

# LEARNING PATH

## SCARBOROUGH

Scarborough provides clients with actionable and dynamic insights on the product consumption habits, demographics, lifestyles and media usage of today's consumer. As a leading authority on the American shopper, Scarborough is the choice of over 3,500 media, marketer and agency clients for local, regional and national consumer information.

For more information, visit the

[Client Learning Site: Scarborough page](#)

Be sure and look for the many conceptual Scarborough sessions offered throughout the year!

Conceptual sessions offer an in-depth look at how Scarborough data can be applied within specific categories and to address analysis needs.

### Getting Started:

#### [Scarborough: Prime Lingo 101, Fundamentals](#)

New to PRIME Lingo? This is the place to start! Scarborough PRIME Lingo 101 gives you an overview of these timesaving wizard-driven reports.

#### [Scarborough: Prime Lingo 102, Using Report Builder](#)

Scarborough PRIME Lingo 102 gives you an overview of Report Builder and all of the functions available within this area of the PRIME Lingo software.

#### [Scarborough: Selling Your Story, Lab Class](#)

Scarborough provides different ways of looking at data, but many users are unsure which data to use to tell the most compelling story. Working with the Top Ten Reports document included in the registration materials, this interactive session allows you to:

- \* Practice developing positive sales statements using Target Population, Target Percent, and Index
- \* Evaluate when to use one statistic over another, or use them in combination to tell the best story
- \* Gain insight into the variety of valuable reports available and how to create them

### Beyond the Basics:

#### [Scarborough: Prime Lingo 103, Reach Analysis & NSI Profiler](#)

Reach Analysis allows users to create multi media schedules, using a qualitative target. NSI Profiler gives you the capability to combine the Nielsen Ratings and Scarborough database to truly show the power of your station.

#### [Scarborough: Prime Lingo 201, Custom Definitions](#)

Scarborough PRIME Lingo 201 provides an overview of PRIME Lingo Tools, which are geared for intermediate/advanced PRIME Lingo users. This includes Custom TV Dayparts, Custom Definitions, and Custom Trade Areas.