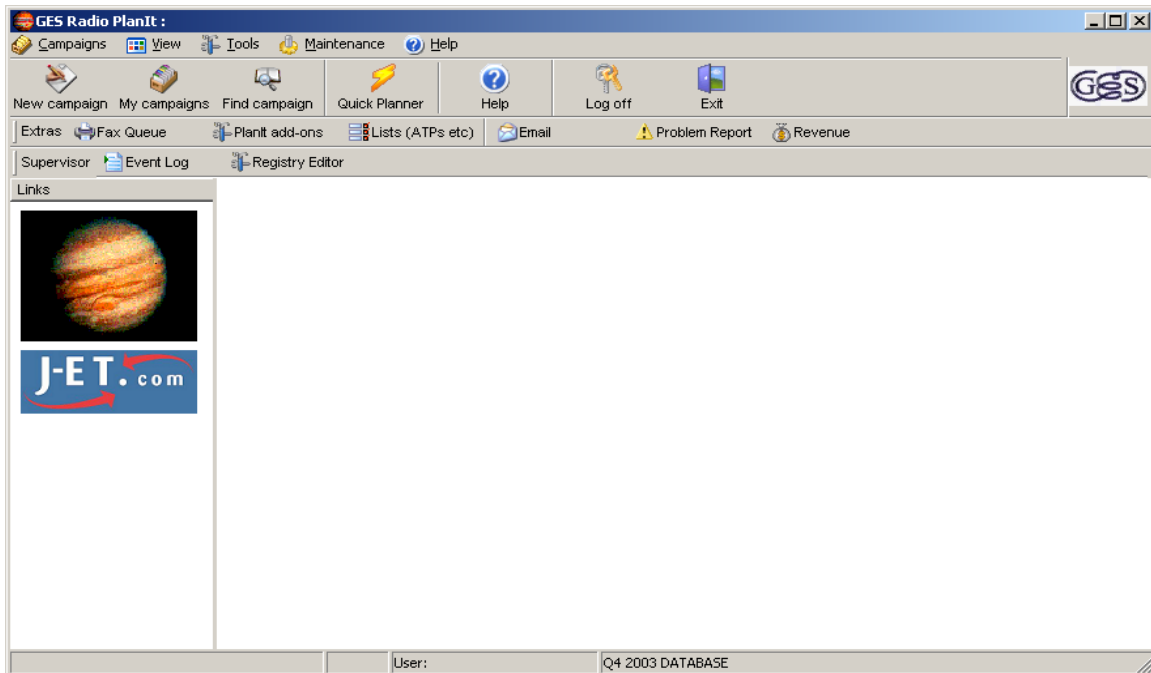
Within the **Tools** option, select **Planit Interface, Update Planit demographics**. This will update the demographic within Planit and make it available to all users.



Update Demographics Screen

Select the **Update** button.

Once the update is complete, **Exit** the GES Radio Planit Analyser and return to GES Radio Planit.



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Within the **Maintenance** option, select **System Tools, Demo Management, Select PCA Demographics**.

Install PCA Default Demographics

Select survey: RAJAR Survey 04/2003

Default Base demographic: Adults 15+

- Adults 15 - 24
- Adults 15 - 34
- Adults 15+, Cars1Radio
- Adults 15+, DIGTV CAB
- Adults 15+, DIGTVFR
- Adults 15+, DIGTVSAT
- Adults 15+, DIGTVSAT, DIGTV CAB, DIGTVFR, IDTV
- Adults 15+, HasInflnce
- Adults 15+, IDTV
- Adults 15+, NODIGTV
- Adults 15+, NoInflnce
- Adults 19+ with children aged 4-14
- Adults 25 - 44
- Adults 35+
- Adults AB 30+
- Adults ABC1 15 - 24
- Adults ABC1 15 - 34
- Adults ABC1 15+
- Adults ABC1 25 - 34
- Adults ABC1 25 - 54

OK Cancel

Tick the demographics that are to be used within campaigns and finally select **OK**.