Software Tip
Search & Search Assistant

This feature has two distinct parts and is present wherever you can perform a search on the PRIME Lingo Database.

1.) **Search** - Search for an item using a specific word which will result in a list of all items in the Category and Subcategory where the item appears.

2.) **Search Assistant** - Search for all items within a topic which will result in a list of all items that are relevant to the particular topic.

**Search**

Type an item into the Search bar. This function searches the entire Scarborough Database for any string containing two or more characters. Search is not case sensitive.

Search will look for the term in all (1) Category, (2) Subcategory and (3) Response items. All Response items that meet your Search criteria will be identified with a (4) checkmark icon.
Right-click within the search results for options to Add items at each level; Category, Subcategory and Response.

At the Category and Sub-Category levels, the following right-click options are available:

- **Add to Columns**
- **Add to Rows**
- **Add to Bases**
- **On the Fly Custom Definition**
- **Edit Custom Definition**
- **Properties**
- **Import**
- **Select**

At the Category level, the following Right Click options are available:

- **Add to Columns**
- **Add to Rows**
- **Add to Bases**
- **On the Fly Custom Definition**
- **Edit Custom Definition**
- **Properties**
- **Import**
- **Select**

Events attended/places visited past 12 months
Remember that within Default Settings you have the option to turn off Search at the Category level.

Search Assistant
This new feature allows you to search by commonly requested topics such as tourism, financial, casinos or food/beverage. It will find all Scarborough variables across a multitude of categories that would be of value in profiling your topic of interest, including those that will not be found in “Search for…” In addition, only variables related to your particular topic will appear.

This feature is present wherever you can perform a search on the Prime Lingo Database and works in conjunction with the current Search feature. However, the Search Assistant works differently to current Search.

To use Search Assistant, click on the icon.

• You will be presented with a list of topics.
• The first topic in the list is a Recent Search option which will highlight the last 5 searches you completed as part of either a Search For… or Search Assistant query.
• Below the Recent Search Items is a list of associated search terms you can use to search for like items. For Example, under the Groceries topic you will find variables related to the term Coupons.

When an item is selected from the second level, ONLY those items that match or the ones that would have had a checkmark beside them in the standard search, will be returned within the results. The exception to this is when the Category or Subcategory title matches the search, in which case, all responses should be returned.