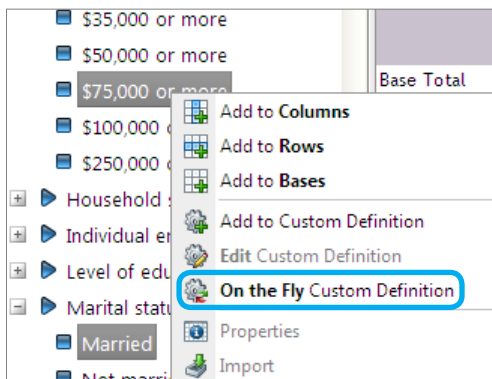*Software Tip*
On the Fly Custom Definitions

PRIME Lingo

The quickest and easiest way to create basic custom definitions is with the **On the Fly Custom Definition** feature.

First, select the various definitions that you want to combine by single clicking and holding down the **CTRL** key to pick each one. When your last selection has been made, right-click to access the **On the Fly Custom Definition** feature.
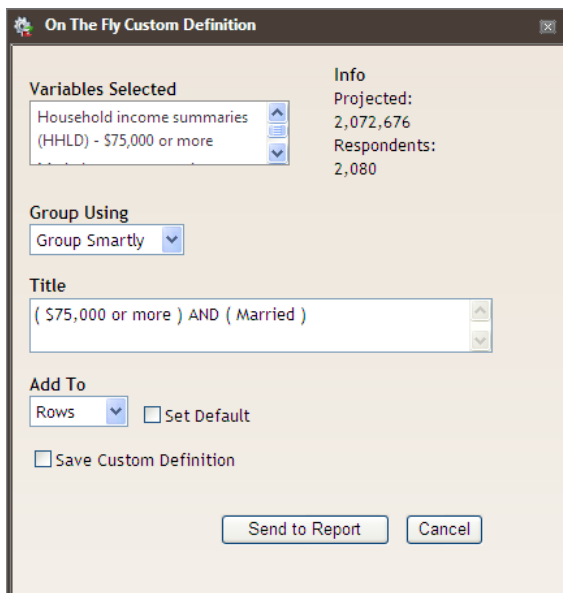
PRIME Lingo will use **Group Smartly** by default. This uses the following logic:

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

If two or more selections are from different categories, they will combined with **AND** logic (i.e. Sex of respondent = Women and HHLD 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.

Note
If the logic in the On the Fly Custom Definition does not combine as you would like, you can close it and right-click from the database with your desired selections highlighted to **Add to Custom Definition** for more complex logic options.

PRIME lingo
Powered by Scarborough

1 Enroll   2 Download   3 Watch
CLS Training Support—click here.

For assistance, please call the Nielsen Solutions Center at 1-800-423-4511.