

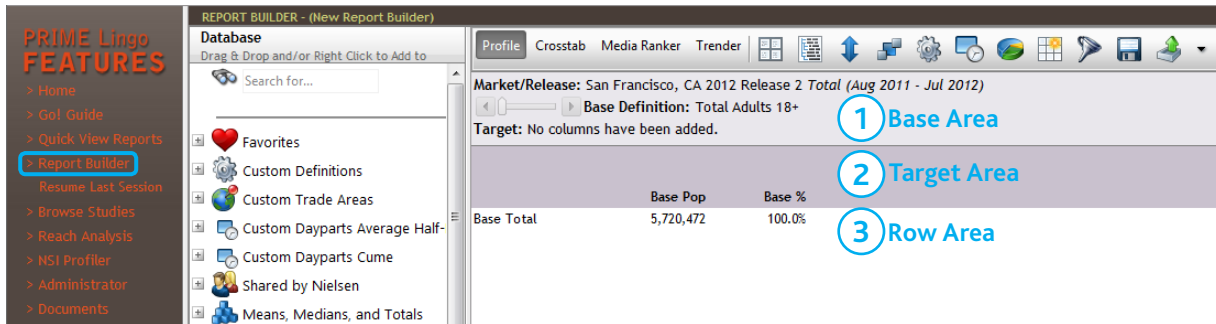
Guide


Report Builder

Report Builder gives the most flexibility in creating Profile, Crosstab, Media Ranker and Trend reports.

To create a report in Report Builder

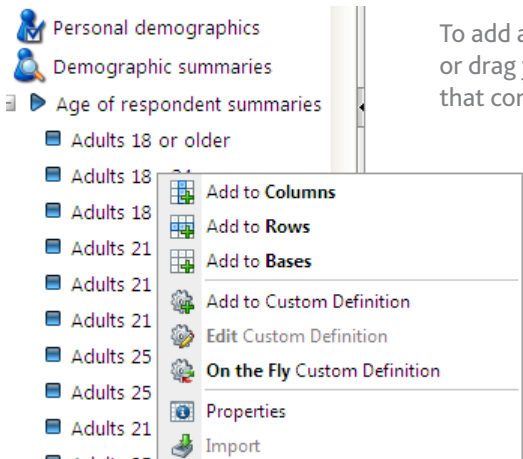
Under PRIME Lingo Features, click **Report Builder** to begin building your report.



Scroll through the database to select your specs. Or, search for a specific entry using the  Search for... icon at the top of the list.

The (+) and (-) are used to expand or collapse your Categories and Sub-Categories.

Highlight the item(s) you'd like to include and add them to your report by right-clicking or dragging and dropping.



To add a target, right-click and choose **Add to Columns**, or drag your database selection into the dark gray area that contains the report's column headings.

To add rows, right-click and choose **Add to Rows**, or drag your database selection into the white area or body of your report.

Note

See screenshot above for where you can drag and drop to create: 1.) Bases, 2.) Targets or 3.) Rows.

Report Builder

- 1.) You can change your Study by clicking on the **name of the market** in your current report.
- 2.) You can change your survey weight (Total, HHLD, Current 6 Months) by clicking on the **weight** currently selected in your report.

1 Market Name 2 Weight

Market/Release: San Francisco, CA 2012 Release 2 Total (Aug 2011 - Jul 2012)

Base Definition: Total Adults 18+ 3 Base

Target: Age of respondent summaries: Adults 25 - 54 Resp: 2,622

4 Target

Use the **arrows** to go to your next or previous Base or Target. You can also double-click on either the **Base (3)** or **Target (4)** to open a list and change it from there.

Select Target

Available Target(s) (Click on Target then select Ok)

- Base Total
- Age of respondent summari...: Adults 18 - 49
- Age of respondent summari...: Adults 25 - 54
- Age of respondent summari...: Adults 55 or older

Selected Target:
Age of respondent summari...: Adults 25 - 54

Ok Cancel

1 Profile 2 Crosstab 3 Media Ranker 4 Trender 5 6 7 8 9 10 11 12

Toolbar Options

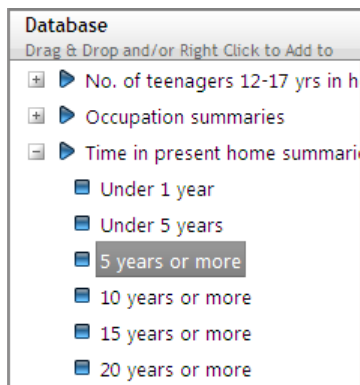
- 1.) **Report Layout Options**, change your report layout by clicking on one of the available layout options
 - Profile** – View one Target at a time.
 - Crosstab** – View multiple Targets side by side.
 - Media Ranker** – View both Average and Cume estimate detail on the same row.
 - Trender** – Choose multiple releases and calculate differences over time.
- 2.) **Definitions View** – View all report elements in a four-pane layout which allows you to reorder, add, move or delete selections in your report.
- 3.) **Measures** – Select specific measurements to be included in your report. You can also set the selections as default settings for future reports within each report type.
- 4.) **Sort** – Choose Sort as either Ascending or Descending and either within or across category.
- 5.) **Switch Rows with Columns** – Flip the columns and rows of your report.
- 6.) **Custom Definitions** – Build custom definitions while in Report Builder.
- 7.) **Custom TV Dayparts** – Build custom TV dayparts while in Report Builder.
- 8.) **Graph Builder** – Custom build graphs using the data in your report.
- 9.) **Create New Report** – Clear all selections and start with a new report.
- 10.) **Media Filter** – View only media items in the database list.
- 11.) **Save Report As** – Save the report to use again.
- 12.) **Export** – Export the report using selected file type.



Report Builder

Report Builder Right-Click Options

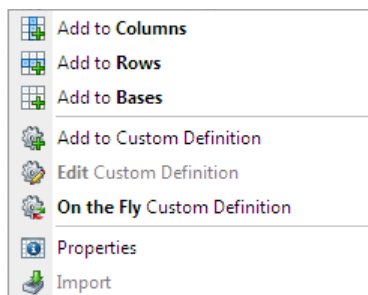
There are right-click options you can use while creating reports in Report Builder as well as to edit completed Profile or Crosstab reports.



Send selections directly to the report

(Alternative to dragging and dropping selections).

Highlight desired selections within or across categories, hover over selection then right-click.



Select **Add to Columns**, **Add to Rows** or **Add to Bases** as desired.

Add to Custom Definition will send your highlighted selections to Custom Definitions for further building. **See the Custom Definitions Guide for more information.**

Properties will allow you to see the number of respondents for the highlighted selection before adding it to a report.

Create Custom Definitions On the Fly

Hold the **CTRL** button down to make multiple selections within or across categories and then right-click. Select **On the Fly Custom Definition** to combine all selections.

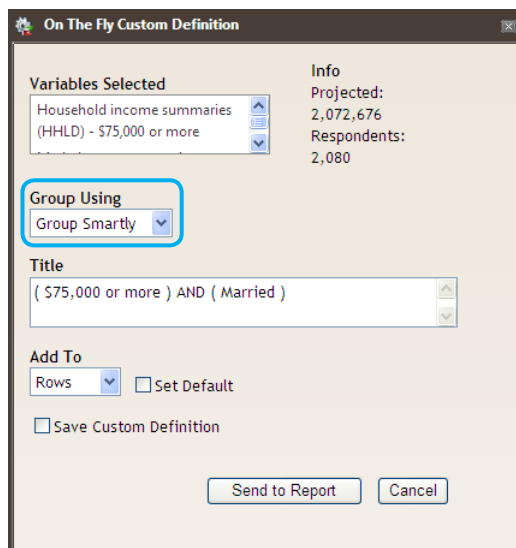
PRIME Lingo will **Group Smartly** by default. This uses the following logic:

If two or more selections are within the same subcategory, they will be combined with **OR** logic (i.e. HHLI income \$35,000-\$49,999 **OR** \$50,000-\$74,999).

If selections are from different categories, they will be combined with **AND** logic (i.e. sex of respondent = woman **AND** HHLI income= \$35,000+).

You can override the logic and create your own combinations by using the drop-down box under Group Using and selecting **AND** or **OR**.

Once finished selecting logic, you can retitle the definition, verify there are 70 or more respondents to ensure reliability, and add this new spec to your report as a Base, Column or Row. You can also save this spec for future use by clicking **Save Custom Definition**. Once complete, click the **Send to Report** button.



Report Builder

Formatting Reports

You can also use right-click options within a report to **edit** the title of a selection, and **sort** and **delete** selections. Hover over any column in a Profile or Crosstab report and **right-click** to make your selection.

	Base Pop	Base %	Target	
Base Total	5,720,472	100.0%	3,720,000	
Primary reasons used dealer to buy/lease last new vch (HHLD)				
Financing through dealer	496,674	8.7%		
Location	1,005,269	17.6%		
Price - value	1,427,858	25.0%	769,440	23.5%
Reputation of dealer	685,464	12.0%	328,487	10.0%
Selection of makes/models	1,063,640	18.6%	586,785	17.9%
Service	443,109	7.7%	193,238	5.9%
Warranty	278,371	4.9%	118,497	3.6%
Other reason	360,245	6.3%	201,893	6.2%

You can also right-click on the rows in your report and make changes.

Financing through dealer	195,293	6.4%	21,470	8.3%	131
Location	374,070	12.1%	25,256	9.8%	81
Price - value	571,070	12.1%	63,204	24.5%	103
Reputation of dealer	371,070	12.1%	40,539	15.7%	107
Selection of makes/models	371,070	12.1%	33,279	12.9%	88
Service	371,070	12.1%	40,082	15.5%	160
Warranty	202,023	6.6%	24,718	9.6%	146
Other reason	315,752	10.3%	47,741	18.5%	180

Profile or Crosstab Report Right-Click Options

- 1.) Subcategory
- 2.) Response
- 3.) **Edit Column** – Allows you to change the title of the Subcategory or Response.
- 4.) **Delete Subcategory** – Removes all Responses within the Subcategory.
- 5.) **Delete Response** – Removes only the line hovered over.
- 6.) **Sort Across Category** – Sorts all data on the report (either Ascending or Descending by statistic selected).
- 7.) **Sort Within Category** – Sorts each Category separately (Ascending or Descending by statistic needed).
- 8.) **No Sort** – Removes any sorting options.
- 9.) **Copy to Custom Definition** – Opens the Custom Definition window so you can combine, modify logic, or save desired item.

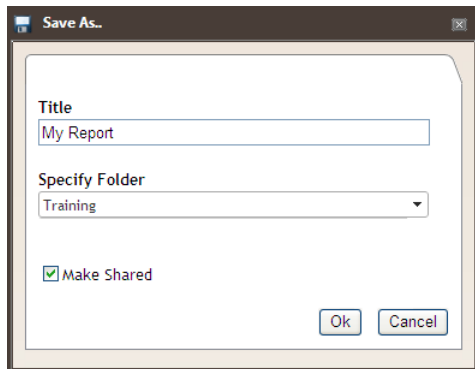
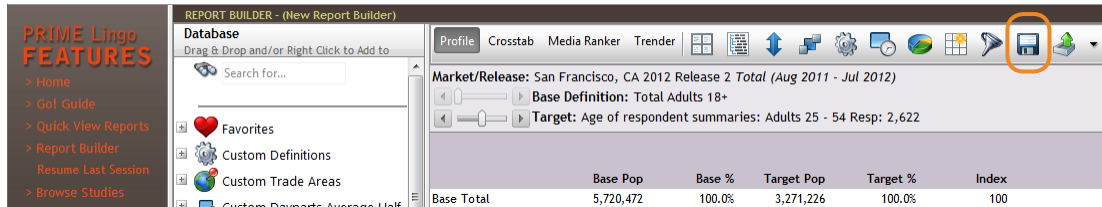
- 1.) **Edit Row** – Allows you to change the title for the response.
- 2.) **Delete Subcategory** – Removes all Responses within the Subcategory.
- 3.) **Delete Response** – Removes only the line hovered over.
- 4.) **Copy to Custom Definition** – Opens the Custom Definition window so you can combine, modify logic, or save desired item.



Report Builder

Saving Reports

In PRIME Lingo you can save your reports for future use. Once you have completed building your Profile, Crosstab, or Trender report, click the disk icon to save the report.

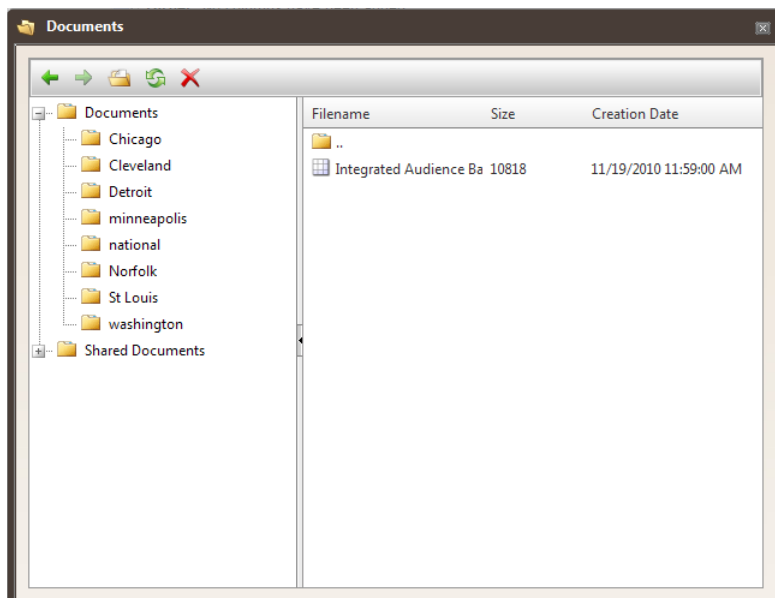


Title the report and save it in the desired folder.

To create a new folder, type the name of the folder you're creating in the **Specify Folder** box.

To share this report with others in your company click the **Make Shared** box. Click **OK**.

Once saved, click on **Documents** in the left column on the Home page to retrieve saved reports.



In **Documents**, click to open the Subfolders as needed, then double click to open the saved report.

You can use the icons at the top to open or delete saved reports.

