

CLEAR DECISIONS CROSTAB

EXPLANATORY TOOLTIPS

Explanatory Tooltips displays the explanations of standard variables when hovering over the numbers in the Grid, Zoom/Zoom Chart, Multizoom, and Autochart Views.

Each pop-up will be created based on the active Base, Column, and Row for the selected cell.

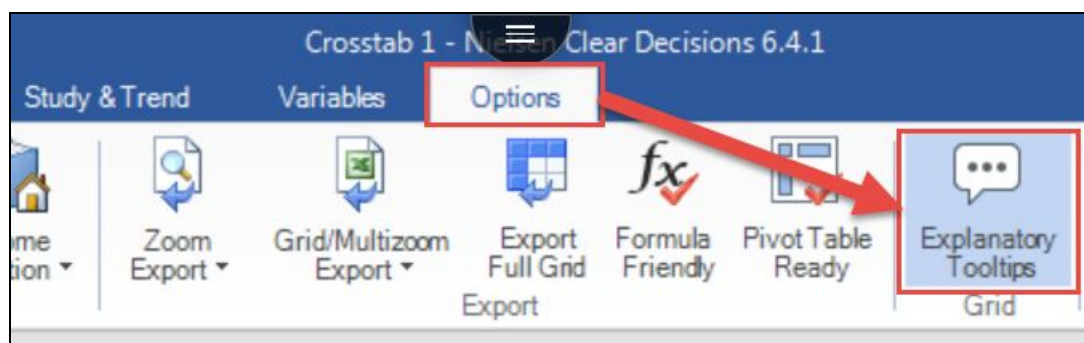
42 Rows (43)	3 Cols	1 Base	Totals	Millenials (b.1977-1994)	GenXers (b.1965-1976)	Boomers (b. 1946-1964)
Totals	Unwgt		25000	6307	5710	8442
	(000s)		230387	72854	49505	72955
	Vert%		100.00	100.00	100.00	100.00
	Horz%		100.00	31.62	21.49	31.67
	Index		100	100	100	100
Visited a chat room	Unwgt		1233	482	346	356
	(000s)		12593	6015	3322	2792
	Vert%		5.47	8.26	6.71	3.83
	Horz%		100.00			
	Index		100			
	Unwgt		18647			

There are 6,015,010 in the population "All Respondents" who are in the group "Millenials (b.1977-1994)", and also in the group "Visited a chat room".

The five (5) standard variables available in Explanatory Tooltips are:

1. UNWGT: Unweighted Count
2. (000): Weighted Count
3. VERT%: Vertical Percent
4. HORZ%: Horizontal Percent
5. Index

Explanatory Tooltips are activated by default, but can be activated or deactivated by going to the **Options** tab at the top of the screen and clicking on the **Explanatory Tooltips** icon, in the Grid section of the Ribbon. When the icon has a blue background, as shown below, it means that Explanatory Tooltips is activated:





The following pages demonstrate how to view Explanatory Tooltips for each standard variable in each Crosstab View.

In all of the following examples:

- The active **Base** is All Respondents.
- The active **Column** is Millennials (b. 1977-1994).
- The active **Row** is "Visited a chat room (in the last 30 days)".

GRID VIEW [Example: Unweighted Count (Unwgt)]

The screenshot shows the GRID VIEW interface. At the top, there are dropdowns for 'All Respondents' and 'Title'. Below these are controls for '42 Rows', '3 Cols', and '1 Base'. The main table has columns for 'Totals', 'Millennials (b.1977-1994)', 'GenXers (b.1965-1976)', and 'Boomers (b. 1946-1964)'. The rows are categorized by 'Totals' and 'Visited a chat room'. The 'Unwgt' row for 'Visited a chat room' is highlighted in yellow, and the value '482' is highlighted with a red box. A tooltip is displayed over this cell, stating: 'Of those surveyed, 482 are in the population "All Respondents" and also in the groups "Millennials (b.1977-1994)" and "Visited a chat room"'. At the bottom, there are tabs for 'Grid', 'Zoom', 'MultiZoom', and 'Autochart', with 'Grid' being the active tab.

	Totals	Millennials (b.1977-1994)	GenXers (b.1965-1976)	Boomers (b. 1946-1964)
Totals				
Unwgt	25000	6307	5710	8442
(000s)	230387	72854	49505	72955
Vert%	100.00	100.00	100.00	100.00
Horz%	100.00	31.62	21.49	31.67
Index	100	100	100	100
Visited a chat room				
Unwgt	1233	482	346	356
(000s)	12593	6015	3322	2792
Vert%	5.47			
Horz%	100.00			
Index	100			
Unwgt	18647			

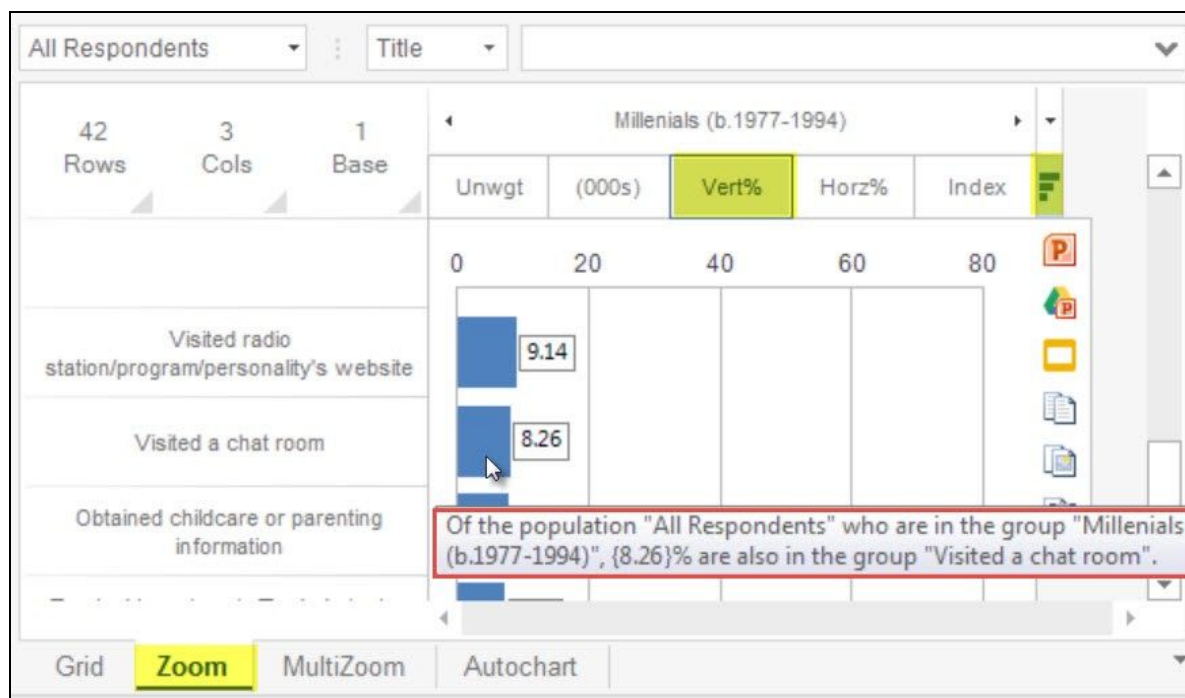
ZOOM VIEW [Example: Weighted Count (000)]

The screenshot shows the ZOOM VIEW interface. At the top, there are dropdowns for 'All Respondents' and 'Title'. Below these are controls for '42 Rows', '3 Cols', and '1 Base'. The main table has columns for 'Unwgt', '(000s)', 'Vert%', 'Horz%', and 'Index'. The rows are categorized by 'Totals', 'Visited a chat room', 'Used e-mail', and 'Used instant messenger/IM'. The '(000s)' column for 'Visited a chat room' is highlighted in yellow, and the value '6015' is highlighted with a red box. A tooltip is displayed over this cell, stating: 'There are 6,015,010 in the population "All Respondents" who are in the group "Millennials (b.1977-1994)", and also in the group "Visited a chat room"'. At the bottom, there are tabs for 'Grid', 'Zoom', 'MultiZoom', and 'Autochart', with 'Zoom' being the active tab.

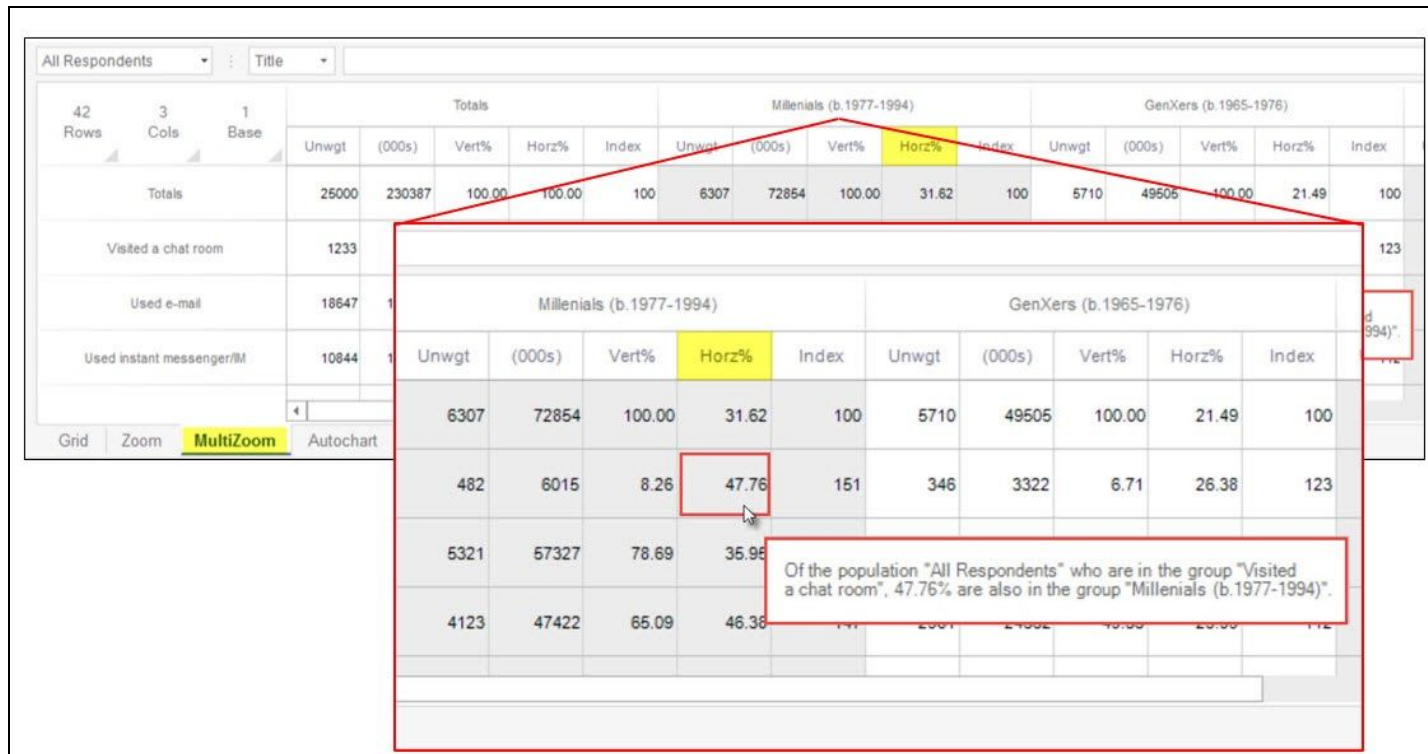
	Unwgt	(000s)	Vert%	Horz%	Index
Totals	6307	72854	100.00	31.62	100
Visited a chat room	482	6015	8.26	47.76	151
Used e-mail					
Used instant messenger/IM					



ZOOM CHART VIEW [Example: Vertical Percent (Vert%)]



MULTIZOOM VIEW [Example: Horizontal Percent (Horz%)]





AUTOCHART VIEW [Example: Index]

