



Setting a Pick Any – Grid Question

Tutorial

*Time: 5 minutes
Skill level: Medium
Editions: Professional*

Illustrative problem

This tutorial describes how to group a set of variables into a **Pick Any – Grid** question.

Activities

1. Import the `Phone.sav` data file (it is important that you do not use any pre-created project for this example).
2. Click **No** when asked if you would like Q to automatically group like variables (usually you would select yes, but we want the data to be unformatted for this example).
3. In the **Variables and Questions** tab select `Q5_1` through to `Q6_11` and create a new question called `Awareness Grid` with **Question Type** of **Pick Any – Grid**. The **Grid Layout** dialog box will appear, allowing you to control the table's layout.
4. Click **OK**.
5. View the question in the **Tables** tab. Rename `Unaided` as `Unaided Awareness` and `Aided` as `Aided Awareness`.

You should see that the sample size, shown at the bottom of the screen, varies from 7 through to 725.

6. Right click the table and select **Values...** from the context menu.
7. Uncheck the box in the **Missing Data** field for the row containing `Missing Data` in the **Label** field. Click **OK**.
8. Your table should now look like Figure 1. This table is read as follows: 88% of people mentioned Optus without being prompted, a further 2% mentioned Optus when explicitly asked if they had heard of it, meaning that in total, 90% of people are aware of Optus.

%	Unaided Awareness	Aided Awareness	NET
AAPT/Cellular One	8 ▼	14 ↑	22 ▼
New Tel	2 ▼	7 ↑	9 ▼
One-tel	24 ▼	15 ↑	38 ▼
Optus	88 ▲	2 ▼	90 ▲
Orange (Hutchison)	43	10 ▲	53 ▼
Telstra (Mobile Net)	83 ▲	4 ▼	87 ▲
Virgin Mobile	24 ▼	12 ↑	36 ▼
Vodafone	78 ▲	4 ▼	82 ▲
Other 1	6	0	6 ▼
Other 2	1	0	1
Don't know	0	0	0
NET	99 ▲	20 ▼	99 ▲

Figure 1. Awareness grid

With *two dimensional* tables, which include **Pick Any – Grid** questions, Q's significance tests focus on comparing relationships between the rows and columns. The shading allows us to clearly see that the bigger brands (Optus, Telstra and Vodafone) all have the highest unaided awareness and relatively low aided awareness (remembering that in this case, the "aided awareness" is only computed for people who have not mentioned the brand unprompted).