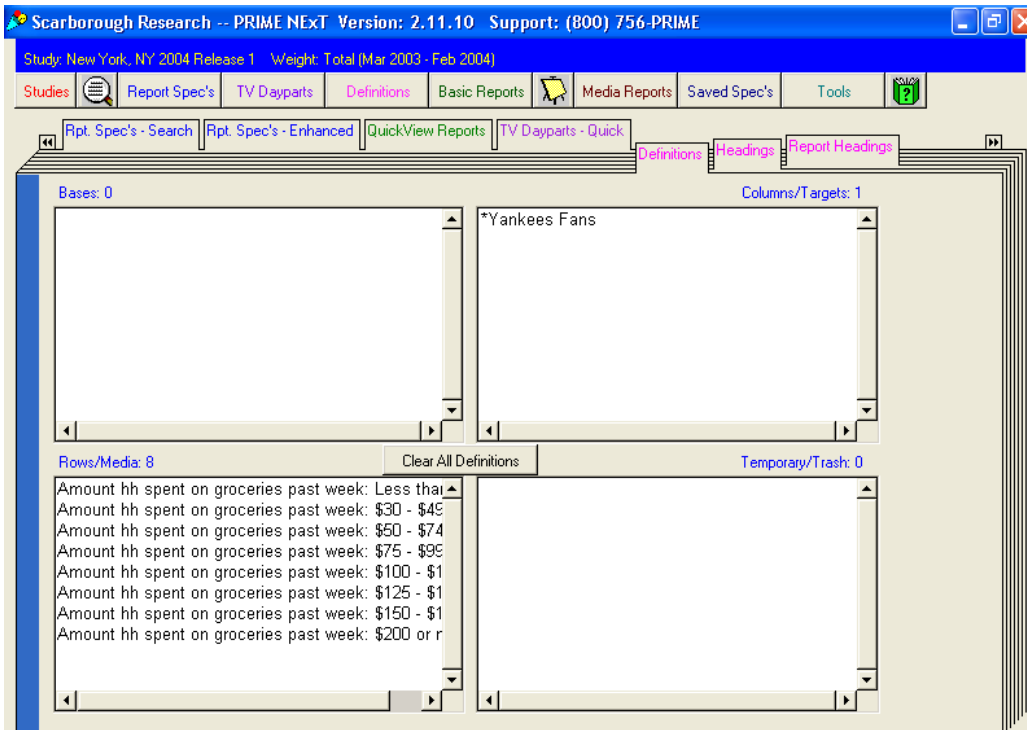


## CREATING MEANS & MEDIANS REPORTS

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.

**Step 1:** In **Report Spec's**, select the variables for your report. You might want to select your fan/attendee and add them to your columns. Put what you want to create a means/medians report for in the rows.

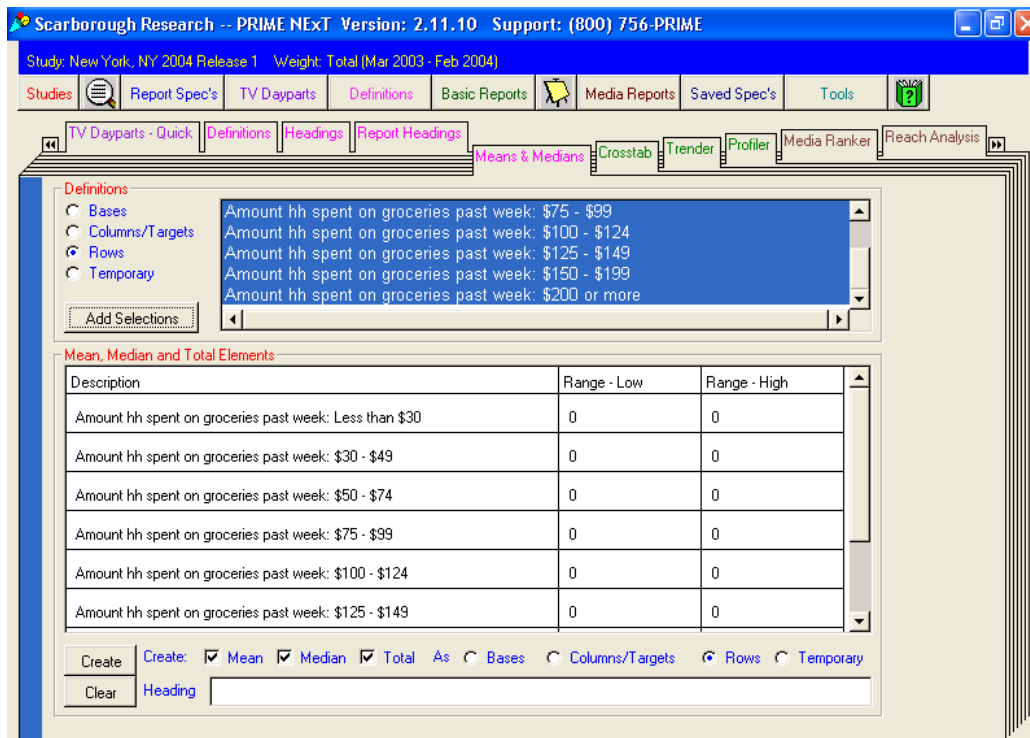


**Step 2:** Switch to the **Means & Medians** screen by clicking on its associated tab.

**Step 3:** Click on **ROWS** in the definitions portion of the screen.

**Step 4:** Highlight all of your values and hit the **ADD SELECTIONS** button so that the values drop down to the bottom portion of the screen.

## CREATING MEANS & MEDIANS REPORTS



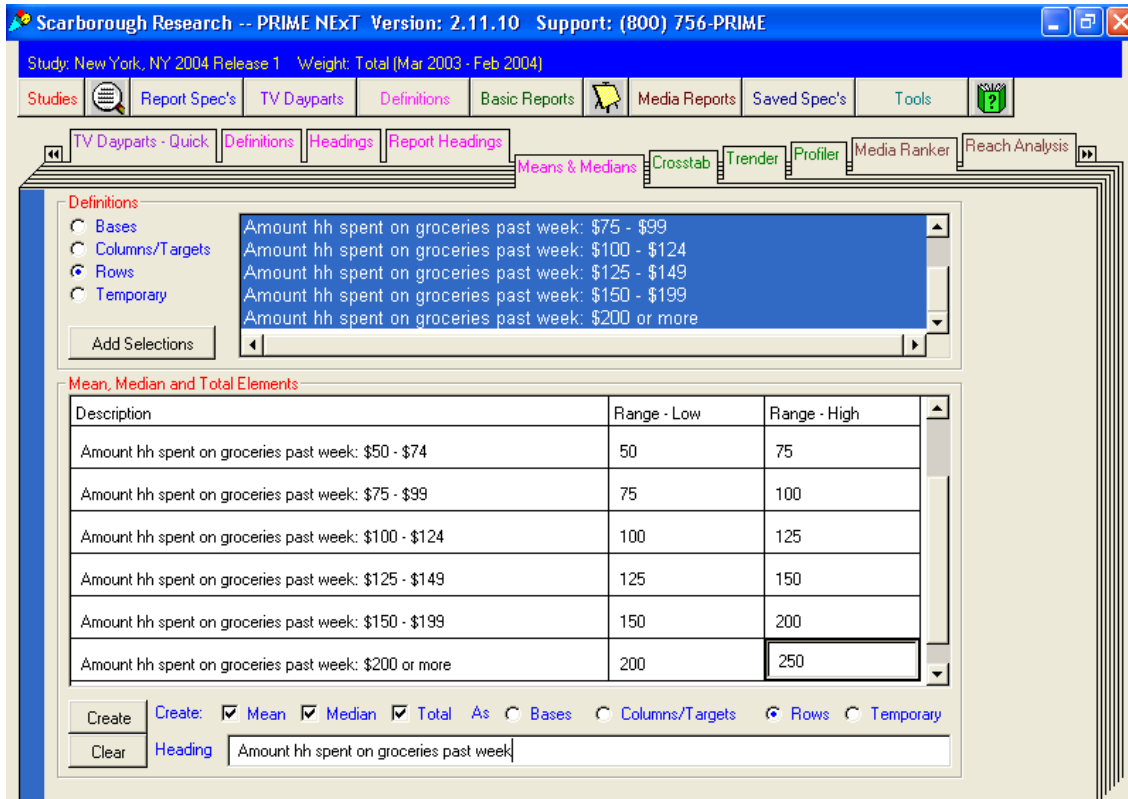
Step 5: Enter the low and high value ranges into the report using the tab key. You determine the high field value but **STAY CONSERVATIVE!**

Step 6: In the **HEADINGS** box, type a description of the report.

Step 7: To specify whether you want to create a mean, median, or total definition, select one or more of the checkboxes in the Create section.

Step 8: Hit the **CREATE** button.

## CREATING MEANS & MEDIANS REPORTS

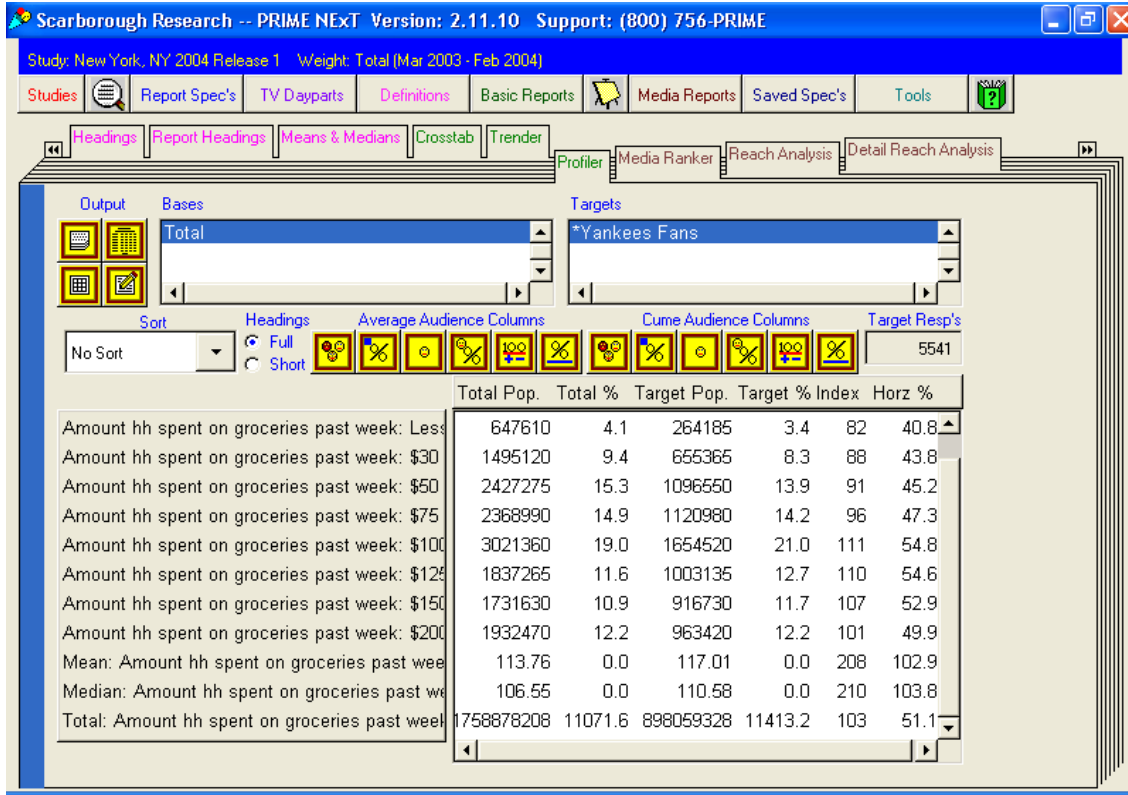


The screenshot shows the Scarborough Research software interface. The title bar indicates the version is 2.11.10. The main menu includes 'Report Spec's', 'TV Dayparts', 'Definitions', 'Basic Reports', 'Media Reports', 'Saved Spec's', and 'Tools'. The 'Means & Medians' tab is active, showing a list of definitions for 'Amount hh spent on groceries past week' with ranges from \$75-\$99 to \$200 or more. Below this is a table titled 'Mean, Median and Total Elements' with columns for Description, Range - Low, and Range - High. The 'Create' button is highlighted, and the 'Create' options are checked for Mean, Median, and Total. The 'Heading' field contains the text 'Amount hh spent on groceries past week'.

Description	Range - Low	Range - High
Amount hh spent on groceries past week: \$50 - \$74	50	75
Amount hh spent on groceries past week: \$75 - \$99	75	100
Amount hh spent on groceries past week: \$100 - \$124	100	125
Amount hh spent on groceries past week: \$125 - \$149	125	150
Amount hh spent on groceries past week: \$150 - \$199	150	200
Amount hh spent on groceries past week: \$200 or more	200	250

Step 9: After you hit the **CREATE** button, go to Report Specs Profiler to view the report.

## CREATING MEANS & MEDIANS REPORTS

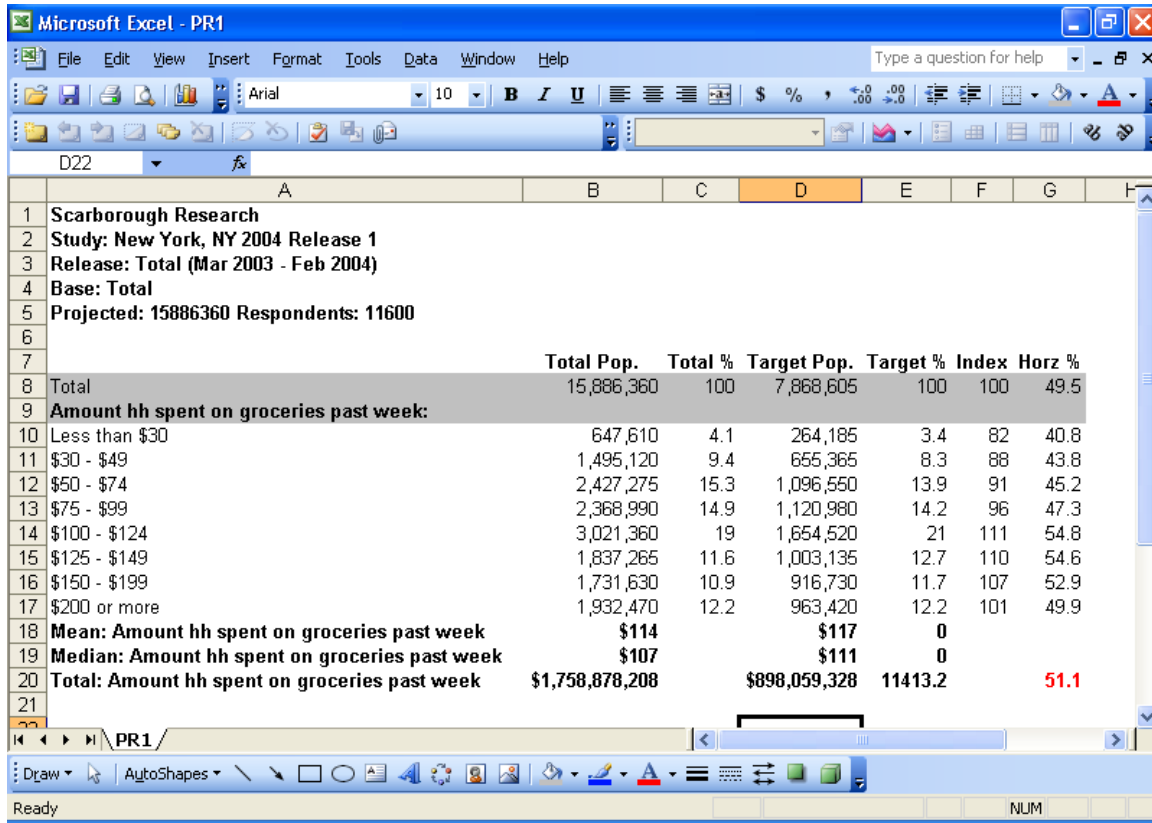


The screenshot shows the Scarborough Research software interface. The title bar reads "Scarborough Research -- PRIME NExT Version: 2.11.10 Support: (800) 756-PRIME". The study is identified as "New York, NY 2004 Release 1 Weight: Total (Mar 2003 - Feb 2004)". The "Means & Medians" tab is active, showing a report for "Total" (Base) and "\*Yankees Fans" (Target). The report displays a table with columns for "Total Pop.", "Total %", "Target Pop.", "Target %", "Index", and "Horz %". The data rows include various spending categories and summary statistics like Mean and Median.

	Total Pop.	Total %	Target Pop.	Target %	Index	Horz %
Amount hh spent on groceries past week: Less	647610	4.1	264185	3.4	82	40.8
Amount hh spent on groceries past week: \$30	1495120	9.4	655365	8.3	88	43.8
Amount hh spent on groceries past week: \$50	2427275	15.3	1096550	13.9	91	45.2
Amount hh spent on groceries past week: \$75	2368990	14.9	1120980	14.2	96	47.3
Amount hh spent on groceries past week: \$100	3021360	19.0	1654520	21.0	111	54.8
Amount hh spent on groceries past week: \$125	1837265	11.6	1003135	12.7	110	54.6
Amount hh spent on groceries past week: \$150	1731630	10.9	916730	11.7	107	52.9
Amount hh spent on groceries past week: \$200	1932470	12.2	963420	12.2	101	49.9
Mean: Amount hh spent on groceries past wee	113.76	0.0	117.01	0.0	208	102.9
Median: Amount hh spent on groceries past we	106.55	0.0	110.58	0.0	210	103.8
Total: Amount hh spent on groceries past week	758878208	11071.6	898059328	11413.2	103	51.1

Step 10: Output your report to Microsoft Excel using the yellow **output** button.

## CREATING MEANS & MEDIANS REPORTS



	Total Pop.	Total %	Target Pop.	Target %	Index	Horz %
<b>Total</b>	15,886,360	100	7,868,605	100	100	49.5
<b>Amount hh spent on groceries past week:</b>						
Less than \$30	647,610	4.1	264,185	3.4	82	40.8
\$30 - \$49	1,495,120	9.4	655,365	8.3	88	43.8
\$50 - \$74	2,427,275	15.3	1,096,550	13.9	91	45.2
\$75 - \$99	2,368,990	14.9	1,120,980	14.2	96	47.3
\$100 - \$124	3,021,360	19	1,654,520	21	111	54.8
\$125 - \$149	1,837,265	11.6	1,003,135	12.7	110	54.6
\$150 - \$199	1,731,630	10.9	916,730	11.7	107	52.9
\$200 or more	1,932,470	12.2	963,420	12.2	101	49.9
<b>Mean: Amount hh spent on groceries past week</b>	<b>\$114</b>		<b>\$117</b>	<b>0</b>		
<b>Median: Amount hh spent on groceries past week</b>	<b>\$107</b>		<b>\$111</b>	<b>0</b>		
<b>Total: Amount hh spent on groceries past week</b>	<b>\$1,758,878,208</b>		<b>\$898,059,328</b>	<b>11413.2</b>		<b>51.1</b>

**NOTE:** Your population numbers now become currency amounts. The Horz % of a total amount spent spec represent the % of the total spending spent by your target/column.

**NOTE:** For ALL household amount spent questions, you must divide your total amount spent by the average HH size for your target, or a number of 2.1% nationally.

### EXAMPLE:

Total amount HH spent on groceries past week: \$898,059,328

$\$898,059,328 / 2.1 = \$427,647,229$

\$427,647,229 is the total amount spent on groceries in the past week by Yankees fans