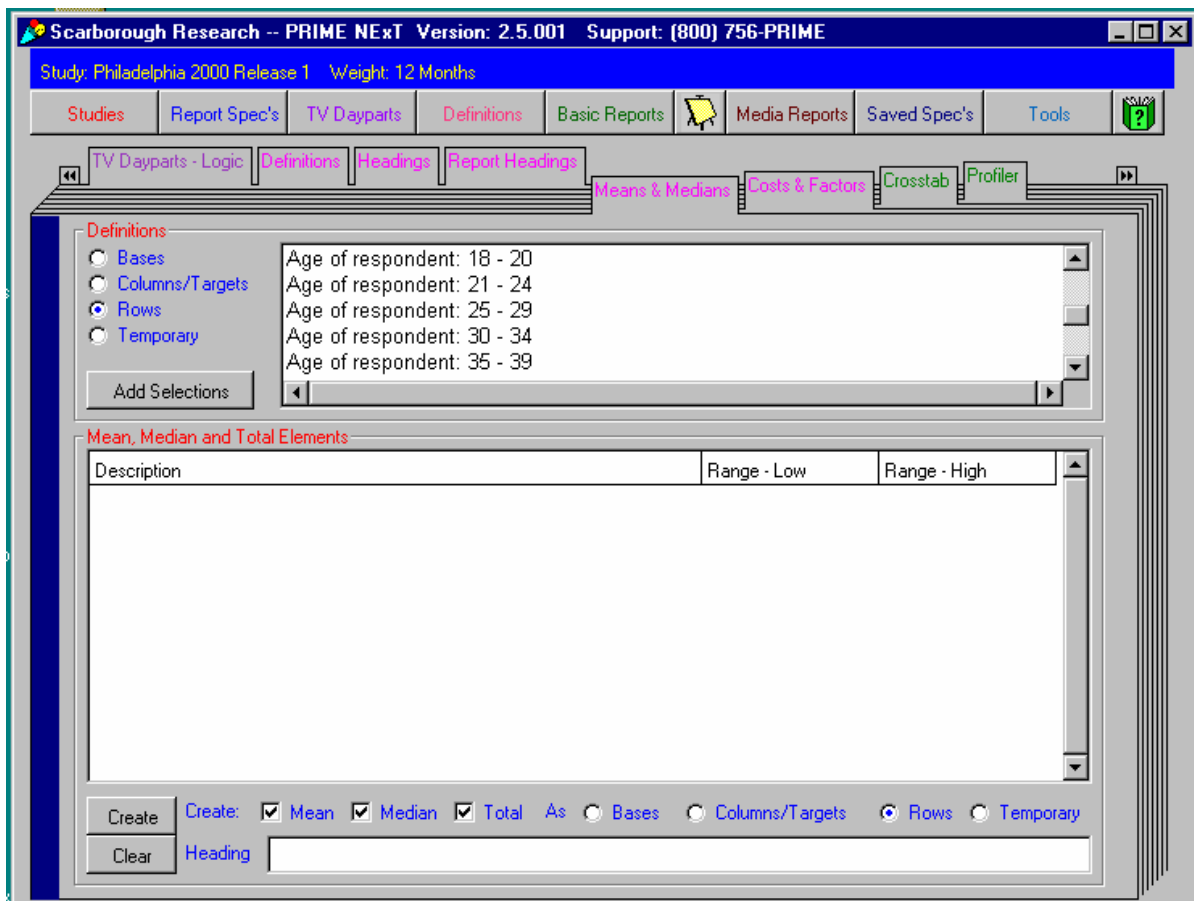


Customizing Report Specifications

Defining Means, Medians, and Totals

The **Means & Medians** screen allows you to create mean, median, and total definitions by setting the low-range and high-range values for a definition. You might, for example, set the high range for Age 18-20 to 21 because a respondent is still included in that category even if his or her 21st birthday is the next day after he or she responded to the survey.



1. Switch to the Means & Medians screen by clicking on its associated tab.
2. To examine the currently loaded definitions, select one of the four radio buttons in the Definitions section.
3. Select one or more of the definitions, and click the Add Selections button.
4. Edit the Range - Low and Range - High fields as desired.
5. To specify whether you want to create a mean, media, or total definition, select one or more of the checkboxes in the Create section.

Note: Total refers to the total amount in the definition. This is useful, for example, if your definition refers to an amount spent; you would then obtain the total amount spent by respondents.

6. To specify which type of definition you want to create, select one of the radio buttons in the Create section. For example, if you want to create a Target definition, select the

Columns/Targets radio button.

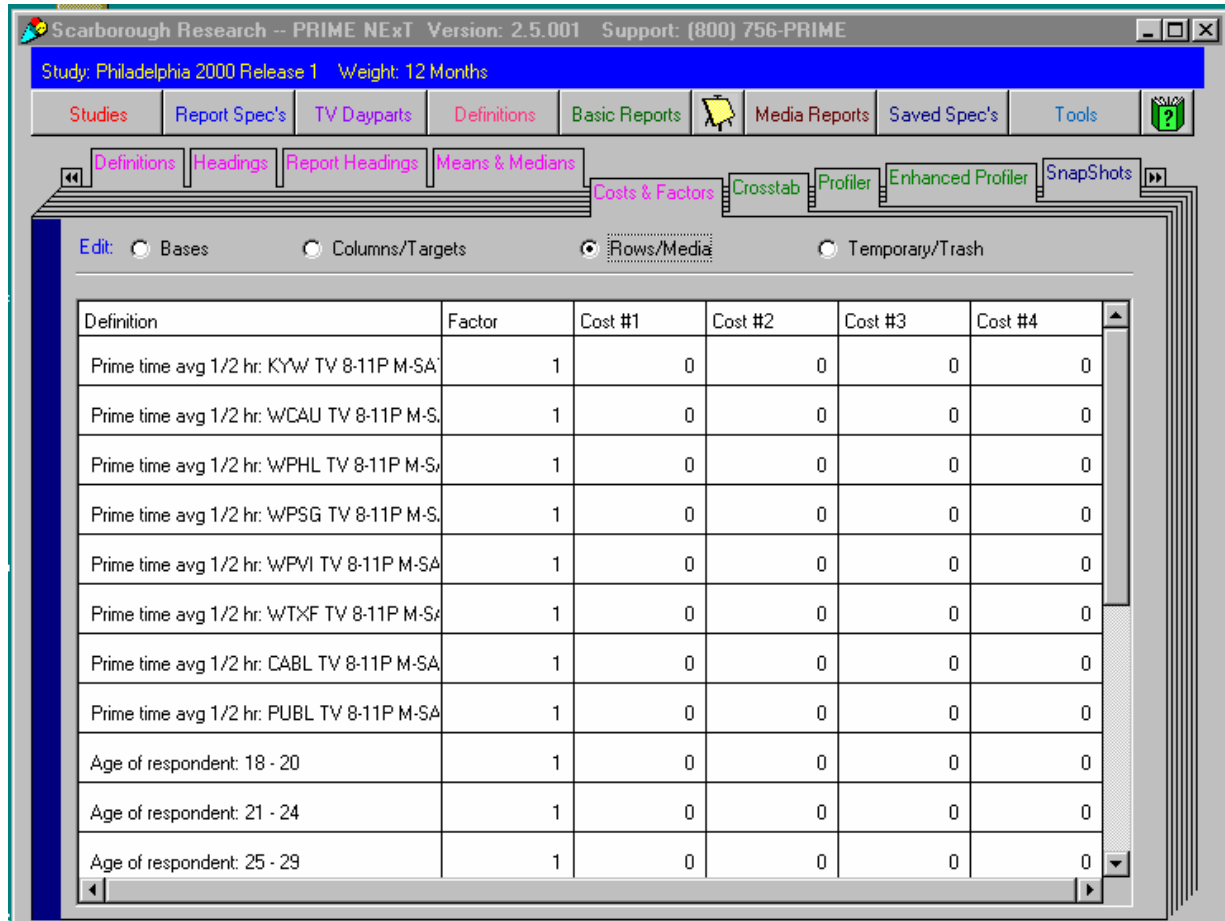
7. In the Heading field, type a description that will be added before the default headings of the definitions that you create.

Note: To clear the definitions in the Mean, Mean, and Total Elements section and start over, click the Clear button.

8. To create definitions from your selections, click the Create button.

Defining Costs and Factors

The **Costs & Factors** screen allows you to enter factors and up to four costs into Base, Column/Target, Row/Media, or Temporary/Trash definitions.



1. Switch to the Costs & Factors screen by clicking on its associated tab.
2. To examine the currently loaded definitions, click any of the radio buttons in the Edit section.
3. Edit the Factor field and any of the four Cost fields of any definition you desire.
4. To save the edits to a definition, click the Definition description in the first column.