Opportunity Report

What is the Opportunity Report?
The Opportunity Report allows you to profile your target group against specific categories or the entire Scarborough database with a threshold against index (greater than or less than an index of "x"). In addition to the index, thresholds can also be set against the target or row percent.

How do I access the Opportunity Report?
The Opportunity Report can be accessed from the Prime Lingo Features menu or from the drop-down list in Step 1 of the Go! Guide.
**Step 1 – Select the Study and Base**

To change the default selections for the study and base, click on the drop-down arrows and double-click on your selection.

**Step 2 – Select the Target**

The complete Scarborough database is displayed. Use the (+) to expand categories. You may also use the Search function to locate your Target. You can also create **On-the-Fly Custom Definitions** using the right click function. To select your Target, double-click on item from the database. Your selection will be shown in the orange status bar at the bottom of the screen.
**Step 3 – Select the Report Categories**

Choose any of the categories by checking the corresponding check box or select the entire database by checking the Select All/ Deselect All Categories box. Rank the Report within Subcategories or Across All Responses by checking the appropriate box.

**Step 4 – Specify the Criteria to Define your Report**

**Select Thresholds:** Select an index of greater than or less than "x" to choose the criteria to be added to your report. You may also add the additional criteria of Target % or Row % with a penetration of greater than or less than "x".

**Sort:** Sort your report on index or target % in descending or ascending order by selecting from the drop-down menu.

**Limit responses by respondent count:** You have the option to limit the row responses with less than 35 or less than 70 respondents by selecting the appropriate button.
Results

Choose any of the categories by checking the corresponding check box or select the entire database by checking the Select All/Deselect All Categories box. Rank the Report within Subcategories or Across All Responses by checking the appropriate box. At the top of the report, you have the options to:

1.) **Send to Report Builder** to expand on your Opportunity Report.
2.) **Export** your report to Excel or Adobe PDF.
3.) **Send the report to your e-mail**.

Results:

**Show Only Top**: This drop-down allows you to narrow your report to include only the top 5, 10, 25, 50 or 100 responses. You may also re-sort your report by right-clicking over the measure.

**Sort Across Category**: Sorts data regardless of Category/Daypart (Ascending or Descending).

**Sort Within Category**: Sorts each Category separately, keeping responses organized within the Category (Ascending or Descending).