

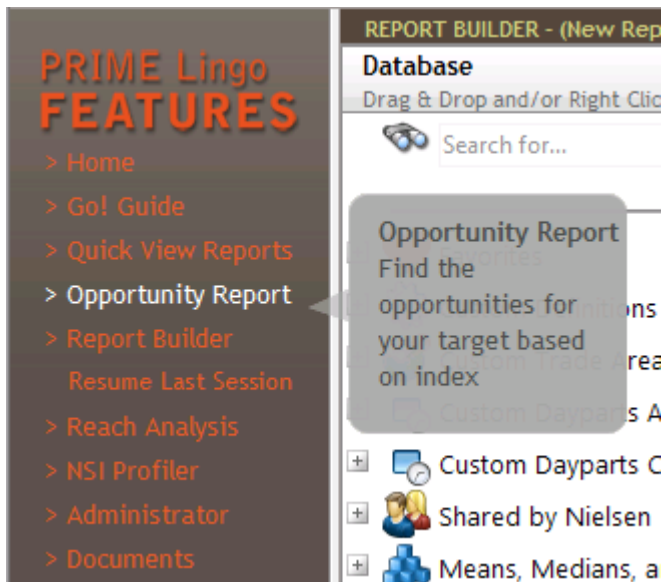


Guide

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.

Opportunity Report

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.

The screenshot shows the 'STEP 1 Select Your Study and Base' screen. On the left is a navigation pane with buttons for STEP 1, STEP 2, STEP 3, STEP 4, and RESULTS. The main content area has a 'go!' logo and the title 'STEP 1 Select Your Study and Base'. Below the title, it says 'Make your selection by clicking on the box and double clicking on your selection.' It then displays 'Your current REPORT is: Opportunity Report' and 'Your current STUDY is: Phoenix, AZ 2013 Release 1 Total (Feb 2012 - Jan 2013)'. To the right, it shows 'Your current BASE is: Total Adults 18+' with a drop-down arrow and a link 'If you wish to change - click here'. At the bottom, an orange status bar displays: 'REPORT: Opportunity Report', 'STUDY: Phoenix, AZ 2013 Release 1 - Total (Feb 2012 - Jan 2013)', and 'BASE: Total Adults 18+'. Navigation arrows for 'PREVIOUS' and 'NEXT' are in the bottom right.

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.

The screenshot shows the 'STEP 2 Define Your Target' screen. The navigation pane on the left now highlights 'STEP 1' with the text 'Phoenix, AZ 2013 Release 1 - Total (Feb 2012 - Jan 2013)'. The main content area has the title 'STEP 2 Define Your Target' and the instruction 'Now select "WHO" it is you want to research. The "WHO" will be the "Target" in your report. Select a Target by double-clicking on one of the database items below.' It says 'Please select a target' and shows a search bar with the text 'Click here to SEARCH the database...'. Below the search bar is a tree view of the database categories: Household demographics, Household income (HHLD), Household size (HHLD), Market value of owned home (HHLD), No.adults in household (HHLD), No.children in household (age 17 or under) (HHLD), and No.employed in household (HHLD). The 'No.adults in household (HHLD)' category is expanded. At the bottom, the orange status bar displays: 'TARGET: Items/services HHLD plans to buy in next 12 months (HHLD) - Furniture'. Navigation arrows for 'PREVIOUS' and 'NEXT' are in the bottom right.

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Prime Lingo – Opportunity Report 2

Opportunity Report

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.

OPPORTUNITY REPORT

STEP 1
Phoenix, AZ 2013
Release 1 - Total (Feb 2012 - Jan 2013)

STEP 2
Items/services HHLd plans to buy in next 12 months (HHLd) - Furniture

STEP 3

STEP 4

RESULTS

go! **STEP 3** Select the categories you wish to include in your Opportunity Report.

Available categories

- Household demographics
- Personal demographics
- Demographic summaries
- Geographic demographics
- Newspapers
- Media websites

Select All/Deselect All Categories

Rank report:

- Within subcategory
- Across all responses

3 Categories Selected

PREVIOUS NEXT

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.

OPPORTUNITY REPORT

STEP 1
Phoenix, AZ 2013
Release 1 - Total (Feb 2012 - Jan 2013)

STEP 2
Items/services HHLd plans to buy in next 12 months (HHLd) - Furniture

STEP 3
3 Categories

STEP 4

RESULTS

go! **STEP 4** Specify the criteria that define your Opportunity Report

Options (Thresholds and Cut-offs) include:

- Index: Greater Than 110
- Target %: Greater Than 5
- Row %: Greater Than 5

Sort On: Index Descending

Exclude responses that have

- Fewer than 35 respondents
- Fewer than 70 respondents

Criteria Selected: Index: > 110 Exclude responses: Fewer than 70 respondents

PREVIOUS NEXT

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Prime Lingo – Opportunity Report 3

Opportunity Report

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).

OPPORTUNITY REPORT

STEP 1
Phoenix, AZ 2013
Release 1 - Total (Feb 2012 - Jan 2013)

STEP 2
Items/services HHLd plans to buy in next 12 months (HHLd) - Furniture

STEP 3
3 Categories

STEP 4
Criteria Selected :
Index: > 110
Target %: > 5
Fewer than 70

RESULTS

RESULTS

Send to Report Builder Export... Send to My Email...

Scarborough New Report Builder
Market/Release: Phoenix, AZ 2013 Release 1
Release Weight : Total (Feb 2012 - Jan 2013)
Base: Total Adults 18+ (Pop: 3,774,234 - Resp: 2,430)
Target: Items/services HHLd plans to buy in next 12 months (HHLd): Furniture (Pop: 442,945 - Resp: 256)

	Base Pop	Base %	Target Pop	Target %	Index
Base Total	3,774,234	100.0%	442,945	100.0%	100
Age of respondent					
21 - 24	207,016	5.5%	49,084	11.1%	202
40 - 44	384,529	10.2%	70,342	15.9%	156
25 - 29	327,538	8.7%	48,309	10.9%	126
45 - 49	264,345	7.0%	35,801	8.1%	115
Among Hispanics:Born in United States					
No	374,564	9.9%	69,111	15.6%	157
Yes	519,285	13.8%	76,317	17.2%	125
Among Hispanics:Ethnic descent					
Other	132,008	3.5%	27,476	6.2%	177
Mexican, Mexican- American, Chicano	743,710	19.7%	114,298	25.8%	131
Among Hispanics:Language personally prefer to speak					
Spanish only	177,921	4.7%	46,328	10.5%	222
English only	250,951	6.6%	40,129	9.1%	136
English more					

Sorted Descending Within Category Items/services HHLd plans...: Furniture using Measure Index

Page 1 of 3

Show Only Top
All

PREVIOUS NEXT

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