



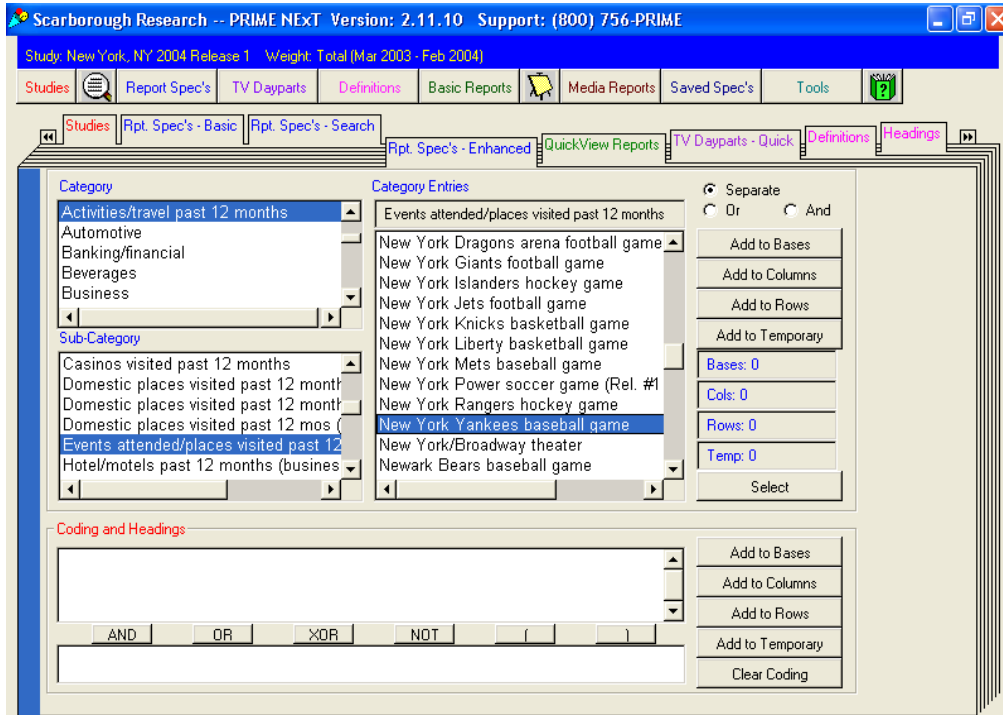
## CREATING CUSTOMIZED TARGETS

Use Scarborough to create any type of customized target.

**EXAMPLE:** Yankees fan = attended game or listened to game on radio or watched game on broadcast TV/cable past 12 months

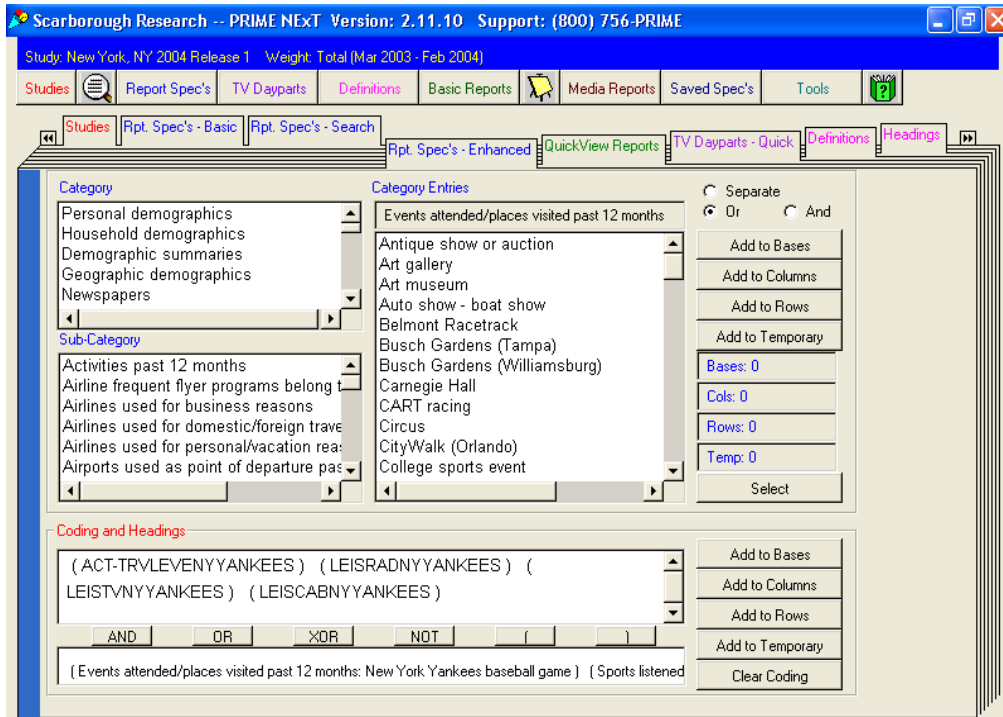
**Step 1:** Go to the REPORT SPEC'S-ENHANCED screen.

**Step 2:** Select the category entry with which you want to create a customized target.



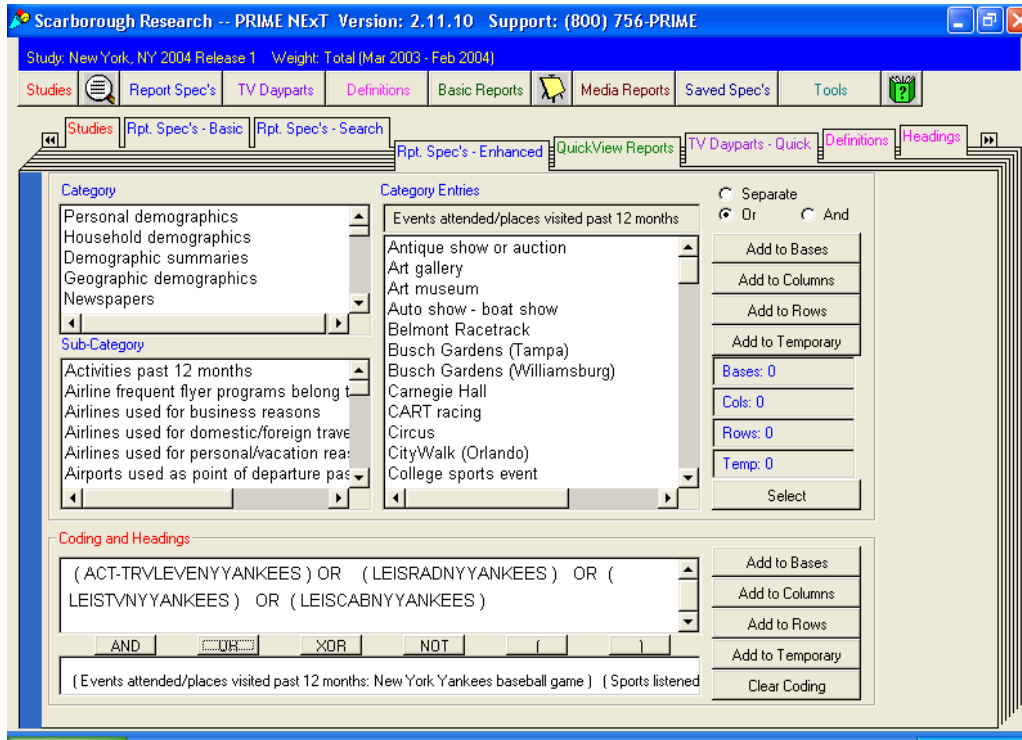
**Step 3:** Once you've highlighted your category entry you wish to create a custom target for, hit the SELECT button on the lower right hand side of the screen. This will drop the category entry down into the holding tank. You can then repeat the process with other category entries until they are all in the coding & headings portion of the screen.

## CREATING CUSTOMIZED TARGETS



Step 4: Once you've brought your category entries down into the coding & headings screen, you will need to use the AND, NOT, XOR logic buttons to complete your statement (see above.)

## CREATING CUSTOMIZED TARGETS

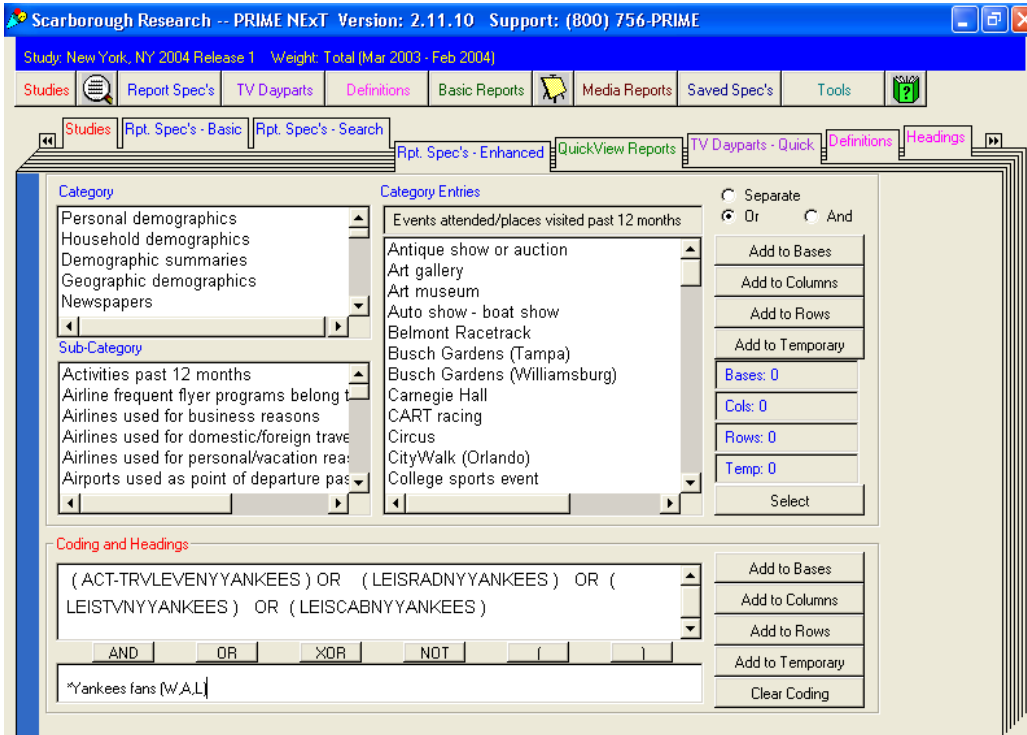


**Step 5:** Once you've completed your logic statement, you can give your customized target a title in the bottom portion of the coding & headings portion of the screen.



## CREATING CUSTOMIZED TARGETS

**Step 6:** You **MUST** add your customized spec to your report with the **ADD TO** buttons in the coding & headings portion of the screen (see below)



**NOTE:** You can use the **AND/NOT** logic buttons to create an exclusive group of people .

**EXAMPLE:** Watched Yankees on broadcast TV **OR** watched Yankees on cable **OR** listened to Yankees on radio **AND NOT** attended Yankees game past 12 months

**EXAMPLE:** Attended Yankees game **AND NOT** Mets game past 12 months