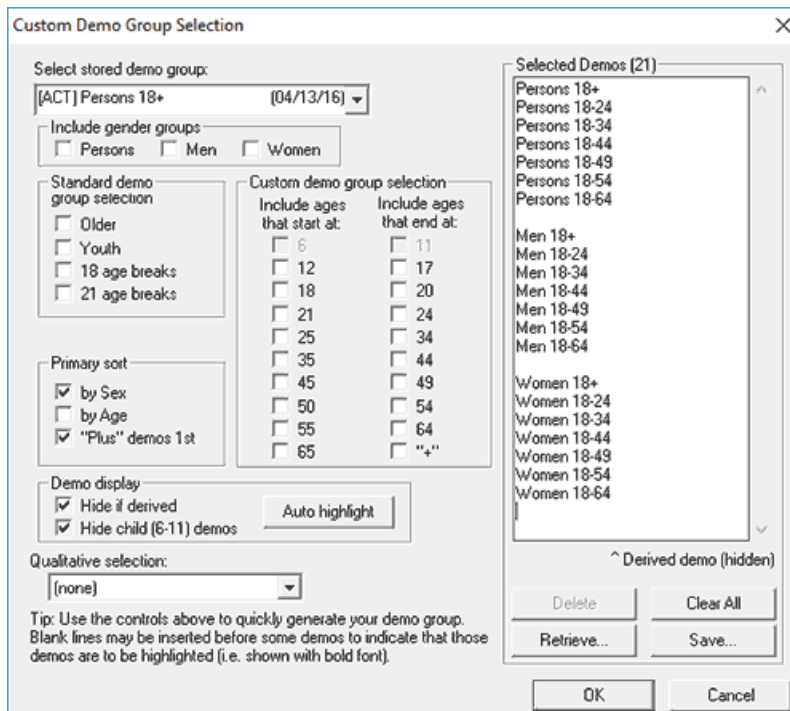# Did you know...?

- You can customize the list of demographics displayed in the Affiliate System Demo Summary report, and save custom lists of demos for use in future reports. Select the Demo Summary Options tab and click "Custom Demo groups" at the bottom middle of that window to open up the dialog (see below).

If you already have stored demo groups, you can select one of them from the upper left menu. To create a new custom demo group, click on "Clear All" in the lower right, and then use the checkboxes to choose the selected demos. Or, you can edit an existing stored demo group by selecting that group, modifying the demos, and saving the group with a new name. Note that you can type directly into the Selected Demos box to modify spacing and demo selections.

If you prefer to exclude derived demographics (for instance, demos with age breaks at 21 or 45 will be derived if used with qualitative data) or exclude Child 6-11 demos (i.e., all listeners under 12), then select the relevant checkboxes under 'Demo display'.

To add qualitative data (e.g., 'Income $25k-49k', 'Education College Graduate', etc.) to all demos in your demo group, choose one from the drop down list in the lower left under 'Qualitative selection'. Once you have configured the demo group to your liking, you can save it by clicking the "Save" button in the lower right. You can save it just for yourself or choose to make it site global.