Table 2-1
QUESTION 1:
Now, I would like to read you a list of names of different people active in politics from around here. For each one, please tell m[e]
unfavorable impression of that person. If I name someone you have never heard of or don't know too much about, just tell me and we'[ll]

Candidate

BANNER 1

	TOTAL	BALLOT — DEF CAND	PROB CAND	TOTAL CAND	LEAN/ UND	TOTAL OPP	PROB OPP	DEF CAND	IMPORTANT PROBLEMS — HEALTH	ECON	OTHER	GRWTH	GOV'T	TAXES	CANDIDATE IMAGE — TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV				
BASE=TOTAL SAMPLE	400 100%	107 27%	52 13%	159 40%	67 17%	165 41%	55 14%	111 28%	100 25%	82 21%	65 16%	54 13%	31 8%	14 4%	318 80%	92 23%	154 39%				
**D/S (FAVORABLE - UNFAVORABLE)	-62 -15%	-77 -72%	-25 -49%	-102 -64%	-11 -16%	50 30%	- 1%	49 44%	-3 -3%	-8 -9%	-5 -8%	-19 -35%	-1 -2%	-5 -36%	-62 -19%	92 100%	-154 -100%				
TOTAL HEARD OF	318 80%	90 85%	46 89%	137 86%	44 65%								26 84%	10 70%	318 100%	92 100%	154 100%				
TOTAL FAVORABLE	92 23%	1 1%	4 8%	5 3%	7 11%								8 26%	2 14%	92 29%	92 100%	-	29%	11%	11%	22%
TOTAL UNFAVORABLE	154 39%	78 73%	30 56%	107 68%	18 27%								9 29%	7 50%	154 48%	-	154 100%	130 45%	30 76%	48 33%	160 40%
STRONGLY FAVORABLE	71 18%	-	2 4%	2 1%	2 2%								4 12%	1 9%	71 22%	71 77%	-	64 22%	4 9%	52 35%	63 16%
SOMEWHAT FAVORABLE	21 5%	1 1%	2 4%	3 2%	6 9%								5 15%	1 5%	21 7%	21 23%	-	19 7%	1 2%	12 8%	24 6%
SOMEWHAT UNFAVORABLE	77 19%	20 19%	17 32%	37 23%	14 20%								5 15%	3 19%	77 24%	-	77 50%	63 22%	6 16%	31 21%	81 20%
STRONGLY UNFAVORABLE	77 19%	58 54%	13 24%	70 44%	4 6%								4 14%	4 30%	77 24%	-	77 50%	67 23%	24 61%	17 12%	79 20%
HEARD OF/NO OPINION	72 18%	11 10%	13 25%	24 15%	18 27%								9 29%	1 7%	72 23%	-	-	47 16%	4 10%	22 15%	74 19%
NEVER HEARD OF	81 20%	17 15%	6 11%	22 14%	23 34%								5 16%	4 25%	-	-	-	29 10%	1 3%	13 9%	78 20%
REFUSED	1 -	-	-	-	1 1%	-	-	-					-	1 4%	-	-	-	-	-	-	1 -
**RATIO (FAVORABLE / UNFAVORABLE)	0.6	-	0.1	-	0.4	2.8	1.0	5.8	0.9	0.7	0.7	0.3	0.9	0.3	0.6	-	-	0.6	0.1	1.3	0.5

Reading Our Crosstabs:
Percentages are vertically based except for the base row, which is horizontally based.

This format creates crosstabs that are uncluttered and easy to read.

Net Rows:
"Top-Box/Bottom-Box" or netted points can be implemented in both the stub rows and in the banner columns.

D A T A W I S E

Table 5-1
QUESTION 2:
Now, I would like to read you a list of names of different people active in politics from around here. For each one, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you have never heard of or don't know too much about, just tell me and we'll skip to the next question.

Opponent

BANNER 1

Overlay note 1 — Difference Scores:
Denoted by **D/S, the difference between two rows.
Ex. Row A – Row B
Ratios: Denoted by **Ratio, the ratio between two rows.
Ex. Row A ÷ Row B

Both difference scores and ratios can provide quick and powerful findings to analysts and other users.

Overlay note 2 — Special Points:
Often called combo points, these points show the cases where two or more variables converge.

Ex. 16% of cases represent a calculated variable of those with a favorable opinion of one candidate but not his opponent.

| | BALLOT | | | | | | | | | | IMPORTANT PROBLEMS | | | | CANDIDATE IMAGE | | | OPPONENT IMAGE | | | DATA |
	TOTAL	DEF CAND	PROB CAND								...THER	GRWTH	GOV'T	TAXES	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	UNWGT
BASE=TOTAL SAMPLE	400 / 100%	107 / 27%	52 / 13%								65 / 16%	54 / 13%	31 / 8%	14 / 4%	318 / 80%	92 / 23%	154 / 39%	290 / 72%	40 / 10%	147 / 37%	400 / 100%
**D/S (FAVORABLE - UNFAVORABLE)	-107 / -27%	18 / 17%	-12 / -22%								-7 / -11%	-6 / -12%	-10 / -32%	-5 / -35%	-96 / -30%	-60 / -65%	-18 / -12%	-107 / -37%	40 / 100%	-147 / -100%	-106 / -26%
TOTAL HEARD OF	290 / 72%	81 / 76%	34 / 65%								40 / 61%	37 / 69%	24 / 78%	11 / 73%	260 / 82%	83 / 90%	130 / 84%	290 / 100%	40 / 100%	147 / 100%	288 / 72%
TOTAL FAVORABLE	40 / 10%	30 / 29%	3 / 6%								11 / 17%	7 / 13%	2 / 6%	1 / 5%	38 / 12%	4 / 5%	30 / 20%	40 / 14%	40 / 100%	–	39 / 10%
TOTAL UNFAVORABLE	147 / 37%	13 / 12%	15 / 28%								18 / 28%	13 / 24%	12 / 38%	6 / 40%	134 / 42%	64 / 70%	48 / 31%	147 / 51%	–	147 / 100%	145 / 36%
STRONGLY FAVORABLE	19 / 5%	15 / 14%	3 / 5%								6 / 9%	3 / 6%	1 / 3%	–	19 / 6%	4 / 4%	13 / 8%	19 / 7%	19 / 49%	–	18 / 5%
SOMEWHAT FAVORABLE	20 / 5%	16 / 15%	1 / 1%								5 / 8%	4 / 7%	1 / 3%	1 / 5%	19 / 6%	1 / 1%	17 / 11%	20 / 7%	20 / 51%	–	21 / 5%
SOMEWHAT UNFAVORABLE	75 / 19%	12 / 11%	14 / 27%	26 / 16%	8 / 12%	41 / 25%	19 / 35%	21 / 19%	19 / 20%	19 / 23%	9 / 14%	8 / 14%	5 / 16%	5 / 34%	69 / 22%	22 / 24%	37 / 24%	75 / 26%	–	75 / 51%	76 / 19%
STRONGLY UNFAVORABLE	72 / 18%	1 / 1%	1 / 2%	2 / 1%	3 / 4%	67 / 41%	9 / 17%	58 / 52%	25 / 25%	15 / 18%	9 / 14%	6 / 10%	7 / 22%	1 / 6%	66 / 21%	42 / 46%	11 / 7%	72 / 25%	–	72 / 49%	69 / 17%
HEARD OF/NO OPINION	103 / 26%	38 / 35%	16 / 30%	53 / 33%	20 / 29%	26 / 16%	16 / 29%	11 / 10%	23 / 23%	23 / 28%	10 / 16%	17 / 31%	10 / 33%	4 / 28%	88 / 28%	15 / 16%	52 / 34%	103 / 36%	–	–	104 / 26%
NEVER HEARD OF	110 / 27%	26 / 24%	19 / 35%	45 / 28%	33 / 49%	30 / 18%								3 / 3%	58 / 18%	9 / 10%	24 / 16%	–	–	–	111 / 28%
REFUSED	1 / –	–	–	–	1 / 1%	–								1 / 4%	–	–	–	–	–	–	1 / –
**RATIO (FAVORABLE / UNFAVORABLE)	0.3	2.4	0.2	1.2	0.3	–								.1	0.3	0.1	0.6	0.3	–	–	0.3
FAVORABLE BOTH CANDIDATE/ OPPONENT	4 / 1%	–	1 / 3%	1 / 1%	–	1 / –								–	4 / 1%	4 / 5%	–	4 / 1%	4 / 11%	–	4 / 1%
FAVORABLE CANDIDATE/NOT OPPONENT	64 / 16%	–	2 / 3%	2 / 1%	2 / 2%	61 / 37%									64 / 20%	64 / 70%	–	64 / 22%	–	64 / 44%	60 / 15%
FAVORABLE OPPONENT/NOT CANDIDATE	30 / 8%	28 / 27%	1 / 1%	29 / 18%	1 / 2%	–									30 / 9%	–	30 / 20%	30 / 10%	30 / 76%	–	30 / 8%
UNFAVORABLE BOTH CANDIDATE/ OPPONENT	48 / 12%	10 / 9%	12 / 24%	22 / 14%	5 / 7%	20 / 12%									48 / 15%	–	48 / 31%	48 / 17%	–	48 / 33%	50 / 13%