How to Calculate a Four Week Cume in Tapscan Web

After you have logged into the https://answers.nielsen.com portal, select TAPSCAN. You will be taken to the opening screen. Select the “Schedules” (or “Worksheets”) tab.

Welcome to TAPSCAN 11.8

TAPSCAN™ 11 is packed with customer-requested enhancements, research reports and capabilities for schedules.

Browser Support
Training and Feedback
MRC Accreditation

Research Reports
• Your Nielsen Audio data and reports all in one place.
• Create sales friendly reports and graphs.
• Customize your header/footer text and logos on report PDFs.
• Apply same report parameters across different reports in a report group.
• Run multiple report groups in separate windows.
• Save your menu favorite lists for stations, dayparts and other report parameters.
• Save your report group parameters to reuse in the future.

Schedules
• Create and edit radio broadcast schedules grouped by flights in the default Station distribution layout.

You will be taken to an area labeled “Create New Schedule”:
Name the schedule. Then click on the calendar to the right to create the Start Date and End Date:

Select four weeks (any four weeks will do). Click “OK.”

Click “Create Schedule.”
Select your Survey, Demographic and Geography. Then, click "Apply Changes."

Select your Station and All Four Weeks (move to right hand box). Then select "edit dayparts" and choose M-Su 6a-12m (the standard weekly daypart) or M-Su 5a-5a (the 24 hour daypart, which will give you the largest possible cume audience estimate). Number of spots is 1. When finished, click "OK."
Click on “Estimates.”

You will see a list of Available Estimates. Move the slide bar down and find “Schedule Cume Persons.” Click on it and it will move to the “Selected” box to the right.

Move to the right.
Click on the first Selected Estimate, hold your shift key and select all estimates except “Schedule Cume Persons.”

Click on the “-“ button to the right and deselect all estimates except “Schedule Cume Persons.” Click “OK.”
Voila! You have a Four Week Cume Persons estimate. If you wish to see the one-week estimate, as well as the four-week estimate, you can unhide the rows.

At this point, you have the option of printing to PDF or sending the output to a spreadsheet.

IMPORTANT: 4 weeks is as far as you can go for a Cume Persons estimate!! The model built into TAPSCAN will not increase the size of the Cume beyond four weeks (so NO 52-week Cume is possible).