

WINCROSS EXECUTIVE®

Quick Start Guide

Version 1.0



Version 1.0

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Editor: Coco Lauerma

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Introducing WinCross Executive

WinCross Executive is the easiest-to-use tabulation and reporting software out there today. WinCross Executive is a breeze to use. Tables can be produced in a snap whether you are a busy executive or a new data analyst.

We know you will have fun using these WinCross Executive features:

- Easy point and click design for creating tables
- Publish reports and graphs directly to PowerPoint®, Excel® and Word® (Office 2000 or newer)
- Easily import other data types including Excel and delimited and fixed format ASCII files
- Statistical and significance testing
- Weighting and filtering
- Import table- and banner-ready data and job files from WinCross

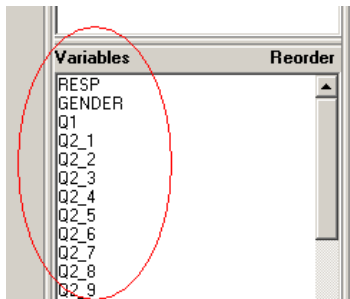
WinCross Executive prefers data in SPSS® (*.sav) format – but don't worry, we've provided an Import Wizard to convert other data types to SPSS (*.sav) format for you. To make things easier, we've provided EXAMPLE.SAV in your C:\TAG\WCE10\EXAMPLE subfolder.

Note: If you are using the WinCross Executive Evaluation version, processing is limited to 100 respondents.

Let's get started and have some fun creating a banner and a few tables using EXAMPLE.SAV.

Step 1:

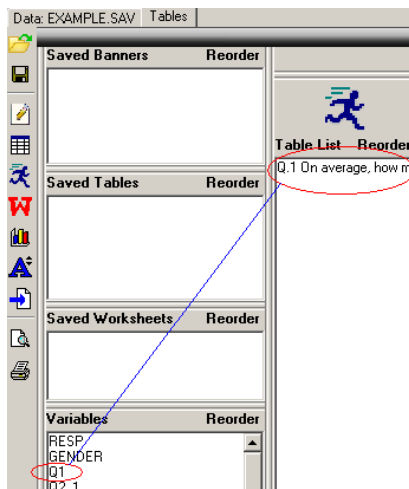
Let's open the EXAMPLE.SAV file by selecting **File|Open|Open data**.



Now you see how easy this will be – the variables from your data file are listed on the **Tables** tab and ready to be used for creating tables.

Step 2:

Are you ready to create a table? It's as simple as a drag and drop from the **Variables** list to the **Table List**.



Step 3:

You are ready to run a table – so let's go.



Click on the **Run tables** icon.

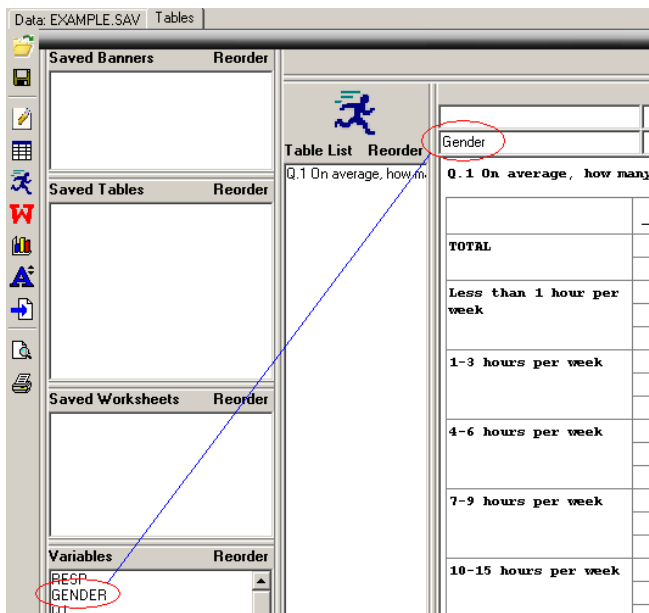
Work Area	
Banner	
Q.1 On average, how many hours per week do you spend participating in outdoor activities at Arizona parks?	
	TOTAL
TOTAL	400
	100.0%
Less than 1 hour per week	1
	0.2%
	100.0%
1-3 hours per week	54
	13.5%
	100.0%
4-6 hours per week	97
	24.2%
	100.0%
7-9 hours per week	57
	14.2%
	100.0%
10-15 hours per week	68
	17.0%

Since we haven't created a banner yet – the **TOTAL** column becomes your banner. See how simple that was!

Step 4:

Now, let's see how easy it is to create a banner using a variable from the **Variables** list.

Drag **GENDER** from the **Variable** list to one of the **Banner** cells.



Step 5:

Click on the **Run tables** icon again.

Choose **Clear previous report** on the **Save Report** dialog box. Your previous table will be replaced by the new table.

Work Area		
Banner		
Gender		
Q.1 On average, how many hours per week do you spend in Arizona parks		
	Male	Female
TOTAL	140	260
	35.0%	65.0%
Less than 1 hour per week	-	1
		0.4%
		100.0%
1-3 hours per week	19	35
	13.6%	13.5%
	35.2%	64.8%
4-6 hours per week	36	61
	25.7%	23.5%
	37.1%	62.9%
7-9 hours per week	13	44

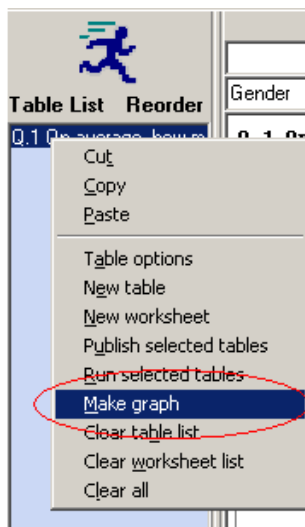
It is as simple as dragging and dropping variables from the **Variables** list.

Now, you might be wondering how to customize your tables the way you like to see them – we will get into more advanced features a little later, so hang in there. Let’s concentrate on creating, running and publishing a simple table and graph for now.

Step 6:

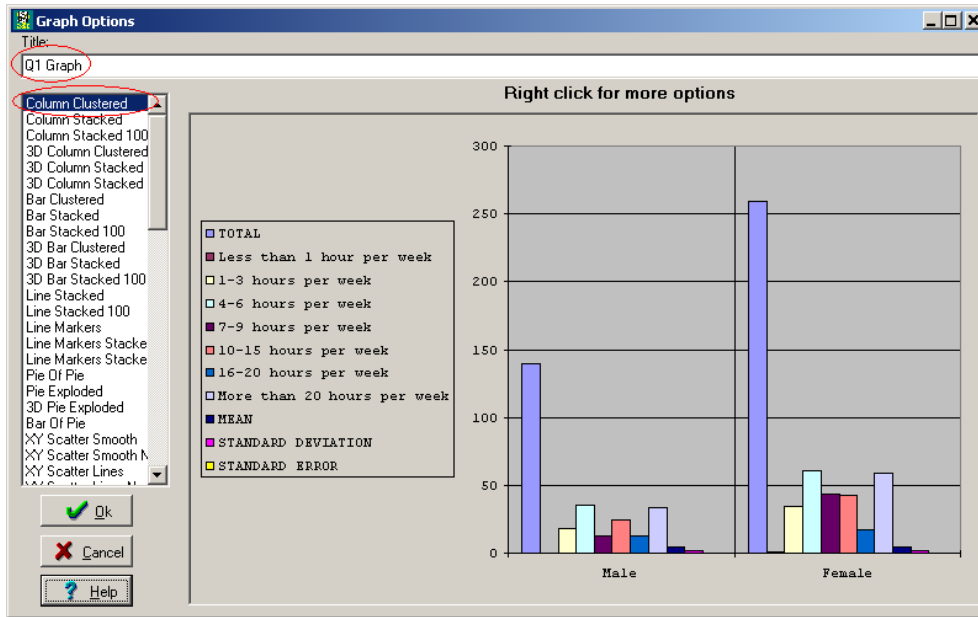
Making a graph of a table is almost as easy as creating the table.

Right-click on the table in the **Table List**.



Select the **Make graph** option.

Now you get to name your graph and choose the type of graph you want to see.



Give your graph a title and choose a graph type – for now let’s stick with the default type of **Column Clustered**.

Select **Ok** and let’s see what happens next.

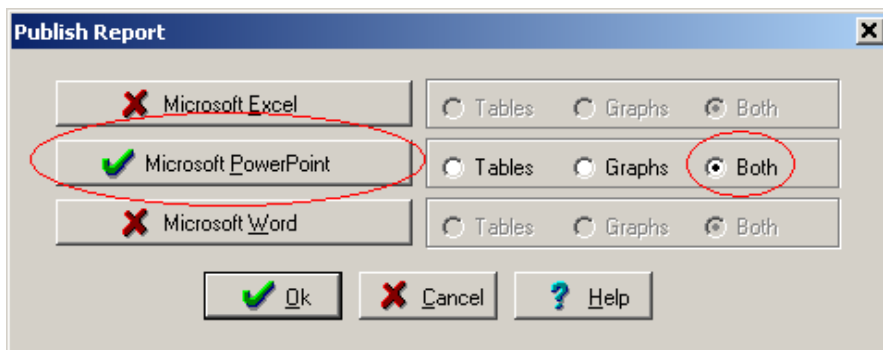


Not much actually happens, but notice that the **Table title** in the **Table List** is now bold – this is how you know if **Graph options** have been specified for your table. You won’t actually see the graph until we publish it to Excel, PowerPoint or Word.

Are you ready to publish your table and graph to an application outside of WinCross Executive? You can always print your table from WinCross Executive using **File|Print** or save your report in many formats using **File|Save|Save report as**, but for now, let’s export our table and graph to PowerPoint.

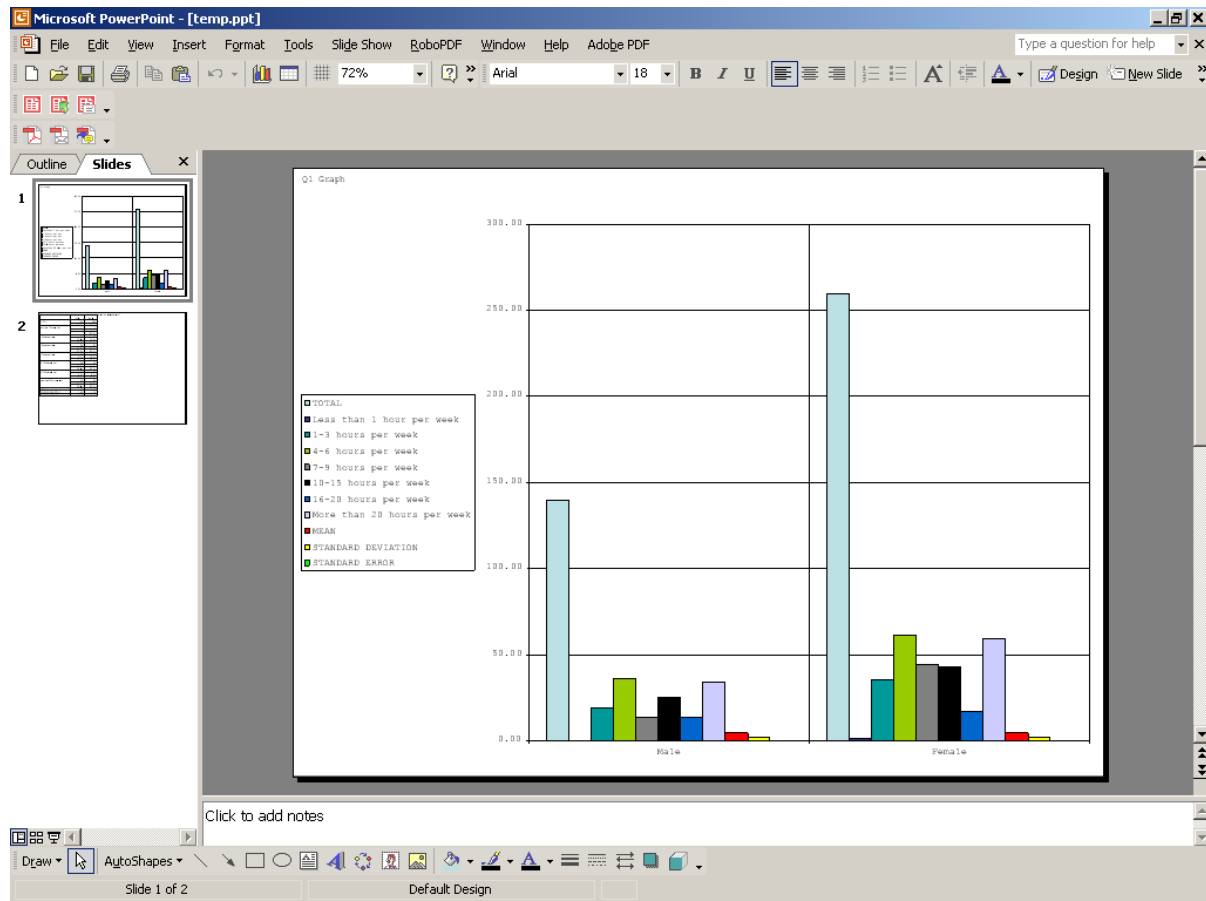
Step 7:

Again, let’s right-click on your table in the **Table List** and this time, select the **Publish selected tables** option.



Click on the **Microsoft PowerPoint** button and notice how the red **X** becomes a green **✓**. Since we want to publish both the table and graph to PowerPoint, you can leave the default choice of **Both** selected.

Choose **Ok** and watch PowerPoint open where you can view your table and graph as separate slides.



Using the WinCross Executive Import Wizard

LUCKY YOU - YOU CAN SKIP THIS SECTION IF YOU ONLY USE LABELED SPSS (*.SAV) DATA

For those not fortunate enough to begin with a labeled SPSS (*.sav) file, we will show you how to use the WinCross Executive Import Wizard to convert your data to SPSS (*.sav) format, how to edit **Variable Names** and add **Variable Labels** and **Values**. To make things easier, we've provided EXAMPLE.DAT in your C:\TAG\WCE10\EXAMPLE subfolder.

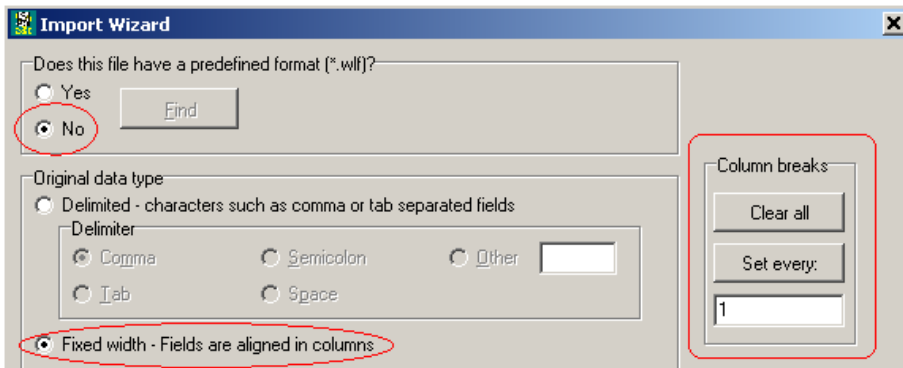
Step 1:

Let's start by opening EXAMPLE.DAT. EXAMPLE.DAT is a fixed ASCII (*.*) format file. For reference, you will need to print a copy of the file layout (EXAMPLE VARIABLES.TXT) also included in your C:\TAG\WCE10\EXAMPLE subfolder.

Select **File|Open|Open data** and choose the **All files (*.*)** option from the dropdown list for **Files of type**.

Browse to the C:\TAG\WCE10\EXAMPLE subfolder.

Choose EXAMPLE.DAT from the list of files and select **Open**.



Since we haven't learned how to create a predefined format file let's just leave the default of **No** selected for the question **Does this file have a predefined format (*.wlf)?**.

The **Fixed width – Fields are aligned in columns** default option is fine for this input file.

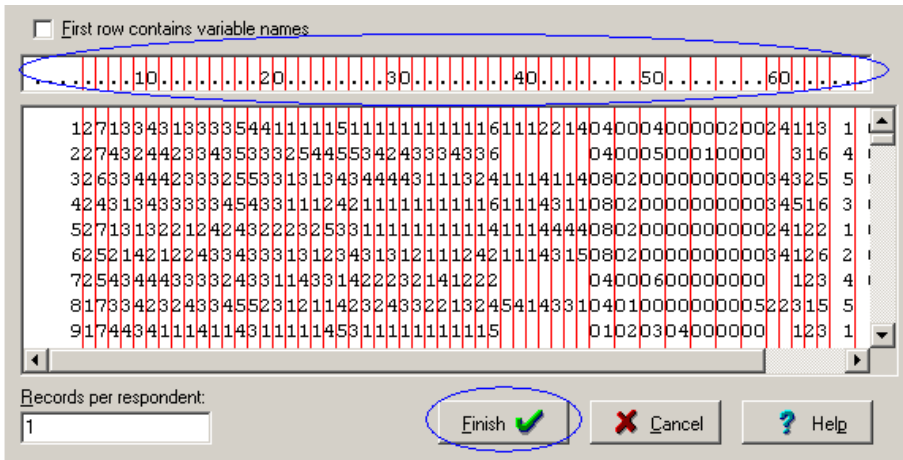
Step 2:

We will leave the option **First row contains variable names** unchecked because this doesn't apply to our ASCII fixed data file. This option might be used for ASCII delimited files.

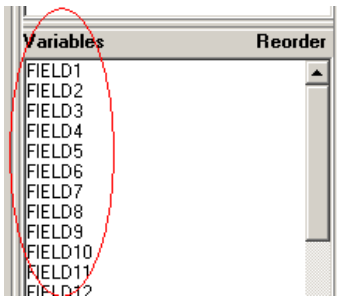
Using the EXAMPLE VARIABLES.TXT listing as a reference, assign the appropriate column breaks by left-clicking in the column header portion of the Import Wizard to create column break lines and select **Finish**.

As an alternative, because most of the column breaks for this data file are one column each, it is probably much easier to use the **Column breaks|Set every** option and set every column break to 1. Deselecting a few columns of more than one column in length is a lot easier than selecting almost every column break using the column header.

It is your preference, so go for it!



You'll notice that because this input data file does not contain labels, WinCross Executive assigns variable names for you (e.g. *FIELD1*, *FIELD2*, etc.).

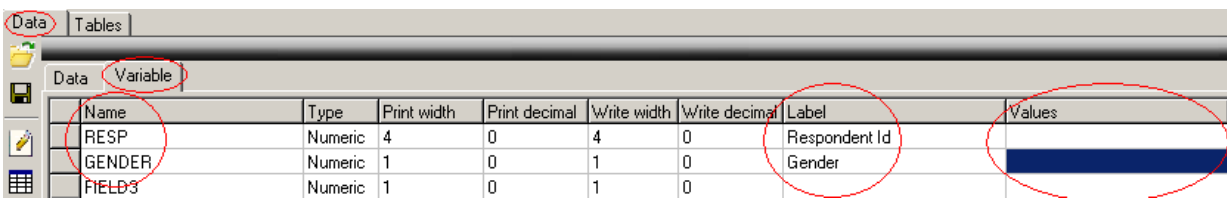


Variable names that display in italics on the **Variables** list indicate the data type of **Text** (alphanumeric). Variable names that display as non-italics on the **Variables** list indicate the data type of **Numeric**.

Step 3:

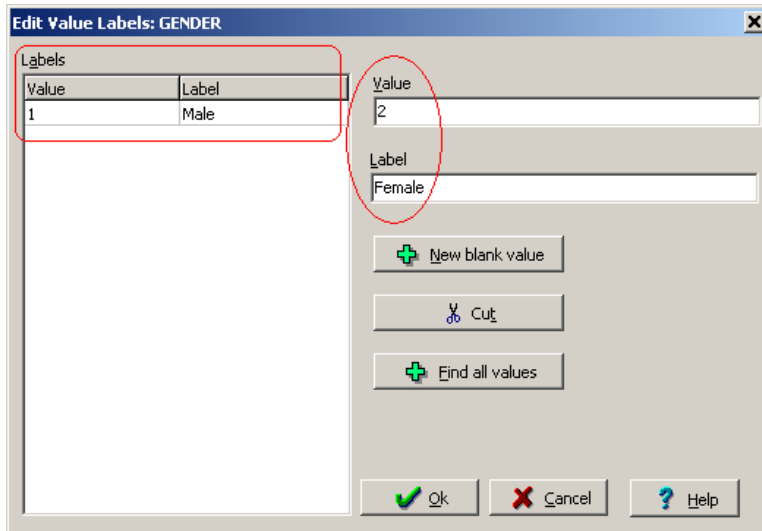
Now the fun part - assigning new **Variable Names** and adding **Labels** and **Values** using the **Data** tab.

Select the **Data** tab and then the **Variable** tab within the higher-level **Data** tab.



Using the *Sample Questionnaire* in *Appendix A*, edit the **Variable Name** and assign a **Variable Label** for each variable. (e.g. *FIELD1* becomes *RESP* with a label of *Respondent Id* and *FIELD2* becomes *GENDER* with a label of *Gender*).

Double-click the **Values** field for each variable to add values for that variable.



Enter the **Value** and then tab to the **Label** field to enter the label.

Select the **Enter** key.

As an alternative, choose the **Find all values** button to find all of the values in the data for this **Variable**. Using the **Find all values** method eliminates the need for entering each value individually, but you will still need to edit the **Label** for each **Value**.

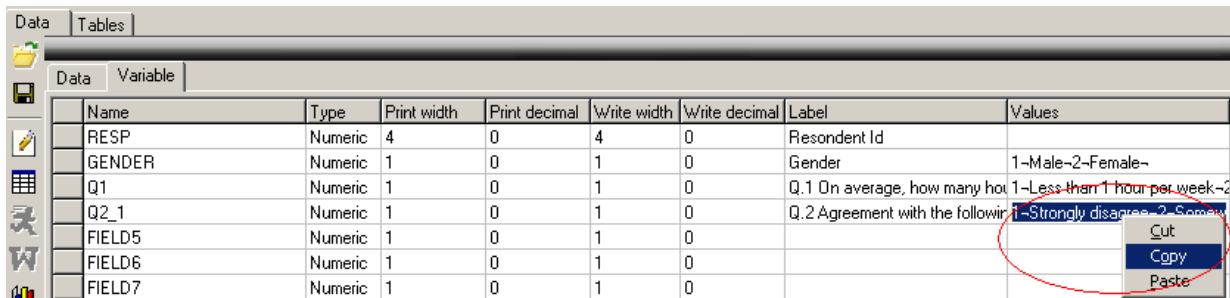
Step 4:

If you happen to have a series of questions that will have the same or similar labels, WinCross Executive has an easy way to accomplish this and it will save you lots of time. Let's explore how that works.

In the EXAMPLE.DAT file we just imported, FIELD4 through FIELD13 will use the same values and labels. We can enter the values and labels for FIELD4 and then copy and paste the same values and labels for FIELD5 through FIELD13.

Here's how that works.

Enter the **Variable Name, Variable Label, Values and Labels** for *FIELD4*.



Since you entered the values and labels for *FIELD4*, we can just copy those values and labels for *FIELD5* through *FIELD13*.

Highlight the **Values** field for *FIELD4* (now *Q2_1*) and right-click.

Select **Copy** from the list of options.

Highlight the **Values** field in *FIELD5* and drag the pointer down to *FIELD13* so the **Values** field for *FIELD5* through *FIELD13* are all highlighted.

Q2_1	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly disagree-2-Somewl
FIELD5	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD6	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD7	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD8	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD9	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD10	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD11	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD12	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD13	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl
FIELD14	Numeric	1	0	1	0		1-Strongly disagree-2-Somewl

Right-click and select **Paste** from the list of options. See how much time you can save using the **Copy** and **Paste** for variables with the same values and labels.

Step 5:

Even though entering all of those variable names, labels and values was so much fun, you might want to save this data information for future use – that’s why WinCross Executive provides a way to save this information in a **Predefined format file (*.wlf)**.

Just select **File|Save|Save predefined format** from the WinCross Executive main menu to save this file.

Now, you know what a **Predefined format file (*.wlf)** is – remember when we left the default option of **No** selected back in Step 1? If you needed to repeat this step and had already built your predefined format file, you could answer **Yes** to the question and it would save you lots of time.

Step 6:

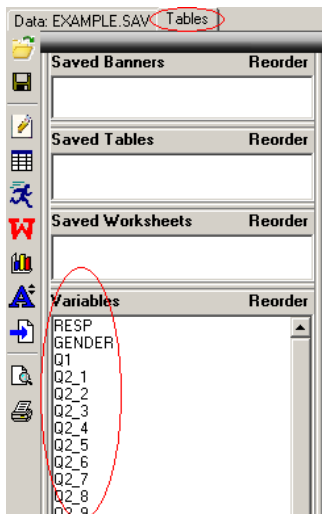
And...let’s not forget we have to save the converted data file so we don’t lose all of your hard work.

Just select **File|Save|Save data as** to save your data as a SPSS (*.sav) data file.

Since EXAMPLE.SAV already exists in your C:\TAG\WCE10\EXAMPLE subfolder, let’s name this data file something different. How about EXAMPLE FROM ASCII.SAV – that way we know this was the file that we converted from ASCII to SPSS format using the Import Wizard.

Step 7:

Now, if you switch back to the **Tables** tab – you’ll see how all that hard work paid off. The new variable names you entered now display in the **Variables** list and you are back in business; ready to proceed building a banner and tables using those variables.



WinCross Executive – More Advanced Features

Now that we've covered the basics and you see how easy it is to open a data file and create banners and a table, let's explore some of the advanced features that WinCross Executive has to offer. And the best part is - it's fun!

Here's a list of the advanced features we will cover to get you started:

1. Setting preferences
2. Assigning a run filter
3. Setting banner options
4. Setting table options
5. Statistical testing
6. Weighting
7. Creating worksheets
8. Saving banners, tables and worksheets
9. Saving your WinCross Executive job and project
10. Working with multiple tables tabs
11. Editing and saving data

If you are ready, let's go!

1. Setting preferences – Preferences can be set at the system level or at the job and project level.

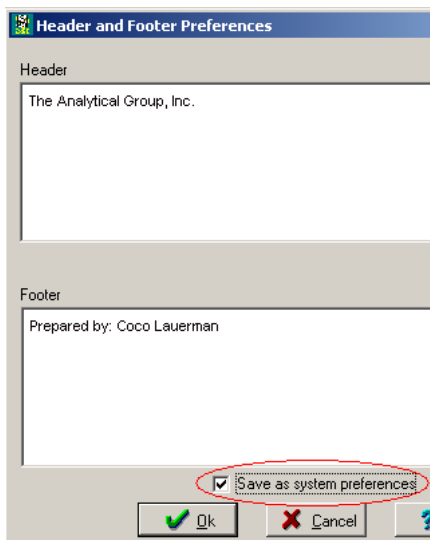
Step 1:

If you happen to have a data file open, right-click on the higher-level data tab and select **Close**. If you made changes to the open data file and want to save your changes, select "Yes" when prompted, enter a directory and file name and choose **Save**, otherwise you can select "No" when prompted to save your changes.

Step 2:

Just to keep things simple, let's stick with changing the **Header** and **Footer** preferences. Let's put your company name in the header and your name in the footer.

Select **Preferences|Header and footer**.



Header and **Footer** preferences are a good example of something you might be able to set one time and never have to change. Be sure to select the **Save as system preferences** check box to set this as your global system preference.

2. **Assigning a run filter** - You can easily set a global (run) filter that applies to all tables. This run filter can be assigned at any point in your WinCross Executive session and immediately applies to all tables in the **Table List**.

Step 1:

Let's create some tables and add a multi-level banner first.

Open EXAMPLE.SAV again – you remember, **File|Open|Open data**.

Drag Q2_1 through Q2_10 from the **Variable** list to the **Table List**.

Select the **Multiple** option when asked how you want to build your tables. The **Multiple** option will create one table for each variable selected.

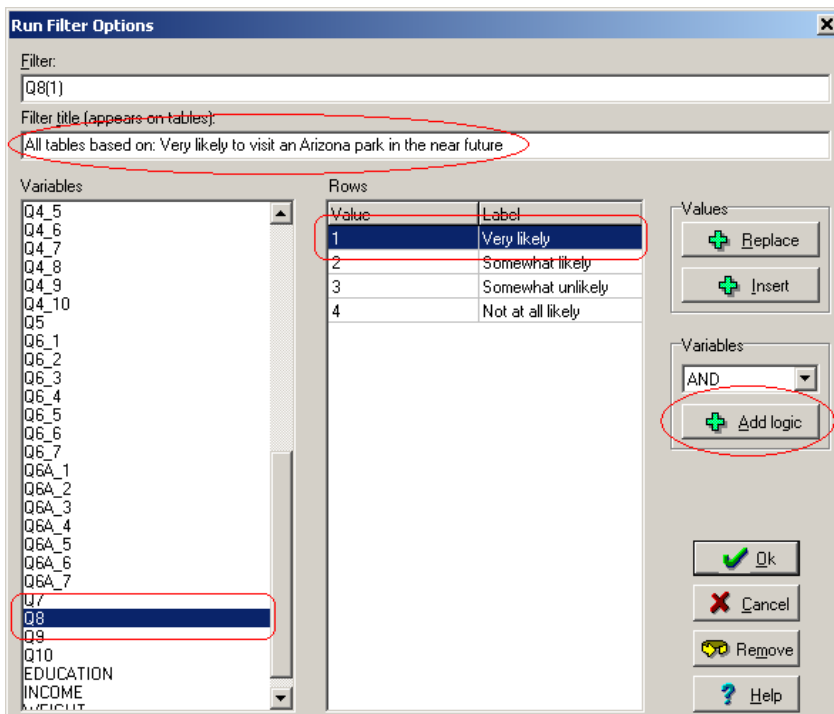
Drag *GENDER* to the lower left most cell of the banner.

Drag Q10 to the upper left most cell of the banner above *Gender*.



Step 2:

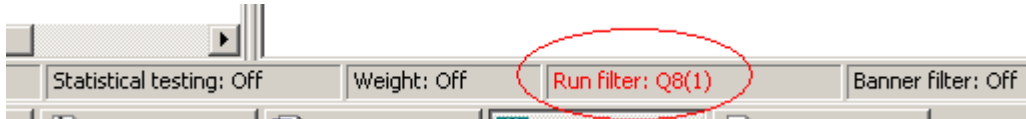
Select **Options|Run filter**.



Select Q8 from the **Variables** list and highlight the **Row** with **Value** of 1 and **Label** of *Very likely*.

Click on the **Add logic** button. The **Filter title** becomes “*Very likely*” but let’s edit this to make it more descriptive – how about “*All tables based on: Very likely to visit an Arizona park in the near future*”. This filter title will display on all tables and we want it to be clear this is the filter (or base) for all of our tables.

Select **Ok** to close this dialog box. Notice the **Run filter** indicator at the bottom of the **Work Area** now displays this run filter.



3. **Setting banner options** – **Banner options** are helpful for customizing your banner. For example you can do things like name and filter your banner, add columns to your banner including **Grand total** and **Variable subtotal**, rank banner columns and edit the banner text. WinCross Executive makes it fast and fun!

Step 1:

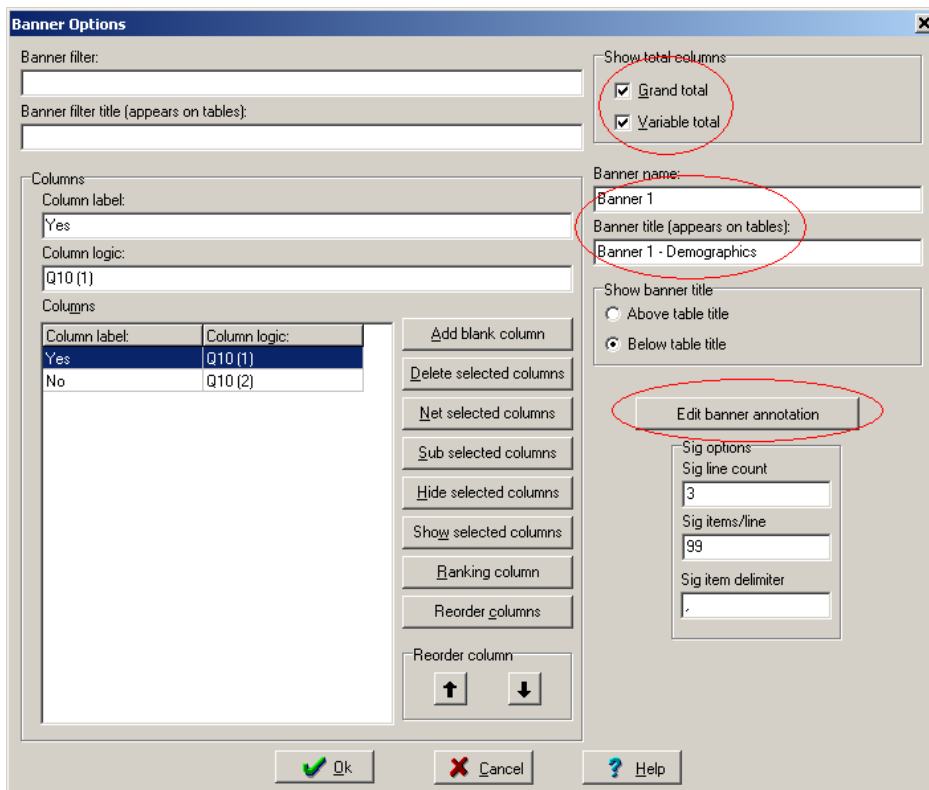
Let’s start by making our banner clearer and more appealing to the eye.

You can double-click on either the cell of the banner containing *Gender* or *Do you have any children under the age of 18* to add **Banner options** but for this example, let’s double-click on the banner cell containing *Do you have any children under the age of 18* – I’ll explain later.

You can double-click the **Banner filter** field to add a banner filter – this works just like the **Run filter** but would only apply to those tables run by this banner.

Give your banner a name and title.

Let’s show the **Grand total** and the **Variable total**. The **Variable total** is valid because our banner is stacked (i.e. *Gender* within whether *Households have children under the age of 18* or not).



Step 2:

Choose **Edit banner annotation** so we can make the banner text clearer. We want to change the “Yes” and “No” banner text from *Q10* to something more meaningful. This explains why we double-clicked on that cell of the banner in Step 1 – remember we said we would explain later, so now you know why.



Change the “Yes” text to “*Children under 18*” and the “No” text to “*No Children under 18*”. This wording change makes what the banner represents more clear.



Step 3:

Ok, do you remember how to run your tables so we can see how the banner options just added will make a difference in how your table looks?

That’s right – just select the **Run tables** icon to see the changes. Your **Banner title** displays below the **Table title**. The banner text we modified is there “*Children under 18*” and “*No Children under 18*” and we now have a **Grand total** column and **Variable total** columns too. Lot’s of fun **Banner options** to explore!

The Analytical Group, Inc.
 Q 2 Agreement with the following statement: I consider myself an outdoors person
 Banner 1 - Demographics
 All tables based on: Very likely to visit an Arizona park in the near future

	Children under 18			
	TOTAL	TOTAL	Male	Female
TOTAL	231	113	32	81
	100.0%	48.9%	13.9%	35.1%
Strongly disagree	5	4		4
	2.2%	3.5%		4.9%
	100.0%	80.0%		80.0%

4. **Setting table options – Table options** are helpful for customizing how your tables will look. For example by selecting the **Logic** tab, you can do things like add a table filter or add, delete, net, sub or hide rows. You can assign a table title and edit graphs that were created for this table.

The **Options** tab lets you select what statistics to display including means, standard deviation, standard error and median. You can change the number of decimal places to display for frequencies, percents and statistics and choose whether to apply the options selected on this tab to all tables. Options selected on this tab can be applied to all tables in the **Work Area Table List** or to selected tables in the **Work Area Table List**.

The **Row statistics** tab allows you to select statistics at the row level and whether to apply these statistics to all rows on the table. Row statistics selected here can be applied to other tables in the **Work Area Table List** with the same table structure as the table you are currently working with.

Note: Remember, the options specified at the table level, will override system preferences, selected using Preferences|Table.

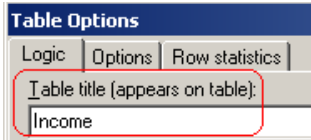
More fun – let’s apply some table options!

Step 1:

First, we’ll drag *Income* from the **Variable** list to the **Table List** to create a new table. *Income* is the table we will use for adding options. Remember, when you drag the variable over to the **Table List** it displays the **Variable Label** as the **Table title**.

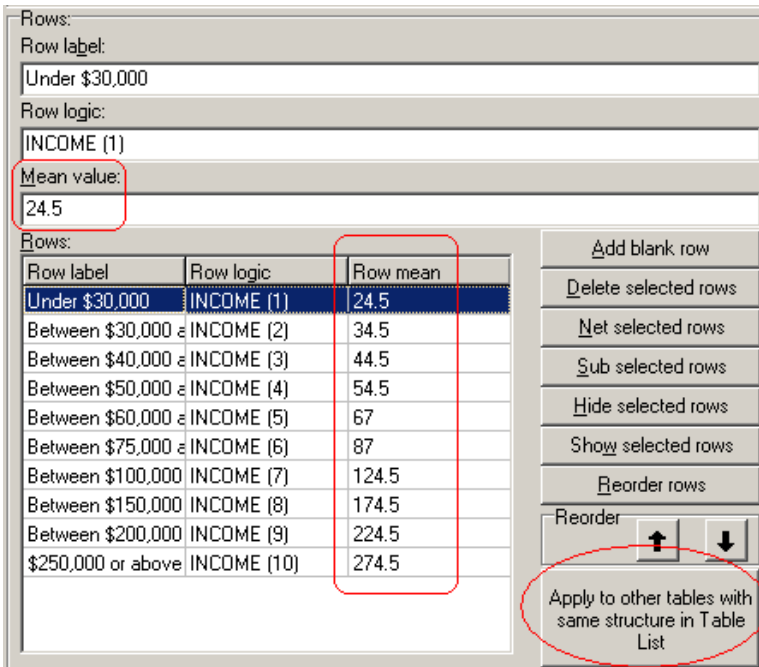
Double-click on *Q.12 Which of the following best describes your annual household income?* in the **Table List** so we can get started adding **Table options**.

Let’s change the **Table title** to *Income* so it is clearer – we will do this on the **Logic** tab.



Step 2:

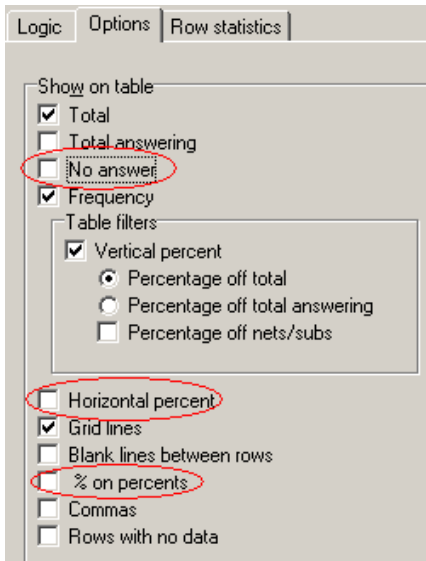
Next, adding **Mean value** sounds like a good idea since our *Income* table is represented in ranges. Calculate the mean values to be used and then add the **Mean value** for each row in the table. In the example below, notice the **Row mean** for each row we added.



We’ve made it easy to apply the same changes to similar tables – just select the **Apply to other tables with same structure in Table List** button. Make the changes on one table, then apply the changes to other tables of the same structure with the click of a button.

Step 3:

Now switch to the **Options** tab and we will make some changes to what will display on our *Income* table. We don't want to show **No answer**, **Horizontal percent** or **% on percents** – so go ahead and uncheck those options.



Step 4:

We don't need to assign any **Row statistics** to our *Income* table so let's run this table and see what it looks like. Remember, select the table in the **Table List** and click on the **Run tables** icon – how easy is that?

Banner: Banner 1				
Q.10 Do you have any children u				
Gender				
The Analytical Group, Inc. Income Banner 1 - Demographics All tables based on: Very likely to visit an Arizona park in the near future				
		Children under 18		
	TOTAL	TOTAL	Male	Female
TOTAL	231	113	32	81
Under \$30,000	78 33.8	37	3	34
Between \$30,000 and \$39,000	51 22.1	27	6	21
Between \$40,000 and \$49,000	26 11.3	16	4	12
Between \$50,000 and \$59,000	25 10.8	12	6	6
Between \$60,000 and \$74,000	21 9.1	7	4	3
Between \$75,000 and \$99,000	14 6.1	6	4	2
Between \$100,000 and \$149,000	8 3.5	4	3	1
Between \$150,000 and \$199,000	4 1.7	2	2	
Between \$200,000 and \$249,000	1 0.4			
\$250,000 or above	3 1.3	2		2
MEAN	50.03	49.48	66.38	42.80

Notice our **Means** have been calculated by WinCross Executive using the **Mean values** we entered for each row of the table. Also, **Frequency** and **Vertical percent** are the only row detail displaying based on our choices.

There are lots of other **Table options** that can be applied, so take your time and explore all of the wonderful features you have with just a drag and drop or click and enter.

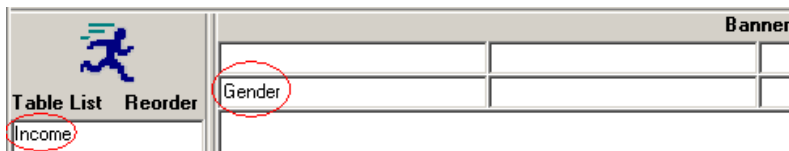
5. **Statistical testing** – WinCross Executive makes it so easy to add statistical testing to your banner. Let’s explore how easy it really is.

Step 1:

Let’s start fresh for our **Statistical testing** example. Right click on the cells of the banner with something in them and select **Delete**. Then, delete all of the tables in the **Table List** except the table with the label “*Income*”. You can delete tables in the **Table List** either by highlighting them and selecting the **Delete** key or highlighting them, right-clicking and selecting the **Cut** option.

Now, right-click in the **Work Area** output area and select **Clear all**. See how easy it is to start over!

Now, drag **GENDER** from the **Variables** list to the lower left-most cell of the **Banner**.



Step 2:

Select **Options|Statistical testing** next so we can specify statistical testing for our *Gender* banner.

Choose **Means** and **Percents** so these check boxes are enabled. We will stick with the default **Means** (*Independent (Assume equal variances)*) and **Percents** (*Independent*) tests for now.

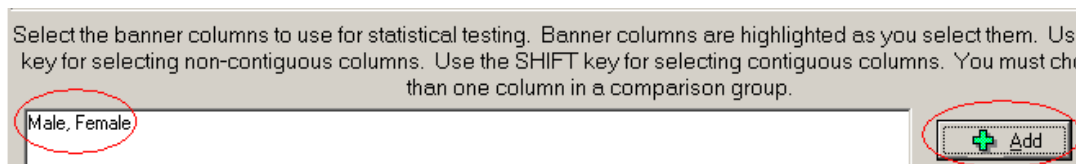
Step 3:

Specifying **Comparison Groups** for your **Means** and **Percents** statistical testing is next by selecting the **Comparison groups** button on the **Statistical Testing** dialog box.



You can assign up to a 3-character **Significance item** for each column of your banner. Change the “*A*” below **Male** to “*Mal*” and the “*B*” below **Female** to “*Fem*”. You can use abbreviations meaningful to you or keep the default significance letters (i.e. A, B, C, etc.) assigned by WinCross Executive – your choice.

Highlight **Male** and **Female** and select the **Add** button to add these columns as a **Comparison Group**.



You’re done with assigning **Comparison Groups** now so go ahead and select **Ok** to close the **Comparison Groups** dialog box and **Ok** again to close the **Statistical Testing** dialog box.

Notice the **Statistical testing** indicator at the bottom of the **Work Area** now indicates statistical testing is on – this is good information to know.



Step 4:

We are ready to run our table and you should be an expert at this by now – so go for it!

The Analytical Group, Inc. Income All tables based on: Very likely to visit an Arizona park in the near future		
	Male	Female
	(Mal)	(Fem)
TOTAL	89	142
Under \$30,000	23	55
	25.8	38.7
		MAL
Between \$30,000 and \$39,000	18	33
	20.2	23.2
Between \$40,000 and \$49,000	9	17
	10.1	12.0
Between \$50,000 and \$59,000	9	16
	10.1	11.3
Between \$60,000 and \$74,000	11	10
	12.4	7.0
Between \$75,000 and \$99,000	9	5
	10.1	3.5
	fem	
Between \$100,000 and \$149,000	7	1
	7.9	0.7
	FEM	

As indicated by the footnotes below your table, *Uppercase letters indicate significance at the 95% level* and *Lower case letters indicate significance at the 90% level*. You can change the confidence levels for displaying significance for means and percents tests by selecting the **Options** buttons below **Means** and **Percents** when choosing **Options|Statistical testing**, however, the defaults (95% and 90%) were fine for our example so we didn't go there.

		0.7
\$250,000 or above	-	3
		2.1
		mal
MEAN	56.07	46.24
	fem	
STANDARD DEVIATION	36.51	42.52
STANDARD ERROR	3.87	3.57

Comparison Groups: Mal,Fem
 Independent T-Test for Means (equal variances)
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% Level.
 Prepared by: Coco Lauerman

- 6. **Weighting** – Weighting your data becomes a breeze in WinCross Executive. In our *EXAMPLE.SAV* data file the *WEIGHT* variable contains weights that we will use for our *Gender* banner.

Step 1:

First, we need to remove the **Run filter** that is currently applied to our tables – our example won't be as obvious if we leave the **Run filter** on.

So, go ahead and select **Options|Run filter** and choose the **Remove** button and then **Ok**. An alternative way to get to the **Run Filter Options** dialog box is to click on the **Run filter** status indicator at the bottom of the **Work Area**. This is actually an alternative way to access all of the status indicator dialog boxes.

Step 2:

Now, just for the sake of comparison, let's run our unfiltered table without weights so you can see the unweighted counts.

You're an expert at this by now – so run that table for me.

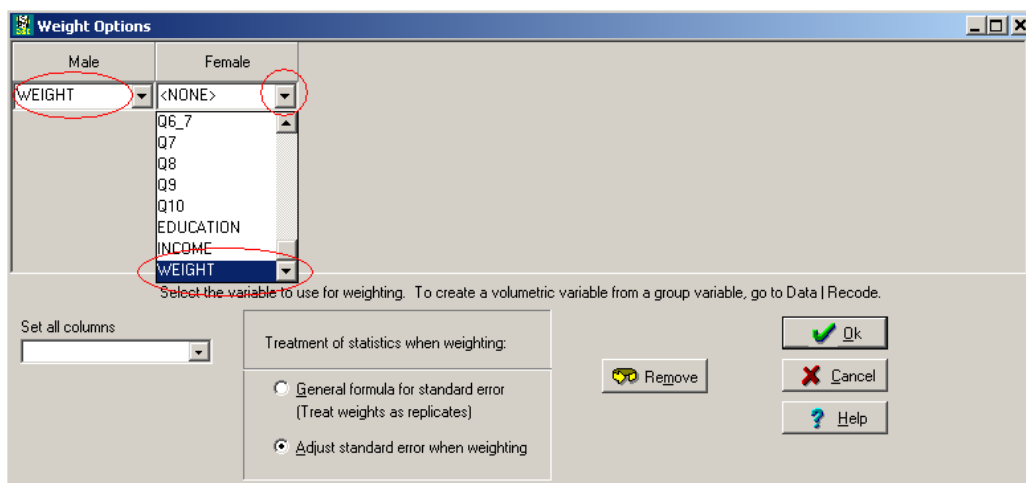
The Analytical Group, Inc.		
Income		
	Male	Female
	(Mal)	(Fem)
TOTAL	140	260
Under \$30,000	38	90
	27.1	34.6
Between \$30,000 and \$39,000	27	65
	19.3	25.0
Between \$40,000 and \$49,000	12	31
	8.6	11.9

Ok, now you see that when we run the table unweighted, the result is *140 Males* and *260 Females*. Our weighting should distribute the *Males* and *Females* evenly – *50% Males* and *50% Females*, however, our total will still equal 400. Let's see if it works.

Step 3:

Let's apply the weights in the *WEIGHT* variable to the columns of our *Gender* banner by selecting **Options|Weight**.

Just select the dropdown arrow next to each banner column and choose the *WEIGHT* variable from the list of variables. If all of the columns in your banner will use the same variable for weighting, you can select the dropdown arrow next to **Set all columns** and select your variable for weighting for all banner columns at once.

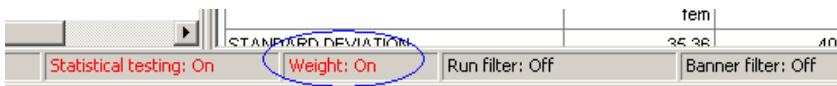


Then select **Ok** to close this dialog box and run your table – it really is that easy!

The Analytical Group, Inc. Income		
	Male	Female
	(Mal)	(Fem)
TOTAL	200	200
Under \$30,000	54	69
	27.1	34.6
Between \$30,000 and \$39,000	39	50
	19.3	25.0
Between \$40,000 and \$49,000	17	24
	8.6	11.9

Hey, what do you know, our weighting worked. We now have an equal distribution of *Males* (200) and *Females* (200). And our total is still 400. That is how weighting works!

And, as with the other indicators displayed at the bottom of the **Work Area**, when weighting is turned on, the **Weight** indicator lets you know.



7. Creating worksheets – WinCross Executive provides a feature to create Worksheets within your **Work Area**. Worksheets are repositories for combining and copying data to and from WinCross Executive and other Windows applications. Worksheets adhere to standard windows principles and make its data portability within and outside of WinCross Executive simple and easy to use.

Creating Worksheets 101 – are you ready?

Step 1:

Let's start by making this as simple as possible and turning off **Statistical testing** and **Weighting**.

Select **Options|Statistical testing** and uncheck the **Means** and **Percents** check boxes and then choose **Ok** – this turns off **Statistical testing** and you should notice the **Statistical testing** indicator turn to *Off* at the bottom of the **Work Area**.

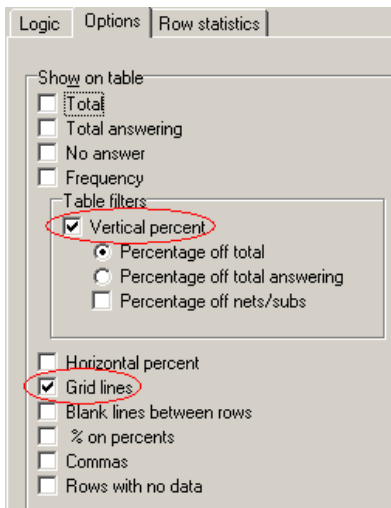
Now, we will turn weighting off. Select **Options|Weight**, choose the **Remove** button and then **Ok**. Again you should notice the **Weights** indicator turn to *Off* at the bottom of the **Work Area**.

Step 2:

We need to create a table that we can use to help build our **Worksheet**. Drag the *EDUCATION* variable from the **Variables** list to the **Table List**. We will apply some **Table options** to this table by double-clicking the "Q.11 Which of the following best represents the highest level of education you have completed?" **Label**.

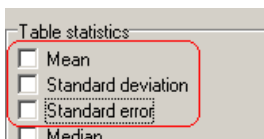
Change the **Table title** to *Education*.

Now, select the **Options** tab and disengage all of the options in the **Show** list with the exception of **Vertical percent** and **Grid lines**.



Disengage the **Mean**, **Standard deviation** and **Standard error** check boxes in the **Table statistics** list too.

Select **Ok** to close the **Table Options** dialog box.



Step 3:

Select the new table from the **Table List** and click on the **Run table** icon – the result is a table that we will use to help build our worksheet.

The Analytical Group, Inc.
Education

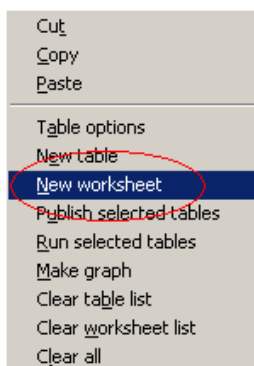
	Male	Female
Some high school or less	2.1	1.9
High school diploma or G.E.D.	18.6	20.0
Some college	32.1	39.6
Associate's degree	15.0	15.0
Bachelor's degree	21.4	15.8
Graduate or professional degree	10.7	7.7

Prepared by: Coco Lauerman

That's it for the cleanup – creating a **Worksheet** is next – I promise!

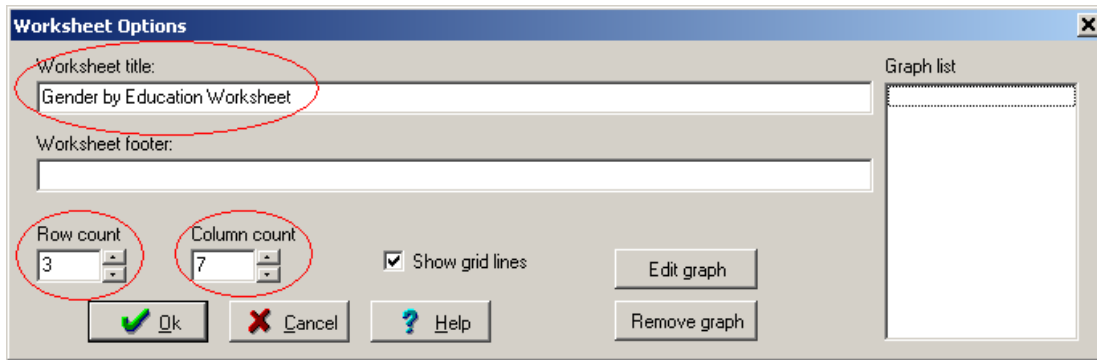
Step 4:

Right-click in the **Table List** and select **New worksheet**.



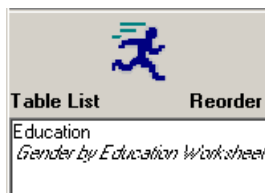
Step 5:

Give your **Worksheet** a title and change the **Row count** to 3 and the **Column count** to 7.



Then select **Ok** and as promised, you have created a **Worksheet**.

Notice that your **Worksheet** is now listed in the **Table List** with the title that you assigned. You can differentiate between a table and a worksheet because the **Worksheet title** is italicized and the **Table title** is not.



Step 6:

Our worksheet needs data now – so copying and pasting is in order. Our goal here is to turn the table that we ran in Step 3 on its side and move the *Education* row text across the top of the worksheet and the *Gender* banner text down the side of the worksheet.

You probably get the idea, so we won't step you through every detail, but start by highlighting the row text for all of the rows in the table, right-click and select **Copy**. Then, highlight cells 2-7 of the top row of the worksheet, right-click and select **Paste**.

Now, highlight the banner text for *Male* and *Female* in the banner, right-click and select **Copy**. Then, highlight cells 2-3 of the first column in the worksheet, right-click and select **Paste**.

	Some high school or less	High school diploma or G.E.D.	Some college	Associate's degree	Bachelor's degree	Graduate degree
Male						
Female						

Hopefully, you see where we are going with this – all we have left to move is the data. Highlight the data under the column for *Male* in your table, right-click and select **Copy**. Highlight cells 2-7 in the second row of the worksheet, right-click and select **Paste**. Repeat this for the data under the column for *Female* in your table.

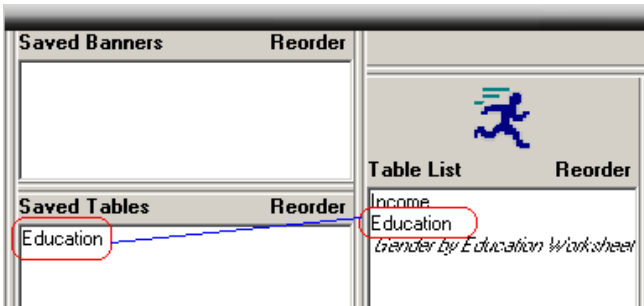
	Some high school or less	High school diploma or G.E.D.	Some college	Associate's degree	Bachelor's degree	Graduate degree
Male	2.1	18.6	32.1	15.0	21.4	
Female	1.9	20.0	39.6	15.0	15.8	

Basically, we turned the table for *Education* on its side without having to rerun anything. Isn't that nifty!

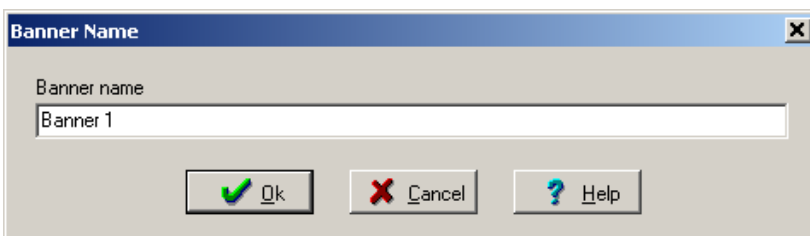
- 8. Saving banners, tables and worksheets – As with everything else in WinCross Executive, saving all of those fancy tables, banners and worksheets that you had so much fun creating is as simple as a drag and drop.

Step 1:

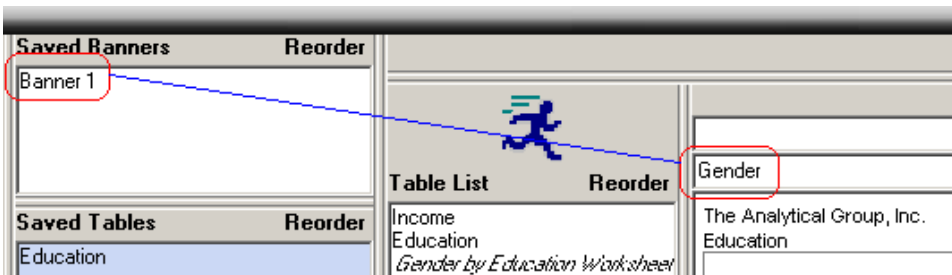
Drag the *Education* table to the **Saved Tables** list – see how simple it is to save a table. The table remains in the **Table List** so you can make modifications to it and save it again or you can drag the **Saved** table back over to the **Table List** to rerun it as needed. So many possibilities!



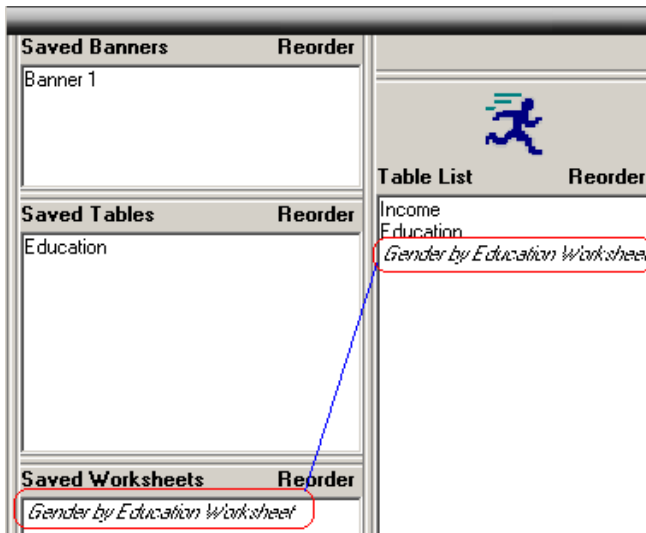
Saving a banner is almost as easy, however, if your banner doesn't already have a name and has not been previously saved – you'll be prompted to name your banner when you drag your banner from the **Work Area** to the **Saved Banners** list.



Your banner is saved in the **Saved Banners** list with the **Banner name** that you just assigned when prompted. When saving a banner, if the banner already has a **Banner name**, that name will be used in the **Saved Banners** list.



Saving a worksheet works the same way as saving a table. Simply, drag the **Worksheet** from the **Table List** to the **Saved Worksheets** list.



9. Saving your WinCross Executive job and project – Job files (*.jbe) save information about your tables and any table-level options specified. Project files (*.prj) save information about your data, job, labels, formats, global preferences, table-level options and reports saved, printed or published. Saving a project is the easiest way to open all necessary files at the same time and lets you pick up where you left off.

Step 1:

We will save your job as a WinCross Executive job file (*.jbe) just to illustrate how that works.

Select **File|Save|Save job as** and choose the directory and file name for your job.


Step 2:

If you prefer to work smarter, not harder and want to save everything you can at one time so that later you can just open one file and be ready to go, then my suggestion is to save your work as a project. It is just as simple as saving your job.

Select **File|Save|Save project as** and choose the directory and file name for your project.

10. Working with multiple tables tabs – An easy way to play what-if scenarios with your data is to use multiple tables tabs.

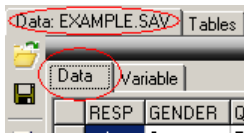
Step 1:

Select either **File|Create tables** or click on the **Create tables** toolbar button  to open a new **Tables** tab. You can open multiple **Tables** tabs and copy, cut or paste banners, tables and worksheets from the **Work Area** or from **Saved Banners**, **Saved Tables** or **Saved Worksheets**.

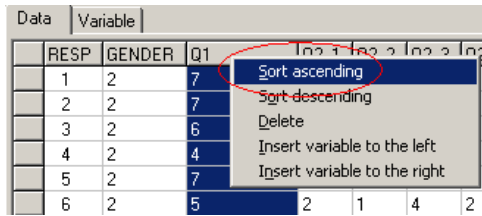
11. Editing and saving data – Data can be edited and saved as the same file name or as a new file name. Data can be sorted, moved, deleted and recoded. Let's explore a few of these options, change our data a little and then save the changes.

Step 1:

Select the **Data** tab and then the lower-level **Data** tab.



Select one of the variable names in the header row of your data so the entire column of data is highlighted, then right-click.



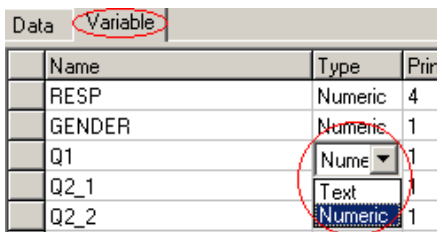
Sorting the data in ascending order based on the data in the variable Q1 sounds like a good option to start with.

Choose **Sort ascending** from the list displayed when you right-clicked on the variable name.

Notice your data is now sorted in ascending order based on the values in Q1.

Step 2:

Editing data is simple – just click in a cell and make your change. If the data you enter does not match the data type for that field, you will get an error message. The **Variable** tab will help you know what type of data is allowed in the field.

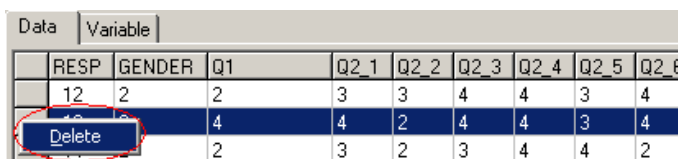


If the **Variable Type** is **Numeric**, then only numeric data is allowed in the variable field. If the **Variable Type** is **Text**, then alphanumeric data is allowed in the variable field.

Step 3:

Deleting data or deleting variables is a breeze too. Switch back to the **Data** tab.

To delete a row(s) of data, just highlight that row and select the **Delete** key or right-click and select the **Delete** option. Don't worry, you will get a second chance to decide if you really want to delete that record.



To delete a variable(s), select the variable name in the header row of your data and select the **Delete** key or right-click and select the **Delete** option. Again, no worries, you will be asked to confirm this delete action.

Data		Variable						
	RESP	GENDER	Q1	Q2_1	Q2_2	Q2_3	Q2_4	Q2_5
	1	2	7	1				
	2	2	7	4				
	3	2	6	3				
	4	2	4	3				
	5	2	7	1				
	6	2	5	2	1	4	2	1

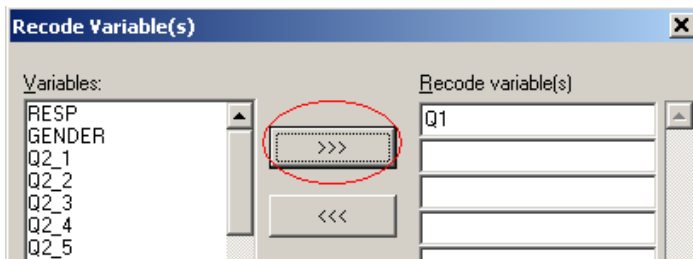
Step 4:

Recoding data is another data editing option WinCross Executive features. You can recode data into the same variable, into a different variable, split a variable or merge/realign variables. Lots of choices!

Let's tackle recoding data into the same variable for starters. Make sure you are still on the **Data** tab – **Data|Recode** is not active unless you are on the **Data** tab. Imagine that a decision was made to combine the values for Q1 into fewer choices. The variable label for *10-15 hours per week* is going to be changed to *10 hours or more*. Our job is to recode all of the 6 and 7 values into a value of 5.

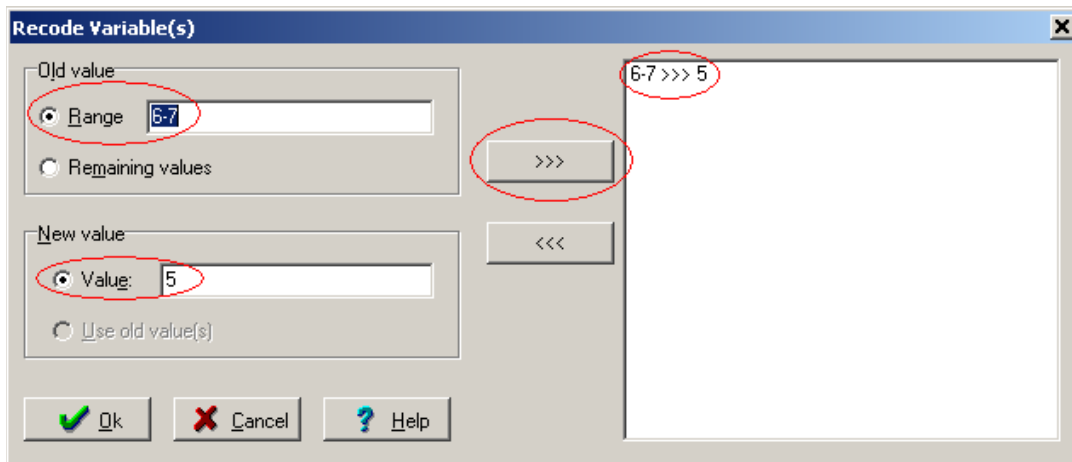
Select **Data|Recode|Into same variable(s)**.

Move **Q1** from the **Variables** list to the **Recode variable(s)** list and select **Ok**.



Enter 6-7 in the **Old value|Range** field then, enter 5 in the **New value|Value** field.

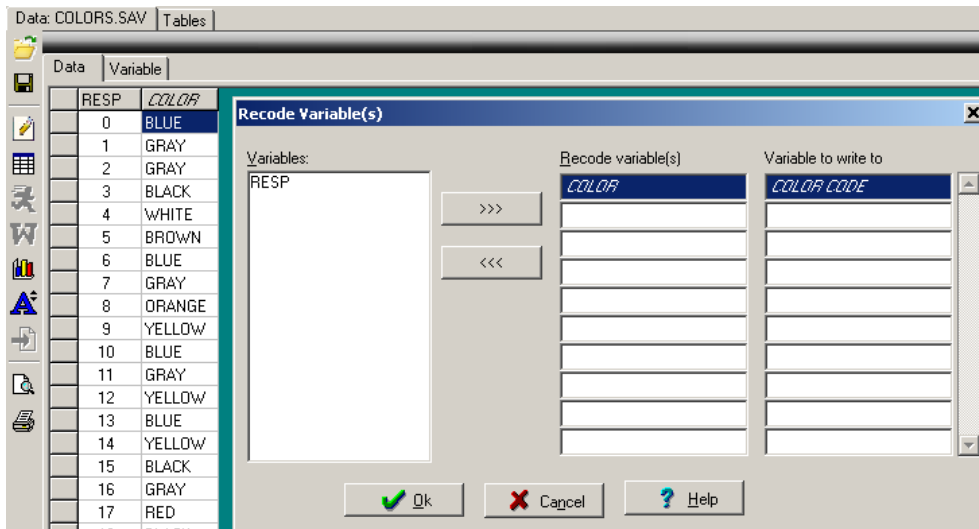
Select the right-arrow button and move this instruction to the work space on the right. Select **Ok** to make this change.



Browse through the data for **Q1** and you will see no values of 6 and 7 – you have successfully recoded these values to the value 5.

Step 5:

Another common use for **Data|Recode** is to change values in a text field to a numeric code. For example, let's say we have a file with a variable named *COLOR* and we want to recode each color value (i.e. *RED*, *BLUE*, *GRAY*, *WHITE*, *BLACK*, etc.) to a numeric code value. For this example, **Data|Recode|Into different variable(s)** is the option that makes the most sense.



You would select *COLOR* in the **Variables** list and use the arrow key to move it to the **Recode variable(s)** list.

The next step would be to enter a variable name for the new variable in the **Variable to write to** list. In this example the new variable is named *COLOR_CODE*.

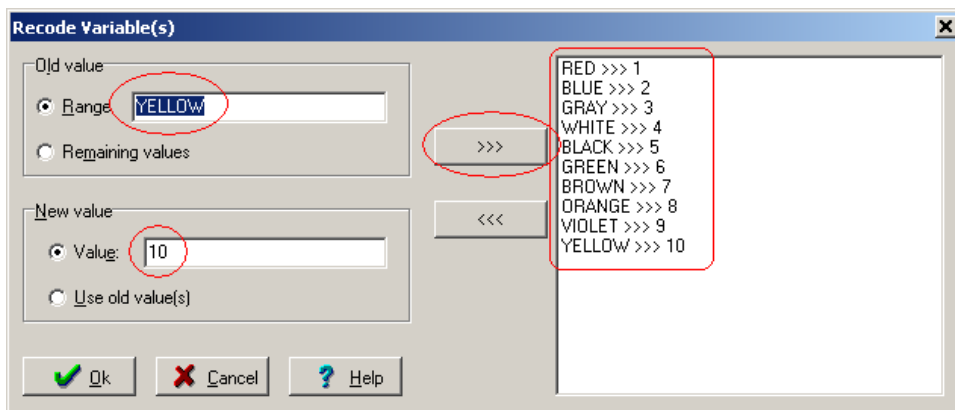
Choosing **Ok** allows you to enter the **Old value** and **New value** for recoding.

For each color value in the *COLOR* variable, a numeric code value is entered in the new variable field *COLOR_CODE*. By the way, WinCross Executive inserts an underscore character for blank characters in a variable name, so *COLOR_CODE* becomes *COLOR_CODE*.

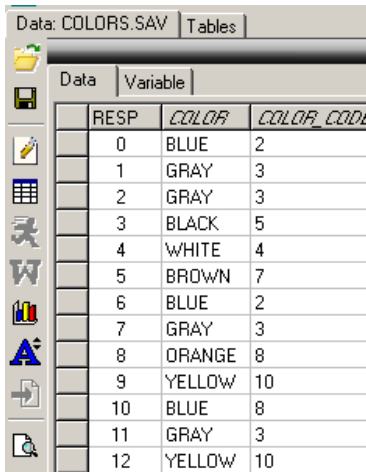
In the **Old value** list box **Range** is the selected default and the correct option for this example – *RED* is entered in the **Range** field.

The **New value** list box is next. **Value** is the selected default and works for our example. The numeric value *1* in the **Value** field will represent the color *RED*.

The arrow key in the middle of the **Recode Variable(s)** dialog box moves the recode instruction to the blank list box on the right.



This process would be repeated for each color value (i.e. *BLUE*, *GRAY*, *WHITE*, *BLACK* etc.) until all possible color values have been recoded to a numeric equivalent.



	RESP	COLOR	COLOR_CODE
	0	BLUE	2
	1	GRAY	3
	2	GRAY	3
	3	BLACK	5
	4	WHITE	4
	5	BROWN	7
	6	BLUE	2
	7	GRAY	3
	8	ORANGE	8
	9	YELLOW	10
	10	BLUE	8
	11	GRAY	3
	12	YELLOW	10

Selecting **Ok** processes these recode instructions. The data now contains the numeric values entered for each color for the new variable `COLOR_CODE`.

Now, you can have some fun and explore the other **Data|Recode** options and see how easy it really is to edit data using this feature.

Step 6:

We've explored a few of the options available for editing data and our data has changed. It's time to save our data so we don't lose these changes. We can save the data as the same file name or create a new file of this edited data.

Data can be saved in the following formats too:

- SPSS (*.sav)
- Microsoft Excel (*.xls)
- Comma delimited (*.csv)
- Tab delimited (*.tab)
- ASCII fixed width (*.*)

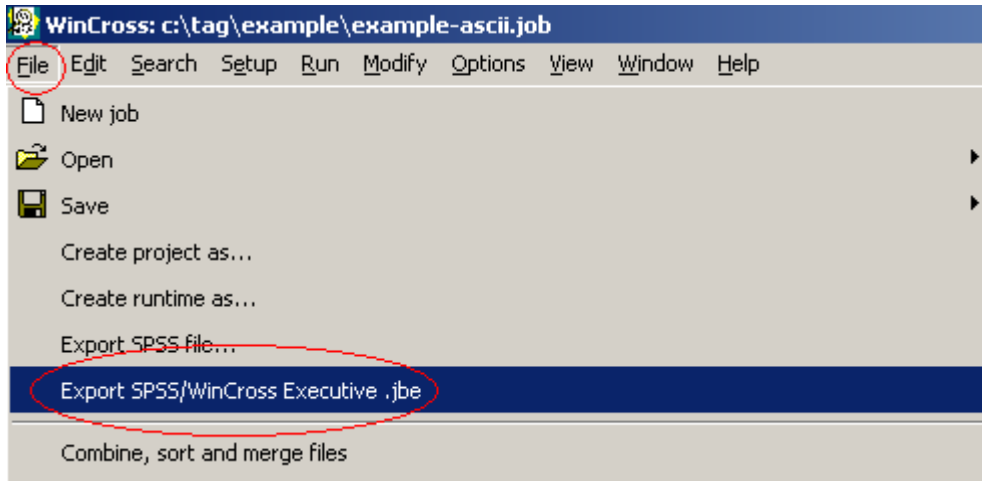
Let's create a new file of the same format (*.sav) for our edited data by selecting **File|Save|Save data as** and choosing the directory and file name for your new data file.

See how easy editing your data is and how many options you have at your fingertips to accomplish this!

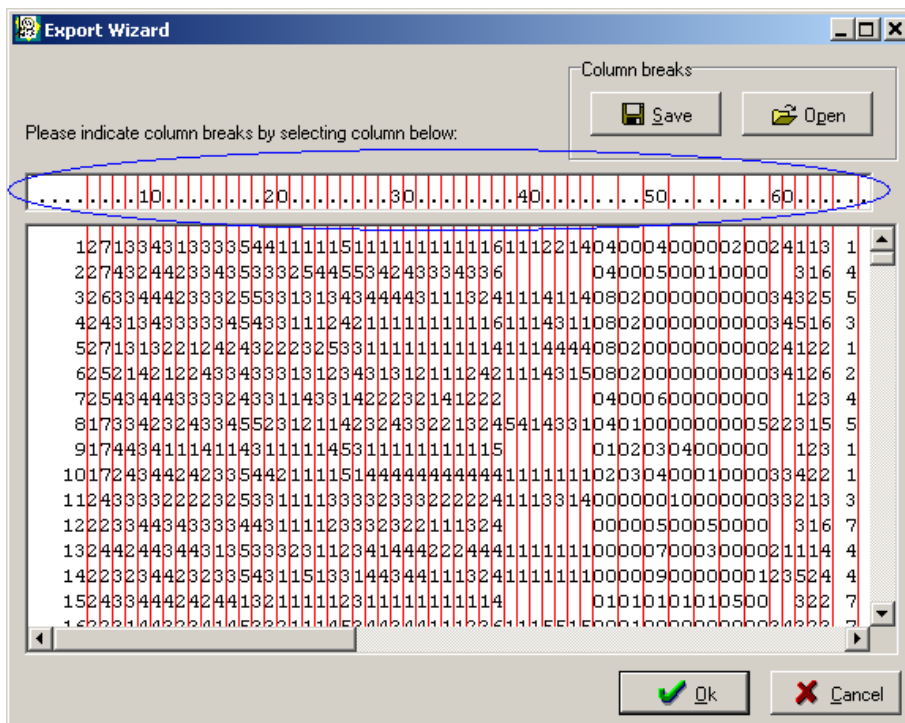
WinCross Executive – For the Experienced WinCross User

The experienced WinCross user will find WinCross Executive a breeze to use. The point and click, drag and drop functionality will win you over immediately. You can easily export a WinCross job (*.job) and data file from WinCross and create a WinCross Executive job (*.jbe) and data file.

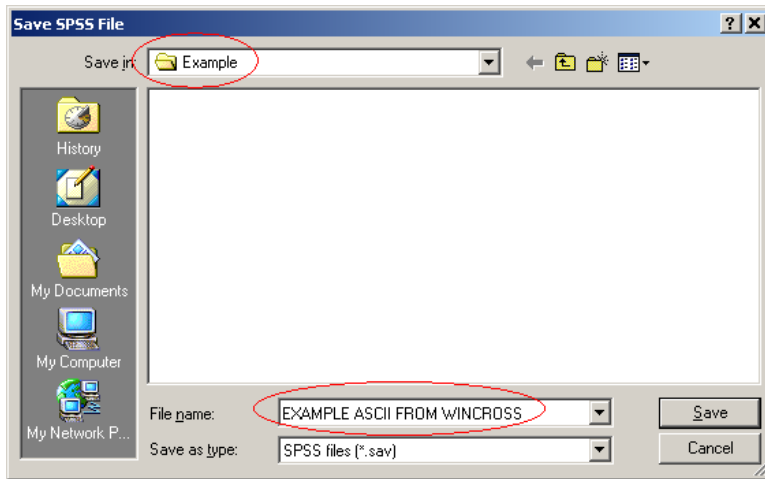
WinCross – Exporting to WinCross Executive with an ASCII job and data file:



The WinCross **File|Export SPSS/WinCross Executive .jbe** option uses your open ASCII data and job file to create a SPSS (*.sav) data file and a (*.jbe) job file for WinCross Executive.

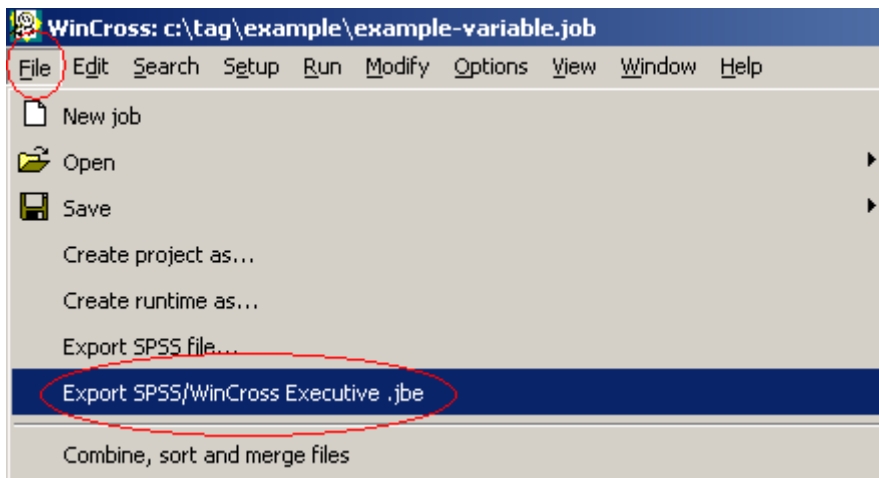


Because your open data file in WinCross is not SPSS (*.sav) format, WinCross uses the job file table setup to determine those variables that it can. The **Export Wizard** is displayed with the column breaks that WinCross can determine. Column breaks can be added or deleted and saved using the **Export Wizard**.

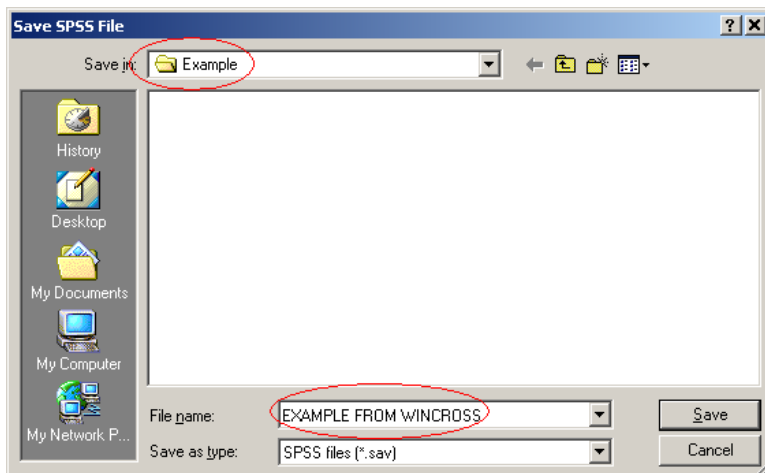


Select the directory and **File name** for your WinCross Executive data file. WinCross creates a WinCross Executive job file (.jbe) with the same file name as your data file (e.g. EXAMPLE ASCII FROM WINCROSS.SAV and EXAMPLE ASCII FROM WINCROSS.JBE).

WinCross – Exporting to WinCross Executive with a Variable job and SPSS data file:



The WinCross **File|Export SPSS/WinCross Executive .jbe** option uses your open SPSS data and job file to create a SPSS (*.sav) data file and a (*.jbe) job file for WinCross Executive.



Select the directory and **File name** for your WinCross Executive data file. WinCross creates a WinCross Executive job file (.jbe) with the same file name as your data file (e.g. EXAMPLE SPSS FROM WINCROSS.SAV and EXAMPLE SPSS FROM WINCROSS.JBE).

WinCross Executive 1.0:

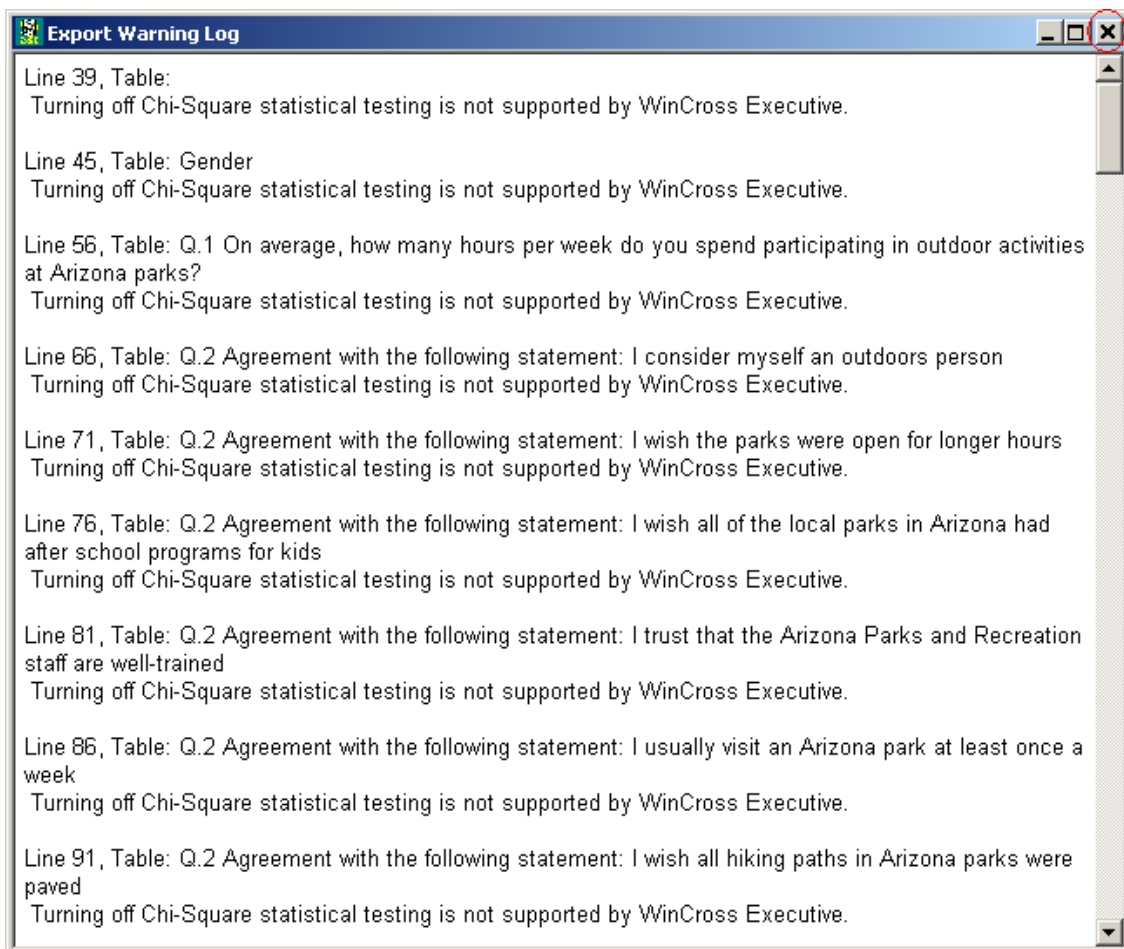
Now that your WinCross Executive files have been created in WinCross, all you have to do is open your data file in WinCross Executive using **File|Open|Open data**. When SPSS data files (*.sav) are opened, WinCross Executive searches for a job file (*.jbe) with the same file name in the specified directory and opens the corresponding job file if it exists.

Let's open the EXAMPLE ASCII FROM WINCROSS.SAV data file we've provided in your C:\TAG\WCE10\EXAMPLE subfolder and you can see how this works.

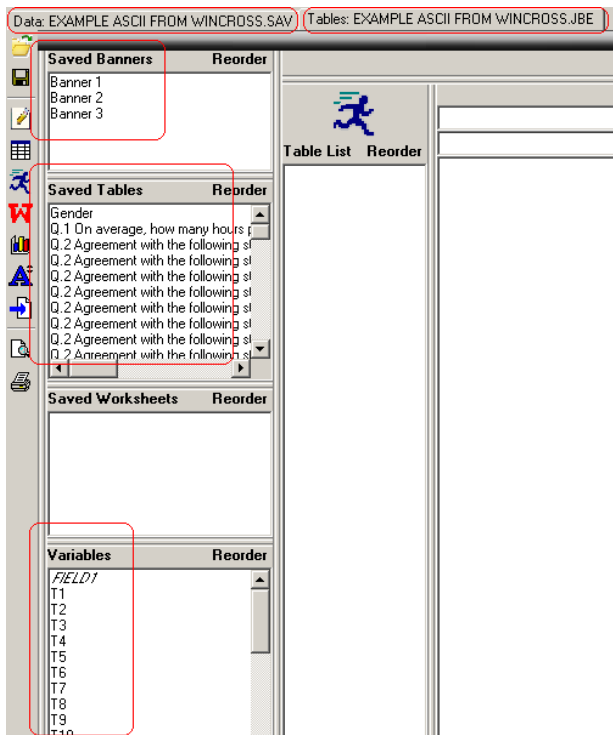
Step 1:

Select **File|Open|Open data**.

Choose the C:\TAG\WCE10\EXAMPLE subfolder and EXAMPLE ASCII FROM WINCROSS.SAV file name.



Because not all of the options that were assigned to your job in WinCross can be supported in WinCross Executive, the first screen that you will notice is the **Export Warning Log**. This **Export Warning Log** lists all of the options in your job not supported in WinCross Executive. These options were turned off when your job was exported from WinCross. You can either minimize this dialog box if you think you will need to use it as reference or just close the dialog box by selecting the **X** in the upper right-hand corner.



Notice, the **Data** and **Tables** tabs now display the data and job file names. WinCross Executive found a job file with the same name as the data file being opened (EXAMPLE ASCII FROM WINCROSS.JBE).

Existing banners and tables from the WinCross job file are automatically moved to the **Saved Banners** and **Saved Tables** lists. Variables from the open data file display in the **Variables** list. Variable names that display in italics indicate the data type of **Text** (alphanumeric). Variable names that display as non-italics indicate the data type of **Numeric**.

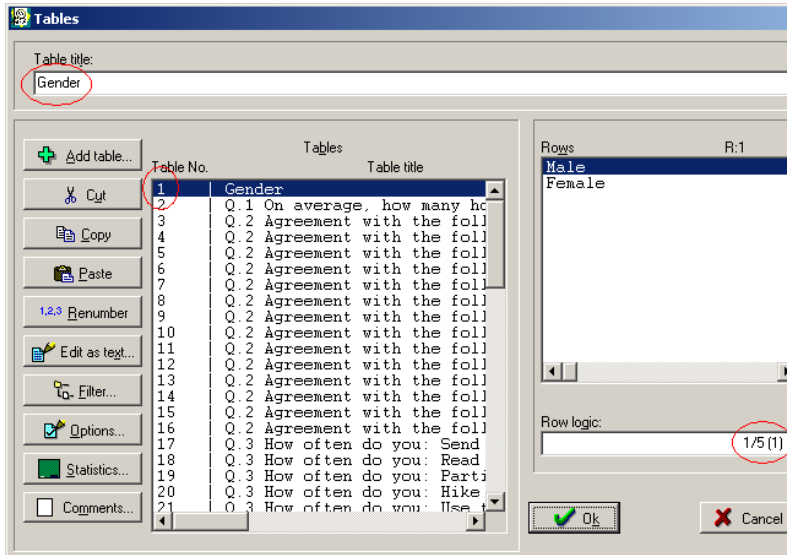
If WinCross cannot determine a variable name for each variable in your data file using the data file and the table setup specifications, fields are given default field names (i.e. *FIELD1*, *FIELD2*, *FIELD3* etc.).

Step 2:

Select the **Data** tab and then the **Variables** tab within the **Data** tab to assign/change data attributes (**Name**, **Label**, **Values**, **Type**, **Print width**, etc.) for any variable in the data file.

Name	Type	Print width	Print decimal	Write width	Write decimal	Label	Values
<i>FIELD1</i>	Text	4	0	4	0		
T1	Numeric	1	0	1	0	Gender	1-Male-2-Female-
T2	Numeric	1	0	1	0	Q.1 On average, how many hours	1-Less than 1 hour per week [
T3	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T4	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T5	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T6	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T7	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T8	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T9	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T10	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T11	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T12	Numeric	1	0	1	0	Q.2 Agreement with the followir	1-Strongly disagree (1)-2-Som
T17	Numeric	1	0	1	0	Q.3 How often do you.....	1-Never (1)-2-Rarely (2)-3-Sc
T18	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T19	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T20	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T21	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T22	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T23	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T24	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T25	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T26	Numeric	1	0	1	0	Q.3 How often do you: (Bottom	1-Never (1)-2-Rarely (2)-3-Sc
T31	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant (1)-2-Som

The WinCross table number becomes the WinCross Executive variable name in most cases. In the example above, the data location for the first field in the data file (positions 1-4) was not defined in the WinCross job as a table and therefore became the generic variable name *FIELD1*. The data location for the next field (position 5) is the Gender table (T1) in the WinCross job file and becomes the variable name T1.



```
[TABLES]
T1^2
ON,OW,OV,OR,OB,P1,SA,SP
Gender
TOTAL^TN^0
Male^                1/5 (1)^
Female^              1/5 (2)^
T2^3
ON,OW,OV,OR,OB,P1,SM,SV,SR,SA,SP,S2,V2
Q.1 On average, how many hours per week do you spend participating in out
TOTAL ANSWERING^TN^1
Less than 1 hour per week (.5)^          1/6 (1)#.5^
1-3 hours per week (2)^                  1/6 (2)#2^
4-6 hours per week (5)^                  1/6 (3)#5^
7-9 hours per week (8)^                  1/6 (4)#8^
10-15 hours per week (12.5)^             1/6 (5)#12.5^
```

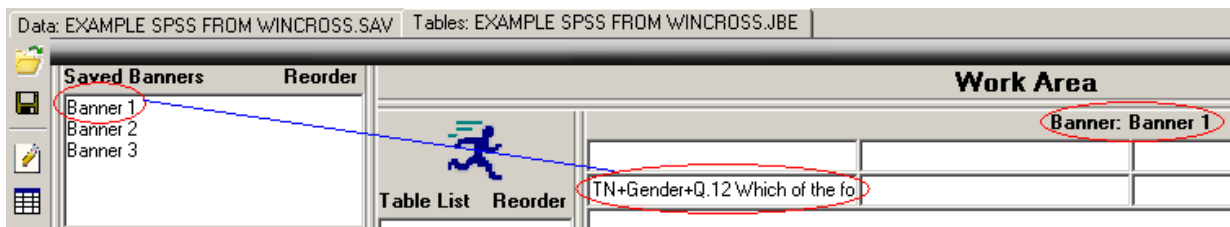
Examples from WinCross **Setup|Tables** and **View|Job**.

When the WinCross Executive data and job files are exported from WinCross using a SPSS data file and variable job file, the WinCross Executive variable names remain the same as the WinCross variable names and you don't have to spend time assigning/changing data attributes (see below).

Name	Type	Print width	Print decimal	Write width	Write decimal	Label	Values
RESP	Numeric	4	0	4	0	Respondent Id	
GENDER	Numeric	1	0	1	0	Gender	1-Male-2-Female-
Q1	Numeric	1	0	1	0	Q.1 On average, how many hot	1-Less than 1 hour per week-2
Q2_1	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly disagree-2-Somew
Q2_2	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_3	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_4	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_5	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_6	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_7	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_8	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_9	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q2_10	Numeric	1	0	1	0	Q.2 Agreement with the followi	1-Strongly Disagree-2-Somew
Q3_1	Numeric	1	0	1	0	Q.3 How often do you: Send or	1-Never-2-Rarely-3-Sometim
Q3_2	Numeric	1	0	1	0	Q.3 How often do you: Read ne	1-Never-2-Rarely-3-Sometim
Q3_3	Numeric	1	0	1	0	Q.3 How often do you: Participi	1-Never-2-Rarely-3-Sometim
Q3_4	Numeric	1	0	1	0	Q.3 How often do you: Hike or	1-Never-2-Rarely-3-Sometim
Q3_5	Numeric	1	0	1	0	Q.3 How often do you: Use the	1-Never-2-Rarely-3-Sometim
Q3_6	Numeric	1	0	1	0	Q.3 How often do you: Children	1-Never-2-Rarely-3-Sometim
Q3_7	Numeric	1	0	1	0	Q.3 How often do you: Use eq	1-Never-2-Rarely-3-Sometim
Q3_8	Numeric	1	0	1	0	Q.3 How often do you: Hold far	1-Never-2-Rarely-3-Sometim
Q3_9	Numeric	1	0	1	0	Q.3 How often do you: Walk yc	1-Never-2-Rarely-3-Sometim
Q3_10	Numeric	1	0	1	0	Q.3 How often do you: Reserve	1-Never-2-Rarely-3-Sometim
Q4_1	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant-2-Somew
Q4_2	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant-2-Somew
Q4_3	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant-2-Somew
Q4_4	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant-2-Somew
Q4_5	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant-2-Somew
Q4_6	Numeric	1	0	1	0	Q.4 Importance of the following	1-Very Unimportant-2-Somew

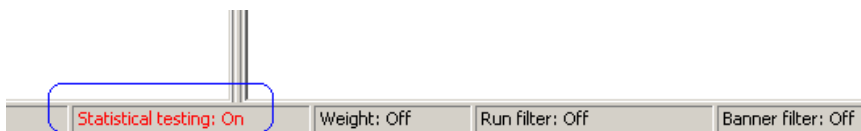
Step 3:

Now, you can use the existing banners and tables from WinCross in WinCross Executive or you can build new banners and tables using variables from the **Variables** list, banners from the **Saved Banners** list or tables from the **Saved Tables** list.



Drag **Banner 1** from the **Saved Banners** list to the **Work Area Banner**.

Notice that the banner name from the **Saved Banners** list becomes the banner name for the **Work Area Banner**.

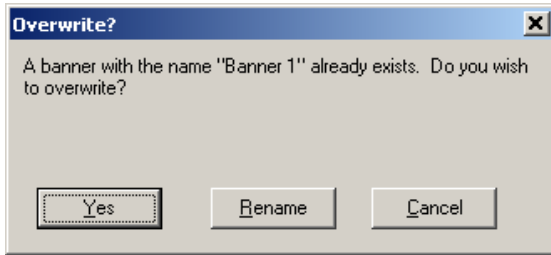


And, any statistical testing, weighting or banner filters assigned to the banner in WinCross are also assigned in WinCross Executive.

In our example above, **Banner 1** has **Statistical testing** assigned (i.e. **Statistical testing: On**). Since we haven't assigned any statistical testing specifications yet, we know this was imported with **Banner 1** from WinCross.

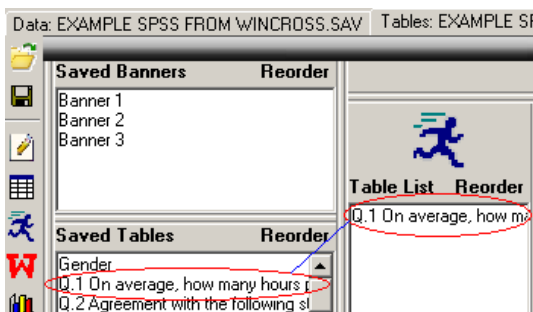
You can select **Options|Statistical testing** to see the statistical testing assigned to **Banner 1**.

If you make changes to *Banner 1* and want to save *Banner 1* in the **Saved Banners** list, you will be notified that this banner already exists and given the option to overwrite the current banner or rename the changed banner.



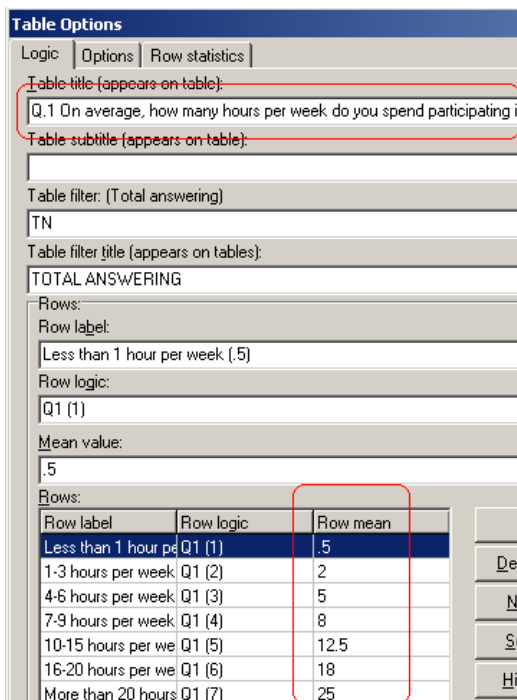
Step 4:

Now, let's drag a table from the **Saved Tables** list to the **Table List** in the **Work Area**.

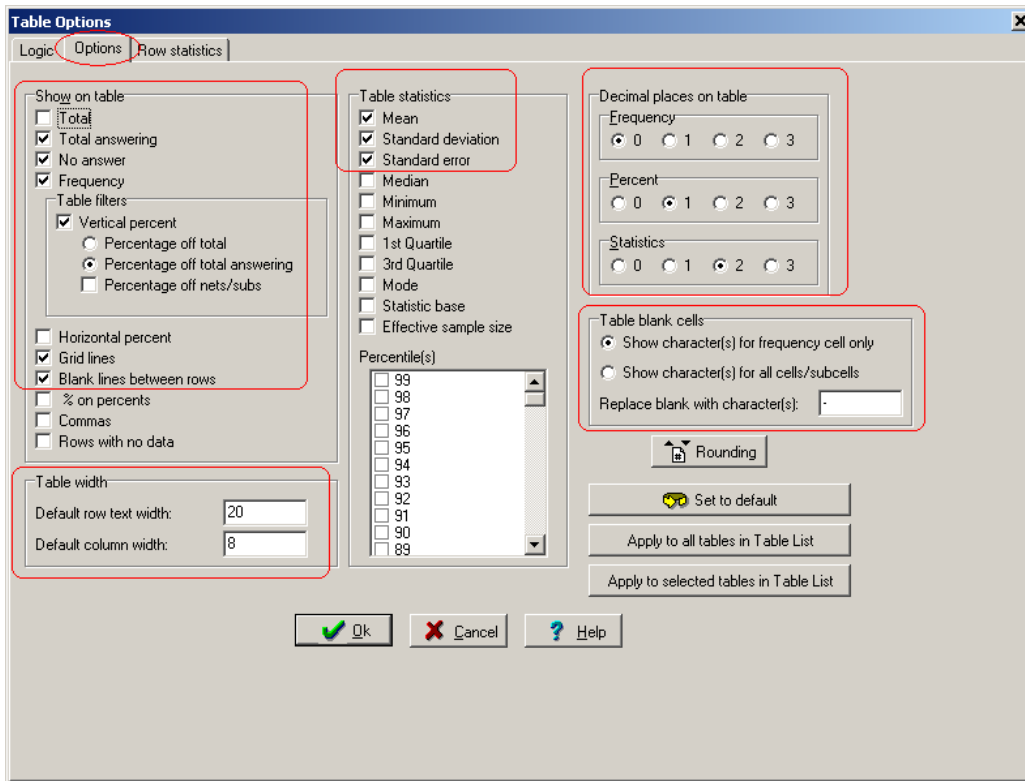


You'll notice that when you drag a banner from the **Saved Banners** list or a table from the **Saved Tables** list to the **Work Area** – you are creating a copy of the banner or table. The same is true when you are dragging a table, banner or worksheet from the **Work Area** to the **Saved Banners** list, the **Saved Tables** list or the **Saved Worksheets** list.

Double-click on *Q.1* in the **Table List** and you can see that logic, options and row statistics from WinCross are retained when the table is exported from WinCross into a WinCross Executive job file.

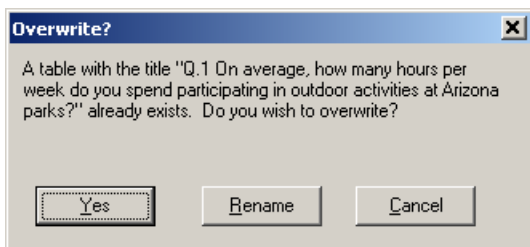


In the example above, the row means assigned in WinCross are also retained in WinCross Executive.



Select the **Options** tab (shown above) to see options specified for Q.1 in WinCross Executive. These options were assigned in WinCross and were imported from the job file to WinCross Executive.

If you make changes to Q.1 and want to save Q.1 in the **Saved Tables** list, you will be notified that this table already exists and given the option to overwrite the current table or rename the changed table for Q.1.



As you can see, WinCross and WinCross Executive are happy to work together to make your job easier. You can export data and job files from WinCross to WinCross Executive. And, WinCross Executive is happy to return the favor, allowing WinCross Executive .jbe files to be opened in WinCross.

As an experienced WinCross user, you are one step ahead because you already understand many of the commonly-used options and preferences featured in WinCross Executive.

WinCross Executive was designed with you in mind and we are excited to help you GET STARTED!

Appendix A:

Sample Questionnaire for EXAMPLE.SAV Data File

Please answer the following questions about Arizona Parks and Recreation:

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

Gender: (Gender)

Male 1
Female 2

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

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)
I wish the parks were open for longer hours	1	2	3	4	(Q2_2)
I wish all of the local parks in Arizona had after school programs for kids	1	2	3	4	(Q2_3)
I trust that the Arizona Parks and Recreation staff are well-trained	1	2	3	4	(Q2_4)
I usually visit an Arizona park at least once a week	1	2	3	4	(Q2_5)
I wish all hiking paths in Arizona parks were paved	1	2	3	4	(Q2_6)
I enjoy visiting the Arizona Parks and Recreation visitor centers	1	2	3	4	(Q2_7)
I like being able to reserve ramadas at Arizona parks for family gatherings	1	2	3	4	(Q2_8)
I love the bike trails in some Arizona parks	1	2	3	4	(Q2_9)
I hope that more parks are built as the population of Arizona grows	1	2	3	4	(Q2_10)

Q.3 How often do you:

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

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)
Longer hours at Parks and Recreation after school programs	1	2	3	4	(Q4_2)
Well-maintained playgrounds	1	2	3	4	(Q4_3)
Well-maintained baseball diamonds	1	2	3	4	(Q4_4)
Being able to participate in organized hikes	1	2	3	4	(Q4_5)

Educational classes held at Parks and Recreation visitor's centers

	1	2	3	4	(Q4_6)
Volunteering as a park steward	1	2	3	4	(Q4_7)
Maintained the natural beauty of Arizona in the parks	1	2	3	4	(Q4_8)
Silent Sundays - no cars allowed	1	2	3	4	(Q4_9)
Clean bathroom facilities	1	2	3	4	(Q4_10)

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

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)
South Mountain Park	1	2	3	4	5	(Q6_2)
Piestewa Park	1	2	3	4	5	(Q6_3)
McDowell Mountain Park	1	2	3	4	5	(Q6_4)
Sabino Canyon Park	1	2	3	4	5	(Q6_5)
Squaw Peak Park	1	2	3	4	5	(Q6_6)
Grand Canyon National Park	1	2	3	4	5	(Q6_7)

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

North Mountain Park	_____	(0-10)	(Q6A_1)
South Mountain Park	_____	(0-10)	(Q6A_2)
Piestewa Park	_____	(0-10)	(Q6A_3)
McDowell Mountain Park	_____	(0-10)	(Q6A_4)
Sabino Canyon Park	_____	(0-10)	(Q6A_5)
Squaw Peak Park	_____	(0-10)	(Q6A_6)
Grand Canyon National Park	_____	(0-10)	(Q6A_7)

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

More	1
The same	2
Less	3

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

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)

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

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

Yes	1
No	2

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

- 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)

- 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

