




## How To Create 'Standard' Market Research Tables

### Problem

Traditional market research tables show multiple questions in the rows of tables and a small number of questions at the top of the table. Although Q permits more insight-driven table construction (by the use of **Smart Tables** and the structuring of information in the *Report* tree), it is possible to construct 'standard' market research tables.

### Steps to solve

1. Import a new data file to commence a project, or, open an existing project.
2. Click on the **Analysis** menu and select **Create Banner Question...**
3. Select the key questions (which you wish to appear across the top of all tables) by dragging them from the box on the left into the box labeled **Questions to include**.
4. Re-arrange the questions in the **Questions to include** as required. If you wish to use one question to split another (e.g., gender within age), position the questions on top of each other. A preview is shown at the bottom of the dialog box. When you are finished, click **OK**.
5. If your newly created *Banner* question requires the construction of more than 25 *variables*, a message box will appear asking whether you would like to proceed. Click **Yes**.
6. There are a variety of ways you can modify the resulting *Banner* question, including:
  - a. Right-click on categories and select **Delete**.
  - b. Drag-and-drop categories to move and merge them.
  - c. Select multiple categories by holding **Shift** down and select **Create Span...** to create a new sub-heading.
7. Click on the **Analysis** menu and select **Basic Tables....**
8. In the box on the left, select all the questions you wish to appear as rows in the table (use **Shift** and **Ctrl** to make multiple selections) and press  to select them as **Key questions**.
9. Determine whether and how you wish the Summary table to be shown from the three options at the bottom-left of the dialog box.
10. Move your newly created *Banner* question to the **Profiling questions** box. Click **OK**.
11. Groups of tables will appear in the *Report* tree according to the option selected in Step 9. You may perform the following operations on individual tables by clicking on them in the *Report* tree, or on multiple tables simultaneously by selecting multiple tables or groups of tables:
  - a. View the tables by clicking on them.
  - b. Print them.

- c. Export them as PDFs.
- d. Export them to Office applications.
- e. Include counts by right-clicking on the table (or group of tables), selecting **Statistics - Cells** (or **Statistics - Bottom** or **Statistics - Right**) and selecting **n**.
- f. Include other statistics by following Step 11e and selecting statistics as required.

#### Additional reading

Terms shown in italics and bold can be found in the index of the *Q Reference Manual*, the *Quick Start Manual* and via the **Help** menu within Q.

#### What to do if the problem is not solved

If these instructions are insufficient, please email us (**Help | Email Support...**) with a detailed description of what in the instructions is not working for you and we will either provide you with more comprehensive instructions, or, upon your request, we can do the analysis for you in your file (fees apply) .