# Chapter 4 Reports

Standard & Poor's Research Insight is your best resource to quickly access detailed financial information on thousands of companies around the world. You will find dozens of pre-defined reports in Research Insight, including the most commonly used income statement and balance sheet reports or design and build your own using our unique Report Assistant wizard. With the Research Assistant, you can also create a free-form report selecting the data you want to display and customizing the layout to your own specifications.

This chapter shows you how to

- run a Company Highlights report
- run a pre-defined report for one or more companies
- modify a pre-defined report
- create a table report using the Report Assistant
- create a free-form report using the Report Assistant
- Note: The procedures in this chapter use the Money Management default style. To change your style to Money Management, select **Options** from the **Tools** menu, select the **Style** tab, select the **Money Management** style and click **Set Active Style**.

# **Running a Company Highlights Report**

First, we'll show you how easy it is view financial highlights for a company. Here's how you run a Company Highlights report for Wm. Wrigley Jr. Company.

Begin from the Research Insight desktop.

1. Click the (**Company Highlights**) button. The Run Assistant window will appear on top of the Company Highlights report window. The Run Assistant is similar to the Research Assistant window.

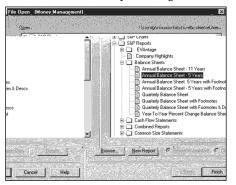
2. Enter the ticker symbol for Wrigley (wwy

# **Running a Pre-defined Report**

With just a few clicks of the mouse, you can open and run a pre-defined report and choose the company or set of companies that you want to appear in the report. For example, to view a 5 Year Annual Balance Sheet on Exxon Mobil Corporation, follow the steps below.

Begin from the Research Insight desktop.

1. Click the 🔯 (**Open Report**) button. You will see the File Open dialog box



2. From the Balance Sheets folder select Annual Balance Sheet-5 Years and click Finish.

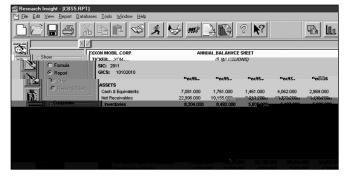
You will see the Run Assistant window.

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Screen Set Rep	ort Time Periods   Screen - Classic	View
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xom	(none)	Change Set
Einö Similar Compa Economic Sector GICS-Sector GICS-Group	nies ,	t Institutional Holdings Turnaround Fur

3. Enter the ticker symbol **xom** (Exxon Mobil) in the **Companies** field.

Hint: To find a company's ticker symbol, click the 🐼 (Look Up) button.

4. Click OK. The 5 Year Annual Balance Sheet for Exxon Mobil will appear on your screen



Hint: To modify, add or view the underlying formulas for this report, select the Formula radio button in the Show area. To open another report, click the (Open Report) button from the desktop. To change your initial set or modify your base set and criteria, click the (Run) button to open the Run Assistant window. To view a Business Description or Trends and Projections report for the company, click the (View Text) button.

#### **Running a Pre-defined Report on Multiple Companies**

Now let's say you wanted to look at a 5 Year Annual Balance Sheet on several of Exxon Mobil Corporation's peers: Chevron Corporation and Texaco Incorporated. You would follow steps 1 and 2 on the previous page.

- 1. Enter the ticker symbols of the peer companies in the **Companies** field, separating each ticker symbol with a comma (i.e. **chv**, **tx**).
- 2. Click **OK**. A 5 Year Annual Balance Sheet report will appear for the first company.



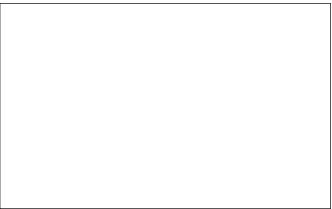
Hint: To view the report for the other companies, click the ticker symbol of the company in the Companies area. Click the Name button to display the list of companies by name. To view a Business Description or Trends & Projections report for the company, click the (View Text) button.

#### Modifying a Pre-defined Report

To demonstrate how easy it is to modify a pre-defined report, here is how you could change the title of the 5 Year Annual Balance Sheet report you ran in the previous example.

Begin with the report displayed on your screen.

1. Click the **Formula** radio button in the Show box. The underlying formulas for the report are displayed.



- 2. Click the Annual Balance Sheet text box.
- 3. Place your cursor in the upper command line, change **ANNUAL BALANCE SHEET** to **PEER BALANCE SHEET** and press **Enter**.

The new title will appear in the text box.



- 4. Click the 🏂 (**Run**) button.
- The Run Assistant window displays with the tickers **CHV** and **TX** in the Companies field. 5. Click **OK**.

The new title will appear in the report on your screen.

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i∑ Eile Edit View Report Databases Tools Window Help	
Show	PEER BALANCE SHEET

# **Creating a Table Report**

Although Research Insight offers a comprehensive library of pre-formatted reports, there will be many instances when you want to create your own table report. In a table report, data is displayed in rows and columns, and titles are automatically provided for each column. Table reports are useful when you need to display information for a large number of companies at the same time.

Let's say you want to prepare a table report that compares data for Arnold Palmer Golf Co., Black Rock Golf Co., Callaway Golf Co., and S2 Golf Inc.

Begin from the Research Insight desktop.

- 1. Click the 🔯 (**Report Assistant**) button.
- 2. Click the Items vs. Companies radio button under Current Time Period.

Report Assistant - Step 1 <u>Current Time Period</u> C Items vs Companies C Companies vs Items	(Money Management)	EXAMF	PLE		×
Historical Analysis	Company Name	Mrkt Value-Mthly	Price to Earnings	<b>Price to Sales</b>	
C Items vs Companies	Houghton Mil Rin	1,114.296	22.713	1.410	
<ul> <li>Items vs Time For a Company</li> </ul>	McGraw-Hill Co	6,775.262	12.864	1.956	
	Readers Digest	2,544.813	62.982	0.923	
Time vs Items     For a Company     Some statement     Blank Report	Company Count-				

- 3. Click Next.
- 4. Click the **Valuation** radio button and select the **Return on Equity** item.
- 5. Click Add.
- 6. Click the Income Annual radio button and select the Sales item.
- 7. Click Add.
- 8. Click the EPS & Shares radio button and select the EPS Basic Exc Extra item.
- 9. Click Add.
- **Hint**: If the radio buttons you need are not displayed, click **Customize** and select the items you need from the Item Group category and Item List box. Click **OK**, and choose whether or not to save your changes.

eport Assistant - Ste Item Groups	p 2 (Money Managemen	New Item	Look Up-
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Com Shares for B	asic EPS	(epspx	tot

- 10. Click Finish.
- 11. In the Run Assistant window, enter your target companies' ticker symbols, separating each ticker symbol with a comma. (**3apgc,3blrk,ely,golf**).

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X	2		
	Company Name	Return on Equity	Sales
Show	BLACK ROCK GOLF CORP	-254.147	6.
Formula	CALLAWAY GOLF CO	16.015	837.

12. Click **OK**. Your table report will appear on the screen.

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Hint: Once you have run the report, you may need to expand some of the columns in order to see the whole column title. To access the underlying template for your table report, click the Formula radio button in the Show area of the window. Click on one of the column title cells to activate it, and place the cursor in the bottom right hand corner of the cell. The cursor will change to a crossbar tool. Hold the left mouse button down and drag the corner of the cell to the right to expand it so that the entire title is visible. Click the (Run) button and click OK in the Run Assistant window to re-run the report with your modifications. To rerun the report with different data items, click the (Rerun Assistant) button or select Rerun Report/Chart Assistant from the Report menu.

#### Sorting Columns in a Table Report

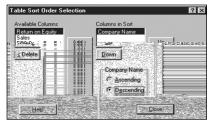
Sorting determines the order in which companies are displayed in your table. Research Insight automatically displays the companies alphabetically by name. If you prefer, you can sort the companies by values in any column in either ascending or descending order. We'll use the table report created in the previous example and sort the report by company name in descending order.

Begin from the table report.

- 1. Click the **Formula** radio button in the Show box to display the underlying template for the report.
- 2. Select the **Company Name** cell and right-click the mouse.
- 3. Select Sort Order from the drop-down list.



You will see the Table Sort Order Selection dialog box.



- 4. **Company Name** is already highlighted in the Columns in Sort list box, so simply click the **Descending** radio button and then click **Close**.
- 5. Click the 🔀 (**Run**) button.

The Run Assistant window displays with the tickers **3apgc,3blrk,ely** and **golf** in the **Companies** field. Click **OK**.

The report now displays by company name in descending order.

	XV					
	CC	mpany Name	Return on Equity	Sales	EPS Basic Exc Extra items	Т
Show	S2 GQLEJNC	11	3.252	12,510		ā
1.893	-5.010	C Formula	PALMER (ARN	OLD) GOLF CO	55.840	
7.627	1.170	Report	CALLAWAY G	OLF CO	16.015	8
6.884	-0.850	C Chart	BLACK ROCK	GOLF CORP	-254.147	
		C Report & Chert				

## **Creating an Historical Analysis Table Report**

In addition to viewing current reports, Research Insight lets you build and view reports using historical data. Now we will view data for the same companies from our previous example for the last 3 years.

Begin from the Research Insight desktop.

- 1. Click Report Assistant.
- 2. Under Historical Analysis, click the Items vs. Companies radio button and click Next.
- 3. Repeat steps 4–9 from the example on pages 54–55 Creating a Table Report.
- 4. Click Next.
- 5. When the Report Assistant Step 3 dialog box appears, click the **Relative** radio button.
- 6. Enter **OY** in the **Beginning Period** field (to signify the current year), and enter **-2Y** in the **Ending Period** field (to signify 2 prior years). Notice that the Alignment area shows that the data will be aligned to annual.

Periods	Alignment
Select the beginning and ending periods for the report	The items you selected in white the items of the selected in t
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Select the format for genod display	C
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	The available alignment options are based on the periodicities of the items in the report
	Check this option to enable all alignment options.
	Enable all alignment options

- 7. Click Finish.
- 8. In the Run Assistant window, enter your ticker symbols, separating each symbol with a comma. (**3apgc,3birk,ely,golf**).
- 9. Click **OK**. Your table report will appear on the screen.

X	<u>√</u>						
	Company Name	Return on Equity[0Y]	Return on Equity[-1Y]	Return on Equity[-2Y]	Sales[0Y]	Sales[-1Y]	Sales[-2Y]
Show	BLACK ROCK GOLF CORP	-254.147	-49.036	-29.583	6.884	8.924	4.988
C Formula	CALLAWAY GOLF CO	16.015	11.066	-5.863	837.627	714.471	697.621
Report	PALMER (ARNOLD) GOLF CO	55.840	92.396	@NA	21.893	28.454	@NA
C Chart	S2 GOLF INC	3.252	7.183	11.159	12.510	11.004	11.505



### **Selecting Time Periods**

When you select a Current Time Period report on the Report Assistant - Step 1 window, it will return a report with the most current data available—whether the data you have requested is annual, quarterly, monthly, etc.

If you choose an Historical Analysis report in the Report Assistant - Step 1 window, you will be prompted to select a time period on the Run Assistant - Step 3 window. You can enter the beginning and ending time periods for the report in the Periods section of the window

**Relative** retrieves data for a specific time period relative to the current time period. An example of a relative time period would be the current year (0Y) vs. the past two years (-1Y and -2Y). **Absolute** retrieves data for a specific date. An example of an absolute time reference would be to use a beginning period of August 2000 and an ending period of December 2000. **Calendar** retrieves data for the same approximate time frame for companies with different fiscal years.

### **Creating a Free-Form Report**

In addition to table reports, Research Insight lets you create your own free-form reports, which can be helpful for displaying information about companies, industries or sectors in a format customized to your specific needs.

For instance, here is how you could use a free-form report to evaluate the relative performance of Coca-Cola Company and Pepsico Inc.

Begin from the Report Assistant.

- 1 Click the **Blank Report** radio button and click **Finish**.
- 2. From the Toolbar, click the **T** (**Add Text**) tool. You will see the letter **T** attached to your cursor.
- 3. Position your cursor at the top center of the blank report and click once. You will see a new text cell that you will use as a label for your report title.
- 4. Click the text cell, enter **Quick Prices** and press **Enter**. Now that you have named the report, you will insert more text cells. Notice that you can place your text cells anywhere on the desktop.

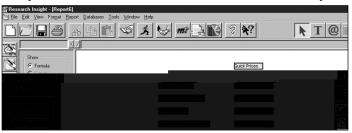
5. Click the **T** (**Add Text**) tool again and position your cursor below and to the left of your report title. Click once to create the first text cell. Position the cursor below the cell and create another text cell. Repeat until you have a vertical column of four text cells.



- 6. Enter **Company Name** in the first text cell and press **Enter**.
- 7. Enter the following into the next three text cells: **Total Return/S&P 500**, **PE/S&P 500** and **Price/S&P 500 Monthly**.



- 8. Click the (a) (Add Formula) tool. You will see an @ symbol attached to your cursor.
- 9. Position your cursor to the right of your text cells and click once to create the first formula cell. Position the cursor below the cell to create another formula cell. Continue until you have a vertical column of four formula cells next to your text cells.



10. Click on the first formula cell, enter **conm** (Company Name) and press **Enter**. The item **conm** will display the full names of your target companies.



- 11. Enter the following into the next three formula cells: **trt5y500**, **pe500** and **pr500m**.
- 12. Click the (**Run**) button. You will see the Run Assistant window.
- 13. Enter your target companies' ticker symbols in the **Companies** field (**ko,pep**), separating each symbol with a comma.
- 14. Click **OK**.

Hint: To view the report for the other company, click the Next button, or click the ticker

#### **Exercises**

You can learn more about the Report functions in Research Insight by recreating the following scenarios using the Research and Report Assistants.

# I. Create a table report showing current Sales and P/E Monthly for all the companies in the S&P 100.

Begin from the Research Assistant - Step 1 window.

- 1. Click **Change Set** to display the Initial Set dialog box.
- 2. Enter **\$SP\_100** in the **Set** field and click **OK**.
- 3. Click Next. You will see the names of the companies included in the S&P 100.

Company List	Display Mode	Add Company to set
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AMERICAN ELECTRIC POWER AMERICAN EXPRESS	Save Set	Added Companies
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BANKAMERICA CORP BAXTER INTERNATIONAL INC.	<u>S</u> ava	
DELL ATLANTIC CONP BETHLEHEM STEEL CORP BLACK & DECKER CORP	Save <u>å</u> s	
Remove Company		Bestore Sampeny

- 4. Click **Next** again.
- 5. Click the **Report Assistant** radio button and click **Next**.
- 6. Click the Items vs. Companies radio button under Current Time Period and click Next.
- 7. Click the Valuation radio button, l slect Price/Earnings Monthly and click Add.
- 8. Click the Income Ann radio button, I slect the Sales item and click Add.
- 9. Click **Finish**. Your report will appear on the screen.





#### II. Create a table report showing current Sales and P/E Monthly for all the companies in the S&P 500 for the past three years, and modify the report to display subtotals by SIC Code.

Begin from the Research Assistant - Step 1 window:

- 1. Click **Change Set** to display the Initial Set dialog box.
- 2. Enter **\$SP\_500** in the **Set** field and click **OK**.
- 3. Click **Next**. You will see the names of the companies in the S&P 500 on your screen.

Click

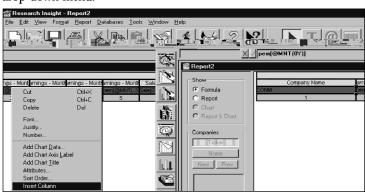
- 4. Click **Next** again.
- 5. Click the **Report Assistant** radio button and click **Next**.
- 6. Click the **Items vs. Companies** 5.

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譱	C Report & Chart	AMERICAN GENERAL CORP	24.482		13.111	11.531	8,873.000	6,847.000	- 1
<b>USES</b>	<ul> <li>Report &amp; Unant</li> </ul>	AMERICAN INTERNATIONAL GROUP	22.895	17.602	17.453	14.265	30,488.664	28,105.912	- 1
0		AMERITECH CORP	19.258	15.665	16.219	18.955	15,998.000	14,917.000	- 1
-4	Companies	AMOCO CORP	15.338		19.016	16.424	31,910.000	32,150.000	- 1
<b>3331</b>	Ticker	AMP INC	20.192	29.294	19.515	21.148	5,745.235	5,468.028	- 5
	Name	AT&T CORP	22.295	12.500	32.214	16.694	51,319.000	52,184.000	- 1
	Name	ATLANTIC RICHFIELD CO	13.627		13.153	18.073	18,684.000	18,592.000	- 1
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- 12. Click the **Formula** radio button. You will see the underlying formula for your report.
- 13. Right-click the **Earnings-Month** text cell and select **Insert Column** from the drop-down menu.



14. Click the blank formula cell below the **Column** text cell, enter **SIC** and press **Enter**.

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15. Double-click the **SIC** formula cell. You will see the Column Attributes dialog box.

Column Attributes SIC	? ×
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C Display Subtotals	Help

- 16. Click the Display Subtotals check box. Note that the Suppress Repeating Values box is automatically checked.
- 17. Click **OK**.
- Click the (Run) button to re-run your report with your changes.
   In the Report Assistant window, click OK. Your new report will appear on the screen.

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	🖸 Chart	HERSHEY FOODS CORP	27.528	24,718	19,118	22.818	2060	
<b>A</b>	C Report & Chart	WRIGLEY (VMI) JR CO	27.526	28.266	27,202	22.818	2060	
		THROLET (THR) BITCO	54.001	20.200	21.202	24.001		
۲	- Companies	Average	30.764	26.492	23.160	23.878		
$\otimes$	Ticker	ARCHER-DANIELS-MIDLAND CO	27.289	34.058	14.380	12.016	2070	
al <b>t</b>	Next Prev	Average	27.289	34.058	14.380	12.016		
		COCA-COLA CO	39.932	37.589	31,329	26.010	2080	
		PEPSICO INC	36.990	48.750	27.938	16.329		
$\odot$		Average	38.461	43.170	29.634	21.170		
$\sim$		ANHEUSER-BUSCH COS INC	18.410	17.544	19.440	13.012	2082	
		COORS (ADOLPH) -CL B	15.045	16.667	19,580	11.020	2002	
		Average	16.727	17.106	19.510	12.016		
		BROWN-FORMAN -CL B	21.208	20.612	17.100	15.349	2085	

III. Create a report comparing sales, research and development expenditures and total return to shareholders of competitors Ford Motor Co., Honda Motor Ltd. and General Motors Corp. over a five-year period.

Begin from the Report Assistant

1. Click Blank Report.

Current Time Period C Items vs Companies C Companies vs Items	EXAMPLE
Historical Analysis	
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2. Click Finish.

You will see a blank report on your screen.

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- 3. From the Report Toolbar, click the  $\boxed{1}$  (Add Text) tool.
- 4. Position your cursor at the top center of the blank report and click once. You will see a new text cell that you will use as a label for your report title.

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- 5. Click the (Select) tool, click on the text cell, enter 5-Year Performance and press Enter.
- 6. Click the (

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- 11. Click on the first formula cell, enter **conm**, and press **Enter**. The item **conm** will display the full names of your target companies.
- 12. Enter the following into the next three formula cells: **@pavg(sale,-5,0)**, **@pavg(xrd,-5,0)** and **trt5y**.

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- 13. Click the 🔀 (**Run**) button.
- 14. In the first Research Assistant window, enter your target companies' ticker symbols (**f,hmc,gm**) separating each symbol with a comma. Click **OK**.

Research Insight - [Report1]						
∑ Ele Edit View Report Databases Iools Window Help						
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C Formula						
Report		5-Year Performance				
C Chart						
C Report & Chart						
	Company Name	FORD MOTOR CO				
Companies Ticker	Sales	152,465.500				
Name Name	R& D	6,642.833				
Prev Next						

**Hint**: To move between reports for the other companies, click the ticker symbol or company name in the Companies area.

