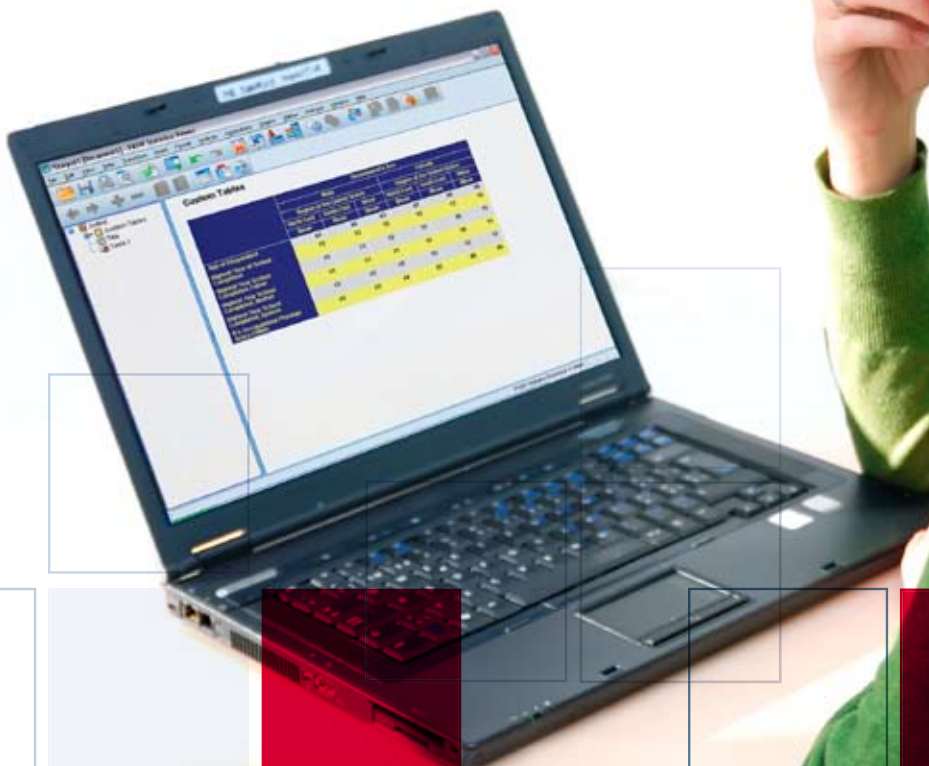


> Create Custom Tables in No Time

Easily analyze data and
communicate your results
with PASW Custom Tables



Show the results of analyses clearly — and quickly

You often report the results of your analyses to decision makers, colleagues, clients, grant committees, or others. Building tabular reports, however, can be a time-consuming, trial-and-error process. PASW Custom Tables* 18 enables you to view your tables as you build them, so you can create polished, accurate tables in less time.

PASW Custom Tables makes it easy for you to summarize your PASW Statistics* data in different styles for different audiences. Its build-as-you-go interface updates in real time, so you always know what your tables will look like. You can add descriptive and inferential test statistics, for example, and then customize the table so your audience can easily understand the information. When your tables are complete, you can export them to Microsoft® Word, Excel®, and PowerPoint®, and HTML.

PASW Custom Tables is ideal for anyone who creates and updates reports on a regular basis, including people who work in survey or market research, the social sciences, database or direct marketing, and institutional research.

PASW Custom Tables 18 includes significantly extended capabilities, making it easier than ever to deliver information that colleagues can act on without further processing. These capabilities include:

- Calculated output fields – Save time and effort by creating new fields directly in your PASW Custom Tables output, and using them to perform calculations (e.g., sum, difference, percentage difference) on output categories

- Significance test results in the output – The results of significance tests are shown directly in PASW Custom Tables output instead of in a separate table, removing the need to combine findings manually
- New, flexible implementation options (see page 5)

PASW Custom Tables continues to offer the features that make it one of the most popular modules in the PASW Statistics family. It offers:

- An interactive table builder – Preview your tables as you create them
- Category management – Exclude specific categories, display missing value cells, and add subtotals to your table
- Significance tests – Chi-square test of independence, comparison of column means (t test), or comparison of column proportions (z test)
- Easy export of tables to Word or Excel for use in reports

PASW Custom Tables is available for installation as client-only software but, for greater performance and scalability, can also be used in a client/server installation

Preview tables as you build them

PASW Custom Tables' intuitive graphical user interface takes the guesswork out of building tables. Its drag-and-drop capabilities and preview pane enable you to see what your tables will look like before you click "OK."

* PASW Custom Tables, PASW Statistics Base and PASW Statistics Base Server, formerly called SPSS Custom Tables, SPSS Statistics Base and SPSS Statistics Base Server, belong to the PASW Statistics family, part of SPSS Inc.'s Predictive Analytics Software portfolio.

You can interact with the variables on your screen, identify variables as categorical or scale values, and know immediately how your data are structured.

To create a table, just drag your desired variables into the table preview builder. You don't have to write complicated syntax or work with dialog boxes. And you can move variables easily from row to column for precise positioning. The table preview builder updates after every change you make, so you can see the formatting effect immediately. You can also add, swap, and nest variables, or hide statistics labels, directly from within the table preview builder. And you can collapse large, complex tables for a more concise view, and still see your variables.

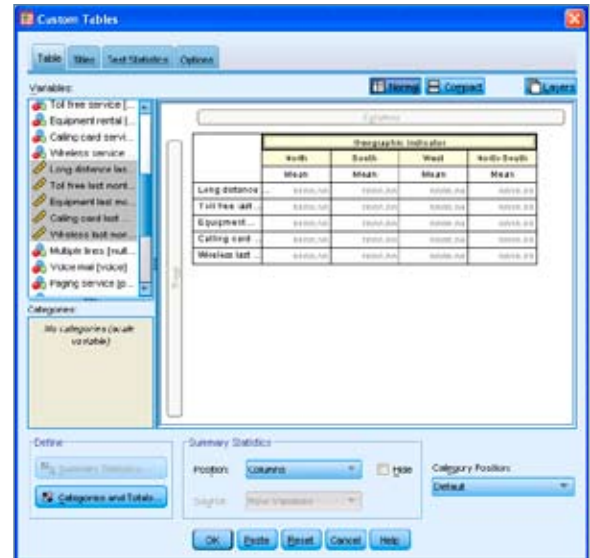
Customize your tables

Display information the way you want to with the category management features in PASW Custom Tables. Create totals and subtotals without changing your data file. You can combine several categories into a single category, for example, for frequent top- and bottom-box analyses. You can also sort categories within your table without affecting the subtotal calculation.

Make your tables more precise, as you create them, by changing variable types or excluding categories. You can display or exclude categories with no counts for clearer and more concise output. Or sort and rank categories based on cell values for a neater, more informative table.

Get in-depth analyses

You can use PASW Custom Tables as an analytical tool to understand your data better and create tables that present your results most effectively. Give your readers reports that enable them to delve into the information and make well-informed decisions.



PASW Custom Tables' intuitive graphical user interface takes the guesswork out of building tables. Drag your desired variables to the table builder. As shown in this screen, you can preview the category list (lower left corner) before dragging the desired categories to the table.

Highlight opportunities or problem areas in your results when you include inferential statistics. Using inferential test statistics with PASW Custom Tables enables you to compare means or proportions for demographic groups, customer segments, time periods, or other categorical variables. You can also identify trends, changes, or major differences in your data.

You can also select summary statistics, which include everything from simple counts for categorical variables to measures of dispersion. Summary statistics for categorical variables and multiple response sets include counts and a wide variety of percentage calculations, including row, column, subtable, table, and valid N percentages. Summary statistics for scale variables and custom total summaries for categorical variables include mean, median, percentiles, sum, standard deviation, range, and minimum and maximum values. To focus on specific results, you can sort categories by any summary statistic you used.

Control your table output

Many time-saving features in PASW Custom Tables help you create tables with just the look you want. You can:

- Add titles and captions
- Use table expressions in titles
- Specify minimum and maximum column widths for individual tables during table creation

And, when used with PASW Statistics Base, you can access additional features such as TableLooks™ and scripts, which allow you to automate formatting and other repetitive tasks.

Share results more easily with others

Once you have results, you need to put them in the hands of those who need them. PASW Custom Tables enables you to create results as interactive pivot tables, for export to Word or Excel. This not only improves your workflow, it saves time because you don't have to reconfigure your tables in Word or Excel. No editing is required after you export your tables. You can, however, insert descriptive content if you choose to.

Save time and effort by automating frequent reports

Do you regularly create reports that have the same structure? Do you spend a lot of time updating reports? Use syntax and automation in PASW Custom Tables to run frequently needed reports in production mode.

When you create a table, PASW Custom Tables records every click you make and saves your actions as syntax. To run an automated report, you simply paste the relevant syntax into a syntax window, then just click and go. With syntax and automation, your report is ready quickly and easily.

		Male	Female
		Count	Count
Age category	Less than 25	108	134
	25 to 34	276	351
	35 to 44	309	370
	45 to 54	221	260
	55 to 64	136	184
	65 or older	178	301

Two-dimensional crosstabulation: This example shows the relationship between two categorical variables, Age and Gender. Using Age as the row variable and Gender as the column variable, you can create a two-dimensional crosstab that shows the number of males and females in each age category.

		Responses	%
News sources	Get news from television	1077	38.0%
	Get news from internet	867	30.6%
	Get news from newspapers	805	28.4%
	Get news from radio	551	19.5%
	Get news from news magazines	294	10.4%

Multiple response set: Multiple response sets use multiple variables to record responses to questions for which the respondent can give more than one answer. When asked the question, "Which of the following sources do you rely on for news," respondents could select any combination of five possible choices. Notice that the percentages total more than 100 percent because each respondent may choose more than one answer. You can also perform significance tests on multiple response variables.



Show significance test results in the output: The results of significance tests can now be shown directly in PASW Custom Tables output instead of in a separate table, removing the need to combine findings manually. In line with APA guidelines, values in the same row with different subscripts are not significantly different ($p > 0.5$).

New, flexible implementation options

Every member of the PASW Statistics family, including PASW Custom Tables, can now be installed and run separately or in conjunction with other PASW Statistics modules. PASW Statistics Base is no longer required in every case, since core capabilities such as data access and management and charting are included in every module. This gives you greater flexibility in how you install and use this versatile software. However, PASW Statistics Base will continue to form the basis of many deployments, because it provides statistical tests and procedures that are fundamental to many analyses.

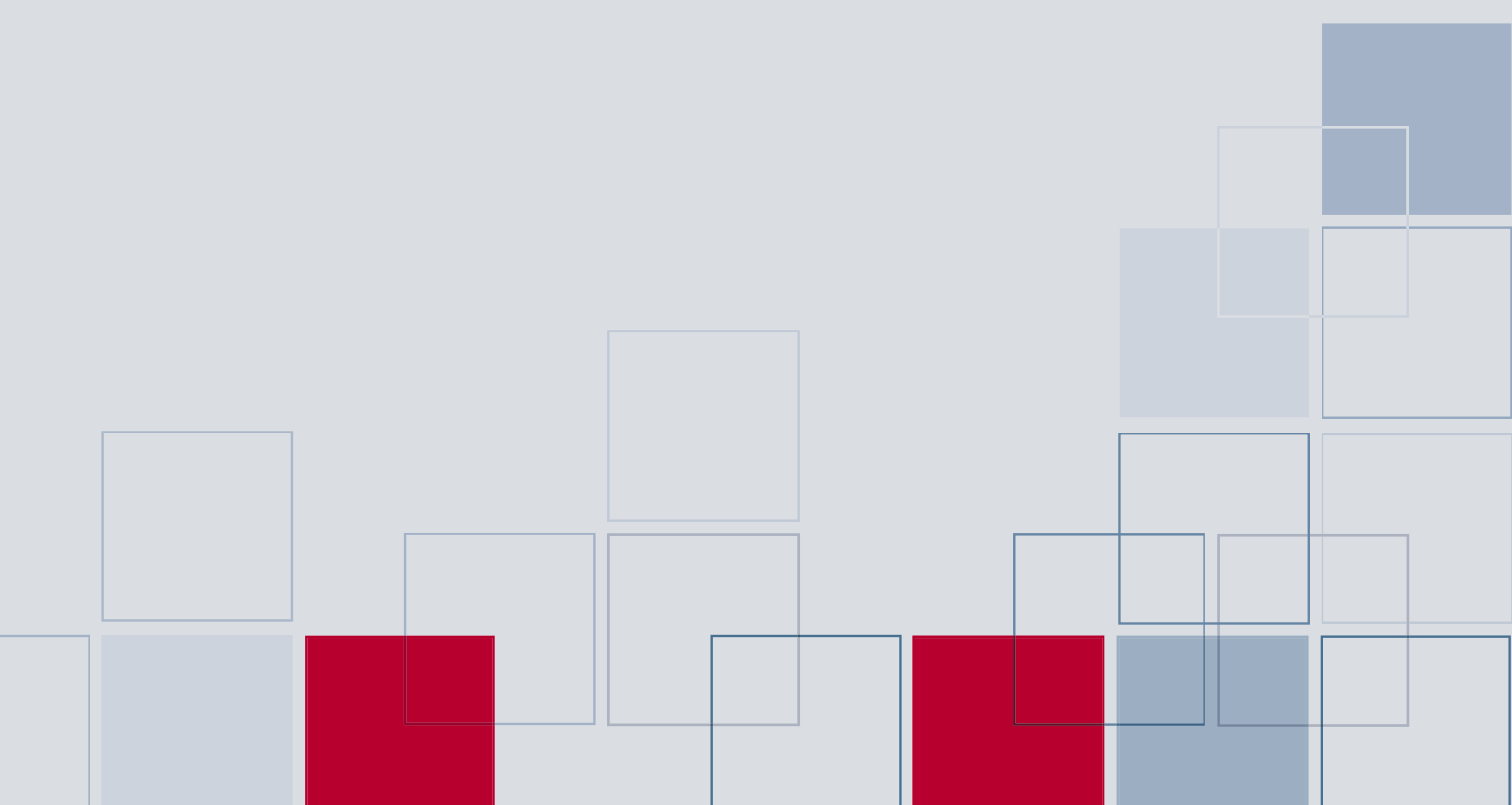
Gain greater value with collaboration

To share and re-use assets efficiently, protect them in ways that meet internal and external compliance requirements, and publish results so that a greater number of business users can view and interact with them, consider augmenting PASW Custom Tables with PASW® Collaboration and Deployment services (formerly SPSS Predictive Enterprise Services™). More information about these valuable capabilities can be found at www.spss.com/software/deployment/cds.



“It is a real timesaver to have an analytical tool like PASW Custom Tables that can not only quickly produce tables, but produce them in a report-quality format that I need. I can simply insert the tables into a client report without the need for additional formatting.”

– *Brian Robertson, PhD*
Director of Research
Market Decisions



Features

Graphical user interface

- Simple, drag-and-drop table builder interface enables you to preview tables as you select variables and options
- Single, unified table builder, instead of multiple menu choices and dialog boxes for different table types, makes building tables easier

Control contents

- Create tables with up to three display dimensions: Rows (stub), columns (banner), and layers
- Nest variables to any level in all dimensions
- Crosstabulate multiple independent variables in the same table
- Display frequencies for multiple variables side by side with tables of frequencies
- Display all categories when multiple variables are included in a table, even if a variable has a category without responses
- Display multiple statistics in rows, columns, or layers
- Place totals in any row, column, or layer
- Create subtotals for subsets of categories of a categorical variable
- ▣ Perform calculations (e.g., sum, difference, percentage difference) on output categories, and display the results in new fields created directly in Custom Tables output
 - No limit on the number of calculated fields
- ▣ Show significance test results directly in Custom Tables output instead of in a separate table
 - No need to combine findings in a Word document
 - Complies with APA guidelines
- Customize your control over category display order and selectively show or hide categories
- Better control how you display your data using expanded category options:
 - Sort categories by any summary statistic in your table
 - Hide the categories that comprise subtotals — you can remove a category from the table without removing it from the subtotal calculation

Test statistics

- Select from these significance tests:
 - Chi-square test of independence
 - Comparison of column means (*t* test)
 - Comparison of column proportions (*z* test)
- Select from these summary statistics: Count, count row %, count column %, count table %, count subtable %, layer %, count table row %, count table column %, valid N row %, valid N column %, valid N table %, valid N subtable %, valid N layer %, valid N table row %, valid N table column %, total N row %, total N column %, total N table %, total N subtable %, total N layer %, total N table row %, total N table column %, maximum, mean, median, minimum, missing, mode, percentile, percentile 05, percentile 25, percentile 75, percentile 95, percentile 99, range, standard error (SE) mean, standard deviation (SD), sum, total N, valid N, variance, sum row %, sum column %, sum table %, sum subtable %, sum layer %, sum table row %, and sum table column %
- Calculate statistics for each cell, subgroup, or table
- Calculate percentages at any or all levels for nested variables
- Calculate counts and percentages for multiple response variables based on the number of responses or the number of cases
- Select percentage bases for missing values to include or exclude missing responses
- Exclude subtotal categories from significance tests
- Run significance tests on multiple response variables

Formatting controls

- Directly edit any table element, including formatting and labels
- Sort tables by cell contents in ascending or descending order
- Automatically display labels instead of coded values
- Specify minimum and maximum width of table columns (overrides TableLooks)
- Show a name, label, or both for each table variable
- Display missing data as blank, zero, “.”, or any other user-defined term, such as “missing”

- Set titles for pages and tables to be multiple lines with left, right, or center justification
- Add captions for pages or tables
- Specify corner labels
- Customize labels for statistics
- Display the entire label for variables, values, and statistics
- Format numerical results: Commas, date/time, dollars, F (standard numeric), negative parentheses, “N=,” parentheses (around numbers of percentages), percentages, and customized formats
- Apply preformatted TableLooks to results
- Define the set of variables that is related to multiple response data and save it with your data definition for subsequent analysis
- Accepts both long- and short-string elementary variables
- Imposes no limit on the number of sets that can be defined or the number of variables that can exist in a set
- All results are produced as PASW Statistics pivot tables so you can explore your results more easily with the pivot feature
 - Rearrange columns, rows, and layers by dragging icons for easier ad hoc analysis
 - Toggle between layers by clicking on an icon for easier comparison between subgroups
 - Reset a table to its original organization with a simple menu choice
 - Rotate even the outermost nests in the stub, banner, and layer to uncover information that can be easily hidden in large reports

Syntax

- Syntax converter translates syntax created in versions earlier than PASW Tables 11.5 into CTABLES syntax

Printing formats

- Print more than one table per page
- Specify page layout: Top, bottom, left, and right margins; page length
- Use the global break command to produce a table for each value of a variable when the variable is used in a series of tables

System requirements

- Requirements vary according to platform. For details, see www.spss.com/statistics.

Features subject to change based on final product release.

▣ Symbol indicates a new feature.



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