WinCross®

Exploring

Version 22

The Analytical Group Inc.

Version 22

Editor: Pepper Harrod

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Introducing WinCross

WinCross is the marketing research industry's most advanced crosstabulation software solution. With its easy-to-use interface and flexible reporting options, WinCross allows both experienced analysts and novice users to quickly extract and highlight statistical trends from survey data. WinCross performs lightning-fast data analysis and includes a comprehensive set of significance options. Extensive options are provided to control the look of your reports.

WinCross is **powerful**. Here are just a few of its features:

- ✓ Link directly to WinCross Executive, our web-based file sharing and Express Tab solution.
- ✓ Wide array of statistical testing, including T-Test, Z-Test, ANOVA and Chi-Square
- ✓ Import data from SPSS®, Excel and more
- ✓ Generate tables from variable-type data in seconds using our ExpressTabs rapid data analysis tool
- ✓ Quick and easy table and banner creation from a labeled SPSS (*.*sav*) or other variable-type data files
- ✓ Create a labeled SPSS (*.*sav*) file from an existing job and data file
- ✓ Edit your variable-type data file (data and variable information) directly within WinCross
- ✓ Sort/Merge module for SPSS data files
- ✓ Export tables to Excel with multiple formatting options for professional-looking reports
- ✓ Advanced Enhanced Text Report formatting options for table, frequency, sample balancing, factor analysis and regression reports
- ✓ Export reports in multiple formats (ASCII, Enhanced Text, Microsoft® Word/RTF, Microsoft Excel, Microsoft PowerPoint and Adobe® PDF format)
- ✓ Publish charts to Microsoft Excel, PowerPoint and/or Word
- ✓ Create frequency reports for both counts and statistics
- ✓ Small sample size suppression and denotation
- ✓ Unlimited number of tables and respondents for most file types
- ✓ Up to 6000 rows per table and 255 banner columns per banner
- ✓ Glossary logic looping and color-coded editor
- ✓ Edit, clean and recode data
- ✓ Save job settings as client profiles for creating new jobs
- ✓ Automatically-generated frequency tables with actual values as row text
- ✓ Job file color coding of specific job file elements for easier identification
- ✓ Memorized reports queue for running tables and frequencies
- ✓ Sample balancing and Simple weighting features for weighting
- ✓ Factor analysis/Segmentation
- ✓ Regression module
- ✓ Quick Tools including Quick Stats, Quick Sample Size and Quick Significance Tests
- ✓ Data entry and data verification module
- ✓ Sort/Merge module for non-SPSS data files
- ✓ Multi-threaded processing for machines with multiple processors
- ✓ Automatic online software updates

Exploring WinCross

You can use this WinCross Evaluation for 14 days. The WinCross Evaluation copy is limited to processing 100 respondents and 25 tables however; most of the commonly used features are available and let you experience the look and feel of the fully-featured version of WinCross.

This guide serves as your personal invitation to explore WinCross' powerful features. Included is a step-by-step evaluation with which you can interactively try the innovative, crosstabulation capabilities of WinCross first-hand.

We think you will find WinCross so easy to use, you can just start exploring on your own! To do so, open the EXAMPLE-VARIABLE.JOB job file and corresponding EXAMPLE.SAV (SPSS) data file or the EXAMPLE-ASCII.JOB job file and corresponding EXAMPLE.DAT (ASCII) data file, installed with your WinCross software, and explore the various menus and their options. The example files are located in the EXAMPLE subfolder of C:\TAG\WCEVAL.

If you can't find what you are looking for during this evaluation, try the extensive WinCross online help, which includes detailed information about all of its features. Additionally, feel free to call us for customer support at:

1.800.WINCROSS (1.800.946.2767)

For more information about WinCross, phone us, visit our Website at www.AnalyticalGroup.com and/or send an e-mail to info@AnalyticalGroup.com.

About WinCross Filetypes

WinCross creates job files, report files and log files. You furnish the data files which WinCross processes according to your specifications. You open each file separately in WinCross, typically only as it is needed.

A job file contains the job specifications. You can assign any filename, to which WinCross appends its .JOB file extension (filetype). You will be creating another small .JOB file during this evaluation.

A report file contains the results of reports you run in WinCross. Again, you can assign any filename, to which WinCross appends an *.RPT file extension or you can save your reports in *.RTF (Microsoft Word), *.XLS (Microsoft Excel 1997-2003) *.XLSX (Microsoft Excel 2007-2013), *.PPTX (Microsoft PowerPoint 2007-2013) or *.PDF (portable document format).

Optionally, you can save WinCross reports in highly-stylized Enhanced Text reports (*.XML) for displaying and printing from within WinCross and your Internet browser. WinCross saves the custom formatting in a cascading style sheet (*.CSS) file having the same prefix as its parent .XML file. When saving .XML reports, six other files are also automatically created by WinCross. They are:

- *{filename}*.css
- *{filename}*_run.htm
- *{filename}*_content.htm
- *{filename}*_menu.htm
- WCCNTENT.xsl
- WCMENU.xsl

A log file has the extension, .LG. Such a file contains information about the run, such as the data file used, the number of cases and so on.

Data files are created during a marketing research field study. Most often, they are generated using an Internet survey, CATI (computer-assisted telephone interviewing), CAPI (computer-assisted personal interviewing) software applications such as QueryWeb and WinQuery, also from The Analytical Group, Inc. WinCross does not alter your original data files in any way and accepts many file formats.

We have provided EXAMPLE.SAV for this evaluation. Optionally, an ASCII data file, EXAMPLE.DAT, is also provided and can be used for this hands-on evaluation. The marketing research questionnaire from which these data files were created is found on page 48.

Conventions Used in This Evaluation

As you proceed through the evaluation, the steps you will want to perform are indicated by a blank square (❑). Everything else is narrative, so watch for the squares. Additionally, the squares are provided so that you can check each one as you complete a step. This helps ensure a successful evaluation experience.

Consider the following example:

❑ Enter `User`, then press **Enter**.

Illustrations used in this evaluation generally appear above a series of steps you are about to undertake, with the screen capture depicting how the dialog box should appear once you have completed the subsequent steps.

Quick-Try Evaluation

WinCross lets you create profiles of settings that can be used for future jobs with similar settings. WinCross will always maintain a set of default settings that can be used by selecting *Default* as your **Active profile**. This collection of default settings will always remain the same and cannot be edited. This can be useful when you have a client who likes all of their reports with particular settings. Or, you can use a saved profile as the baseline for a new profile.

Here is how **Profile Settings** and **Job Settings** work:

Profile Settings contains the initial settings for your job and are used when you are creating a *new* job.

Job Settings initially contains the settings from the selected profile for new jobs or the settings from an old job created in a previous version of WinCross. While working on your job, some changes you make to **Job Settings** affect all tables in the job file (existing or new) and other changes only affect *new* tables.

You can still make changes to individual tables using **Setup|Tables** or to a group of tables using **Setup|Globally Modify Tables** as in previous versions of WinCross.

WinCross jobs created in older versions of WinCross will keep their **Job Settings**. These existing jobs will not use the **Profile Settings** feature.

New jobs created in WinCross will require the selection of a profile first. WinCross contains a **Default Profile**.

Use **Setup|Profile Settings** to review the **Default Profile** settings to determine if this profile will work for you when creating new jobs. Or, you may want to create a new profile. This can be done by making changes to the **Default Profile** settings and saving it as a new profile name. Saving new profiles will allow you to create a set of custom profiles you can use when creating new jobs.

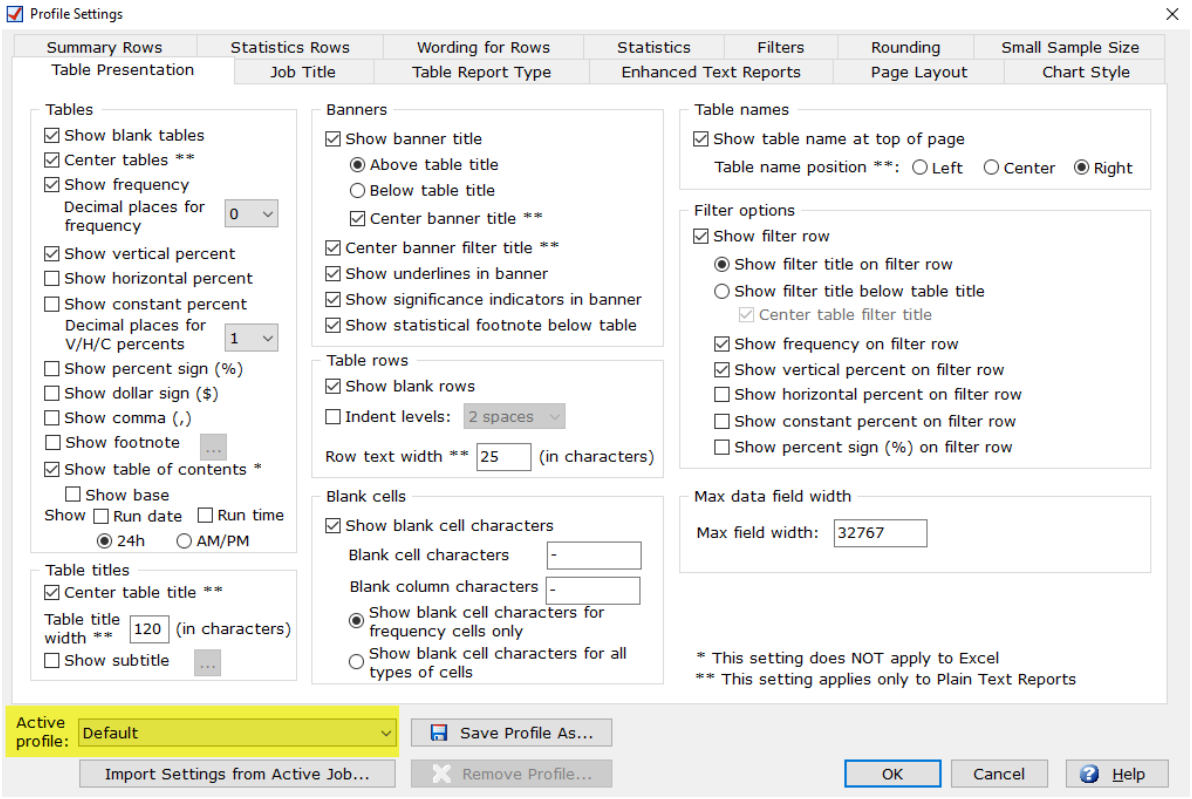
There are two ways to create a new profile. You can use each tab of **Profile Settings** to change your settings or you can select **Import Settings from Active Job** to create a profile from the settings of an existing WinCross job file. Whenever changes are made to profile settings, WinCross will ask you to name the profile. You can replace an existing profile (with the exception of **Default Profile**) or you can create a new profile by supplying a new name.

In summary, when you start a new job in WinCross, you will be asked to select a profile. This is true even when you are using your SPSS data file to create a new job. Once a new job has been started, you would ***NOT*** make changes to your job using **Setup|Profile Settings**. Changes to the job file from that point on would be made using **Setup|Job Settings**, **Setup|Tables** or **Setup|Globally Modify Tables**.

1. Creating a New Profile

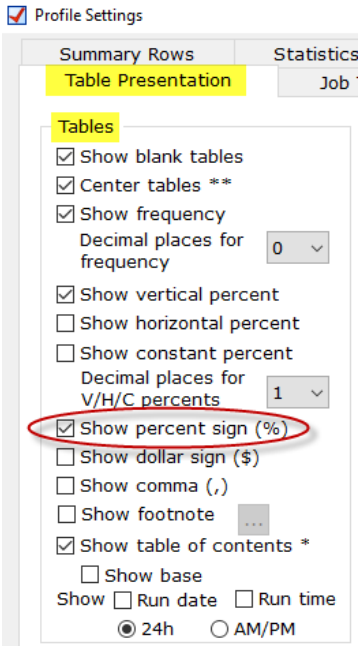
To begin a new job in WinCross, you must select a profile. Since `Default` is the only profile available to you as a new user, let's create a new profile for use with this evaluation.

❑ Select **Setup|Profile Settings** to display the **Profile Settings** dialog page.



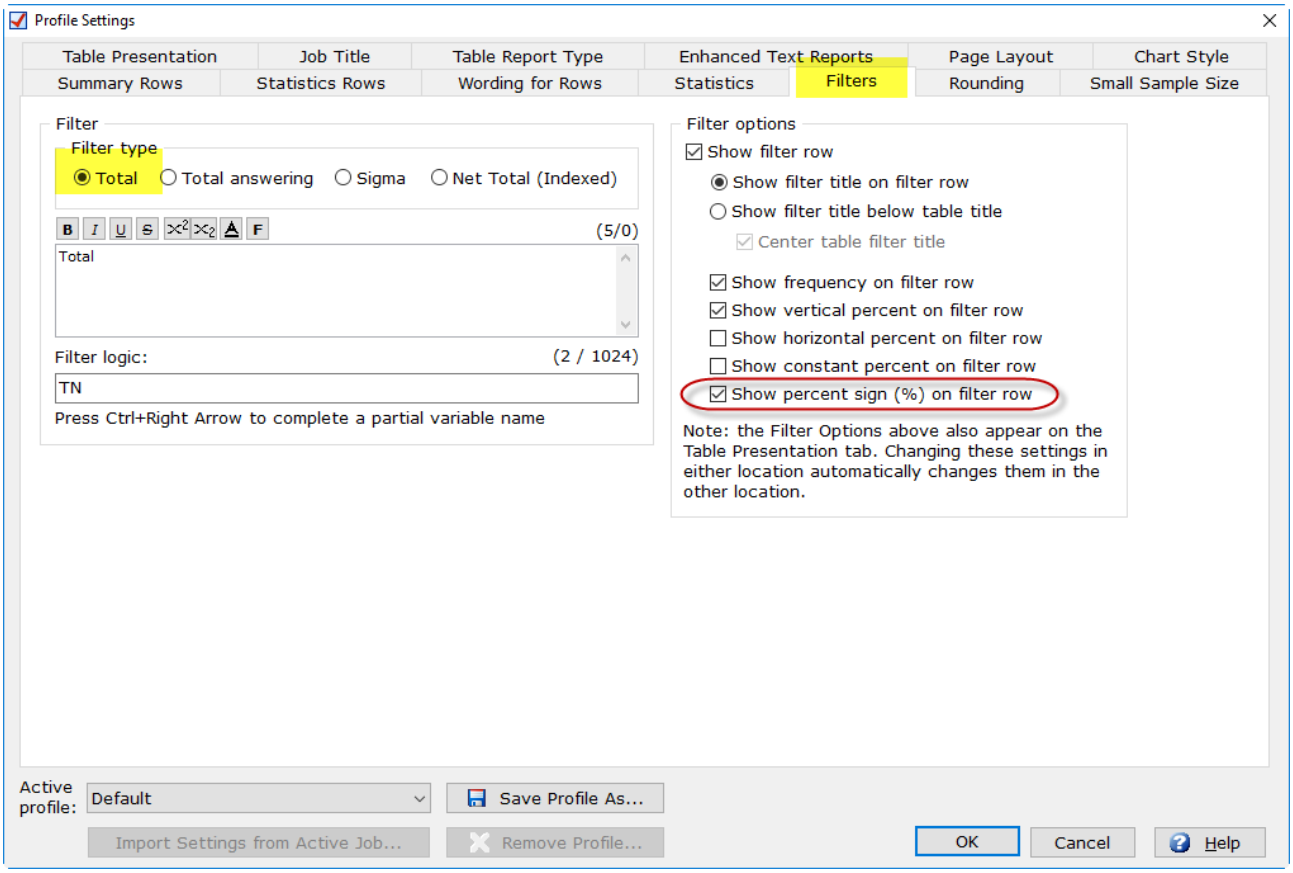
Notice that `Default` is the **Active profile** on the **Profile Settings** dialog page. The **Profile Settings** tabs currently contain the settings of the `Default` profile.

❑ Select the **Table Presentation** tab of **Profile Settings** if it is not already the currently selected tab.



❑ Select the **Show percent sign (%)** option in the **Tables** box on the **Table Presentation** tab of **Profile Settings**.

❑ Now, select the **Filters** tab on the **Profile Settings** dialog page.



The majority of your tables will be based to total respondents; this means that all "No answer" responses from the questionnaire will be included in your tables, but they will not show a percent (select **Help** within this dialog box for more information about **Profile Settings|Filters tab** options).

❑ Confirm the **Filter type** of **Total** is selected.

❑ Select the **Show percent sign (%) on filter row** option.

The other selected **Filter options**, **Show filter title on filter row**, **Show frequency on filter row** and **Show vertical percent on filter row**, will also be desirable. (Again, we suggest referencing the online **Help** within any dialog box any time you would like more information about one or more options.)

Let's save this profile with a descriptive name so we can use it in the future for other jobs that require similar settings.

❑ Select **Save Profile As** to save the profile as a new name.

❑ Enter `Display Percent Sign Profile` as the new profile name.

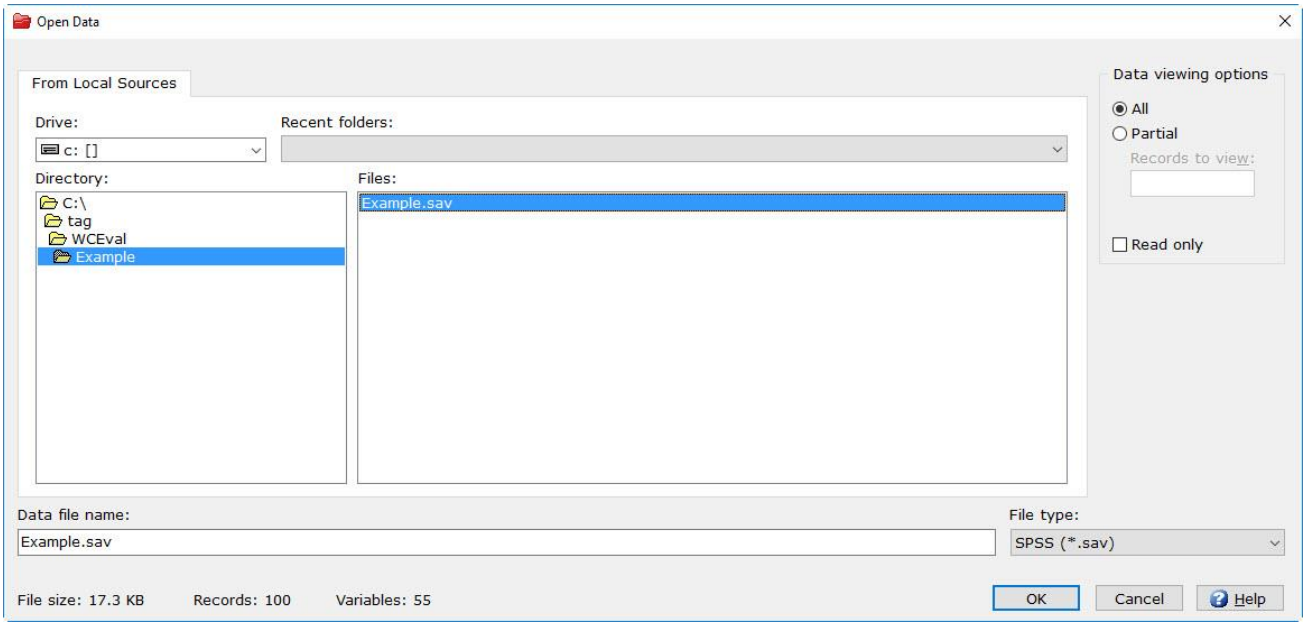
❑ Select **OK** to close the **Save Profile As** dialog box.

Congratulations! `Display_Percent_Sign_Profile` has been saved as a new profile and contains the settings for the tables you will create for your new job. Later you will learn how to override these settings for an individual table(s).

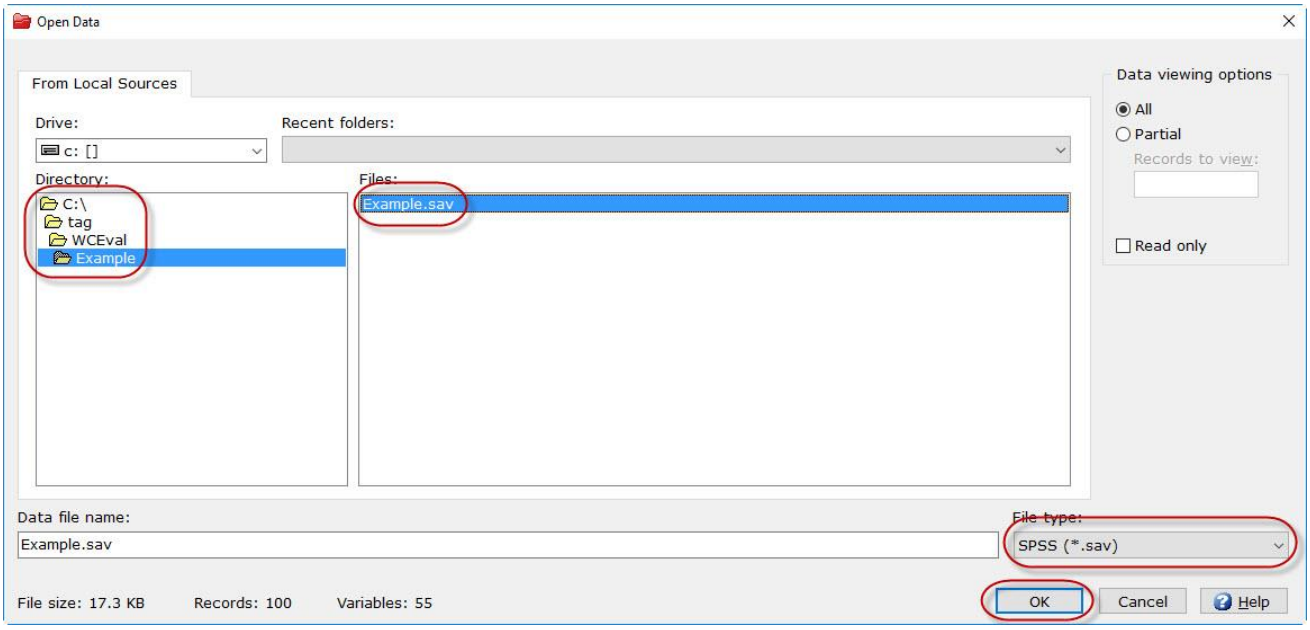
- ❑ Select **OK** to close the **Profile Settings** dialog page.

2. Opening Your Data File

An SPSS data file must be open to create tables using **Run|ExpressTabs** or **Setup|Express Tables from Variable Data**.



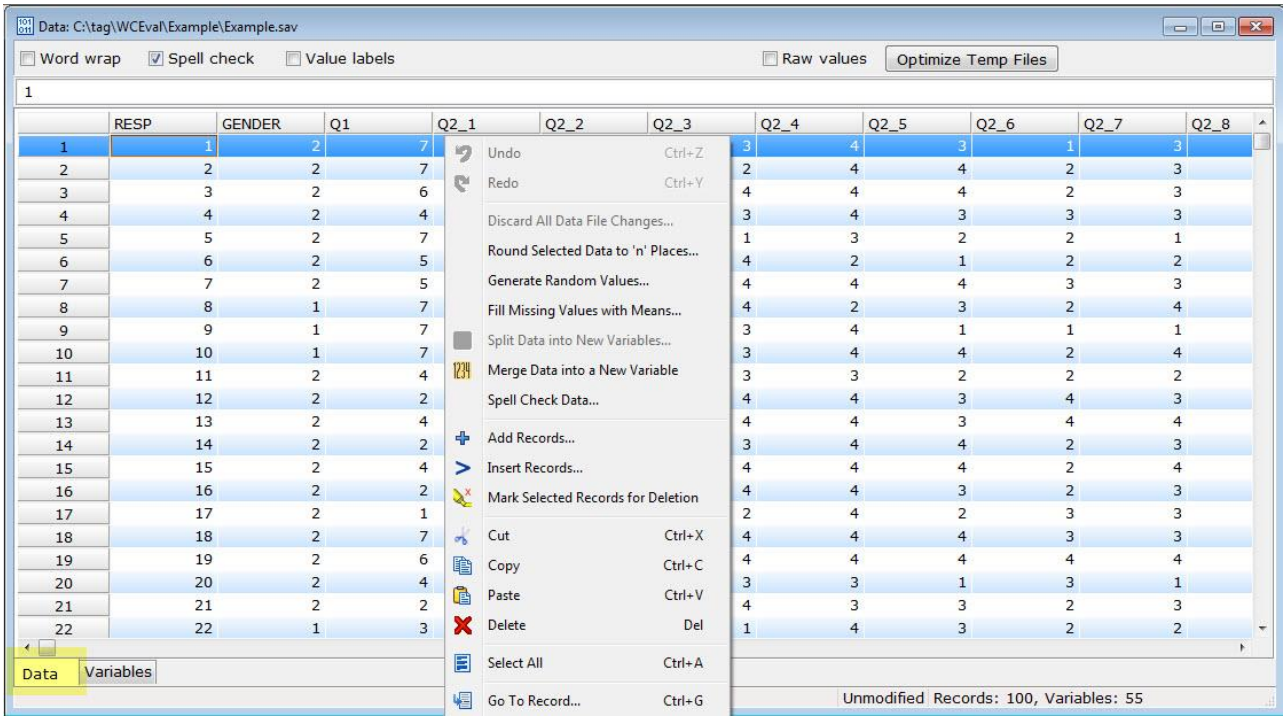
❑ Select **File|Open|Open data** to open your data file.



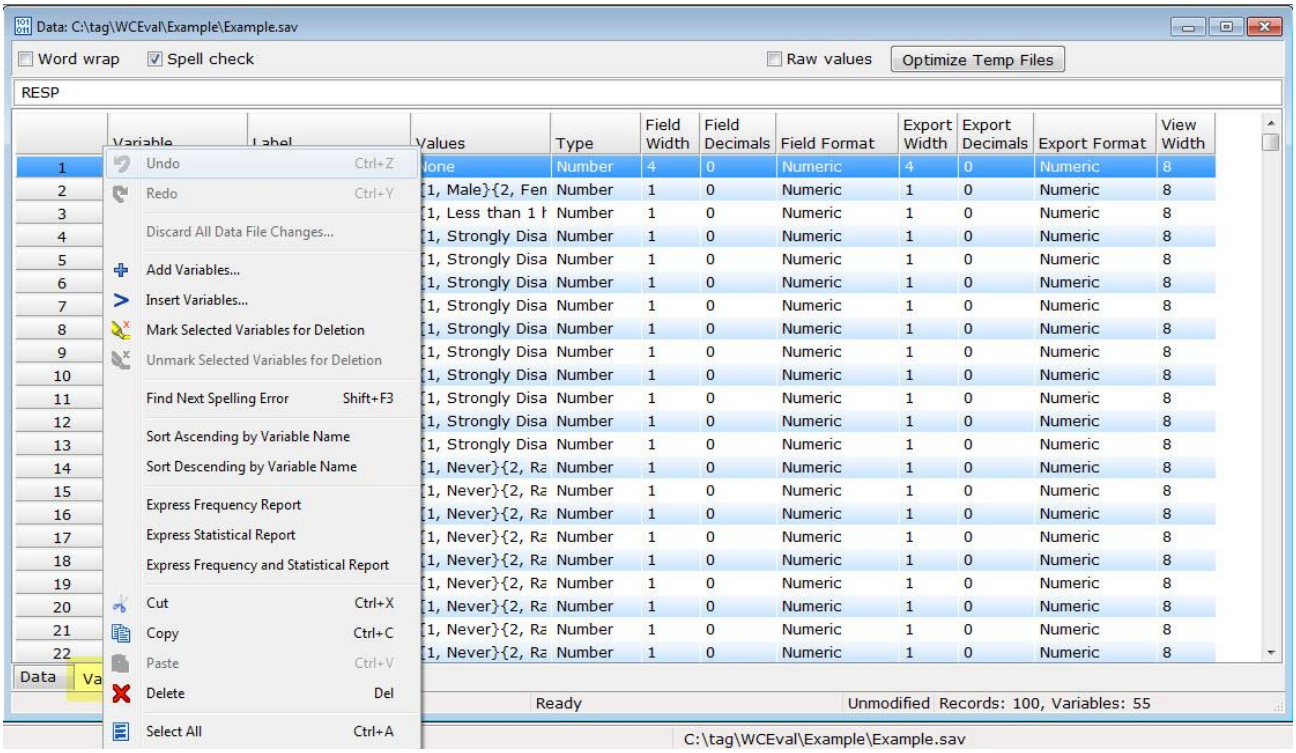
❑ Select **SPSS (*.sav)** from the dropdown list of file types.

❑ Select `EXAMPLE.SAV` within the `C:\TAG\WCEVAL\EXAMPLE` subfolder.

❑ Select **OK** on the **Open Data** dialog box to open the data file selected.



The SPSS data file opens in an editable data grid with focus on the **Data** view and has a right-click context menu with options for most edit functions (**Cut**, **Copy**, **Paste**, **Delete**, etc.) as well as adding, inserting and deleting records. You can also merge and split variables, round data values to a specified place, generate random values, fill missing values with means and spell check data.



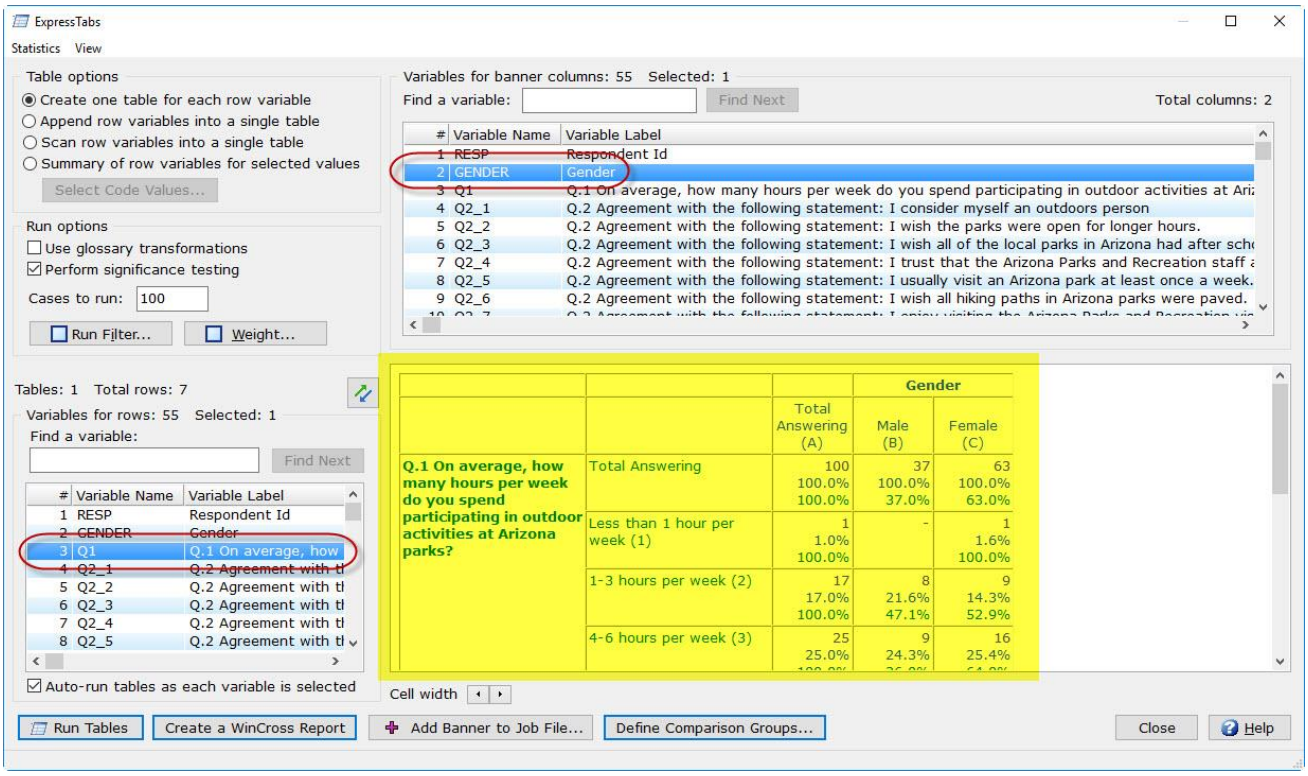
The **Variables** view also has a right-click context menu with options for most edit functions (**Cut**, **Copy**, **Paste**, **Delete**, etc.) as well as adding, inserting and deleting variables, sorting variables and running express frequency reports.

3. Creating Tables Using ExpressTabs

The **Run|ExpressTabs** feature of WinCross is a rapid data analysis tool that allows you to quickly create tables for determining "what if" scenarios and deciding whether the data support further analysis using just your variable-type data file.

With just a few clicks your tables are ready. **ExpressTabs** uses the value labels to automatically generate banner columns and row text. For variable-type data without value labels, the code values are used to generate banner columns and row text.

❑ Select **Run|ExpressTabs**.



❑ Click on the **Variable Name** `Q1` in the **Variables for rows** list.

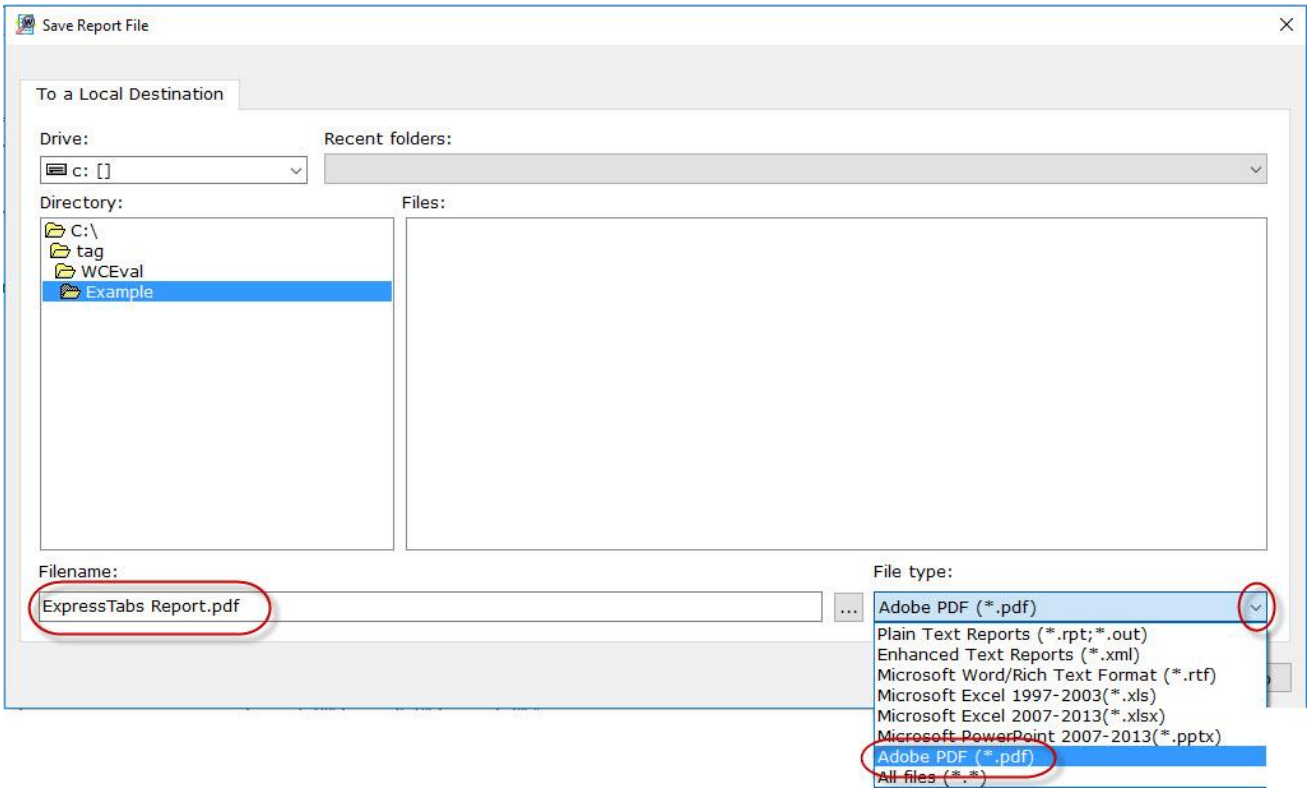
❑ Click on the **Variable Name** `GENDER` in the **Variables for banner columns** list.

❑ The result is a table with the value labels from the variable `GENDER` as the banner columns and the value labels from the variable `Q1` as the rows of the table.

The resulting table(s) can be saved in any of the WinCross report formats available; however, tables cannot be saved to the job file using **ExpressTabs**.

❑ Select **Create a WinCross Report**.

❑ Select **File|Save|Save Report As**.



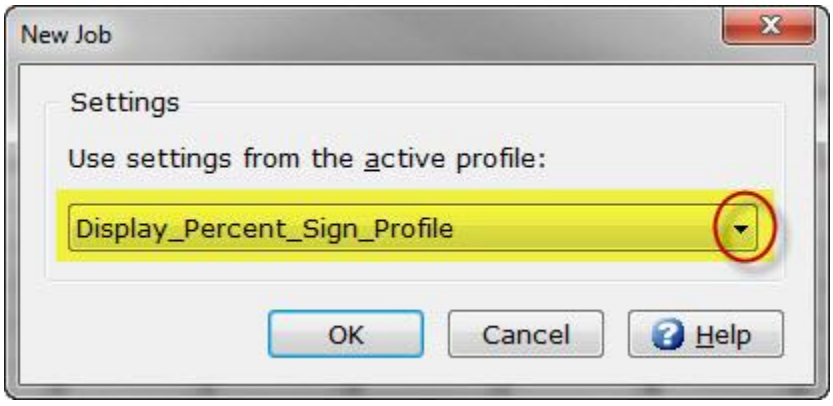
- ❑ Enter `ExpressTabs Report` in the **Filename** field.
- ❑ Select **File|Save|Save Report As**.
- ❑ Choose **Adobe PDF (*.pdf)** from the drop down list next to **File type**.
- ❑ Select **Save** to save the report from **ExpressTabs** as a (*.*pdf*) file.

You can use the EXAMPLE.SAV data file provided for this evaluation to explore some of the other options available using **ExpressTabs**.

4. Creating a New Job

To begin a new job in WinCross, you must select **File|New Job**.

- ❑ Select **File|New Job**.



- ❑ Click on the dropdown arrow on the **New Job** dialog box to select the profile you saved earlier in this evaluation, `Display_Percent_Sign_Profile`.

- ❑ Select **OK** to use `Display_Percent_Sign_Profile` as the profile for your new job.

The title bar on the WinCross main menu, will now display **WinCross: New Job**.

If your data file is a variable-type file, the **Setup|Express Tables from Variable Data** dialog is automatically launched and you are ready to create tables.

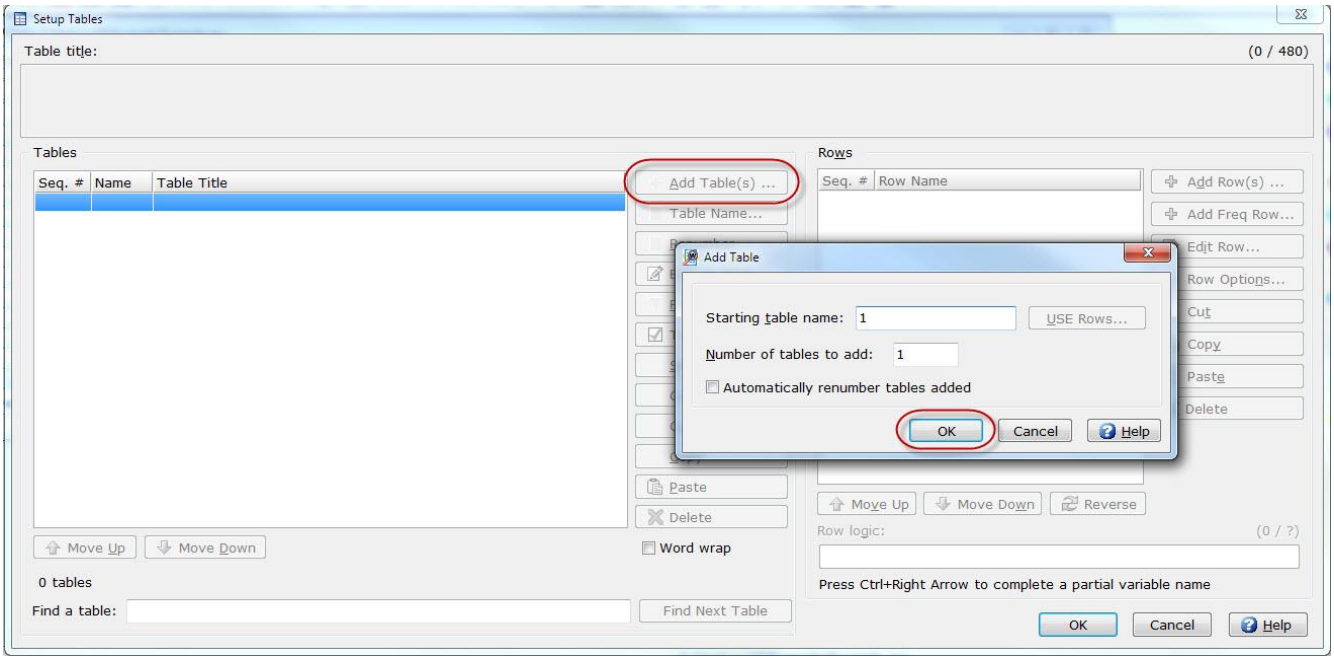
For purposes of this evaluation, we will use **Setup|Express Tables from Variable Data** to create our tables.

You can now skip to the *7. Creating Tables from a Labeled SPSS File or Other Variable-Type Data File* section of this evaluation.

5. Adding a Table with Rows

If you are using an ASCII data file, you are ready to add a new table. Please refer to the sample questionnaire on page 48 of this *WinCross Exploring Guide* for this *Adding a Table with Rows* section.

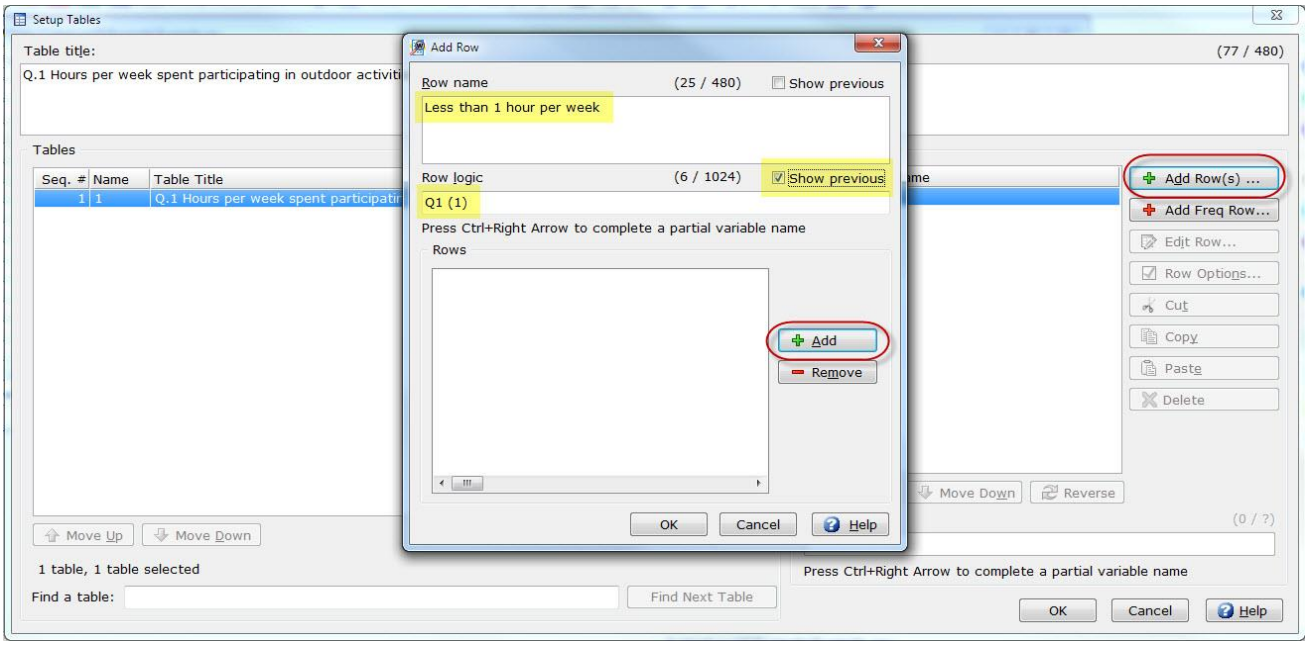
If you are using a labeled SPSS data file, you can skip to the next section of this evaluation – *7. Creating Tables from a Labeled SPSS File or Other Variable-Type Data File*.



- ❑ Select **Setup|Tables**.
- ❑ Select **Add Table**.
- ❑ Select **OK** to accept the default **Starting table name** and **Number of tables to add**.

Referring to the sample questionnaire, the first table to create is entitled Q.1 Hours per week spent participating in outdoor activities at Arizona parks. This will become the title of your first table. You will then start adding rows representing the answer choices for each question in the sample questionnaire.

- ❑ Enter `Q.1 Hours per week spent participating in outdoor activities at Arizona parks` in the **Table title** field of the **Setup Tables** dialog box.
- ❑ Select **Add Row**.



Since the first answer choice listed under Q.1 on the questionnaire is Less than 1 hour per week, this will be a suitable description for the first row.

- ❑ Enter `Less than 1 hour per week` in the **Row name** field on the **Add Row** dialog box.
- ❑ To advance to the next field, either click in the **Row logic** field or press the **Tab** key.

To facilitate making additional row entries, it may be useful to engage certain options within the **Add Row** dialog box. But which options? For that matter, how should you enter crosstab logic in the **Row logic** field?

- ❑ Select **Help** within the **Add Row** dialog box. Keeping the **Help—Adding Rows** dialog box open, familiarize yourself with its contents, paying particular attention to the two **Show previous** options.
- ❑ Still within the **Help—Add Row** dialog box, scroll to the **Row logic** heading and select the blue Logic syntax link.
- ❑ Once you have acquainted yourself with overall logic syntax, select the blue Logic examples link.
- ❑ Close the **Help** dialog box for now, keeping in mind that the online **Help** provides answers to many of your WinCross questions.

Referring once again to the sample questionnaire, note that `Less than 1 hour per week` (entered a few moments ago) is the first answer choice, or value, in Q1. Logically represented, it becomes denoted as variable Q1, value 1.

There are several rows to add, each representing a different range of hours. To reduce repetitive entries, it will be useful to engage the **Show previous** option for **Row logic**.

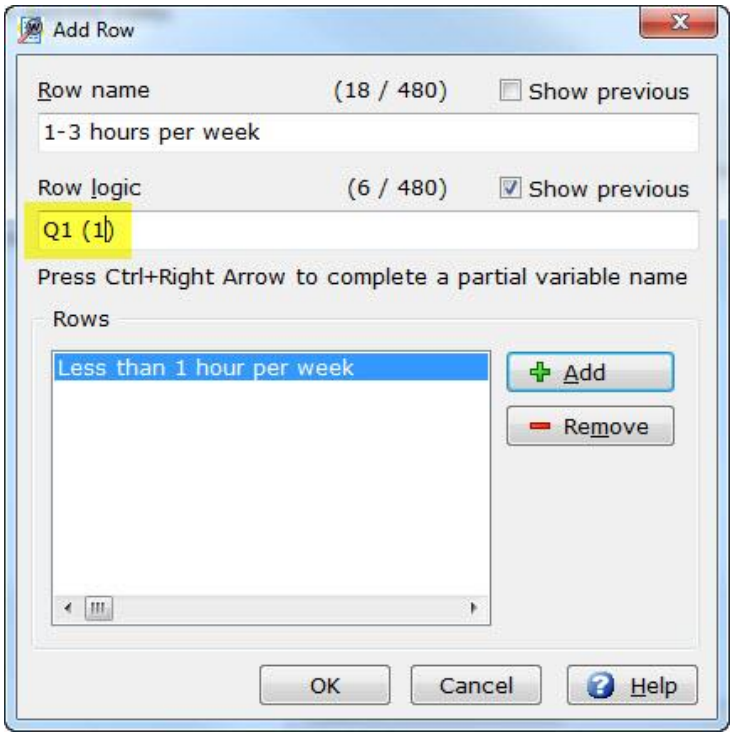
- ❑ With the cursor in the **Row logic** field, enter `Q1(1)`.
- ❑ Engage the **Show previous** option for **Row logic**. A check mark will appear in the **Show previous** check box.
- ❑ Select the **Add** button or press **Enter** to add the row.

Your cursor should have returned to the **Row name** field. The contents of the **Row logic** field should remain, as illustrated below. You are ready to enter the remaining answers in the `Q.1 Hours per week spent participating in outdoor activities at Arizona parks` question.

❑ Enter `1-3 hours per week` in the **Row name** field, then press **Tab**.

The cursor moves to the right within the **Row logic** field. `1-3 hours per week` is still variable Q1, but its value is 2. Entering the answers becomes a very quick task if you carefully follow these subsequent instructions:

❑ Press the left cursor key (🡐) once to place the cursor within the parentheses (shown below).



❑ Press the **Backspace** key once to erase the 1 (the `Less than 1 hour per week` value).

❑ Enter `2` (the value for `1-3 hours per week`).

❑ Press **Enter**.

(Since the **Add** button has the focus {i.e., it is surrounded by a dark black border}, pressing **Enter** is the equivalent of using the mouse to select **Add**. The advantage to pressing **Enter** is that you do not have to remove your hands from the keyboard, thereby speeding up this process.)

The cursor has returned to the **Row name** field.

❑ Enter `4-6 hours per week` in the **Row name** field, then press **Tab**.

Note the cursor not only moved within the **Row logic** field, but is now positioned just inside the right parenthesis.

❑ Press the **Backspace** key to erase the 2 (the `1-3 hours per week` value).

❑ Enter `3` (the value for `4-6 hours per week`), then press **Enter**.

❑ Enter `7-9 hours per week` in the **Row name** field, then press **Tab**.

❑ Press the **Backspace** key to erase the `3`.

❑ Enter `4`, then press **Enter**.

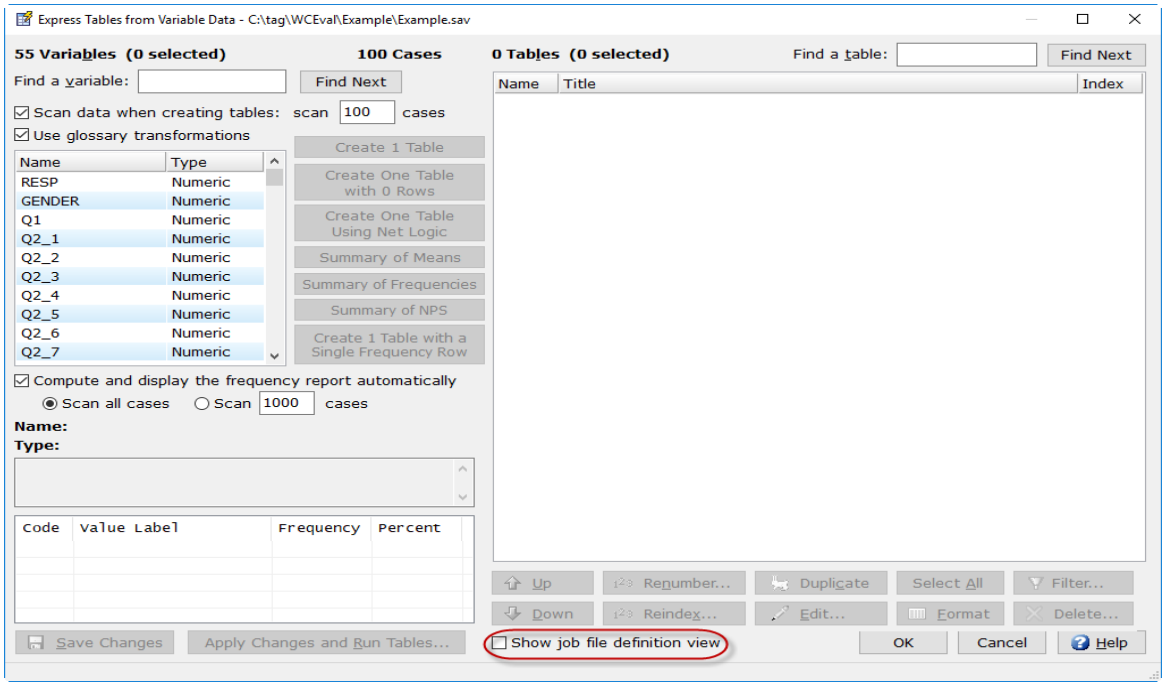
Enter the remaining answers listed on the sample questionnaire.

❑ When you are done entering the answers for `Q.1`, select **OK** to close the **Add Row** dialog box.

6. Creating Tables from a Labeled SPSS File or Other Variable-Type Data File

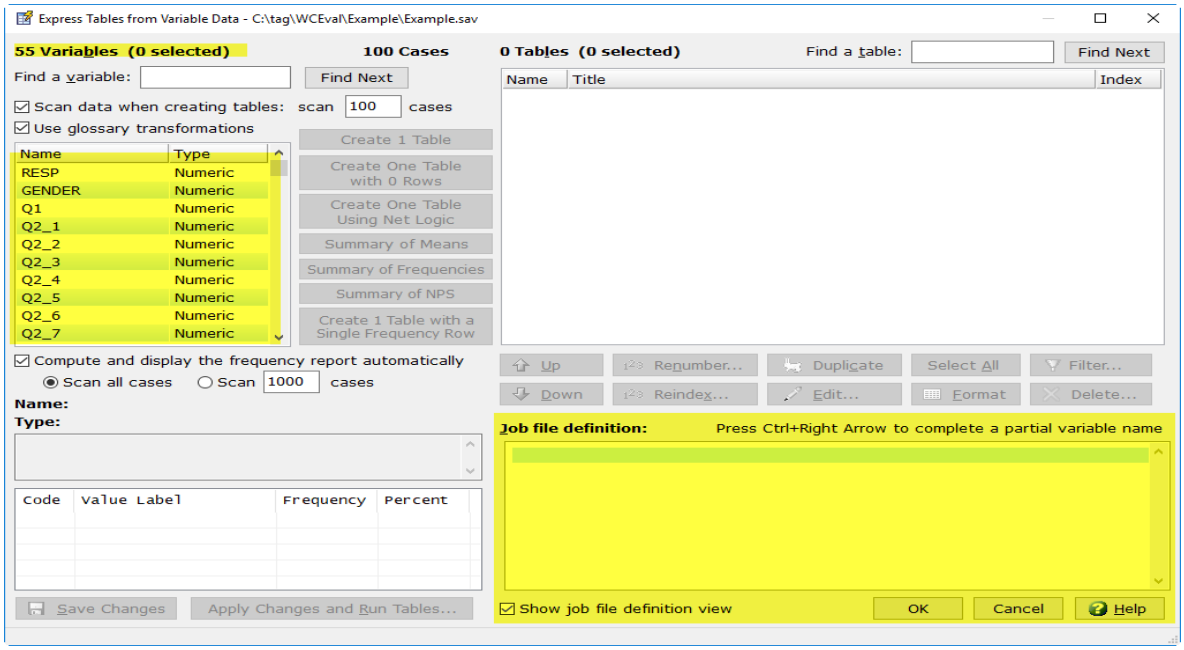
You may not be interested in using all of the variables from your labeled SPSS data file as tables and/or you may wish to change row text, row logic, table titles or add new tables to your job file. The WinCross **Setup|Express Tables from Variable Data** menu option lets you create tables for selected variables and make changes to those tables.

❑ Select **Setup|Express Tables from Variable Data** to display the **Express Tables from Variable Data** dialog box if it is not already displayed.

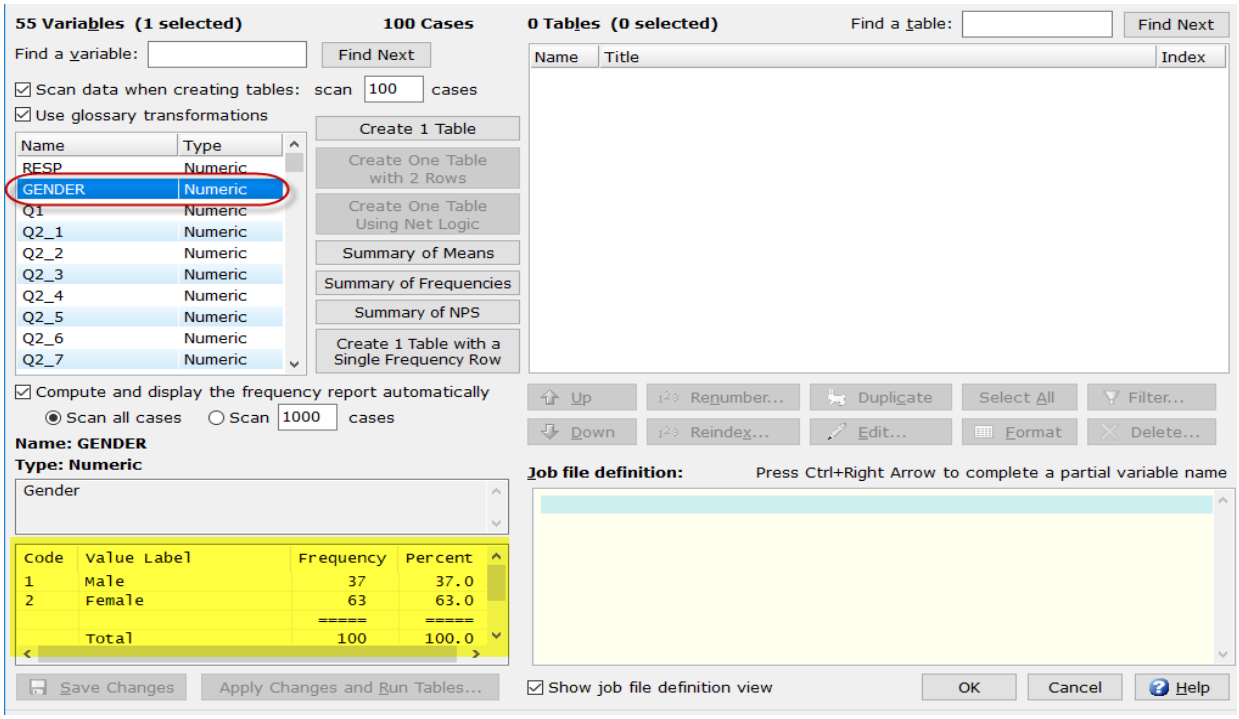


In the example above, the **Job file definition** window is not displayed because the **Show job file definition view** check box is not enabled. This window will display the job file view of the tables selected and allows you to edit in this window. Once the **Show job file definition view** check box is enabled, it will remain enabled across WinCross sessions.

❑ Enable the **Show job file definition view** check box to display the **Job file definition** window.

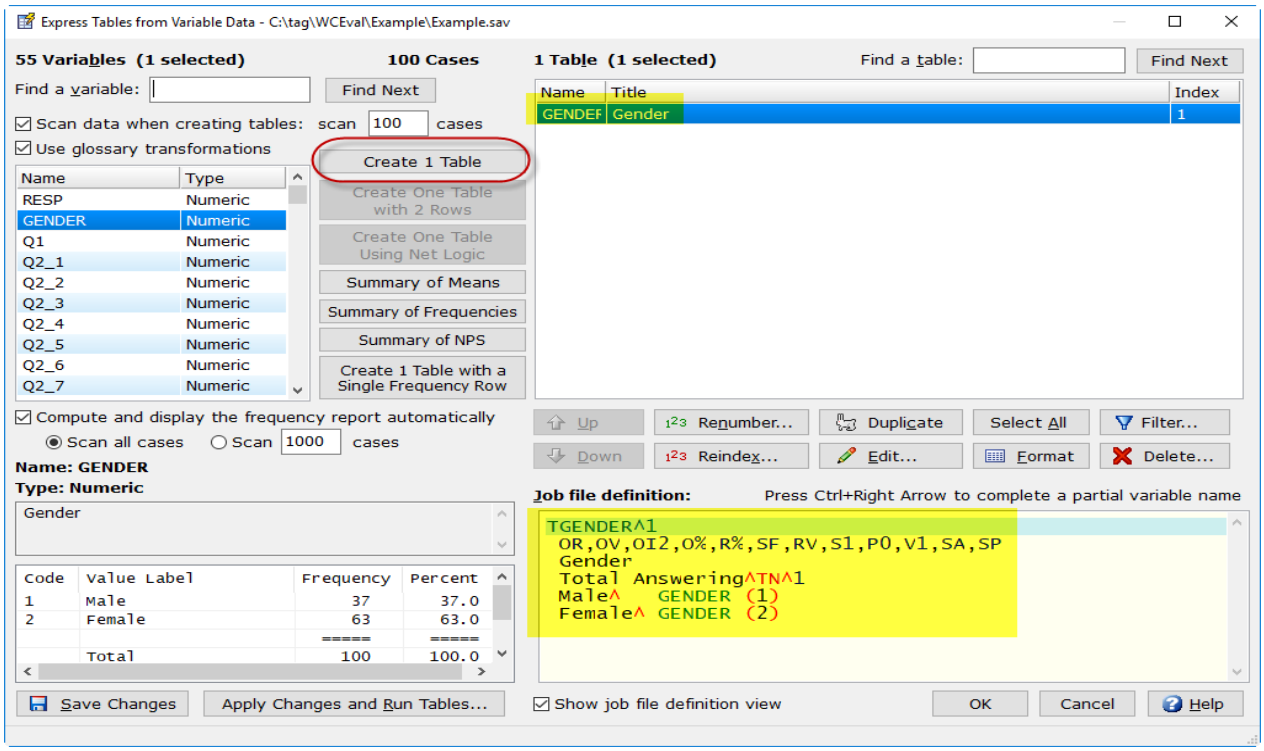


In the example above, the variable RESP from your SPSS data file is the first variable in the list. This would normally not be a useful table, so you probably would not select this variable to use for creating a table.



❑ Select (GENDER) in the **Variables** list box.

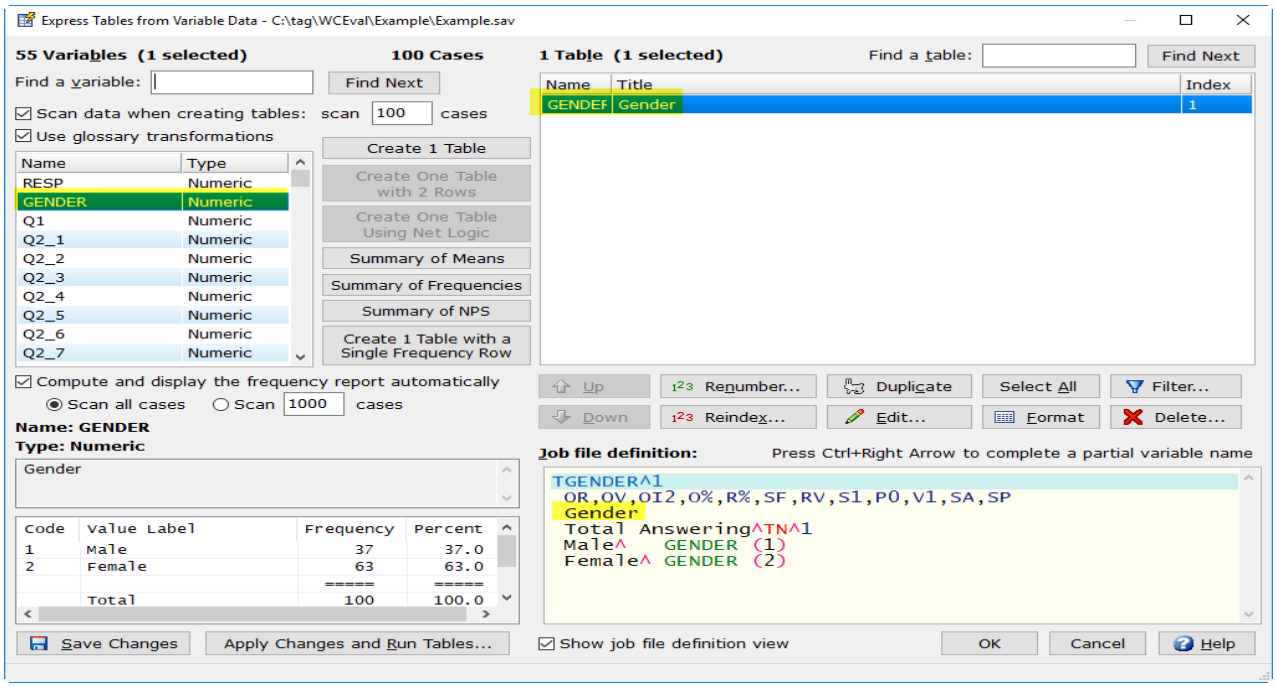
When the variable GENDER is selected, notice the frequency report for that variable below the **Variables** list box. This frequency information can be helpful in determining if you want to create a table for the selected variable. If you are not interested in viewing the frequency report for variables selected, you can uncheck the **Compute and display the frequency report automatically** checkbox.



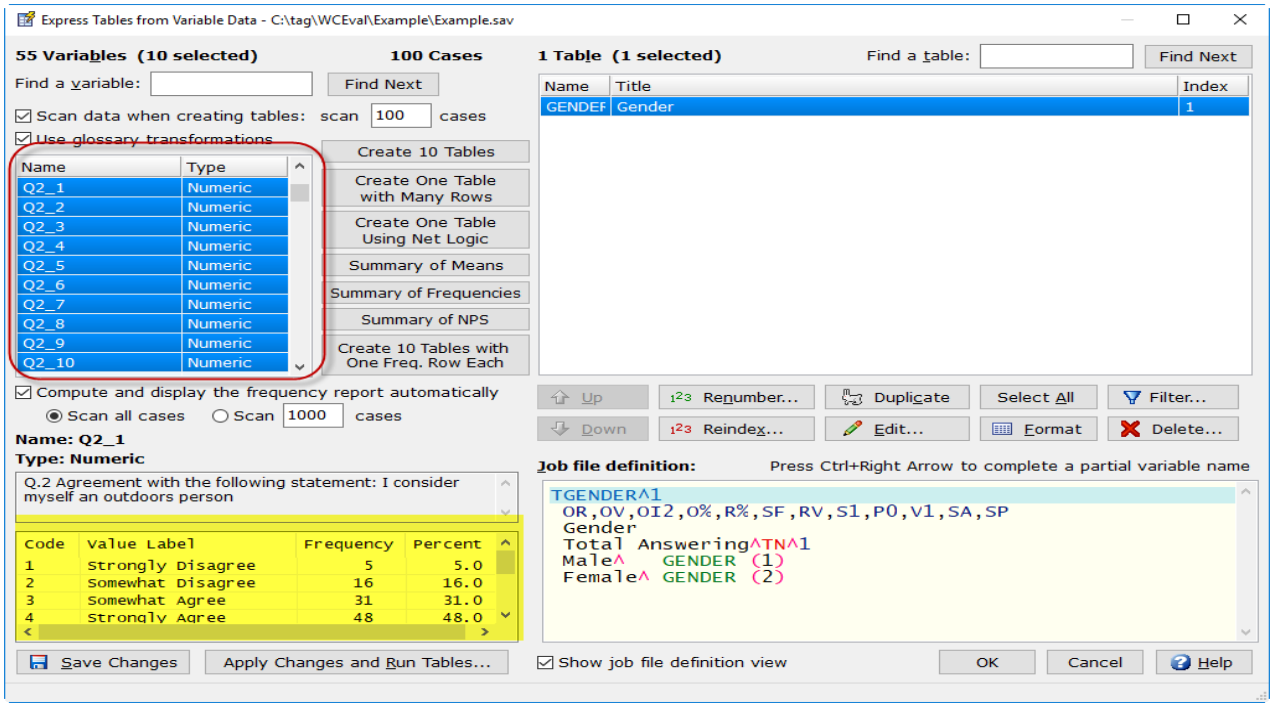
❑ With the variable GENDER still selected, choose **Create 1 Table** to create a table for GENDER. The variable **Name** becomes the table **Name** and the variable **Label** becomes the table **Title**. The variable **Value Label** and **Codes** become rows on the table. The **Job file definition** window displays how the table will look in the WinCross job file.

Note that when you are using a variable-type data file that does not have variable and value labels, the row text will be generated using the code value and the variable name will be used as the table title (see example below using a tab-delimited data file).

The advantage to using **Express Tables from Variable Data** for creating tables with a variable-type data file that does *not* have labels is that you can create the base tables and then edit the row text in a number of ways. You can copy descriptions from the questionnaire and paste them into WinCross using the **Table Editor** tab of **Express Tables from Variable Data**. You can edit the rows here or in **Setup|Tables|Edit as Text** or **Edit Row** or you can edit the job file in WinCross using **View|Job File** or another text editor.

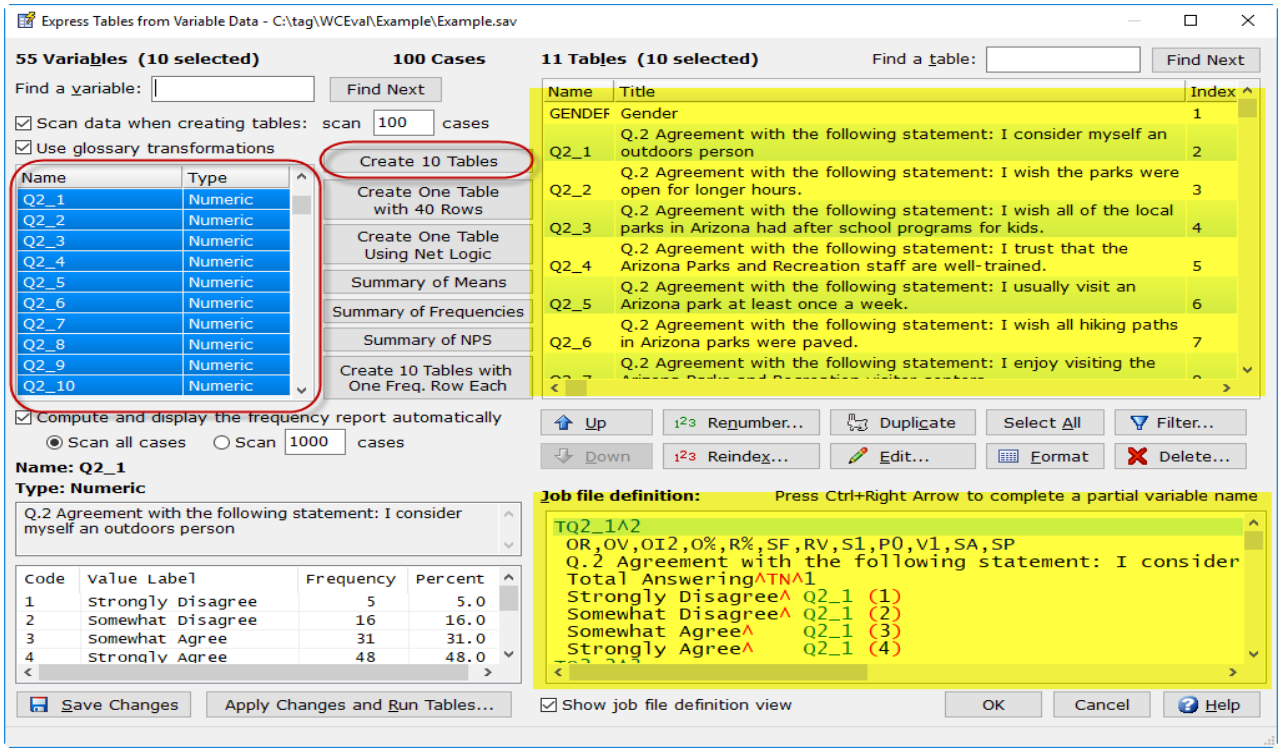


Now, that one table has been created, let's create more tables by selecting more than one variable.



❑ Select the next variable (`Q2`) in the **Variables** list box. Scroll down to variable `Q2_10`. With the **Shift** key selected, click on variable `Q2_10`. This will select all variables from `Q1` through `Q2_10`.

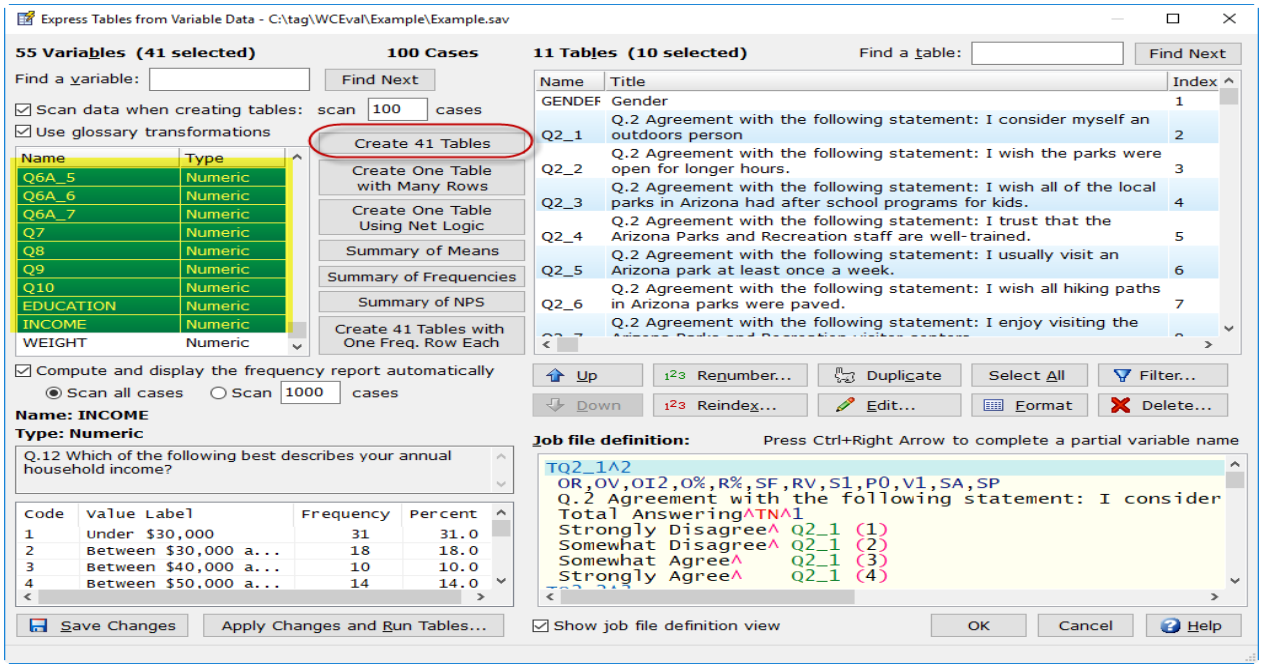
When multiple variables are selected, the frequency report will display the frequency information for the first variable selected.



- With variables `Q2` through `Q2_10` still selected, choose **Create 10 Tables** to create tables for variables `Q2` through `Q2_10`. The variable **Name** becomes the table **Name** and the variable **Label** becomes the table **Title**. The variable **Value Label** and **Codes** become rows on the table. The **Job file definition** window displays how the tables will look in the WinCross job file.

You can select multiple variables and use the **Create One Table with Many Rows**, **Create One Table Using Net Logic**, **Summary of Means** or **Summary of Frequencies** options to combine rows from multiple tables. This can be especially useful when creating summary tables.

Let's create tables for the remainder of the variables in the EXAMPLE.SAV data file.

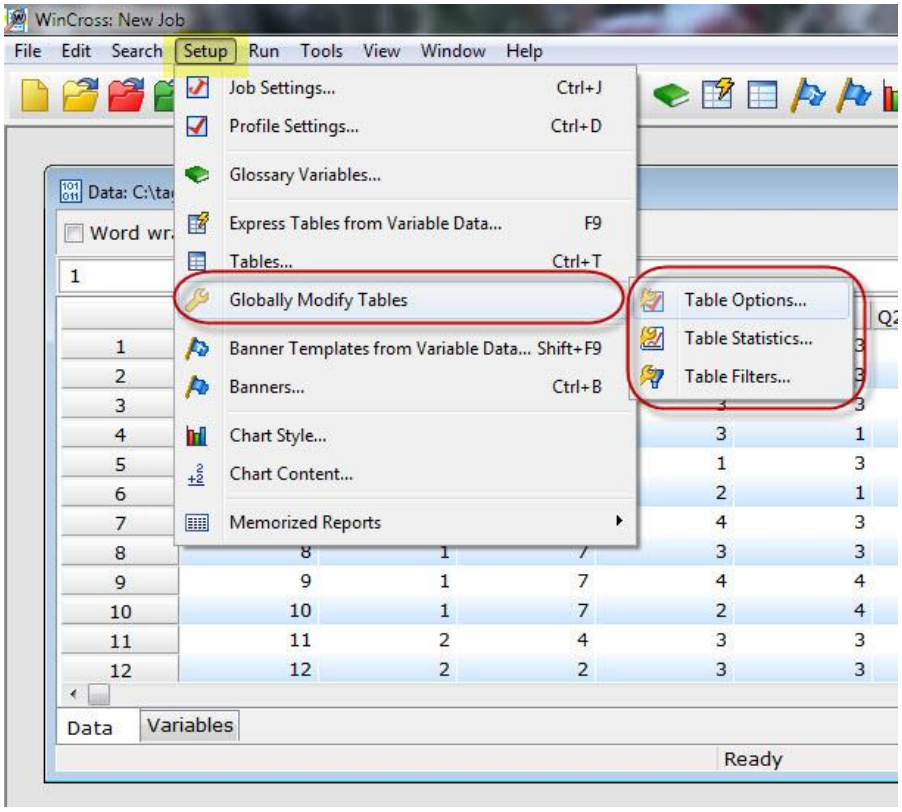


- ❑ Select variable `Q3_1` in the **Variables** list box. Scroll down to variable `INCOME`. With the **Shift** key selected, click on variable `INCOME`. Alternatively, you can drag from variable `Q3_1` down to variable `INCOME`.
- ❑ With variables `Q3_1` through `INCOME` still selected, choose **Create 41 Tables** to create tables for variables `Q3_1` through `INCOME`.
- ❑ Select **OK** to close the **Express Tables from Variable Data** dialog box.

Now that you've created some basic tables using **Setup|Express Tables from Variable Data**, we will use **Setup|Tables** to make changes to these tables. When you become more familiar with the WinCross job file and the job file option codes, you may want to explore using the **Edit** feature in **Setup|Express Tables from Variable Data** to edit your tables at creation time.

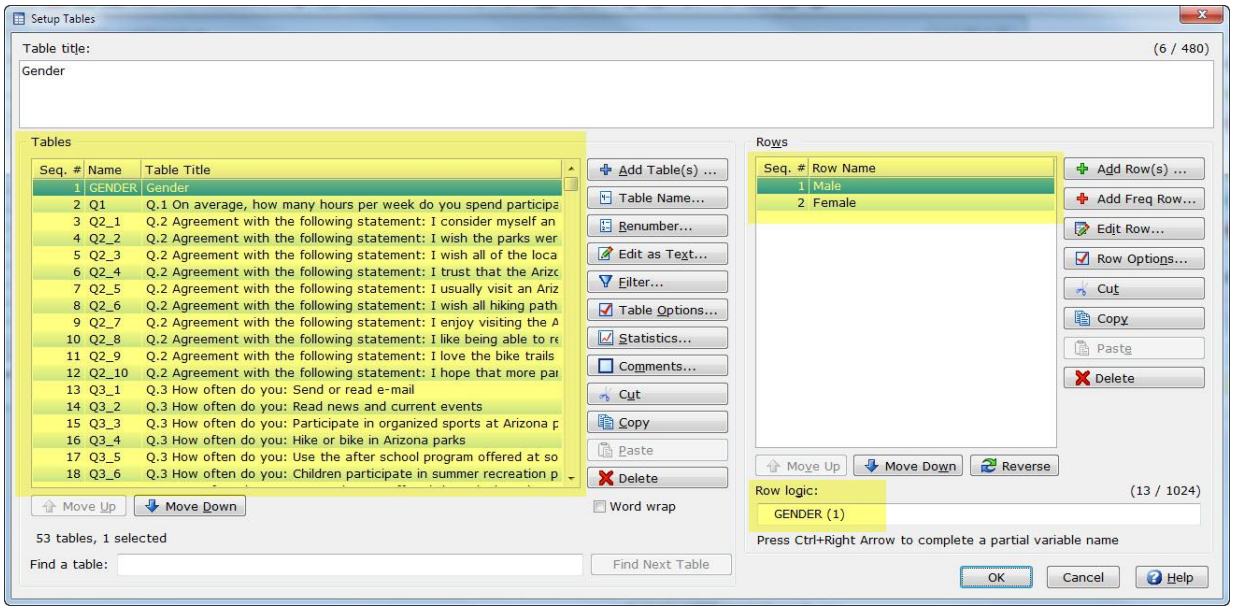
7. Making Changes to Tables Created from a Labeled SPSS File

WinCross provides multiple ways of modifying tables and table options, filters and statistics. The **Globally Modify Tables** options let you make changes to multiple tables at once saving valuable editing time.



You can modify table options, table filters and table statistics globally across many tables. For purposes of this tutorial, we will modify one table using the table, filter and statistics options of **Setup|Tables**.

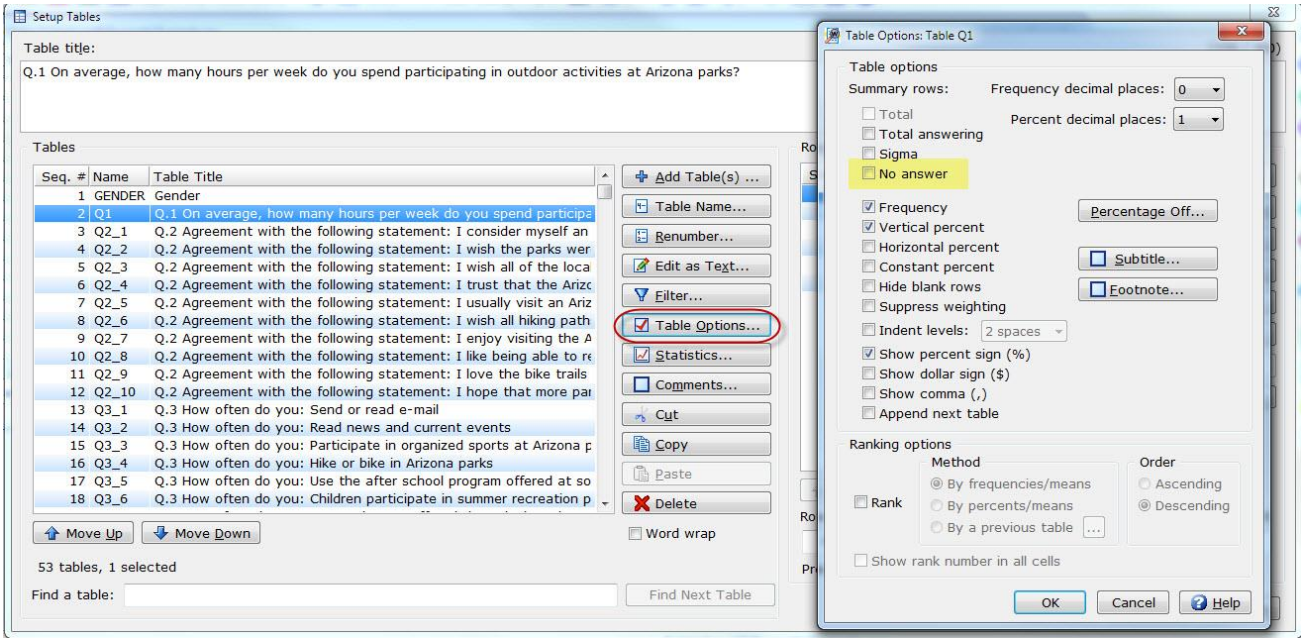
❑ Select **Setup|Tables** to display the tables you created from your labeled SPSS data file.



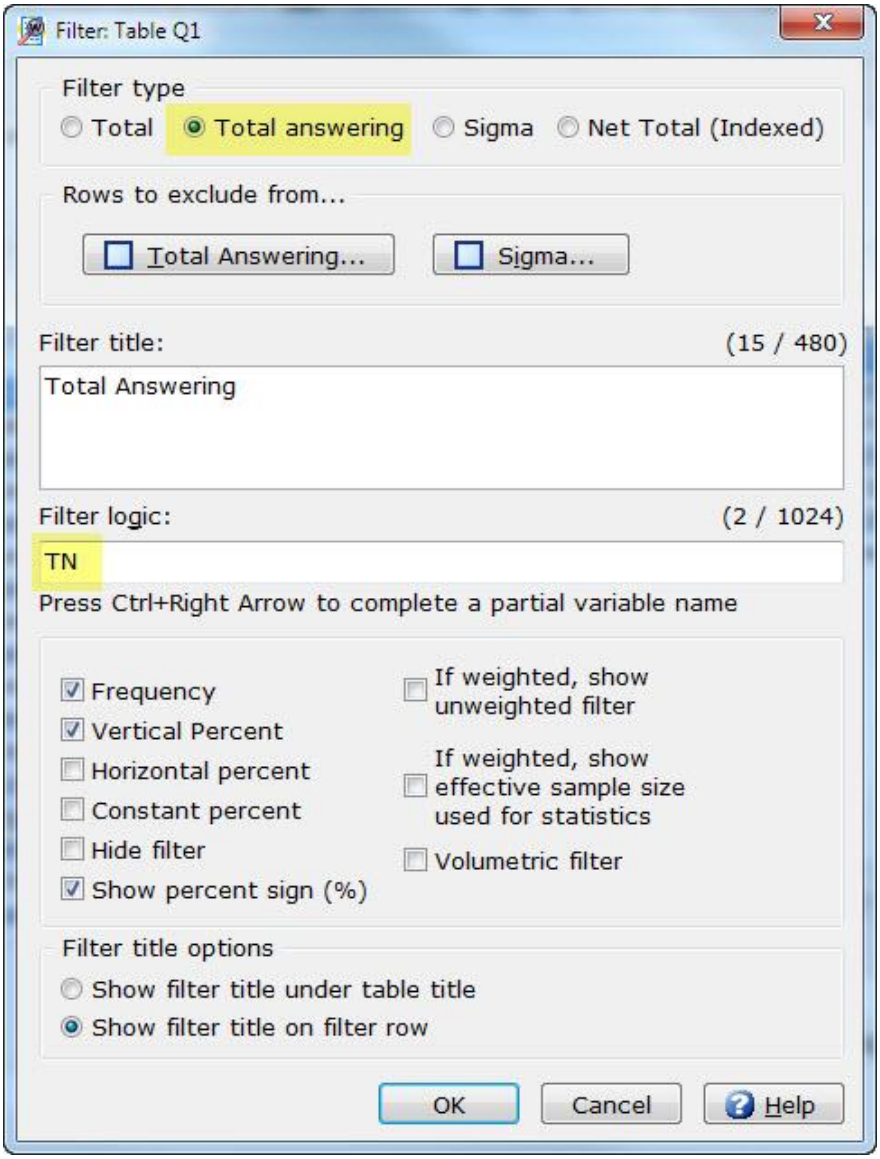
Notice the row names and row logic that were generated for the GENDER table. You can select through the tables in the **Tables** list box and make any desired changes using the **Setup|Tables** options without having to enter the majority of the rows for each table.

8. Adjusting Table Options & Table Filters

You may recall previously setting preferences for WinCross tables using features accessed from the **Setup|Profile Settings** menu. Those settings are in effect for every table created. You will now use table and filter options to change settings for an individual table.



- ❑ Highlight **Table No.** `Q1` in the **Tables** list and select **Table Options**.
- ❑ Disengage the option entitled, **No answer** (you can select **Help** within the **Table Options** dialog box, then display the Table Options topic to learn about this option).
- ❑ Select **OK**.



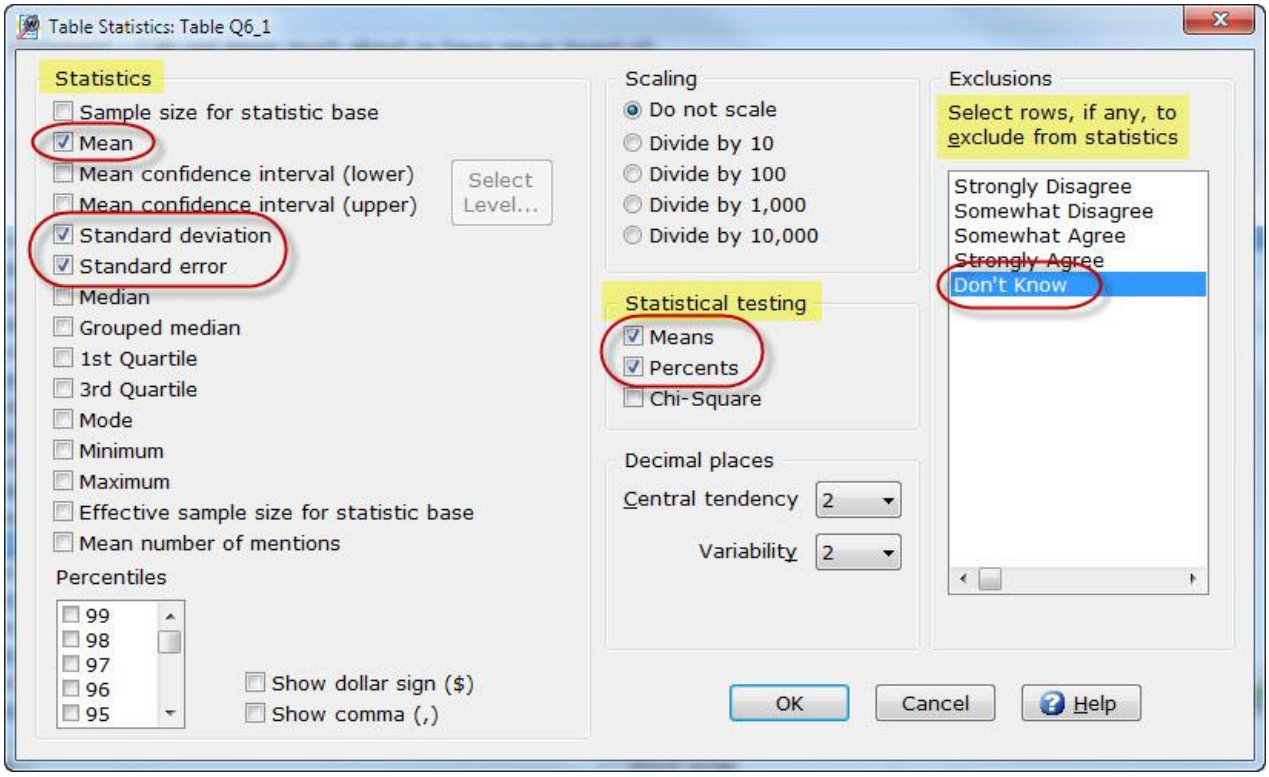
Now, you will modify a filter for this table.

- ❑ Choose **Filter**.
- ❑ Change the **Filter type** from **Total** to **Total Answering**.
- ❑ Verify the **Filter logic** field reads **TN**. **TN** is logic that can be used to represent "*Total n*" in WinCross and is generally used for **Table filter** logic and **Banner column** logic.
- ❑ Select **OK**.

9. Working with Statistics

Often, you or a client will want statistics—such as mean, standard deviation and/or standard error—to appear on reports. In reporting such data, it may be necessary to exclude certain rows from the calculations, as you'll learn in this example:

❑ Select table `Q6_1` in the **Tables** list box.



❑ Select **Statistics** within the **Setup Tables** dialog box.

❑ Your report should include the **Mean**, **Standard deviation** and **Standard error** in relation to the responses for Question 6, so engage these three respective options in the **Table Statistics** dialog box.

Row 5 (Don't Know) should not be included in the agreement statistics, for it is the response chosen by those respondents who answered Don't Know to Q.6 Agreement with the following statement – I do not know much about or have never heard of: North Mountain Park.

❑ Confirm that the **Means** and **Percents** options for **Statistical testing** are selected. These are the WinCross defaults selected in preparation for banner-level statistical testing. Statistical testing must be selected at the table ***and*** banner level.

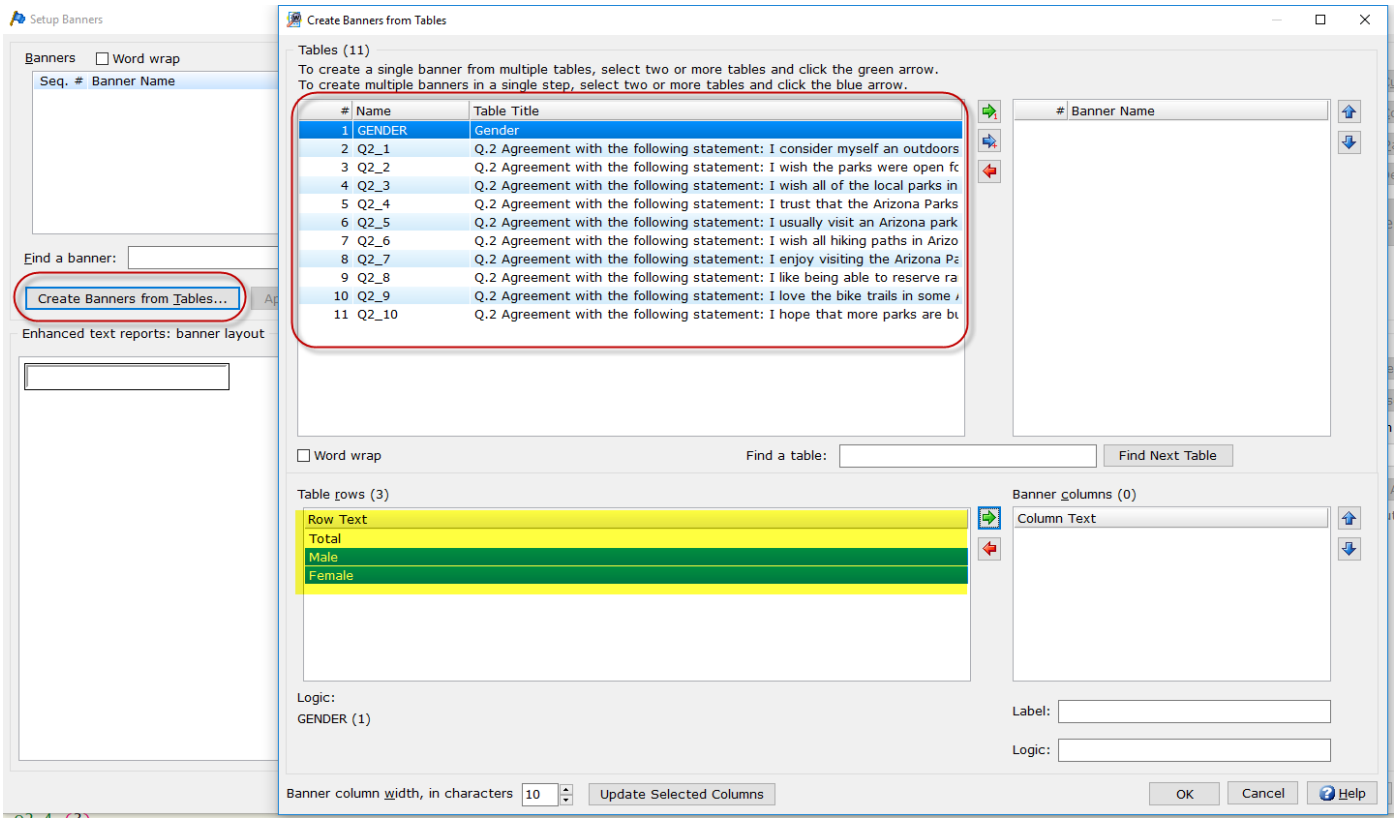
❑ Select **Don't Know** in the field entitled, **Select rows, if any, to exclude from statistics**.

❑ Select **OK** to close the **Table Statistics** dialog box.

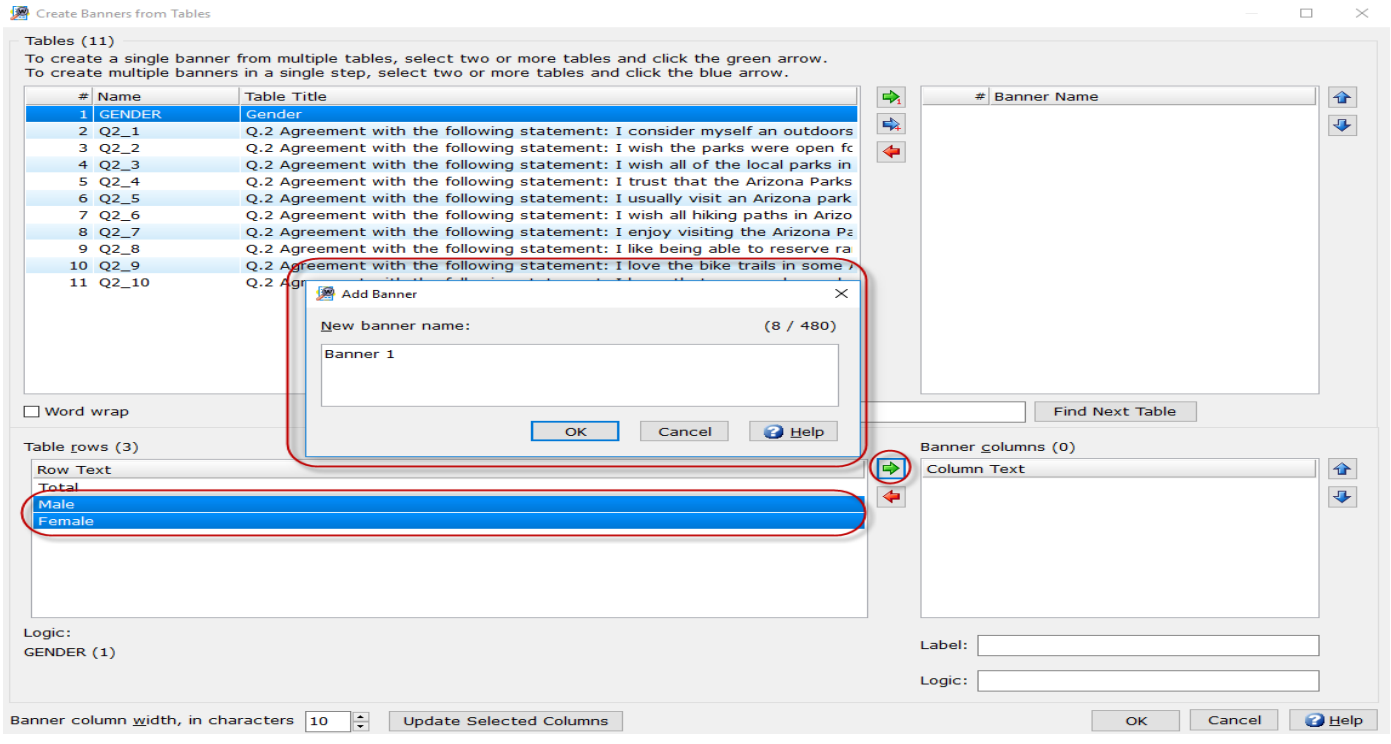
❑ Select **OK** to close the **Setup Tables** dialog box.

10. Adding Banners

A banner consists of banner columns, each defined as a group of respondents within your data. You can easily create a banner using the **Create Banners from Tables** option if you have already created tables and then use the **Edit Banner** feature to make any necessary wording, spacing or logic changes.



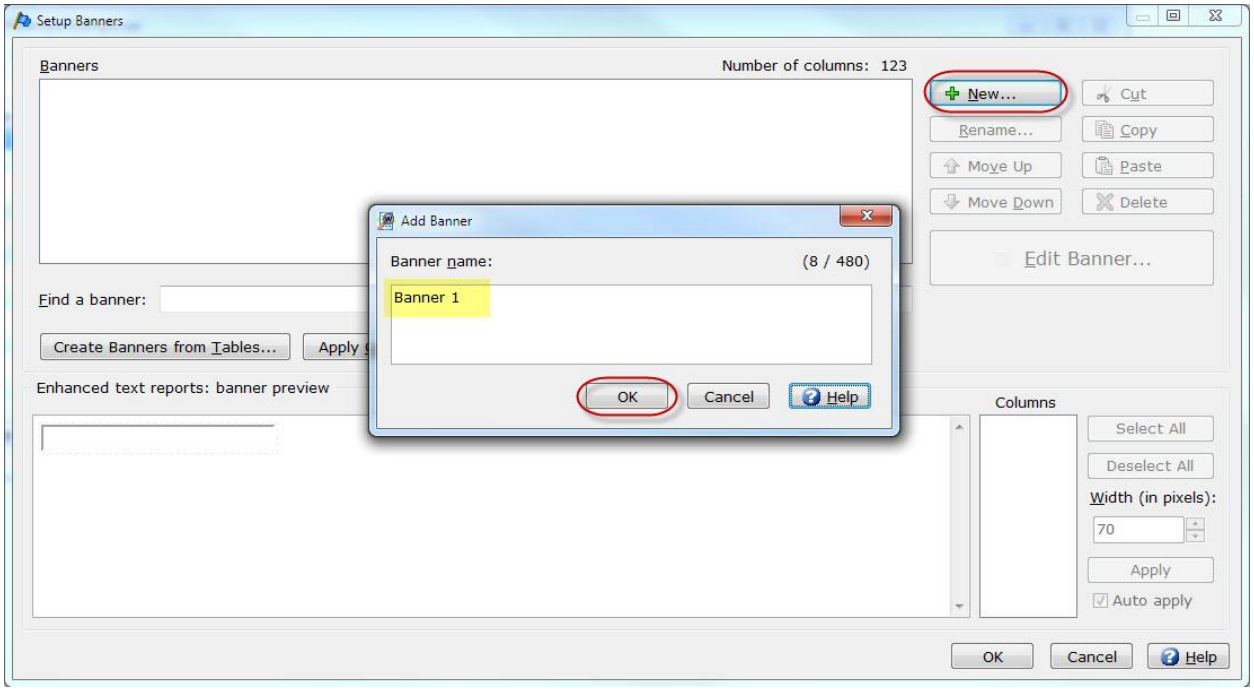
You can also double-click a **Banner column** in the **Banner columns** list to edit the **Column label** and **Column logic** prior to creating the banner. This can save valuable banner editing time.



For this evaluation, you will create a new banner using the **New** option and you will use a **Total** column and the variable **Gender** for creating banner columns.

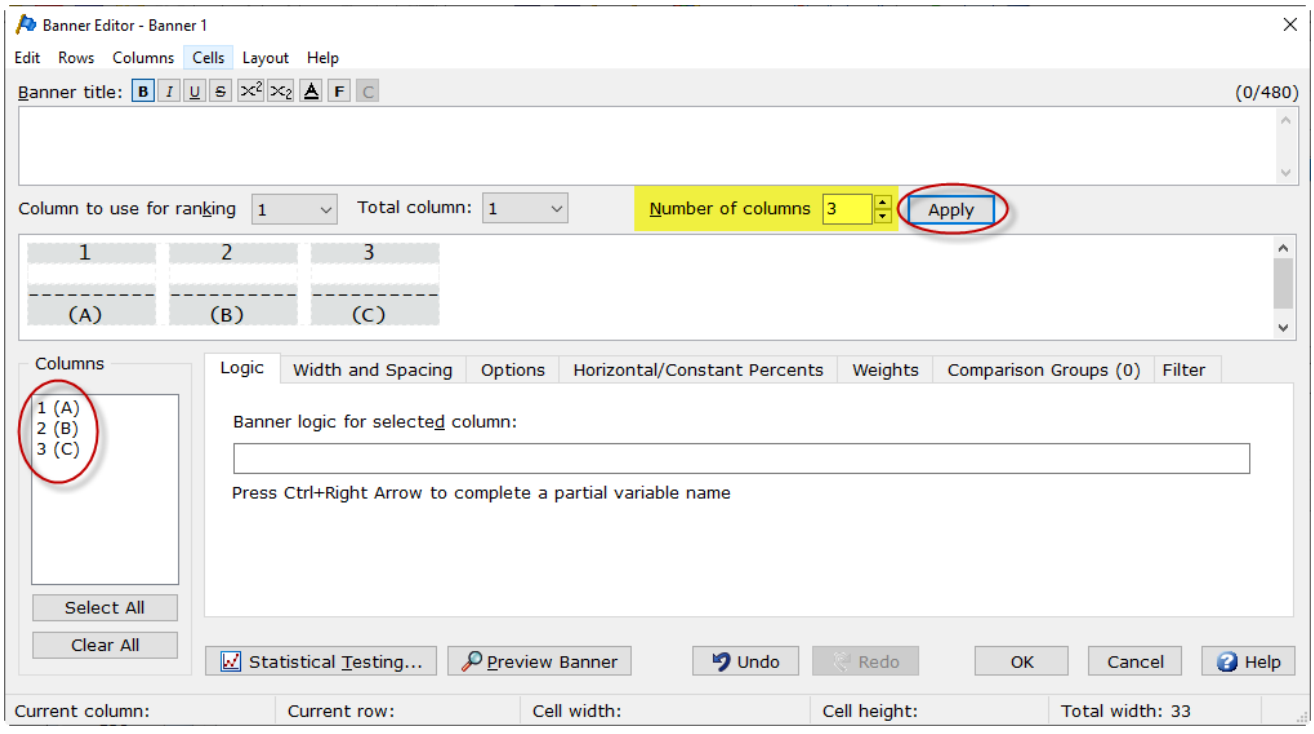
❑ Choose **Setup|Banners**.

❑ Select **New**.

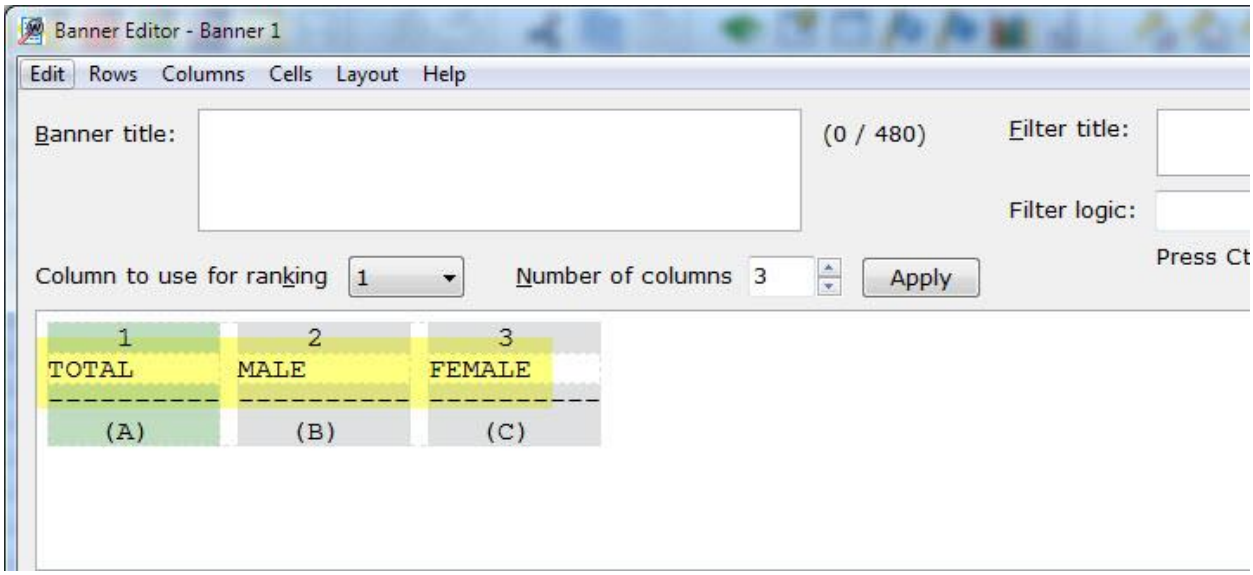


❑ Enter `Banner 1` as the **Banner name**, then select **OK**.

❑ Select **Edit Banner**.



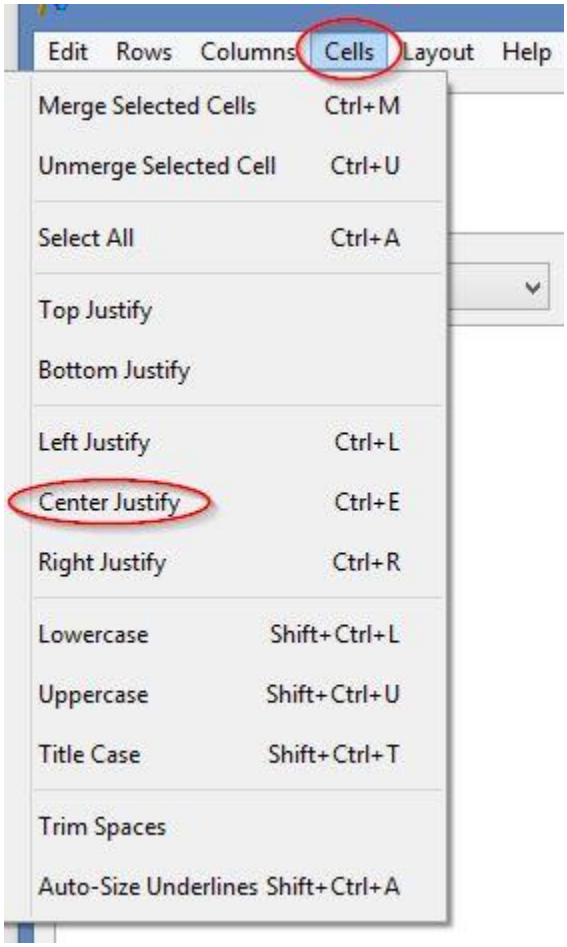
❑ Enter `3` in the **Number of columns** field or use the arrows to advance from 1 to 3, then select **Apply**. The **Columns** list should now display three columns, numbered 1-3.



❑ Position the cursor in column 1 and enter `TOTAL`. Select the **Tab** key to advance the cursor to the next column.

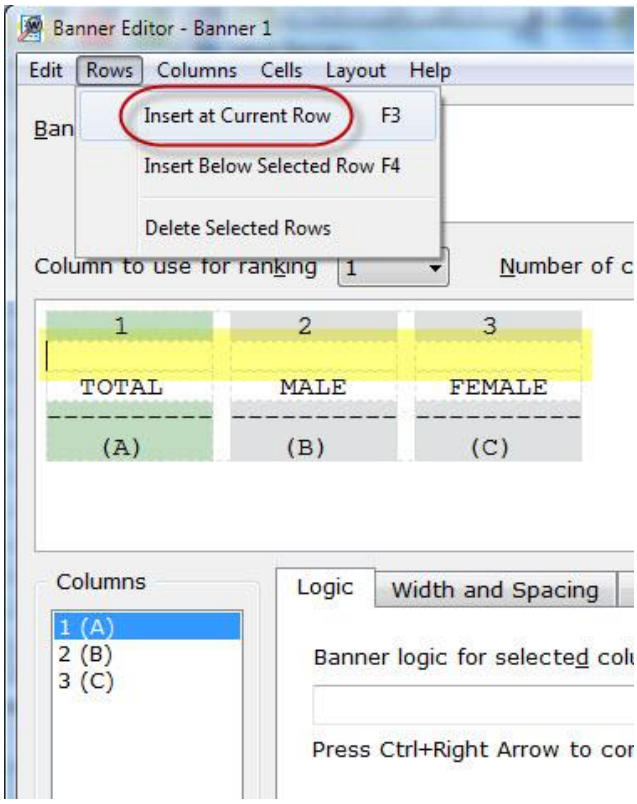
❑ Enter `MALE`. Select the **Tab** key to advance the cursor to the next column.

❑ Enter `FEMALE`.

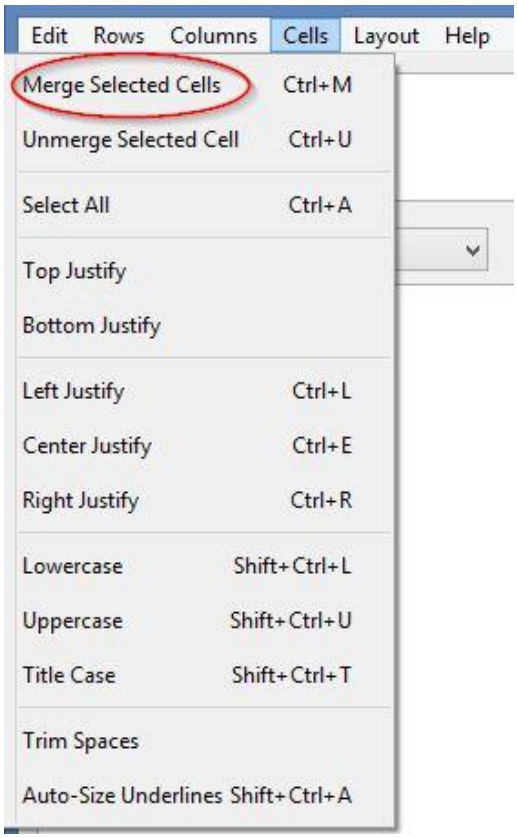


❑ Let's center the banner text you just entered by highlighting the text and selecting **Center Justify** from the **Cells** menu.

You will want to create a dashed line above MALE and FEMALE that will span these two columns so you can enter the title GENDER over the spanned columns.

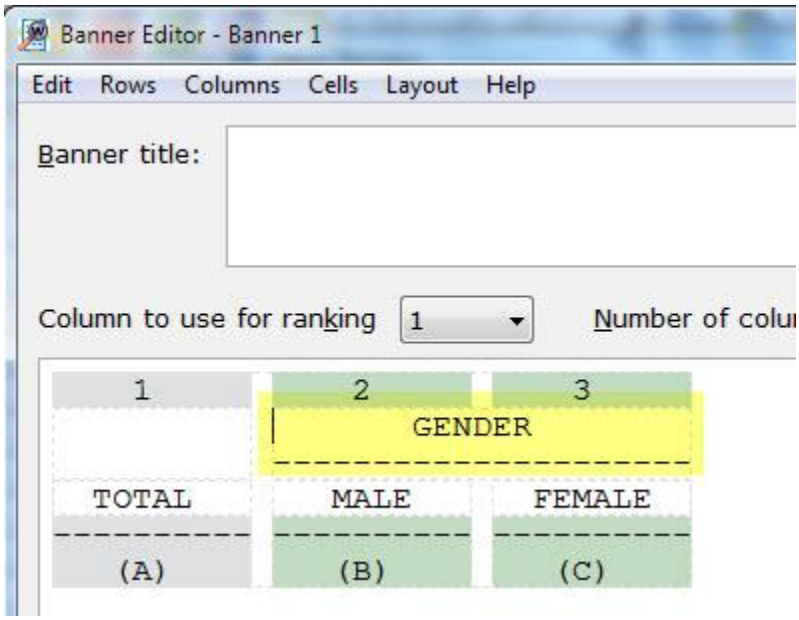


❑ Position the cursor in any column of the new banner and select **Rows|Insert at Current Row** from the **Banner Editor** tools menu. This new row will be used to enter the dashed line and title GENDER above the MALE and FEMALE columns.



❑ Position the cursor in the first (top) row of column 2. While holding the left mouse key down, drag the mouse to column 3. Both columns 2 and 3 should now be highlighted.

❑ From the **Banner Editor** tools menu, select **Cells|Merge Selected Cells**.

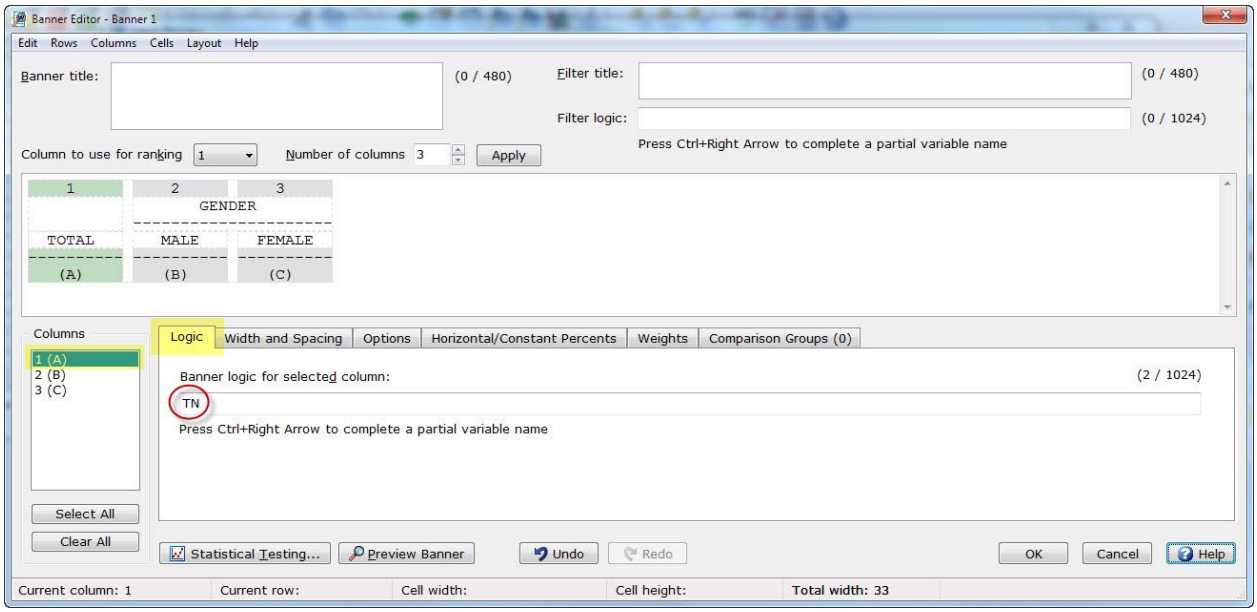


❑ Position the cursor in the row of column 2 and enter `GENDER`.

❑ Select the **Enter** key after typing `GENDER` and enter dashes across the merged row under `GENDER`.

❑ Highlight `GENDER` and select **Cells|Center Justify** to center the `GENDER` heading.

Now you are ready to enter logic for each of the three banner columns.



❑ Confirm the **Logic** tab is the currently selected tab on the **Banner Editor** dialog box. If it is not the currently selected tab, select the **Logic** tab.

❑ Select `1` in the **Columns** list box, then enter `TN` in the adjacent **Banner logic for selected column** field. **TN** is logic that can be used to represent "*Total n*" in WinCross and is generally used for **Table filter** logic and **Banner column** logic.

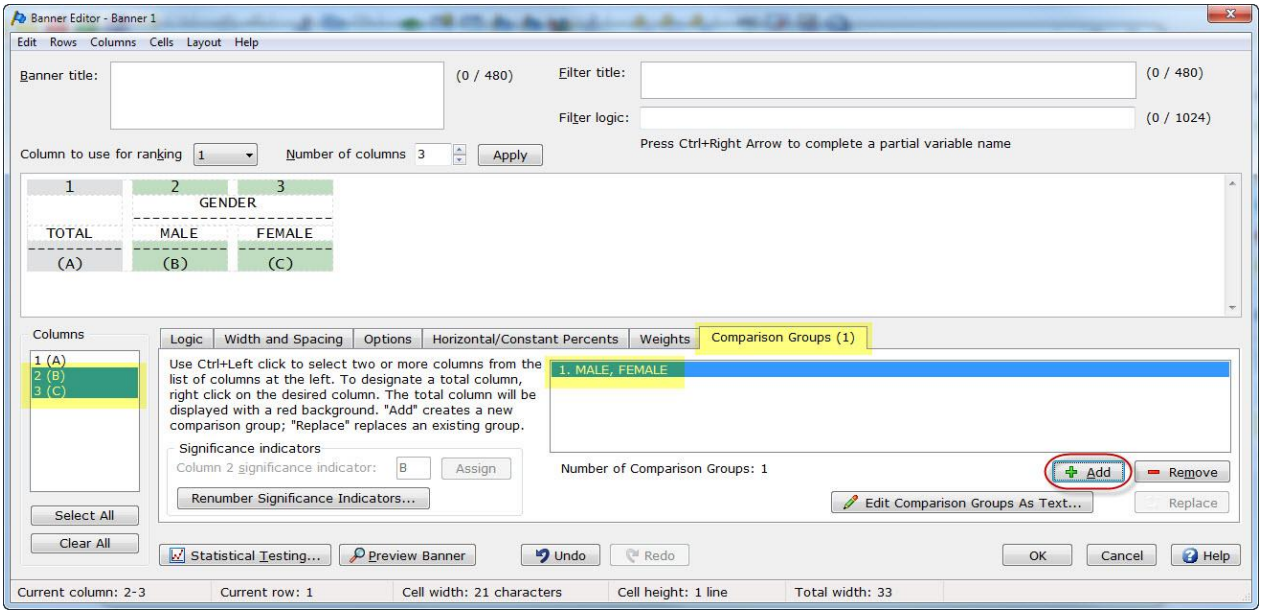
❑ Press **Enter** or select `2` in the **Columns** list box.

❑ Enter `GENDER(1)` in the **Banner logic for selected column** field.

❑ Press **Enter** or select `3` in the **Columns** list box.

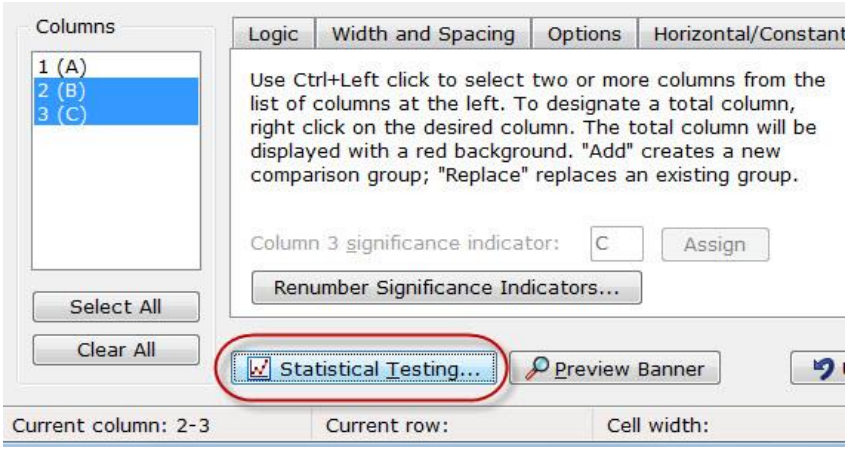
❑ Enter `GENDER(2)` in the **Banner logic for selected column** field.

If you want to display statistical testing on your tables, you will need to create a **Comparison Group** and then specify **Statistical Testing** options.

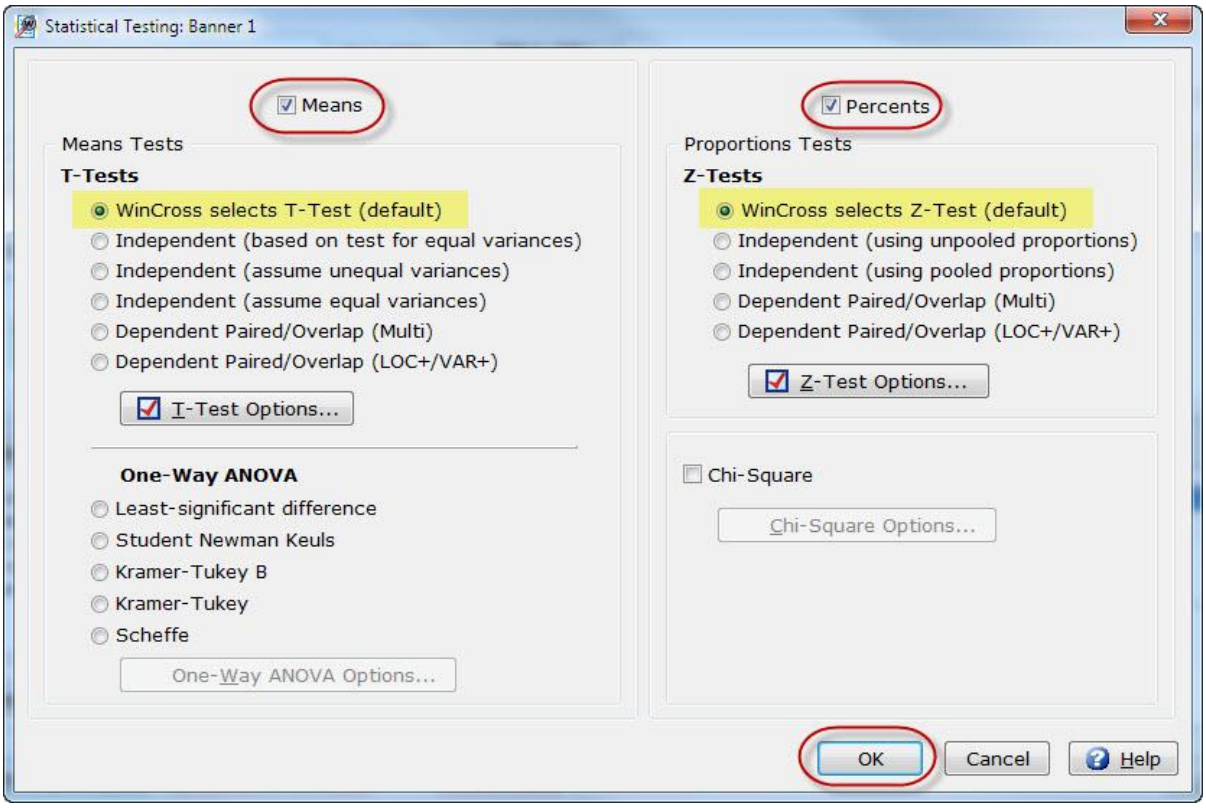


- ❑ Click on the **Comparison Groups** tab.
- ❑ Select columns 2 and 3 in the **Columns** list box.
- ❑ Choose **Add** to add these two columns as a comparison group.

The next step is to specify which **Statistical Testing** options you want applied to your tables.



- ❑ Select the **Statistical Testing** option on the **Edit Banner** dialog.



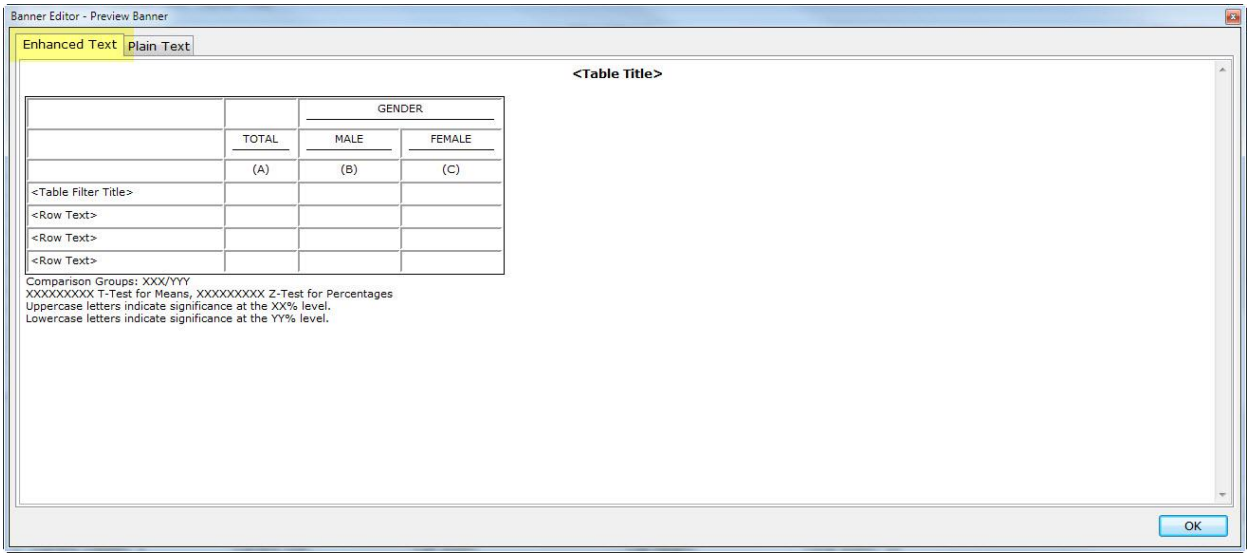
❑ Enable both the **Means** and **Percents** options.

For purposes of this tutorial we will use the **WinCross selects T-Test** and **WinCross selects Z-Test** defaults. See the **WinCross FAQ's** on our website (www.analyticalgroup.com) under the **Support** dropdown, for helpful information about which statistical/significance test to use.

As you may recall from earlier in this tutorial, statistical testing must be selected at the table *and* banner level.

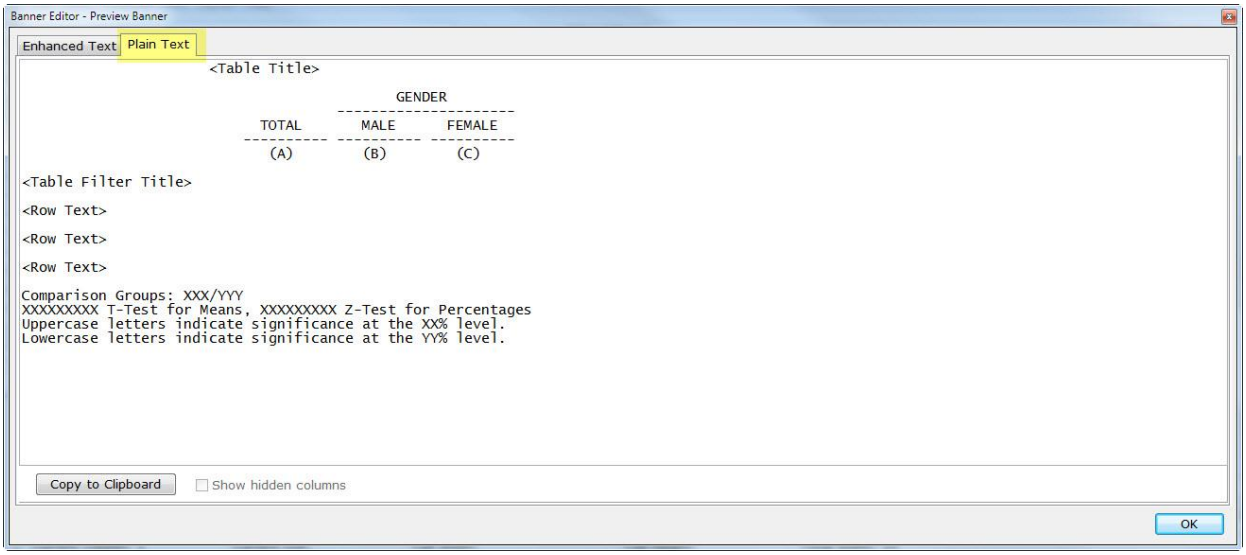
You can preview how your banner will look by selecting the **Preview Banner** button at the bottom of the **Banner Editor** dialog box.

❑ Select **Preview Banner**.



The **Banner Editor – Preview Banner** dialog box will display how your banner will look in an **Enhanced Text** format when tables are processed and contain place holders for table elements such as **Table Title**, **Table Filter Title**, etc.

The **Enhanced Text** display represents how the banner will look when the **Report viewing format** of **Enhanced text** is selected on the **Run Tables** dialog (**Run|Tables**) which you will see later in the **Running Tables** section of this **Getting Starting** Guide.



The **Plain Text** display represents how the banner will look when the **Report viewing format** of **Plain text** is selected on the **Run Tables** dialog (**Run|Tables**) which you will see later in the **Running Tables** section of this **Getting Starting** Guide.

- ❑ Choose the **Plain Text** tab to display the **Plain Text** view of the banner.
- ❑ Select **OK** to close the **Banner Editor – Preview Banner** window.
- ❑ Select **OK** to close the **Banner Editor** dialog box, then **OK** within the **Setup Banners** dialog box to close it.

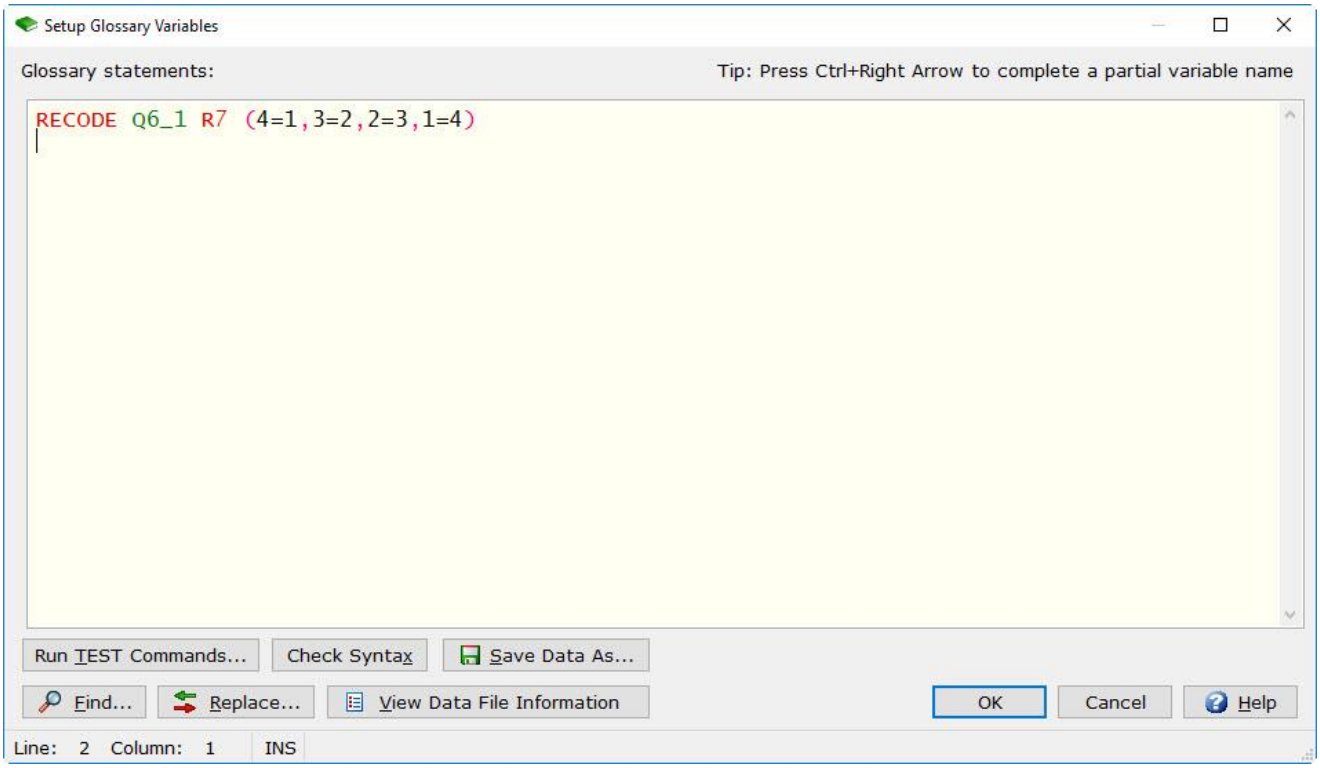
11. Glossary Variables

The WinCross glossary allows you to write statements to manipulate your data. You can:

- ✓ Save the modifications to a new data file.
- ✓ Use the modifications "as is" without permanently changing your data.

Glossary statements are evaluated from top to bottom and can have 1024 characters per line. For more information, select **Help** within the **Setup Glossary Variables** dialog box.

Referring to the Q.6 series (variables Q6_1 through Q6_7) in the sample questionnaire, note the scale reads 1–4, with 1 representing "Strongly Disagree." This is also how your data was recorded in the field. The client, however, has requested you to run their tables with the scale reading 4–1, 4 being "Strongly Disagree". Fortunately, it is very easy to honor your client's request using WinCross glossary variables.



❑ Choose **Setup|Glossary Variables**.

❑ Enter `RECODE Q6_1 R7 (4=1,3=2,2=3,1=4).`

Note: *By specifying* R7 *in the* RECODE *statement, you can recode the entire Question 6 series* (Q6_1 through Q6_7) *in one* RECODE *instruction.* R *is the* REPEAT *feature in WinCross.* R7 *means to repeat this* RECODE *statement 7 times beginning with variable* Q6_1 *and ending with variable* Q6_7.

❑ Select **OK** to close the **Setup Glossary Variables** dialog box.

12. Saving Your Work

❑ Choose **File|Save|Save job**.

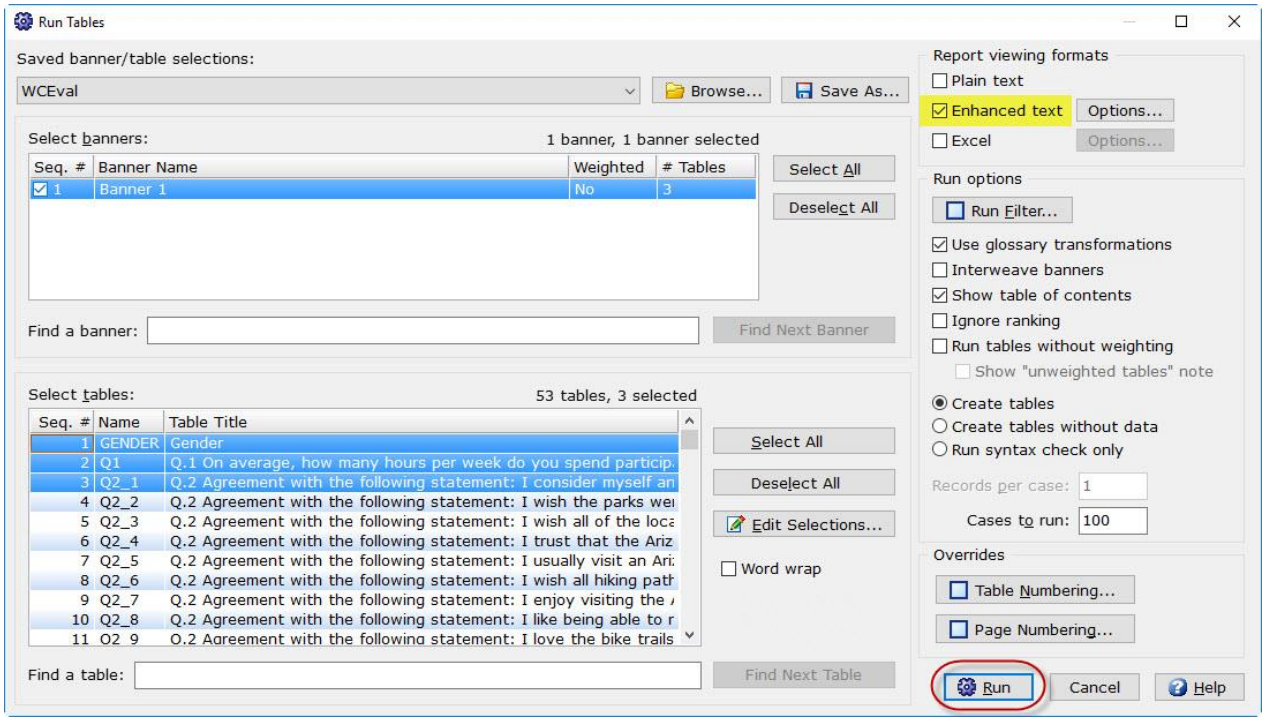
❑ Enter `WCEVAL`, then press **Enter** or select **Save.** (WinCross automatically appends the .JOB file extension to your designated filename, with the entire filename now being displayed in the WinCross title bar).

13. Running Tables

Once you have created a table, you can run a crosstab. If you did not create a banner in a previous portion of this evaluation, WinCross uses a default banner having a single column, TOTAL.

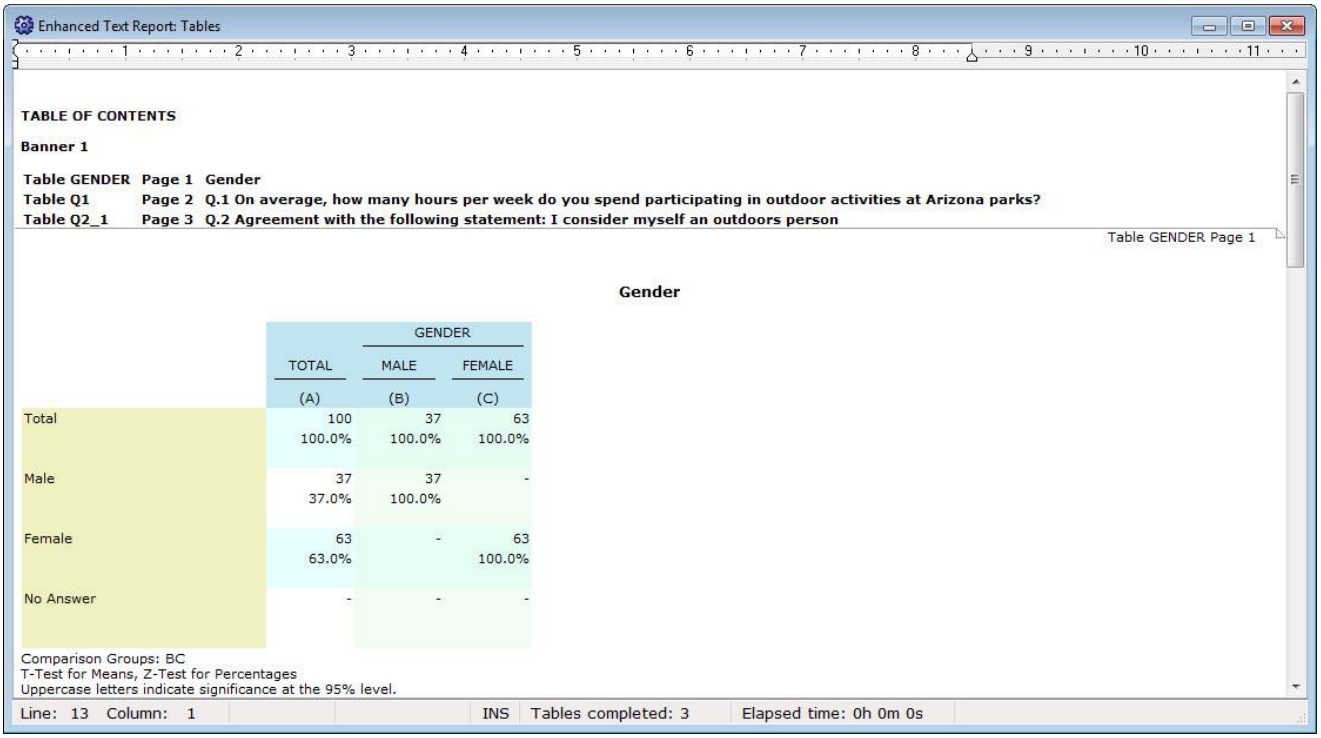
***Note**: For testing purposes, it is possible to run tables without opening any data by selecting* **Create tables without data** *within the* **Run** *dialog box.*

- ❑ Select **Run|Tables** from the WinCross main menu.



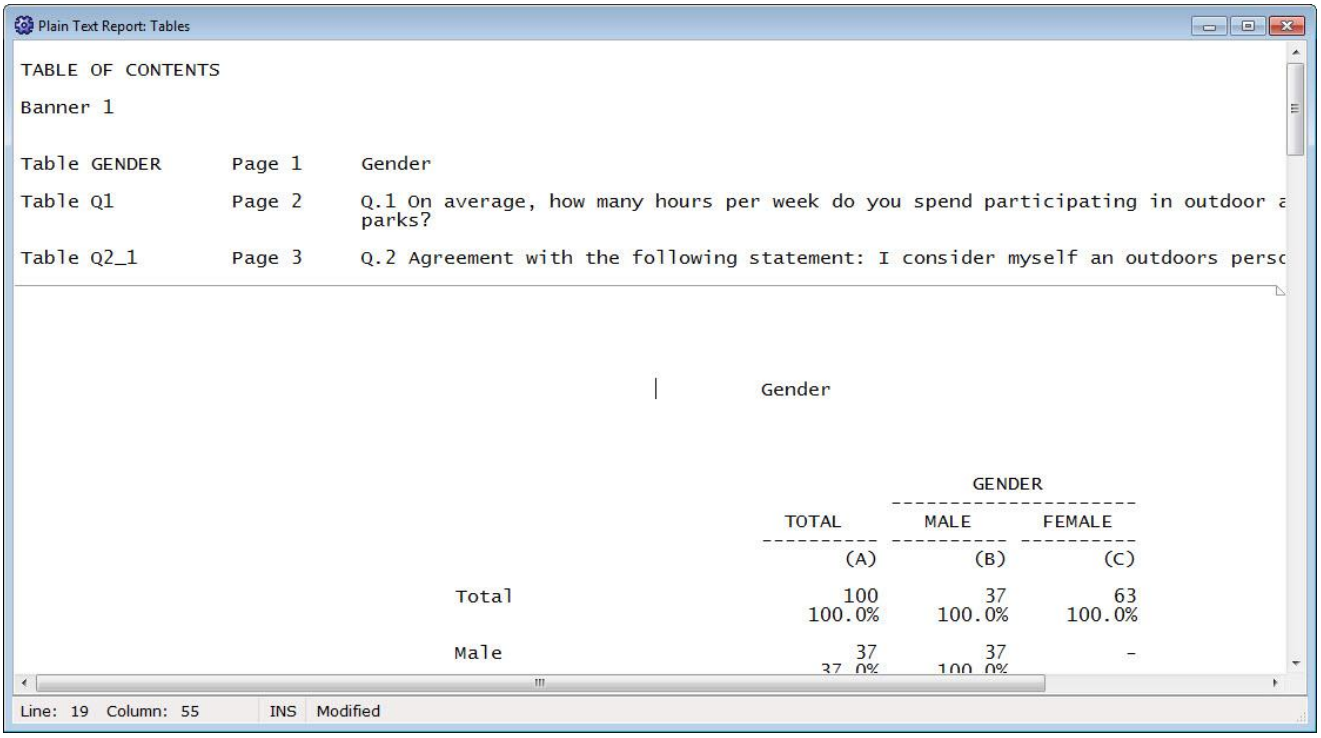
- ❑ You can choose the **Select All** option adjacent to the **Select tables** list box or just select a few tables from the **Select** tables list.
- ❑ Clicking on the **Seq. #** check box in the **Select banners** list for a particular banner will select that banner and all the tables listed below in the **Select tables** list.
- ❑ For this tutorial, click on `Banner 1` under the **Banner Name** column to highlight `Banner 1`.
- ❑ Now, click on the `GENDER` table anywhere on that line in the **Select tables** list to select that table. You can either use the **Shift** or **Ctrl** key to select the next two tables or drag the cursor down to select tables `Q1` and `Q2_1`.
- ❑ The **Enhanced text** option is the WinCross default for the **Report viewing formats.** Reports can be exported to multiple formats at the same time by selecting one, two or all of the **Report viewing formats**.
- ❑ Choose **Run** to run your tables.

Your tables should appear momentarily and have been formatted as an **Enhanced text report**.



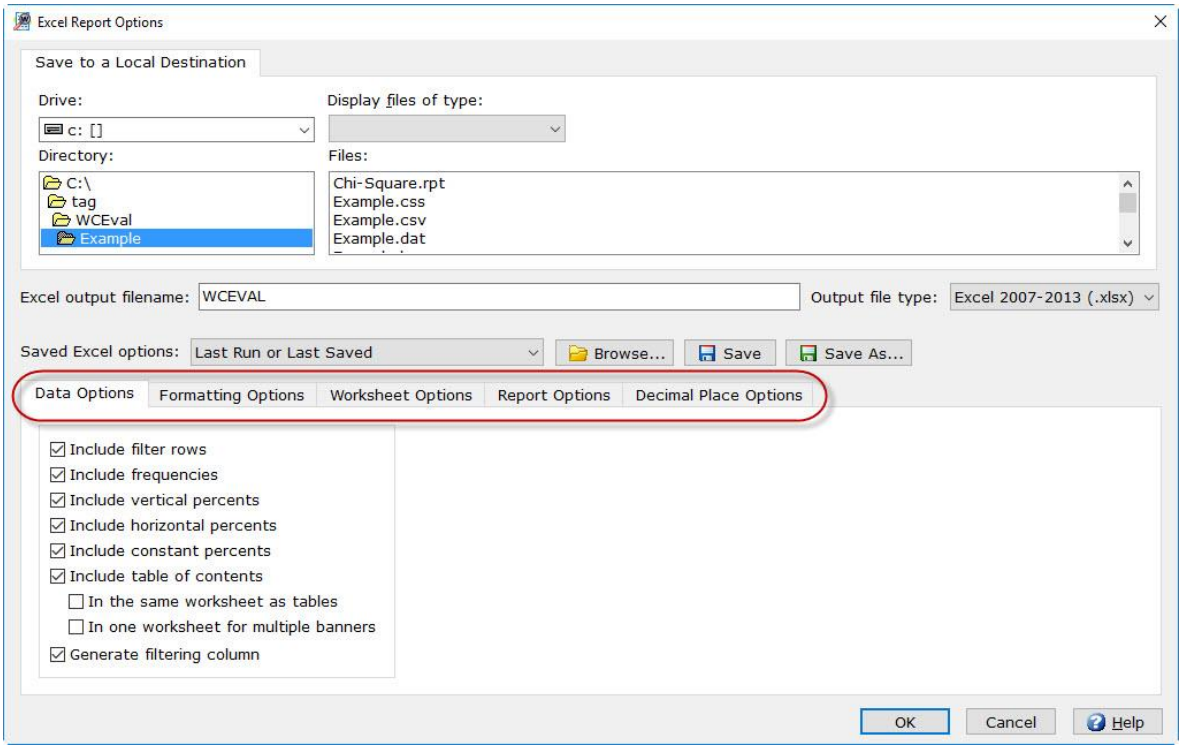
Enhanced text reports can be customized by using the **Enhanced Text Reports** tab of the **Setup|Job Settings** menu option.

If you prefer to see your reports formatted as an ASCII text file, you can use the **Plain text report** option.

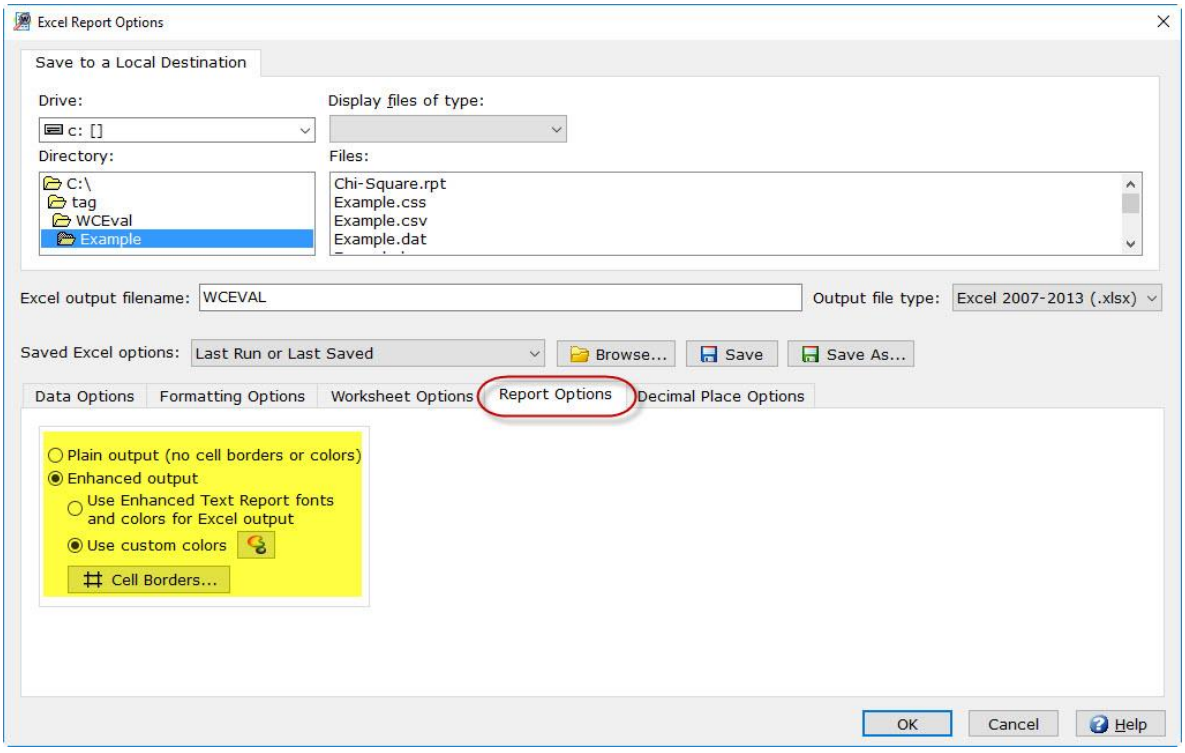


You also have the option to export reports to Excel by selecting the **Excel** option from the **Report viewing formats** selections.

When you select **Excel**, there are many options available for formatting your Excel report. The **Options** button next to the **Report viewing format** of **Excel** opens the **Excel Report Options** dialog where you can choose options for formatting your Excel report. There are **Data Options**, **Formatting Options**, **Worksheet Options**, **Report Options** and **Decimal Place Options** to choose from.

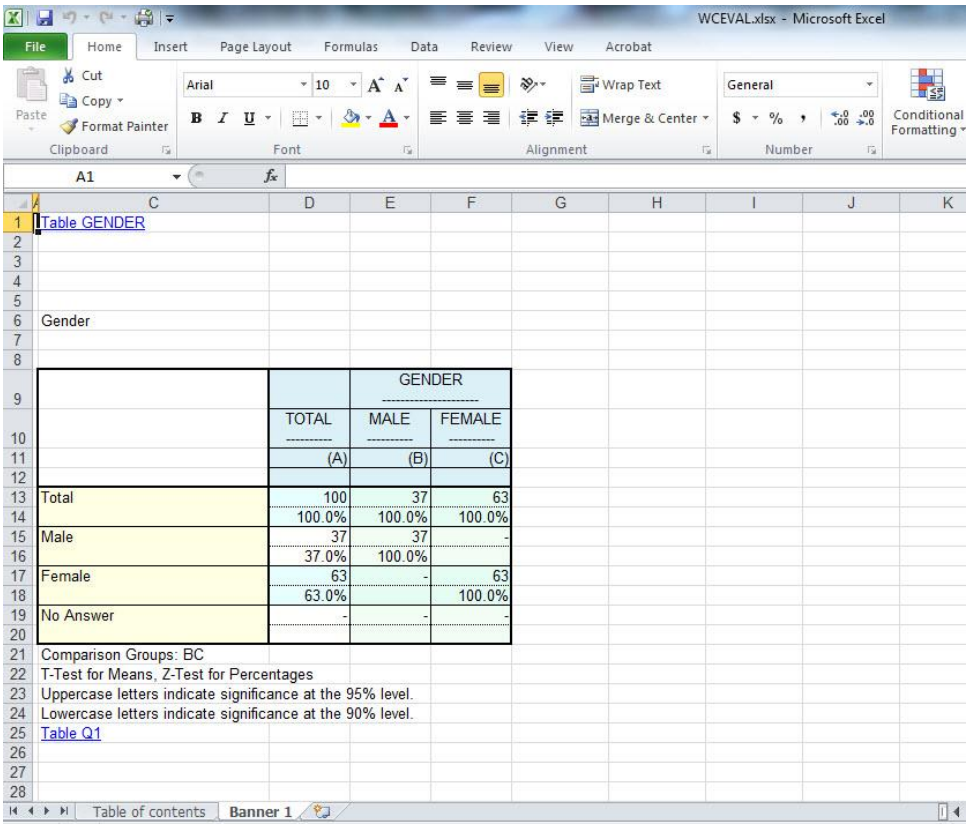


The **Report Options** tab lets you choose how you want your Excel reports to look.



The WinCross defaults are **Enhanced output** with **Use custom colors** and **Cell borders**, but you can choose **Plain output** or **Enhanced output** that uses the **Enhanced Text Report fonts and colors** from the **Enhanced Text Reports** tab of **Job Settings**.

Once you choose the desired Excel options and run your tables, Microsoft Excel will automatically launch and open to the first worksheet being written depending on the **Worksheet Options** selected.

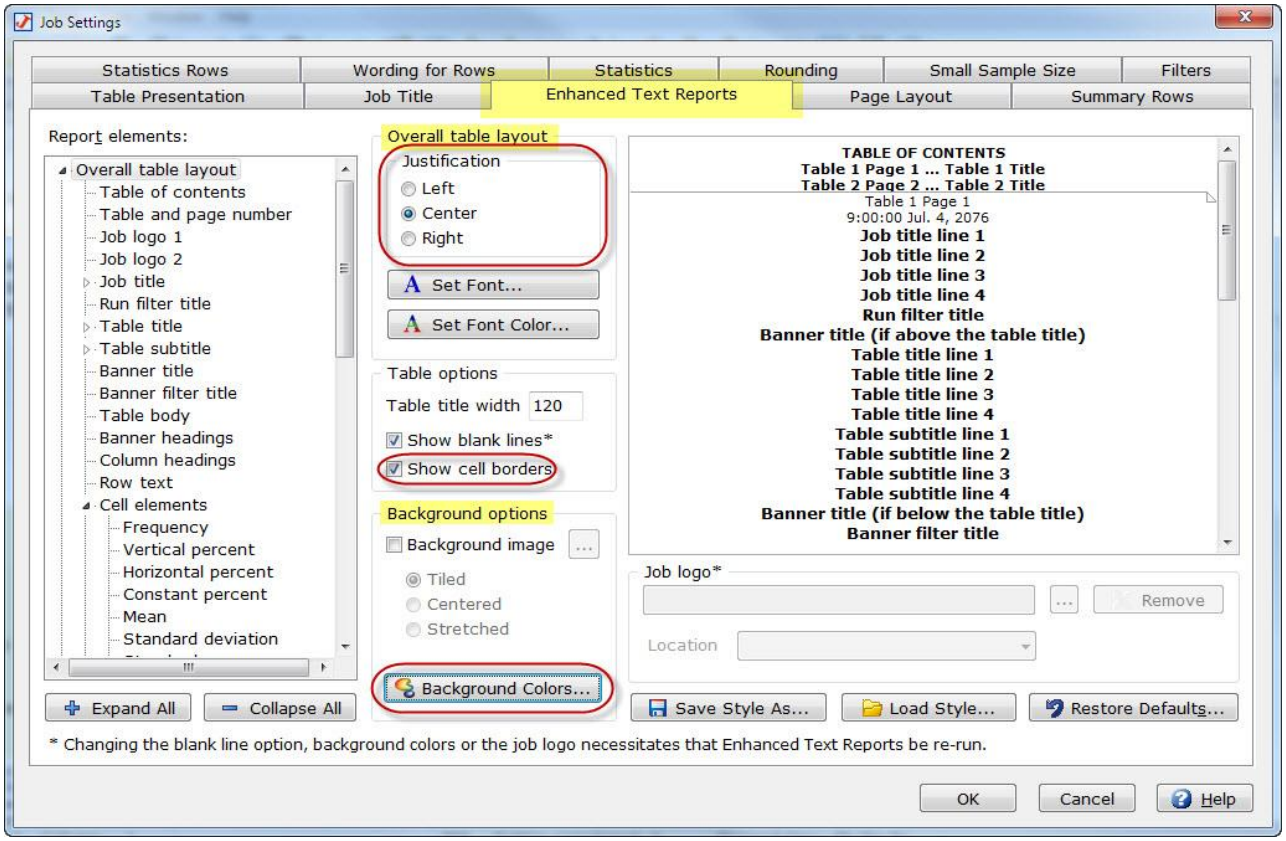


Your Excel report is saved in the directory where the job file resides and the default file name is *jobname.xlsx* unless you enter a new file name or browse to a different location. The Excel file created in this tutorial will reside in the same directory/folder as the job file and will be called WCEVAL.xlsx.

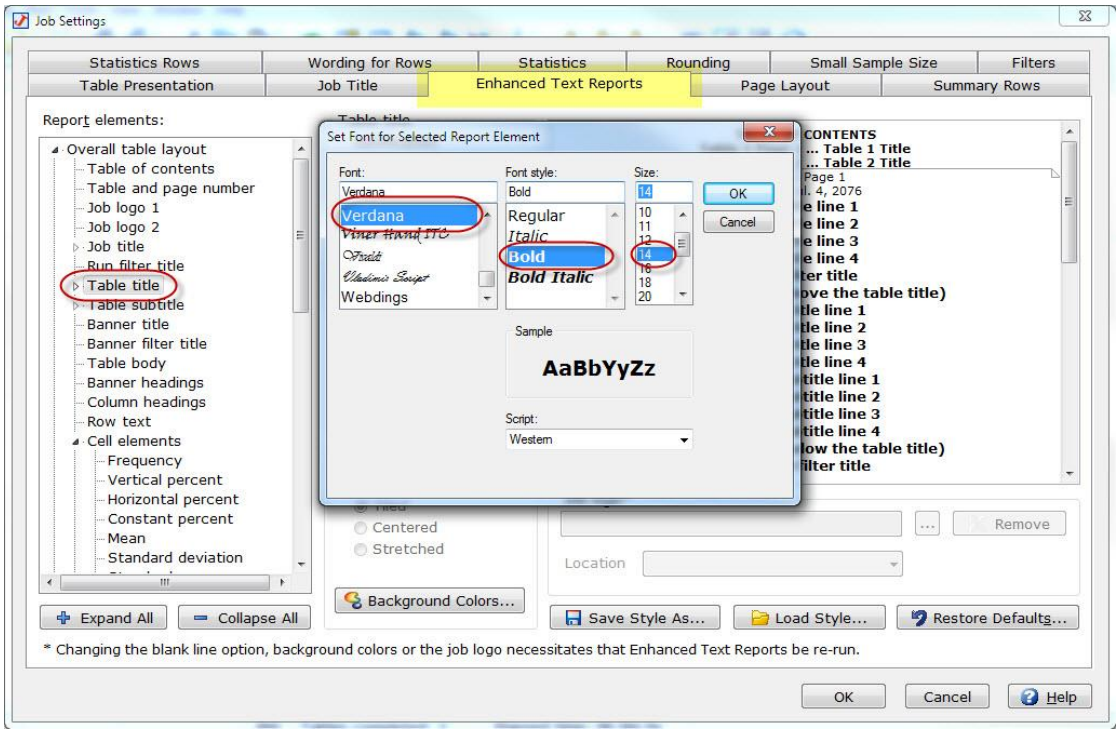
14. Formatting Reports

WinCross allows you to customize your table report by using the **Enhanced Text Reports** tab of the **Setup|Job Settings** menu option.

- ❑ Choose **Setup|Job Settings** from the WinCross menu options to display the **Job Settings** dialog box.
- ❑ Select the **Enhanced Text Reports** tab on the **Job Settings** dialog box.

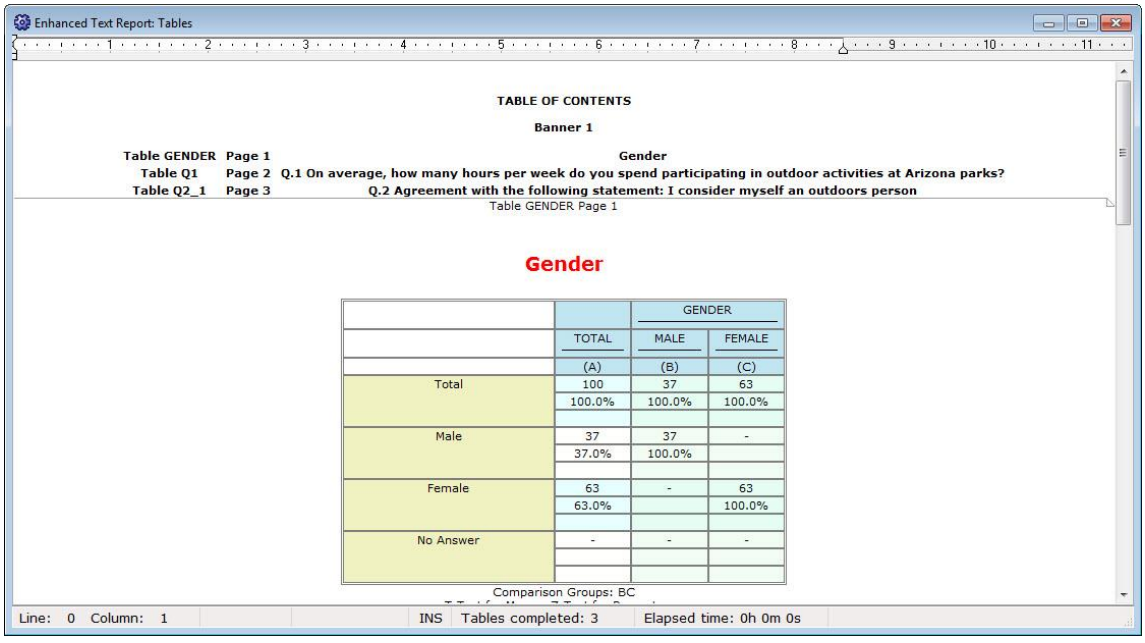


- ❑ Select the **Center** option in the **Overall table layout|Justification** dialog box.
- ❑ Select the **Show cell borders** option from **Table options** on the **Overall table layout** dialog box.
- ❑ Select the **Background Colors** option on the **Overall table layout** dialog box.
- ❑ Choose colors for your **Report background**, **Table rows** and **Table columns** or use the WinCross defaults and select **OK**.



- ❑ Select **Table title**.
- ❑ Select the **Set Font** option in the **Table title** list box.
- ❑ Select a **Font style** of `Bold` and a **Size** of `14` and select **OK**.
- ❑ Select the **Set Font Color** option in the **Table title** list box.
- ❑ Select the color `Red` and **OK**.
- ❑ Select **OK** to close the **Job Settings** dialog box.

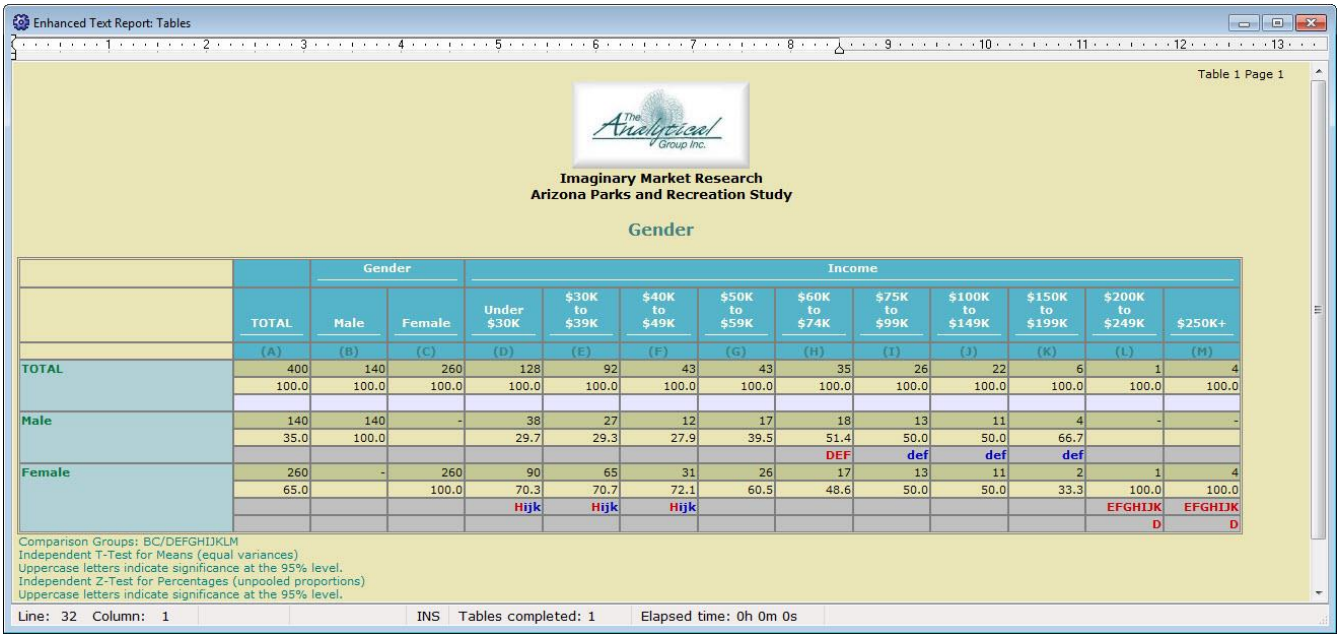
The formatting changes that you selected should be displayed on your **Enhanced Text Report: Tables**.



- ❑ Select **File|Save|Save Job** to save your report format settings.
- ❑ Select **OK** in the **Warning** dialog box. You will be overwriting the job file that was saved previously in this evaluation with your new report format settings.

You can select any component of your job listed within the **Report Elements** list, then apply a variety of custom formatting options. There are options available within **Enhanced Text Reports** tab of **Setup|Job Settings** to format most of the **Report elements**. These options include the ability to add borders and company logos to table reports, adjust alignment or customize table titles, job titles, banner headings, etc. WinCross now provides the ability to edit table reports within your reports dialog box. Your **Enhanced Text Reports** settings are saved when you save your job.

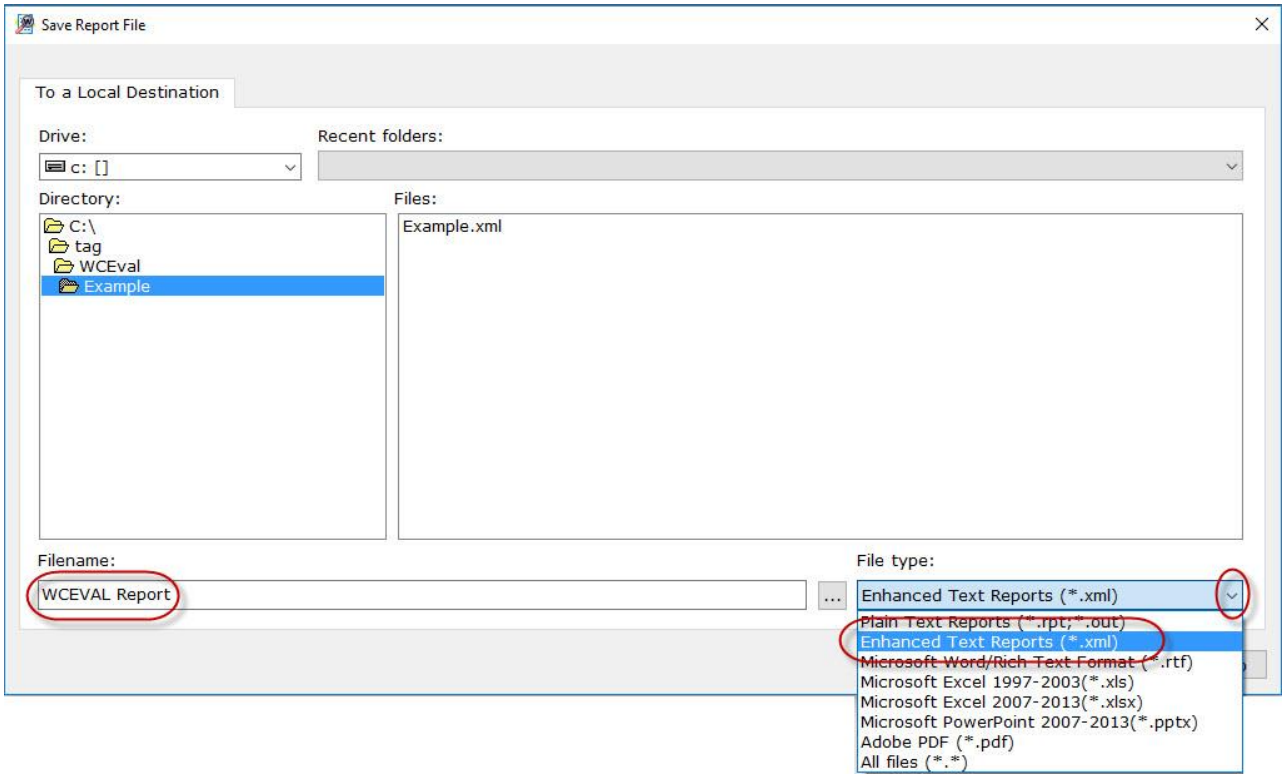
From the example below, you can see that the **Enhanced Text Reports** tab of **Setup|Job Settings** allows you to format your report for WinCross or Internet browser viewing. You may want to experiment with some of the formatting options available for use with **Enhanced Text reports**.



		Gender		Income									
	TOTAL	Male	Female	Under $30K	$30K to $39K	$40K to $49K	$50K to $59K	$60K to $74K	$75K to $99K	$100K to $149K	$150K to $199K	$200K to $249K	$250K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
TOTAL	400	140	260	128	92	43	43	35	26	22	6	1	4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	140	140	-	38	27	12	17	18	13	11	4	-	-
	35.0	100.0		29.7	29.3	27.9	39.5	51.4	50.0	50.0	66.7		
								DEF	def	def	def		
Female	260	-	260	90	65	31	26	17	13	11	2	1	4
	65.0		100.0	70.3	70.7	72.1	60.5	48.6	50.0	50.0	33.3	100.0	100.0
				Hijk	Hijk	Hijk						EFGHIJK	EFGHIJK
												D	D

15. Saving Reports in XML Format

Once tables have been run, **Enhanced Text reports** are ready for immediate display and printing from within WinCross or using most Internet browsers. WinCross allows you to save crosstabs in **Enhanced Text reports (*.xml)** format. If you choose to save your **Enhanced Text report**, files can be saved anywhere on your PC, on your company intranet or can be uploaded to the Internet using file transfer protocol (FTP). Reports can be saved in **Enhanced Text reports (*.xml)** format by selecting **File|Save Report** or **File|Save Report As**.



- ❑ Verify that the **Tables** report that you just formatted using the **Enhanced Text Reports** tab of **Setup|Job Settings** is the active dialog box or click on the report entitled **Enhanced Text Report: Tables** to make your enhanced text format table report the active dialog box.
- ❑ Select **File|Save Report As**.
- ❑ Select the dropdown adjacent to the **File type:** field.
- ❑ Select **Enhanced Text Reports (*.xml)**.
- ❑ Name your file `WCEVAL Report`, then select **Save**. (WinCross automatically appends the .XML file extension.)

16. Viewing Browser Reports

Once you have successfully created your report in **Enhanced text report** format, it is immediately available for viewing using most Internet browsers.

- ❑ Choose **View|Report in Browser** from the WinCross menu (alternatively, you can use the globe button on the right WinCross toolbar).

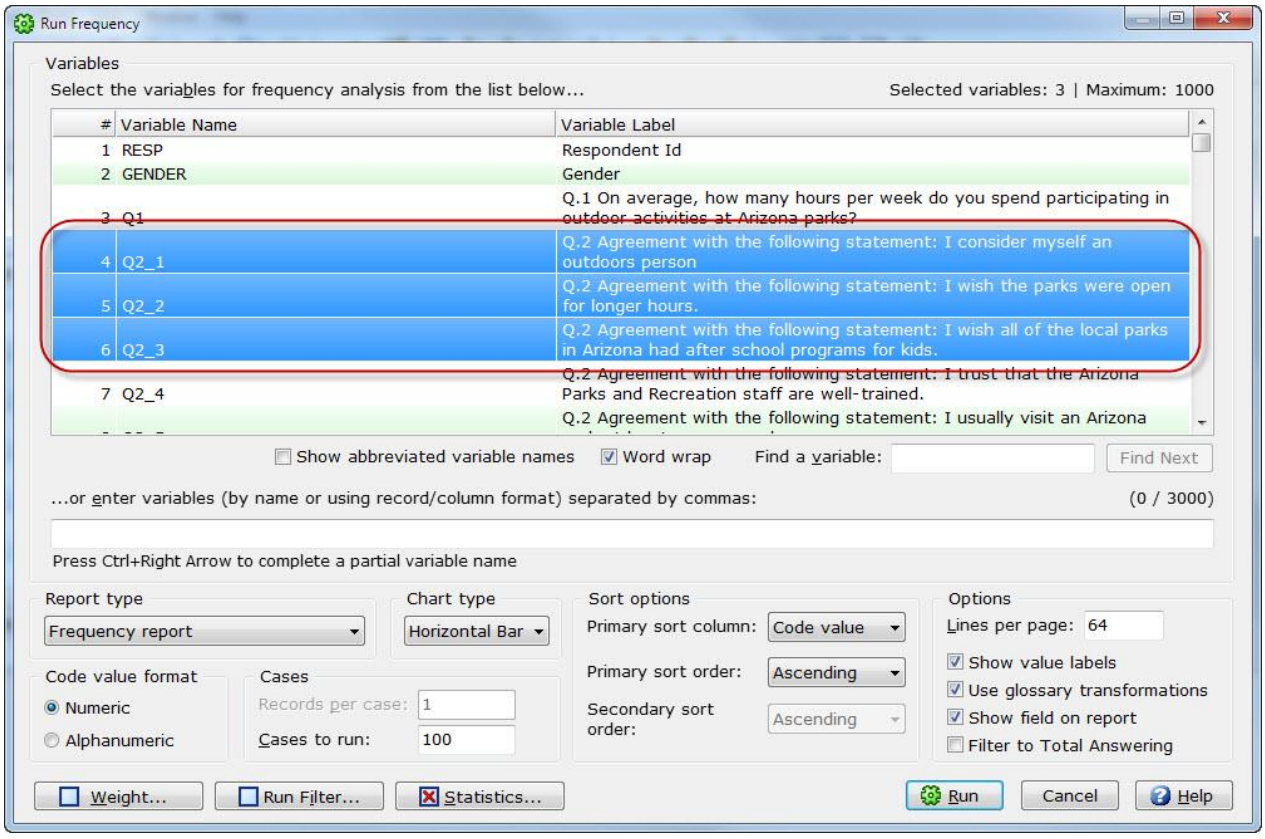
17. Running Frequencies

A frequency provides a distribution count of the values in a field/variable; alpha characters can be included. If the data is ASCII or column binary, fields are entered as record/column locations separated by commas (for example, either `5,10:2` or `1/5,1/10:2`).

If the data is not ASCII or column binary, variables are listed by variable name and label. To select variables that are non-contiguous, keep the **Ctrl** key depressed while individually selecting each desired field.

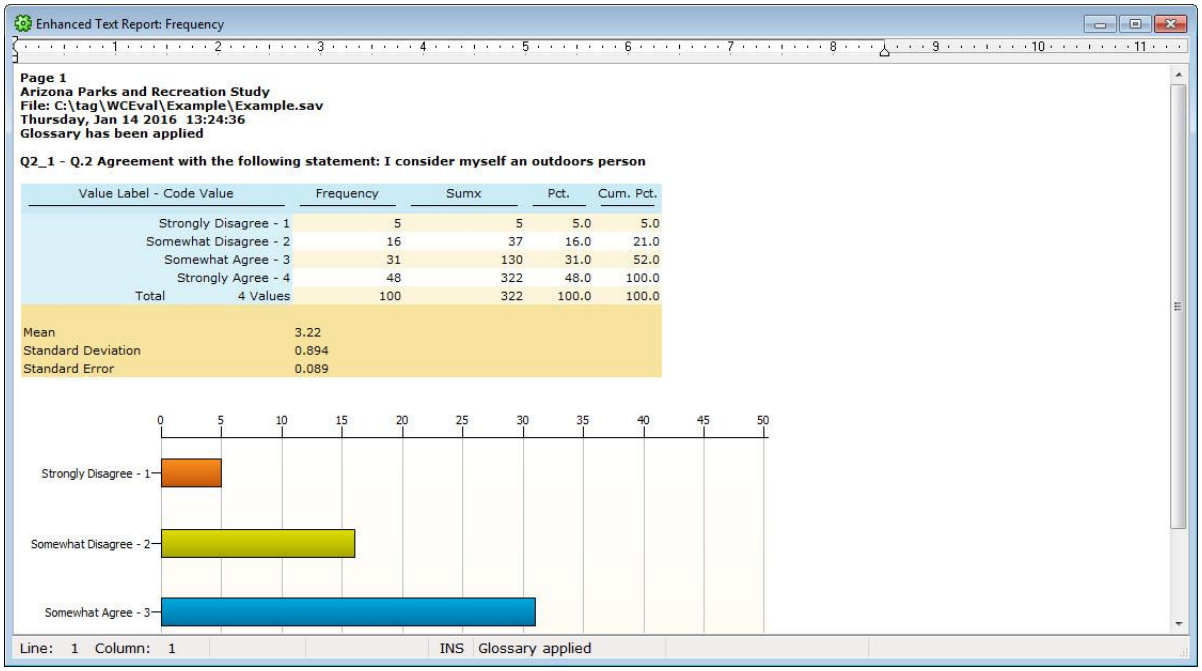
Running frequencies is a quick-and-easy way to check your tables. You can filter the frequency to match table filters providing a distribution count that should match the table logic. You can also weight the frequency to match any weighting applied to your tables to check weighted distribution counts.

❑ Choose **Run|Frequency**.



❑ Select variables `Q2_1`, `Q2_2` and `Q2_3` from the list of variables on the **Run Frequency** dialog box.

❑ Select **Run**.



The WinCross defaults provide a **Frequency report** of the frequency. You have the additional options of creating a **Horizontal Bar Chart**, **Statistical report** or a **Frequency and statistical report**.

Saving reports from Run options—If desired, you can save the reports from **Run|Tables** and/or **Run|Frequency** by choosing **File|Save|Save Report As**. The default file extension used for your report file is *.RPT, however, reports can be saved in many formats including, *.RTF (Microsoft Word), *.XLS (Microsoft Excel 1997-2003) *.XLSX (Microsoft Excel 2007-2013), *.PPTX (Microsoft PowerPoint 2007-2013) or *.PDF (portable document format).

Congratulations – you have successfully completed the Quick-Try Evaluation!

More About WinCross and The Analytical Group, Inc.

We hope you have enjoyed this brief overview of the countless features offered in WinCross. Since this introduction cannot begin to showcase all of its powerful features, we encourage you to take a look at other related information we have posted on our Website, such as the WinCross Frequently Asked Questions page.

It has been a pleasure to take you on this WinCross tour. We look forward to the opportunity to answer any questions you may have and to talk with you about how we can fulfill your crosstabulation needs. We also invite you to participate in any of our WinCross training classes—please contact us for scheduling and pricing.

The Analytical Group, Inc. also offers other software and market research services, from questionnaire development through advanced data analysis.

Visit us on the web at www.AnalyticalGroup.com. Our email address is info@AnalyticalGroup.com.

Sample Questionnaire for EXAMPLE Job Files

Please refer to this sample questionnaire as you run through the Quick-Try evaluation that starts on page 7.

Please answer the following questions about Arizona Parks and Recreation:

Respondent number: _____ (Resp) (1-4)

Gender: (Gender) (5)

Male	1
Female	2

Q.1 On average, how many hours per week do you spend participating in outdoor activities at Arizona parks? (Q1) (6)

Less than 1 hour per week	1	10-15 hours per week	5
1-3 hours per week	2	16-20 hours per week	6
4-6 hours per week	3	More than 20 hours per week	7
7-9 hours per week	4		

Q.2 Agreement with the following statements:

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	
I consider myself an outdoors person	1	2	3	4	**(Q2_1) (7)**
I wish the parks were open for longer hours	1	2	3	4	**(Q2_2) (8)**
I wish all of the local parks in Arizona had after school programs for kids	1	2	3	4	**(Q2_3) (9)**
I trust that the Arizona Parks and Recreation staff are well-trained	1	2	3	4	**(Q2_4) (10)**
I usually visit an Arizona park at least once a week	1	2	3	4	**(Q2_5) (11)**
I wish all hiking paths in Arizona parks were paved	1	2	3	4	**(Q2_6) (12)**
I enjoy visiting the Arizona Parks and Recreation visitor centers	1	2	3	4	**(Q2_7) (13)**
I like being able to reserve ramadas at Arizona parks for family gatherings	1	2	3	4	**(Q2_8) (14)**
I love the bike trails in some Arizona parks	1	2	3	4	**(Q2_9) (15)**
I hope that more parks are built as the population of Arizona grows	1	2	3	4	**(Q2_10) (16)**

Q.3 How often do you:

	Never	Rarely	Sometimes	Often	Always	
Send or read email	1	2	3	4	5	**(Q3_1) (17)**
Read news and current events	1	2	3	4	5	**(Q3_2) (18)**
Participate in organized sports at Arizona parks	1	2	3	4	5	**(Q3_3) (19)**
Hike or bike in Arizona parks	1	2	3	4	5	**(Q3_4) (20)**
Use the after school program offered at some parks	1	2	3	4	5	**(Q3_5) (21)**
Children participate in summer recreation programs at Arizona parks	1	2	3	4	5	**(Q3_6) (22)**
Use equipment offered through the Arizona Parks and Recreation department	1	2	3	4	5	**(Q3_7) (23)**
Hold family gatherings or parties at Arizona parks	1	2	3	4	5	**(Q3_8) (24)**
Walk your dog in the park	1	2	3	4	5	**(Q3_9) (25)**
Reserve baseball diamonds or basketball or volleyball courts at Arizona parks	1	2	3	4	5	**(Q3_10) (26)**

Q.4 Importance of the following to you:

	Very Unimportant	Somewhat Unimportant	Somewhat Important	Very Important	
Having access to Arizona parks	1	2	3	4	**(Q4_1) (27)**
Longer hours at Parks and Recreation after school programs	1	2	3	4	**(Q4_2) (28)**
Well-maintained playgrounds	1	2	3	4	**(Q4_3) (29)**
Well-maintained baseball diamonds	1	2	3	4	**(Q4_4) (30)**
Being able to participate in organized hikes	1	2	3	4	**(Q4_5) (31)**
Educational classes held at Parks and Recreation visitor's centers	1	2	3	4	**(Q4_6) (32)**
Volunteering as a park steward	1	2	3	4	**(Q4_7) (33)**
Maintained the natural beauty of Arizona in the parks	1	2	3	4	**(Q4_8) (34)**
Silent Sundays - no cars allowed	1	2	3	4	**(Q4_9) (35)**
Clean bathroom facilities	1	2	3	4	**(Q4_10) (36)**

Q.5 Choose the statement below that best describes your opinion of Arizona parks: (Q5) (37)

Well-maintained	1	Don't have much interest in	4
Reflects the beauty of Arizona	2	Noisy and unorganized	5
Quiet and peaceful	3	Not well-supervised	6

Q.6 Agreement with the following statements - I do not know much about or have never heard of:

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	Don't Know	North
Mountain Park	1	2	3	4	5	**(Q6_1) (38)**
South Mountain Park	1	2	3	4	5	**(Q6_2) (39)**
Piestewa Park	1	2	3	4	5	**(Q6_3) (40)**
McDowell Mountain Park	1	2	3	4	5	**(Q6_4) (41)**
Sabino Canyon Park	1	2	3	4	5	**(Q6_5) (42)**
Squaw Peak Park	1	2	3	4	5	**(Q6_6) (43)**
Grand Canyon National Park	1	2	3	4	5	**(Q6_7) (44)**

Q.6A Of the last 10 visits to Arizona parks, how many visits were to:

North Mountain Park	_____ (0-10)	**(Q6A_1) (45-46)**
South Mountain Park	_____ (0-10)	**(Q6A_2) (47-48)**
Piestewa Park	_____ (0-10)	**(Q6A_3) (49-50)**
McDowell Mountain Park	_____ (0-10)	**(Q6A_4) (51-52)**
Sabino Canyon Park	_____ (0-10)	**(Q6A_5) (53-54)**
Squaw Peak Park	_____ (0-10)	**(Q6A_6) (55-56)**
Grand Canyon National Park	_____ (0-10)	**(Q6A_7) (57-58)**

Q.7 Would you say you are visiting Arizona parks more, less or the same as you were a year ago? (Q7) (59)

More	1
The same	2
Less	3

Q.8 How likely are you to visit an Arizona park in the future? (Q8) (60)

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Not at all likely	4

The following questions are for classification purposes only:

Q.9 What is your current marital status? (Q9) (61)

Single (never married)	1
Living with partner	2
Married	3
Separated	4
Divorced	5
Widowed	6

Question 10. Do you have any children under the age of 18 living with you? (Q10) (62)

Yes	1
No	2

Q.11 Which of the following best represents the highest level of education you have completed? (Education) (63)

Some high school or less	1
High school diploma or G.E.D.	2
Some college	3
Associate's degree	4
Bachelor's degree	5
Graduate or professional degree	6

Q.12 Which of the following best describes your annual household income? (Income) (64-65)

Under $30,000	1
Between $30,000 and $39,000	2
Between $40,000 and $49,000	3
Between $50,000 and $59,000	4
Between $60,000 and $74,000	5
Between $75,000 and $99,000	6
Between $100,000 and $149,000	7
Between $150,000 and $199,000	8
Between $200,000 and $249,000	9
$250,000 or above	10