

IBM SPSS Custom Tables 26

IBM

Note

Before using this information and the product it supports, read the information in "Notices" on page 19.

Product Information

This edition applies to version 26, release 0, modification 0 of IBM® SPSS Statistics and to all subsequent releases and modifications until otherwise indicated in new editions.

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Custom tables

The following custom tables features are included in SPSS® Statistics Standard Edition or the Custom Tables option.

Custom Tables interface

Table Builder Interface

Custom Tables uses a simple drag-and-drop table builder interface that allows you to preview your table as you select variables and options. It also provides a level of flexibility not found in a typical dialog box, including the ability to change the size of the window and the size of the panes within the window.

Building tables

You select the variables and summary measures that will appear in your tables from the Custom Tables interface .

Analyze > Tables > Custom Tables

Variables list. The variables in the data file are displayed in the dialog's left pane. Custom Tables distinguishes between two different measurement levels for variables and handles them differently depending on the measurement level:

Categorical. Data with a limited number of distinct values or categories (for example, gender or religion). Categorical variables can be string (alphanumeric) or numeric variables that use numeric codes to represent categories (for example, 0 = *male* and 1 = *female*). Also referred to as qualitative data. Categorical variables can be either **nominal** or **ordinal**

- *Nominal.* A variable can be treated as nominal when its values represent categories with no intrinsic ranking (for example, the department of the company in which an employee works). Examples of nominal variables include region, postal code, and religious affiliation.
- *Ordinal.* A variable can be treated as ordinal when its values represent categories with some intrinsic ranking (for example, levels of service satisfaction from highly dissatisfied to highly satisfied). Examples of ordinal variables include attitude scores representing degree of satisfaction or confidence and preference rating scores.

Categorical variables define categories (row, columns, and layers) in the table, and the default summary statistic is the count (number of cases in each category). For example, a default table of a categorical gender variable would simply display the number of males and the number of females.

Scale. Data measured on an interval or ratio scale, where the data values indicate both the order of values and the distance between values. For example, a salary of \$72,195 is higher than a salary of \$52,398, and the distance between the two values is \$19,797. Also referred to as quantitative or continuous data.

Scale variables are typically summarized within categories of categorical variables, and the default summary statistic is the mean. For example, a default table of income within gender categories would display the mean income for males and the mean income for females.

You can also summarize scale variables by themselves, without using a categorical variable to define groups. This is primarily useful for **stacking** summaries of multiple scale variables. See the topic Stacking variables for more information.

Multiple response sets

Custom Tables also supports a special kind of variable called a **multiple response set**. Multiple response sets are not really variables in the normal sense. You cannot see them in the Data Editor, and other procedures do not recognize them. Multiple response sets use multiple variables to record responses to questions where the respondent can give more than one answer. Multiple response sets are treated like categorical variables, and most of the things you can do with categorical variables, you can also do with multiple response sets. See the topic Multiple Response Sets for more information.

An icon next to each variable in the variable list identifies the variable type.

Categories. When you select a categorical variable in the variable list, the defined categories for the variable are displayed in the Variable Information pane. These categories will also be displayed on the canvas pane when you use the variable in a table. If the variable has no defined categories, the Variable Information pane and the canvas pane will display two placeholder categories: *Category 1* and *Category 2*.

The defined categories displayed in the table builder are based on **value labels**, descriptive labels assigned to different data values (for example, numeric values of 0 and 1, with value labels of *male* and *female*). You can define value labels in the Variable Information pane in the Data Editor.

Canvas pane. You build a table by dragging and dropping variables onto the rows and columns of the canvas pane. The canvas pane displays a preview of the table that will be created. The canvas pane does not show actual data values in the cells, but it should provide a fairly accurate view of the layout of the final table. For categorical variables, the actual table may contain more categories than the preview if the data file contains unique values for which no value labels have been defined.

Basic rules and limitations for building a table

- For categorical variables, summary statistics are based on the innermost variable in the statistics source dimension.
- The default statistics source dimension (row or column) for categorical variables is based on the order in which you drag and drop variables into the canvas pane. For example, if you drag a variable to the rows tray first, the row dimension is the default statistics source dimension.
- Scale variables can be summarized only within categories of the innermost variable in either the row or column dimension. (You can position the scale variable at any level of the table, but it is summarized at the innermost level.)
- Scale variables cannot be summarized within other scale variables. You can stack summaries of multiple scale variables or summarize scale variables within categories of categorical variables. You cannot nest one scale variable within another or put one scale variable in the row dimension and another scale variable in the column dimension.
- If any variable in the active dataset contains more than 12,000 defined value labels, you cannot use the table builder to create tables. If you don't need to include variables that exceed this limitation in your tables, you can define and apply variable sets that exclude those variables. If you need to include any variables with more than 12,000 defined values labels, you can use CTABLES command syntax to generate the tables.

To build a table

1. From the menus, choose:
Analyze > Tables > Custom Tables
2. Drag and drop one or more variables to the row and/or column areas of the canvas pane.
3. Click **Create** to create the table.

To delete a variable from the canvas pane

1. Select (click) a variable on the canvas pane.
2. Right click and select **Delete Variable** from the drop-down menu.

Nesting variables

Nesting, like crosstabulation, can show the relationship between two categorical variables, except that one variable is nested within the other in the same dimension. For example, you could nest *Gender* within *Age category* in the row dimension, showing the number of males and females in each age category.

You can also nest a scale variable within a categorical variable. For example, you could nest *Income* within *Gender*, showing separate mean (or median or other summary measure) income values for males and females.

To nest variables

1. Drag and drop a categorical variable into the row or column area of the canvas pane.
2. Drag and drop a categorical or scale variable on top of a categorical row or column variable.
3. Select **Nest Above All Variables**, **Nest Left**, or **Nest Right** from the menu.

Table 1. Nested categorical variables

Variable 1	Variable 2	Summary Statistic
Category 1	Category 1	12
	Category 2	34
	Category 3	56
Category 2	Category 1	12
	Category 2	34
	Category 3	56

See the topic Nesting Categorical Variables for more information.

Note: Custom Tables do not honor layered split file processing. To achieve the same result as layered split files, place the split file variables in the outermost nesting layers of the table.

Edit Statistics

The Edit Statistics pane allows you to:

- Add and remove summary statistics from a table.

The statistics (and other options) available in the Edit Statistics pane depend on the measurement level of the statistics source variable. The source of statistics (the variable on which the statistics are based) is determined by:

- **Measurement level.** If a table (or a table section in a stacked table) contains a scale variable, statistics are based on the scale variable.
- **Variable selection order.** The default statistics source dimension (row or column) for categorical variables is based on the order in which you drag and drop variables onto the canvas pane. For example, if you drag a variable to the rows area first, the row dimension is the default statistics source dimension.
- **Nesting.** For categorical variables, statistics are based on the innermost variable in the statistics source dimension.

Summary statistics for categorical variables: The basic statistics available for categorical variables are counts and percentages. You can also specify custom summary statistics for totals and subtotals. These

custom summary statistics include measures of central tendency (such as mean and median) and dispersion (such as standard deviation) that may be suitable for some ordinal categorical variables. See the topic Custom total summary statistics for categorical variables for more information.

Count. Number of cases in each cell of the table or number of responses for multiple response sets. If weighting is in effect, this value is the weighted count.

- If weighting is in effect, the value is the weighted count.
- The weighted count is the same for both global dataset weighting (**Data > Weight Cases...**).

Unweighted Count. Unweighted number of cases in each cell of the table. This only differs from count if weighting is in effect.

Adjusted Count. The adjusted count used in effective base weight calculations. If you do not use an effective base weight variable, the adjusted count is the same as the count.

Row percentages. Percentages within each row. The percentages in each row of a subtable (for simple percentages) sum to 100%. Row percentages are typically useful only if you have a categorical *column* variable.

Column percentages. Percentages within each column. The percentages in each column of a subtable (for simple percentages) sum to 100%. Column percentages are typically useful only if you have a categorical *row* variable.

Subtable percentages. Percentages in each cell are based on the subtable. All cell percentages in the subtable are based the same total number of cases and sum to 100% within the subtable. In nested tables, the variable that precedes the innermost nesting level defines subtables. For example, in a table of *Marital status* within *Gender* within *Age category*, *Gender* defines subtables.

Table percentages. Percentages for each cell are based on the entire table. All cell percentages are based on the same total number of cases and sum to 100% (for simple percentages) over the entire table.

Confidence Intervals

- Lower and upper confidence limits are available for counts, percentages, mean, median, percentiles, and sum.
- The text string "&[Confidence Level]" in the label includes the confidence level in the column label in the table.
- Standard error is available for counts, percentages, mean, and sum.
- Confidence intervals and standard error are not available for multiple response sets.

Level The confidence level for confidence intervals, expressed as a percentage. The value must be greater than 0 and less than 100.

Multiple Response Sets

Multiple response sets can have percentages based on cases, responses, or counts. See the topic "Summary statistics for multiple response sets" on page 5 for more information.

Percentage base: Percentages can be calculated in three different ways, determined by the treatment of missing values in the computational base:

Simple percentage. Percentages are based on the number of cases used in the table and always sum to 100%. If a category is excluded from the table, cases in that category are excluded from the base. Cases with system-missing values are always excluded from the base. Cases with user-missing values are

excluded if user-missing categories are excluded from the table (the default) or included if user-missing categories are included in the table. Any percentage that does not have *Valid N* or *Total N* in its name is a simple percentage.

Total N percentage. Cases with system-missing and user-missing values are added to the Simple percentage base. Percentages may sum to less than 100%.

Valid N percentage. Cases with user-missing values are removed from the Simple percentage base even if user-missing categories are included in the table.

Note: Cases in manually excluded categories other than user-missing categories are always excluded from the base.

Summary statistics for multiple response sets: The following additional summary statistics are available for multiple response sets.

Col/Row/Layer Responses %. Percentage based on responses.

Col/Row/Layer Responses % (Base: Count). Responses are the numerator and total count is the denominator.

Col/Row/Layer Count % (Base: Responses). Count is the numerator and total responses are the denominator.

Layer Col/Row Responses %. Percentage across subtables. Percentage based on responses.

Layer Col/Row Responses % (Base: Count). Percentages across subtables. Responses are the numerator and total count is the denominator.

Layer Col/Row Responses % (Base: Responses). Percentages across subtables. Count is the numerator and total responses is the denominator.

Responses. Count of responses.

Subtable/Table Responses %. Percentage based on responses.

Subtable/Table Responses % (Base: Count). Responses are the numerator and total count is the denominator.

Subtable/Table Count % (Base: Responses). Count is the numerator and total responses are the denominator.

Summary statistics for scale variables and categorical custom totals: In addition to the counts and percentages available for categorical variables, the following summary statistics are available for scale variables and as custom total and subtotal summaries for categorical variables. These summary statistics are not available for multiple response sets or string (alphanumeric) variables.

Mean. Arithmetic average; the sum divided by the number of cases.

Median. Value above and below which half of the cases fall; the 50th percentile.

Mode. Most frequent value. If there is a tie, the smallest value is shown.

Minimum. Smallest (lowest) value.

Maximum. Largest (highest) value.

Missing. Count of missing values (both user- and system-missing).

Percentile. You can include the 5th, 25th, 75th, 95th, and/or 99th percentiles.

Range. Difference between maximum and minimum values.

Standard deviation. A measure of dispersion around the mean. In a normal distribution, 68% of the cases fall within one standard deviation of the mean and 95% of the cases fall within two standard deviations. For example, if the mean age is 45, with a standard deviation of 10, 95% of the cases would be between 25 and 65 in a normal distribution (the square root of the variance).

Sum. Sum of the values.

Sum percentage. Percentages based on sums. Available for rows and columns (within subtables), entire rows and columns (across subtables), layers, subtables, and entire tables.

Total N. Count of non-missing, user-missing, and system-missing values. Does not include cases in manually excluded categories other than user-missing categories.

Adjusted Total N. The adjusted total N used in effective base weight calculations. If you do not use an effective base weight variable (Options tab), the adjusted total N is the same as the total N. This statistic is not available for multiple response sets.

Valid N. Count of non-missing values. Does not include cases in manually excluded categories other than user-missing categories.

Adjusted Valid N. The adjusted valid N used in effective base weight calculations. If you do not use an effective base weight variable (Options tab), the adjusted valid N is the same as the valid N. This statistic is not available for multiple response sets.

Variance. A measure of dispersion around the mean, equal to the sum of squared deviations from the mean divided by one less than the number of cases. The variance is measured in units that are the square of those of the variable itself (the square of the standard deviation).

Confidence Intervals

- Lower and upper confidence limits are available for counts, percentages, mean, median, percentiles, and sum.
- The text string "&[Confidence Level]" in the label includes the confidence level in the column label in the table.
- Standard error is available for counts, percentages, mean, and sum.
- Confidence intervals and standard error are not available for multiple response sets.

Level The confidence level for confidence intervals, expressed as a percentage. The value must be greater than 0 and less than 100.

Stacked Tables

Each table section defined by a stacking variable is treated as a separate table, and summary statistics are calculated accordingly.

Categories and totals

Custom Tables allows you to:

- Reorder categories.
- Insert totals.

- For variables with no defined value labels, you can only sort categories and insert totals.

To access the categories and totals options

1. Drag and drop a categorical variable or multiple response set onto the canvas pane.
2. Right-click the variable on the canvas pane, and select one of the category or total options from the pop-up menu.

To sort categories

1. Right-click the variable on the canvas pane, select **Sort Categories** from the pop-up menu, and then select the sort method:
 - By value
 - By label
 - By count
 - By lower

Totals

1. Right-click a variable on the canvas pane, select **Show Total** from the pop-up menu, and then select where to display the total:
 - Above Category
 - Below Category

If the selected variable is nested within another variable, totals will be inserted for each subtable.

Custom Tables: Test Statistics

The Test Statistics feature provides significance tests for custom tables.



These tests are not available for tables in which category labels are moved out of their default table dimension or for computed categories.

Column Means and Column Proportions tests

Column means tests are available for scale variables. Column proportions tests are available for categorical variables.

Compare column means

Pairwise tests of the equality of column means. The table must have a categorical variable in the columns and a scale variable as the innermost level of the rows. The table must include the mean as a summary statistic.

For ordinary categorical variables, the variance can be estimated from all categories or from just the categories that are compared. For multiple response variables, the variance for the means test is always based on just the categories that are compared.

Compare column proportions

Pairwise tests of the equality of column proportions. The table must have at least one categorical variable in both the columns and rows. The table must include counts or column percentages.

Significance level

The significance level for column means and column proportions tests.

- The value must be greater than 0 and less than 1.

- If you specify two significance levels, capital letters are used to identify significance values less than or equal to the smaller level. Lower case letters are used to identify significance values less than or equal to the larger level.
- If you select **Use APA-style subscripts**, the second value is ignored.

Adjust p-values for multiple comparisons

The **Bonferroni** correction adjusts for the family-wise error rate (FWER). The **Benjamini-Hochberg** method is a false discovery rate (FDR) adjustment. This method is less conservative than the Bonferroni correction.

Identify Significant Differences

For column means and column proportions tests, you can display significant results in a separate table or in the main table.

In a separate table

Significance tests results are displayed in a separate table. If two values are significantly different, the cell corresponding to the larger value displays a key that identifies the column with the smaller value.

Display significance values

The significance values are displayed in parentheses after each key value in the cell. This option is available only when significant results are displayed in a separate table.

In the main table

Significance test results are displayed in the main table. Each column category in the table is identified with an alphabetic key. For each significant pair, the key of the category with the smaller column mean or proportion appears in the category with the larger column mean or proportion.

- When you hover over a key in the column label cell in a pivot table, all cells in the table with that significance key are highlighted. For a table with multiple variables in the column dimension, only cells in that sub-table are highlighted.
- To select all cells in a table (or sub-table) that have the same significance key, right-click on the column label cell and choose **Select > Select all cells with this significance key**.

Use APA-style subscripts

Identify significant differences with APA-style formatting that uses subscript letters. If two values are significantly different, those values display different subscript letters. These subscripts are not footnotes. When this option is in effect, the defined footnote style in the current TableLook is overridden and footnotes are displayed as superscript numbers. To select all cells in the same row with the same significance key, right-click on a cell that has a significance key and choose **Select cells with similar significance**

Tests of independence (Chi-square)

Chi-square test of independence for tables in which at least one category variable exists in both the rows and columns.

Use subtotals in place of subtotaled categories

Each subtotal replaces its categories for significance testing. Otherwise, only subtotals for which the subtotaled categories are hidden replace their categories for testing.

Include multiple response variables in tests

Categories of multiple response sets are included in significance tests. Otherwise, multiple response sets are not included in significance tests.

Sample Files

The sample files installed with the product can be found in the *Samples* subdirectory of the installation directory. There is a separate folder within the *Samples* subdirectory for each of the following languages: English, French, German, Italian, Japanese, Korean, Polish, Russian, Simplified Chinese, Spanish, and Traditional Chinese.

Not all sample files are available in all languages. If a sample file is not available in a language, that language folder contains an English version of the sample file.

Descriptions

Following are brief descriptions of the sample files used in various examples throughout the documentation.

- **accidents.sav.** This is a hypothetical data file that concerns an insurance company that is studying age and gender risk factors for automobile accidents in a given region. Each case corresponds to a cross-classification of age category and gender.
- **adl.sav.** This is a hypothetical data file that concerns efforts to determine the benefits of a proposed type of therapy for stroke patients. Physicians randomly assigned female stroke patients to one of two groups. The first received the standard physical therapy, and the second received an additional emotional therapy. Three months following the treatments, each patient's abilities to perform common activities of daily life were scored as ordinal variables.
- **advert.sav.** This is a hypothetical data file that concerns a retailer's efforts to examine the relationship between money spent on advertising and the resulting sales. To this end, they have collected past sales figures and the associated advertising costs.
- **aflatoxin.sav.** This is a hypothetical data file that concerns the testing of corn crops for aflatoxin, a poison whose concentration varies widely between and within crop yields. A grain processor has received 16 samples from each of 8 crop yields and measured the aflatoxin levels in parts per billion (PPB).
- **anorectic.sav.** While working toward a standardized symptomatology of anorectic/bulimic behavior, researchers¹ made a study of 55 adolescents with known eating disorders. Each patient was seen four times over four years, for a total of 220 observations. At each observation, the patients were scored for each of 16 symptoms. Symptom scores are missing for patient 71 at time 2, patient 76 at time 2, and patient 47 at time 3, leaving 217 valid observations.
- **anticonvulsants.sav.** Medical researchers can use a generalized linear mixed model to determine whether a new anticonvulsant drug can reduce a patient's rate of epileptic seizures. Repeated measurements from the same patient are typically positively correlated so a mixed model with some random effects should be appropriate. The target field, the number of seizures, takes positive integer values, so a generalized linear mixed model with a Poisson distribution and log link may be appropriate.
- **bankloan.sav.** This is a hypothetical data file that concerns a bank's efforts to reduce the rate of loan defaults. The file contains financial and demographic information on 850 past and prospective customers. The first 700 cases are customers who were previously given loans. The last 150 cases are prospective customers that the bank needs to classify as good or bad credit risks.
- **bankloan_binning.sav.** This is a hypothetical data file containing financial and demographic information on 5,000 past customers.
- **bankloan_cs.sav.** This is a hypothetical data file that concerns a bank's efforts to identify characteristics that are indicative of people who are likely to default on loans and then use those characteristics to identify good and bad credit risks.

1. Van der Ham, T., J. J. Meulman, D. C. Van Strien, and H. Van Engeland. 1997. Empirically based subgrouping of eating disorders in adolescents: A longitudinal perspective. *British Journal of Psychiatry*, 170, 363-368.

- **bankloan_cs_noweights.sav.** This is a hypothetical data file that concerns a bank's efforts to identify characteristics that are indicative of people who are likely to default on loans and then use those characteristics to identify good and bad credit risks. The sampling weights are not included in the file.
- **behavior.sav.** In a classic example ², 52 students were asked to rate the combinations of 15 situations and 15 behaviors on a 10-point scale ranging from 0="extremely appropriate" to 9="extremely inappropriate." Averaged over individuals, the values are taken as dissimilarities.
- **behavior_ini.sav.** This data file contains an initial configuration for a two-dimensional solution for *behavior.sav*.
- **brakes.sav.** This is a hypothetical data file that concerns quality control at a factory that produces disc brakes for high-performance automobiles. The data file contains diameter measurements of 16 discs from each of 8 production machines. The target diameter for the brakes is 322 millimeters.
- **breakfast.sav.** In a classic study ³, 21 Wharton School MBA students and their spouses were asked to rank 15 breakfast items in order of preference with 1="most preferred" to 15="least preferred." Their preferences were recorded under six different scenarios, from "Overall preference" to "Snack, with beverage only."
- **breakfast-overall.sav.** This data file contains the breakfast item preferences for the first scenario, "Overall preference," only.
- **broadband_1.sav.** This is a hypothetical data file containing the number of subscribers, by region, to a national broadband service. The data file contains monthly subscriber numbers for 85 regions over a four-year period.
- **broadband_2.sav.** This data file is identical to *broadband_1.sav* but contains data for three additional months.
- **cable_survey.sav.** Executives at a cable provider of television, phone, and internet services want to know more about potential customers. They conduct a survey of 2000 people in their service regions and ask whether they (1) don't have the service; (2) subscribe to the service with other providers; or (3) have the service with the company, for each of the three services. The survey additionally collects some demographic information, such as gender, age category (4 levels), education category (3 levels), income category (3 levels), residence type category (4 levels), years at current address category (3 levels), number of people in the house, and so on.
- **car_insurance_claims.sav.** A dataset presented and analyzed elsewhere ⁴ concerns damage claims for cars. The average claim amount can be modeled as having a gamma distribution, using an inverse link function to relate the mean of the dependent variable to a linear combination of the policyholder age, vehicle type, and vehicle age. The number of claims filed can be used as a scaling weight.
- **car_sales.sav.** This data file contains hypothetical sales estimates, list prices, and physical specifications for various makes and models of vehicles. The list prices and physical specifications were obtained alternately from *edmunds.com* and manufacturer sites.
- **car_sales_upprepared.sav.** This is a modified version of *car_sales.sav* that does not include any transformed versions of the fields.
- **carpet.sav.** In a popular example ⁵, a company interested in marketing a new carpet cleaner wants to examine the influence of five factors on consumer preference—package design, brand name, price, a *Good Housekeeping* seal, and a money-back guarantee. There are three factor levels for package design, each one differing in the location of the applicator brush; three brand names (*K2R*, *Glory*, and *Bissell*); three price levels; and two levels (either no or yes) for each of the last two factors. Ten consumers rank 22 profiles defined by these factors. The variable *Preference* contains the rank of the average rankings for each profile. Low rankings correspond to high preference. This variable reflects an overall measure of preference for each profile.

2. Price, R. H., and D. L. Bouffard. 1974. Behavioral appropriateness and situational constraints as dimensions of social behavior. *Journal of Personality and Social Psychology*, 30, 579-586.

3. Green, P. E., and V. Rao. 1972. *Applied multidimensional scaling*. Hinsdale, Ill.: Dryden Press.

4. McCullagh, P., and J. A. Nelder. 1989. *Generalized Linear Models*, 2nd ed. London: Chapman & Hall.

5. Green, P. E., and Y. Wind. 1973. *Multiattribute decisions in marketing: A measurement approach*. Hinsdale, Ill.: Dryden Press.

- **carpet_prefs.sav.** This data file is based on the same example as described for *carpet.sav*, but it contains the actual rankings collected from each of the 10 consumers. The consumers were asked to rank the 22 product profiles from the most to the least preferred. The variables *PREF1* through *PREF22* contain the identifiers of the associated profiles, as defined in *carpet_plan.sav*.
- **catalog.sav.** This data file contains hypothetical monthly sales figures for three products sold by a catalog company. Data for five possible predictor variables are also included.
- **catalog_seasfac.sav.** This data file is the same as *catalog.sav* except for the addition of a set of seasonal factors calculated from the Seasonal Decomposition procedure along with the accompanying date variables.
- **cellular.sav.** This is a hypothetical data file that concerns a cellular phone company's efforts to reduce churn. Churn propensity scores are applied to accounts, ranging from 0 to 100. Accounts scoring 50 or above may be looking to change providers.
- **ceramics.sav.** This is a hypothetical data file that concerns a manufacturer's efforts to determine whether a new premium alloy has a greater heat resistance than a standard alloy. Each case represents a separate test of one of the alloys; the heat at which the bearing failed is recorded.
- **cereal.sav.** This is a hypothetical data file that concerns a poll of 880 people about their breakfast preferences, also noting their age, gender, marital status, and whether or not they have an active lifestyle (based on whether they exercise at least twice a week). Each case represents a separate respondent.
- **clothing_defects.sav.** This is a hypothetical data file that concerns the quality control process at a clothing factory. From each lot produced at the factory, the inspectors take a sample of clothes and count the number of clothes that are unacceptable.
- **coffee.sav.** This data file pertains to perceived images of six iced-coffee brands ⁶. For each of 23 iced-coffee image attributes, people selected all brands that were described by the attribute. The six brands are denoted AA, BB, CC, DD, EE, and FF to preserve confidentiality.
- **contacts.sav.** This is a hypothetical data file that concerns the contact lists for a group of corporate computer sales representatives. Each contact is categorized by the department of the company in which they work and their company ranks. Also recorded are the amount of the last sale made, the time since the last sale, and the size of the contact's company.
- **credit_card.sav.** A hypothetical study of credit card usage follows each subject's monthly spending on their primary card for two years, with spending broken out by the type of transaction (Grocery, Retail, Entertainment, Travel, and Other). Each record in the dataset corresponds to given month of spending and type of transaction, so the data collected for each subject requires 2 years \times 12 months per year \times 5 types of transactions = 120 records.
- **creditpromo.sav.** This is a hypothetical data file that concerns a department store's efforts to evaluate the effectiveness of a recent credit card promotion. To this end, 500 cardholders were randomly selected. Half received an ad promoting a reduced interest rate on purchases made over the next three months. Half received a standard seasonal ad.
- **cross_sell.sav.** An order-by-mail company has a book club and a CD club. Each month, they make special offers available to club members. The company wants to create a model for the month's total special offer purchases based on total book purchases, CD purchases, and the type of offer given to club members. Two-Stage Least-Squares Regression is appropriate to this situation because money spent on special offers is money not spent on books or CD's; thus, there is a feedback loop between the response and these two predictors.
- **customer_dbase.sav.** This is a hypothetical data file that concerns a company's efforts to use the information in its data warehouse to make special offers to customers who are most likely to reply. A subset of the customer base was selected at random and given the special offers, and their responses were recorded.

6. Kennedy, R., C. Riquier, and B. Sharp. 1996. Practical applications of correspondence analysis to categorical data in market research. *Journal of Targeting, Measurement, and Analysis for Marketing*, 5, 56-70.

- **customer_information.sav.** A hypothetical data file containing customer mailing information, such as name and address.
- **customer_subset.sav.** A subset of 80 cases from *customer_dbase.sav*.
- **debate.sav.** This is a hypothetical data file that concerns paired responses to a survey from attendees of a political debate before and after the debate. Each case corresponds to a separate respondent.
- **debate_aggregate.sav.** This is a hypothetical data file that aggregates the responses in *debate.sav*. Each case corresponds to a cross-classification of preference before and after the debate.
- **demo.sav.** This is a hypothetical data file that concerns a purchased customer database, for the purpose of mailing monthly offers. Whether or not the customer responded to the offer is recorded, along with various demographic information.
- **demo_cs_1.sav.** This is a hypothetical data file that concerns the first step of a company's efforts to compile a database of survey information. Each case corresponds to a different city, and the region, province, district, and city identification are recorded.
- **demo_cs_2.sav.** This is a hypothetical data file that concerns the second step of a company's efforts to compile a database of survey information. Each case corresponds to a different household unit from cities selected in the first step, and the region, province, district, city, subdivision, and unit identification are recorded. The sampling information from the first two stages of the design is also included.
- **demo_cs.sav.** This is a hypothetical data file that contains survey information collected using a complex sampling design. Each case corresponds to a different household unit, and various demographic and sampling information is recorded.
- **diabetes_costs.sav.** This is a hypothetical data file that contains information that is maintained by an insurance company on policy holders who have diabetes. Each case corresponds to a different policy holder.
- **dietstudy.sav.** This hypothetical data file contains the results of a study of the "Stillman diet" ⁷. Each case corresponds to a separate subject and records his or her pre- and post-diet weights in pounds and triglyceride levels in mg/100 ml.
- **dmdata.sav.** This is a hypothetical data file that contains demographic and purchasing information for a direct marketing company. *dmdata2.sav* contains information for a subset of contacts that received a test mailing, and *dmdata3.sav* contains information on the remaining contacts who did not receive the test mailing.
- **dvdplayer.sav.** This is a hypothetical data file that concerns the development of a new DVD player. Using a prototype, the marketing team has collected focus group data. Each case corresponds to a separate surveyed user and records some demographic information about them and their responses to questions about the prototype.
- **Employee data.sav.** This is a hypothetical data file that contains employee specific information (education level, employment category, current salary, previous experience, and so on).
- **german_credit.sav.** This data file is taken from the "German credit" dataset in the Repository of Machine Learning Databases ⁸ at the University of California, Irvine.
- **grocery_1month.sav.** This hypothetical data file is the *grocery_coupons.sav* data file with the weekly purchases "rolled-up" so that each case corresponds to a separate customer. Some of the variables that changed weekly disappear as a result, and the amount spent recorded is now the sum of the amounts spent during the four weeks of the study.
- **grocery_coupons.sav.** This is a hypothetical data file that contains survey data collected by a grocery store chain interested in the purchasing habits of their customers. Each customer is followed for four weeks, and each case corresponds to a separate customer-week and records information about where and how the customer shops, including how much was spent on groceries during that week.

7. Rickman, R., N. Mitchell, J. Dingman, and J. E. Dalen. 1974. Changes in serum cholesterol during the Stillman Diet. *Journal of the American Medical Association*, 228:, 54-58.

8. Blake, C. L., and C. J. Merz. 1998. "UCI Repository of machine learning databases." Available at <http://www.ics.uci.edu/~mllearn/MLRepository.html>.

- **guttman.sav.** Bell ⁹ presented a table to illustrate possible social groups. Guttman ¹⁰ used a portion of this table, in which five variables describing such things as social interaction, feelings of belonging to a group, physical proximity of members, and formality of the relationship were crossed with seven theoretical social groups, including crowds (for example, people at a football game), audiences (for example, people at a theater or classroom lecture), public (for example, newspaper or television audiences), mobs (like a crowd but with much more intense interaction), primary groups (intimate), secondary groups (voluntary), and the modern community (loose confederation resulting from close physical proximity and a need for specialized services).
- **health_funding.sav.** This is a hypothetical data file that contains data on health care funding (amount per 100 population), disease rates (rate per 10,000 population), and visits to health care providers (rate per 10,000 population). Each case represents a different city.
- **hivassay.sav.** This is a hypothetical data file that concerns the efforts of a pharmaceutical lab to develop a rapid assay for detecting HIV infection. The results of the assay are eight deepening shades of red, with deeper shades indicating greater likelihood of infection. A laboratory trial was conducted on 2,000 blood samples, half of which were infected with HIV and half of which were clean.
- **hourlywagedata.sav.** This is a hypothetical data file that concerns the hourly wages of nurses from office and hospital positions and with varying levels of experience.
- **insurance_claims.sav.** This is a hypothetical data file that concerns an insurance company that wants to build a model for flagging suspicious, potentially fraudulent claims. Each case represents a separate claim.
- **insure.sav.** This is a hypothetical data file that concerns an insurance company that is studying the risk factors that indicate whether a client will have to make a claim on a 10-year term life insurance contract. Each case in the data file represents a pair of contracts, one of which recorded a claim and the other didn't, matched on age and gender.
- **judges.sav.** This is a hypothetical data file that concerns the scores given by trained judges (plus one enthusiast) to 300 gymnastics performances. Each row represents a separate performance; the judges viewed the same performances.
- **kinship_dat.sav.** Rosenberg and Kim ¹¹ set out to analyze 15 kinship terms (aunt, brother, cousin, daughter, father, granddaughter, grandfather, grandmother, grandson, mother, nephew, niece, sister, son, uncle). They asked four groups of college students (two female, two male) to sort these terms on the basis of similarities. Two groups (one female, one male) were asked to sort twice, with the second sorting based on a different criterion from the first sort. Thus, a total of six "sources" were obtained. Each source corresponds to a 15 x 15 proximity matrix, whose cells are equal to the number of people in a source minus the number of times the objects were partitioned together in that source.
- **kinship_ini.sav.** This data file contains an initial configuration for a three-dimensional solution for *kinship_dat.sav*.
- **kinship_var.sav.** This data file contains independent variables *gender*, *gener(ation)*, and *degree* (of separation) that can be used to interpret the dimensions of a solution for *kinship_dat.sav*. Specifically, they can be used to restrict the space of the solution to a linear combination of these variables.
- **marketvalues.sav.** This data file concerns home sales in a new housing development in Algonquin, Ill., during the years from 1999–2000. These sales are a matter of public record.
- **nhis2000_subset.sav.** The National Health Interview Survey (NHIS) is a large, population-based survey of the U.S. civilian population. Interviews are carried out face-to-face in a nationally representative sample of households. Demographic information and observations about health behaviors and status are obtained for members of each household. This data file contains a subset of information from the

9. Bell, E. H. 1961. *Social foundations of human behavior: Introduction to the study of sociology*. New York: Harper & Row.

10. Guttman, L. 1968. A general nonmetric technique for finding the smallest coordinate space for configurations of points. *Psychometrika*, 33, 469-506.

11. Rosenberg, S., and M. P. Kim. 1975. The method of sorting as a data-gathering procedure in multivariate research. *Multivariate Behavioral Research*, 10, 489-502.

2000 survey. National Center for Health Statistics. National Health Interview Survey, 2000. Public-use data file and documentation. ftp://ftp.cdc.gov/pub/Health_Statistics/NCHS/Datasets/NHIS/2000/. Accessed 2003.

- **ozone.sav.** The data include 330 observations on six meteorological variables for predicting ozone concentration from the remaining variables. Previous researchers^{12, 13}, among others found nonlinearities among these variables, which hinder standard regression approaches.
- **pain_medication.sav.** This hypothetical data file contains the results of a clinical trial for anti-inflammatory medication for treating chronic arthritic pain. Of particular interest is the time it takes for the drug to take effect and how it compares to an existing medication.
- **patient_los.sav.** This hypothetical data file contains the treatment records of patients who were admitted to the hospital for suspected myocardial infarction (MI, or "heart attack"). Each case corresponds to a separate patient and records many variables related to their hospital stay.
- **patlos_sample.sav.** This hypothetical data file contains the treatment records of a sample of patients who received thrombolytics during treatment for myocardial infarction (MI, or "heart attack"). Each case corresponds to a separate patient and records many variables related to their hospital stay.
- **poll_cs.sav.** This is a hypothetical data file that concerns pollsters' efforts to determine the level of public support for a bill before the legislature. The cases correspond to registered voters. Each case records the county, township, and neighborhood in which the voter lives.
- **poll_cs_sample.sav.** This hypothetical data file contains a sample of the voters listed in *poll_cs.sav*. The sample was taken according to the design specified in the *poll_csplan* plan file, and this data file records the inclusion probabilities and sample weights. Note, however, that because the sampling plan makes use of a probability-proportional-to-size (PPS) method, there is also a file containing the joint selection probabilities (*poll_jointprob.sav*). The additional variables corresponding to voter demographics and their opinion on the proposed bill were collected and added to the data file after the sample was taken.
- **property_assess.sav.** This is a hypothetical data file that concerns a county assessor's efforts to keep property value assessments up to date on limited resources. The cases correspond to properties sold in the county in the past year. Each case in the data file records the township in which the property lies, the assessor who last visited the property, the time since that assessment, the valuation made at that time, and the sale value of the property.
- **property_assess_cs.sav.** This is a hypothetical data file that concerns a state assessor's efforts to keep property value assessments up to date on limited resources. The cases correspond to properties in the state. Each case in the data file records the county, township, and neighborhood in which the property lies, the time since the last assessment, and the valuation made at that time.
- **property_assess_cs_sample.sav.** This hypothetical data file contains a sample of the properties listed in *property_assess_cs.sav*. The sample was taken according to the design specified in the *property_assess_csplan* plan file, and this data file records the inclusion probabilities and sample weights. The additional variable *Current value* was collected and added to the data file after the sample was taken.
- **recidivism.sav.** This is a hypothetical data file that concerns a government law enforcement agency's efforts to understand recidivism rates in their area of jurisdiction. Each case corresponds to a previous offender and records their demographic information, some details of their first crime, and then the time until their second arrest, if it occurred within two years of the first arrest.
- **recidivism_cs_sample.sav.** This is a hypothetical data file that concerns a government law enforcement agency's efforts to understand recidivism rates in their area of jurisdiction. Each case corresponds to a previous offender, released from their first arrest during the month of June, 2003, and records their demographic information, some details of their first crime, and the data of their second arrest, if it occurred by the end of June, 2006. Offenders were selected from sampled departments according to the

12. Breiman, L., and J. H. Friedman. 1985. Estimating optimal transformations for multiple regression and correlation. *Journal of the American Statistical Association*, 80, 580-598.

13. Hastie, T., and R. Tibshirani. 1990. *Generalized additive models*. London: Chapman and Hall.

sampling plan specified in *recidivism_cs.csplan*; because it makes use of a probability-proportional-to-size (PPS) method, there is also a file containing the joint selection probabilities (*recidivism_cs_jointprob.sav*).

- **rfm_transactions.sav.** A hypothetical data file containing purchase transaction data, including date of purchase, item(s) purchased, and monetary amount of each transaction.
- **salesperformance.sav.** This is a hypothetical data file that concerns the evaluation of two new sales training courses. Sixty employees, divided into three groups, all receive standard training. In addition, group 2 gets technical training; group 3, a hands-on tutorial. Each employee was tested at the end of the training course and their score recorded. Each case in the data file represents a separate trainee and records the group to which they were assigned and the score they received on the exam.
- **satisf.sav.** This is a hypothetical data file that concerns a satisfaction survey conducted by a retail company at 4 store locations. 582 customers were surveyed in all, and each case represents the responses from a single customer.
- **screws.sav.** This data file contains information on the characteristics of screws, bolts, nuts, and tacks ¹⁴.
- **shampoo_ph.sav.** This is a hypothetical data file that concerns the quality control at a factory for hair products. At regular time intervals, six separate output batches are measured and their pH recorded. The target range is 4.5–5.5.
- **ships.sav.** A dataset presented and analyzed elsewhere ¹⁵ that concerns damage to cargo ships caused by waves. The incident counts can be modeled as occurring at a Poisson rate given the ship type, construction period, and service period. The aggregate months of service for each cell of the table formed by the cross-classification of factors provides values for the exposure to risk.
- **site.sav.** This is a hypothetical data file that concerns a company's efforts to choose new sites for their expanding business. They have hired two consultants to separately evaluate the sites, who, in addition to an extended report, summarized each site as a "good," "fair," or "poor" prospect.
- **smokers.sav.** This data file is abstracted from the 1998 National Household Survey of Drug Abuse and is a probability sample of American households. (<http://dx.doi.org/10.3886/ICPSR02934>) Thus, the first step in an analysis of this data file should be to weight the data to reflect population trends.
- **stocks.sav** This hypothetical data file contains stocks prices and volume for one year.
- **stroke_clean.sav.** This hypothetical data file contains the state of a medical database after it has been cleaned using procedures in Statistics Base Edition.
- **stroke_invalid.sav.** This hypothetical data file contains the initial state of a medical database and contains several data entry errors.
- **stroke_survival.** This hypothetical data file concerns survival times for patients exiting a rehabilitation program post-ischemic stroke face a number of challenges. Post-stroke, the occurrence of myocardial infarction, ischemic stroke, or hemorrhagic stroke is noted and the time of the event recorded. The sample is left-truncated because it only includes patients who survived through the end of the rehabilitation program administered post-stroke.
- **stroke_valid.sav.** This hypothetical data file contains the state of a medical database after the values have been checked using the Validate Data procedure. It still contains potentially anomalous cases.
- **survey_sample.sav.** This data file contains survey data, including demographic data and various attitude measures. It is based on a subset of variables from the 1998 NORC General Social Survey, although some data values have been modified and additional fictitious variables have been added for demonstration purposes.
- **tcm_kpi.sav.** This is a hypothetical data file that contains values of weekly key performance indicators for a business. It also contains weekly data for a number of controllable metrics over the same time period.
- **tcm_kpi_upd.sav.** This data file is identical to *tcm_kpi.sav* but contains data for four extra weeks.

14. Hartigan, J. A. 1975. *Clustering algorithms*. New York: John Wiley and Sons.

15. McCullagh, P., and J. A. Nelder. 1989. *Generalized Linear Models*, 2nd ed. London: Chapman & Hall.

- **telco.sav.** This is a hypothetical data file that concerns a telecommunications company's efforts to reduce churn in their customer base. Each case corresponds to a separate customer and records various demographic and service usage information.
- **telco_extra.sav.** This data file is similar to the *telco.sav* data file, but the "tenure" and log-transformed customer spending variables have been removed and replaced by standardized log-transformed customer spending variables.
- **telco_missing.sav.** This data file is a subset of the *telco.sav* data file, but some of the demographic data values have been replaced with missing values.
- **testmarket.sav.** This hypothetical data file concerns a fast food chain's plans to add a new item to its menu. There are three possible campaigns for promoting the new product, so the new item is introduced at locations in several randomly selected markets. A different promotion is used at each location, and the weekly sales of the new item are recorded for the first four weeks. Each case corresponds to a separate location-week.
- **testmarket_1month.sav.** This hypothetical data file is the *testmarket.sav* data file with the weekly sales "rolled-up" so that each case corresponds to a separate location. Some of the variables that changed weekly disappear as a result, and the sales recorded is now the sum of the sales during the four weeks of the study.
- **tree_car.sav.** This is a hypothetical data file containing demographic and vehicle purchase price data.
- **tree_credit.sav.** This is a hypothetical data file containing demographic and bank loan history data.
- **tree_missing_data.sav** This is a hypothetical data file containing demographic and bank loan history data with a large number of missing values.
- **tree_score_car.sav.** This is a hypothetical data file containing demographic and vehicle purchase price data.
- **tree_textdata.sav.** A simple data file with only two variables intended primarily to show the default state of variables prior to assignment of measurement level and value labels.
- **tv-survey.sav.** This is a hypothetical data file that concerns a survey conducted by a TV studio that is considering whether to extend the run of a successful program. 906 respondents were asked whether they would watch the program under various conditions. Each row represents a separate respondent; each column is a separate condition.
- **ulcer_recurrence.sav.** This file contains partial information from a study designed to compare the efficacy of two therapies for preventing the recurrence of ulcers. It provides a good example of interval-censored data and has been presented and analyzed elsewhere ¹⁶.
- **ulcer_recurrence_recoded.sav.** This file reorganizes the information in *ulcer_recurrence.sav* to allow you model the event probability for each interval of the study rather than simply the end-of-study event probability. It has been presented and analyzed elsewhere ¹⁷.
- **verd1985.sav.** This data file concerns a survey ¹⁸. The responses of 15 subjects to 8 variables were recorded. The variables of interest are divided into three sets. Set 1 includes *age* and *marital*, set 2 includes *pet* and *news*, and set 3 includes *music* and *live*. *Pet* is scaled as multiple nominal and *age* is scaled as ordinal; all of the other variables are scaled as single nominal.
- **virus.sav.** This is a hypothetical data file that concerns the efforts of an Internet service provider (ISP) to determine the effects of a virus on its networks. They have tracked the (approximate) percentage of infected e-mail traffic on its networks over time, from the moment of discovery until the threat was contained.
- **wheeze_steubenville.sav.** This is a subset from a longitudinal study of the health effects of air pollution on children ¹⁹. The data contain repeated binary measures of the wheezing status for children

16. Collett, D. 2003. *Modelling survival data in medical research*, 2 ed. Boca Raton: Chapman & Hall/CRC.

17. Collett, D. 2003. *Modelling survival data in medical research*, 2 ed. Boca Raton: Chapman & Hall/CRC.

18. Verdegaal, R. 1985. *Meer sets analyse voor kwalitatieve gegevens (in Dutch)*. Leiden: Department of Data Theory, University of Leiden.

19. Ware, J. H., D. W. Dockery, A. Spiro III, F. E. Speizer, and B. G. Ferris Jr. 1984. Passive smoking, gas cooking, and respiratory health of children living in six cities. *American Review of Respiratory Diseases*, 129, 366-374.

from Steubenville, Ohio, at ages 7, 8, 9 and 10 years, along with a fixed recording of whether or not the mother was a smoker during the first year of the study.

- **workprog.sav.** This is a hypothetical data file that concerns a government works program that tries to place disadvantaged people into better jobs. A sample of potential program participants were followed, some of whom were randomly selected for enrollment in the program, while others were not. Each case represents a separate program participant.
- **worldsales.sav** This hypothetical data file contains sales revenue by continent and product.

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