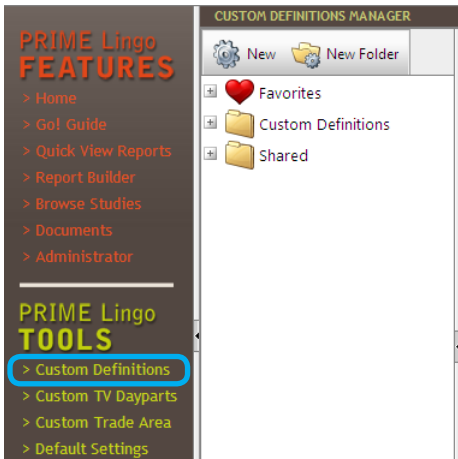


Creating Custom Definitions from Tools

Under PRIME Lingo Tools on the left side, click **Custom Definitions**.



Click to select a folder where you want to save your Custom Definition. You can also click on **New Folder** to create new folders for your definitions as desired.

Click on the **New** button on the top left side of your screen to create a new Custom Definition.

Different ways to create custom definitions

On the Fly Custom Definitions

Create simple custom definitions (**AND/OR** combination) from within your report set-up. See **On the Fly Custom Definitions guide**.

Custom Definitions from Tools

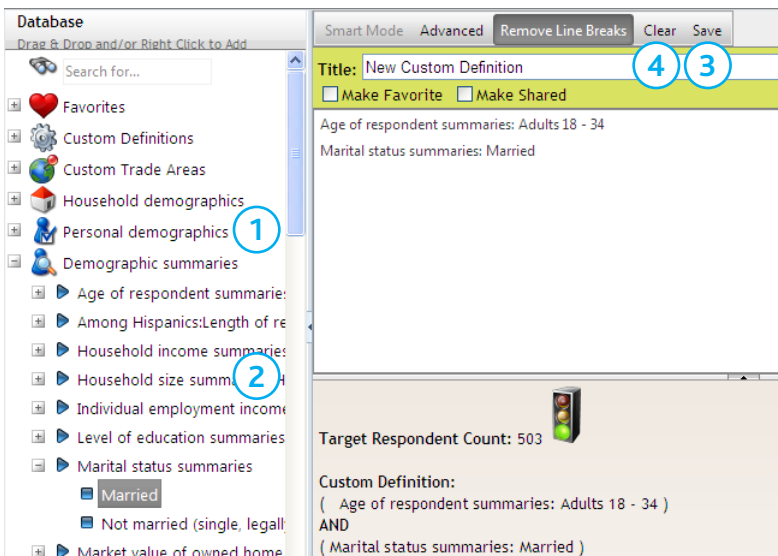
Create complex custom definitions using Boolean Logic (**AND/OR/NOT**); Organize, share and edit existing Custom Definitions.

Custom Definitions within Report Builder

Create complex custom definitions using Boolean Logic and then add it directly to your current report.

Creating Custom Definitions using Smart Mode

Smart Mode is the default in **Custom Definitions**.



- 1.) Choose your desired item from the database and move it to the white box on the right (double-click or click and drag).
- 2.) Choose additional items from the database and add to the box. **Title** the definition and **Save** it.
- 3.) You can also **Make it a Favorite** or **Share** it by checking the boxes at the top of the screen.
- 4.) To begin creating a new definition click **Clear**.

Custom Definitions Note

If you need to create a custom definition while already building a report, use Custom Definitions within Report Builder to avoid losing the contents of your report.

Note

The box at the bottom of the screen indicates your Target Respondent Count and whether your selection is combined with **AND** or **OR**.

Indicators

- Green** = 70+ respondents (reliable)
- Yellow** = 35-69 respondents (relatively unstable)
- Red** = <35 respondents (unstable)

Custom Definitions

Creating Custom Definitions using Advanced Mode

For more complex logic, use Advanced Mode.

- 1.) **Insert Buttons** – How highlighted data elements within the same subcategory will be added to the definition.
- 2.) **Insert Mode** – Refers to where your data and logic elements will be added to your definition compared to what is currently highlighted in the box.
- 3.) **Arrows** – Use these tools to re-order or delete data and logic elements of your definition.

The screenshot displays the 'Advanced Mode' interface for creating a custom definition. On the left is a 'Database' list of TV programs. The main editor area shows a logic tree with the following structure:

- Logic element 1: M-F 10pm-10:30pm cum: KAAA TV 10PM-10:30PM M-F
- Logic element 2: AND NOT
- Logic element 3: M-F 10pm-10:30pm cum: KBBB TV 10PM-10:30PM M-F
- Logic element 4: OR
- Logic element 5: M-F 10pm-10:30pm cum: KCCC TV 10PM-10:30PM M-F

At the bottom, the 'Target Respondent Count' is 396, indicated by a green stoplight icon. The 'Custom Definition' text at the bottom reads: (M-F 10pm-10:30pm cum: KAAA TV 10PM-10:30PM M-F) AND NOT (M-F 10pm-10:30pm cum: KBBB TV 10PM-10:30PM M-F OR M-F 10pm-10:30pm cum: KCCC TV 10PM-10:30PM M-F)

Make your first selection by double-clicking or click and drag from the database.

Add the desired logic (**OR**, **AND**, **OR NOT**, **AND NOT**). This will be inserted before or after what's currently in the white box, based on your **Insert Mode** selection of **Before** or **After**.

Add in additional data elements using the same method. Continue to add logic statements as needed.

Click **Refresh** at the top of the screen to validate your custom definition.

Be sure to check your Target Respondent Count in the box below (the stoplight should be green).

Title the definition and **Save** it. You can also **Make it a Favorite** or **Share** it by checking the boxes at the top of the screen.

Note

The parentheses should be used in situations where you're using more than one logic statement, for instance: (plan to buy new car **OR** plan to buy used car) **AND** watch my station.

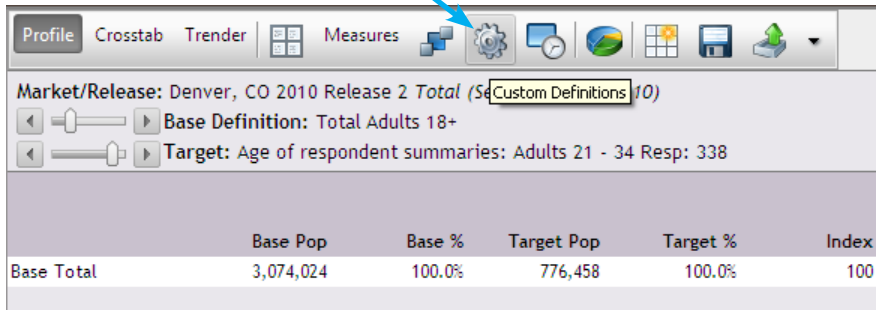
They should also be used when more than two items are selected, for instance: (plan to buy new car **OR** plan to buy used car **OR** plan to lease new car).



Custom Definitions

Creating Custom Definitions within Report Builder

If you're building a report and decide you want to create a custom definition, use the icon at the top of the report.



The screenshot shows the Report Builder interface with the 'Measures' tab selected. A blue arrow points to the 'Custom Definitions' icon (a gear) in the top toolbar. Below the toolbar, the report content is visible, showing a table with columns for Base Pop, Base %, Target Pop, Target %, and Index. The table data is as follows:

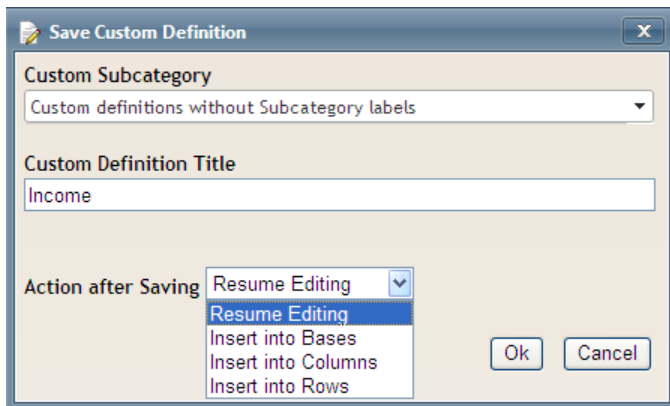
	Base Pop	Base %	Target Pop	Target %	Index
Base Total	3,074,024	100.0%	776,458	100.0%	100

This will open the Custom Definitions Manager and allow you to create definitions, following the same steps as outlined previously.

Note

If you click on **Custom Definitions** under PRIME Lingo Tools on the left, your current report will no longer be available.

When you click **Save**, you'll select where to save the custom definition, title it and choose to either **Resume Editing** or **Insert it** into the report as a Base, Column or Row.



The 'Save Custom Definition' dialog box is shown with the following fields and options:

- Custom Subcategory:** Custom definitions without Subcategory labels
- Custom Definition Title:** Income
- Action after Saving:** Resume Editing (selected), Resume Editing, Insert into Bases, Insert into Columns, Insert into Rows
- Buttons:** Ok, Cancel

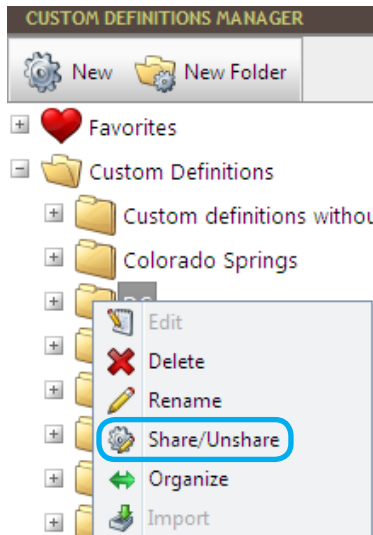


Custom Definitions

Working with Custom Definitions

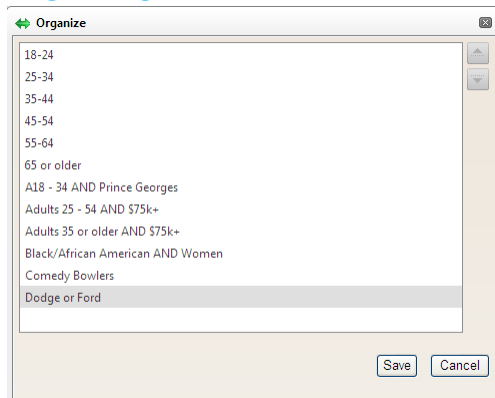
Open Custom Definitions under PRIME Lingo Tools.

Sharing



To share (or stop sharing) either an entire folder or an individual item, highlight it and then right click and select **Share/Unshare**.

Organizing



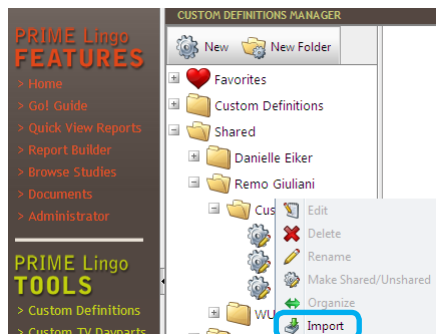
Highlight the Folder with the **Custom Definitions** that you want to organize. Right-click and select the **Organize** option.

In the Organize box you can click and drag to move the definition higher or lower on the list.

You can also highlight the row you want to move and use the arrows on the right hand side to move the definition.

Importing

You can import custom definitions that other users have created and shared. This will place the definition in your own Custom Definitions folder to use and/or modify without affecting the original user's shared definition.



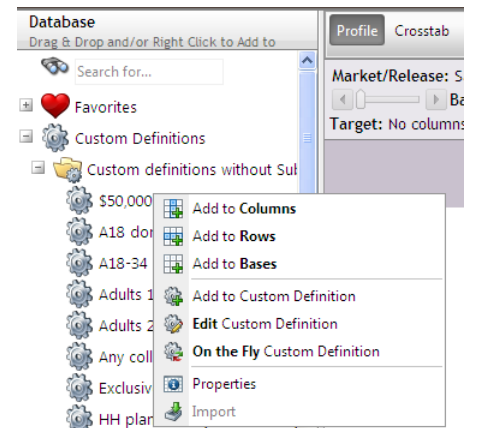
In the **Shared** folder you'll see the names of people who have shared definition. Click the **(+)** to open the folders, then right-click on the definition you want and select **Import**. Click **OK** and the definition will be imported to your Custom Definitions folder.

Using Custom Definitions

When building reports you'll see the **Custom Definitions** category toward the top of the database.

To use them in reports

Select the folder where you saved the definition. Click on the **(+)** to expand the selections. Highlight the desired definition(s) and **Add to Columns, Rows or Bases**.



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