

YAC Data Analyzer
version 4.13

User Guide

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Chapter

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1 Introduction

1.1 Who Is this Program For

YAC Data Analyzer is a program for the analysis of market research data.

The YAC Data Analyzer application allows for:

- definitions of target groups and analysis of their characteristics,
- analysis of readership data with media planning support and media plan optimization,
- analysis of audience data,
- analysis of the respondents' attitudes and opinions,
- multi-dimensional analysis of brand awareness and usage.

1.2 Requirements

YAC Data Analyzer works on PC computers running the Microsoft Windows operating system (versions 9x, NT, 2000, XP and later).

If you want to analyze data from protected surveys with network licenses, the computer has to be connected to a TCP/IP computer network and have access to the computer running the YAC License Server program.

Minimum hardware requirements are as follows:

- screen resolution of at least 800 x 600 pixels,
- the best processor possible,
- 32 MB of RAM,
- space on the hard drive depending on the number of surveys; the program itself uses about 4 MB.

Recommended hardware:

- screen resolution of at least 1024 x 768 pixels,
- 128 MB of RAM.

1.3 Contents

This document contains the following chapters:

- [Installation and Deinstallation](#) describes the different ways of installing YAC Data Analyzer and survey data files.
- [Surveys](#) describes how data files are handled by the application, including [opening](#), [closing](#), [survey manager](#), [importing data](#), [survey protection](#).
- [Analyses](#) describes the basic element in the program that is used for data analysis.
- [Parameters](#) are used to define analyses in YAC Data Analyzer. All parameter types available in the program are described in this chapter, as well as general rules for using parameters.
- [Tables](#) are the basic building blocks of analyses; here you can define how the various parameters should be used when calculating results. Table editing, sorting, copying and exporting is also described in this chapter.
- [Charts](#) can be created based on data in the tables. Here we describe how charts can be created and edited, how chart templates may be used and how charts can be exported to other applications.
- [Reports](#) group analyses in a single file. This chapter describes how reports can be created, opened, saved, copied, exported, and printed.
- [Preferences](#) describes user specific and definable settings that control how the program operates.
- In "Additional Information" we describe [Keyboard Shortcuts](#), [File Extensions](#) and [Custom Solutions](#).
- "History" describes all changes in the program introduced since the [last major release](#) and in all [earlier releases](#). These topics should be most interesting to people already familiar with YAC Data Analyzer.

1.4 Conventions

Bold text	is used to discern elements of the user interface; the exact spelling is used as that on the program's windows (menus, options, tabs, field labels); for instance Edit, Copy, Cancel .
Analysis New...	means that from the Analysis menu you should select the position labeled New...
CTRL+O	defines the combination of two keys CTRL and O; to use this accelerator, hold down the first key and press the second key.
Courier New	this font is used to display file names, file extensions and file contents, for instance C:\Program Files\YAC Data Analyzer.
<i>Italics</i>	are used to display elements of the data file, such as questions and responses, for instance Sex.
Note	here we describe important notes about an operation in the program.
<u>blue underlined font</u>	is used for links to web pages and e-mail addresses; click on a link - either a web browser window will be opened or the default e-mail client; links to other topics in this document are also marked this way - click on a link to go to the underlined topic.

1.5 Using Help

A help file is also distributed with the YAC Data Analyzer application. All program functionality is described in detail there.

The **Help | Contents** menu will take you to the help's contents. A tree structure of topics will be shown - click on a topic to display its contents.

Help | Index will open the help file index for accessing help topics through certain key words. After you enter a word or words, the list will display all topics connected with these words. Double click on a topic to display its contents.

Help | Changes will take you to the topic that describes all changes recent in versions. This subject should be interesting for users that are already familiar with YAC Data Analyzer.

Help | About will display general information about the program: version number, programmers, rights, etc.

Moreover, each dialog window has a **Help** button. Click on it to see a detailed description of how the given window should be used and what's it for.

1.6 Other Sources of Information

Apart from the user's guide and the help file, you can find more information here:

- The YDA-QuickStart document describes the basic functionality of the program. It is intended for people who want to quickly start using the program without going into all the detail.
- YAC Software's internet pages located at www.yac.com.pl, where the program's most interesting functions are described, as well as the program's history, list of clients, options, etc. There you can also find information about our company, people, etc.
- Survey protection is also described in the YLSSurveys_enu.pdf file.
- YAC Code Generator and YAC License Server are described in help files that are distributed with those programs.

1.7 Contact & Support

If you have any questions concerning this software or procedures explained in this document, please contact:

YAC Software

support@yac.com.pl

www.yac.com.pl

Note

In case of questions concerning the data distributed with the application, or analysis results, please contact the provider of the data.

Chapter

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2 Installation and Deinstallation

2.1 Program Installation

The application doesn't have to be installed in any special way - just copy the files to any folder on your computer (the `.exe` file, `.chm` help files, `.pdf` documentation files, and other files distributed with the application).

Program files can be placed on network drives, as long as they will be accessible from workstations. Such configuration allows for easy updates of the program for all users at once.

2.2 Data Installation

Some surveys distributed with YAC Data Analyzer may be protected against illegal use.

To use unprotected surveys, these do not have to be installed in any special way - just copy the survey files to the computer.

It is a bit more complicated to use protected surveys, since these data files are prepared in such a way as to minimize the chance of illegal copying and use.

To use a protected survey, you must purchase a license. There are two types of licenses:

- stand alone (single station),
- network (floating).

If it is to be a stand alone license, you have to supply the provider of the data the computer's code. Use the `YCG.exe` (YAC Code Generator) program for this.

If it is to be a network license, one computer in your company has to be designated as the license server. Supply the provider of the data the code of that computer. After you received the data, to use it, the `YLSWin.exe` (YAC License Server) application must be running on that computer.

In case of network licenses, the user's computer and the server must be able to communicate via the UDP protocol on port 10101.

After a license is purchased and the computers are registered, you will receive survey data files that include these licenses. No special installation is necessary, just copy the survey files to the computer.

In both cases (protected and unprotected data), the survey files can be placed on network drives, as long as they will be accessible from workstations. Such configuration allows for easy updates of the data for all users at once.

2.3 Deinstallation

The program and the data need not be deinstalled in any special way - just remove the files that were included in the distribution.

Chapter



3 Surveys

This chapter describes how surveys and data are handled in YAC Data Analyzer:

- [opening](#) and [closing](#) surveys,
- [viewing information](#) about currently opened data,
- the possibility of displaying survey data in [many languages](#),
- [importing data](#) into the YDA format,
- [protecting surveys](#) against illegal use.

For system / network administrators, the last chapter will be of most importance: it describes [survey protection](#), license types and possible network configurations.

3.1 Opening Surveys

To work with data in a survey (define and open reports, view the data and information pages, etc.), the survey must first be opened.

When you select the **Survey | Open...** menu, a standard Windows open dialog window will be shown (survey files have the standard [extension](#) `.das`). You can also use the following toolbar button:



Note

If a survey is already open, to open another survey, the first survey must be closed. All reports that are defined for that survey will also be closed.

3.2 Reopening Surveys

A list of recently opened surveys is available through the **Survey | Recent** menu, or by pressing the down arrow next to the toolbar button



The sub-menu is divided into two parts. The first part contains the list of recently opened surveys. Click on a survey to load its data into the application.

You can cancel the process of opening a data file using the escape key `ESC`.

Sometimes you can have several surveys, with the same name, installed on a single computer. Select one of them with the cursor keys - in the status bar the fully qualified file name (with the folder name) of the data file will be displayed.

The currently opened survey is not shown on the list. It will be added to the beginning of the list when it is closed.

The list is sorted according to the date of last use (then, surveys used less often are placed at the bottom of the list).

In the second part of the menu there are two more options:

- **Remove obsolete...** can be used to delete, from the menu, those surveys which are no longer installed on the computer (those, that are displayed as disabled in the list of surveys),
- **Remove all...** can be used to clear the whole list of recently used data files.

3.3 Survey Open Preferences

In the [preferences](#) dialog window (accessible via the **Edit | Preferences...** menu) there's a [Surveys](#) tab. Several options of this tab define how surveys are automatically opened (and if at all) on program startup.

3.4 Survey Languages

Surveys can be configured for multiple languages - all survey texts (questions, responses, information pages, etc.) can then be displayed in one of the available languages.

You can switch between the available languages in the preferences (via the **Edit | Preferences...** menu).

Note

The list of available languages for a given survey depends solely on the way the survey was prepared by the company that is distributing the data. If you would like to have the survey in a different language, please contact that company.

3.5 Closing Surveys

A single survey can be opened at any time. Thus, when [opening a new survey](#), the previous survey will be automatically closed.

When closing a survey, all reports opened in the program will also be closed - a report can be opened only if the survey that the analyses are based on, is also opened. This means that reports from different surveys cannot be opened at the same time in a single instance of the YAC Data Analyzer application. (But, if you need to open several surveys or reports from different surveys, just run a second instance of YDA.)

You can close a survey without opening another survey (for instance, to free a license) - select the **Survey | Close** menu.

3.6 Survey Manager

The survey manager window is opened automatically after a survey is opened. Usually, it displays a brief description of the survey, contacts to researchers responsible for presenting the results, etc. If no survey is open, instructions on how to open a survey are displayed instead. The manager's window can be displayed by selecting the **Survey | Manager** menu or by pressing the **F11** key. More on what is displayed for a survey in this window can be found in the [Survey Information](#) topic.

3.6.1 Data File Information

On the first page of the survey manager, general data about the survey is displayed (name, owner, survey identifier, etc.), and languages in which the survey's texts may be displayed. Also, the date when the data was prepared and the number of waves in the survey, are displayed.

3.6.2 Survey Information

Each survey distributed with YAC Data Analyzer may have additional information files attached.

These files may include descriptions of the project's goals, its history, methodology, surveyed population, sampling, available data, etc. If you have any questions about a survey, first have a look at these pages (if such pages were distributed with the data).

If the information available here does not answer your questions, please contact the researchers and/or company that distributes this survey.

3.6.3 Data on Issues and Circulation of Press Titles

In readership surveys, an additional page is available in the survey manager. On this page, you can define the number of issues of each title and its circulation and sales.

Next, this data may be analyzed together with the data from the survey.

3.6.4 User Definitions

User definitions allow the user to create new questions based on existing ones. Questions thus created are then available, just like standard questions, in all analyses in the program (through the [Questions](#) parameter).

User definitions are saved to files. You can have many definitions saved in a single file, as well as menu files loaded into your survey. Only those questions that are in files loaded into a survey are available later for analysis.

The definition of a single question consists of multiple [target group](#) definitions that together act like responses to a single question. Usually, you will need to switch to the editing window for [complex definitions](#) to create questions with multiple responses.

The following commands are available for editing user questions:

- **New definitions file** creates an empty file; next, you can add user definitions to this file.
- **Open definitions file** open an existing file with user definitions.
- **Save definitions file** saved the definitions in that file; if this is a new file, allows the user to specify the name and location of the file.
- **Close definitions file** closes files with definitions that are no longer needed; the file is not deleted from the disk.
- **New definition** creates a new user defined question.
- **Edit definition** open the edit window where you can make changes to existing user definitions.
- **Delete definition** deletes the highlighted definition.

3.7 Importing Data from Other Surveys

In YAC Data Analyzer you can analyze data from all kinds of surveys.

We would be happy to import any data that you might have into our application (for instance, from earlier projects).

Please [contact](#) YAC Software for details.

3.8 Survey Protection

Some surveys distributed with YAC Data Analyzer are protected against illegal distribution. You can open these surveys on previously registered computers only.

3.8.1 License Types

There are two types of licenses: stand alone (to be used on designated computers) and network (limiting the number of simultaneous users working with the data on a single computer network).

A **stand alone license** defines a single computer where a survey can be opened. Of course multiple stand alone licenses may be purchased, but still, these licenses will work only on the specified computers.

A **network license** sets the maximum number of computers the survey can be opened simultaneously on. The

license is attached to a network, not a single computer and the survey can be opened on any computer on the network.

The survey data file and YAC Data Analyzer can be installed on any number of computers. But for a network license, the YAC License Server program must be running on a computer in this network. When a user opens a survey, a license is temporarily assigned to that user by this program. When the user closes a survey, this license is returned back to the pool of available licenses.

If there are no available licenses when a user tries to open a survey, an error will be reported. You will have to wait until a license is freed by another user. Also, you can buy more network licenses if this situation happens often.

3.8.2 Registering Computers

To register a license, use the YAC Code Generator (YCG.exe) program.

On program startup, YCG collects information about the computer and based on this information, a license code is generated. This code will later be used when checking the license of a survey. Send this code to the company that's distributing the protected data, so that the data can be configured appropriately.

In case of stand alone licenses, YCG should be executed on all computers that you need a license for.

In case of network licenses, run YCG on a single computer that will be the license server (the YAC License Server program will be running permanently on this computer).

The generated codes should be sent to the company that's distributing the survey. Users can send this code directly from YCG using the **Send** button. You can also copy the code to the clipboard (using the **Copy** button) or save it to a file (using the **Save** button). Then the code may be sent to the survey's owner on a disk, through FTP, given by telephone, or by any other means.

3.8.3 License Server

YAC License Server is the application that manages network licenses.

The program (YLS.exe) can be installed on any computer in the network provided that:

- the computer is always running (or, at least, is running when users want to use protected surveys),
- communication is possible between this computer and the user's computer with the UDP protocol,
- the computer was earlier registered as the license server using the YAC Code Generator program.

The YLS application is distributed with YAC Data Analyzer and protected data.

Detailed information on these two programs (YAC License Server and YAC Code Generator) may be found in help files distributed with those applications.

If you have any questions or comments about the licensing process, please contact support@yac.com.pl.

Chapter

IV

4 Analyses

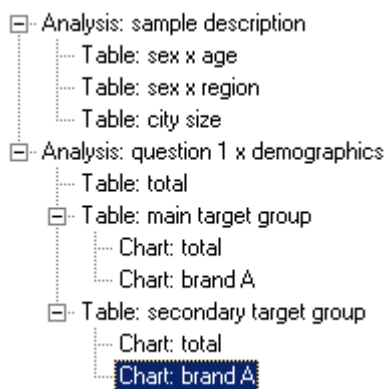
Analyses are used to analyze survey data in YAC Data Analyzer.

An analysis is a set of parameters (such as waves, target groups, questions, statistics) that are placed in tables (layers, rows, and columns). By placing parameters in the table's dimensions you can cross these parameters in a way that is best for the given analysis. You can thus analyze the data in many different ways.

Based on the table, you can define charts; you can have several charts linked to each table.

A set of analyses constitute a report; in one report you can have one or more analyses. Reports are saved to the disk as files with the `.dar` (Data Analyzer Report) extension.

An example report is show below:



[Parameters](#), [tables](#) and [charts](#) are described in greater detail in the following chapters. Report functions are described in the [Reports](#) chapter.

4.1 New Analysis Definition

To define a new analysis, selected the **Analysis | New** menu (or the `Ctrl+N` shortcut).

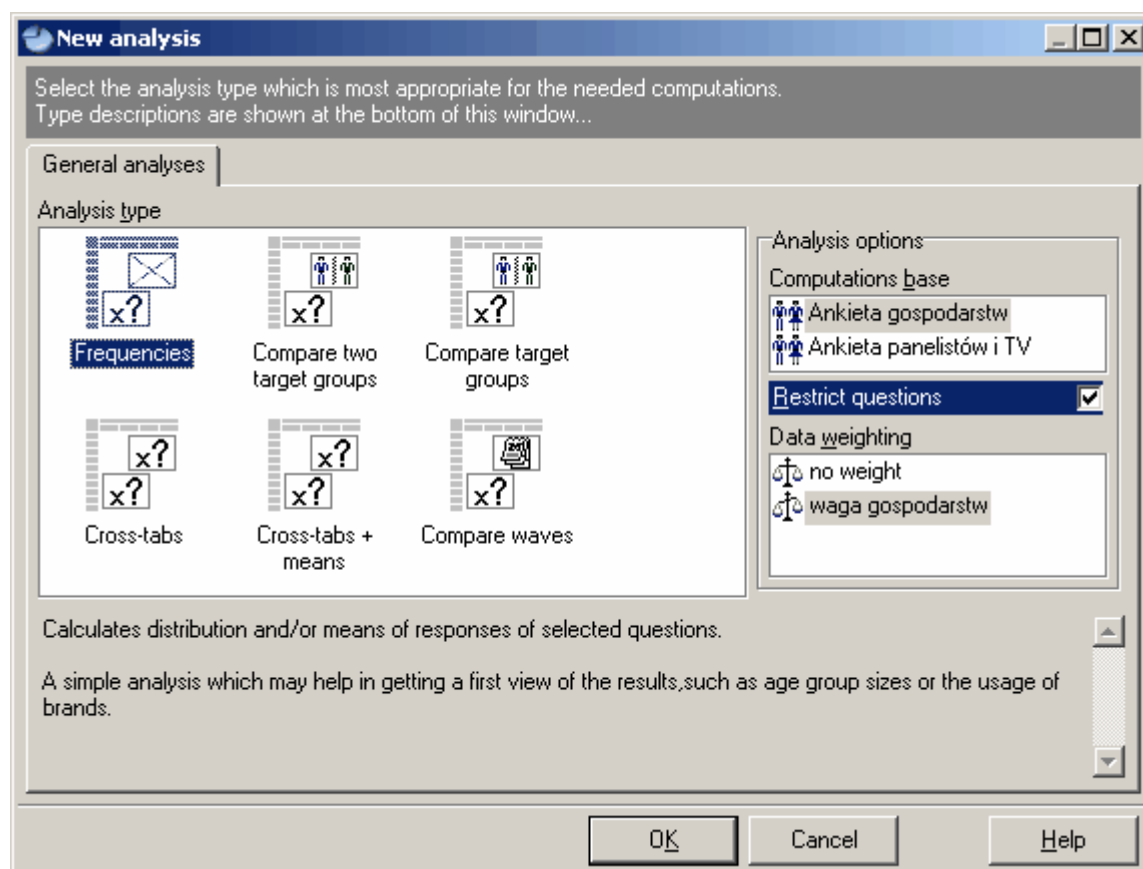
First, the program will ask about initial settings: which wizard to use, which recordset should be used (in surveys with more than one recordset) and which weight should be used (in surveys with more than one weight defined).

Next, a series of parameter window dialogs will be shown where you can define the consecutive parameters of an analysis (such as waves, target groups, questions, and statistics).

Finally, you can define the title of the new analysis and whether it should be placed in the current report (and where) or whether a new report shall be created for it.

4.1.1 Wizards, Recordsets, and Weights

When you choose to define a new analysis, the following dialog window will appear. Available types of analyses, or analysis wizards, will be shown:

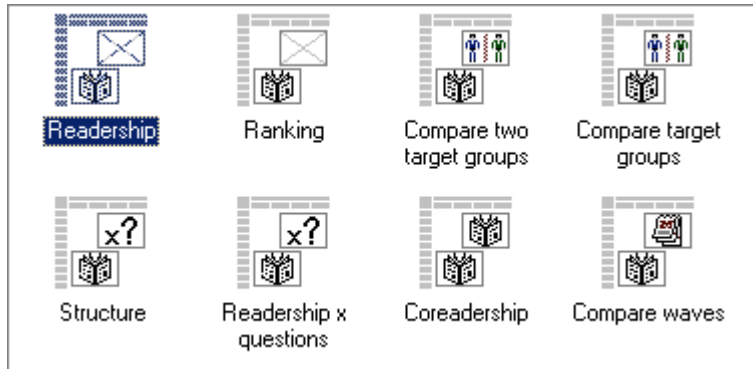


At the bottom of the window, a short description of the highlighted analysis type is shown. A double click on one of the wizards (or the **OK** button) will start the definition of an analysis of this type.

In the right-hand list of the **New analysis** dialog wave have:

- A list of record sets in the **Computation base** field - this field is visible for multi-recordset surveys only.
- **Restrict questions** field that restricts the lists of questions in the target group and questions dialog windows to those that map to the selected record set only.
- A list of analytical weights in the **Data weighting** field - the list of available weights depends on the configuration of the survey file by the data provider; if only one weight is available in the survey, this list will not be visible.

The analysis wizards may be shown in several tabs. For instance, on the **Readership analysis** tab visible in the above window (available in press readership surveys), the following elements would be shown:



4.1.2 Parameter Windows

After the selection of an analysis wizard, a series of dialog windows will be shown to the user. Each dialog window is used to define one of the parameters of the analysis. Next, these parameters will be placed in the default (for the analysis) dimensions of the newly created table (layers, rows, columns).

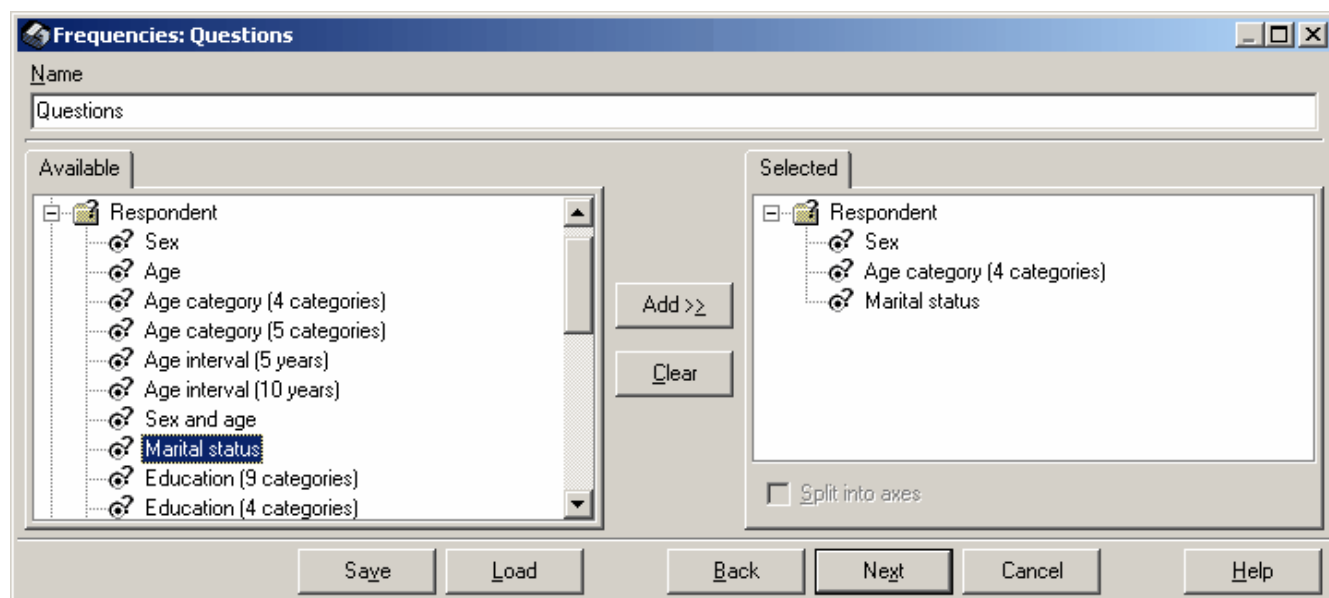
Thus, a wizard is actually: a set of parameters and their default locations in the newly created table. There are several wizards available in the program that allow you to quickly create the most common types of analytical tables.

The most often used parameters are:

- [waves](#) (for multi-wave surveys),
- [target groups](#),
- [questions](#).

For other wizards (such as in readership surveys) other parameters may be available (e.g. [titles](#), [readership indices](#)).

Most of the parameter windows have the following layout: on the left, a list / tree of available items is shown (such as the list of all questions in the survey), on the right - the selected elements are displayed. To move items from the "available" list to the "selected" list, double-click on an item in the left-hand list or use the buttons in between the lists:

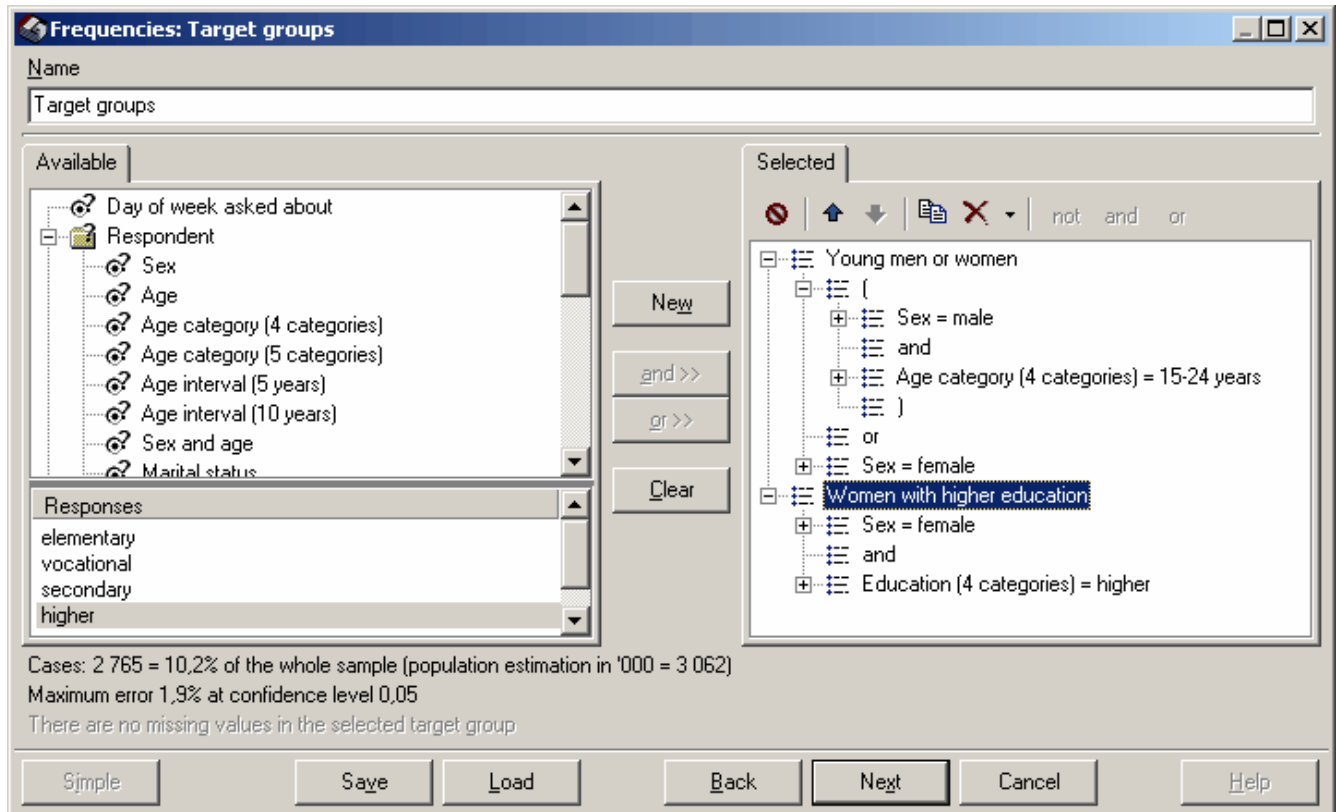


All questions in the survey are displayed on the left. The questions that will be included in the analysis are visible on the right.

When a given parameter definition is used very often (such as the set of selected questions above), it may be tiresome to define such a parameter over and over again. However, once a parameter definition is ready, you can save this definition (the **Save** button) and later, instead of defining it once more, just open it (the **Load** button).

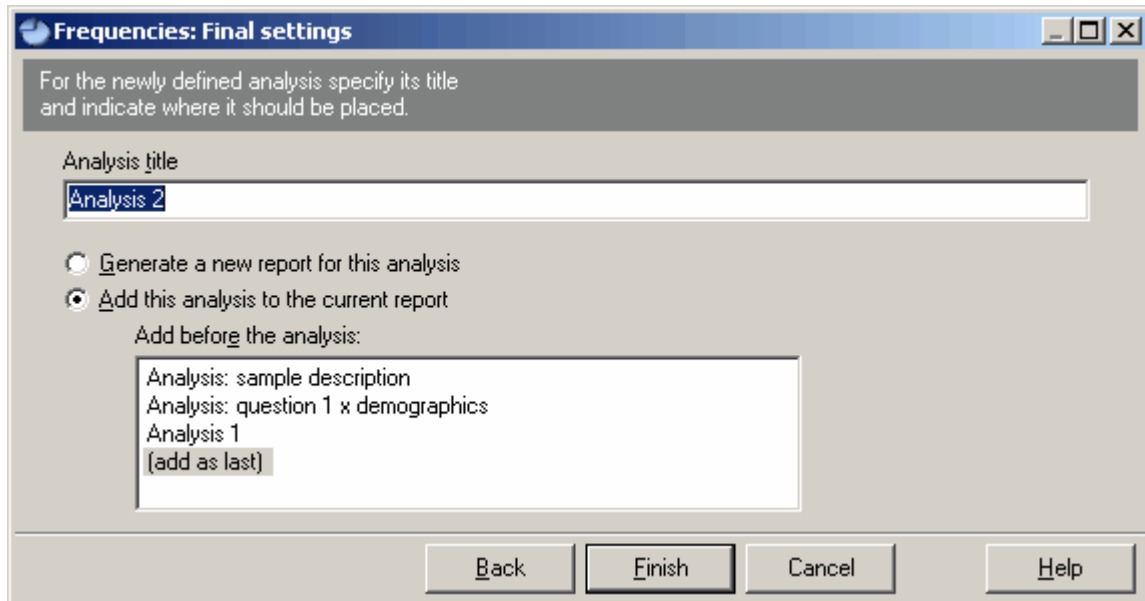
Some parameters have two versions of the dialog window: for simple and complex definitions. The second version of the dialog window allows for more complex definitions of parameters, however these definitions are usually used by more advanced users.

Below, a dialog window for complex definitions of target groups is shown:



4.1.3 Final Settings

In the final dialog, the title of the newly defined analysis may be specified:



You can create a new report (file) for this analysis, or add it to the current report (at any position).

4.2 Next Steps

Creating reports with the wizards should be quite easy; however, to take full advantage of the program's capabilities, various functions are described in the following chapters in more detail. The descriptions of the following functions are described there:

- [Parameters](#)
- [Tables](#)
- [Charts](#)
- [Reports](#)

Chapter

V

5 Parameters

Analysis definitions are mostly based on various types of parameters (such as waves or target groups). Thus, you can speak about parameter definitions as partial definitions that make up the full definition of an analysis.

Parameters are defined using special dialog windows, so the descriptions of parameters will be based on descriptions of those windows.

Because parameter definitions play a big role in the program, they are described in detail in the following chapters. But first, general information is given: on the use of parameters and on the various types of parameters.

5.1 Simple and Complex Parameters

Some parameters are available in two versions: simple and complex.

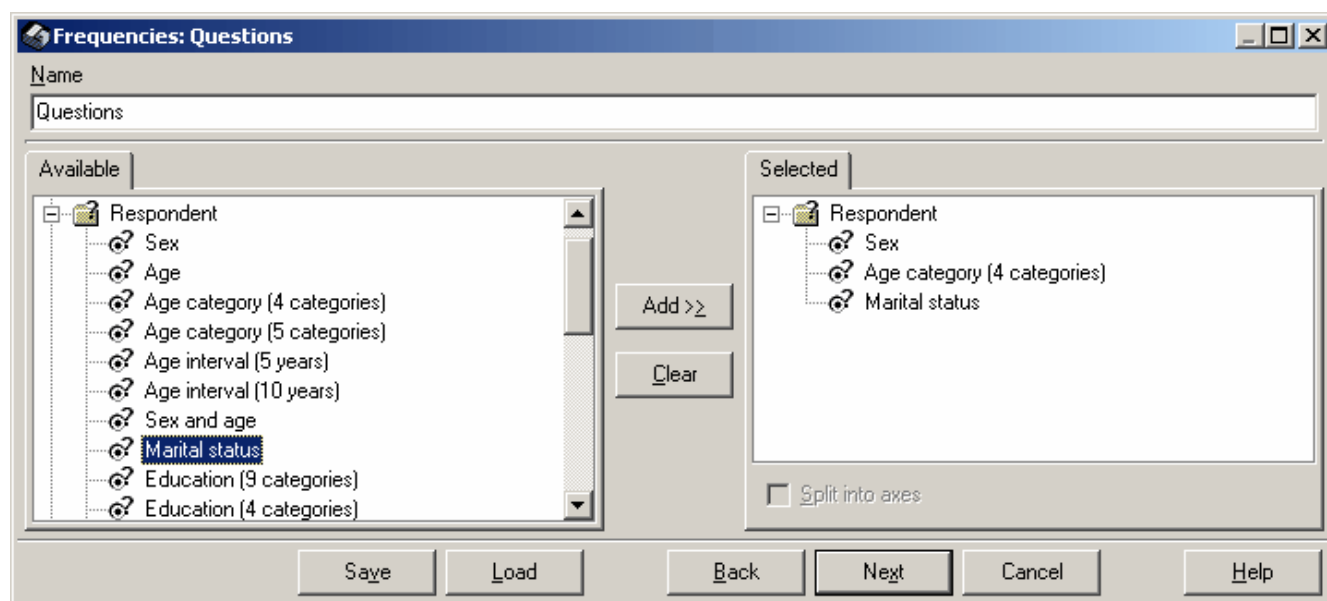
The simple version is intended for quick and easy analyses.

The complex version is intended for more detailed analyses, but it is harder and more time consuming to define such parameters.

Not all parameters have a complex version. If a complex version can be defined, a **Complex** button is displayed in the lower left corner of the parameter's dialog window.

5.1.1 Simple Parameters

The typical dialog window for editing parameters will look as follows (this is an editing window for the Questions parameter):



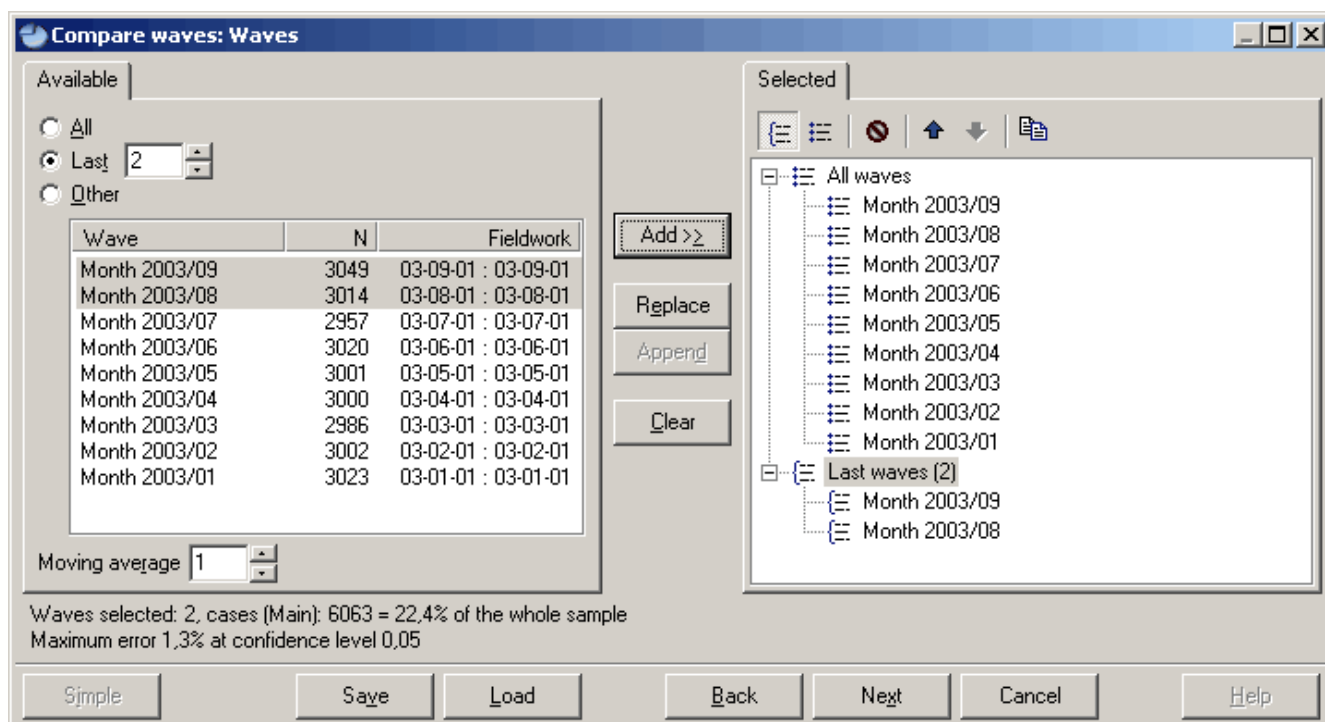
On the left hand side all available elements for this parameter are displayed (these could be: waves, statistics, press titles, radio stations, etc.). On the right hand side, the elements chosen for the analysis are displayed. Buttons in the middle are for adding elements to and removing elements from the list of selected elements.

In all parameter dialog windows, the following buttons are always present: **Save** and **Load** (for saving and opening parameter definitions, respectively). The following buttons are also always available:

- **Back** to go back to the previous definition (perhaps to correct it),
- **Next** to go to the next definition,
- **Cancel** to cancel the creation of a new analysis.

5.1.2 Complex Parameters

Complex parameters most often differ from simple parameters in that definitions on the right hand side can be more complex or that you can have many sub-definitions. For instance, consider the following dialog window for complex definitions of waves:



In the list on the right there are two groups of simple parameters (all waves, last 2 waves) - these will be called sub-parameters from now on. But thanks to the fact that in the second sub-parameter, the elements are grouped (different icons), in a single table we will have results for each wave separately (first sub-parameter) and a combined result for the last 2 waves (second sub-parameter).

Note also that the button in between the lists is a bit different. Two new buttons were added to those already present in simple definitions: **Replace** and **Append**. Above the right hand list there's a toolbar with buttons for editing sub-parameters. These will be explained in greater detail in the following chapters.

5.1.2.1 Adding / Deleting

The **Add** button creates a new sub-parameter according to the selection on the left hand side of the window.

The **Delete** button allows you to delete whole sub-parameters as well as elements of sub-parameters.

5.1.2.2 Appending / Replacing

Apart from adding sub-parameters, existing sub-parameters can be appended with elements on the left hand side of the window.

Example:

Let's assume that there's a sub-parameter defined that includes waves A and B. When wave C is selected and

the **Append** button clicked, the sub-parameter will then include waves A, B, and C.

On the other hand, the **Replace** button will replace the existing definition with the selected elements on the left hand side. In the example above, we would then get a sub-parameter with the single wave C in place of waves A and B.

5.1.2.3 Grouping

When describing complex parameters, it is worthwhile to describe what definitions with many sub-parameters can be used for.

When selecting elements (via the **Add**, **Replace**, or **Append** button), sub-parameters are defined that can include many elements (such as Wave A, Wave B, Wave C). The program will calculate the results in tables and charts for each of the elements independently.

By using the following tool button



we can group elements of a sub-parameter. Then, tables and charts will show a combined result for the whole sub-parameter (thus, for the example above, we will get a single combined result for all three waves).

Elements in sub-parameters can be grouped many times in many ways. For instance, in readership analyses, you can have the results for all titles next to groups of titles such as: titles of a given periodicity, titles of a given publisher, titles being circulated in a given region, etc.

To ungroup elements in a sub-parameter, use the button:



5.1.2.4 Hiding

In a parameter that has many sub-parameters defined, it would sometimes be convenient to use only a subset of all sub-parameters in an analysis. Obviously, some of the sub-parameters could be deleted, but another option is available: hiding.

If later on you would find that a deleted parameter should be used again in an analysis, it would have to be defined again. However, when a sub-parameter is hidden, it can just be made visible again.

Hiding and showing parameters is available through the following button:



5.1.2.5 Copying / Moving

Sub-parameters may be copied using the following button:

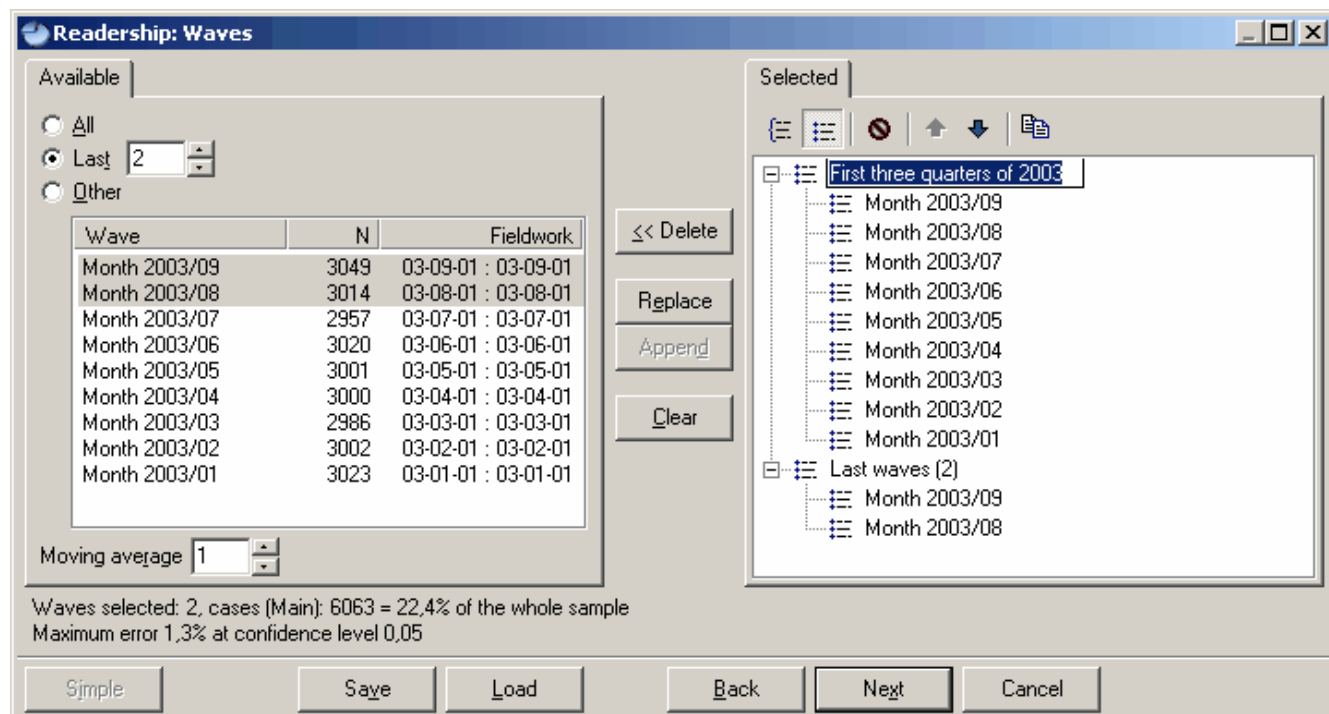


The order of sub-parameters, as well as elements of sub-parameters, can be changed using the following buttons:



5.1.2.6 Changing Names

Sub-parameters on the right hand side are automatically named by the program. However, you can define your own names for any of the sub-parameters. Select the first node describing the sub-parameter and click on it the second time or press the **F2** key - the program will switch to edit mode, as follows:



The user defined names will be displayed in analysis tables in place of the automatically generated names.

5.1.2.7 Going Back to the Simple Version

You can go back from the complex definition window to the simple definition window as long as the parameter's definition meets the "simplicity" criteria. This means that the parameter is simple enough that it could have been defined in the simple version of the dialog window.

The state of the **Simple** button (enabled / disabled) shows whether the definition is: simple, or complex (respectively).

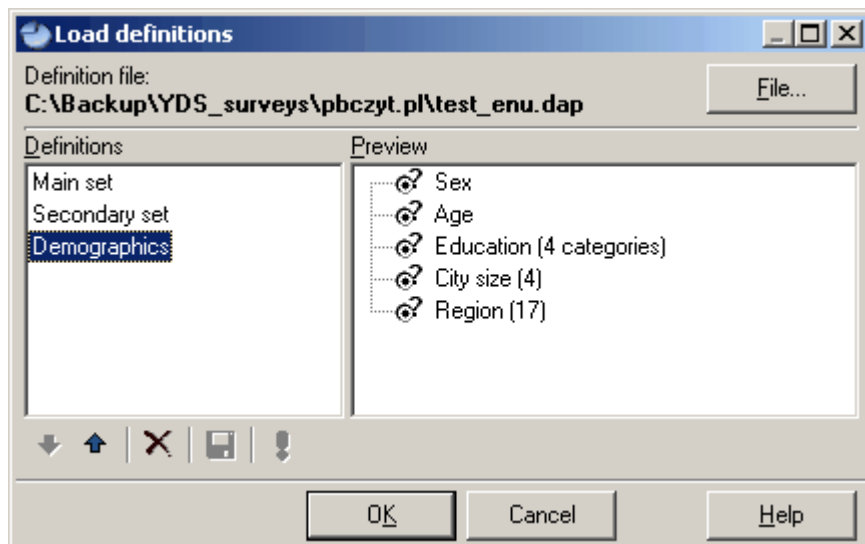
5.2 Saving / Opening Parameters

Parameter definitions can be saved in external files, to be later opened and used when defining new analyses or redefining existing analyses.

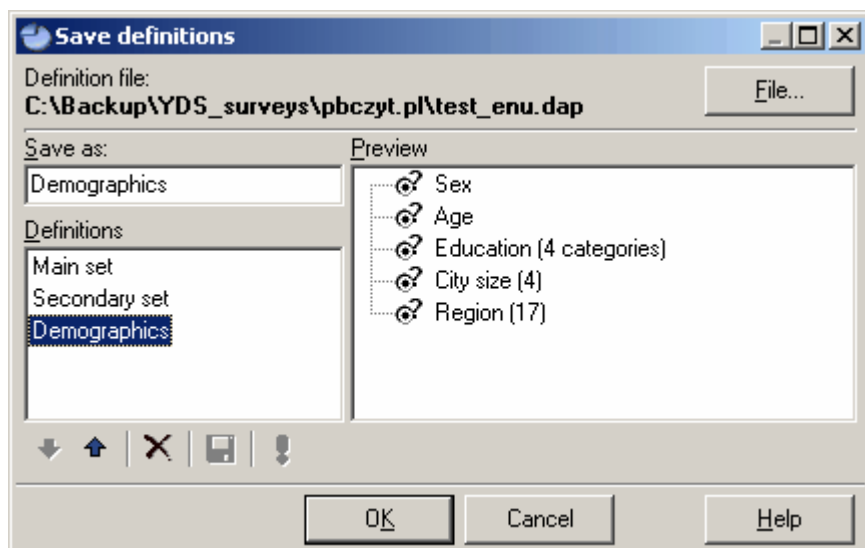
A parameter can be saved using the **Save** button in the parameter's editing window; the definition can be opened using the **Load** button.

You can save a definition to any file, so first you have to specify the file name (of a new file or an existing file). If a file was already specified, it will be used.

After a file name is given, a window will be shown that displays all definitions of the current parameter type already saved in that file. When opening a definition, just click on one of the elements on the left and press **OK**.



When saving a definition, you can either select one of the existing definitions (the definition will be overwritten) or specify a new name in the **Save as** field:



You can use several parameter files - use the **File...** button to change the file to a different one.

In a single file, you can:

- save different parameter types (target groups, waves, questions),
- save definitions from different surveys.

At the bottom of the window there's a toolbar with buttons that allow:

- changing the order of parameters,
- deleting a parameter,
- saving changes to the parameter file.

You can change the name of an existing parameter using the F2 key.

If the button with the exclamation point is enabled, some of the parameters in the file contained errors. This may be caused, for instance, by a change to the survey data structure - some of the questions that are in the parameter are no longer available in the survey. Press this button to see the list of errors for the current file.

5.3 General Parameters

In the following chapters, all available parameter types will be described. They were divided into three groups: general parameters (available in most analyses), [radio parameters](#) and [press parameters](#).

The general parameters include:

- [Waves](#)
- [Target Groups / Filters](#)
- [Questions](#)
- [Statistics](#)
- [Calculation Base](#)

Moreover, several global parameters are available in YAC Data Analyzer - these are common definitions to all analyses and reports. These are described in [Global Parameters](#).

5.3.1 Waves

In multi-wave surveys, this parameter allows you to specify the waves that should be included in the analysis.

In the simple definitions dialog window the following options are present:

- **All waves** selects all available waves for the analysis. If new waves are installed and this report is opened, the list of waves will be automatically updated to include newly installed waves; the report will then be recalculated.
- **Last** selects n most recent waves. If new waves are installed and this report is opened, the list of waves will be automatically updated to include n most recent waves; the report will then be recalculated.
- **Other** let's you select arbitrary waves from the list below. If new waves are installed, this list will not be automatically updated.

The **Moving average** edit line can be used to define overlapping groups of waves, for instance:

- if waves W1, W2, W3, W4 are selected
- and the moving average is set to 3
- then the program will automatically defined the following groups of waves: W1..W3, W2..W4.

Note

A survey may be configured in such a way as to force the selection of a minimum number of waves; in such cases, if the user selected less waves than the minimum, a warning will be displayed below the list of selected waves.

5.3.2 Target Groups / Filters

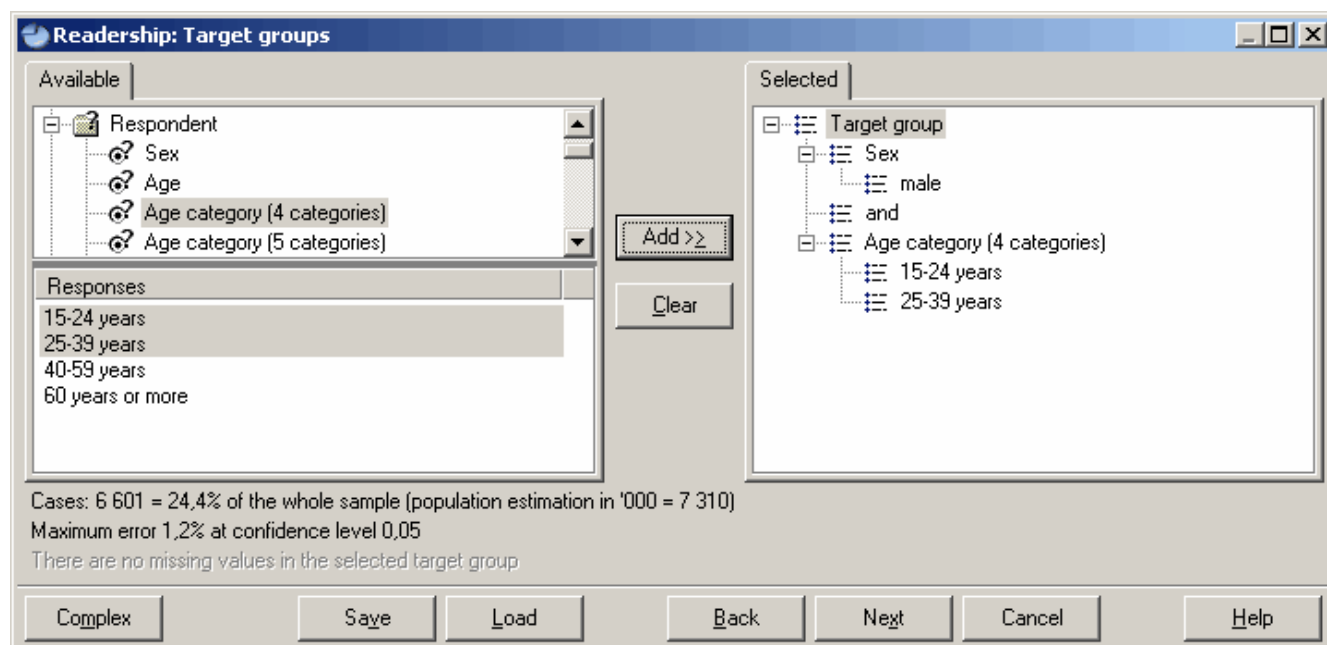
The dialog windows for simple and complex target groups differ significantly between each other. Hence, both versions of the window are described in separate chapters.

5.3.2.1 Simple Definitions

In the simple definitions dialog window, the target group can be defined as a conjunction of criteria set on several questions.

On the left, you can see the list of all questions. After you select a question, its responses will be displayed below the tree. By adding these responses to the right list, additional criteria will be added to the currently selected question.

The target group defines those respondents that gave the selected responses to the questions with criteria defined, for instance:



In the window above, criteria are defined for two questions: *Sex* and *Age category (4 categories)*. All men 15-39 years old will be included in the above target group.

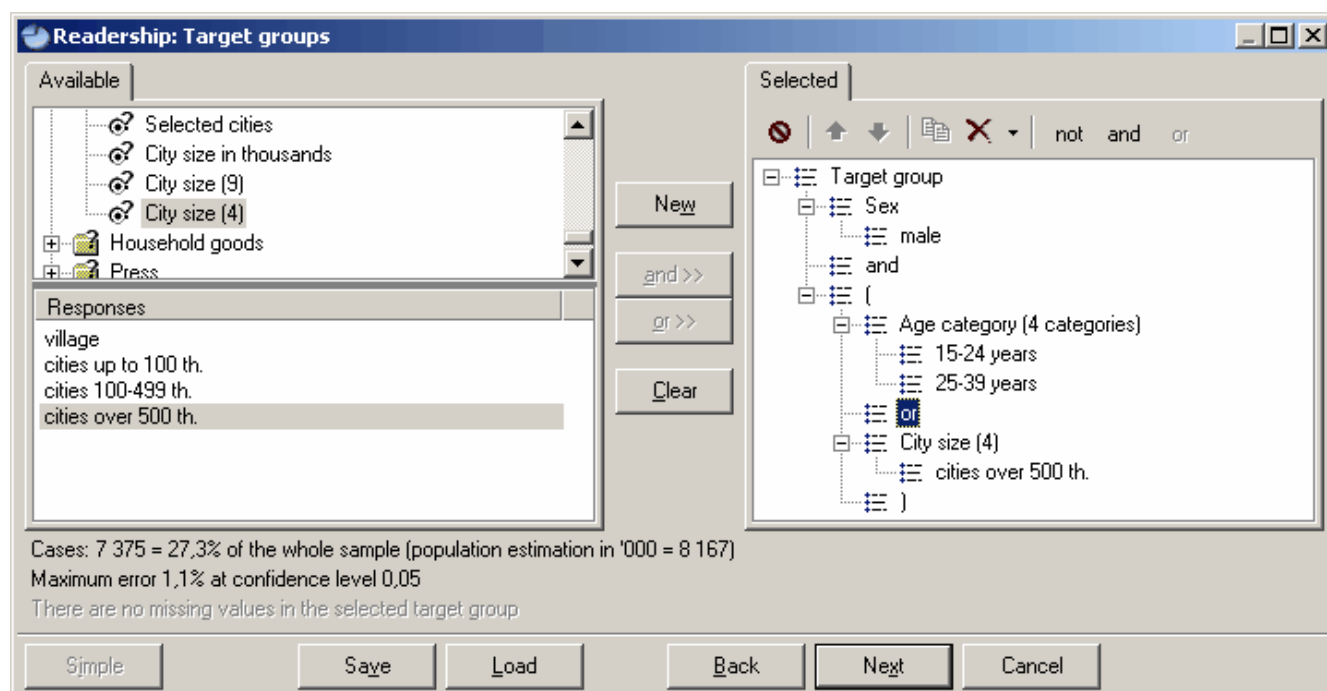
5.3.2.2 Complex Definitions

Complex target group definitions allow for defining target group expressions that are not possible in the simple definitions dialog window. Apart from conjunction, you can also use alternative and negation; these conditions can then be grouped any way you like.

The **and >>** and **or >>** buttons add new conditions on the selected question; these conditions are added to the expression on the right using conjunction and alternative respectively.

The **not** button on the toolbar adds a negation to a condition.

The **and** and **or** buttons on the toolbar can be used to change an alternative to a conjunction (and vice versa).



Moreover, in this dialog you can define more than one target group - just use the **New** button to create another target group (initially with an empty definition - thus a target group that includes all respondents). Next, you can add various conditions to the new target group.

Next, let's take a look at how expressions that include conjunction and alternative, can be built. The **and >>** and **or >>** buttons add the condition on the left to the highlighted condition on the right using conjunction and alternative respectively. It is important here, where in the expression we're adding the new condition.

Consider the following definition:

Sex = Male
and
Age = 15 - 24 years old

Next, using alternative, let's add a new condition: *Location = Village*. This condition can be added to one of the three elements in the expression above: to the condition on *Sex*, to the *and* operator, or to the condition on *Age*. Depending on this location, the definitions would look as follows (respectively):

```
(
  Sex = Male
  or
  Location = Village
)
and
```

Age = 15 - 24 years old

```
(  
  Sex = Male  
  and  
  Age = 15 - 24 years old  
)  
or  
Location = Village
```

```
Sex = Male  
and  
(  
  Age = 15 - 24 years old  
  or  
  Location = Village  
)
```

5.3.3 Questions

Only the simple definitions dialog window is available for selecting questions. Those questions that are to be placed in the table should be moved from the left list to the list on the right.

The **User** tab lists all user defined questions; these questions may be moved to the list on the right just like standard questions. To create questions, see the [User Definitions](#) topic.

The **Split into axes** check box is for splitting a multi-dimensional question into its axes (then, one axis can be places in rows, and the other in columns, for instance). This check box is enabled only when a multi-dimensional question is selected for the analysis. These questions are marked with the following icon:

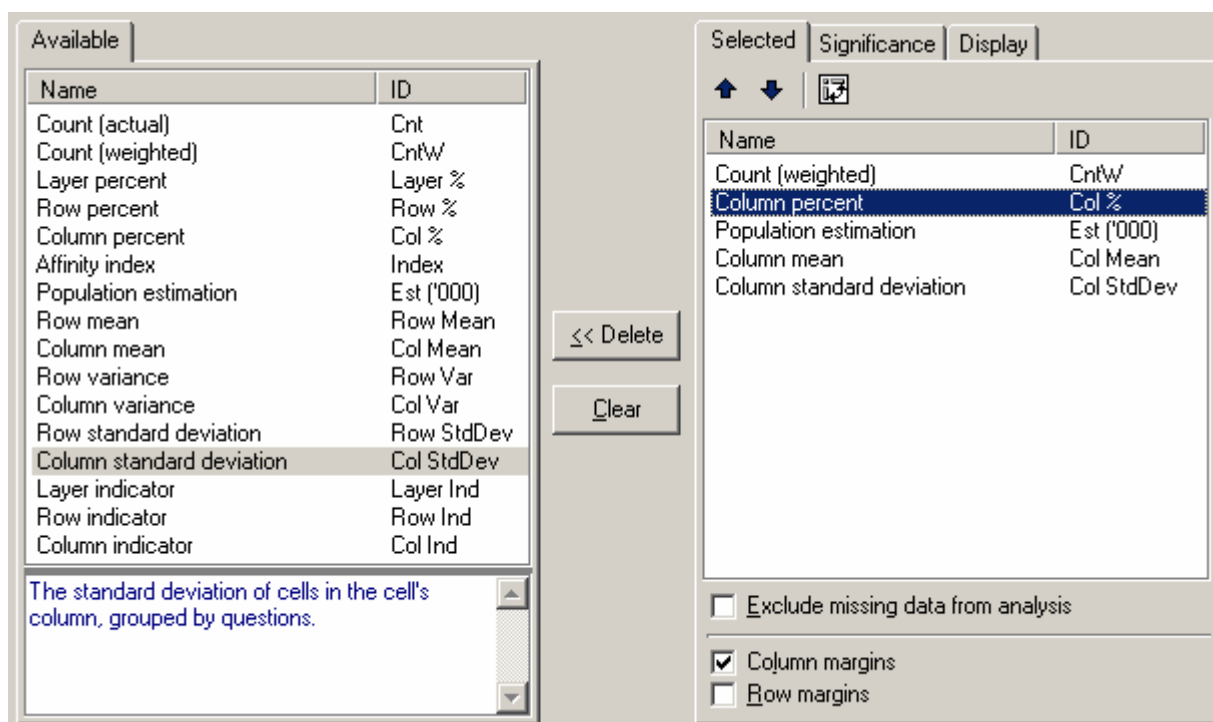


Note

You can define several Questions parameters in a single analysis. Then, one parameter can be placed in rows, the other in columns - creating a classic cross-tab. Also, the same Questions parameter can be placed several times in a table (thus allowing cross-tabs of the selected questions by themselves).

5.3.4 Statistics

Statistics can be defined in the simple definitions dialog window: statistics that you want to include in the analysis should be moved from the list on the left to the list on the right.



Currently, the following descriptive statistics are available (only the statistic's short name is displayed in report tables):

- Count (actual) - Cnt - the actual number of respondents in a cell.
- Count (weighted) - CntW - the weighted number of respondents in a cell.
- Layer percent - Layer % - number of respondents in a cell divided by the number of respondents in the layer.
- Row percent - Row % - number of respondents in a cell divided by the number of respondents in the row.
- Column percent - Col % - number of respondents in a cell divided by the number of respondents in the column.
- Affinity index - Index - the number of respondents in a cell is divided by the expected number of respondents in the cell (multiplied by 100).
- Population estimation - Est ('000) - the result estimated to the surveyed population.
- Row mean - Row Mean - means in cells in a row, grouped by questions.
- Column mean - Col Mean - means in cells in a column, grouped by questions.
- Row variance - Row Var - variance in cells in a row, grouped by questions.
- Column variance - Col Var - variance in cells in a column, grouped by questions.
- Row standard deviation - Row StdDev - standard deviation in cells in a row, grouped by questions.
- Column standard deviation - Col StdDev - standard deviation in cells in a column, grouped by questions.
- Row sum - Row Sum - sum of cells in a row, grouped by questions.
- Column sum - Col Sum - sum of cells in a column, grouped by questions.
- Row share - Row Share - share in the row of the sum of cells in the cell's column, grouped by questions.
- Column share - Col Share - share in the column of the sum of cells in the cell's row, grouped by questions.

In media surveys there are additional "statistics" available - for displaying values of [radio](#) and [press](#) indices. The statistics operate differently depending on whether the index returns a percent value (such as reach) or groups data (such as average audience).

- Layer indicator - Layer Ind:
 - Percent indicators: the number of respondents in a cell that meet all criteria in layers, rows, and columns divided by the number of respondents that meet the criteria in layers.
 - Grouping indicators: the indices's value for the group of all respondents that meet the criteria in layers, rows, and columns.
- Row indicator - Row Ind:
 - Percent indicators: the number of respondents in a cell that meet all criteria in layers, rows, and columns divided by the number of respondents that meet the criteria in layers and rows.
 - Grouping indicators: the indices's value for the group of all respondents that meet the criteria in layers, rows, and columns (equal to the Layer indicator).
- Column indicator - Col Ind:
 - Percent indicators: the number of respondents in a cell that meet all criteria in layers, rows, and columns divided by the number of respondents that meet the criteria in layers and columns.
 - Grouping indicators: the indices's value for the group of all respondents that meet the criteria in layers, rows, and columns (equal to the Layer indicator).

Arrows above the list of selected statistics can be used to change the order of selected statistics.

The button



changes the highlighted statistics the their corresponding perpendicular elements (for instance row percents to column percents).

The **Exclude missing data from analysis** check box defines whether missing data is included in the base for calculating statistics. For instance, if we have the following responses to a questions: yes (3 times), no (once), and missing (once), the percent values with missing data included and excluded would be as follows (respectively): 60%, 20% and 75%, 25% (in the first case the values don't sum up to 100 because the missing value is included in the base for calculations).

This check box is checked or unchecked by default depending on the survey's configuration.

The **Column margins** and **Row margins** check boxes turn on / off the respective totals. For the following statistics: column percents / means / indicators, the column margins will show the counts (thus, the bases of calculations for cells in the column). For all other statistics, the values of the statistic will be displayed (for instance, population estimation). The same will happed for row percents / means / indicators and row margins.

Note

Cells that have a different base that would be implied by the margins can be displayed in a different color using the options in the [Preferences](#) dialog window.

Note

Cells with calculation bases (in margins as well as coming from the Base parameter) can also be displayed in another color - see the [Preferences](#) dialog window.

On the **Significance** tab, the following options are available for significance tests:

The screenshot shows the 'Significance' tab settings. At the top, there are two unchecked checkboxes: 'Test significance of fractions' and 'Test significance of means'. Below the 'Test significance of means' checkbox, there are two sections. The first section, 'Test results', contains two radio buttons: 'in rows' (unselected) and 'in columns' (selected). The second section, 'Test result', contains three radio buttons: 'with previous' (selected), 'with next' (unselected), and 'with given' (unselected). Below these radio buttons is a text input field containing the number '1'. At the bottom of the panel, there is a 'Significance level' label and a text input field containing '0,05'.

The significance test for distributions is calculated for every cell - the difference between the actual value and the expected value is checked. Another way of looking at this test is as follows: the difference between the result and the total is checked.

The significance test for means can be calculated between the consecutive elements in rows or columns. It can also be calculated against a specified row or column.

You can also define a different significance level than the default one (set in the preferences).

The last tab, **Display**, allows for settings several display options:

The screenshot shows the 'Display' tab settings. At the top, there are three checked checkboxes: 'Show % sign', 'Show response codes with means', and 'Mark different base record sets'. Below these checkboxes, there are two sections. The first section, 'Decimal places', contains two text input fields: 'Percents' with the value '1' and 'Means' with the value '2'. The second section, 'Empty rows/columns', contains three radio buttons: 'Show all' (unselected), 'Hide when base = 0' (unselected), and 'Hide when values = 0' (selected).

The **Show % sign** check box turns on or off the display of % characters next to percent statistics. If the check box is grayed, the setting in the preferences is used.

The **Show response codes with means** check box turns on or off the display of codes assigned to responses (when means are calculated). If the check box is grayed, the setting in the preferences is used.

The **Mark different base record sets** check box turns on markers that are displayed next to results that were calculated based on a non-default record set. If, for instance, a question is based on one record set, but the results are calculated for a second record set, a warning message will appear reminding that such results need careful interpretation.

The two edit lines allow for the definition of non-default numbers of decimal places for percents and means (the default values are set in the preferences).

The options in the **Empty rows/columns** box hide those rows and/or columns that have all bases equal to 0 or all values equal to 0 (in a row or column).

Note

This option is available only in surveys that were processed with version 2.30 of YAC Data Builder (or later).

5.3.5 Calculation Base

If this parameter is added to the table, the calculation bases (weighted and unweighted) can be displayed next to the results in the table.

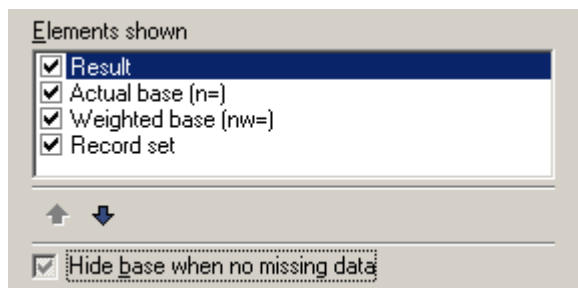
Weighted based will be displayed if a weight is defined for the current survey.

The following button in the table's toolbar:



can be used to automatically add this parameter to the table (the parameter is also visible in the table's local menu).

When you choose to add this parameter to the table, the following dialog window will be displayed:



Using the check boxes on the list, you can specify the elements that should be displayed:

- **Result** displays the cell's result,
- **Actual base (n=)** displays the actual number of cases that the result is based on,
- **Weighted base (nw=)** displays the weighted number of cases that the result is based on (provided that a weight is turned on).
- **Record set** displays the record set against which calculations are being run.

The arrows are for changing the order in which these elements are displayed in.

The **Hide base when no missing data** check box let's you hide the base values when the cell's results are based on cases with no missing data. If the check box is grayed, the setting from the preferences will be used.

5.4 Readership Parameters

The following chapters describe press readership analysis parameters:

- [Press Titles](#)
- [Prices](#)
- [Insertions](#)
- [Indices](#)
- [Optimization](#)

5.4.1 Press Titles

The parameter is used to select the list of press titles for the analysis. In the complex window it is possible to define groups of titles, for which combined results will be computed.

The button



allows for selection of titles based on the regions where these titles are available (as long as these regions were defined in the survey file).

The button



allows for selection of titles based on other criteria (as long as the appropriate groups were defined in the survey file). Possible groups could be defined by: publisher, periodicity, subject, etc.

The button



adds a special sub-parameter that calculates the combined result for all selected titles.

Note

You can define several titles parameters (with different lists of press titles) in a single analysis, and next cross one of these lists with another (to analyze co-readership of titles using two-dimensional tables). Also a single list of titles can be placed in a table twice (thus crossing this list with itself).

5.4.2 Prices

The prices parameter is used to define the prices of the available spots: titles, possibly split into the days of the week (if such were defined):

The screenshot shows a window titled "Price analysis: Prices". Inside, there is a table with the following data:

	Prices (1)	Prices (2)
Gazeta Wyborcza		
Monday	400,00	200,00
Tuesday	200,00	150,00
Wednesday	400,00	250,00
Thursday	100,00	100,00
Friday	200,00	150,00
Saturday	400,00	300,00
Bravo Girl	1 000,00	800,00

Below the table are three buttons: "Update global price list", "Revert to defaults", and "Edit global price list". At the bottom of the window are five more buttons: "Save", "Load", "Back", "Next", "Cancel", and "Help".

In the first column, the press titles selected in the **Press titles** parameter are shown. For dailies, the days of the week when these dailies are circulated, are shown (as long as these days are defined in the survey data file).

In the following columns, the price lists are shown (one or more). If you define several price lists in this parameter, you will be able to compare those prices in a single report (or quickly change the price list from one to the other).

The toolbar buttons are for:

- adding a new price list,
- deleting the currently selected price list,
- changing the order of price lists,
- copying the currently selected price list.

When a new price list is being created, the default prices from the [global price list](#) will be used automatically.

The **Update global price list** button adds the prices entered in this window to the global price list.

The **Revert to defaults** button substitutes the current prices with the default prices from the global price list.

The **Edit global price list** button opens the definition window for the global price list (where you can edit the default prices, for instance).

Note

Spot prices can be edited directly in the report table (provided that in the [indices parameter](#) the CPI - Cost Per Insertion indicator is selected).

5.4.3 Insertions

The insertions parameter is used to define the number of insertions in the available spots: titles, possibly split into the days of the week (if such were defined):

Add...: Insertions

Insertions

	Insertions (1)	Insertions (2)
Gazeta Wyborcza		
Monday	1	0
Tuesday	0	1
Wednesday	0	1
Thursday	0	1
Friday	0	1
Saturday	1	0
Bravo Girl	1	1

Summaries

Selected titles [2]	3	5
Total	3	5

Buttons: Save, Load, OK, Cancel, Help

In the first column, the press titles selected in the **Press titles** parameter are shown. For dailies, the days of the week when these dailies are circulated, are shown (as long as these days are defined in the survey data file).

In the bottom table (**Summaries**) the totals for title groups defined in the **Press titles** parameter are shown (as well as for all titles - **Total**).

In the following columns, the media plans are shown (one or more). If you define several media plans in this parameter, you will be able to compare those media plans in a single report (or quickly change the media plan from one to the other).

The toolbar buttons are for:

- adding a new media plan,
- deleting the currently selected media plan,
- changing the order of media plan,
- copying the currently selected media plan.

Note

Insertions can be edited directly in the report table (provided that in the [indices parameter](#) the NOI - Number of Insertions indicator is selected).

5.4.4 Indices

Indices can be defined in the simple definitions dialog window: indices that you want to include in the analysis should be moved from the list on the left to the list on the right.

The following press readership indices are available (this list depends on the indices defined in the survey data file; more indices may also be available):

- Awareness (top of mind, spontaneous, prompted)
- Last Issue Readership, Average Issue Readership (Average Reach), Season Cycle Readership
- Read Ever, Reads Regularly
- Number of Issues Read, Number of Contacts, Readers per Copy
- Gross Rating Points, Gross Impressions

- Reach
- Opportunities to See (at the exact level OTS n or at least at the given level OTS n+)
- Cost per Point, Cost per Thousand (both in versions using GRP, OTS and OTS+); the levels of the OTS indicator can be combined (for instance OTS 1:3), also for the CPP and CPM indicators
- Average Frequency

"Percent" indices can be estimated to the surveyed population (thus all except for: Number of Issues Read, Number of Contacts, Readers per Copy, Average Frequency; Gross Impressions is already the estimation of GRP to the population).

All indices are divided into several categories for easier use (for instance: general, media plan, auxiliary).

Note

Survey specific indices can be easily added to this list, such as evaluation of press titles, availability of press titles at various distribution points, etc.

5.4.5 Optimization

When this parameter is added to the media plan, you will be able to define criteria for the press media plan optimizer.

The parameter has two elements: value and limit. It has its own definition window only when defining the parameter in a wizard. Then following settings are then available:

- **Minimize budget**
The optimizer will search for the minimum budget that results in the given reach; the minimum reach should be entered in the edit line below (in percent; valid values: from 0 to 100).
- **Maximize reach**
The optimizer will search for the maximum reach that results in the given budget; the maximum budget should be entered in the edit line below.
- **Free optimization**
Doesn't predefine any optimization criteria; these can be entered in the table directly according to the instructions below.

Although the first two options define default optimization criteria, this doesn't block you from entering new criteria / changing the default ones according to the instructions below.

In the table's **Value** cells, the indicators' values will be displayed (just as if the **Optimization** parameter was removed). The **Limit** cells can be left empty (then these are ignored by the optimization algorithm) or you can enter criteria on the values that all media plans must meet during optimization:

- limiting the values for this indicator using expressions of the following type :2, 3.5, 5:6, 7: (less than or equal to 2 or 3.5 or between 5 and 6 (inclusive) or greater than or equal to 7);
- for cells that should be minimized or maximized: min or max;
- in multi-criterial optimization, after min or max you can add a weight value: min 2.

So, to define optimization of reach with a limited budget (say, 10000), you should enter the following criteria:

- OTS+ [1] as max (maximum reach),
- COI as :10000 (cost of insertions less than 10000).

Next, you can start the optimizer using the following toolbar button:



Note

Not all **Limit** fields are editable - these field are editable only when the **Value** depends on the number of insertions (thus [CPI](#) for instance, for a single issue, is not editable, but for a group of titles - it is).

Note

Above, an example was shown of an expression limiting the valid values :2, 3.5, 5:6, 7:.. In these expressions, Windows regional settings are used; these settings define the decimal and list separators. For the English version these are dot and comma respectively. But in the Polish version, for instance, these would be comma and semicolon respectively (thus, the expression above should be entered as follows :2; 3,5; 5:6; 7:). The colon used to define value ranges is independent of regional settings.

5.5 Radio Audience Parameters

The following chapters describe radio audience analysis parameters:

- [Radio Stations](#)
- [Days of the Week](#)
- [Quarters of the Hour](#)
- [Places of Listening](#)
- [Signal Sources](#)
- [Indices](#)

5.5.1 Radio Stations

The parameter is used to select the list of stations for the analysis. In the complex window it is possible to define groups of stations, for which combined results will be computed.

The button



allows for selection of stations based on the regions where these stations are available (as long as these regions were defined in the survey file).

The button



allows for selection of stations based on other criteria (as long as the appropriate groups were defined in the survey file). Possible groups could be defined by: owners, station types, types of music, etc.

The button



adds a special sub-parameter that calculates the combined result for all selected stations.

Note

You can define several station parameters (with different lists of radio stations) in a single analysis, and next cross one of these lists with another (to analyze co-listening of stations using two-dimensional tables). Also a single list of stations can be placed in a table twice (thus crossing this list with itself).

5.5.2 Days of the Week

In this parameter, you can select the days of the week when respondents listen to the selected stations.

In the complex dialog, you can define any number of days and groups of days (for instance, weekdays and the weekend, etc.).

5.5.3 Quarters of the Hour

In this parameter, you can select the quarters of the hour when respondents listen to the selected stations.

Below the list of hours, two additional options are available:

- **Start hour** sets the hour when the analysis day starts,
- **Time unit** changes the length of the time units in the list; you can select one of the following values: 1/4 hour, 1/2 hour, 1 hour, 2 hours, 3 hours, 4 hours, 6 hours, 8 hours, and 12 hours.

In the complex dialog, you can define any number of time segments (for instance, two segments between 8 and 10 AM and between 3 and 5 PM, etc.).

5.5.4 Places of Listening

In this parameter, you can select the places where respondents listen to the selected stations.

In the complex dialog, you can define any number of groups of places (such as: at work and outside of work, etc.).

5.5.5 Signal Sources

In this parameter, you can select the sources of signal of the stations respondents listen to.

In the complex dialog, you can define any number of groups of sources of signal (such as: aerial, others, etc.).

5.5.6 Indices

To select radio audience indices, a simple definitions dialog is available. Indices that should be placed in the table should be moved from the left hand list to the list on the right.

The following audience indices are available (although the order depends on the survey's configuration):

- Awareness (spontaneous, prompted)
- Weekly reach
- Daily reach
- Reach in quarters
- Market share
- Mean audience time
- Average quarter audience

Percentage indices (all except the Mean audience time) can be estimated to the whole population.

Note

Additional indices may also be added to the program.

5.6 TV Audience Parameters

The following chapters describe TV audience analysis parameters:

- [TV Stations](#)
- [Days of the Week](#)
- [Quarters of the Hour](#)
- [Indices](#)

5.6.1 TV Stations

The parameter is used to select the list of stations for the analysis. In the complex window it is possible to define groups of stations, for which combined results will be computed.

The button



allows for selection of stations based on the regions where these stations are available (as long as these regions were defined in the survey file).

The button



allows for selection of stations based on other criteria (as long as the appropriate groups were defined in the survey file). Possible groups could be defined by: owners, station types, types of programs, etc.

The button



adds a special sub-parameter that calculates the combined result for all selected stations.

Note

You can define several station parameters (with different lists of TV stations) in a single analysis, and next cross one of these lists with another (to analyze co-viewing of stations using two-dimensional tables). Also a single list of stations can be placed in a table twice (thus crossing this list with itself).

5.6.2 Days of the Week

In this parameter, you can select the days of the week when respondents view the selected stations.

In the complex dialog, you can define any number of days and groups of days (for instance, weekdays and the weekend, etc.).

5.6.3 Quarters of the Hour

In this parameter, you can select the quarters of the hour when respondents view the selected stations.

Below the list of hours, two additional options are available:

- **Start hour** sets the hour when the analysis day starts,
- **Time unit** changes the length of the time units in the list; you can select one of the following values: 1/4 hour, 1/2 hour, 1 hour, 2 hours, 3 hours, 4 hours, 6 hours, 8 hours, and 12 hours.

In the complex dialog, you can define any number of time segments (for instance, two segments between 8 and 10 AM and between 3 and 5 PM, etc.).

5.6.4 Indices

To select TV audience indices, a simple definitions dialog is available. Indices that should be placed in the table should be moved from the left hand list to the list on the right.

The following audience indices are available (although the order depends on the survey's configuration):

- AMR - Average Minute Rating,
- ATV - Average Time Viewing,
- SHR - share,
- RCH - reach.

All indices can be estimated to the whole population. Estimation of the Average Time Viewing is the estimation of the total time viewing of the whole population.

5.7 Global Parameters

Global parameters are defined for all analyses in the program (regardless of the definitions in the specific analyses).

Currently, two global definitions are available (both in readership surveys):

- [Price Lists](#)
- [Data on Issues and Circulation of Press Titles](#)

5.7.1 Price Lists

The global price list defines insertion prices for press titles (and for dailies, possibly for each day of the week).

First, you can define several prices for a title (for instance, the "standard" price, promotions, the price for the first page, etc.). Next, you can define which of these [Prices](#) is the default price (that will be automatically included in the Prices parameter when defining a new analysis). Thanks to default prices, you do not have to manually enter them each time.

5.7.2 Data on Issues and Circulation of Press Titles

Along with indices based on data gathered during readership surveys, you can enter "hard" data into the program, such as circulation and sales (and on the number of issues).

This data can be entered for:

- the consecutive waves (months),
- different regions where the title is being circulated (circulation),
- days of the week (circulation and sales).

Next, this data can be displayed in a single table along with the survey data. Moreover, there are new indices defined that summarize the differences.

Chapter

VI

6 Tables

After you define all parameters, the wizard will automatically create a table; that is, it will place the defined parameters in layers, rows and columns. Below, a table created through the Frequencies wizard, is shown:

Report title - click to change

no weight

All waves Target group N = 13 056

	A	B	C
1		CntW	Col %
2	Total	13 056	13 056
3	Education (4 categories)		
4	elementary	2 364	18,1
5	vocational	4 854	37,2
6	secondary	4 025	30,8
7	higher	1 789	13,7
8	no answer	24	0,2
9	GUS macroregion		
10	Central	2 214	17,0
11	Wielkopolska	1 749	13,4
12	Slask	2 204	16,9
13	West	1 546	11,8
14	Pomorze	1 360	10,4
15	North-East	902	6,9
16	East	894	6,8

Comments Notes

Data weighting: no weight
N (not weighted) = 13 056
Selected waves: All waves [Month 2003/09 .. Month 2003/01]
Selected target group:
Sex = male

The above window shows a report where:

- the left hand list shows the report structure, or the table of contents; the newly defined table is highlighted,
- on the right, the newly defined table is shown; this wizard placed waves and target groups in layers, questions in rows and statistics in columns,
- there are several tabs with additional information below the table.

6.1 Table Editing

The table was created with previously defined parameters and default settings for the selected wizard. However, the defined table may be modified in several ways.

6.1.1 Change Active Values for Parameters in Layers

Each parameters in layers has one of its values selected as the active value - the whole table is calculated for this single value. However, you can select another value just like you would in any combo box. So, with the following default settings:



A horizontal bar with a dark grey background. On the left, there is a dropdown menu with 'All waves' selected. To its right is another dropdown menu with 'Men' selected. On the far right, the text 'N = 13 056' is displayed.

you can quickly change waves, for instance:

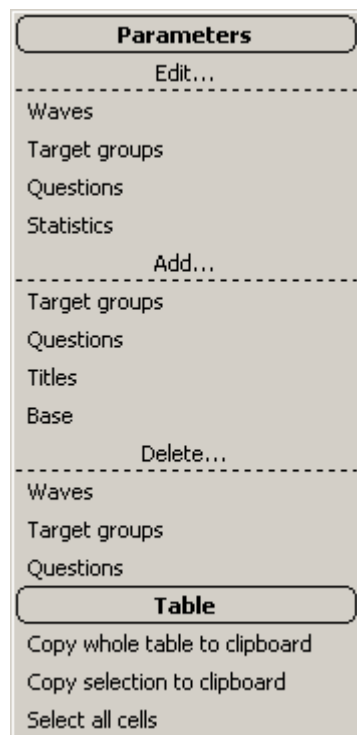


A horizontal bar with a dark grey background. On the left, there is a dropdown menu with 'Month 2003/07' selected. To its right is another dropdown menu with 'Men' selected. On the far right, the text 'N = 1 432' is displayed.

After this change, the table will be automatically recalculated (please note the change in the count on the right-hand side of the above bar; the number of men surveyed in July 2003 is shown; previously, the number of all surveyed men was shown).

6.1.2 Edit, Add and Remove Parameters

Parameters that are in the table can be edited and / or deleted. New parameters may also be added and placed in one of the table's dimensions. All these operations are available through the table's local menu - right click on the table to view this menu:



In the first part of the menu (under the **Edit...** header) parameters currently in the table are shown. Select one of the parameters to change its definition (such as change the set of questions or change the target group). After you accept the new definition, the table will be automatically recalculated.

In the next section (under the **Add...** item) parameters that can be added to the table are shown. These can be parameters other than the wizard's starting parameters, that is, all parameters that are available in the survey. But there is also the possibility to add the same kinds of parameters as those currently in the table, such as another **Questions** parameter (for instance, there are two **Questions** parameters in cross-tabs). The table will be updated and automatically recalculated after a parameter is added.

In the last section concerning parameters (under the **Delete...** header), parameters that can be deleted from the table are shown. You can delete a parameter after clicking on its name and confirming the deletion. After a parameter is deleted, the table will be updated and recalculated.

Note

Not all parameters may be deleted - for instance, there is no sense in deleting the **Statistics** parameter, since each table needs this parameter to be recalculated.

Note

In various situations and for various surveys, the contents of this menu may be different. For instance, in radio audience surveys, instead of (press) **Titles** you will see (radio) **Stations**.

6.1.3 Table Edit Mode

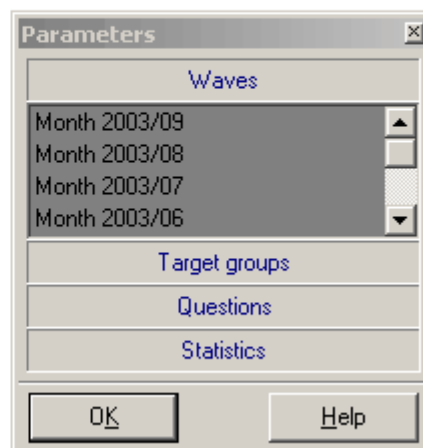
The previously mentioned operations allowed for changing active values of parameters in layers, editing parameters in the table, adding parameters to the table, or deleting parameters from the table.

However, tables in YAC Data Analyzer are pivot tables, which means that parameters may be moved between the table's dimensions. To do this, you have to switch to edit mode with the tool button (placed in the toolbar above the table):



New panels and a new (**Parameters**) window will be displayed:

	A	B	C
1		CntW	Col %
2	Total	1 432	1 432
3	Education (4 categories)		
4	elementary	247	17,2
5	vocational	527	36,8
6	secondary	453	31,6
7	higher	202	14,1
8	no answer	3	0,2
9	GUS macroregion		
10	Central	255	17,8
11	Wielkopolska	176	12,3
12	Slask	254	17,7
13	West	168	11,7
14	Pomorze	148	10,3
15	North-East	99	6,9
16	East	99	6,9
		3	16,3



The panel in the lower left shows row parameters (here: **Questions**). The panel in the upper right shows column parameters (here: **Statistics**). The **Parameters** window displays all parameters currently available in the analysis.

6.1.3.1 Moving Parameters between Dimensions

To move a parameter between dimensions, click on it with the mouse, and while holding down the button, move the parameter from one dimension to another. When the dragged parameter is over a dimension's panel, the panel's color will change from dark blue to gray.

If you drop the parameter outside any of the dimensions, the parameter will be deleted from the table. The parameter will still be available in the analysis, but it won't be in any of the dimensions (and it will not take part in the calculations). Parameters may also be moved between the **Parameters** window and the table's dimensions.

We have already seen that multiple parameters may be placed in layers. Multiple parameters may also be placed in rows and in columns - these parameters will be then nested. See example below (**Waves** were moved from layers to columns):

The screenshot shows the YAC Data Analyzer interface. At the top, a dropdown menu is set to 'Men' and the sample size is 'N = 1 432'. The main table has four columns: A, B, C, and D. Row 1 is a header with 'Cntw' in column C and 'Col %' in column D. Row 2 is 'Total'. Row 3 is 'Education [4 categories]'. Rows 4-12 show 'elementary' in column A and various dates in column B. Rows 13-15 show dates in column B. Row 16 has 'Questions' in column A and 'Waves' in column B. Row 17 has 'Waves' in column A and '2003/06' in column B. Row 18 has '2003/05' in column B. Row 19 has '2003/04' in column B. To the right, a 'Parameters' dialog box is open, showing 'Waves' as the selected parameter. Below it, a list of dates is shown: 'Month 2003/09', 'Month 2003/08', 'Month 2003/07', and 'Month 2003/06'. At the bottom of the dialog are 'OK' and 'Help' buttons.

This way you can build all kinds of tables with parameters nested in rows and / or in columns.

Note

Using drag & drop you can also change the order of parameters in one of the dimensions (rows or columns; the order of parameters in layers is irrelevant). Just start dragging a parameter above or below another parameter (for instance, drag **Waves** above **Questions**).

6.1.3.2 Editing Parameters

When in edit mode, you can also edit parameters. Double-click on the parameter's header and the parameter's definition dialog window will be shown.

Note

To edit a parameter in layers, double click on the left hand side of the panel, just to the left the combo box with the parameter's elements.

6.1.3.3 Ending the Edit Mode

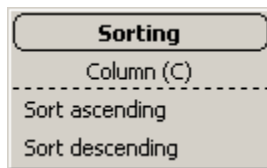
Click on the tool button to exit edit mode:



Now, the table will be automatically recalculated taking into consideration all changes made in edit mode.

6.2 Sorting

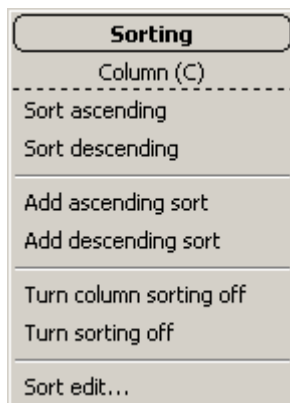
To sort a table, click with the right mouse button on the column's or row's header. The following local menu will appear:



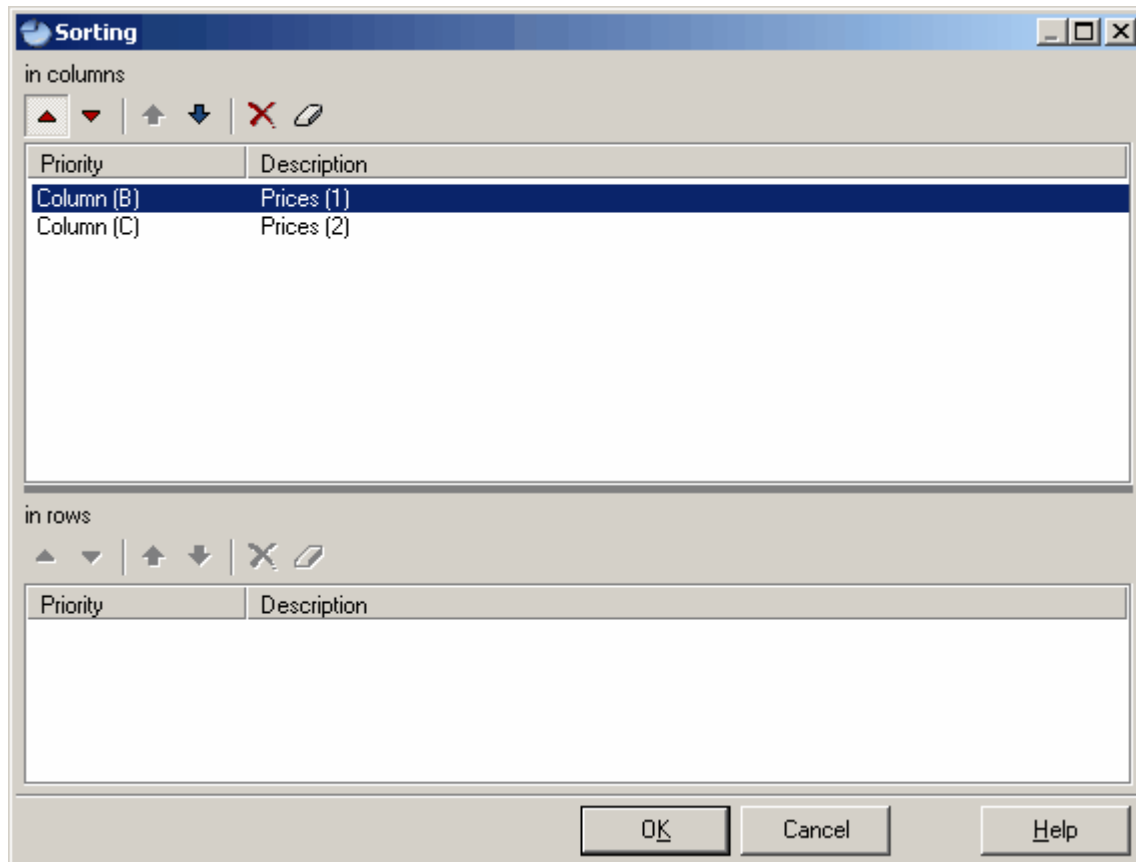
You can sort a table in ascending or descending order (by values in the selected row or column). Another click on the column or row allows you to change the sorting order or to turn off sorting completely.

Note

The table may be sorted in rows and in columns simultaneously. If the table is already sorted, the menu will have several other options:



Then, if another condition is added to the same dimension (columns or rows) or when you select the **Sort edit...** position, the following window will be shown:



In the two parts of this window, sorting by columns and then sorting by rows, is described.

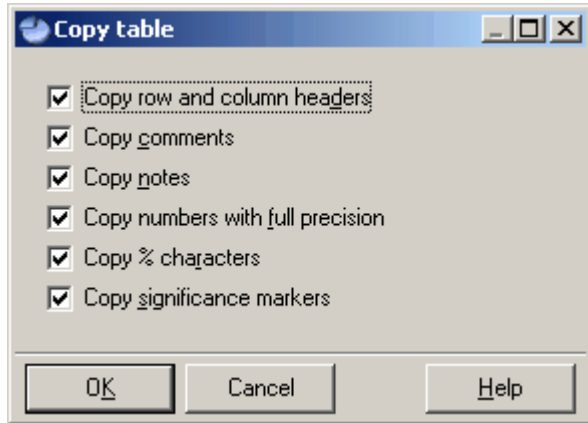
The window allows you to:

- change the sort direction (ascending, descending),
- change the order of sorting conditions (in the above example you could change the sort order to sort first by column C, and for equal values in column C, sort by values in column B),
- delete any of the sorting conditions (the selected condition or all conditions).

6.3 Copying to the Clipboard

In the table's local menu there are items that allow you to copy the results to the clipboard. Then you can paste those results into other applications, such as spreadsheets or word processors.

The results may be copied with information about the analysis and parameter definitions.



- **Copy row and column headers** allows you to turn off copying of row and column headers. Hence, you can copy only the highlighted results in the table.
- **Copy comments** includes descriptions of weights, recordsets, and other calculation parameters into the copied text (these are the contents of one of the bottom tabs in the table - **Comments**).
- **Copy notes** includes user notes into the copied text (from the table's tab - **Notes**).
- **Copy numbers with full precision** defines whether numbers are copied with no rounding; if this option is unchecked, the numbers will be copied with the precision defined in the statistics parameter.
- **Copy % characters** adds the "%" character to percent values (regardless of settings in the table).
- **Copy significance markers** adds significance markers to significant results (as "-" and "+" characters).

Chapter

VII

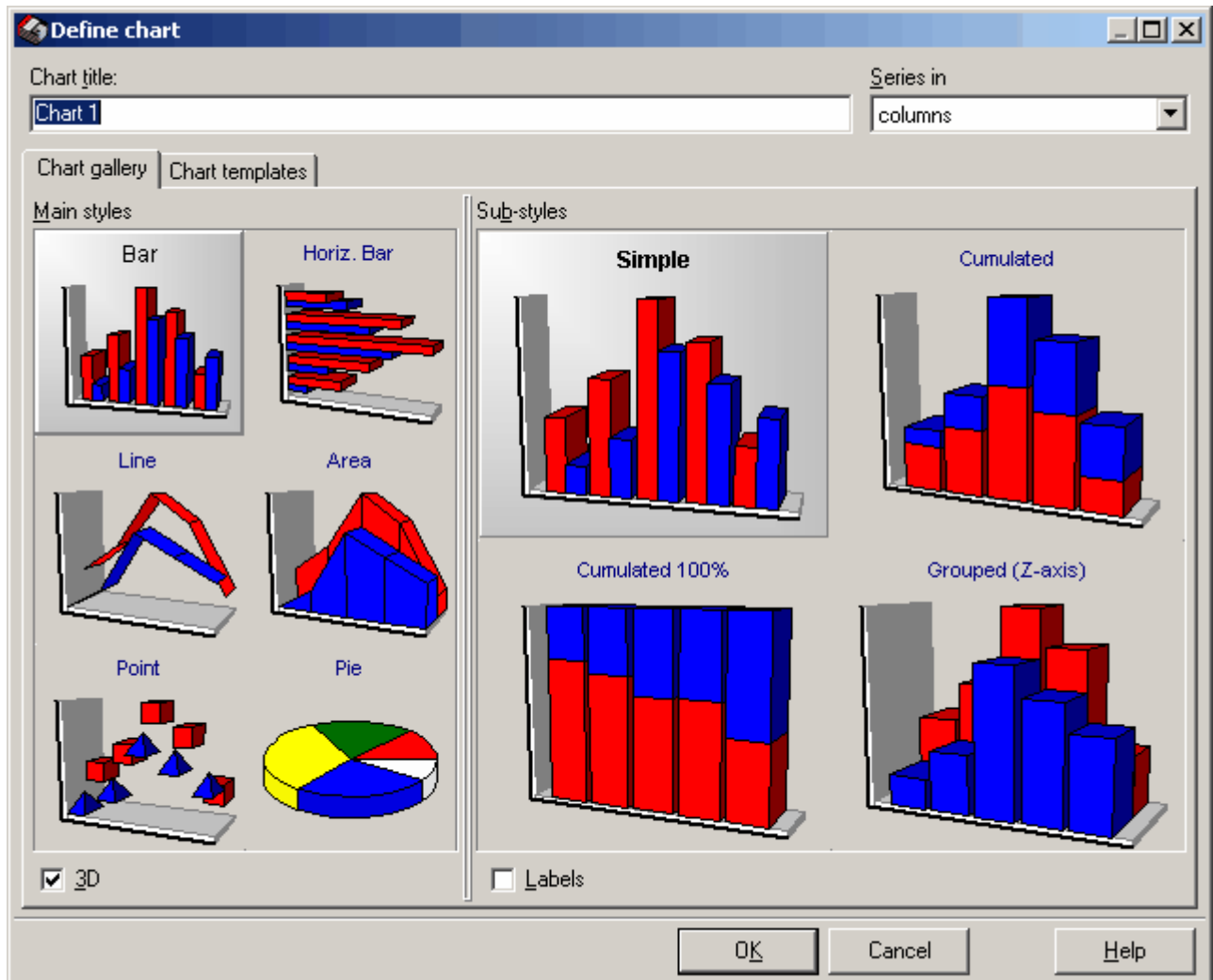
7 Charts

You can define charts based on a table's results.

Before you define a chart, select a block in the table (either by clicking on row / column headers or by selecting a range of cells), next click this tool button:



The following window will appear - select one of the available chart types:



The main chart types are shown on the left. On the right, sub-types are displayed (for the selected chart type on the left). Moreover, you can:

- edit the chart's title,
- select, whether series are in rows or columns,
- select, whether this should be a 2D or a 3D chart,
- select, whether value labels should be visible.

On the second tab (**Chart templates**) you can select a user-defined chart type. This is described in the [Chart templates](#) section.

7.1 Editing

After you select a chart type, the chart will be added to the report as a sub-element of the table.

The following tool buttons may be used to edit the chart:



copy the chart to the clipboard as a bitmap or a meta file



change between 2D and 3D looks



turn on or off perspective in 3D charts



advanced options



switch modes between scrolling the chart with the mouse and between selecting an area for magnification



change direction of the data series (between rows and columns)



save chart settings as a template



apply a previously saved template to the current chart

The advanced options tool button allows you to defined all aspects of the chart: series types and colors, title and legend placements and fonts, axis check marks, etc.

7.2 Chart Templates

The program allows you to automatically format charts according to several predefined settings. Next, these charts may be edited via tool buttons described in the previous section.

Because such formatting may be time consuming (if, for instance, the company's color scheme is very different from the standard ones), a chart may be saved as a template. Next, this template may be applied to existing charts and may be used when defining new charts.

Saved templates are available in the **Chart templates** tab in the chart definition dialog window. To save a chart as a template, use the tool button:



To apply a template to an existing chart, use this tool button:



7.3 Copying to the Clipboard

To copy a chart to the clipboard, use the following tool button:



You can paste charts copied to the clipboard into other applications, such as spreadsheets or presentation programs.

However, please note that this chart will be copied as an image - no data will be copied with the chart. After you change the data, the copied chart will remain the same (but it will be automatically updated in the YAC Data Analyzer report).

To export charts with data, you have to export reports to other applications (see the Reports chapter).

Chapter

VIII

8 Reports

In YAC Data Analyzer, reports are files that can contain one or more analyses (where an analysis is a set of tables and charts).

In the **Report** menu, all options for handling reports may be found.

8.1 Saving and Opening

To save a newly created report, use the **Report | Save** or **Report | Save as...** menu.

Under the **Report | Recent** item, recently opened reports are shown. Select one to open it. Use the **Report | Open...** menu to open any report on the disk. Report files have the `.dar` (Data Analyzer Report) extension.

Note

Reports may be opened in YAC Data Analyzer, only. However, tables and charts may be copied to the clipboard or exported to other applications.

8.2 Moving and Copying Elements

To change the order of report elements, use the tool buttons:



These buttons are placed above the report's table of contents.

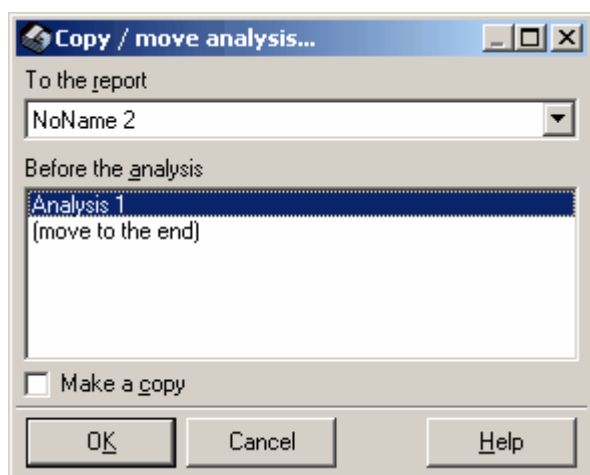
To duplicate report elements (analyses, tables, charts) use the following tool button:



A table will be duplicated together with charts linked to the table. The duplicated table will be placed in the current report.

A chart will be duplicated as a new chart in the same table.

When copying whole analyses, you have the option to duplicate an analysis, to move it to another opened report or to copy it to another opened report:



In the field **To the report** select the destination report (one of the opened ones). The analysis will be moved / copied to that report.

In the field **Before the analysis** select the analysis, before which the current analysis will be placed.

Turn the **Make a copy** check box on to make a copy of the report. Leave it off to move the report.

8.3 Print

Reports may be printed via the **Report | Print...** menu. This option will print all elements of the report (analyses, tables, charts). Use **Report | Print selected...** to print only the highlighted elements of the report.

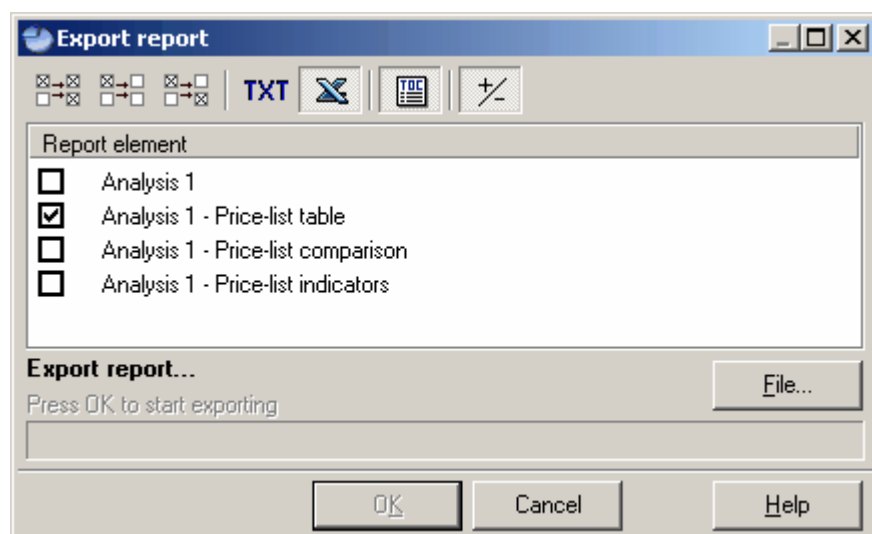
Print preview is available through the **Report | Print preview...** menu. This option will include all elements of the report in the preview. Use **Report | Print preview selected...** menu to include only the highlighted elements of the report in the preview.

8.4 Export

Reports (all or selected elements) may be exported to text files or MS Excel via the **Report | Export...** menu.

In the second case, tables and charts will be placed in an MS Excel workbook as consecutive sheets. The charts will be standard Excel charts with all possibilities of modification that are available in the spreadsheet. However, not all format settings will be exported since charts in Excel have less settings than charts in YAC Data Analyzer.

The following dialog window



allows setting of the various export options:

- target file format (text or Excel),
- table of contents (TOC button),
- inclusion of significance markers (+/- button),
- report elements to be exported (by default, all highlighted elements in the report are selected here),
- file name (use the **File...** button).

The first three buttons in the toolbar allow for quick changes of the report elements selected for export: select all, deselect all, invert selection.

Note

Significance markers will be exported to Excel as formats, not as cell texts. Hence, table cells with significance markers can be later used for further calculations (the cells will include numbers, only the display format is changed to show significance markers).

Chapter

IX

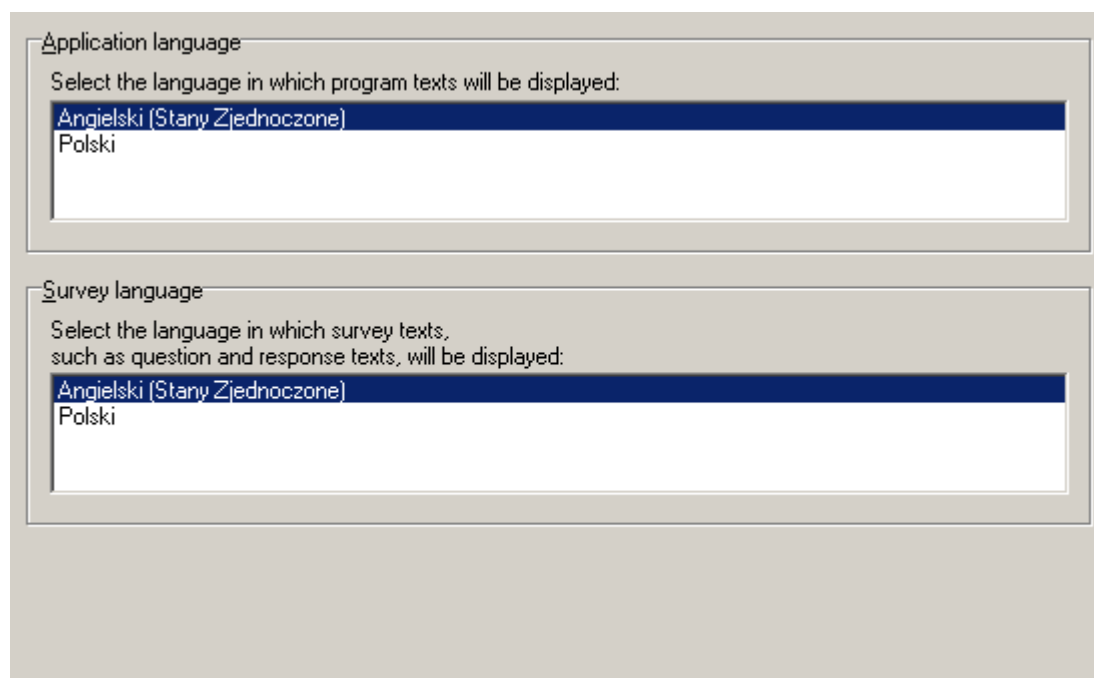
9 Preferences

The **Edit | Preferences...** menu opens a window where various user specific settings may be defined. In the following chapters, the consecutive options are described.

- [Application and Survey Languages](#)
- [Automatic Survey Opening](#)
- [Table Display Settings](#)
- [Cell Borders](#)
- [Statistics](#)
- [Licensing](#)
- [Saving Preferences](#)
- Extension associations.

9.1 Application and Survey Languages

The program's and survey's languages may be specified independently:



The screenshot shows a 'Preferences' dialog box with two sections. The first section, 'Application language', has a title bar and a text box containing 'Select the language in which program texts will be displayed:'. Below this is a list box with two items: 'Angielski (Stany Zjednoczone)' (highlighted) and 'Polski'. The second section, 'Survey language', also has a title bar and a text box containing 'Select the language in which survey texts, such as question and response texts, will be displayed:'. Below this is another list box with the same two items: 'Angielski (Stany Zjednoczone)' (highlighted) and 'Polski'.

Currently, the application itself is available in two languages: English and Polish. When running the program for the first time, the Polish version will be activated if the operating system is also in the Polish version; otherwise, the English version will become active.

Languages available for the survey are configured when preparing the survey data. Thus, a survey may be available in the same languages as the application, or in any other language or languages.

9.2 Automatic Survey Opening

When starting the program, a survey can be opened automatically as per the following settings:

Automatically open a survey at application startup...

☐ no, thanks

☒ open the most recently opened survey

☐ open the following survey:

The above settings will be ignored if another survey will be passed, as a parameter, to the application at its startup.

☒ Automatically open the survey manager

If the first option is chosen, no survey will be opened on program start.

If the second option is chosen, the most recently opened survey will be opened on next program start (recommended).

The third option allows for the specification of a given survey - this survey will be opened on next program start.

Note

These options are taken into account as long as the program is executed with no arguments (for instance, by double clicking on the program's icon). If a file is passed to the program on startup, YAC Data Analyzer will try to open that file as the current survey.

There's one more option here: whether YDA should open the survey manager automatically when a survey is opened. If you're not using the information that is in the survey manager, you can turn it off.

9.3 Table Display Settings

In the window below several options are available for customizing how tables are displayed:

Grid settings

In the grid below set the maximum widths of columns by moving the mouse cursor to the end of a column and dragging it to the desired position.

Parameters	N =	Results	Results
Total	25	69,6	46,7
Parameters	5	47,3	90,5
Parameters	10	editable	30,8
Parameters	9	92,1	24,0
Parameters	1	95,9	99,6

Max. width of parameter columns: 200 points
Max. width of result columns: 100 points

Change results cell colors: Font... Background...

Change edit cell colors: Font... Background...

Change parameter cell colors: Font... Background...

Change font colors for bases:

☒ Use base color Base...

☒ Use reduced base color Reduced...

The table in the upper part of the window can be used to set the maximum widths of parameter columns and columns with results. The program sets column widths to fit the widest text in a column. But this can lead to undesirable effects if, for instance, response texts are very long. Here you can set the maximum width of these columns.

The buttons at the bottom allow for defining cell fonts, font colors, and background colors, for:

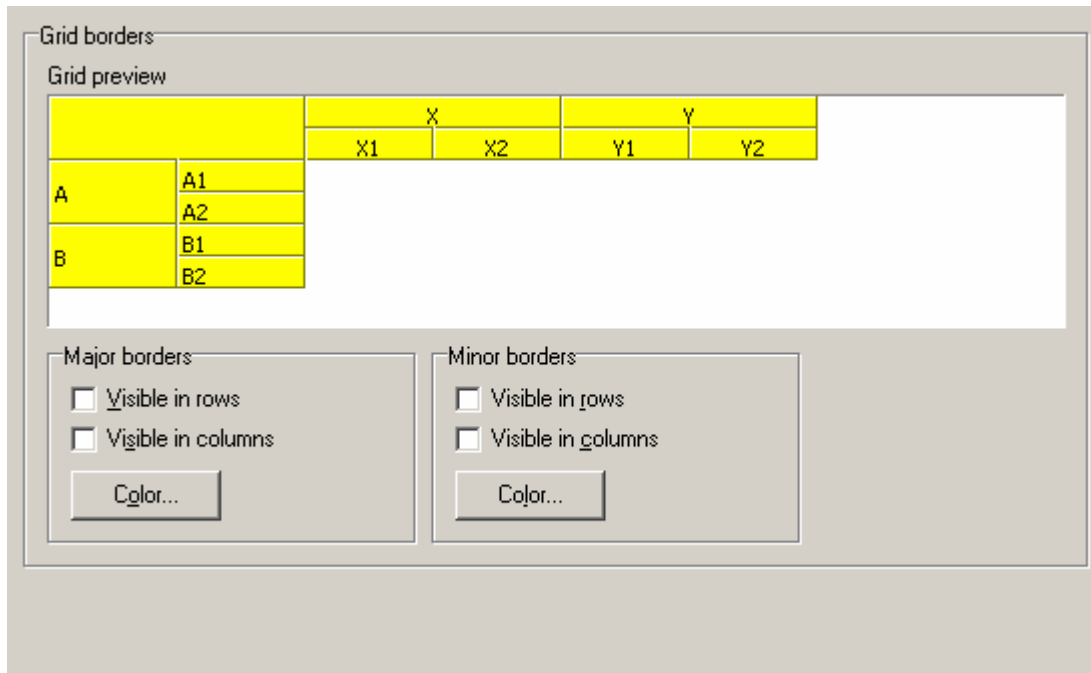
- result cells,
- description (parameter) cells,
- editable cells (some analyses can be configured with additional, user entered data).

The check box **Use base color** is for setting the font color of cells that display the calculation base (for a row, column, or each cell).

The check box **Use reduced base color** is for setting the font color of cells that have the calculation base smaller than the base displayed in the **N =** rows and columns.

9.4 Cell Borders

In the window below you can set the colors and visibility of lines separating columns and rows:



The image shows a software window titled "Grid borders". Inside, there is a "Grid preview" section displaying a table structure. The table has a header row with columns labeled "X" and "Y". The "X" column has sub-columns "X1" and "X2", and the "Y" column has sub-columns "Y1" and "Y2". Below the header, there are two rows of data: "A" with sub-rows "A1" and "A2", and "B" with sub-rows "B1" and "B2". The table is rendered with yellow cells and black borders. Below the preview, there are two panels: "Major borders" and "Minor borders". Each panel contains two checkboxes: "Visible in rows" and "Visible in columns", both of which are currently unchecked. Below each set of checkboxes is a "Color..." button.

		X		Y	
		X1	X2	Y1	Y2
A	A1				
	A2				
B	B1				
	B2				

Major borders

☐ Visible in rows
☐ Visible in columns
Color...

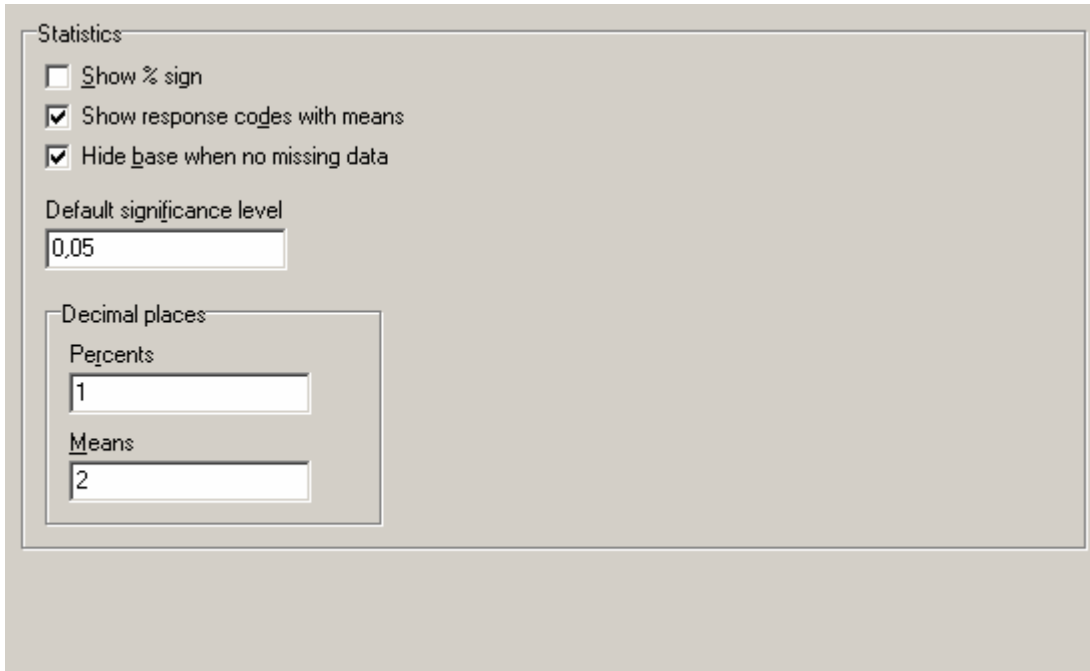
Minor borders

☐ Visible in rows
☐ Visible in columns
Color...

Major borders are displayed between parameter elements on each nesting level, except the last one. **Minor borders** are displayed for all cells.

9.5 Statistics

Here you can define how statistics are calculated and displayed:



The screenshot shows a 'Statistics' dialog box with the following settings:

- ☐ Show % sign
- ☒ Show response codes with means
- ☒ Hide base when no missing data
- Default significance level: 0,05
- Decimal places:
 - Percents: 1
 - Means: 2

The **Show % sign** check box turns on or off the display of the % character for percentages.

The **Show response codes with means** check box turns on or off the display of numeric codes of all responses when means are being calculated.

The **Hide base when no missing data** check box turns on or off the display of calculation bases for those cells that have no missing data.

The **Default significance level** sets the level for the calculations of significant differences between a table's cells.

The **Decimal places** edit lines define the precision at which percentages and means are displayed.

9.6 Licensing

In this window, options for handling licenses for protected surveys may be set:

The screenshot shows a 'License server' dialog box with two radio buttons. The first is selected: 'Search for the license server using UDP broadcast (recommended)'. The second is 'Search for the license server at this address:', followed by an empty text input field. Below these is a 'Test' button. Further down are two text fields: 'License server address:' containing 'not found' and 'License server code:' containing 'not found'. At the bottom, a red text message reads: 'The above settings are relevant only when using applications and/or surveys protected against illegal use.'

Note

Only protected surveys with a network license are affected by these settings.

For such surveys, the program must check the license with the license server placed somewhere on the computer network. And first, it has to know where this license server is.

Two methods are possible:

- **Search for the license server using UDP broadcast (recommended)** - this method is recommended because then the license server will be found automatically, provided that UDP broadcast packets get routed from this station to the server.
- If standard UDP packets can be sent to the server, but UDP broadcast packets are blocked, use the second option

Search for the license server at this address

and specify the server's IP address in the edit line below.

After you enter the above settings, you can use the **Test** button to test communication with the license server. If the test passes, the fields **License server address** and **License server code** will be filled with the server's data.

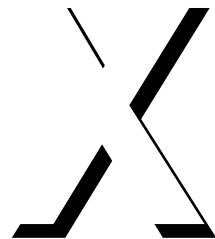
9.7 Saving Preferences

Preferences are saved for each user separately in the Windows system registry.

If the user's profile is available in all computers in the computer network (a roaming profile), these settings will be available on all these computers. If the registry settings are kept for each computer independently, each computer may have different settings defined for the same user.

Preferences are saved when you close the application. If the application terminates abnormally (for instance when the computer is turned off), these settings will not be saved - the previously saved settings will be used.

Chapter



10 Additional Information

10.1 Keyboard Shortcuts

The following keyboard shortcuts are defined in YAC Data Analyzer:

`F11`

Displays the Survey Manager window.

`Ctrl+N`

Used for definition of new analyses and reports.

`Ctrl+O` (the letter O)

Open report.

`Ctrl+S`

Save changes in a report.

`Ctrl+P`

Print report.

`Ctrl+F4`

Close the active window.

`Alt+0` (the digit 0)

Open a window with a list of all opened files; you can go to one of the open files, save changes in a file / in all files, close a file or all files, etc.

`Shift+Ctrl+Tab`

Switches to the previous window.

`Ctrl+Tab`

Switches to the next window.

10.2 File Extensions

YAC Data Analyzer uses the following file extensions:

`.das`

Data Analyzer Survey files.

`.dar`

Data Analyzer Report files.

`.dap`

Files with parameter definitions, such as target groups or questions (Data Analyzer Parameter files).

`.dac`

Files with chart templates (Data Analyzer Chart files).

10.3 Custom Solutions

The YAC Data Analyzer application was designed to be elastic and easily extensible. Standard modules are available on general basis, but new analyses and solutions can be created and incorporated into the application quickly and cheaply.

On the other hand, some solutions may be prepared for a single client exclusively. However, such extensions must contain proprietary algorithms, analysis methods, presentation methods, etc. - these cannot be standard analyses that are just not yet available in the program.

If you would like to know more about this option, please [contact](#) YAC Software.

Chapter

XI

11 History

11.1 Recent Versions

Version 4.13.a released 2012-05-29

Population estimations in the target group definition window are now performed on weighted data (using the selected weight).

Version 4.13 released 2011-02-03

Changes in YAC Data Builder only.

Version 4.12 released 2010-09-19

For questions defined with the `substStats` attribute in YAC Data Builder, the program will automatically switch from calculating percents to calculating means.

Version 4.11 released 2010-08-15

Added - [Mark different base record sets](#) check box to the [Statistics](#) parameter that turns on markers that are displayed next to results that were calculated based on a non-default record set.

Version 4.10 released 2010-03-07

Added - [user definitions](#).

Version 4.03 released 2010-01-14

Added - new [statistics](#):

- Row sum - Row Sum - sum of cells in a row, grouped by questions.
- Column sum - Col Sum - sum of cells in a column, grouped by questions.
- Row share - Row Share - share in the row of the sum of cells in the cell's column, grouped by questions.
- Column share - Col Share - share in the column of the sum of cells in the cell's row, grouped by questions.

Version 4.02 released 2009-10-04

Added:

- Filtering questions in the target group and questions dialog windows.
- [Calculation Base](#) parameter can now display the record set against which the calculations are being run.
- Restricting the lists of questions in the target group and questions dialog windows to the [selected record set](#).
- Forcing a [minimum number of waves](#) in analyses.

Version 4.01 released 2009-07-24

Introduction of data file protection based on hardware keys.

Version 4.00 released 2009-06-01

[TV audience](#) analyses.

Version 3.04 released 2008-12-15

- Enhanced [optimization definition parameter](#).
- Registering file extension associations.

Versions 3.03.a - 3.03.d released between 2008-05-01 and 2008-08-24

Small fixes only.

Versions 3.00 - 3.03 released between 2007-09-29 and 2008-04-15

- Official release of the YAC Data On-Line application for the analysis of data via Internet and web browsers.
- YAC Data Analyzer User Guide translated into English.
- Support for measurement scales - means (and derivatives) will not be calculated for scales other than interval.
- General Social Survey data and reports added to the YDOL server (see www.yac.com.pl/gss.en.html).
- Various small fixes.

11.2 Previous Versions

Versions 2.30 - 2.30.b released between 2006-07-31 and 2006-09-02

- An option was added that allows the hiding of [empty rows and/or columns](#); this option is available only for surveys processed with version 2.30 of YAC Data Builder (or later).
- Fixed handling of the `noMean` attribute.
- Fixed handling of column widths and row heights in report tables.

Version 2.29 released 2006-02-26

Changes in YAC Data Builder only.

Version 2.28 released 2005-09-26

Free distribution of the YAC Data Analyzer application with three demonstration surveys: ad-hoc, press readership, and radio audience.

Version 2.27 released 2005-08-03

- Licensing was changed for YAC Data Builder and YAC Data Analyzer.
- Survey protection was changed.

Version 2.26 released 2005-03-16

In version 2.26, further work was being done on YAC Data On-Line (YDOL). You can find the program's description [here](#).

In YAC Data Analyzer the following items were changed:

- Significance tests were added to test for significant differences of distributions and means. The tests can be executed on any significance level.
- Two descriptive statistics were added: variance and standard deviation.
- A new general wizard was added - "Cross-tabs + means" - that displays results from a question crossed with other questions; the results for the question include: distribution, mean, variance and/or standard deviation.
- A definition window was added to the Base parameter with the possibility of changing the order of the elements there.
- An option was added to hide calculation bases for cells that have no missing data (thus, calculation base is displayed only for cells that have missing data).
- An option for displaying the "%" character for percent statistics was added.
- An option for displaying response numeric codes, when calculating means, was added.
- The number of displayed decimal places can be defined for percent and other statistics.
- Media plan and optimization calculations were accelerated even more.
- "Big" media plans are handled faster now (those media plans that include tens of spots).
- Media plan wizards were enhanced.
- A new press index was added: Reach (previously, you had to use OTS 1+ for this).
- When copying tables to the clipboard, the user can configure what is copied exactly (for instance, copy with no comments, copy the "%" character, use exact numbers or the same rounding as in the report tables, etc.).
- In the export dialog window, an option for exporting significance markers was added.
- Sorting menu was enhanced (to change the sorting order you do not have to open the sorting dialog window).

- Statistics and Base short names were changed to be more readable.
- When the analysis element is selected in the report, a panel with all parameters of an analysis is displayed; these parameters can be edited there, added, or deleted.

Version 2.25 released 2004-11-25

This version was spent mainly on the integration of the YAC Data On-Line (YDOL) application that allows the analysis of data via the Internet using any internet browser.

And in YAC Data Analyzer:

- A new press wizard was added - "Readership" - displaying the readership results for the selected titles and indices; the previous "Readership" wizard was renamed to "Readership x questions".
- Means are displayed now differently when shown next to distributions. Now, the results take up only single rows / columns.

Version 2.24 released 2004-10-26

In YAC Data Analyzer, version 2.24:

- general and press wizard were modified:
 - in the general wizards:
 - a wizard was added to compare two target groups (two dialog windows will be shown for target groups),
 - a wizard was added to define analyses of complex (tabular) questions,
 - in press wizards:
 - press titles are automatically sorted in the Ranking wizard,
 - readership may be compared in two target groups,
 - a new wizard was added - "Readership" - that crosses readership data with any other question,
- in the applicable wizards, statistics are automatically added that display, next to percentages, the number of respondents, affinity index, estimation to the population, and row and column percents.
- the wizards: compare waves and complex questions will be visible if there are multiple waves and complex questions in the survey (respectively),
- the media plan (and the [optimizer](#)) were optimized further,
- during optimization, additional data is displayed: time of optimization, mean time per generation, number of generations since the last best solution, memory usage,
- a new option was added to the optimizer: maximum memory usage,
- optimization criteria are additionally checked: in continuous indices, you can only specify ranges of values (such as: ≤ 1000),
- value ranges in optimization criteria and in target group definitions can be entered now using the following relational operators: $<$, \leq , $>$, \geq (the notation with a colon is still supported),
- in the [Base](#) parameter, the weighted base is displayed as long as a weight is turned on,
- moving average in the [waves](#) parameter is available in the simple definitions window,
- you can move between consecutive report elements using the `Ctrl+PgDn` and `Ctrl+PgUp` shortcuts,
- there are additional options in the **Help** menu: YAC's web page, YDK's web page, YDA's web page, general e-mail, and technical support e-mail
- in the YDA-QuickStart document, typical analysis examples were added with the exact steps that have to be carried out to define an analysis.

Version 2.23 released 2004-10-04

In version 2.23 of YAC Data Analyzer:

- totals may be turned on in the [Statistics](#) parameter,
- in the [Radio stations](#) and [Press titles](#) parameters there's an additional options for calculating the combined results of all selected stations / titles,
- in then [Preferences](#) dialog window:
 - you can define cell and font colors in report tables (for results and editable fields),
 - a different color may be used for displaying the calculation base (separately for totals and for result cells),
 - a different color may be used for cells that have a different calculation base than the one expected based on the totals,
- in the [Statistics](#) parameter you can automatically change a statistic to its perpendicular element (for instance, row percents can be easily changed to column percents),

- when flipping a report table:
 - statistics are automatically changed to their perpendicular versions (unless an analysis contains more than one table),
 - sorting is also automatically flipped,
 - chart definitions are also automatically flipped,
- when exporting a report, you can automatically open the exported file,
- a new menu was added - **Report | New** - that allows creating a report with the newly defined analysis,
- in the **Analysis** menu a new option was added: **New by type**, where the various types of analyses are available in the sub-menu; click on one of the types to go right to the definition parameters,
- next to the new analysis toolbar button, the above sub-menu is also available,
- media plan calculations (including the optimizer) work about 25% faster now,
- the optimizer can be stopped at any given moment (and not only at the end of the current generation).

Version 2.22 released 2004-09-22

YAC Data Kit version 2.22 adds the option of excluding certain responses from the calculation of means (in previous versions the mean was calculated from all values that were described in the question's responses).

Version 2.21 released 2004-09-20

The functionality in this version of YAC Data Analyzer includes:

- new parameter: Calculation base that displays, next to the results, weighted and unweighted bases of calculation,
- the option to exclude missing values from the calculations (in the [Statistics](#) parameter),
- reordering of statistics in the [Statistics](#) dialog window.

Version 2.20 released 2004-09-07

Multi-dimensional questions were introduced in YAC Data Analyzer 2.20.

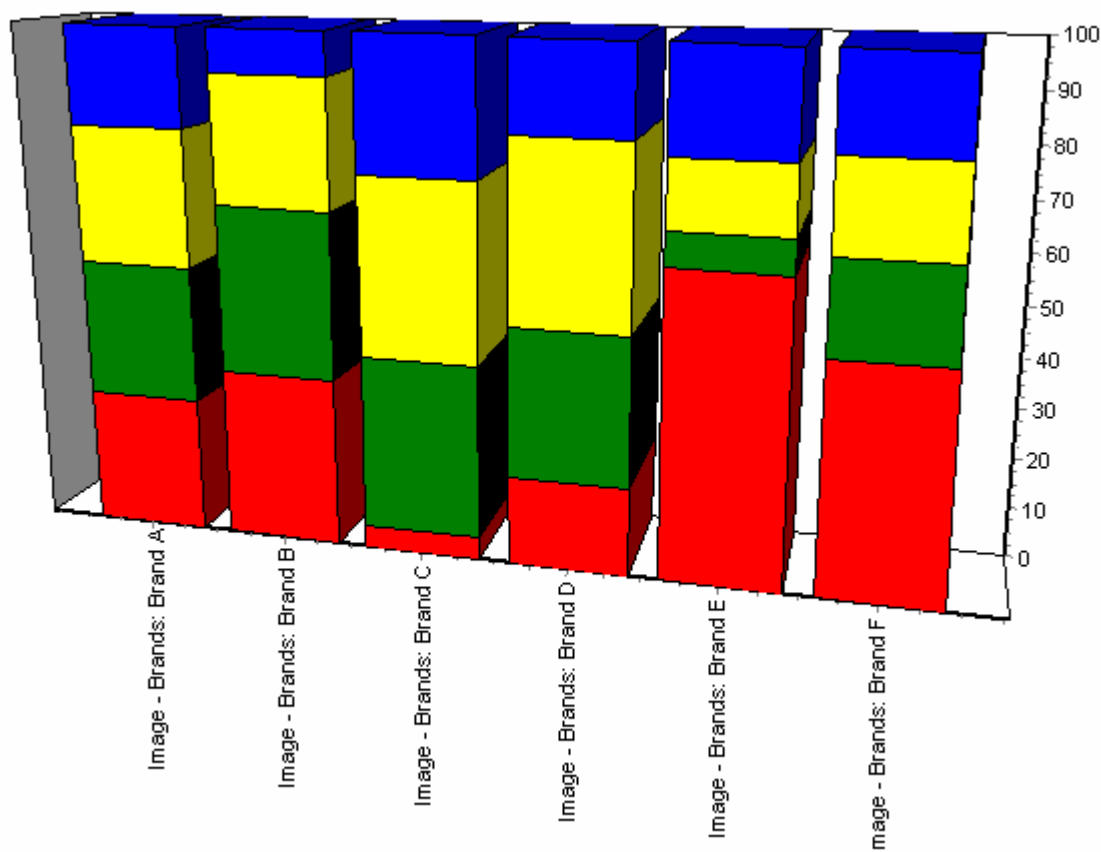
This function is intended to ease the analysis of the following question types:

- a series of scales,
- statements x scale (where the respondent evaluates each statement),
- statements x brands (which statements fit which brands; possibility of selecting multiple statements for each brand),
- statements x brands x scale (how well the various statements fit the given brands).

Results can be shown in frequency tables, for instance, where one "axis" of the question is placed in the table's rows, and the other "axis" of the question - in the table's columns:

	A	B	C	D	E	F	G
1		Image - Brands					
2		Brand A	Brand B	Brand C	Brand D	Brand E	Brand F
3	Image - Statements						
4	A Polish brand	93,3	80,0	6,7	20,0	60,0	66,7
5	A brand with long traditions	93,3	80,0	53,3	33,3	6,7	26,7
6	Known	93,3	60,0	53,3	40,0	13,3	26,7
7	I like it	66,7	20,0	40,0	20,0	20,0	26,7

Based on tables such as the one above, the following chart may be added to a report:



Version 2.10 released 2004-05-27

In this version, we concentrated mostly on the development of YAC Data Builder - the application used for importing data into YAC Data Analyzer. In the previous version it was still just a console program, currently it is an integrated development GUI environment with a fully functional script editor and several functions for easier data importing:

- SPSS import module that directly reads SPSS data files (.sav) and allows for defining the structure of the data (modules, questions),
- syntax highlighting,
- column blocks,
- search / replace with regular expressions and incremental search,
- multi-level undo and redo,
- recording and playback of macros,
- verifying script syntax correctness,
- data processing directly from the editor,
- running automatically YAC Data Analyzer with the processed data,
- a make type tool that processes changed files only,
- and many, many more...

The previous, console version, is still available (for instance, for automation of data processing tasks).

In YAC Data Analyzer, version 2.10, press analyses were extended as follows:

- analysis of data for days of the weeks for dailies at the level of readership analyses as well as press media plans,
- inclusion of data on the number of issues, circulations, and sales (also for different days of the week and regions of circulation),
- new indices based on issues, circulations, and sales (such as: prices of insertions / sales),

- automatic importing and presentation of the ZKDP data (Association for Control of Press Circulation),
- selection of press titles and radio stations based on arbitrarily defined groups (such as: by subject, by owner, etc.).

Version 2.00 released 2004-01-26

YAC Data Analyzer, version 2.00, introduces press media plan optimization. Genetic and randomization algorithms are used to find media plans meeting given criteria. Multi-criterial optimization is also available (for instance, OTS 1+ and Freq). You can also run the optimizer for two or more target groups.

New export functionality was added: tables and charts can be exported as workbooks to MS Excel.

Version 1.20 released 2003-09-01

This version of YAC Data Analyzer introduces press readership analyses, including media plans. Various readership indices may be calculated, such as: last issue readership, average issue readership, season cycle readership, number of issues read, number of contacts with the title, readers per copy, and many more. Moreover, the following functions are available:

- selection of titles based on the regions of circulation,
- easy switching between the analytical module and the media plan module; possibility of analysis in a single table of standard indices as well as media plan data,
- analysis of OTS and OTS+ at any level (for instance, OTS 10, OTS 20+),
- analysis of combined OTS levels (such as OTS 1:3),
- analysis of media plan data by many target groups / many waves,
- analysis of all indices (including media plan) by any of the questions,
- analysis of co-readership and structure,
- analysis of many price lists in a single table,
- analysis of only those media plan indices that are interesting to the user,
- analysis of combined data for groups of titles,
- CPP and CPM indices in various versions: GRP, reach, effective reach (at any OTS level, for instance OTS 3+),
- estimation to the population of: AIR, GRP (gross impressions), OTS, OTS+.

Price lists mentioned above allow for defining prices for different advertisement types as well as a default price - the price that is automatically included in new analyses. Comparison of price lists can be used for checking the differences between different offers, such as promotions, discounts, etc.

Sorting in tables was extended to support sorting in many rows and columns simultaneously.

Version 1.10 released 2003-06-09

In this new version of YAC Data Analyzer, radio audience analyses are included. The following indices are available: spontaneous and prompted awareness, weekly reach, daily reach, reach in quarters. Also, the data on places of listening and sources of the radio signal is available. The following indices are available: mean audience time, market share, average quarter audience. Analyses are allowed for calculating trends, comparing results in target groups, calculating the audience's structure, calculating co-listening of stations and crossing audience indices with any other question.

All this in pivot tables with the possibility of estimation of the results to the surveyed population, sorting of results, calculating combined results for groups of stations, groups of the days of the week, quarters of the hour and other parameters. You can select stations based on the region that the stations are available in, exporting results to other applications and chart templates.

Version 1.00 released 2003-04-21

The first version of YAC Data Analyzer was prepared as a general platform for the development of various types of analyses. This version includes:

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- multi-dimensional pivot tables with nested parameters,
 - a charting module,
 - multi-wave analyses,
 - complex filter definitions (target groups),
 - standard descriptive statistics,
 - analysis of weighted data,
 - automatic recalculation of reports after installation of updated data.

The program is bilingual (Polish-English with the possibility of including other languages), survey texts may be in any number of languages.

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