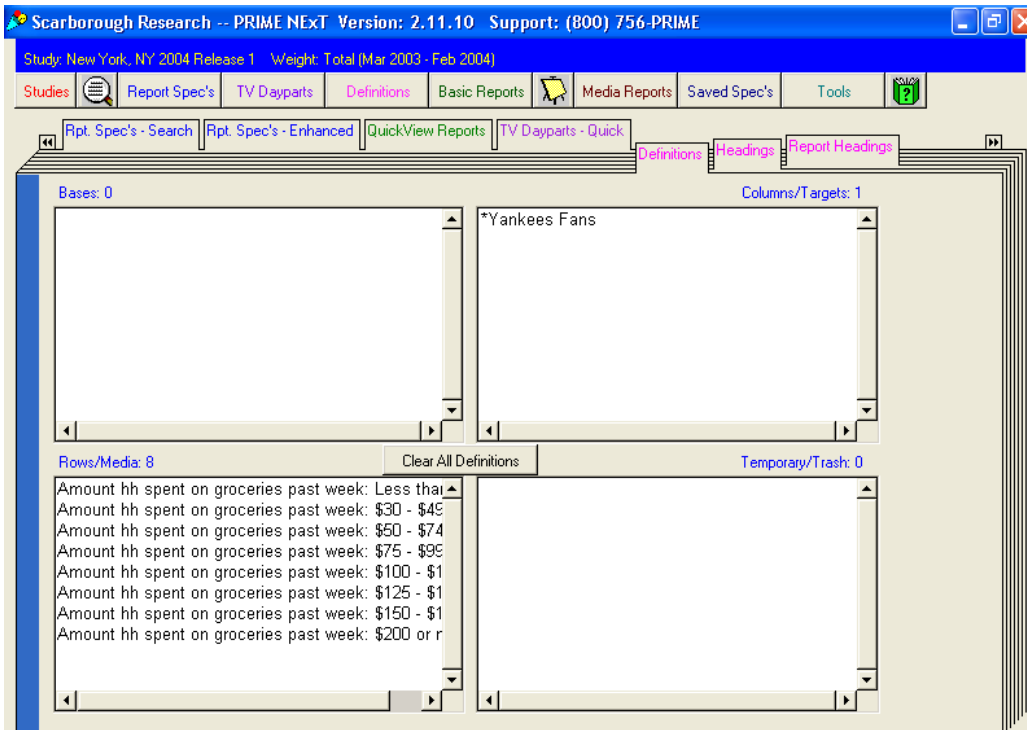


CREATING MEANS & MEDIANS REPORTS

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.

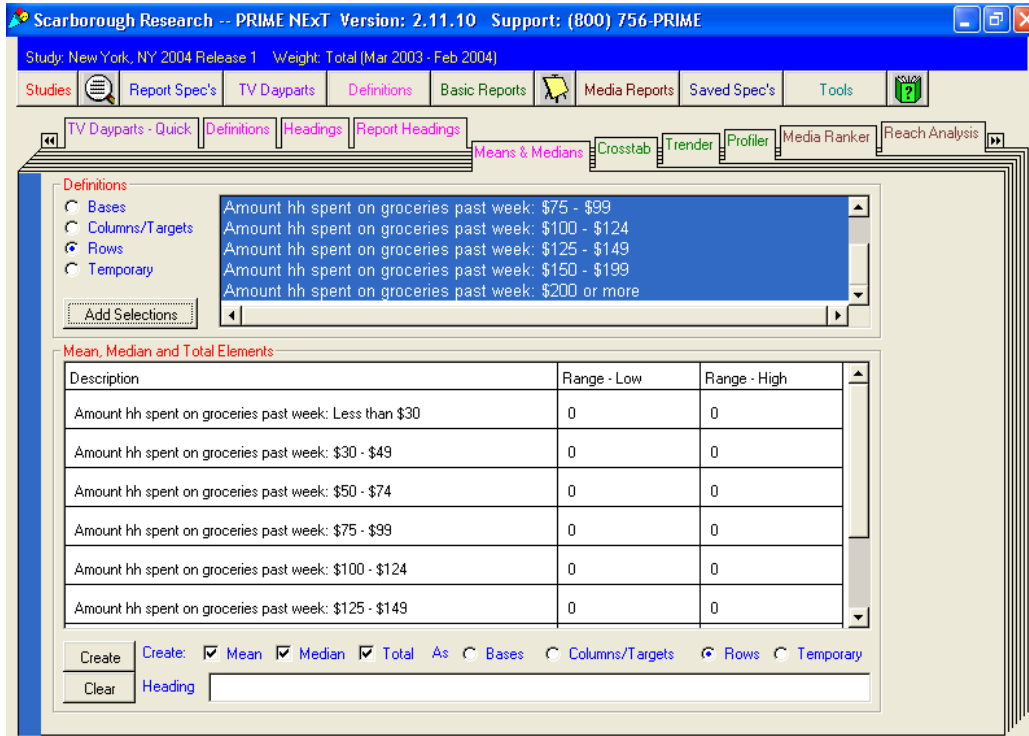


Step 2: Switch to the **Means & Medians** screen by clicking on its associated tab.

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



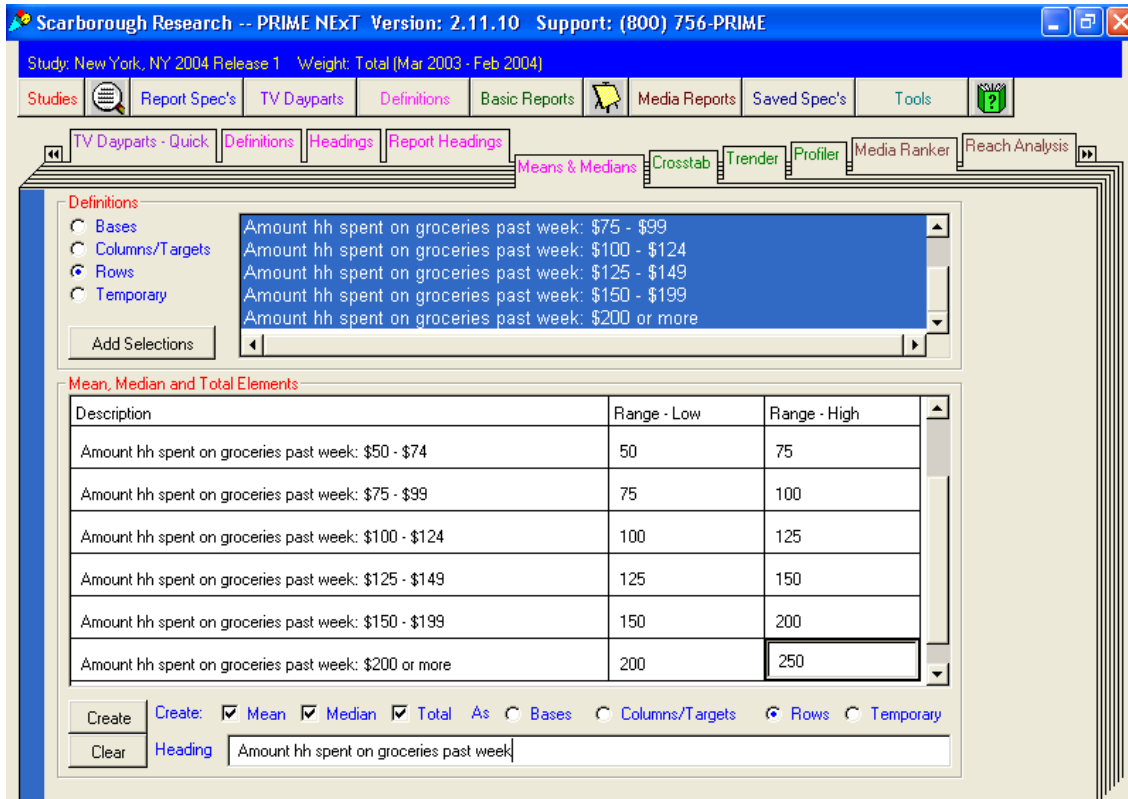
Step 5: Enter the low and high value ranges into the report using the tab key. You determine the high field value but **STAY CONSERVATIVE!**

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 reads "Scarborough Research -- PRIME NExT Version: 2.11.10 Support: (800) 756-PRIME". The study information is "Study: New York, NY 2004 Release 1 Weight: Total (Mar 2003 - Feb 2004)". The main menu includes "Studies", "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: Mean, Median, and Total. The "Clear" button is also visible, and the heading "Amount hh spent on groceries past week" is entered in the text field below it.

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

Scarborough Research -- PRIME NExT Version: 2.11.10 Support: (800) 756-PRIME

Study: New York, NY 2004 Release 1 Weight: Total (Mar 2003 - Feb 2004)

Report Spec's TV Dayparts Definitions Basic Reports Media Reports Saved Spec's Tools

Headings Report Headings Means & Medians Crosstab Trender Profiler Media Ranker Reach Analysis Detail Reach Analysis

Output Bases Targets

Sort: No Sort

Headings: Full Short

Average Audience Columns

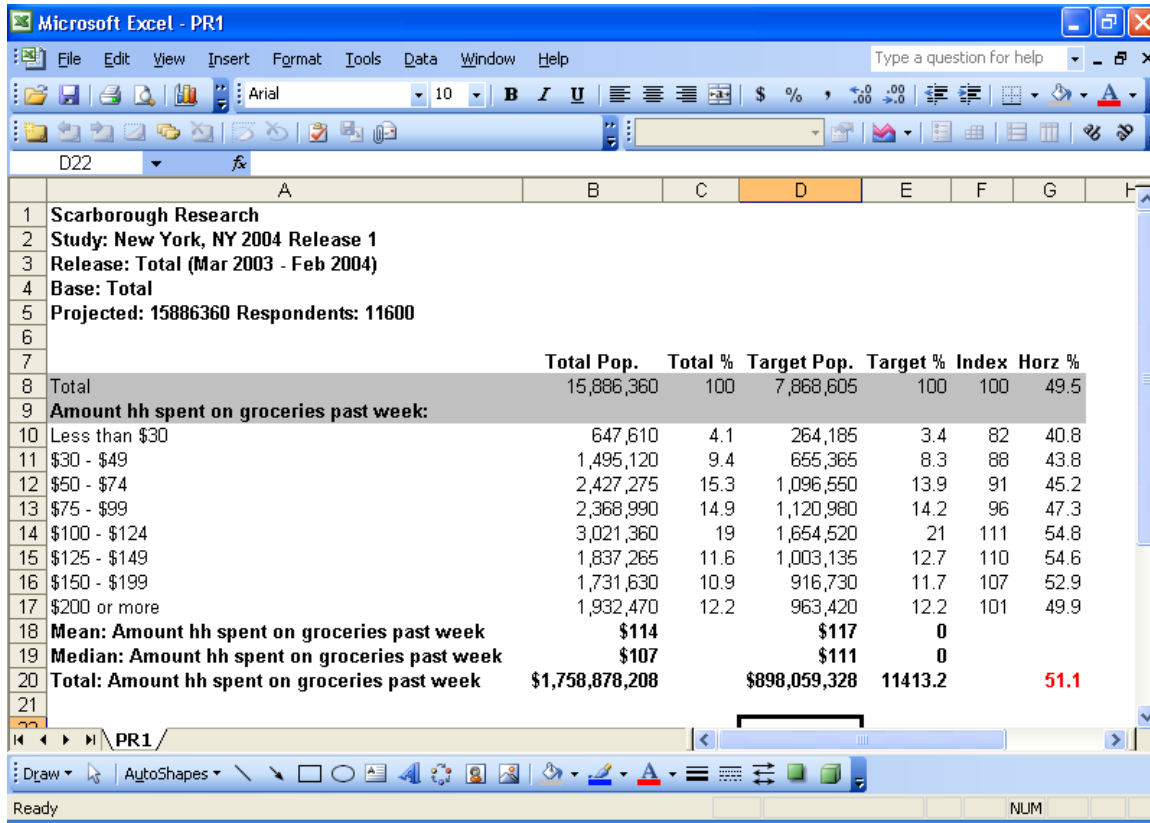
Cume Audience Columns

Target Resp's: 5541

	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 weel	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 %
Total	15,886,360	100	7,868,605	100	100	49.5
Amount hh spent on groceries past week:						
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
Mean: Amount hh spent on groceries past week	\$114		\$117	0		
Median: Amount hh spent on groceries past week	\$107		\$111	0		
Total: Amount hh spent on groceries past week	\$1,758,878,208		\$898,059,328	11413.2		51.1

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