

Table 1-1
Summary of Key Data

BANNER 1

	BALLOT								IMPORTANT PROBLEMS						CANDIDATE IMAGE			CANDIDATE IMAGE			
	TOTAL	DEF CAND	PROB CAND	TOTAL CAND	LEAN/UND	TOTAL OPP	PROB OPP	DEF CAND	HEALTH	ECON	OTHER	GRWTH	GOV'T	TAXES	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	
BASE=TOTAL SAMPLE	400	107	52	159	67	165	55	111	100	82	65	54	31	14	318	92	154	260	90	154	
	100%	27%	13%	40%	17%	41%	14%	28%	25%	21%	16%	13%	8%	4%	80%	23%	39%	90%	97%	91%	
BALLOT (D/S)	-6	107	52	159	-	-165	-55	-111	-16	-20	9	-	-2	7	5	-71	80				
	-2%	100%	100%	100%	-	-100%	-100%	-100%	-16%	-25%	13%	-	-8%	47%	2%	-77%	52%				
TOTAL CANDIDATE	159	107	52	159	-	-	-	-	35	23	30	21	10	10	137	5	107	260	90	154	
	40%	100%	100%	100%	-	-	-	-	35%	28%	46%	39%	33%	67%	43%	6%	70%	90%	97%	91%	
TOTAL OPPONENT	165	-	-	-	-	165	55	111	51	43	22	21	13	3	131	77	27	260	90	154	
	41%	-	-	-	-	100%	100%	100%	51%	52%	33%	39%	41%	21%	41%	83%	18%	90%	97%	91%	
UNDECIDED	67	-	-	-	67	-	-	-	12	13	13	11	7	2	44	7	18				
	17%	-	-	-	100%	-	-	-	12%	16%	20%	21%	21%	12%	14%	8%	12%				
CANDIDATE IMAGE (D/S)	-62	-77	-25	-102	-11	50	-	49	-3	-8	-5	-19	-1	-5	-62	92	-154				
	-15%	-72%	-49%	-64%	-16%	30%	1%	44%	-3%	-9%	-8%	-35%	-2%	-36%	-19%	100%	-100%				
TOTAL HEARD OF	318	90	46	137	44	131	44	88	81	68	46	42	26	10	318	92	154	260	90	154	
	80%	85%	89%	86%	65%	79%	80%	79%	81%	83%	71%	79%	84%	70%	100%	100%	100%	90%	97%	91%	
TOTAL FAVORABLE	92	1	4	5	7	77	17	59	32	21	15	8	8	2	92	92	-	83	4	64	
	23%	1%	8%	3%	11%	46%	32%	54%	32%	26%	23%	15%	26%	14%	29%	100%	-	29%	11%	44%	
TOTAL UNFAVORABLE	154	78	30	107	18	27	17	10	35	29	20	27	9	7	154	-	154	130	30	48	
	39%	73%	56%	68%	27%	16%	31%	9%	35%	35%	31%	50%	29%	50%	48%	-	100%	45%	76%	33%	
OPPONENT IMAGE (D/S)	-107	18	-12	6	-7	-107	-29	-79	-37	-29	-7	-6	-10	-5	-96	-60	-18	-107	40	-147	
	-27%	17%	-22%	4%	-11%	-65%	-52%	-71%	-37%	-35%	-11%	-12%	-32%	-35%	-30%	-65%	-12%	-37%	100%	-100%	
TOTAL HEARD OF	290	81	34	115	33	135	44	91	75	62	40	37	24	11	260	83	130	290	40	147	
	72%	76%	65%	72%	50%	82%	81%	82%	75%	75%	61%	69%	78%	73%	82%	90%	84%	100%	100%	100%	
TOTAL FAVORABLE	40	30	3	34	3	1	-	1	8	5	11	7	2	1	38	4	30	40	40	-	
	10%	29%	6%	21%	5%	-	-	1%	8%	6%	17%	13%	6%	5%	12%	5%	20%	14%	100%	-	
TOTAL UNFAVORABLE	147	13	15	28	10	108	29	79	45	34	18	13	12	6	134	64	48	147	-	147	
	37%	12%	28%	17%	16%	65%	52%	72%	45%	41%	28%	24%	38%	40%	42%	70%	31%	51%	-	100%	

Summary Tables:
Data from several variables or question can be aggregated onto one stub table.

For example, this summary table shows data for three key questions on one page.

BANNER 1

	BALANCE				LEADS				CANDIDATE IMAGE			OPPONENT IMAGE			DATA			
	TOTAL	DEF CAND	PROB CAND	TOTAL CAND	LEADS	GOV'T	TAXES	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	TOTAL HEARD OF	TOTAL FAV	TOTAL UNFAV	UNWGT				
BASE=TOTAL SAMPLE	400	107	52	159														
	100%	27%	13%	40%														
STATEMENT M	322	88	37	125														
	80%	82%	71%	79%														
	(1)	(4)	(5)	(2)														
STATEMENT E	297	90	37	128														
	74%	85%	71%	80%														
	(2)	(2)	(8)	(1)														
STATEMENT H (SAMPLE A)	146	45	27	72														
	74%	78%	78%	78%														
	(3)	(11)	(2)	(3)														
STATEMENT I (SAMPLE B)	148	42	10	52														
	73%	85%	57%	78%	76%	69%	63%	73%	68%	76%	75%	69%	70%	85%				
	(4)	(1)	(13)	(5)	(4)	(3)	(5)	(3)	(7)	(3)	(7)	(6)	(6)	(2)				
STATEMENT C (SAMPLE A)	143	45	25	70														
	72%	79%	73%	76%	76%	64%	65%	64%	72%	77%	84%	75%	57%	74%				
	(5)	(10)	(4)	(10)	(3)	(7)	(4)	(8)	(5)	(2)	(1)	(3)	(11)	(6)				
STATEMENT L	287	85	37	122														
	72%	80%	71%	77%	67%	68%	70%	67%	70%	69%	81%	75%	56%	76%				
	(6)	(7)	(7)	(8)	(8)	(5)	(3)	(7)	(6)	(6)	(3)	(2)	(12)	(5)				
STATEMENT G	281	85	37	122														
	70%	79%	71%	77%	83%	58%	54%	60%	72%	68%	72%	63%	74%	70%				
	(7)	(9)	(6)	(9)	(1)	(9)	(9)	(9)	(4)	(8)	(10)	(10)	(5)	(8)				
STATEMENT J	281	86	33	119														
	70%	81%	63%	75%	74%	64%	58%	67%	76%	61%	76%	64%	74%	69%				
	(8)	(6)	(12)	(11)	(6)	(8)	(6)	(6)	(2)	(12)	(6)	(9)	(4)	(9)				
STATEMENT B	265	87	36	123														
	66%	82%	68%	77%	71%	53%	52%	54%	63%	66%	73%	67%	65%	78%				
	(9)	(5)	(10)	(7)	(7)	(11)	(10)	(11)	(11)	(10)	(9)	(8)	(7)	(4)				
STATEMENT K	264	85	38	123														
	66%	80%	73%	77%	67%	54%	52%	55%	58%	68%	80%	67%	58%	71%				
	(10)	(8)	(3)	(6)	(9)	(10)	(12)	(10)	(12)	(7)	(5)	(7)	(10)	(7)	65%	53%	70%	64%
															86%	57%	67%	67%
															(7)	(10)	* (9)	
STATEMENT D (SAMPLE B)	133	32	15	46														
	66%	64%	82%	69%	65%	64%	52%	72%	63%	72%	67%	60%	58%	66%				
	(11)	(13)	(1)	(13)	(10)	(6)	(11)	(4)	(10)	(5)	(11)	(11)	(9)	(11)				
STATEMENT F	249	77	34	111														
	62%	72%	66%	70%	64%	53%	57%	52%	67%	63%	58%	60%	62%	57%				
	(12)	(12)	(11)	(12)	(11)	(12)	(7)	(12)	(8)	(11)	(13)	(12)	(8)	(13)				
STATEMENT A	211	88	36	124														
	53%	83%	68%	78%	47%	31%	32%	31%	52%	43%	62%	46%	48%	79%				
	(13)	(3)	(9)	(4)	(13)	(13)	(13)	(13)	(13)	(13)	(12)	(13)	(13)	(3)				

Statement Summaries:
Any series of similar questions can be aggregated on this style of summary table.

Ex. These data points are ranked by percent, not frequency counts. This ranking allows data from different sizes to be compared.

Subgroup Rankings:
Special crosstab features are available, such as this one, which provides a ranking for each statement by independent variable. This allows clients to quickly identify top statements by individual subgroups.