



Scarborough's PRIME NExT Tabs for Building Reports

(Lines are provided for note-taking)

Studies: You need to log into the system from this screen. Select the study you wish to use for your report.

Report Specs Basic: Once you've logged into the system, this is the screen that you are automatically defaulted to. From this screen, you can select all the questions you would like to have added to your report.

There are "add to" buttons on the right hand side of the screen.

Add to Bases: Anything you add to your Base will define the **UNIVERSE** for your report. If you do not select a Base, it will automatically default for you to total adults in the DMA you are working in.

Add to Columns/Targets: The Column is always **WHO** you want to know about in your report.

Add to Rows: The Rows are always **WHAT** you want to know about the group of people you selected for your target.

All you need is at least one column and one row to build a report.

Report Specs Search: The Report Specs Search screen can be used when you want to search for a category or retailer in the database. All you need to do is type a keyword into the search box and hit enter. Once you have searched for a question, you have the same "add to" buttons on the right hand side that you have in the Report Specs Basic tab. You can add questions directly into your report after searching.

Report Specs Enhanced: The Report Specs Enhanced screen can be used for building customized targets to add to your report. From this screen, you have the ability to combine multiple questions together to create custom questions for your report.

Examples: Working women, Bud Light drinkers 18-34, Fan Specs (watch, listen or attend past 12 months) etc.



Definitions: The Definitions tab allows you to clear out the specs you have added to your report so you can start over and build a new report. You can also delete out specific Bases/Columns/Rows that you have added to your report as well.

Basic Reports: You go to the Basic Reports Tab once you are ready to run your report. Once you go to Basic Reports, there are three report type options you can chose from.

Profiler Report: This report is used when you only have one column added to your report. This screen also gives you the ability to sort your report by Percent or Index in descending order for further analysis.

Crosstab Report: This report type is used when you have multiple columns in your report. It gives you the ability look at multiple columns side by side for a compare report

Trender Report: This report type is only used when you want to run a report across multiple years of Scarborough data for a trend analysis.

Quickview Reports: The Quickview Reports tab allows you to build one-sheet graphed demographic profiles easily. All you need for a Quickview report is one column added to your report. Once you go to the Quickview Reports tab, you have the ability to pull various Demographic profiles with the click of a single button.

Saved Specs: The Saved Specs tab allows you to save your commonly used Bases/Columns/Rows, so that you can retrieve them with the click of a button.

For further assistance, please contact your account manager or email us at sports@scarborough.com.

PRIME NExT 24 Hour Helpline: 800-756-PRIME