

Getting Started

Running PRIME NExT as a Windows Application

To run PRIME NExT as a Windows application, do one of the following:

- Double-click the PRIME NExT icon on your Windows desktop, or
- Click the Windows Start button, and then choose the Programs menu and the PRIME NExT application.

Running PRIME NExT as an Intranet Application

To run PRIME NExT as an intranet application:

1. Launch your browser.
2. Point your browser to the URL set up by your system administrator, for example:

`http://mycompany.com/primenxt/`

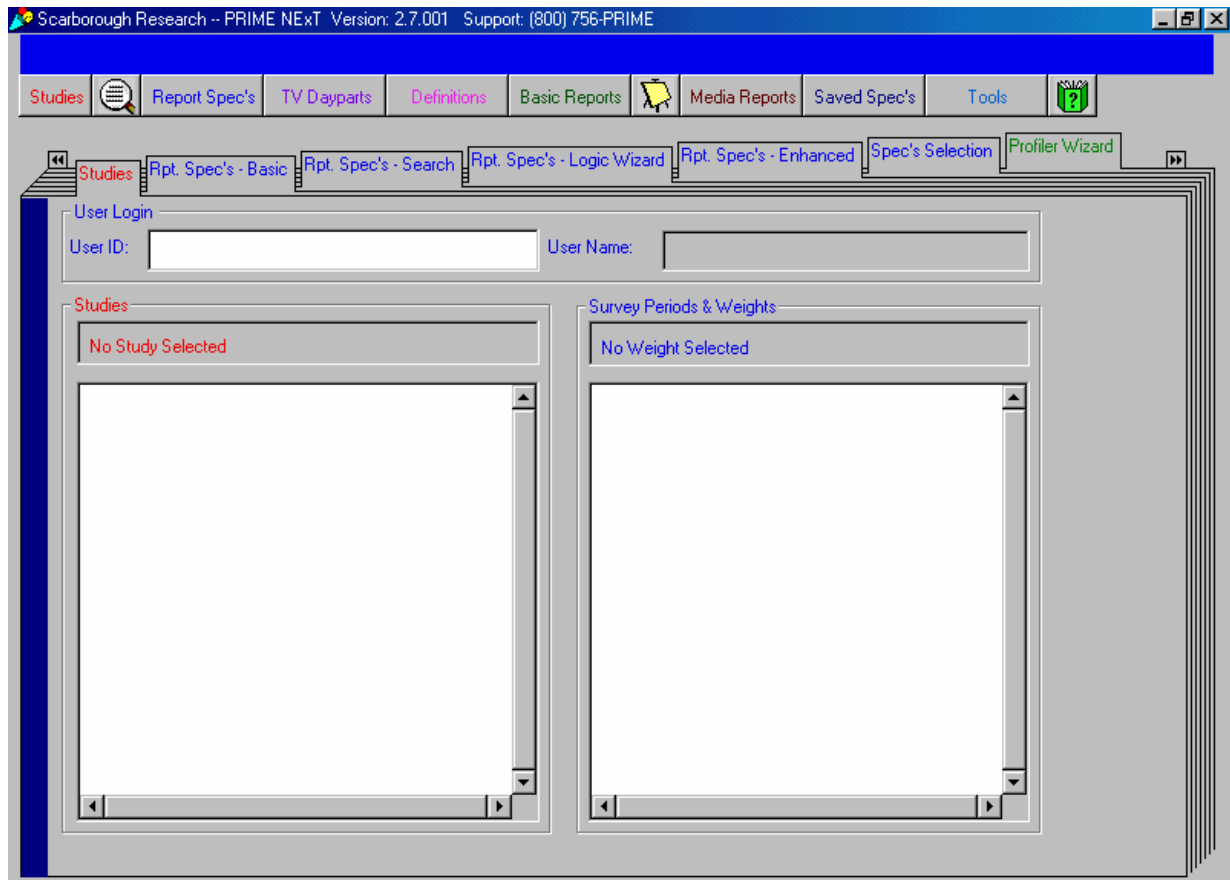
Running PRIME NExT as an Internet Application

1. Launch your browser.
2. Point your browser to `www.primenext.com`.

Logging Into PRIME NExT

Before you can do anything in PRIME NExT (including selecting a study), you must log in using the Studies screen. Once logged in, you can subsequently return to the Studies screen to log in as a different user if you want to select a different study or weight.

1. Run PRIME NExT either as a Windows application or as an Internet/intranet application. The first screen displayed is the Studies screen.



2. Type your user ID in the User Login section, and press Enter. PRIME NExT displays your user name and lists all installed studies.

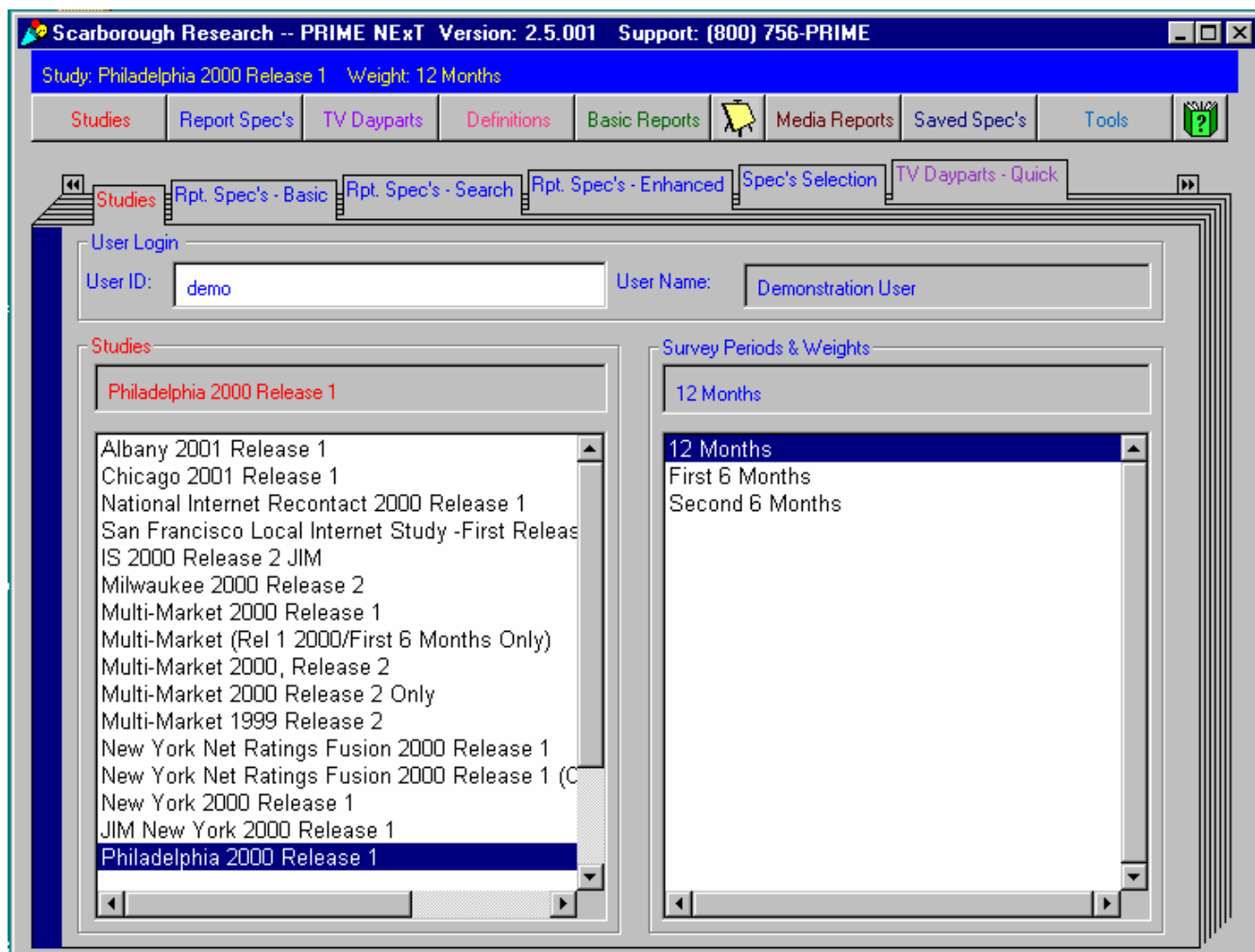
Note: To edit your user name or any other information associated with your user ID, you must switch to the User Maintenance screen.

Selecting a Study

After logging in to PRIME NExT, if only one study is available, that study is automatically selected and you do not have to complete the following procedure. If more than one study is available, however, PRIME NExT displays "No Study Selected" above the list of available studies.


To select a study, click the study you want to analyze. PRIME NExT automatically selects the first survey period/weight listed. In the case of local market studies, this will always be the total weight or entire survey period. PRIME NExT then automatically displays the Rpt. Spec's - Basic screen.

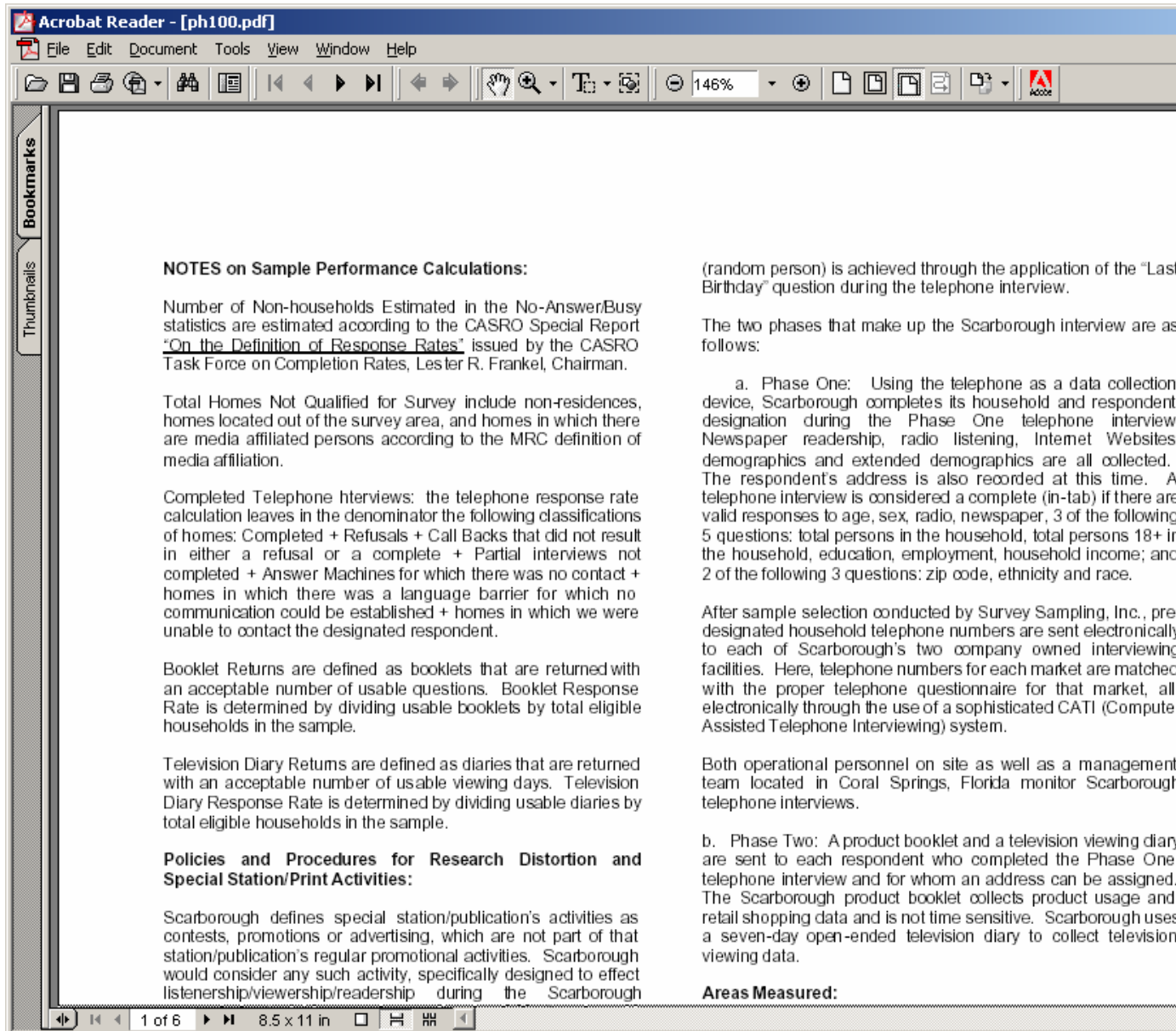
Note: At any time, you can return to the Studies screen and select a different study or a different survey period/weight within the current study. PRIME NExT automatically displays to the Rpt. Spec's - Basic screen again, but only if you select a different study.



Obtaining Study Technical Information

To display a PDF file containing technical information about the chosen study, click the Study

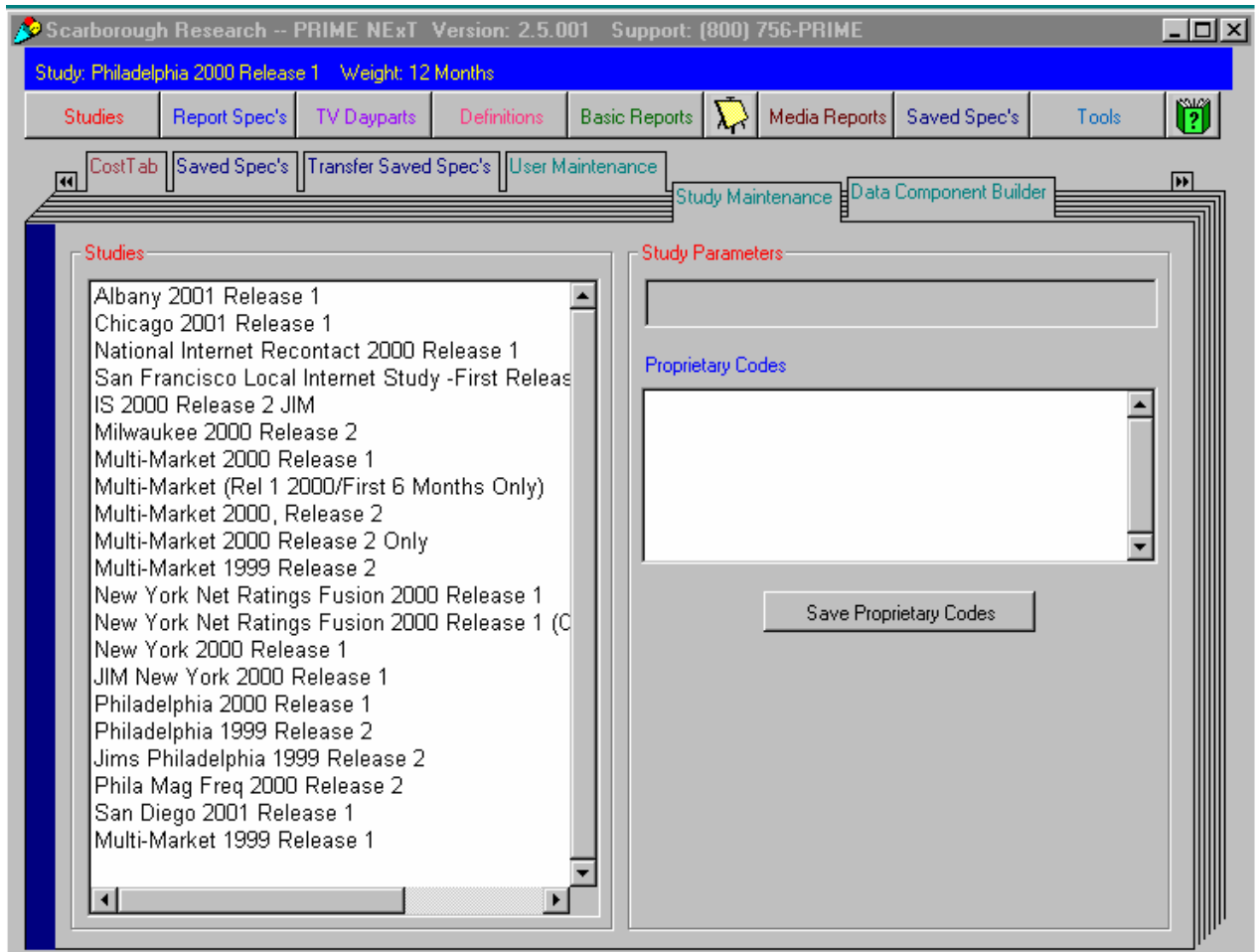
Technical Information button  at the top of the screen. PRIME NEXt displays the appropriate Study Technical Guide, for example:



Note: Not all studies have an associated Study Technical Guide.

Using Study Proprietary Codes

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 under the Geodemographics and Psychographics categories. You can select sub-categories within these two categories, but you will not see a list of category entries until you unlock them.

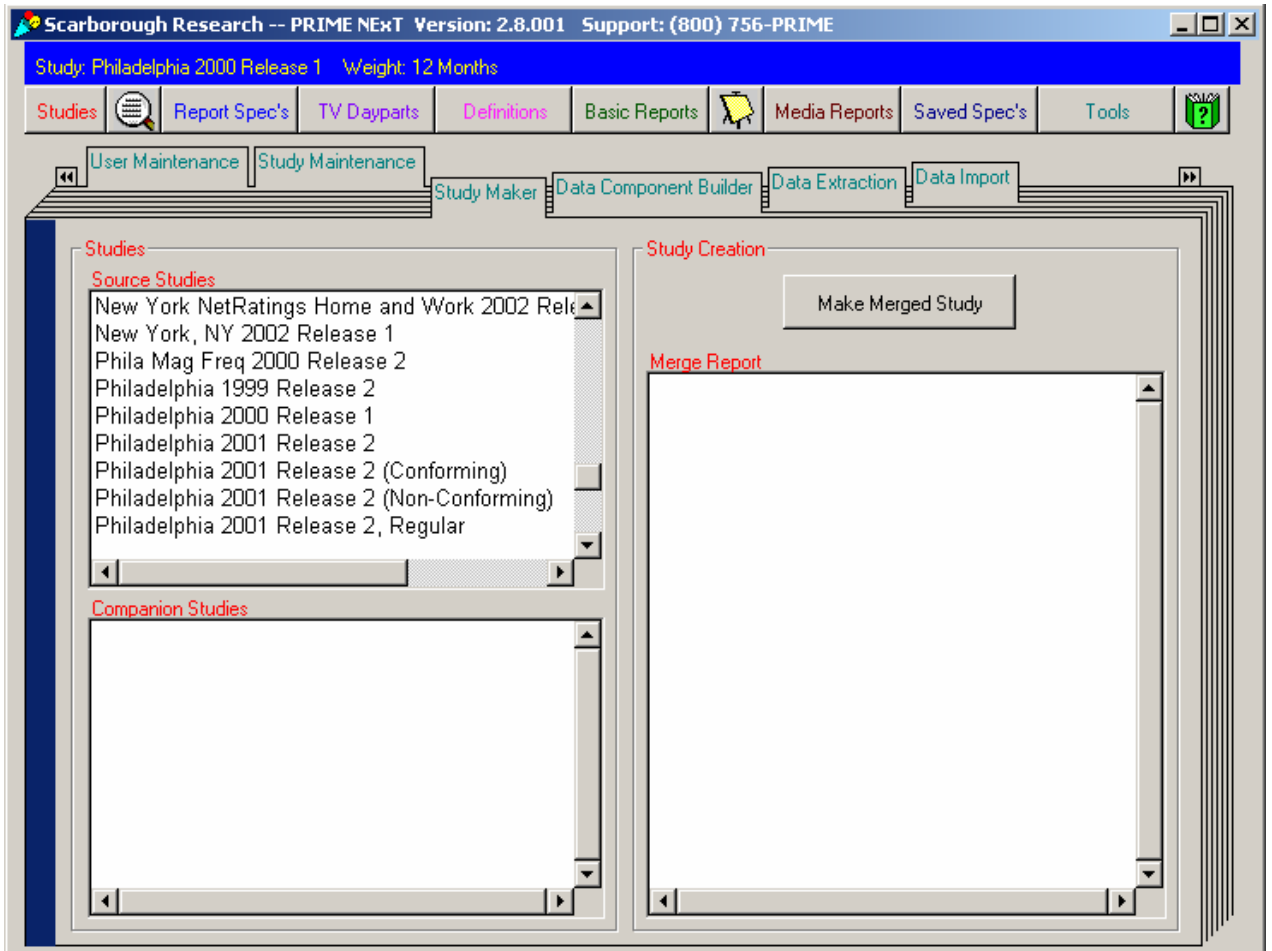


3. In the Studies list box, select the Scarborough study you want to use.
 4. In the Proprietary Codes list box, enter the code supplied to you by Scarborough. To enter more than one code, press Enter to start a new line or insert a space between the codes.
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- Note:** You must enter only those proprietary data codes that you have licensed from Scarborough.
5. To unlock the proprietary data associated with the selected study and codes, press the Save Proprietary Codes button.
 6. Exit and then reenter PRIME NExT.

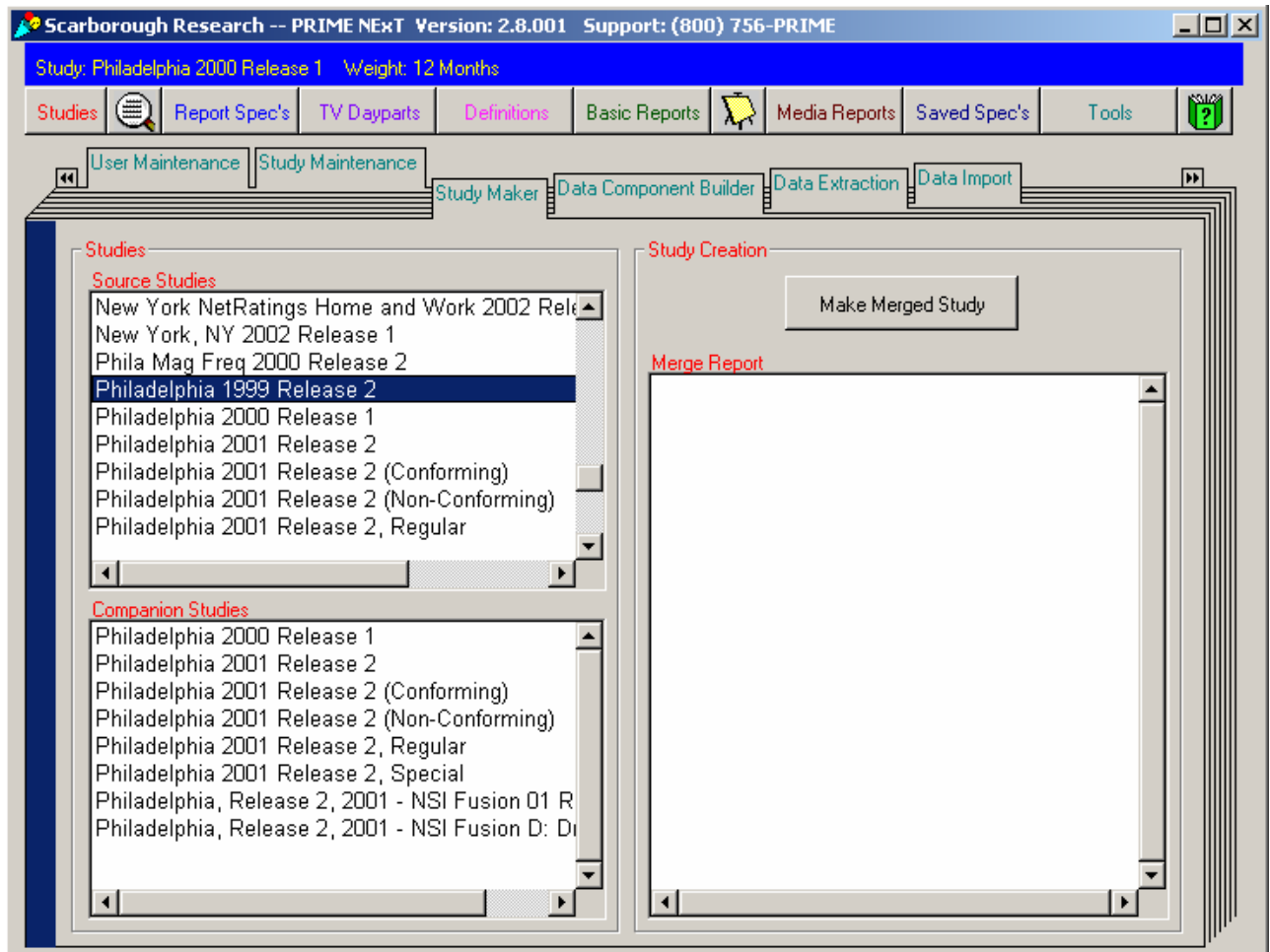
Study Maker

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.

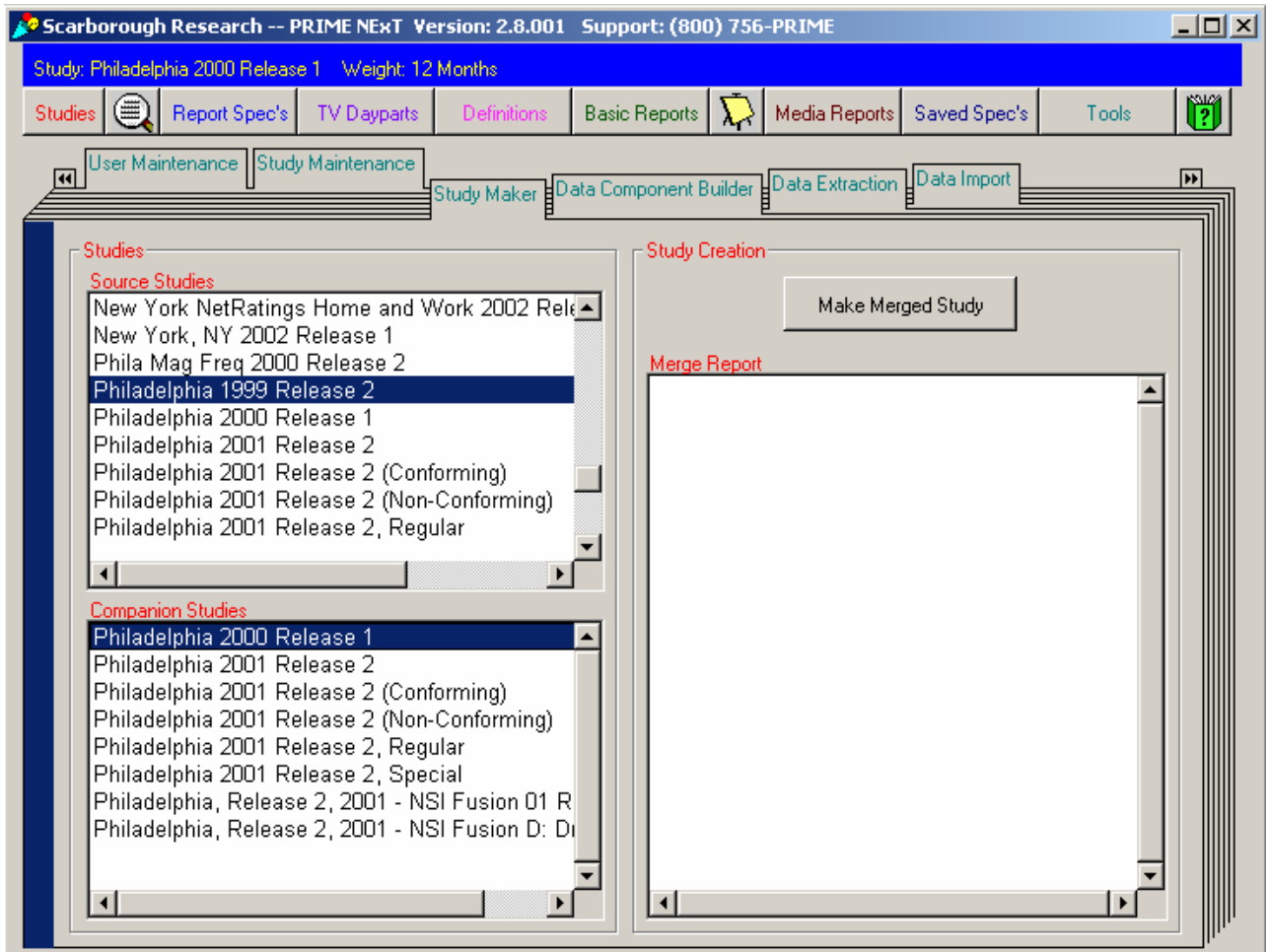
1. Click the Study Maker tab to display its main screen.



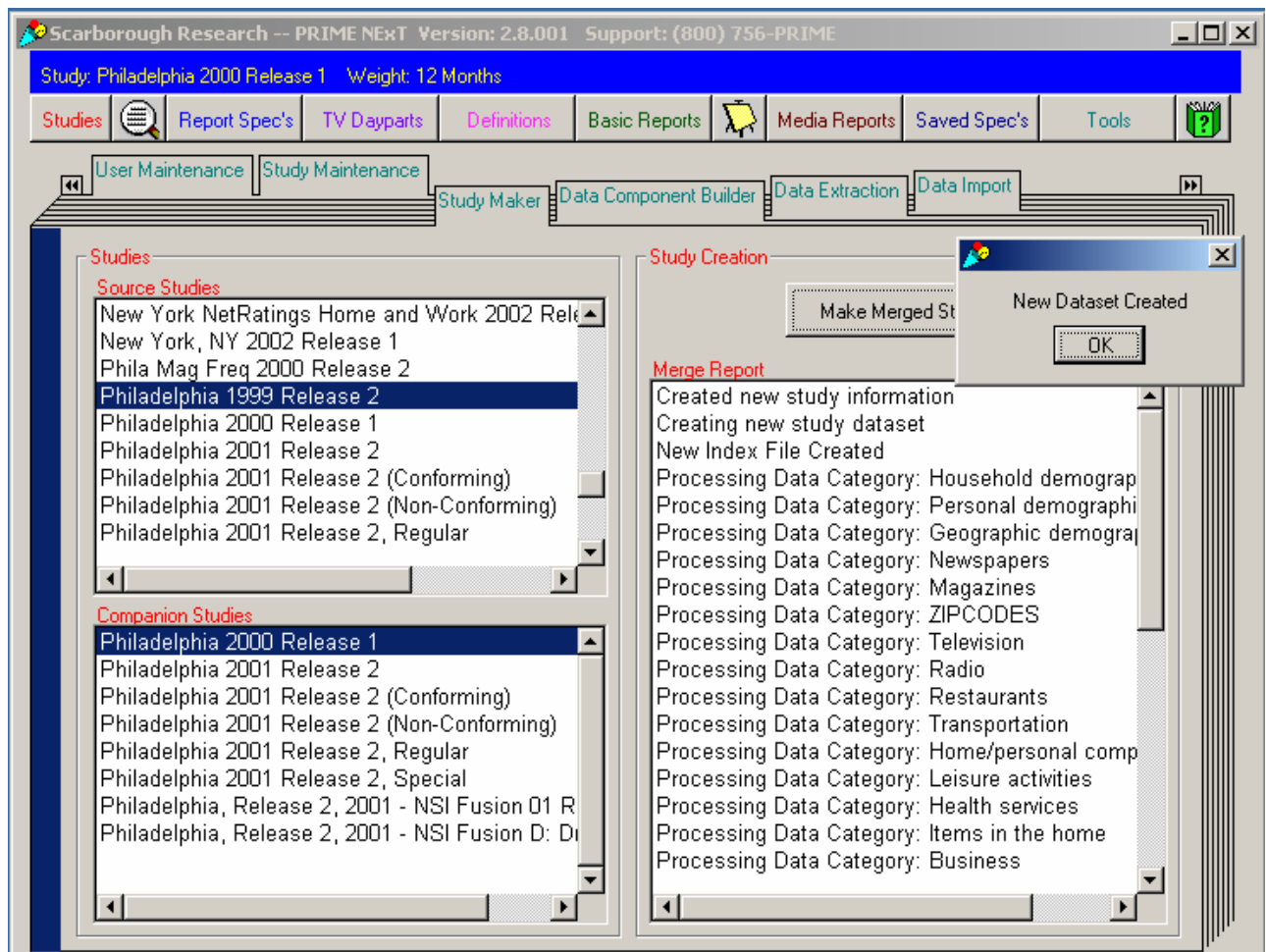
2. Highlight a study in the Source Studies list.



3. Highlight a study in the Companion Studies list.



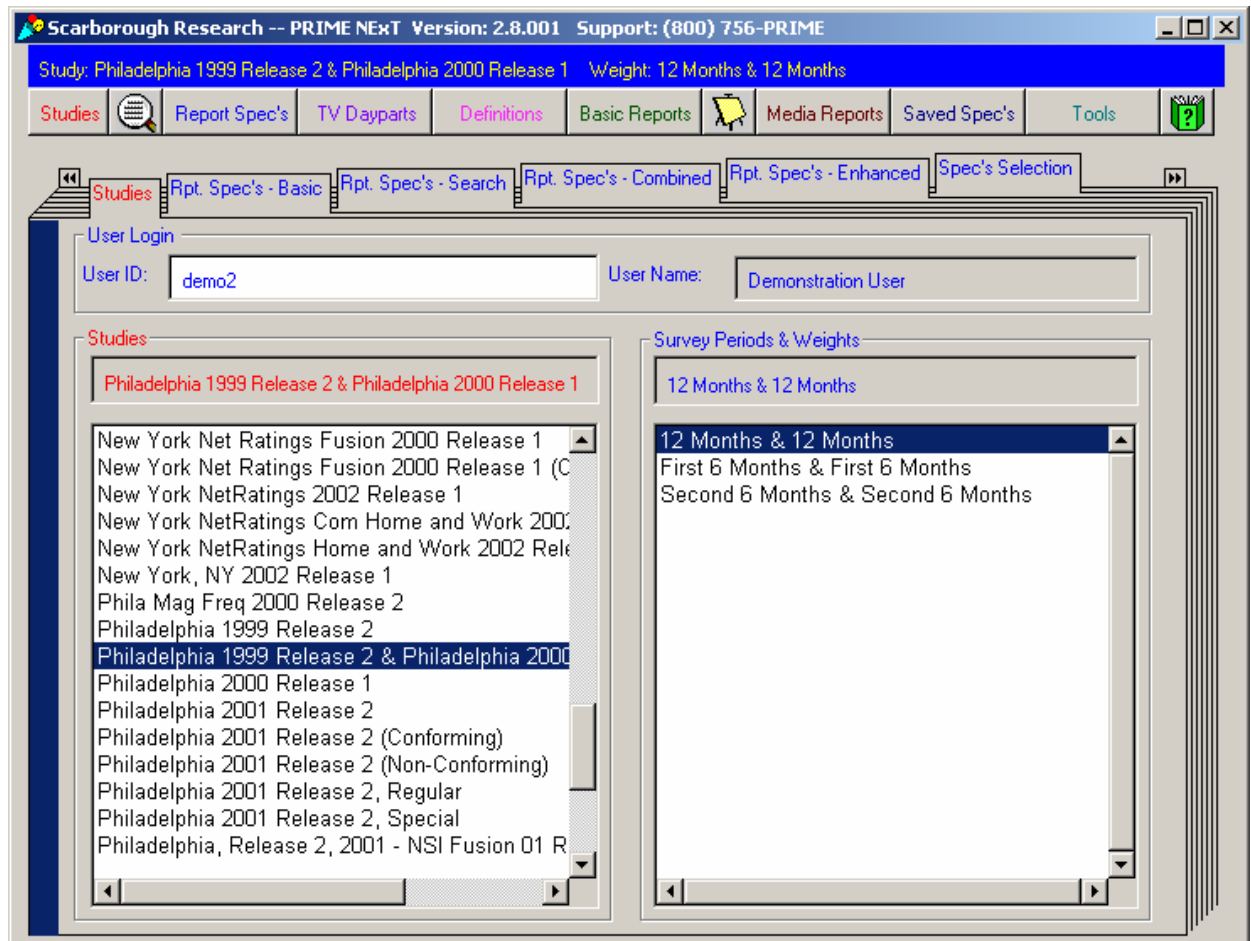
4. Click the Make Merged Study button.



PRIME NExT displays status messages in the Merge Report area and displays a small "New Dataset Created" window when completed.

5. Click OK to proceed.
6. Click the Studies tab to display the Studies screen. You can see the newly created study in the Studies list.

Note: Once you have merged data using Study Maker, you do not ever need to merge it again. When you are finished with the merged data, you can delete it.



Using Proprietary Codes for Combined Studies

In order to use proprietary codes (i.e., Microvision, Prizm, Cohorts, etc.) with combined studies created in Study Maker, you need to "unlock" that information in the combined study. To do this, you use the code for the release that was used as the source study. For example:

Source Study: Charlotte R1 2003

Companion Study: Charlotte R1 2002

Proprietary Code for Microvision:

R1 2003 – MV121 ****Use this code****

R1 2002 – MV123

Use the Study Maintenance function to unlock the codes.