



Creating A Banner

Tutorial

Time: 10 minutes

Skill level: Low

Editions: Reader, Basic,
Professional

Learning objective(s)

⇒ To prioritize different questions according to their degree of association with the key question (i.e., dependent question), and hence create a Banner.

Illustrative problem

A *banner*, also known as a *panel* or a *cut(s)*, is made up from a number of other questions. It is used to create tables that simultaneously profile by multiple questions of interest.

Activities

1. Open `Tutorial 10.Q`, which will be in `c:\Program Files\Q\Examples` (unless Q has been installed in a different location on your computer)..
2. In the Tables tab, select **Create Banner Question...** from the **Analysis** menu
3. You should now be looking at the **Create Banner Question** dialogue box. This interface lets you quickly drag and drop desired questions from the left menu into the content box on the right and position them as you desire. First, select `Age` in the left menu and drag across to the content box. Next, type `Gender` into the **Find** search box, then select `Gender`, drag it to the right and place it to the right of `Age`. Repeat for `Company` currently with as the third question to be included in your banner. Your screen should now look like Figure 1.

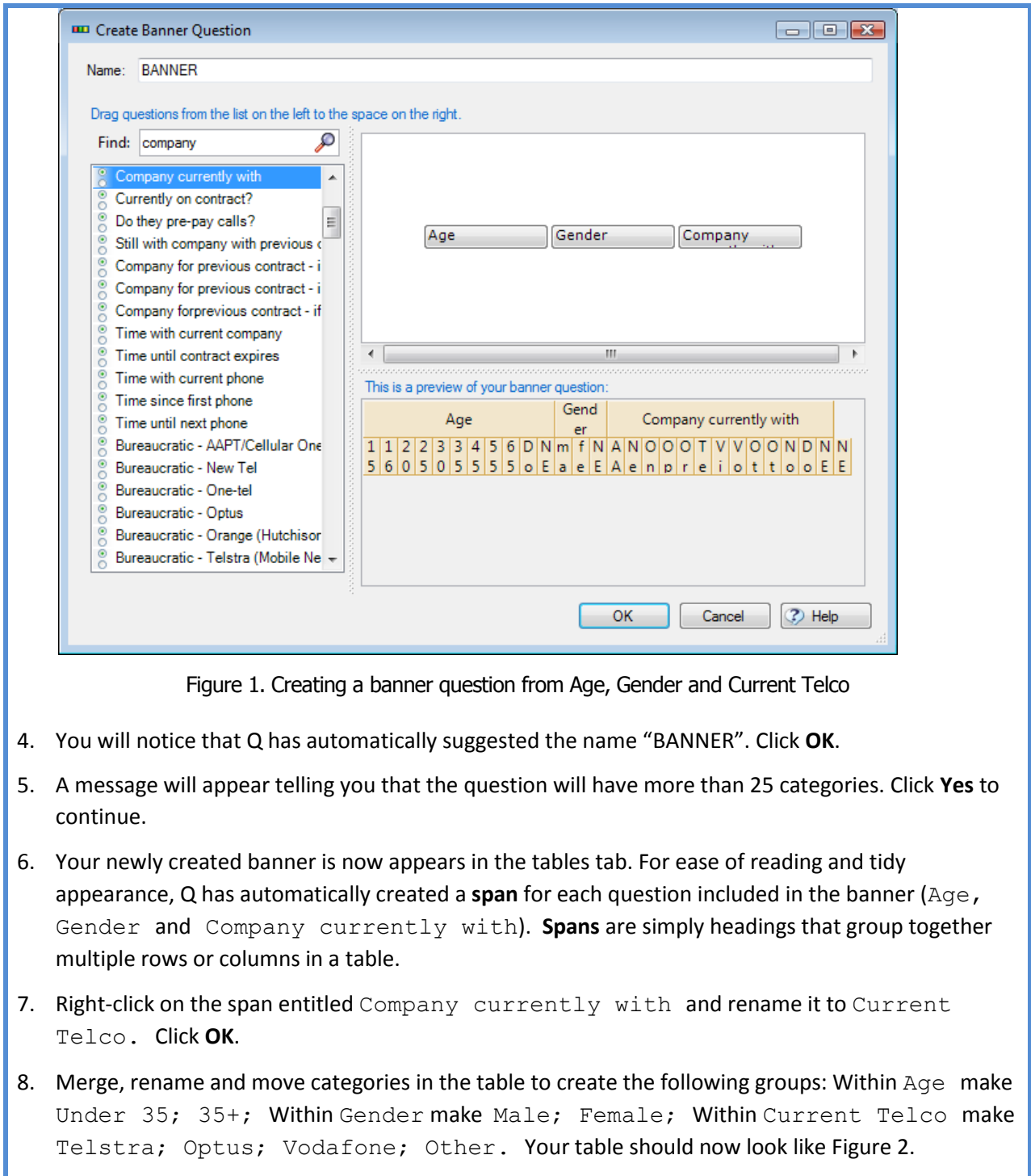


Figure 1. Creating a banner question from Age, Gender and Current Telco

4. You will notice that Q has automatically suggested the name "BANNER". Click **OK**.
5. A message will appear telling you that the question will have more than 25 categories. Click **Yes** to continue.
6. Your newly created banner is now appears in the tables tab. For ease of reading and tidy appearance, Q has automatically created a **span** for each question included in the banner (Age, Gender and Company currently with). **Spans** are simply headings that group together multiple rows or columns in a table.
7. Right-click on the span entitled Company currently with and rename it to Current Telco. Click **OK**.
8. Merge, rename and move categories in the table to create the following groups: Within Age make Under 35; 35+; Within Gender make Male; Female; Within Current Telco make Telstra; Optus; Vodafone; Other. Your table should now look like Figure 2.

BANNER		
SUMMARY		
		%
Age	Under 35	61
	35+	39
Gender	Male	47
	Female	53
Current Telco	Telstra	26
	Optus	38
	Vodafone	28
	Other	7
NET		100

Figure 2. Edited Banner with merged categories and descriptive spans

- Delete all unused categories. Spans will automatically adjust for categories deleted from within them
- Select **Q5. Unaided awareness** in the blue drop-down and **BANNER** in the brown drop-down.
- Collapse AAPT/Cellular One, New Tel, Other 1 and Other 2 into a combined Other category and delete Don't know.
- Sort the table by **Q5. Unaided awareness** by right clicking on any blue cell and selecting **Sort By | Labels – Ascending**. Drag-and-drop Other to near the bottom of the table, above NET.
- If not already showing, select **Column %** and deselect any other statistics from the **Statistics – Cells** options. The table on your screen should look like the one in Figure 3 (although the order of the rows and columns may differ).

Q5. Unaided Awareness									
BANNER									
Column %	Age		Gender		Current Telco				NET
	Under 35	35+	Male	Female	Telstra	Optus	Vodafone	Other	
One-tel	25	23	22	26	29	27	17	17	24
Optus	90	87	89	90	87	97	84	77	89
Orange (Hutchison)	43	43	44	43	41	47	35	64	43
Telstra (Mobile Net)	82	87	81	86	96	84	73	83	84
Virgin Mobile	32	13	27	22	20	28	23	34	25
Vodafone	89	62	81	76	63	78	96	66	78
Other	15	14	17	12	12	16	9	38	15
NET	100	99	100	100	100	100	100	100	100

Figure 3. Profiling BANNER Questions

- Save the project as My phone project.Q.

Looking at this table, you can easily see that awareness of Virgin and Vodafone is related to age, with younger demographics being more likely to be aware of these brands.

Q will show fewer things as being significant than do standard market research programs – this is because Q implements more recent breakthroughs in statistics than are commonly implemented in other programs.