WINCROSS® Getting Started

Version 23



Version 23

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WinCross Installation About WinCross

WinCross is powerful software that creates crosstabulation reports (crosstabs) in a Microsoft® Windows environment. It is designed for the inexperienced analyst who simply wants to identify various data relationships as well as the experienced tabulation programmer who needs all the flexibility and advanced features that WinCross offers.

Using This Guide

WinCross is licensed software. This *Getting Started* guide includes all the information you will need to begin using WinCross after the required one-time license authorization. It also includes procedural information for permanently moving your WinCross license to another computer. WinCross has been successfully installed on your computer.

If you are authorizing your WinCross license for the *first time - you must* enter a License Key.

□ If you received an Internet Authorization Key, enter the key in the License Key field and select Authorize.

□ If you have not received an Internet Authorization Key for this computer, please contact us at sales@AnalyticalGroup.com.

WinCross License Authorization

Note: WinCross will not function until you have completed the following procedure:

Once installed, your WinCross computer will automatically display the Authorize WinCross Key dialog box.

The following authorization process assumes that

□ Select Close to exit the Authorize WinCross Key dialog box once authorization is complete and begin working in WinCross.

IMPORTANT: Once installed, you cannot copy WinCross to another computer. Your <u>License Key</u> is valid only on the computer where WinCross is installed. If at any time you wish to run your copy of WinCross on another computer, please <u>do not uninstall it</u>. Rather, follow the license deauthorization instructions on the following page.

Deauthorizing Your WinCross License

You must first deauthorize your WinCross license to remove WinCross from your computer. The following deauthorization process assumes that WinCross has been successfully installed and authorized on your computer.

- □ Select Help|Licensing to begin this process.
- □ Select **Deauthorize** to deauthorize WinCross on this computer.
- □ Select Close to exit the Deauthorize WinCross Key dialog box once Your WinCross key is deauthorized and close WinCross.

IMPORTANT: After deauthorizing, please email sales@AnalyticalGroup.com for a new License Key for your new computer.

Software Updates

WinCross periodic software updates are available for download.

- Select **Help|Check for Updates** to manually check for updates.
- Select Next.
- □ If you are running the most current version of WinCross, no update is necessary, select **Close**.
- □ If you are not running the most current version of WinCross, and updates are available, select **Install** to exit WinCross and install the update.
- □ Select **Run** to install the update.
- □ If the File Download box does not automatically appear, select the click here link.
- Select **Open** on the **File Download** dialog box to begin the update process.
- □ Select **Yes** to continue the update process.

The **InstallShield Wizard** will guide you through the update installation process. When the update installation process is complete, WinCross will automatically open.

When software updates for WinCross are available, you will be automatically notified. When you start WinCross, a message will appear notifying you that a software update is available.

Introducing WinCross

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

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

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

Exploring WinCross

Included is a step-by-step tutorial with which you can interactively try the innovative, crosstabulation capabilities of WinCross first-hand. We think you will find WinCross so easy to use, you can just start exploring on your own! To do so, open the EXAMPLE-VARIABLE.JOB job file and corresponding EXAMPLE.SAV (SPSS) data file or the EXAMPLE-ASCII.JOB job file and corresponding EXAMPLE.DAT (ASCII) data file, installed with your WinCross software, and explore the various menus and their options.

Try the extensive WinCross online Help, which includes detailed information about all its features. Additionally, feel free to call us for customer support at:

1.800.WINCROSS (1.800.946.2767)

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

About WinCross Filetypes

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

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

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

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

- {filename}.css • *{filename}_content.htm* • *{filename}_*run.htm WCMENU.xsl
- WCCNTENT.xsl • *{filename}_menu.htm*
- A log file has the extension, .LG. Such a file contains information about the run, such as the data file used, the number of cases and so on.

Data files are created during a marketing research field study. Most often, they are generated using an Internet survey, CATI (computer-assisted telephone interviewing) or CAPI (computer-assisted personal interviewing) software applications such as QueryWeb and WinQuery, also from The Analytical Group, Inc. WinCross accepts many file formats.

We have provided EXAMPLE.SAV for this tutorial. Optionally, an ASCII data file, EXAMPLE.DAT, is also provided and can be used for this hands-on evaluation. The marketing research questionnaire from which these data files were created is found on page 25 of this WinCross Getting Started Guide.

Conventions Used in This Tutorial

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

Consider the following example:

□ Enter User, then press Enter.

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

A WinCross Tutorial

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

Here is how Profile Settings and Job Settings work:

Profile Settings contain the initial settings for your job and are used when you are creating a <u>new</u> job.

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

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

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

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

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

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

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

Creating a New Profile

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

□ Select Setup|Profile Settings to display the Profile Settings dialog box.

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

□ Select the Table Presentation tab of Profile Settings if it is not already selected.

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

Profile Settings						×		
Summary Rows	Statistics Rows	Wording for Rows	Statistics	Filters	Rounding	Small Sample Size		
Table Presentation	Job Title	Table Report Type	Enhanced T	ced Text Reports Page Layout Chart S				
Table titles ☐ Center table title ** Table title		w banner title Above table title Below table title Center banner title ** uter banner filter title ** w significance indicators in w statistical footnote below rows w blank rows ent levels: 2 spaces so ext width ** 25 (in ch	banner v table aracters) for for all	Table name pos ter options Show filter row Show filter ti Show filter ti Show filter ti Show foreque Show vertice Show vertice Show vortice Show percen x data field width: This setting doe	itle on filter row title below table title ble filter title ncy on filter row al percent on filter r ntal percent on filter int percent on filter it sign (%) on filter	ow Ir row row row		
Active profile: Default Import Setting	gs from Active Job	Save Profile As. Remove Profile.			ок с	Cancel 😮 Help		

□ Now, select the **Filters** tab in the **Profile Settings** dialog box.

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

Confirm the Filter type of Total is selected.

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

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

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

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

□ Enter Display Percent Sign Profile as the new profile name and select OK to close the Save Profile As dialog box.

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

Select **OK** to close the **Profile Settings** dialog box.

Opening Your Data File

A variable-type data file must be open to create tables using **Run|ExpressTabs** or **Setup|Express Tables from Variable Data**.

- Select File|Open|Open data to open your data file.
- □ Select **SPSS (*.sav)** from the dropdown list of file types.
- □ Select EXAMPLE.SAV within the C:\TAG\WinCross\EXAMPLE subfolder.
- Select **OK** in the **Open Data** dialog box to open the data file selected.

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

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ord wra	ip 🗹 Spell check 🗌 Show value labels		Raw	values	Optimize Temp Fil	les								
24														
	CASE_ID STAT ZIP_COE SBWEIGHT	CALL_DATE	FIPS_CC F	Q1	Q1a	Q2	Q3 Q4	Q	QQQ	Q QS	Q1_1	Q1_2 Q	1_3 Ç	1_4 ^
1	13824 PA 24275	. 01/01/2013	42003 1	L 146	996	146	02 97		2	1.	10	10	10	10
2	13826 IA 41628	. 01/01/2013	19125 2	2 043	014	996	18 97		2	1.	8	8	8	6
3	13827 OH 40344	. 01/01/2013	39089 2	2 996	165	996	96 97		2	1.	9	9	6	10
4	13828 MN 7524	. 01/01/2013	27013 2	2 996	230	996	02 09		2	1.	8	8	8	9
5	13831 CO 3463	. 01/01/2013	08059 4	230	997	230	04 12		2	1.	10	10	10	10
6	13833 TX 17295	. 01/01/2013	48251 3	3 014	040004	300	02 11		2	1.	8	8	9	8
7	13834 MO 73238	. 01/01/2013	29017 2	2 219	139996	219	02 06		2		10	10	7	10
8	13838 IL 73237	. 01/01/2013	17031 2	2 997		996	17 02		2		9	7	3	9
9	13839 KS 20431	. 01/01/2013	20133 2	2 996	997	996	02 11		2	1.	7	9	7	8
10	13840 CA 60372	. 01/01/2013	06071 4	1 996	227	996	02 97		2	1.	10	10	10	10
11	13841 AL 5497	. 01/01/2013	01073 3	3 175	191	175	01 19		2	1.	10	10	10	10
12	13842 WA 53884	. 01/01/2013	53053 4	1 220	230014	220	02 97		2	1.	10	10	10	10
13	13843 CA 58793	. 01/01/2013	06073 4	1 227	014	227	17 97		2	1 .	9	8	9	9
14	13845 TX 56423	. 01/01/2013	48061 3	3 996	996230040014	300	96 17		2	1.	8	4	9	10
15	13846 WA 9349	. 01/01/2013	53025 4	210	043996	210	02 040211		2	1.	8	9	8	8
16	13847 UT 35649	. 01/01/2013	49043 4	1 237	072	237	02 12		2	1.	10	9	8	9
17	13849 CA 30633	. 01/01/2013	06115 4	4 031	998	014	02 98		2	1.	10	9	5	10
18	13850 CA 5528	. 01/01/2013	06079 4	996	014	996	01 97		2	1.	10	8	8	8
19	13851 CA 9836	. 01/01/2013	06077 4	4 014	214227	014	98		2	1.	8	8	8	9
20	13853 WA 9967	. 01/01/2013	53005 4	996	014	220	02 97		2	1.	8	99	8	7
21	13856 WA 60428	. 01/01/2013	53057 4	014	166230	166	02 97		2	1.	10	10	10	10
22	13858 NH 3239	. 01/01/2013	33005	996	998	044	02 97		2	1.	8	8	8	7
23	13861 VA 40651	. 01/01/2013	51063 3	3 225	222996	225	06 97		2	1.	10	98	98	9
24	13863 MI 89633	. 01/01/2013	26111 2	2 996	997	996	02 97		2	1.	5	5	7	7
25	13864 IL 18271	. 01/01/2013	17163 2	2 219	997	219	02 97		2	1.	10	10	10	8
26	13868 MI 13835	. 01/01/2013	26163 2	2 023	996	049	05 16		1.2	1.	7	9	8	7
27	13869 LA 37359	. 01/01/2013	22045 3	3 040	112	040	02 97		2	1.	10	9	10	10
28	13870 AR 70574	. 01/01/2013	05103 3	3 997		070	06 97		2	1.	8	99	98	4
29	13873 TX 61771	. 01/01/2013	48239 3	996	230023	996	02 97		2	1.	9	98	10	9
30	13875 CO 3371	. 01/01/2013	08031 4	139	996	043	02 97		2	1.	7	5	7	7
21	13876 04 70387	01/01/2013	42037	008		006	02 07		2	1	7	Ę	R	7 ×

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

Creating Tables Using ExpressTabs

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

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

□ Select Run|ExpressTabs.

🖾 ExpressTabs						- 0	×
Statistics View							
Table options	1 RESP Resp 2 GENDER Gen 3 Q1 Q.1 4 Q2_1 Q.2 5 Q2_2 Q.2 6 Q2_3 Q.2 7 Q2_4 Q.2 8 Q2_5 Q.2	Find Next	g statement: I g statement: I g statement: I g statement: I g statement: I g statement: I	consider my wish the pa wish all of t trust that ti usually visit	articipating in self an outdo rks were oper he local parks he Arizona Par an Arizona pa	ors person for longer ho in Arizona ha rks and Recrea ark at least or	× v u u u u
Run Filter Weight Tables: 1 Total rows: 2 Variables for rows: 57 Selected: 1 Find a variable: Find a variable:			Total Answering (A)	Gen Male (B)	fer Female (C)		^
Find Next Find Next Variable Name Variable Label RESP Respondent Id GENDER Gender Galo O1 O.1. On average, how)	Q.1 On average, how many hours per week do you spend participating in outdoor activities at Arizona parks?	Total Answering Less than 1 hour per week (1)	400 100.0% 100.0% -	140 100.0% 35.0%	260 100.0% 65.0%		
4 Q2_1 Q.2 Agreement with the second		1-3 hours per week (2)	- 54 13.5% 100.0%	- 19 13.6% 35.2%	- 35 13.5% 64.8%		
7 Q2_4 Q.2 Agreement with the		4-6 hours per week (3)	97 24 3%	36 25.7%	61 23.5%		~
Auto-run tables as each variable is selected	Cell width						

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

- Click on the Variable Name GENDER in the Variables for banner columns list.
- □ The result is a table with the value labels from the variable GENDER as the banner columns and the value labels from the variable Q1 as the rows of the table.

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

□ Select Create a WinCross Report.

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

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

Creating a New Job

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

Select File|New Job.

w Job			X
Settings			
Use setting	s from the <u>a</u> ct	ive profile:	
Display_Pe	rcent_Sign_Pro	ofile	\bigcirc
Contract on the same			
	ОК	Cancel	Help

- □ Click the dropdown arrow on the **New Job** dialog box to select the profile you saved earlier in this tutorial, Display_Percent_Sign_Profile.
- □ Select OK to use Display_Percent_Sign_Profile as the profile for your new job.

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

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

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

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

Adding a Table with Rows

If you are using an ASCII data file, you are ready to add a new table. Please refer to the sample questionnaire on page 25 of this *WinCross Getting Started Guide* for this *Adding a Table with Rows* section.

If you are using the labeled SPSS data file, EXAMPLE.SAV or a variable-type data file of your own, you can skip to the next section of this tutorial – *Creating Tables from a Labeled SPSS File or Other Variable-Type Data File*.

- □ Select Setup|Tables.
- Select Add Table.

Select OK to accept the default Starting table name and Number of tables to add.

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

- □ Enter Q.1 Hours per week spent participating in outdoor activities at Arizona parks in the Table title field at the top of the Setup Tables dialog box.
- □ Select Add Row located on the right-hand side of the dialog box.

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

□ Enter Less than 1 hour per week in the Row name field on the Add Row dialog box.

To advance to the next field, either click in the **Row logic** field or press the **Tab** key.

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

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

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

Row name: B I U 5 ×2 ×2 A F C Less than 1 hour p	per week	☐ <u>S</u> how previous (25/480)
Row <u>l</u> ogic	(6 / 65536)	Show previous
Q1 (1)		
Press Ctrl+Right Arrow to complete a partia Rows	I variable name	Add

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

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

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

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

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

 \Box Press the left cursor key (\leftarrow) once to place the cursor within the parentheses.

□ Press the Backspace key once to erase the 1 (the Less than 1 hour per week value) and Enter 2 (the value for 1-3 hours per week), then select the Add button or press Enter.

The cursor has returned to the Row name field.

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

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

□ Press the Backspace key to erase the 2 (the 1-3 hours per week value) and Enter 3 (the value for 4-6 hours per week), then press Enter.

Enter the remaining answers listed on the sample questionnaire.

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

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

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

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

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

□ Enable the Show job file definition view check box to display (towards the bottom of the screen) the Job file definition window.

57 Variables (0 selected)	400 0	Cases			0 Tables	s (0 selected)		Find a ta	able :		Find
ind a variable:			Find Ne	xt	Name	Title					Index
Scan data when creating tables	s: scan 400	cases									
Use glossary transformations											
Name	Type		Crea	te 1 Table							
RESP	Numeric	-	Create	One Table							
GENDER	Numeric		with	n O Rows							
Q1	Numeric			One Table							
Q2_1	Numeric		Using	Net Logic							
Q2_2	Numeric		Summa	ry of Means							
Q2_3	Numeric										
Q2_4	Numeric			of Frequencies							
Q2_5	Numeric		Summ	ary of NPS							
Q2_6	Numeric			Table with a							
02.7	Numeric	- I.I.I.I.I.I.I.I.I.I.I.I.I.I.I.I.I.I.I.									
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Compute and display the freque ⊕ Scan all cases ○ Scan 1 tame: Type:	ancy report autom			^ ~	⊕ <u>D</u> or	wn (2) Reinde <u>x</u>	2 <u>E</u> dit	Eormat	🔀 Delete	partial v	ariable
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Q2_7 Compute and display the freque @ Scan al cases O Scan [liamet: Code Value Labe]	ancy report autom		·	^ ~	⊕ <u>D</u> or	wn (2) Reinde <u>x</u>	2 <u>E</u> dit	Eormat	🔀 Delete	partial v	ariable
⊘Compute and display the freque (® Scan al cases) Scan [intermet Scode Value Labe1 Code Value Labe1	ancy report autom	Fr	equency	^ ~	2 Dop lie o	wn (2) Reinde <u>x</u>	2 <u>E</u> dit	Eormat	Delete	partial v	ariable

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

□ Select the next variable (GENDER) in the Variables list box.

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

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

57 Varia <u>b</u> les (1 selected)	400 0	ases	1 1	able (1	selected)		Find a table:		Find Next
Find a variable:		Find Next		me Ti					Index
-				NDEF G					66
Scan data when creating ta		cases							
Use glossary transformation		Create 1	Table						
Name	Type ^	Create On	Table						
RESP	Numeric	with 2 F							
GENDER Q1	Numeric	Create On	Table						
Q1 Q2_1	Numeric	Using Net							
Q2_2	Numeric	Summary o	f Means						
Q2_3	Numeric	Summary of Fr							
Q2_4	Numeric								
Q2_5	Numeric	Summary	of NPS						
Q2_6	Numeric	Create 1 Tab							
Q2_7	Numeric 🗸	Single Freque	ancy Row						
Compute and display the fre		atically	ŵ	⊦ <u>U</u> p	123 Renumber	😓 Duplicate	Select <u>A</u> ll	🐺 Filter	
Scan all cases O Sca	n 1000 cases			Down	123 Reindex	🖉 Edit	Eormat	X Delete	
Name: GENDER			~	Down	Tea KellineZ	₽ Eult	Eonac	A Delete	
Type: Numeric			Job	file def	inition:	Press Ctr	+Right Arrow to	complete a partia	l variable name
Gender			^ T	GENDER	1466				
				OW, OR	OV,OB,S2,P1,V2,	SA, SP			
Code Value Label				Gender					
1 Male	,			Male^	GENDER (1)				
1 Male 2 Female					A GENDER (2)				
Total		400 1	00.0						
Mean: 1.65									
Save Changes Apply	Changes and Run Ta	bles		Show job	file definition view			OK Cancel	🕜 Help
in gave stranges (hpp)	and Bar and Bar is							Concor	C Holb

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

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

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

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

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

□ With variables Q1 through Q2_10 still selected, choose **Create 11 Tables** to create tables for variables Q1 through Q2_10. The variable **Name** becomes the table **Name** and the variable **Label** becomes the table **Title**. The variable **Value Label** and **Codes** become rows on the table. The **Job file definition** window displays how the tables will look in the WinCross job file.

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

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

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

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

Making Changes to Tables Created from a Labeled SPSS File

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

For purposes of this tutorial, we will modify one table using the table, filter, and statistics options of Setup|Tables.

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

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

Adjusting Table Options & Table Filters

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

E Setup Tables			\times
Table title: B $I \ \ S \ \ \times^2 \ \ \times_2 \ \ A \ \ F \ \ C$		((106/1000)
Q.1 On average, how many hours per week of	do you spend participating in	n outdoor activities at Arizona parks?	^
		M Table Options: Table Q1	×
		Table options	
Tables	[Summary rows: Frequency decimal places: 0 ~	
Seq. # Name Table Title ^	Add Table(s)	Total Percent decimal places: 1 v	
1 GENDER Gender		Total answering	
2 Q1 Q.1 On average, how many hours per week do you spe	Table Name	Sigma Percentage Off	w
3 Q2_1 Q.2 Agreement with the following statement: I conside	Benumber	□ No answer	w
4 Q2_2 Q.2 Agreement with the following statement: I wish th		Percentage Off	
5 Q2_3 Q.2 Agreement with the following statement: I wish al	✓ Edit as Text	Erequency	
6 Q2_4 Q.2 Agreement with the following statement: I trust t	Filter	☑ ⊻ertical percent	
7 Q2_5 Q.2 Agreement with the following statement: I usually		Horizontal percent Constant percent Subtitle	5
8 Q2_6 Q.2 Agreement with the following statement: I wish al 9 Q2 7 Q.2 Agreement with the following statement: I enjoy y	Table Options)		
10 Q2_8 Q.2 Agreement with the following statement: I like bei	Statistics	Hide blank rows	
11 Q2_9 Q.2 Agreement with the following statement: I live the	E Statistics	Suppress weighting	
12 Q2_10 Q.2 Agreement with the following statement: I hope th	Comments	Indent levels: 2 spaces <	
13 Q3_1 Q.3 How often do you: Send or read e-mail	l'an	Show percent sign (%)	
14 Q3_2 Q.3 How often do you: Read news and current events	😽 C <u>u</u> t	Show dollar sign (\$)	
15 Q3_3 Q.3 How often do you: Participate in organized sports	Copy	Show comma (,)	
16 Q3_4 Q.3 How often do you: Hike or bike in Arizona parks		Append next table	
17 Q3_5 Q.3 How often do you: Use the after school program c	🖆 <u>P</u> aste		
18 Q3_6 Q.3 How often do you: Children participate in summer	X Delete	Ranking options	-
19 Q3_7 Q.3 How often do you: Use equipment offered through		Method	
20 Q3_8 Q.3 How often do you: Hold family gatherings or partie	Word wrap	By frequencies/means Ascending	
21 Q3_9 Q.3 How often do you: Walk your dog in the park		Rank OBy percents/means Obscending	
22 Q3_10 Q.3 How often do you: Reserve baseball diamonds or t		O By a previous table	
23 Q4_1 Q.4 Importance of the following to you: Having access		O by a previous cable	
24 Q4 2 Q.4 Importance of the following to you: Longer hours		Show rank number in all cells	5536)
☆ Move Up			
		OK Cancel 🚱 Help	
51 tables, 1 selected		OK Calicel	
Find a table:	Find Next Table		
		OK Cancel	🕜 <u>H</u> elp

Highlight Table Name Q1 in the Tables list and select Table Options.

□ Disengage the option entitled, **No answer** (you can select **Help** within the **Table Options** dialog box, then display the <u>Table Options</u> topic to learn about this option).

Select OK.

Now, you will modify a filter for this table.

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

Select OK.

Working with Statistics

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

□ Continuing in the Setup|Table window, select table Q6_1 in the Tables list box. Then Select Statistics within the Setup Tables dialog box. You will see the following:

Mable Statistics: Table Q6_1		×
Statistics	Scaling	Exclusions
Sample size for statistic base Mean Mean confidence interval (lower) Mean confidence interval (upper) Select Level Standard deviation Standard deviation Median Grouped median 1st Quartile 3rd Quartile	 Do not scale Divide by 10 Divide by 100 Divide by 1,000 Divide by 10,000 Statistical testing Means Percents	Select rows, if any, to exclude from statistics Strongly Disagree Somewhat Disagree Somewhat Agree Strongly Agree Don't Know
□ glo Quartie Mode Minimum □ Effective sample size for statistic base □ Mean number of mentions Percentiles □ 99 □ 98 □ 97 □ 96 □ 95 □ Show comma (,) □ 95	Chi-Square Decimal places Qentral tendency 2 (Mean, Median, Mode, etc.) Variability 2 (Std. Deviation, Standard Error) OK Ca	< >>

- □ Your report should include the Mean, Standard deviation and Standard error in relation to the responses for Question 6, so engage these three respective options in the Table Statistics dialog box.
- □ Confirm that the **Means** and **Percents** options for **Statistical testing** are selected. These are the WinCross defaults selected in preparation for banner-level statistical testing. Statistical testing must be selected at the table <u>and</u> banner level.
- Select Don't Know in the field entitled, Select rows, if any, to exclude from statistics.

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

- Select **OK** to close the **Table Statistics** dialog box.
- □ Select **OK** to close the **Setup Tables** dialog box.

Adding Banners

A banner consists of banner columns, each defined as a group of respondents within your data. For this tutorial, you will create a new banner using the **New** option and you will use a **Total** column and the variable **Gender** for creating banner columns.

- □ Choose Setup|Banners and then select New.
- □ Enter Banner 1 as the Banner name, then select OK.
- Select Edit Banner.
- □ Enter 3 in the Number of columns field or use the arrows to advance from 1 to 3, then select Apply. The Columns list should now display three columns, numbered 1-3.
- □ Position the cursor in the cell of column 1 and enter TOTAL. Select the **Tab** key to advance the cursor to the next column.
- □ Enter MALE in the second column, and then enter FEMALE in the third column.

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

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

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

- Position the cursor in the first (top) row of column 2. While holding the left mouse key down, drag the mouse to column 3. Both columns 2 and 3 should now be highlighted.
- □ From the Banner Editor tools menu, select Cells|Merge Selected Cells.
- □ Position the cursor in the row of column 2 and enter GENDER.
- Select the Enter key after typing GENDER and enter dashes across the merged row under GENDER.
- □ Highlight GENDER and select Cells|Center Justify to center the GENDER heading.

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

£dit Bows Cglumns Çelis Layout Help Banner title: B I U E ∞ ² ∞2 A F C
Banner title: B / U S X ² X ₂ A F C
Column to use for ranking 1 v Total column: 1 v Number of columns 3 v Apply
1 2 3 GENDER GENDER TOTAL MALE FEMALE (A) (B) (C)
Columns Logic Width and Spacing Options Horizontal/Constant Percents Weights Comparison Groups (0) Filter 1 (A) 2 (B) 3 (C)

- □ Confirm the Logic tab is the currently selected tab on the Banner Editor dialog box. If it is not the currently selected tab, select the Logic tab.
- □ Select 1 in the Columns list box, then enter TN in the adjacent Banner logic for selected column field. TN is logic that can be used to represent "*Total n*" in WinCross and is generally used for Table filter logic and Banner column logic.
- Press Enter or select 2 in the Columns list box, then enter GENDER (1) in the Banner logic for selected column field.
- □ Press Enter or select 3 in the Columns list box, then enter GENDER (2) in the Banner logic for selected column field.

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

Click on the **Comparison Groups** tab.

□ Select columns 2 and 3 in the **Columns** list box on the left-hand side, then choose **Add** to add these two columns as a comparison group.

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

□ Select the **Statistical Testing** option at the bottom left-hand side of the **Banner Editor** dialog.

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

For purposes of this tutorial, we will use the **WinCross selects T-Test** and **WinCross selects Z-Test** defaults. See the **WinCross FAQs** on our website (<u>www.analyticalgroup.com</u>) under the **Support** dropdown, for helpful information about which statistical/significance test to use.

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

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

Select Preview Banner.

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

1	Banner Editor - Preview Banner				Bann	er Editor - Previe	w Banner			
ſ	Enhanced Text Plain Text				En	hanced Text	Plain Text			
					-			<table title=""></table>		
									GEN	IDER
			GEN	NDER				TOTAL	MALE	FEMALE
		TOTAL	MALE	FEMALE)	(c????	?)	(A)	(В	
		(A)	(B)	(C)	<ta< td=""><td>able Filter</td><td>r Title></td><td></td><td></td><td></td></ta<>	able Filter	r Title>			
	<table filter="" title=""></table>				<r0< td=""><td>ow Text></td><td></td><td></td><td></td><td></td></r0<>	ow Text>				
	<row text=""></row>				R	ow Text>				
	<row text=""></row>									
	<row text=""></row>					ow Text>				
	Comparison Groups: XXX/YYY XXXXXXXX T-Test for Means, XXX Uppercase letters indicate significant Lowercase letters indicate significant	ce at the XX%	level.	ages	Cor XXX Upp Lov	nparison G (XXXXXX T-1 Dercase let vercase let	roups: XXX Test for M tters indi tters indi	(/YYY leans, XXXXXXXXXX cate significand cate significand	Z-Test fo ce at the ce at the	or Percentages XX% level. YY% level.

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

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

You can easily create a banner using the **Create Banners from Tables** option from the **Setup Banners** dialog box if you have already created tables and then use the **Edit Banner** feature to make any necessary wording, spacing or logic changes.

Seq. # Banner Name	₽ <u>N</u> ew	🥳 C <u>u</u> t
1 Banner 1	<u>R</u> ename	<u>Сору</u>
	☆ Mo <u>v</u> e Up	Paste
	🐺 Move Down	🗙 Delete
	<u>E</u> dit	Banner
Eind a banner:	L	
Create Banners from Tables Create Tables from Banners Apply Options to Similar Banners		

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

Glossary Variables

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

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

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

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

< Setup Glossary Variables	– 🗆 X
Glossary statements:	Tip: Press Ctrl+Right Arrow to complete a partial variable name
RECODE Q6_1 R7 (4=1,3=2,2=3,1=4)	,
Run <u>T</u> EST Commands Check Synta <u>x</u> 🔒 Save Data As	
<u>Find</u> <u>Eind</u> <u>Eind</u> <u>Eind</u>	OK Cancel 🛛 👔 Help
Line: 1 Column: 33 INS	

Choose Setup|Glossary Variables.

□ Enter RECODE Q6 1 R7 (4=1, 3=2, 2=3, 1=4).

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

□ Select OK to close the Setup Glossary Variables dialog box.

Saving Your Work

- Choose File|Save|Save job.
- □ Enter WCTUTOR, then press Enter or select Save. (WinCross automatically appends the .JOB file extension to your designated filename, with the entire filename now being displayed in the WinCross title bar).

Running Tables

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

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

- □ Select **Run**|**Tables** from the WinCross main menu.
- □ You can choose the Select All option adjacent to the Select tables list box or just select a few tables from the Select tables list.
- □ Clicking on the Seq. # check box in the Select banners list for a particular banner will select that banner and all the tables listed below in the Select tables list.
- □ For this tutorial, click on Banner 1 under the Banner Name column to highlight Banner 1.
- □ Now, click on the GENDER table anywhere on that line in the Select tables list to select that table. You can either use the Shift or Ctrl key to select the next two tables or press, hold and drag the cursor down to select tables Q1 and Q2 1.
- □ The Enhanced text option is the WinCross default for the Report viewing formats. Reports can be exported to multiple formats at the same time by selecting one, two or all the Report viewing formats.
- Choose **Run** to run your tables.

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

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

If you prefer to see your reports formatted as an ASCII text file, you can use the Plain text option on the Run Tables dialog.

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

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

🔎 Excel Report Options		×
Save to a Local Destination		
Drive:	Display <u>fi</u> les of type:	
🖃 c: [] 🗸 🗸	All Excel Files (.xls, .xlsx) ~	
Directory:	Files:	
C:\ Tag WinCross Example		
Excel output filename: example	Output file	e type: Excel 2007-2013 (.xlsx) ~
Saved Excel options: Last Run or Last Data Options Formatting Options	Saved	
I official options	Worksheet options Report options Decimal Place options	
✓ Include filter rows	Generate filtering column	
✓ Include freguencies	Expand filtering column	
Include vertical percents		
Include horizontal percents		
Include constant percents		
Include table of contents		

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

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

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

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

Formatting Reports

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

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

Statistics Rows	Wording for Rows	Statistics	Rounding	Small Samp	le Size	Filters
Table Presentation	Job Title	Enhanced Text Report	<mark>s</mark> Pag	ge Layout	Summa	ry Rows
por <u>t</u> elements:	Overall table					
Overall table layout - Table of contents - Table and page number - Jable jog 1 - Job logo 2 > Job title - Run filter title - Ranner title - Banner title - Banner title - Banner headings - Column headings - Column headings - Column headings - Row text - Frequency - Vertical percent - Horizontal percent - Constant percent - Mean	Veral utilitation Veral utilitation	t t Color t Color tth 0 times* priors timage t = Banner hea	i I Table 1 Titk 2 Table 2 Titk 3 c 3 c 3 c 3 c 3 c 3 c 3 c 3 c 3 c 4		9:00:00 J	a i Page i ℃ ul. 4, 2076
Standard deviation	* These opti apply to E:		idings	(A)		
					279	
🗜 Expand All 🛛 😑 Collapse	All Sackgrou	Gave :	Style As 📔	Load Style	🦻 Restore	e Default <u>s</u> .
Changing the blank line option, b	ackground colors or th	e job logo necessitates that l	Enhanced Text Repo	orts be re-run.		

- Select the Center option in the Overall table layout|Justification dialog box.
- Select the Show cell borders option from Table options on the Overall table layout dialog box.
- □ Select the Background colors option on the Overall table layout dialog box. You can choose colors for your Report background, Table rows and Table columns or use the WinCross defaults and select OK.
- □ Select Table title in the Report Elements dialog box.
- □ Select the **Set Font** option in the **Table title** list box.
- □ Select a Font style of Bold and a Size of 14 and select OK.
- □ Select the **Set Font Color** option in the **Table title** list box.
- Select Red and then OK. Then, select OK to close the Job Settings dialog box.

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

		TABLE OF CONTEN	TS		
		Banner 1			
Table GENDER Page 1			Gender		
					r activities at Arizona parks?
Table Q2_1 Page 3	Q.2 Agreement	with the following stat Table GENDER Page 1		ler myself an o	utdoors person
		_	GENDE		
		TOTAL	MALE _	FEMALE	
		(A)	(B)	(C)	
	Total	400	140	260	
	Total				
	Total Male	400 100.0% 140	140 100.0% 140	260	
		400	140 100.0%	260	
		400 100.0% 140	140 100.0% 140	260	
	Male	400 100.0% 140 35.0%	140 100.0% 140	260 100.0%	
	Male Female	400 100.0% 140 35.0% 260	140 100.0% 140	260 100.0% - 260	
	Male	400 100.0% 140 35.0% 260	140 100.0% 140	260 100.0% - 260	
	Male Female	400 100.0% 140 35.0% 260	140 100.0% 140	260 100.0% - 260	

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

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

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

	A The Analytical Group Inc. Arizona Parks and Recreation Study Gender												
		Ger	ıder					Inc	ome				
	TOTAL	Male	Female	Under \$30K	\$30K to \$39K	\$40K to \$49K	\$50K to \$59K	\$60K to \$74K	\$75K to \$99K	\$100K to \$149K	\$150K to \$199K	\$200K to \$249K	\$250K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(К)	(L)	(M)
TOTAL	400	140	260	128	92	43	43	35	26	22	6	1	4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	140	140	-	38	27	12	17	18	13	11	4	-	-
Male	35.0	100.0		29.7	29.3	27.9	39.5	51.4	50.0	50.0	66.7		
	55.0	100.0		2.5.17	2010	27.13	5515	DEF	def	def	def		
Female	260	-	260	90	65	31	26	17	13	11	2	1	4
	65.0		100.0	70.3	70.7	72.1	60.5	48.6	50.0	50.0	33.3	100.0	100.0
				Hijk	Hijk	Hijk						EFGHIJK	EFGHIJK
												D	D
	Comparison Groups: BC/DEFGHIJKLM Independent T-Test for Means (equal variances) Uppercase letters indicate significance at the 95% level. Independent Z-Test for Percentages (unpooled proportions) Uppercase letters indicate significance at the 95% level. Lowercase letters indicate significance at the 95% level. Prepared by: The Analytical Group, Inc. Table 1 Page 1												

Saving Reports in XML Format

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

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

Viewing Browser Reports

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

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

Running Frequencies

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

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

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

Choose Run|Frequency.

 \Box Select variables Q2 1, Q2 2 and Q2 3 from the list of variables on the **Run Frequency** dialog box.

Select Run.

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

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

Congratulations – you successfully completed the WinCross Tutorial! If you care to explore the **Data Entry** module included in the WinCross installation, the *WinCross Data Entry Tutorial* is next.

Sample Questionnaire

Please refer to this sample questionnaire as you run through the WinCross tutorial that starts on page 8.

Please answer the following questions about Arizona Parks and Recreation:

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

Gender: (Gender) (5) Male 1 Female 2

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

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

Q.2 Agreement with the following statements:

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

Q.3 How often do you:

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

Q.4 Importance of the following to you:

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

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

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

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

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

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

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

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

More	1
The same	2
Less	3

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

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

The following questions are for classification purposes only:

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

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

Yes 1 No 2

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

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

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

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