

A Quick Tour of PRIME NExT

Basics of the PRIME NExT User Interface

PRIME NExT runs as a Windows application or within a web browser. Although there are minor cosmetic differences between the two, the basic interface is the same. If you can navigate and interact with the components of the PRIME NExT screens in Windows, you will have no trouble doing so in a web browser.

Virtually all of the PRIME NExT interface is contained within in a single window. You might see some popup windows, which can create clutter and confusion, especially when running PRIME NExT from a browser. Close these pop-ups to simplify the display.

There are five major components to the PRIME NExT window, as follows:

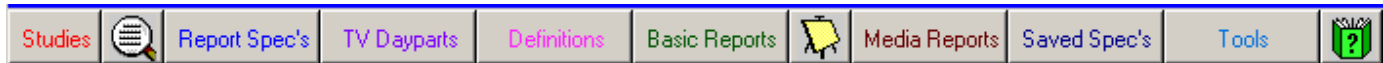
Title bar—indicates that PRIME NExT is a Scarborough Research product and displays the program version number.



Information bar—displays the name, year, release, and survey period/weight of the current market study. The information bar is located under the title bar of the window and is cleared each time you start PRIME NExT.



Button bar—contains seven buttons that provide the ability to navigate to key PRIME NExT screens. These buttons are equivalent to notebook tabs (explained below) which are located above the application area.



Notebook tabs—contains a tab for each PRIME NExT screen. You can navigate to a screen by clicking its notebook tab.



Application area—displays the current PRIME NExT screen. This is the area where you will perform virtually all of your work.

Navigating within PRIME NExT

PRIME NExT's notebook metaphor provides a straightforward way to move from one screen to another. Simply click the tab that represents the screen you want to display. However, the number of tabs that PRIME NExT can display at any one time varies depending on the resolution of your computer. For example, at 800 by 600 resolution, PRIME NExT can display just eight of its many tabs.

Depending on how you run PRIME NExT, you can scroll through the tabs as follows:

- Windows users can click the double arrow button to the left of the first tab displayed and to

the right of the last tab displayed.

- Browser users can click the stacked left and right arrow buttons to the right of the last tab displayed.

No matter how you run PRIME NExT, you can always click any of the buttons in the button bar to display the screen you want. When you click one of these buttons and that tab is not currently displayed, its corresponding tab is scrolled into view. You can use these buttons as a shortcut to scrolling through the tabs as described above. For example, clicking the Report Spec's button scrolls all four of the Rpt. Spec's tabs into view.

Summary of Screens

PRIME NExT contains the following screens listed in the order they appear (left to right) on the notebook tabs.

The **Studies screen** allows you to log into PRIME NExT by entering your user ID. This displays your user name and a list of studies that are available to you. Included for each study is one or more survey periods/weights. When you select a study, the total survey period/weight (as appropriate to that study) is selected by default.

The **Rpt. Spec's – Basic** screen provides the tools necessary to create most types of new coding definitions, as well as to review and manage them. Clicking the Report Spec's button is equivalent to clicking the Rpt. Spec's - Basic tab.

The **Rpt. Spec's – Search** screen allows you to use PRIME NExT's search capability to explore and identify the different components of the database and to create definitions from them.

The **Rpt. Spec's – Combined** screen provides an easy-to-use method for building compound coding definitions.

The **Rpt. Spec's – Enhanced** screen provides all of the functionality of the Report Spec's - Basic screen, plus the ability to combine data in more complex ways. For example, the Coding and Headings sections of this screen allow you to work with the actual database coding elements to create the most exacting definitions.

The **Rpt. Spec's – Audience Coding** screen feature enables you to see the average audience for any combination of media and to use this data as a row or column in your reports (for example, Crosstab or Reach Analysis).

The **Spec's Selection** screen allows for the selection of individually saved Base, Column/Target, Row/Media, and/or Temporary/Trash definitions.

The **Report Wizard** tool provides a quick and easy way to create Profiler, SnapShots, and Crosstab reports.

The **PRIME POINT** feature enables you to create a PowerPoint presentation from your own definitions.

The **QuickView Reports** screen enables you to display the following report types: QuickView Reports enable you to display the following report types: Demographic Summary Report (in Percent, Index, or Percent and Index format), Demographic Detail Report (in Percent, Index, or Percent and Index format), Household Detail Report (in Percent, Index, or Percent and Index

format), Media Summary Report (in Percent, Index, or Percent and Index format), QuickView ZIP Code Map, and QuickView County Map.
The TV Dayparts – Quick screen displays stations, days, and times within the current study so you can quickly create a custom TV daypart for use in your reports.
The NSI Profiler screen enables you to access Nielsen Station Index (NSI) VIP (Viewers in Profile) data and to re-index that data based on Scarborough qualitatives.
The TV Dayparts – Basic screen allows you to select one or more category entries from the current study to create a custom TV daypart for use in your reports. The selection process is identical to that used on the Rpt. Spec’s - Basic screen.
The TV Dayparts – Advanced screen allows you to select one or more current definitions to create a custom TV daypart for use in your reports.
The TV Dayparts – Logic screen allows you to combine individual daypart definitions with other coding.
The Definitions screen allows you to view and manage currently loaded Base, Column/Target, Row/Media, or Temporary/Trash definitions.
The Headings screen allows you to revise the headings associated with any of the currently loaded definitions.
The Report Headings screen allows you to set up general report headings for each of the basic PRIME NExT report types.
The Means & Medians screen allows you to create mean, median, and total definitions by setting the low-range and high-range values for a definition. You might, for example, set the high range for Age 18-20 to 21 because a respondent is still included in that category even if his or her 21 st birthday is the next day after he or she responded to the survey.
The Costs & Factors screen allows you to enter factors and up to four costs into Base, Column/Target, Row/Media, or Temporary/Trash definitions for use in your PRIME NExT reports.
The Crosstab screen allows you to interactively tabulate virtually any currently loaded base definition against any currently loaded columns or row definitions.
The Trender screen enables you to produce trender studies. The Trender function is similar in operation to the Crosstab function.
The Profiler screen allows you to interactively create media or product profiles using any currently loaded Base and Target definitions.
The SnapShots application allows you to create chart-based reports in Microsoft Excel.
The PRIME POINT Plus feature automates the process of creating a PowerPoint presentation from your own definitions.
The Media Ranker screen allows you to interactively create media rankings using any currently loaded Base, Target and Media definitions.
The Reach Analysis screen allows you to perform reach analysis using the currently loaded Media

definitions and any currently loaded Base and Target definitions. You can enter factors and costs for each media vehicle for up to five schedules. In addition to the standard report output type, you can produce a 1-2 report, which compares schedule 1 to schedule 2. Schedules may also be saved for use in Multi-Market Reach Analysis or as Base, Column/Target, Row/Media, and/or Temporary/Trash definitions.

The **Detail Reach Analysis** screen permits you to extend reach analysis for individual vehicles, including detailed reach percentage, gross impression, average frequency, total cost, and CPM.

The **Reach Frequency** screen allows you to perform reach and frequency analysis using the currently loaded Media definitions and any currently loaded Base and Target definitions. You can enter factors and costs for each media vehicle and see the effect of increasing insertions up to your specified limit.

The **Multi-Media Optimizer** screen allows you to enter cost and factors for each vehicle in the currently loaded Media definition, as well as optimization parameters such as minimum, increment, and maximum inserts. You can also set up optimization criteria by specifying whether to minimize cost or maximize reach and by specifying the desired reach percent and budget. Two optimization methods are available.

The **Multi-Market Reach** screen allows you to create Reach Analysis reports using saved schedule files from more than one study. The saved schedule files used in the Multi-Market Reach report are created in the Reach Analysis screen.

The **Conversion Rater** screen allows you to compare two currently loaded targets. This screen is used primarily to compare a “bought at” target to a “shopped at” target. For example, you might compare those who bought at Kmart with those who shopped at Kmart.

The **Cost Analysis** screen allows you to perform interactive cost and CPM computations. You can enter up to four costs and/or CPMs and select any currently loaded Base and Target definitions, and sort on any of the costs or CPMs.

The **CostTab** screen provides the same functionality as the Crosstab screen with the addition of cost and CPM elements.

The **Saved Spec’s** screen allows you to save, load, and manage sets of Base, Column and Row definitions.

The **Transfer Saved Spec’s** screen allows you to copy saved specifications from the current PRIME NExT study to another study.

The **User Maintenance** screen allows you to create and maintain the identity and program preferences for PRIME NExT users. You can also save private sets of definitions that will be associated with your User ID.

The **Study Maintenance** screen allows you to enter a code that Scarborough provides to you when you license proprietary data. Within a study, this proprietary data is usually located within the Geodemographics and Psychographics categories. You can select sub-categories within these two categories, but you will not see any category entries listed until you unlock them.

The **Study Maker** screen enables you to compare a source study with a companion study and create a merge study within a particular market across different releases.

The **Data Component Builder** feature is not currently available.

The **Data Extraction** feature is used to extract PRIME NExT data for use in other data access and analysis applications.

The **Data Import** feature is used to import data from other data access and analysis applications into the PRIME NExT database.

The **Notebook Control** screen provides a convenient way to customize the notebook tabs the user sees while using PRIME NExT.