WINCROSS®

What's New Guide

Version 25

The Analytical Group Inc.

Version 25

Copyright 1994–2025, The Analytical Group, Inc.

Editor: River Harrod

Table of Contents

What's New in WinCross Version 25

We're excited to introduce several new enhancements in WinCross 25, focusing on improving efficiency and ease of use. The most notable upgrade is the significant performance boost with the removal of ASCII data, which leads to faster runtimes and smoother processing. We've also streamlined banner creation with **Express Banners from Variable Data**, and improved **Auto (AI, Analytical Intelligence) Wording and Dictionary** features to make your work more intuitive and automated. **Auto (AI) Rating Scales** now sort by meaning, eliminating the need for manual scale adjustments. Additional improvements include a customizable **Significance Summary Report**, **Bonferroni correction**, the ability to **Globally Modify Banner Statistical Testing**, and enhanced **Excel TOC controls** for better navigation. As always, we've also made various improvements to enhance your overall experience! Download the data **here** to follow along!

New Feature Highlights for WinCross 25

- **Significant Performance Increase with ASCII Removal** – Support for ASCII data has been removed, freeing up substantial computer resources and resulting in a significant overall performance boost. Internal testing has shown runtime reductions ranging from 30% to 80%. Jobs involving independent testing typically experience improvements closer to the high end (~80%), while dependent testing jobs generally see runtimes reduced by approximately 50%. Additionally, jobs with large data files containing extensive open-end responses should notice a considerable decrease in table processing time.

- **Express Banners from Variable Data** – The Express Banners feature is designed to streamline banner creation with minimal manual editing. Easily add variables as unique banners or as a single banner with multiple sections. The new **Sections** feature allows you to group variables separately, making it easy to reorganize them within a banner or across multiple banners. Comparison groups automatically adjust if columns are added or removed. Additionally, Express Banners leverages the Auto (AI) feature to make intelligent assumptions based on variable types, further simplifying the process.

- **Auto (AI) Wording and Dictionary** – The new **Wording** tab introduces five customizable wording lists that help WinCross determine which features to apply. For instance, if WinCross misses identifying a "no answer" row, you can simply add that response to the "No Answer" list, ensuring it is recognized in the future. This feature is especially useful for handling responses in languages not currently covered by the existing lists. The **Positive**, **Negative**, and **Neutral** lists are explained in greater detail below.

- **Auto (AI) Rating Scales: Sorting by Meaning** – The new **Wording** tab also enables advanced sorting for rating scale questions. With this feature, scales can be sorted by label meaning rather than just code value. When sorting by meaning, WinCross compares label text against the Positive, Negative, and Neutral lists, placing positive responses at the top. This eliminates the need to manually flip scales when positive responses are assigned lower code values, streamlining the process and improving consistency.

- **Significance Summary Report** – The **Significance Summary Report**, accessible from the **Run Tables** menu, provides a detailed summary of significance tests conducted between two banner columns. This report is exported as an Excel file and saved in the job file directory. Fully customizable, it can include a range of information such as p-values, z-scores, t-scores, row text, banner text, logic details, and more.

- **Globally Modify Banner Statistical Testing** – This new interface, located under the **Setup** menu, simplifies the process of adjusting significance testing for banners with comparison groups. For example, if you have 15 banners set with 95% and 90% confidence levels, the new interface allows you to globally remove the 90% level from all banners with just a few clicks.

- **Globally Modify Tables: Side by Side** – The three existing globally modify table options menus – **Table Options**, **Table Statistics**, and **Table Filters** have a separate tab to globally modify side by side tables.

- **Excel TOC Enhancements** – You now have greater control over the default Table of Contents (TOC) rows that appear in your Excel file. Within the TOC background colors menu, there are four new checkboxes that allow you to suppress specific rows. Additionally, a second enhancement is available under the **Formatting Options** tab, labeled **Table Title:**. This feature enables you to override the TOC hyperlink wording on the tables sheet. For example, you can change the text to say "Back to TOC" for improved navigation.

- **Other miscellaneous improvements** – For a detailed list of minor features and enhancements, please see page 24 of this guide.

Express Banners from Variable Data

Express Banners from Variable Data – The Express Banners feature is designed to streamline banner creation with minimal manual editing. Easily add variables as unique banners or as a single banner with multiple sections. **Sections** allow you to group variables separately, making it easy to reorganize them within a banner or across multiple banners. Comparison groups automatically adjust if columns are added or removed. Additionally, Express Banners leverages the Auto (AI) feature to make intelligent assumptions based on variable types, further simplifying the process.

Below are two quick examples of creating a single banner and a single banner with sections.

Example 1: Single Banner

1. Open a job and data file and navigate to **Setup | Express Banners from Variable Data.**
2. In the left panel, choose a variable and select **Add**. The bottom-right window shows the banner preview and can be toggled to the job file view. When multiple variables are selected, unique banners are created for each variable.
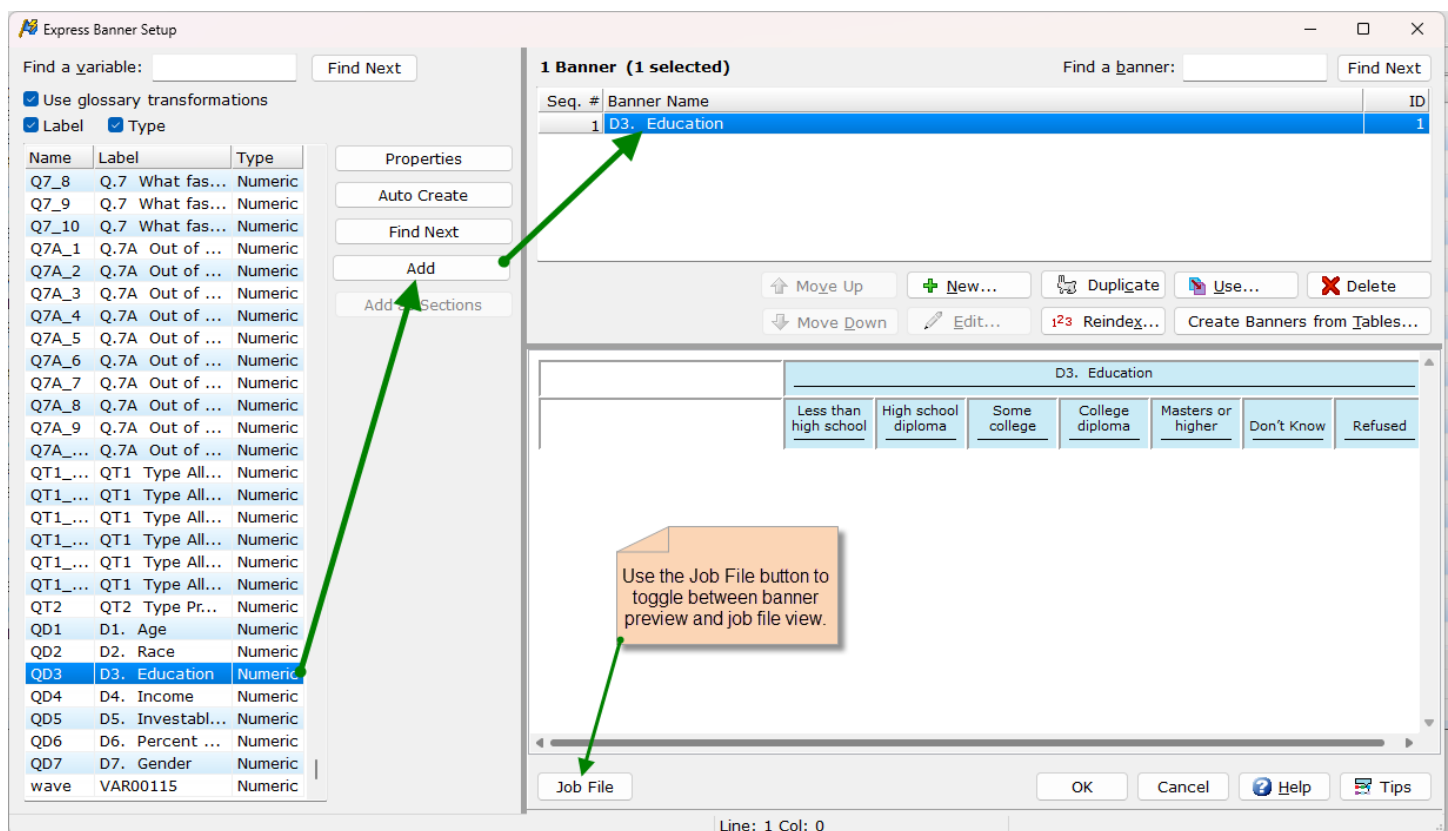
Adding a single banner for variable "QD3".

3. After creating a banner, select **Edit** to further customize the banner and add comparison groups.
4. The column text and headers are pulled from the variable label and code values. If no changes are needed, proceed to the **Comparison Group** tab to add groups. Select the desired column and use the green plus sign to add the group.

Adding a comparison group using the green plus sign.

5. WinCross defaults to testing at the 95% and 90% confidence levels. If you only want to perform significance testing at the 95% level, update the settings as follows:

    o   Navigate to **Statistical Testing... | T-Test Options.**

    o   Uncheck the 90% confidence level.
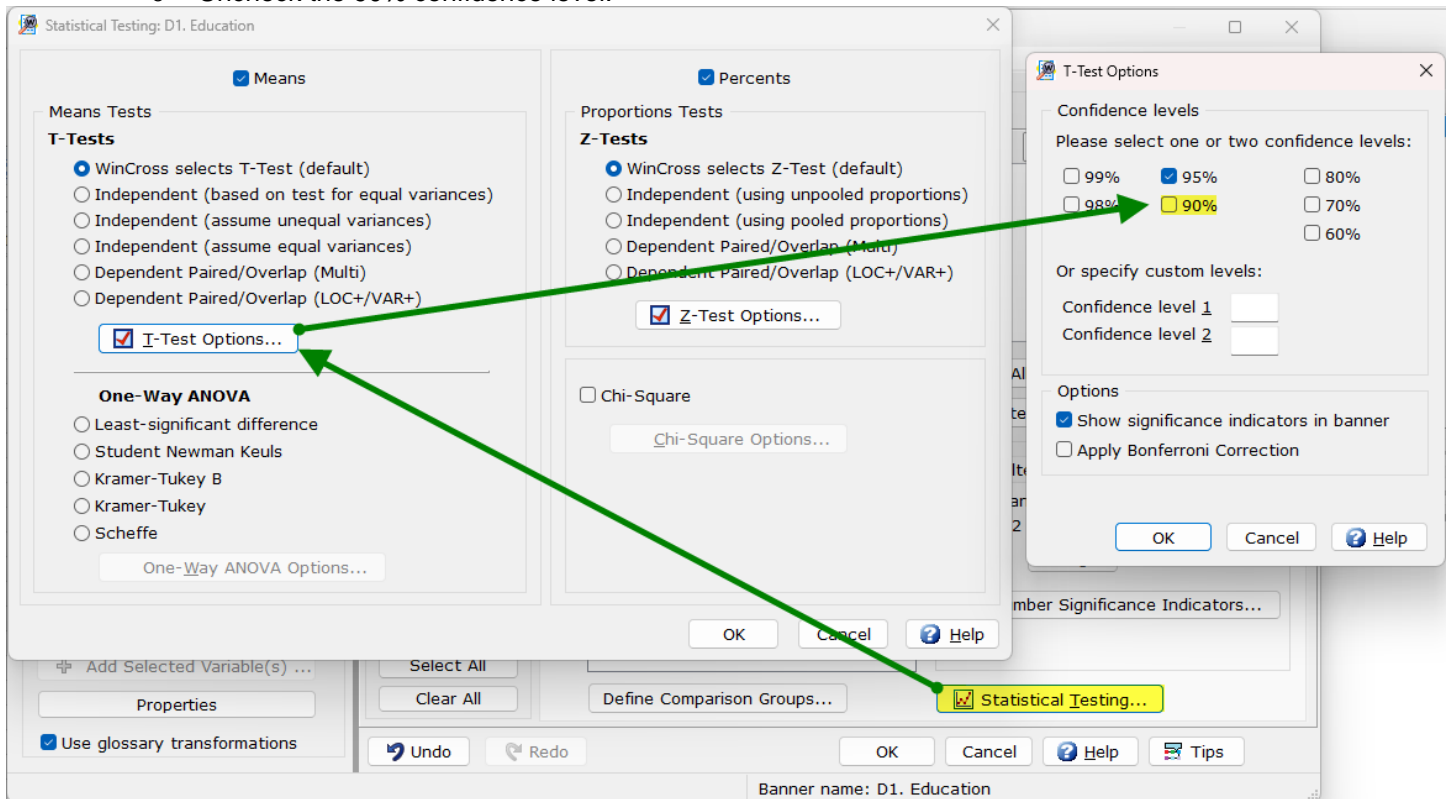
Disabling 90% confidence level in T-Test Options.

6. Repeat this process for the Z-Test Options to ensure consistent settings.

Example 2: Single Banner with Sections

1. Open a job and data file and navigate to **Setup | Express Banners from Variable Data**.

2. In the left panel, select multiple variables to be added as a single banner with multiple sections and click **Add as Sections**.

    o **Note:** *The initial preview shows what the banner(s) would look like if **Add** was selected. In the screenshot below, variables "QD3" and "QD7" were selected and added using **Add as Sections.***
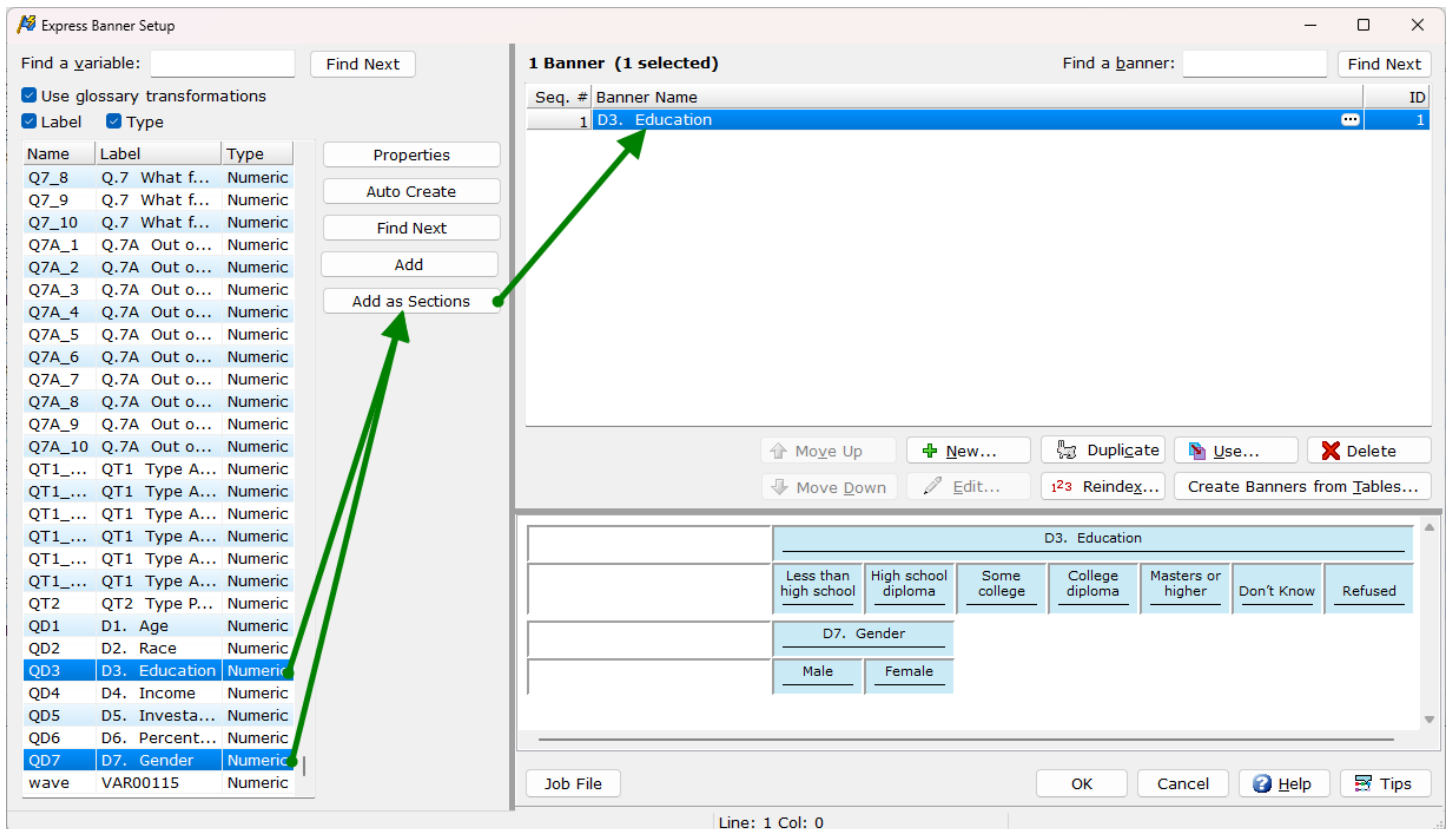
Variables "QD3" and "QD7" added as sections.

3. When editing the banner, notice that each variable is added as a unique section. WinCross automatically includes headers and labels from the data file information. Sections are useful for organization and can be easily moved within the banner or into another banner.


Each section shown individually.

4. After verifying and editing the columns, add comparison groups as follows:

    o Go to the **Comparison Group** tab.

    o Use the built-in feature to automatically add groups:

        • Click **Define Comparison Groups...**

        • In the next window, select **Test by Variable** to have WinCross automatically create groups based on the column structure.

   • Alternatively, manually select groups by checking the appropriate boxes or using the **Edit As Text...** option
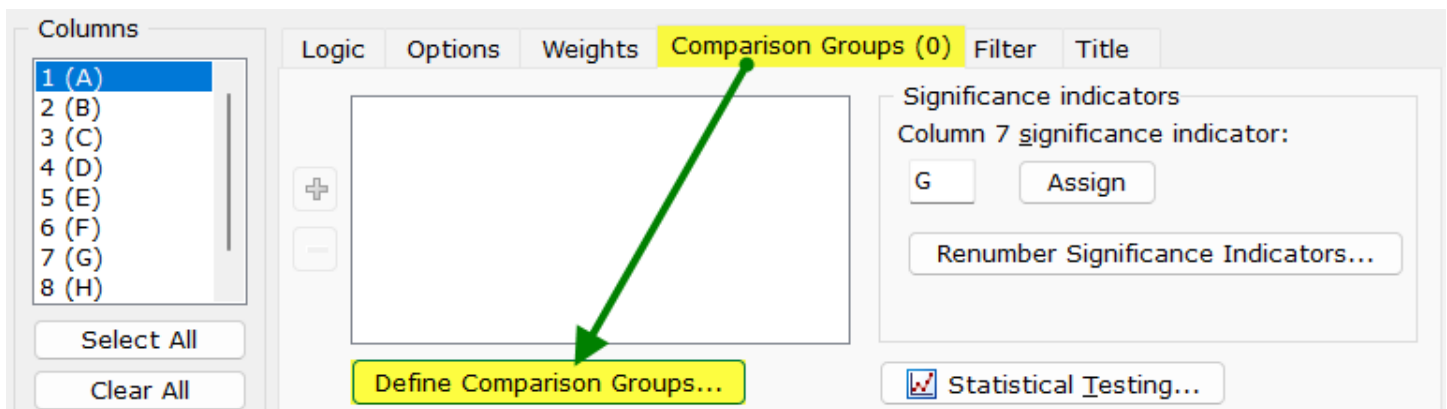
Selecting the interface to define comparison groups.
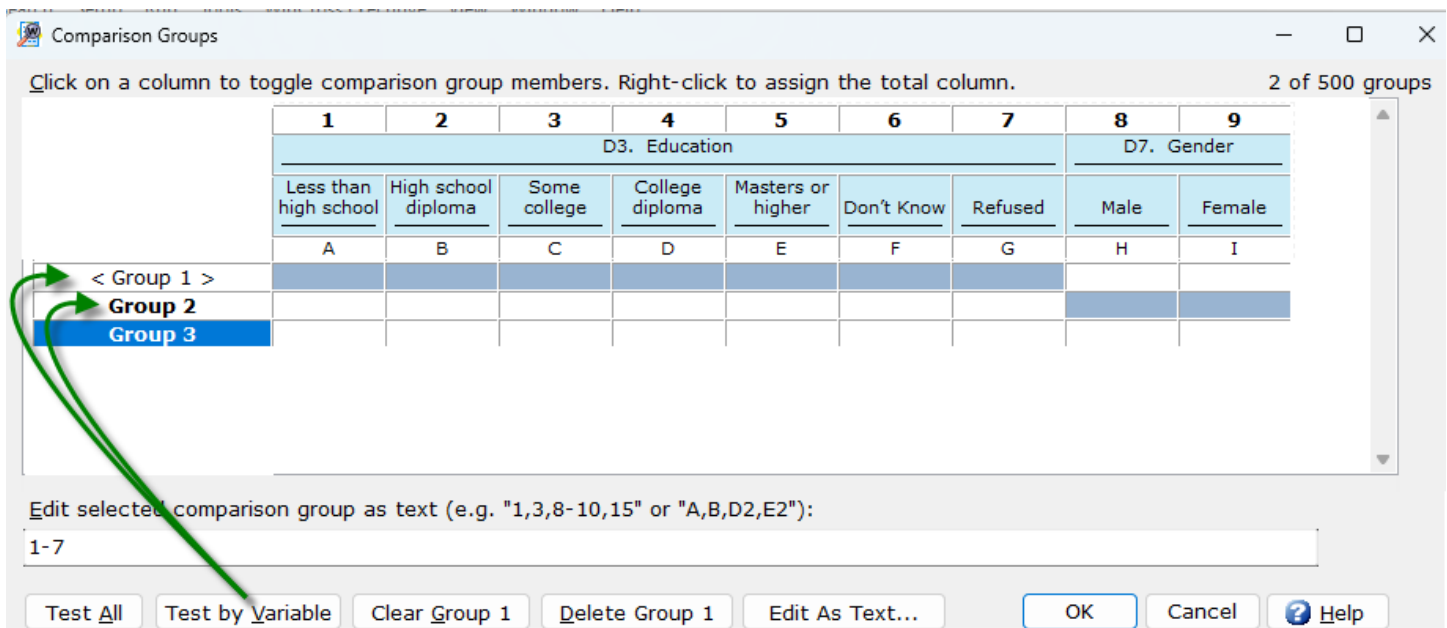
Automatically defining comparison groups using "Test by Variable".

5. To expand the banner with additional variables, select a variable (e.g., "QD2") and click **Add Selected Variable...**. Edit the variable label (column header) and columns as needed before adding it to the banner.
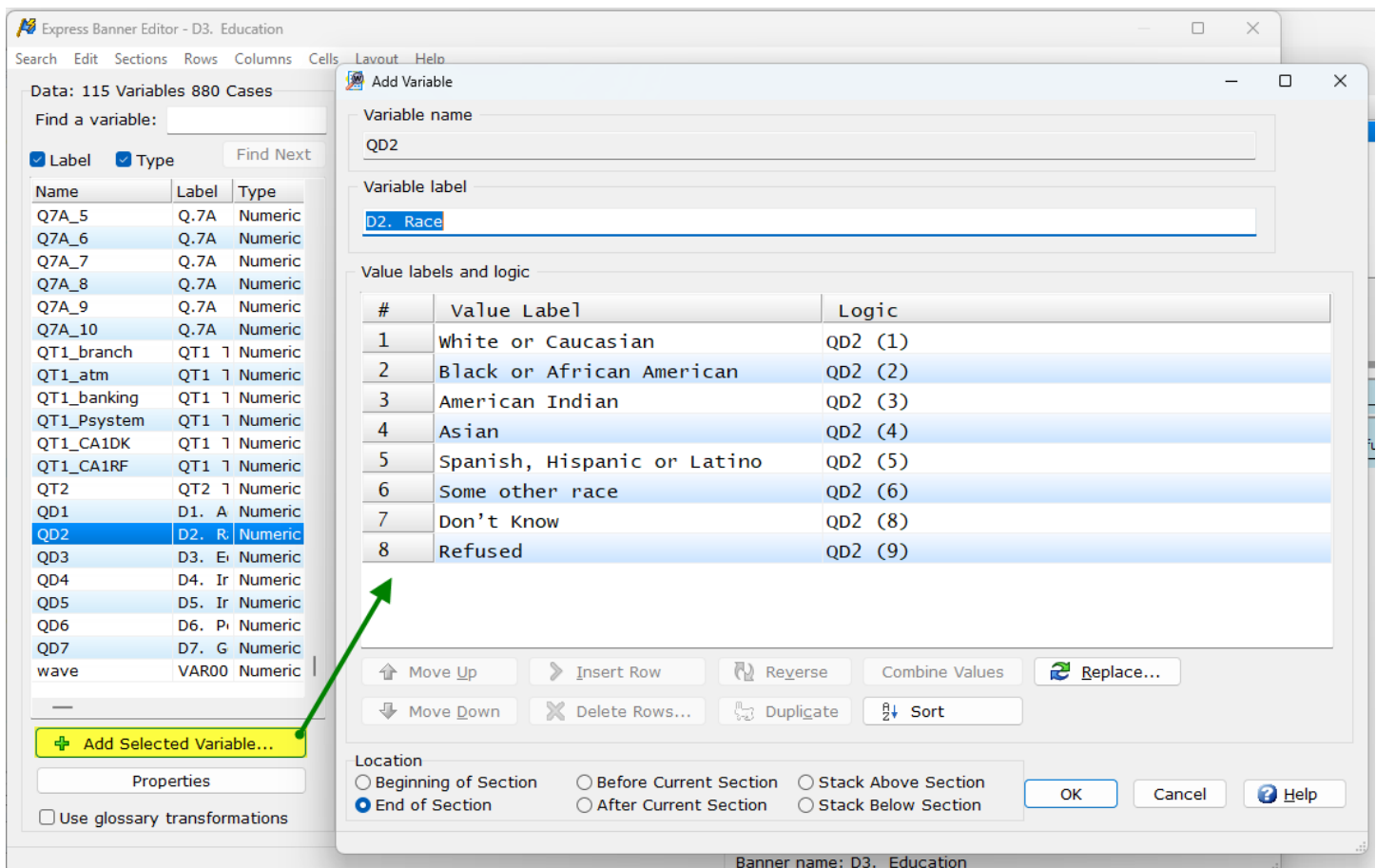
Adding "QD2".

6. Choose where to place the new columns:

    o   As part of an existing section.

    o   As a new section.
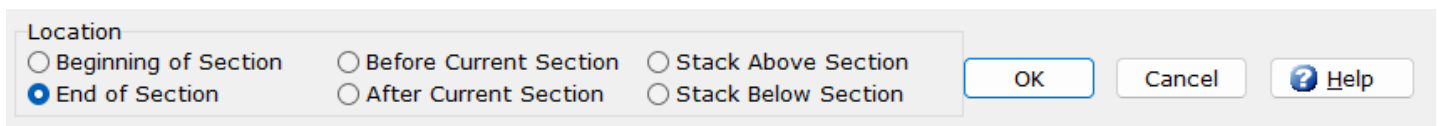
Adding a variable to the end of the section.

The new columns appear after the columns in the first section.

7. Finally, be sure to add the new columns as a comparison group. Existing groups will remain intact, as shown in the screenshot below:

Adding columns H-O (8-15) as a third comparison group, "Group 3".

Significance shown with Symbols (Part vs Whole)

WinCross 25 introduces a new way to show significance in your tables using **symbols** or **arrows** to visually highlight how a column compares to the overall total. This method uses a **Part vs Whole** test and is available in **Express Banners** under the **Comparison Groups** tab. Instead of comparing every column to every other column within the group, this test compares each column individually against the Total column.

This feature is especially useful when you want a visual way to flag values that are significantly different than the overall results. Symbols are fully customizable and can be styled differently based on whether the value is above or below the total.

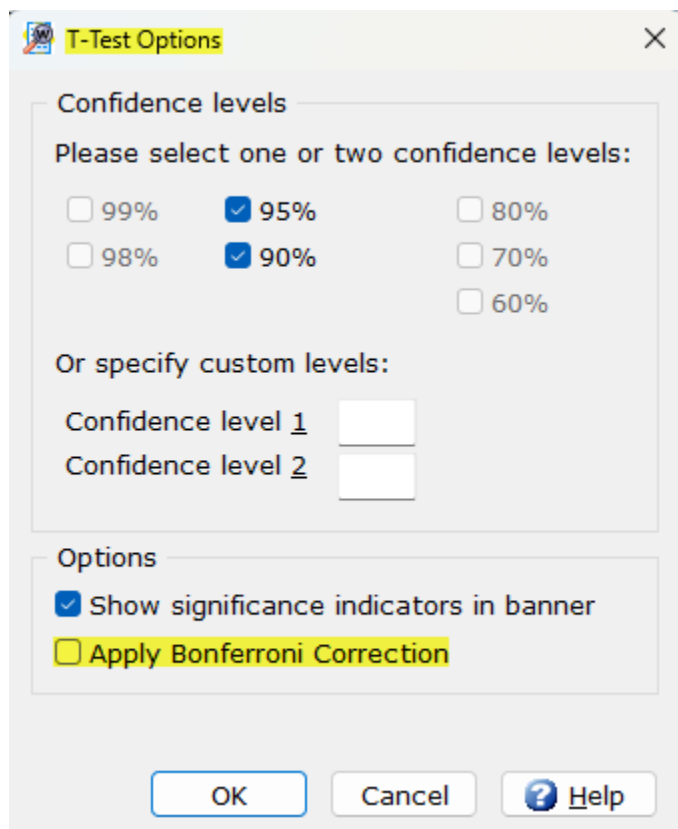*Setup | Express Banners from Variable Data | Edit | Comparison Groups |Part vs Whole (Symbols)*

Setup | Express Banners from Variable Data | Edit | Comparison Groups |Part vs Whole (Symbols)|Settings

Bonferroni Statistical Correction

WinCross now supports the **Bonferroni** statistical correction. The Bonferroni correction is a method used to reduce the risk of false-positive results when performing multiple statistical tests. It achieves this by dividing the overall significance level (e.g., 0.05) by the number of tests conducted, resulting in a stricter threshold for individual tests to be deemed significant.

Bonferroni correction is to test **family-wise error rate** when conducting multiple comparisons. Bonferroni correction applies a conservative approach to significance testing designed to minimize Type I errors (false-positive results). This test is vulnerable to Type II errors (false-negative results)."

To enable the Bonferroni correction, navigate to **Setup | Express Banners from Variable Data... | Edit | Comparison Groups | Statistical Testing**. Under both the T-Test Options and Z-Test Options, select "Apply Bonferroni Correction." The Bonferroni correction will then be applied to this banner.

Applying Bonferroni Correction

Major Comparison Group Overhaul

The new **Express Banners from Variable Data** feature introduces an enhanced comparison group grid, making it easier than ever to add and manage groups. A huge upgrade is comparison groups are no longer lost when inserting or deleting columns.

Users can add comparison groups in the following ways:
- **Automatically**: Use the **"Test by Variable"** option to create groups based on variables (e.g., Gender, Age, Ethnicity).
- **Manually**: Click directly on cells in the grid to define groups.
- **Edit as Text**: Manually enter groups or ranges using column numbers, letters, or a mix of both. Examples include 2-5, 1,5,10, or C-F.

Key Benefits:
- **Automatic Adjustments**: The interface automatically updates existing comparison groups when new columns are inserted or existing ones are removed, ensuring accuracy without manual intervention.
- **Resilient Comparison Groups**: Comparison groups remain intact even if columns are moved or deleted.

Features:
- **Test All**: Adds a single comparison group that includes all columns.
- **Test by Variable**: Creates multiple comparison groups based on variable categories, such as Gender or Age.
- **Edit as Text**: Provides flexible input for defining groups, whether by significance indicator, column number, or ranges. Examples:
    - 2-5: Defines a range of columns.
    - 1,5,10: Specifies individual columns.
    - C-F: Indicates a range of column indicators.
    - A,B,C,D: Selects specific columns by indicators.
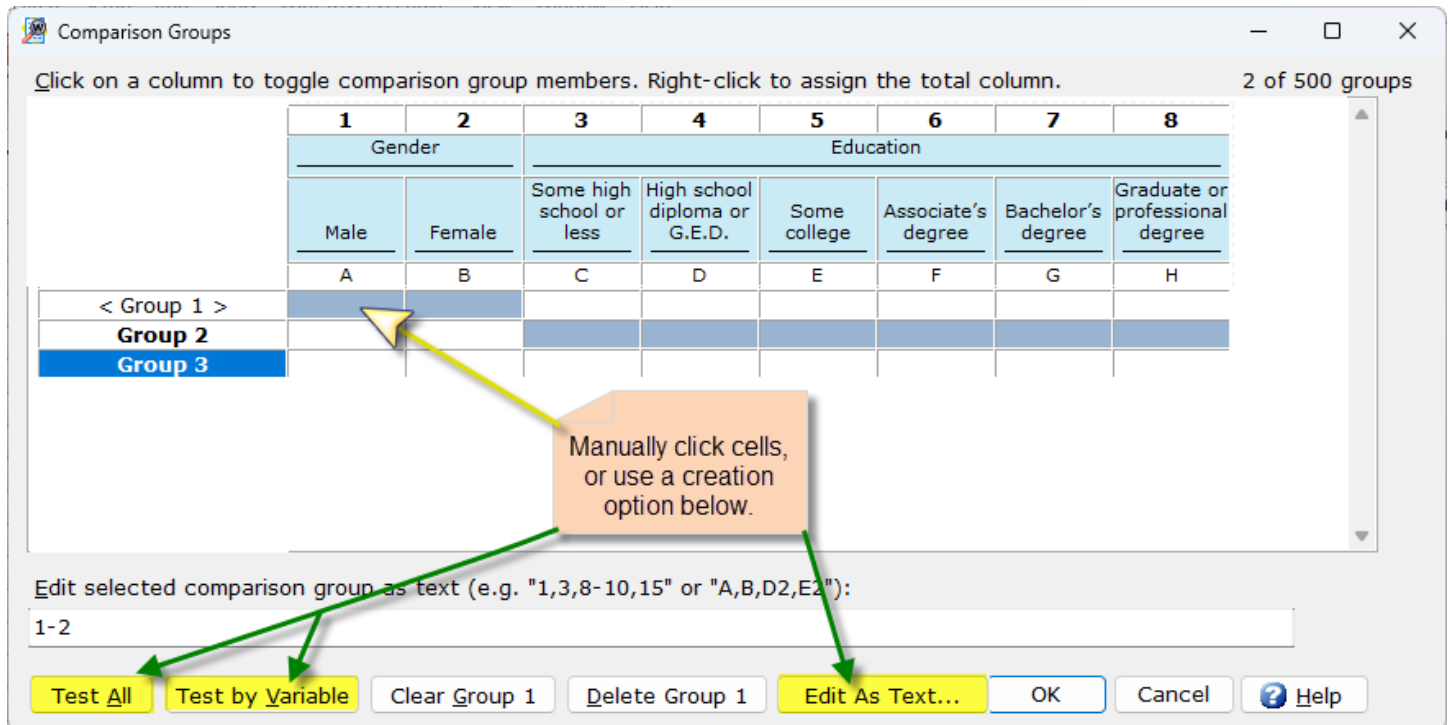
Setup | Express Banners from Variable Data | Edit | Comparison Groups | Define Comparison Groups

Auto (AI) Wording and Dictionary

Auto (AI) Wording and Dictionary – The new **Wording** tab introduces five customizable wording lists that help WinCross determine which features to apply. For instance, if WinCross misses identifying a "no answer" row, you can simply add that response to the "No Answer" list, ensuring it is recognized in the future. This feature is especially useful for handling responses in languages not currently covered by the existing lists. The **Positive**, **Negative**, and **Neutral** lists are explained in greater detail below.

- **Location**: The new lists can be accessed under **Setup | Express Tables from Variable Data | Auto | Properties | Wording**.

- **Accessibility**: Wording lists are shared across all jobs, ensuring consistency and efficiency.

- **Language Support**: Foreign languages can be added to fully utilize all Auto Creation features.

Setup | Express Tables from Variables Data | Auto | Properties | Wording

Types of lists

- **No Answers** – The **No Answers** list is used to define "no answer" rows when utilizing Auto (AI) to create tables. During table creation, WinCross scans variable labels and automatically applies specific settings, such as anchoring "no answer" rows at the bottom of the table. If a specific row is missed, simply add the corresponding text to the **No Answers** list to ensure it is recognized in future tables

- **Rating scale** – The **Rating Scale** list allows WinCross to identify variables that qualify as rating scales. WinCross analyzes variable labels, and if all the labels match the items in the **Rating Scale** list, Auto rating scale options are applied. This list is especially useful for adding terms in foreign languages not currently included.

- **Positive**, **Negative**, and **Neutral rating scale** – Once WinCross identifies a variable as a rating scale, it uses the **Positive**, **Negative**, and **Neutral** lists to determine the sentiment of each response. All unique labels must be included in one of these three lists for the variable to qualify. These lists should be updated with uncommon scale values or terms in foreign languages to ensure accurate classification.

For example, consider a unique scale that WinCross does not recognize by default: "1 - Arizona's weather is awful" (Negative), 2 – 2, "3 - Arizona's weather is okay" (Neutral), 4 – 4, and "5 - Arizona's weather is perfect" (Positive). To resolve this, add each unique value to the appropriate list. Non-unique codes, such as 2 and 4, can be ignored as they do not contain unique text
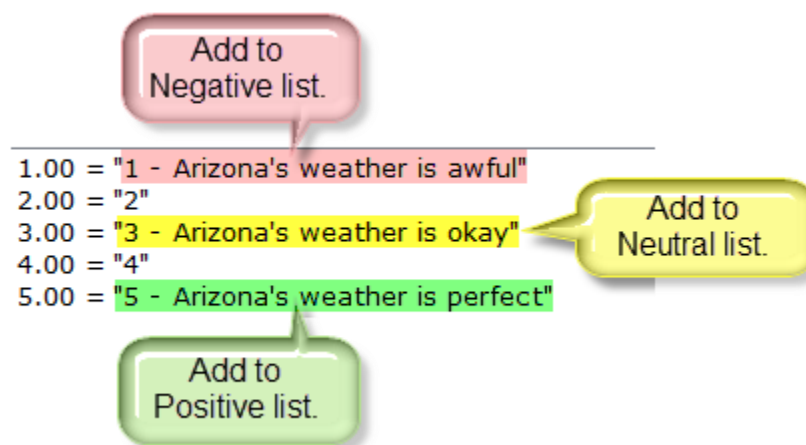
Auto (AI, Analytical Intelligence) Rating Scales: Sorting by Meaning

Auto (AI, Analytical Intelligence) Rating Scales: Sorting by Meaning – The new **Wording** tab introduces advanced sorting capabilities for rating scale questions, allowing scales to be sorted by **label meaning** instead of just **code value**. When sorting by meaning, WinCross compares label text against the **Positive**, **Negative**, and **Neutral** lists, automatically placing positive responses at the top. This feature eliminates the need to manually flip scales when positive responses are assigned lower code values, streamlining the process and ensuring consistency.

Sorting Methods

- **Sorting by Code Value**: This method arranges rating scale questions in ascending or descending order based on the selected code values. However, it can lead to inconsistencies if the "positive" response varies between questions.
    - **Example**:
        - Q1: "I love it = 5"
        - Q2: "It's great! = 1"
        Without adjustments, one scale may sort in an unintended direction.

- **Sorting by Meaning**: This method uses the **Wording** lists (found on pages 14–15 of this guide) to sort rating scales with the "positive" response first. For a variable to qualify, all unique values must be included in the **Positive**, **Neutral**, or **Negative** list.
    - *Tip*: Use this option to maintain consistent sorting across rating scale questions, regardless of variations in code values.

Setup | Express Tables from Variables Data | Auto | Properties | Rating Scale
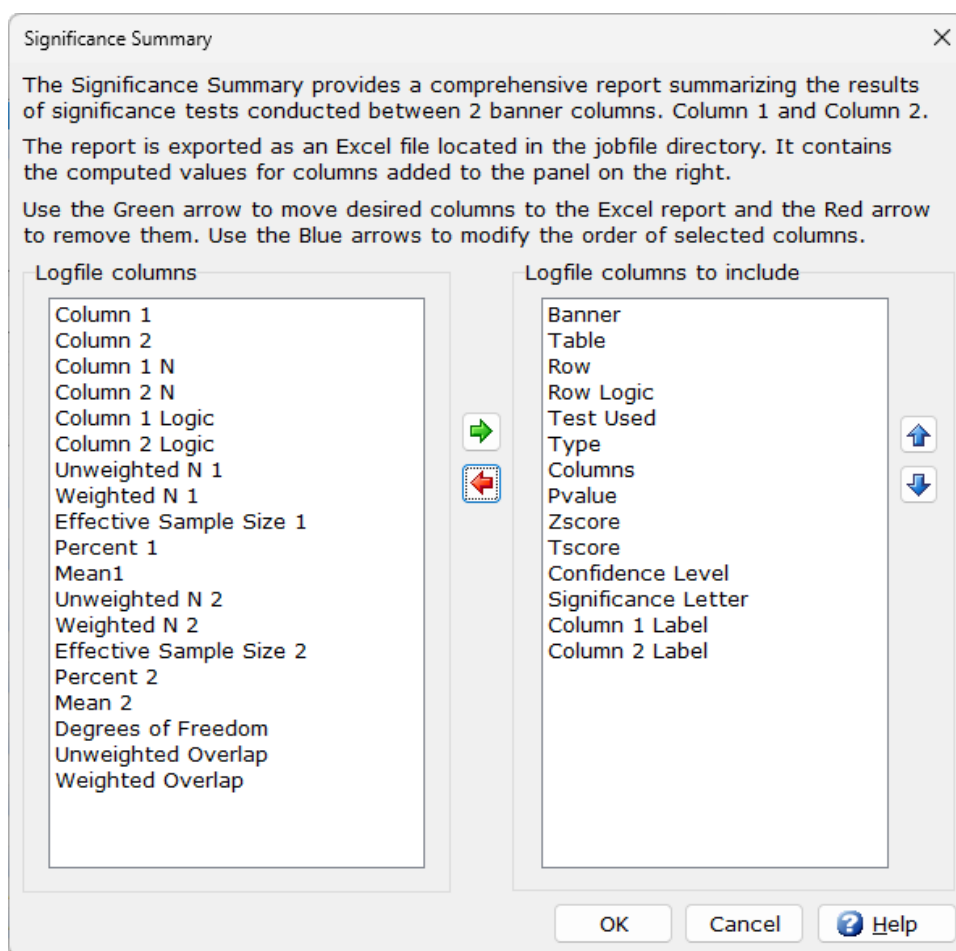
Significance Summary Report

Significance Summary Report – The **Significance Summary Report**, accessible from the **Run Tables** menu, provides a detailed summary of significance tests conducted between two banner columns. This report is exported as an Excel file and saved in the job file directory. Fully customizable, it can include a range of information such as p-values, z-scores, t-scores, row text, banner text, logic details, and more.

Key Features:
- **Location**: Navigate to **Run | Tables | Significance Summary** to generate the report.
- **Customization**:
  - Use the green arrow to move desired columns from the left panel to the right panel for inclusion.
  - Remove columns from the right panel using the red arrow.
  - Adjust the order of columns with the blue arrows.
  - Only the columns in the right panel will appear in the exported Excel file.
- **Saved Settings**: Your chosen columns and their order are saved automatically upon exit, allowing WinCross to retain your preferences for future use.

Run | Tables… | Significance Summary

	A	B	C	D	E	F	G	H
1	**Banner** ▾	**Table** ▾	**Row** ▾	**Row Logic** ▾	**Test Used** ▾	**Type** ▾	**Columns** ▾	**Pvalue** ▾
2	Q.12 Which of the foll(Region	Region	Northwest	Region(1)	independent (unpooled Percents		J and H	0.247163866
3	Q.12 Which of the foll(Region	Region	Northwest	Region(1)	independent (unpooled Percents		J and G	0.380966455
4	Q.12 Which of the foll(Region	Region	Northwest	Region(1)	independent (unpooled Percents		J and F	0.327062461
5	Q.12 Which of the foll(Region	Region	Northwest	Region(1)	independent (unpooled Percents		J and E	0.123634684
6	Q.12 Which of the foll(Region	Region	Northwest	Region(1)	independent (unpooled Percents		J and D	0.224255296
7	Q.12 Which of the foll(Region	Region	Northwest	Region(1)	independent (unpooled Percents		J and C	0.224255296

Significance Summary   +

Example output using default options.

Globally Modify Banner Statistical Testing

Globally Modify Banner Statistical Testing – The **Globally Modify Banner Statistical Testing** interface, located under the **Setup** menu, streamlines the process of adjusting significance testing for banners with comparison groups. This feature is particularly useful for managing multiple banners efficiently.

Key Features:
- If you have several banners (e.g., 15) set with both 95% and 90% confidence levels, you can globally remove the 90% level from all banners with just a few clicks
- The interface is designed to save time and reduce the need for repetitive manual adjustments.

Setup | Globally Modify Banner Statistical Testing…

Globally Modify Tables: Side by Side

The **Globally Modify Tables: Side by Side** feature introduces a new tab to the existing **Globally Modify** menus, including:

- Table Options
- Table Statistics
- Table Filters

This enhancement allows users to globally modify side-by-side tables with the same efficiency and flexibility as other table types.

Setup | Globally Modify Tables | Table Options/Statistics/Filters
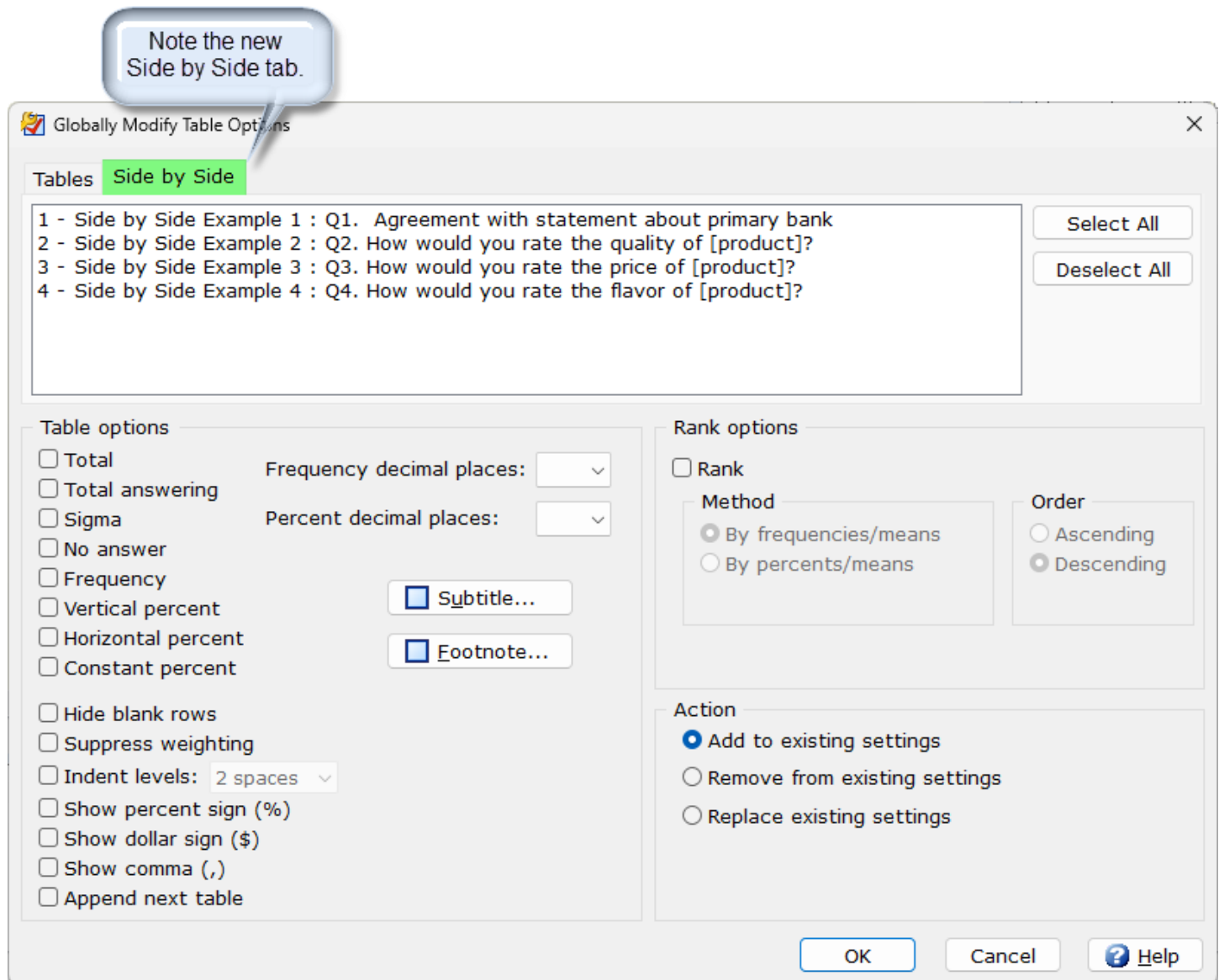
Excel TOC Improvements

The **Excel TOC Improvements** feature provides enhanced control over the Table of Contents (TOC) in Excel outputs. These updates include options for suppressing specific TOC rows and customizing TOC hyperlink wording for improved navigation.

TOC Line Suppression Options

You can now suppress specific rows in the TOC by using the new checkboxes available in the **TOC Background Colors** menu. These options allow you to exclude unwanted rows, providing a cleaner and more focused TOC.

Steps:
1. Navigate to **Run | Tables | Excel Options | Data Options | TOC Background Colors**
2. Select the checkboxes corresponding to the rows you want to suppress.
3. Save your settings to apply the changes in the generated Excel output
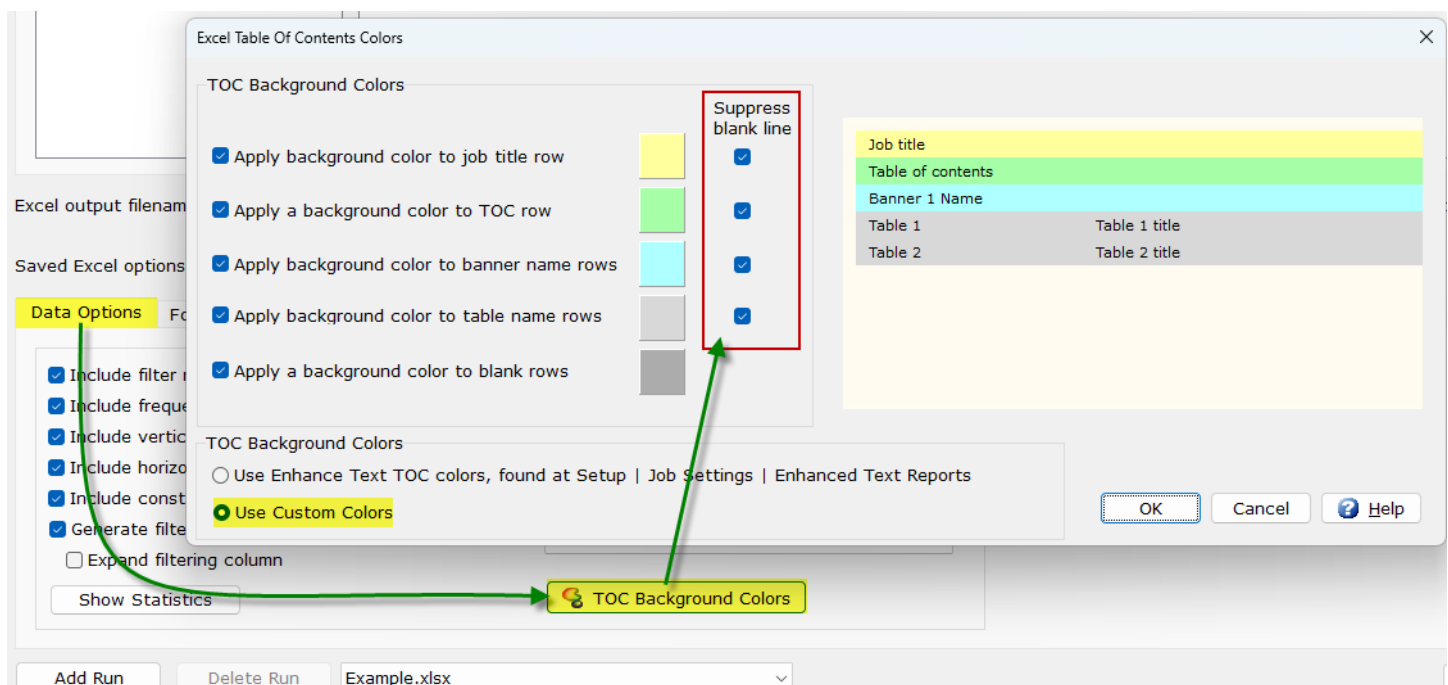
Run | Tables | Excel Options | Data Options | TOC Background Colors

TOC Table Title Renaming

The TOC hyperlink on the tables sheet, which traditionally read as **"Table [insert table name]"**, can now be customized to display any user-defined text. For example, you might change the hyperlink text to **"Back to TOC"** for better usability.

Steps:
1. Navigate to **Run | Tables | Excel Options | Formatting Options | Table Title.**
2. Enter the desired text to replace the default hyperlink wording.
3. Additional optional system codes:
   - ~TN - Table Name
   - ~TT - Table Title
   - ~TF - Table Filter
   - ~TS - Table Subtitle
   - ~FN - Table Footnote
   - ~BN - Banner Name
   - ~BT - Banner Title
   - ~BF - Banner Filter Title

Run | Tables | Excel Options | Formatting Options | Table title:
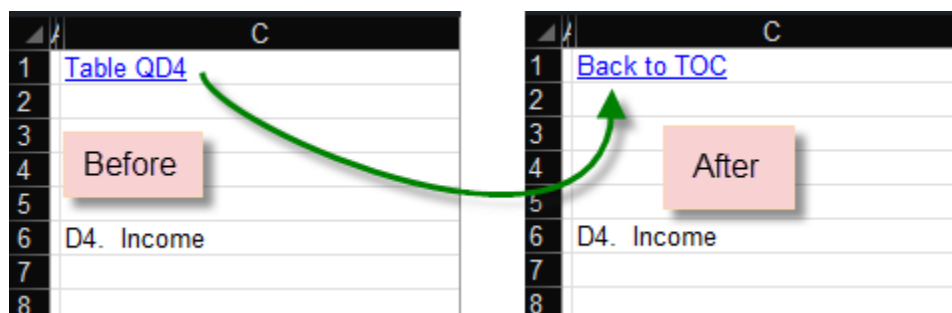
Example changing the default from "Table ~TN" to "Back to TOC"

Excel table header line suppression

A new group of settings under **Run | Tables | Excel Options | Report Options** gives you more control over the spacing in the table header section of your Excel output. The "**Table header line spacing**" options suppress blank lines in four specific area of the table header. This helps reduce the unnecessary space and create a cleaner, more company report.

This is especially useful for reports with multiple tables or when exporting to Excel for client-facing delivery, where minimizing visual clutter is key.

Run|Tables|Excel Options|Report Options|Table header line spacing

Example with all suppression options turned on

Excel Custom Sheet name Overrides

WinCross now supports **custom Excel worksheet names** for both banners and tables, giving more control over how sheet tabs are labeled in exported reports.

For **banners**, a new **Custom Sheet Name** field is available under the **Title** section of Express Banners. If an excel worksheet naming option was previously using the banner name, it will now use the custom sheet name – if one is provided. If not, it will continue to use the default behavior.

For **tables**, a similar field is now available, allowing you to assign a specific sheet name directly. Both banner and table sheet names support up to **31 characters**, which is the Excel-imposed limit.

This is especially helpful when a client requests specific worksheet names or when you want to avoid breaking hyperlinks by renaming sheets manually in Excel. Custom names are stored in the job file:

- **Banners**: stored on the XL: line.   `XL:Custom Sheet Name`
- **Tables**: stored on the X line in the first column of the .job file for that table.

```
TRegion^1
 OW,OR,OV,S2,P1,V2,SA,SP
 Region
XCustom Sheet Name
 Total^TN^0
```

Additionally, located under **Run | Tables | Excel Options | Worksheet Options**, WinCross now includes additional new controls for modifying how worksheet tabs are named in Excel reports.
The new options include

- Remove text "TOC –" from the Table of Contents sheet name.
- Append text to tables tabs: appends custom text to the end of each worksheet tab name.

The append feature is especially useful when re-running a set of tables for a specific group or subset of data. Instead of modifying your banners or table structure, you can quickly add a label – such as a demographic or wave identifier – to the sheet names for clarity and organization.

Convert LOC+ to VAR+

As part of removing support for ASCII data files, LOC+ functionality has been retired. The recommended alternative is VAR+, which provides enhanced compatibility and functionality. To ease this transition, WinCross provides a built-in converter to update existing LOC+ tables and banners for you.

You can access the converter under **Tools | Convert LOC+ to VAR+**.

WinCross automatically populates all tables and banners that contain LOC+ logic. To begin, select a table or banner and enter the starting variable for LOC+0. WinCross will then calculate the position of the remaining variables based on the LOC+ increment and replace the LOC+ references with the new VAR+ locations.
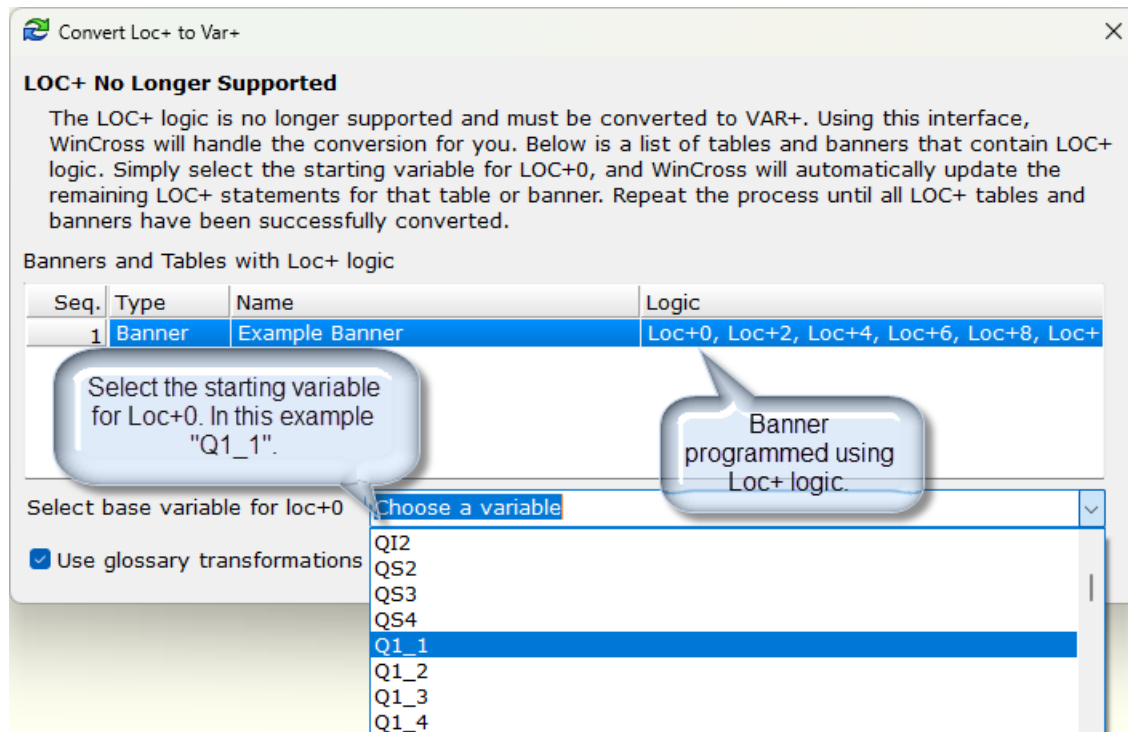
Tools | Convert Loc+ to Var+ example converting with a starting variable of Q1_1
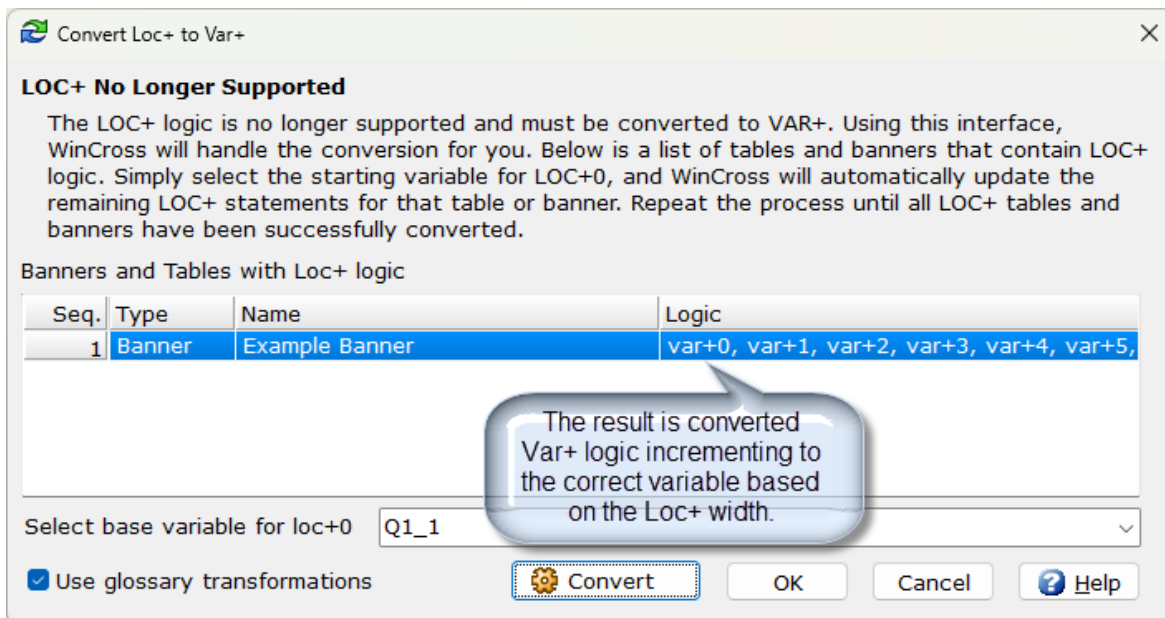
Result after converting Loc+ to Var+

Additional Features

Miscellaneous Improvements:

- **Increased Comparison Groups**: The maximum number of banner comparison groups has been increased from 99 to 500, providing greater flexibility for complex analyses.
- **New Diff Summary Table**: A **Diff Summary Table** is now available in the summary of frequencies and auto options. This table automatically calculates a "diff" score by comparing the top 2 and bottom 2 values.
- **Streamlined Excel Integration**:
  - Excel tables open in Excel can now be automatically closed for overwriting when rewriting tables in WinCross.
  - Excel data files no longer need to be closed to open in WinCross.
- **Express Banner Comparison Group Warning**: When testing against the total column, WinCross now includes an added safeguard to ensure the total column is properly designated. If the total column is not correctly identified, a warning will appear, offering three options:
  - **Leave as is**: No changes will be made.
  - **Designate the total column as a single group**: The total column is properly designated but remains as one group.
  - **Designate the total column and break into multiple groups**: The total column is properly designated and divided into multiple groups.

  Properly designating the total column is essential to perform **part vs. whole significance tests**, ensuring accurate results.
- **Express Banner Conversion**: Convert **Express Banners** to traditional "legacy banners" by right-clicking the banner in **Setup | Banners**.
- **Express Banner Comment tab**: Comments can now be stored on a banner level. The comment will also appear when hovering over the banner in **Run | Tables**. If a comment does not exist, the banner name will instead show.
- **Chart Color Templates**: Chart color templates are now accessible across all jobs and are no longer tied to a single profile.
- **Improved Header Underlining in Excel**: The automatic underline feature for Excel banner headers has been enhanced to cover 80% of the header. This adjustment accommodates users with resolutions set to over 100%.
- **Data Grid | Variables Tab | Values**: Added an option to "Use values in pasted list for code values," allowing lists with leading code values to be pasted directly without sorting. When unchecked, leading numbers are treated as part of the value text instead.
- **Setup | Express Tables from Variable Data… | Auto | Properties | Rating Scale**: New option "Nets below no answer(s). Anchors "no answers" rows from the wording dictionary to the very bottom of the table below ALL other values.
- **ASCII Job File Converter**: Automatically converts card column logic to variable names when opening job files with variable data formats like .SAV or .XLSX, leaving unmatched locations unchanged.

Compatibility with Latest Version of SPSS

WinCross 25 is compatible with SPSS version 30. For compatibility with WinCross, we recommend saving files in SPSS using Locale (code page) encoding.