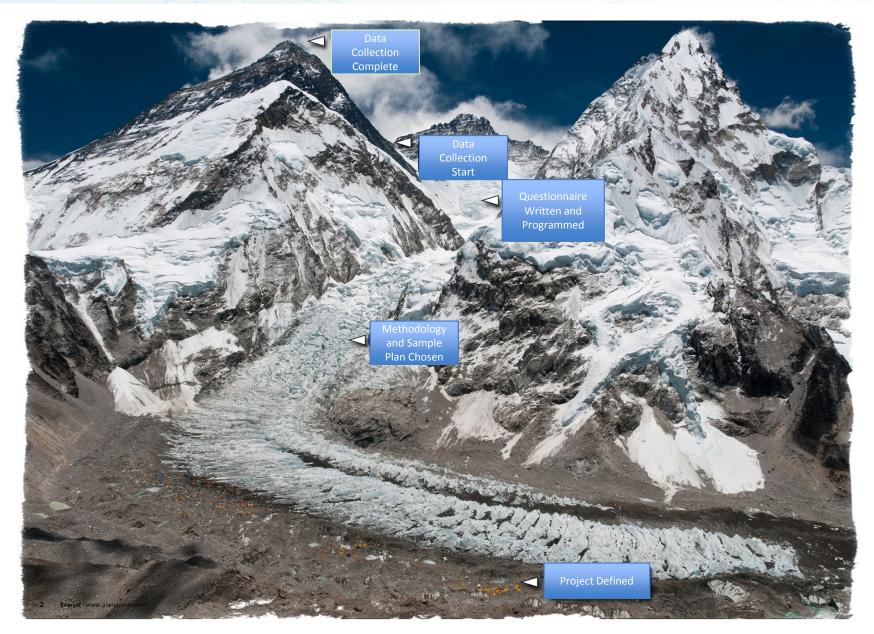
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Data Presentation Fundamentals

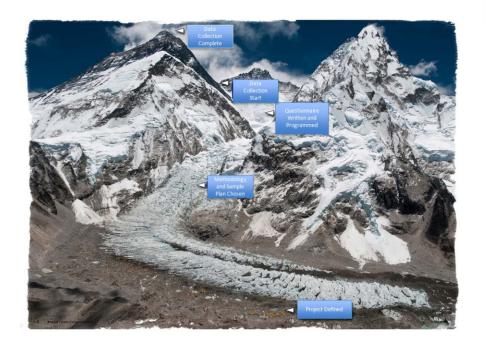






You've made it to the top (AKA collected the data)! Now what?

- More fatalities on Everest come during descent than ascent
- The same is often true for research projects





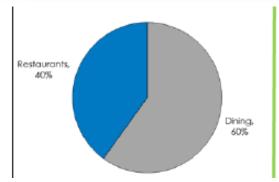
"Here's the data. I hope you find something Interesting"

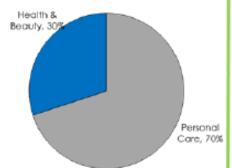
Now all I have to do

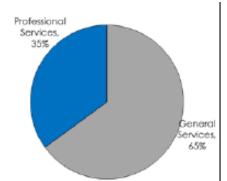
is just hit send, they should be able to figure it out!







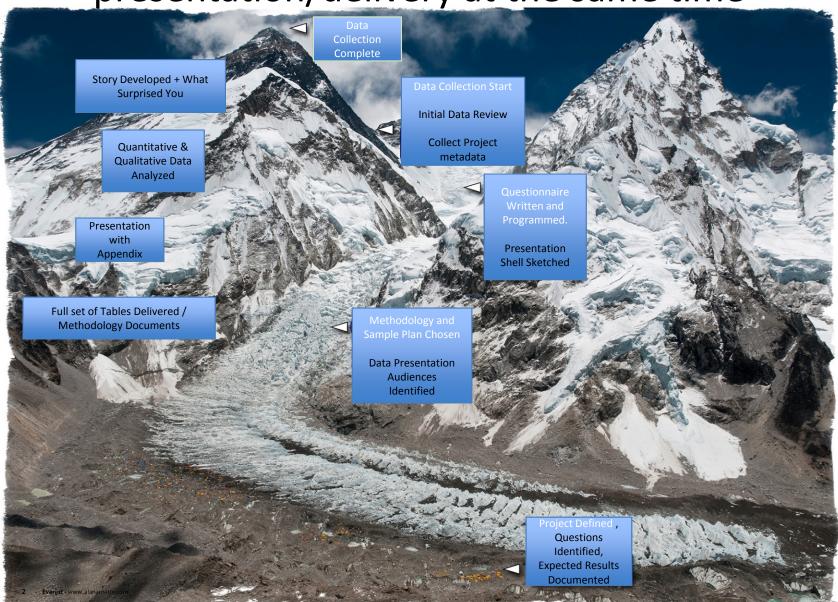






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Successful projects plan for collection and presentation/delivery at the same time



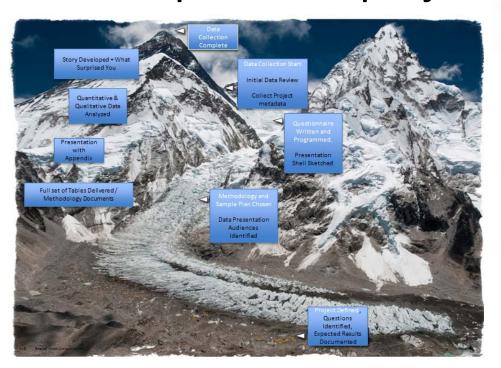




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My Goal

To become a nagging little voice in your head asking "What more can you do to make this data more approachable" every time you sit down to plan or report on a project.





PAPOR Pacific Chapter of American Association for Public Opinion Research

Thanks to the following for helping or for providing examples:

- Cole Nussbaumer www.storytellingwithdata.com
- Matt Ericson @mericson
- Ginger Lower www.valpak.com
- David Fernandez <u>www.DavisResearch.com</u>





- Plan delivery while planning the survey.
- Structure the presentation to make it easier for audience to digest.
- Strategically lay out each slide to highlight the message you want delivered.





- Determine audience, document expected results, document the project metadata during collection.
 - Information about the execution of the survey is always easier to capture in advance.
 - Anomalies in data may be explained by metadata.
 - For example, noting that there was a blackout in the area during fielding may help explain response rate when the data is analyzed months later.
 - Document expected results in advance to measure the value of the data captured.
- Explain your presentation plan to the data collection team.
 - The more the team knows about where you are heading, the better prepared they are to help you.





Explain your presentation plan to the data collection team

	Top 2 Rating Each Question								
	Model P	Model G	Model W	Model Q	Model T				
	Α	В	С	D	E				
Unweighted Base	257	257	257	257	257				
Base	258	258	258	258	258				
Int1 Initial Purchase Interest Before Evaluation Top2	19%	32% AE	48% ABDE	40% AE	23%				
Rank1 Initital Rank Top Choice Vehicle	11%	27%	28%	20%	15%				
Before Evaluation	14%	AE 17%	AE 41%	A 31%	34%				
M1 Appearance of front bumper Top2			ABD	AB	AB				
M1 Appearance of headlights Top2	12%	28% A	58% ABDE	43% AB	46% AB				
M1 Appearance of fog lamps Top2	12%	26%	40%	47%	39%				
· · · · · · · · · · · · · · · · · · ·	10%	25%	AB 52%	AB 35%	AB 37%				
M1 Appearance of front grille Top2	10%	25% A	ABDE	AB	AB				
M1 Appearance of hood Top2	16%	25%	39%	41%	39%				
	440/	Α	AB	AB	AB				
M1 Appearance of side mirrors Top2	11%	30% ACDE	18% A	14%	20% Ad				
M1 Size of side mirrors Top2	15%	35%	22%	17%	21%				
MA Middle of the America Toron	21%	ACDE 29%	50%	39%	40%				
M1 Width of the truck Top2		а	ABDE	AB	AB				
M1 Overall FRONT VIEW Top2	11%	23%	47%	37%	37%				





- Plan delivery while planning the survey.
- Structure the presentation to make it easier for audience to digest.
- Strategically lay out each slide to highlight the message you want delivered.





- Explain how you collected the data.
 - Help your audience understand the respondent experience.
- Key and Unexpected Findings
 - What did you learn?
 - What was especially surprising?
- Provide detailed data for further analysis (in Appendix).



Explain How You Collected The Data – Basic

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Clinic Overview

Irving Texas

- n=214
- July 16-20

Pomona California

- n=218
- July 24 27

Clinic Flow

- 5 Vehicles on Clinic Floor
- Main Clinic Evaluation
- Competitive Conjoint
- Interior Grade Evaluation
- Grade Level Conjoint
- Wheels Evaluation
- Tires Evaluation
- Color Evaluation



Explain How You Collected The Data – Add Pictures

- 5 Vehicles on Clinic Floor
- Main Clinic Evaluation
- Competitive Conjoint
- Interior Grade Evaluation
- Grade Level Conjoint
- Wheels Evaluation
- Tires Evaluation
- Color Evaluation







Explain How You Collected The Data – Pretty

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Irving, TX

	Location	Dates
Clinic	Irving Convention Center	July 16-19, 2012
Focus Groups	Dallas By Definition	July 18-20, 2012



Pomona, CA

	Location	Dates
Clinic	Fairplex	July 24-26, 2012
Focus Groups	Sheraton Fairplex Conference Center	July 26-27, 2012



Total Sample: n= 432

Irving, TX

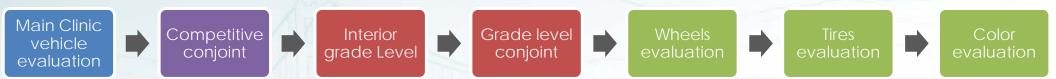
Pomona, CA

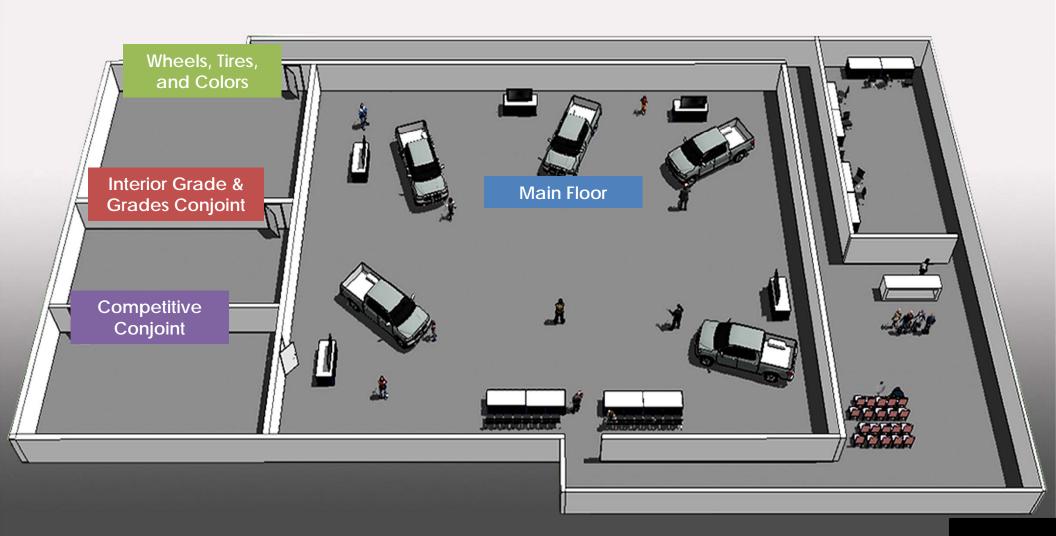
n=214

n=218



Explain How You Collected The Data – Visualize





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 By putting your audience in the 'shoes' of the respondent they can better interpret the data.



- Explain how you collected the data.
 - Help your audience understand the respondent experience.
- Key and Unexpected Findings
 - What did you learn?
 - What was especially surprising?
- Provide detailed data for further analysis (in Appendix).





All Districts

What was especially surprising

GAIN WIN

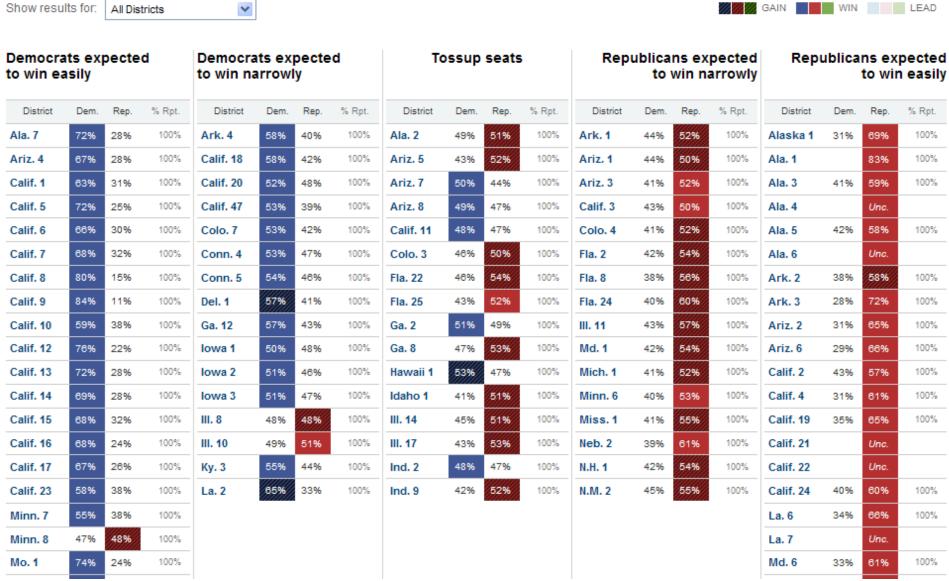
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The New Hork Times

Show results for:

Election 2010





- Plan delivery while planning the survey.
- Structure the presentation to make it easier for audience to digest.
- Strategically lay out each slide to highlight the message you want delivered.

Strategically layout each slide



Strategically lay out each slide to highlight the message you want delivered.

- Appropriate use of charts / graphs
- Use formatting with color, bolding, arrows and pictures to ease understanding
- Consider alternatives to charts and graphs
 - Text
 - Pictures
 - Word cloud
 - Sound



Appropriate Use of Charts / Graphs

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www.storytellingwithdata.com or a.v.abela@gmail.com

Chart Suggestions—A Thought-Starter Variable Width Column Chart Circular Area Chart Line Chart Column Chart Line Chart Table or Table with **Bar Chart** Column Chart **Embedded Charts** Cyclical Data Non-Cyclical Data Many Items Few Items Single or Few Categories Many Categories Two Variables Many per Item Categories Few Categories Many Periods Few Periods One Variable per Item Over Time Among Items Column Histogram Few Data Single Comparison Points Variable Two Scatter Chart Variables What would you Line Histogram Relationship Distribution Many like to show? -Data Points **Bubble Chart** . 00 Composition Scatter Chart Three 000(Two Variables Variables Changing Static Over Time 3D Area Chart Three Variables Few Periods Many Periods Simple Share Accumulation or Components Only Relative Relative and Absolute Only Relative Relative and Absolute of Total Subtraction to Total of Components Differences Matter Differences Matter Differences Matter Differences Matter Stacked 100% Stacked 100% Stacked Stacked Area Chart Pie Chart Waterfall Chart Stacked 100% Column Char Column Chart Column Chart Area Chart with Subcomponents



Strategically layout each slide



Strategically lay out each slide to highlight the message you want delivered.

- Appropriate use of charts / graphs
- Use formatting with color, bolding, arrows and pictures to ease understanding
- Consider alternatives to charts and graphs
 - Text
 - Pictures
 - Word cloud
 - Sound



Use formatting to ease understanding

Pacific Chapter of American Association for Public Opinion Research

How many 2's are there?

52467892

12352184

87250242

94818967

61297681



Use formatting to ease understanding

Pacific Chapter of American Association for Public Opinion Research

How many 2's are there?

52467892

12352184

87250242

94818967

61297681



Use formatting to ease understanding

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The number "2" was observed 20% of the time (8 out of 40).

52467892

Only Observation of "0"

12352184

87250242

94818967

61297681





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Who should we recruit for a focus group?

CP: Expresses Pride												
					oi . ocuali		CP: Take		OD: Otribina			
	OD: Malaa	OD: FI	CD. F.t	OD: 0-	too		_	OD:	SP: Striking			
Pride	CP: Makes	CP: Feel	CP: Extension	CP: So	Conservativ		care of	CP:	visual			
	Statement -	free 🔽	of me	much mo	e ▽	CP: Prestigiou	Family 🖵	Powerfu -	statement -	Name 🔽	-	RESP#
Completely	Somewhat	Somewhat	Neither Agree	Somewhat	Somewhat		Somewhat	Somewhat	Might or Might			
Disagree	Disagree	Agree	nor Disagree	Agree	Disagree	Somewhat Agree	Agree	Agree	Not	Jasmin R.	Female	10302
Completely	Completely	Completely	Completely	Completely	Completely		Completely	Completely				
Completely	Completely	Completely	Completely	Completely	Completely	Company hat Agree	Completely	Completely	Deale also MGII	Batina S.	Male	10339
Agree	Agree	Agree	Agree	Agree	Disagree	Somewhat Agree	Agree	Agree	Probably Will	Balina S.	Male	10339
							Neither	Neither				
Completely	Completely	Completely	Somewhat	Completely	Completely		Agree nor	Agree nor				
Disagree	Disagree	Disagree	Disagree	Agree	Disagree	Somewhat Agree	Disagree	Disagree	Definitely Will	Howard F.	Male	10072
Somewhat	Neither Agree	Completely	Neither Agree	Somewhat	Somewhat		Somewhat	Completely				
Agree	_			1		Completely Agree			Definitely Will	Leslie R	Female	10041
7.5.55		1.00		7.0.00	. 19.00	o simple to the group	7.0.00	. 19.00		200.10 11.		
Completely												
Agree	Agree	Agree	Agree	Agree	Disagree	Completely Agree	Agree	Agree	Definitely Will	Greg K.	Female	10001
Completely	Completely	Completely	Completely	Completely	Completely		Completely	Completely				
Agree	Agree	Agree	Agree	Agree	Disagree	Completely Agree	Agree	Agree	Definitely Will	Armine A.	Female	10032
		Neither					Naithar					
Somewhat	Completely		Somewhat	Completely	Somewhat			Completely				
Agree		_				Completely Agree			Definitely Will	Adam M	Female	10162
Agree	Agree	Disagled	Agree	Agree	Disaglee	Completely Agree	Disagree	Agree	Delinitely Will	Adam W.	1 Ciliale	10102
I												
	Somewhat	Somewhat	Somewhat	Completely	Somewhat		Completely	Completely				
Somewhat				' '	Disagree	Completely Agree			Definitely Will	Tanya M.	Male	10163
	Neither Agree nor Disagree Completely Agree Completely Agree Completely Agree	Completely Agree Somewhat Agree Completely Agree Neither Agree nor Disagree	Neither Agree nor Disagree Completely Agree Completely Agree Somewhat Agree	Somewhat Agree Completely Agree Completely Agree	Somewhat Agree Completely Disagree Completely Disagree Somewhat Disagree	Completely Agree Completely Agree	Somewhat Agree Completely Agree Completely Agree Neither Agree nor Disagree	Completely Agree Somewhat Agree Completely Agree Completely Agree	Definitely Will Definitely Will	Leslie R. Greg K.	Female Female	10041



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Who should we recruit for a focus group?

				A I A I am									100
	RESP#		Name 🔻	SP: Striking visual statement	CP: Powerfu	CP: Take care of Family 🕶	CP: Prestigiou	too Conservativ	CP: So much mo	CP: Extension of me	CP: Feel	CP: Makes Statement	CP: Expresses Pride
	10302	Female	Jasmin R.	Might or Might Not	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Disagree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Agree	Somewhat Disagree	Completely Disagree
	10339	Male	Batina S.	Probably Will	Completely Agree	Completely Agree	Somewhat Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
	10072	Male	Howard F.	Definitely Will	Neither Agree nor Disagree	Neither Agree nor Disagree	Somewhat Agree	Completely Disagree	Completely Agree	Somewhat Disagree	Completely Disagree	Completely Disagree	Completely Disagree
	10041	Female 1	Leslie R.	Definitely Will	Completely Agree	Somewhat Agree	Completely Agree	Somewhat Agree	Somewhat Agree	Neither Agree	Completely Agree	Neither Agree	Somewhat Agree
	10001	Female	Greg K.	Definitely Will	Somewhat Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Somewhat Agree	Completely Agree	Completely Agree
_	10032	Female	Armine A.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Completely Disagree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree
	10162	Female	Adam M.	Definitely Will	Completely Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Neither Agree nor Disagree	Completely Agree	Somewhat Agree
_ 27_	10163	Male	Tanya M.	Definitely Will	Completely Agree	Completely Agree	Completely Agree	Somewhat Disagree	Completely Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree	Somewhat Agree

Use formatting to ease understanding – Excel Conditional Formatting

				Perchar	Perchar	n Fit	n Fit	Pravid	Fools	SP:	Taker	Enhanc	SP:		SP:	Jaurasy	Striking	CP:	Take	CP:	Søden	CP: 5=	CP:	CP:	CP: Haker	CP:	Hure	CP:	CP:
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29	10172	Mark L.	Male	Dofinitoly Will	Probably Will	Samouhat Agroo	Samouhat Agroo	Dofinitoly Will	Dofinitaly Will	Dofinitoly Will	Dofinitoly Will	Dofinitoly Will	Dofinitoly Will	Dofinitoly Will	Dofinitoly Will	Dofinitoly Will	Dofinitoly Will	Camplotol y Agroo	Somouhat Agroo	Camplotoly Agree	Samouhat Agroo	Completel y Agree	Samouhat Agroo	Camplotol y Agroo	Samouhat Agroo	Samouhat Agroo	Camplotol y Agroo	Camplotol y Agroo	Campletel y Agree
				Dofinitoly	Probably	Someuhat	Camplotol	Dofinitoly	Probably	Dofinitoly	Dofinitaly	Probably	Dofinitoly		Dofinitoly	Probably	Probably	Somouhat	Completel	Noither Agree	Somouhat	Somouhat	Somouhat	Samouhat	Completely	Completely	Noither Agree nor	Completel	Noithor Agreenar
29	10195	Rafael O.	Male	Will	Will	Agree	y Agree	Will	Will	Will	Will	Will	Will	Prabably Will	Will	Will	Will	Agree	y Agree	nar Diragroo	Diragroo	Agree		Diragroo	Agree	Agree	Diragroo	y Agree	Diragroo
				Mightor	Probably	Somouhat	Samouhat	Probably	Mightor	Probably	Probably	Probably	Probably			Probably	Mightor	Samouhat	Samouhat	Noither Agree	Noithor Agree nar	Noither Agreenar	Somouhat	Samouhat	Noither Agree	Samouhat		 omouhat	Noithor Agroonar
30	10291	Cary B.	Male	Might Not	Will	Agroo Noithor	Agree Neither	Will	Might Not	Will	Will	Will	Will	Probably Will	Probably Will	Will	Might Not	Diragroo	Agroo	nar Diragroo	Diragroo	Diragroo	Diragroo	Agree	nar Diragree	Diragroo	Diragra		Diragroo
30	10292	Farah S.	Fomale	Dofinitoly Will	Definitely Will	Agroonar Diragroo	Agroonar Diragroo	Definitely Will	Definitely Will	Dofinitoly Will	Dofinitoly Will	Definitely Will	Dofinitoly Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completel y Agree	Camplotol y Agroo	Campletely Agree	Samouhat Agroo	Camplotol y Agroo	Camplotoly Agroo	Camplotol y Agroo	Camplotoly Agroo	Campletely Agree	Camplotol y Agroo	Campletel y Agree	Campletel y Agree
30	10272	rarans.	remale	wiii	wiii	Diragree	Diradese	WIII	WIII	wiii	wiii	wiii	WIII	WIII	WIII	wiii	WIII	ундгоо	ундгоо	нагоо	Hdros	ундгоо	Hdtoo	y Hqroo	нагоо	нагоо	ундгоо	ундгоо	ундгоо
30:	10293	Jorry T.	Malo	Dofinitoly Will	Definitely Will	Somouhat Agroo	Camplotol y Agroo	Definitely Will	Definitely Will	Dofinitoly Will	Dofinitoly Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Definitely Will	Completel y Agree	Campletel y Agree	Completely Agree	Samouhat Agroo	Camplotol y Agroo	Samouhat Agroo	Samouhat Agroo	Camplotoly Agroo	Completely Agree	Camplotol y Agroo	Campletel y Agree	Samouhat Agroo
				Mightor	Probably	Noithor Agree nar	Somouhat	Bankaki.	Dofinitoly	Probably	Dofinitoly	Dofinitoly	Probably		Dofinitoly	Dofinitaly	Dofinitoly	Somouhat	e	Noither Agree	Somouhat	e	Noither Agree nor	Samouhat	Completely	Samouhat	Samouhat	0	Noither Agreenar
30	10356	Cindy E.	Fomalo	Might Nat	Will	Diragree	Agree	Will	Will	Will	Will	Will	Will	Probably Will	Will	Will	Will	Agree	Agroo	nar Diragree	Agree	Agree		Diragroo	Diragroo	Agree	Agree	y Agree	Diragroo
				Probably	Probably		Camplotol			Dofinitoly		Dofinitoly	Dofinitoly	Dofinitoly	Dofinitoly	Probably	Dofinitoly	Camplotol		Completely		Camplotol	Completely	Camplotol	Completely	Completely	Completel	Completel	Campletel
30	10347	Tracy C.	Fomalo	Will	Will	y Agroo	y Agroo	Will	Will	Will	Will	Will	Will	Will	Will	Will	Will	y Agroo	y Agree	Agree	Agroo Noithor	y Agroo	Agroo	y Agree	Agroo	Agree	y Agree	y Agree	y Agree
20	10210	Jonnwor H.		Mightor Might Not	Probably Will	Campletel		Probably Will	Dofinitoly Will	Dofinitoly Will	Definitely Will	Definitely Will	Definitely	Definitely Will	Definitely Will	Definitely Will	Probably Will	Somouhat		Samouhat	Agreenar	Camplotol		Samouhat	Somouhat	Completely		Campletel	
	10210	Johnstor H.	Female	Pringhe mae	Will	y Aqroo	y Agree	Will	Will	Will	Will	will	Will	Will	Will	wiii	Will	Agree	y Agree	Agroo	Diragroo	y Agree	Agree	Agree	Agroo	Agree	y Agroo	y Agroo	y Agree
30	10259	Androa B.	Fomalo	Dofinitoly Will	Dofinitoly Will	Samouhat Agroo	Samouhat Agroo	Dofinitoly Will	Dofinitaly Will	Dofinitoly Will	Dofinitoly Will	Definitely Will	Probably Will	Dofinitoly Will	Definitely Will	Dofinitoly Will	Dofinitoly Will	Camplotol y Agroo	Completel y Agree	Camplotoly Agroo	Samouhat Diragroo	Camplotol y Agree	Camplotoly Agroo	Camplotol y Agroo	Somouhat Agroo	Campletely Agree	Camplotol y Agroo	Campletel y Agree	Campletel y Agree
X.				Mightor	Probably		Noither Agreenar	Probably	Probably	Mightor	Mightor	Probably	Probably			Dofinitoly	Probably	Somouhat		Somouhat	Noithor		Noithor	Noithor	Camplotoly	Samouhat	Noither Agree is		Cla
30	10326	Paul C.	Male	Might Not	Will	Someuhat Diragree	Diragroo	Will	Will	Might Not		Will	Will	Probably Will	Prabably Will	Will	Will	Diragroo	y Agree	Agree	Diragree	Samouhat Agroo		Agroonar Diragroo	Diragroo	Diragree	Diragroo	Agree	Samouhat Agros
				Probably	Probably	Noithor Agree nor	Noithor Agree nor	Probably	Probably	[<u>[</u>	_							1	Noither		r	ſ I	·		·		Noither	r	
310	10346	Scott L.	Male					r rubably		Probably	Mightor	Probably	Probably			Definitely	Definitely	Somouhat	Agreenar	Completely	Somouhat	Samouhat	Samouhat	Samouhat	Samouhat	Completely	Agreenar	Samouhat	Completel
244			11010	Will	Will	Diragroo	Diragroo	Will	Will		Mightor Might Not	Probably Will		Probably Will	Probably Will	Definitely Will	Dofinitoly Will	Samouhat Agroo		Camplotoly Agroo	Samouhat Agroo	Samouhat Agroo	Agroo	Samouhat Agroo	Samouhat Agroo	Agree	Agreenar Diragree	Samouhat Agroo	Campletel y Agree
311	10369			Probably	Mightor	Campletel	Diragroo Samouhat	Will Dofinitoly	Will Might or	Will Mightor	Miqht Not Dofinitoly	Will Dofinitoly	Will Mighter	Dofinitoly		Will Definitely	Will Dofinitoly	Aqroo Samouhat	Agree nar Diragree Campletel	Agroo Camplotoly	Aqroo Samouhat	Agroo Camplotol	Agroo Noithor Agroonar	Aqroo Samouhat	Agroo Noithor Agroo	Agree Heither Agree nar	Agreenar Diragree Heither Agreenar	Agroo Camplotol	y Agree Somewhat
312		Maritia W.	Fomalo				Diragroo	Will	Will	Will Mightor	Might Not	Will	Will		Probably Will Probably Will	Will	Will	Agree	Agroonar Diragroo	Agroo	Agroo	Agree	Agroo Noithor	Agroo	Agroo	Agroo Noither	Agroonar Diragroo Noithor	Agroo Camplotol	y Aqroo
	10370			Probably	Miqhtor MiqhtNot Miqhtor	Completel yAqree Someuhat	Diragroo Samouhat	Will Dofinitoly Will	Will Mightor Might Not	Will Mightor Might Not	Might Not Definitely	Will Dofinitoly	Will Mighter	Dofinitoly	Probably Will	Will Definitely	Will Definitely Will Might or	Aqroo Samouhat	Agroonar Diragroo Camplotol y Agroo Camplotol	Agroo Camplotoly Agroo Noithor Agroo	Aqroo Samouhat Aqroo Samouhat	Aqroo Camplotol y Aqroo Camplotol	Agroo Noithor Agroonar Diragroo Samouhat	Aqroo Samouhat Aqroo Samouhat	Agroo Noither Agroo nar Diragroo Noither Agroo	Agree Neither Agree nor Diragree Neither Agree nor	Agreenar Diragree Heither Agreenar Diragree Sameuh	Agroo Camplotol yAgroo Noither	y Agroo Samouhat Agroo
	10370	Maritia W. Robocca C.	Fomalo	Probably Will Probably Will	Might or Might Not Might or Might Not	Campletel y Agree Sameuhat Agree Noither	Diragroo Samowhat Agroo Samowhat Agroo	Will Definitely Will Definitely Will	Will Mightor Might Not Probably Will	Will Might or Might Not Probably Will	Might Not Definitely Will Probably Will	Will Definitely Will Probably Will	Will Might or Might Not Definitely Will	Definitely Will Definitely	Probably Will Probably Will	Will Definitely Will Definitely Will	Will Definitely Will Might or Might Not	Aqroo Samouhat Aqroo Samouhat Aqroo	Agree nar Diragree Campletel y Agree Campletel y Agree Noither	Agree Completely Agree Neither Agree nor Diragree	Agree Sameuhat Agree Sameuhat Agree	Agroo Camplotol y Agroo Camplotol y Agroo Noither	Agroo Noithor Agroonar Diragroo Samowhat Agroo	Aqroo Samowhat Aqroo Samowhat Aqroo	Agroo Noither Agroo nar Diragroo Noither Agroo nar Diragroo	Agroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo	Agroonar Diragroo Noither Agroonar Diragroo Samouh Agroo Noither	Agree Campletel y Agree Noither Agree Diragree	y Aqroo Samouhat Aqroo Gamouhat Aqroo Noither
313			Fomalo	Probably Will Probably	Miqhtor MiqhtNot Miqhtor	Campletel y Agree Sameuhat Agree Noither	Diragroo Samouhat Agroo Samouhat	Will Definitely Will Definitely Will	Will Mightor MightNot Probably Will Mightor	Will Mightor MightNot Probably	Might Not Definitely Will Probably Will Might or	Will Dofinitoly Will Probably	Will Might or Might Not Definitely Will Probably	Definitely Will Definitely	Probably Will	Will Definitely Will Definitely	Will Definitely Will Might or Might Not	Aqroo Samouhat Aqroo Samouhat	Agree nar Diragree Campletel y Agree Campletel y Agree Noither	Agroo Camplotoly Agroo Noithor Agroo	Agroo Samouhat Agroo Samouhat Agroo	Agroo Camplotol y Agroo Camplotol y Agroo Noither	Agroo Noithor Agroonar Diragroo Samouhat Agroo	Aqroo Samouhat Aqroo Samouhat	Agroo Noither Agroo nar Diragroo Noither Agroo	Agree Neither Agree nor Diragree Neither Agree nor	Agroonar Diragroo Hoither Agroonar Diragroo Samouh Agroo	Agree Campletel y Agree Noither Agree Diragree	y Aqroo Samouhat Aqroo Samouhat Aqroo
313		Robocca C.	Fomalo Fomalo	Probably Will Probably Will Mightor	Might or Might Not Might or Might Not	Campletel y Agree Sameuhat Agree Heither Agree nar	Diragroo Samouhat Agroo Samouhat Agroo Samouhat	Will Definitely Will Definitely Will Probably	Will Mightor MightNot Probably Will Mightor	Will Might or Might Hot Probably Will Might or Might Not	Might Not Definitely Will Probably Will Might or	Will Definitely Will Probably Will Might or Might Not	Will Might or Might Not Definitely Will Probably	Definitely Will Definitely Will	Probably Will Probably Will Definitely	Will Definitely Will Definitely Will Probably	Will Definitely Will Might or Might Nat Probably Will	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Hoithor	Agree nar Diragree Campletel y Agree Campletel y Agree Heither Agree nar	Agroo Completely Agroo Noither Agroo nor Diragroo	Agroo Samouhat Agroo Samouhat Agroo	Agroo Camplotol y Agroo Camplotol y Agroo Noither Agroonar	Agroo Noither Agroonar Diragroo Sameuhat Agroo	Agroo Samouhat Agroo Samouhat Agroo Samouhat	Agroo Noither Agroo nor Diragroo Noither Agroo nor Diragroo Campletely	Agroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo	Agreensr Diragree Neither Agreensr Diragree Sameun Agree Neither Agreensr	Agree Campletel y Agree Noither Agree Diragree Samouhat	y Agree Sameuhat Agree Agree Noither Agreeour
313		Robocca C.	Fomalo Fomalo	Probably Will Probably Will Might or Might Not	Might or Might Not Might or Might Not Probably Will Not	Campletel y Agree Sameuhat Agree Heither Agreenar Diragree	Diragroo Samouhat Agroo Samouhat Agroo Samouhat	Will Definitely Will Definitely Will Probably Will	Will Might or Might Not Probably Will Might or Might Not	Will Might or Might Hot Probably Will Might or Might Not	Might Nat Dofinitoly Will Probably Will Might or Might Nat	Will Definitely Will Probably Will Might or Might Not	Will Might or Might Not Definitely Will Probably Will Probably	Definitely Will Definitely Will	Probably Will Probably Will Definitely Will	Will Definitely Will Definitely Will Probably Will	Will Definitely Will Might or Might Not Probably Will	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Hoithor	Agroonar Diragroo Camplotol y Agroo Camplotol y Agroo Noithor Agroonar Diragroo	Agroo Camplotoly Agroo Noithor Agroo nor Diragroo	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo	Agroo Camplotol y Agroo Camplotol y Agroo Noither Agroonar Diragroo Noither	Agroo Noithor Agroonar Diragroo Samouhat Agroo Samouhat Diragroo Noithor	Agroo Samouhat Agroo Samouhat Agroo Samouhat	Agroo Noither Agroo nor Diragroo Noither Agroo nor Diragroo Campletely Diragroo	Agree Neither Agreener Diragree Neither Agreener Diragree Sameuhat Diragree Neither	Agroonar Diragroo Noither Agroonar Diragroo Sameult Agroo Hoither Diragroo Camplotel y Agroo	Agroo Camplotel y Agroo Noither Agroo Samouhat	y Agree Sameuhat Agree Agree Noither Agreeour
314	10066	Robocca C. Saqiv O. Calvin P.	Female Female Male	Probably Will Probably Will Might or Might Not Might Not	Might or Might Not Might Not Might Not Probably Will Not Definitely Will	Completel y Agree Samouhat Agree Neither Agreenor Diragree Samouhat Agree	Diragree Sameuhat Agree Sameuhat Agree Sameuhat Agree Sameuhat Agree Sameuhat	Will Definitely Will Definitely Will Probably Will Probably Will Definitely	Will Might or Might Not Probably Will Might or Might Not Probably Will Not	Will Might or Might Not Probably Will Might or Might or Might hot Dofinitoly	Might Nat Definitely Will Probably Will Might or Might Nat Definitely Will Probably	Will Definitely Will Probably Will Might an Might Nat Definitely Will	Will Might or Might Nat Definitely Will Probably Will Probably Will Offinitely	Definitely Will Definitely Will Probably Will Probably Will Definitely	Probably Will Probably Will Definitely Will Definitely Will	Will Definitely Will Definitely Will Probably Will Definitely Will Definitely	Will Definitely Will Might or Might Not Probably Will Definitely Will	Agroo Samouhat Agroo Samouhat Agroo Noither Agroonar Diragroo	Agroonar Diregroo Campletel yAgroo Campletel yAgroon Meither Agroonar Diregroo Campletel yAgroo Campletel	Agree Campletely Agree Noither Agree nar Diragree Noither Agree nar Diragree Sameuhat	Agroc Samouhat Agroc Samouhat Agroc Campletel y Diragroc	Agroc Completel y Agroc Completel y Agroc Heither Agroc nor Diragroc Heither Completel	Agroe Noither Agreenar Diragree Sameuhat Agree Agree Neither Agreenar Diragree Campletely	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Campletel	Agroo Noither Agroo nor Diragroo Completely Diragroo Noither Agroo nor Diragroo Somowhat	Agroe Noither Agreenar Diragree Moither Agreenar Diragree Noither Agreenar Diragree Noither Agreenar Diragree Sameuhat	Agreenar Diragree Moither Agreenar Diragree Sameuh Agree Neither Agreenar Diragree Campletel yAgree Neither Agreenar	Agroc Completel y Agroc Neither Agroc Somouhat Agroc Somouhat Agroc	y Agree Samouhat Agree Famouhat Agree Noither Agreeour Diragree Campletel y Diragree Samouhat
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314	10066	Robocca C. Saqiv O. Calvin P.	Female Female Male	Probably Will Probably Will Might or Might Not Might Not	Might or Might Not Might Not Might Not Probably Will Not Definitely Will	Campletel yAgree Samouhat Agree Neither Agreenar Diragree Samouhat Agree Campletel yDiragree Samouhat	Diragroe Samouhat Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Camplotel	Will Definitely Will Definitely Will Probably Will Probably Will Definitely	Will Might or Might Not Probably Will Might or Might Not Probably Will Not	Will Might or Might Not Probably Will Might or Might or Might hot Dofinitoly	Might Nat Definitely Will Probably Will Might or Might Nat Definitely Will Probably	Will Definitely Will Probably Will Might an Might Nat Definitely Will	Will Might or Might Not Definitely Will Probably Will Probably Will Definitely Will Probably Will	Definitely Will Definitely Will Probably Will Probably Will Definitely Will	Probably Will Probably Will Definitely Will Definitely Will	Will Definitely Will Definitely Will Probably Will Definitely Will Definitely	Will Definitely Will Might or Might Nat Probably Will Definitely Will	Agree Samouhat Agree Samouhat Agree Agree Moither Agreenar Diragree Samouhat Agree	Agroonar Diragroo Camplotel y Agroo Noither Agroonar Diragroo Camplotel y Agroo Camplotel y Agroo	Agree Campletely Agree Neither Agree nar Diragree Neither Agree nar Diragree Sumeuhat Agree Sameuhat	Agroc Samouhat Agroc Samouhat Agroc Campletel y Diragroc	Agroe Completel y Agroe Voither Agroe nor Diragroe Neither Agroe nor Diragroe Completel y Agroe	Agroo Noither Agroonar Diragroo Samouhat Agroo Noither Agroonar Diragroo Camplotoly Agroo Samouhat	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Campletel	Agree Neither Agree ner Diragree Neither Agree ner Diragree Campletely Diragree Neither Agree ner Diragree Sameuhat Agree Sameuhat	Agroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo Samouhat Agroonar Diragroo	Agreenar Diragree Neither Agreenar Diragree Neither Agreenar Diragree Completel y Agree Neither Agreenar Diragree Neither Agreenar Diragree	Agree Completel y Agree Neither Agree Diragree Somewhat Agree Completel y Agree	y Agree Sameuhat Agree Agree Neither Agree Diragree Completel y Diragree Sameuhat Agree Sameuhat
314	10066	Robocca C. Saqiv O. Calvin P. Omar J.	Female Female Male Male	Probably Will Probably Will Might ar Might Nat Might Nat Definitely Will Probably	Might or Might Nat Might Nat Might Nat Probably Will Nat Definitely Will Probably Will	Completel y Agree Somewhat Agree Neither Agree Diragree Somewhat Agree Completel y Diragree Somewhat Agree	Diragree Samouhat Agree Samouhat Agree Samouhat Agree Samouhat Agree Campletel y Agree Neither	Will Definitely Will Probably Will Probably Will Probably Will Definitely Will Probably Will	Will Might bet Might Met Might Met Might bet Might Het Probably Will Definitely Will Probably Will	Will Might or Might Not Probably Will Might not Might or Might or Might or Might Not Definitely Will Probably	Might Nat Definitely Will Probably Will Might or Might Nat Definitely Will Probably Will	Will Definitely Will Probably Will Might or Might Not Unfinitely Will Definitely Will Probably Will	Will Might or Might Nat Definitely Will Probably Will Probably Will Definitely Will Probably Will	Definitely Will Definitely Will Probably Will Definitely Will Probably Will	Probably Will Probably Will Definitely Will Definitely Will	Will Definitely will Probably will Definitely Will Definitely Will Probably Will	Will Definitely Will Might or Might Nat Probably Will Definitely Will Probably Will	Agree Sumouhat Agree Sumouhat Agree Neither Agreenur Diragree Sumouhat Agree Sumouhat Agree Sumouhat	Agroenar Diragroe Campletel y Agroe Meither Agroenar Diragroe Campletel y Agroe Campletel y Agroe Sameuhat Agroe	Camplotoly Agree Noither Agree nar Diragree Noither Agree nar Diragree Noither Agree nar Diragree Sameuhat Agree Sameuhat Agree	Agree Sameuhat Agree Sameuhat Agree Campletel y Diragree Sameuhat Agree Sameuhat Agree Noither	Agree Completel yAgree Completel yAgree Neither Agreenar Diragree Completel yAgree Sameuhat Agree	Agroc Noither Agreenar Diragree Sameuhat Agroc Noither Agrocon Diragree Camplotely Agroc Sameuhat Agroc Sameuhat Agroc	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Completel yAgroo Samouhat Agroo	Agroe Noither Agroe nar Diragroe Noither Agroe nar Diragroe Campletely Diragroe Noither Agroe nar Diragroe Samouhat Agroe Samouhat Agroe	Agroe Noither Agreenar Diragree Noither Agreenar Diragree Noither Agreenar Diragree Sameuhat Agree Sameuhat Agree	Agreenar Diragree Neither Agreenar Diragree Neither Agreenar Diragree Campletel yAgree Neither Agreenar Diragree Neither Agreenar Diragree Neither Agreenar Diragree Neither Agreenar Diragree Neither	Agree Completel y Agree Neither Agree Samouhat Agree Completel y Agree	y Agree Sameuhat Agree Neither Agree Neither Agree Campletel y Diragree Sameuhat Agree Sameuhat
314	10066	Robocca C. Saqiv O. Calvin P. Omar J.	Female Female Male Male	Probably Will Probably Will Might or Might Nat Might Nat Definitely Will Probably	Might or Might Not Might Not Might Not Probably Will Not Definitely Will Definitely Will Probably	Completel y Agree Somewhat Agree Neither Agree Diragree Somewhat Agree Completel y Diragree Somewhat Agree	Diragroc Samouhat Agroc Samouhat Agroc Samouhat Agroc Samouhat Agroc Camplotel yAgroc	Will Definitely Will Probably Will Probably Will Definitely Will Definitely Will	Will Might Nat Probably Will Might Nat Probably Will Nat Definitely Will Probably Will Probably	Will Might or Might Not Probably Will Might or Might or Might or Might Not Definitely Will Probably	Might Nat Definitely Will Probably Will Might or Might Nat Definitely Will Probably Will Might or Migh	Will Definitely Will Probably Will Might or Might Not Definitely Will Definitely Will	Will Might or Might Not Definitely Will Probably Will Probably Will Definitely Will Probably Will	Definitely Will Definitely Will Probably Will Probably Will Definitely Will	Probably Will Probably Will Definitely Will Definitely Will	Will Definitely Will Probably Will Definitely Will Definitely Will Definitely Will	Will Definitely Will Might or Might Nat Probably Will Definitely Will Probably Will	Agree Samouhat Agree Samouhat Agree Agree Moither Agreenar Diragree Samouhat Agree	Agroonar Diragroo Camplotel y Agroo Noither Agroonar Diragroo Camplotel y Agroo Camplotel y Agroo	Agree Campletely Agree Neither Agree nar Diragree Neither Agree nar Diragree Sumeuhat Agree Sameuhat	Agree Sameuhat Agree Sameuhat Agree Campletel y Diragree Sameuhat Agree Sameuhat Agree	Agroc Completel y Agroc Noither Agrochar Diragroch Completel y Agroc Completel y Agroc	Agroc Noither Agreenar Diragree Sameuhat Agroc Noither Agrocon Diragree Camplotely Agroc Sameuhat Agroc Sameuhat Agroc	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Campletel yAgroo	Agree Neither Agree ner Diragree Neither Agree ner Diragree Campletely Diragree Neither Agree ner Diragree Sameuhat Agree Sameuhat	Agroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo Noithor Agroonar Diragroo Samouhat Agroonar Diragroo	Agreenar Diragree Neither Agreenar Diragree Neither Agreenar Diragree Completel y Agree Neither Agreenar Diragree Neither Agreenar Diragree	Agree Completel y Agree Neither Agree Samouhat Agree Completel y Agree	y Agree Sameuhat Agree Agree Neither Agree Diragree Completel y Diragree Sameuhat Agree Sameuhat
314	10066	Robocca C. Sagiv O. Calvin P. Omar J. Hausard Fr.	Female Female Male Male	Probably Will Probably Will Might or Might Not Might Not Might Not Might Not Will Probably Will Probably	Might or Might Not Might Not Might Not Might Not Will Not Might Not Will Not Might Not	Campletel y Agree Sameuhat Agree Agreenar Diragree Sameuhat Agree Campletel y Diragree Sameuhat Agree Sameuhat Agree	Diragroe Samouhat Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Campletel yAgroo Noithor Agroonar Diragroo	Will Definitely Will Probably Will Probably Will Probably Will Probably Will Probably Will Probably Will	Will Might Nat Probably Will Might Nat Probably Will Nat Definitely Will Probably Will Probably	Will Might or Might Not Probably Will Might or Might or Might or Might Mot Definitely Will Probably Will Might hat	Might Nat Definitely Will Probably Will Might or Might Nat Definitely Will Probably Will Might hat	Will Definitely Will Probably Will Might or Might Not Definitely Will Probably Will Might or Might hot	Will Might bet Might Not Might Not Will Probably Will Definitely Will Probably Will Might on Might Not	Definitely Will Definitely Will Probably Will Definitely Will Probably Will Might or	Probably Will Probably Will Definitely Will Definitely Will Probably Will	Will Definitely Will Probably Will Definitely Will Definitely Will Probably Will Probably Will	Will Definitely Will Might bet Might Nat Probably Will Definitely Will Probably Will Probably Will	Agroo Sumouhat Agroo Sumouhat Agroo Neither Agroonar Diragroo Sumouhat Agroo Sumouhat Agroo Cumpletel	Agroonar Diragroo Camplotel y Agroo Noither Agroonar Diragroo Camplotel y Agroo Camplotel y Agroo Samouhat Agroo	Agree Campletely Agree Noither Agree nar Diragree Noither Agree nar Diragree Sameuhat Agree Sameuhat Agree Sameuhat	Aqree Sameuhat Aqree Sameuhat Aqree Campletel y Diragree Sameuhat Aqree Sameuhat Aqree Loringree Neither	Agroo Completel yAgroo Noither Agrooner Diragroo Noither Agrooner Diragroo Completel yAgroo Completel yAgroo Completel yAgroo	Agroc Neither Agrochar Diragroc Sameuhat Agroc Diragroc Neither Agrochar Diragroc Camplotoly Agroc Sameuhat Diragroc	Agroo Samouhat Agroo Samouhat Agroo Samouhat Agroo Campletel y Agroo Samouhat Agroo Campletel	Agree Noither Agree nor Diragree Noither Agree nor Diragree Completely Diragree Noither Agree nor Diragree Sameuhat Agree Completely Completely	Agroe Noither Agreenar Diragree Noither Agreenar Diragree Noither Agreenar Diragree Samouhat Diragree Samouhat Agree Samouhat Agree Camplotoly	Agreenar Diragree Neither Agreenar Diragree Sameuhat	Agree Completel yAgree Neither Agree Somewhat Agree Completel yAgree Completel yAgree Completel yAgree	y Agree Samouhat Agree Agree Noither Agree Campletel y Diragree Samouhat Agree Samouhat Agree Samouhat Agree
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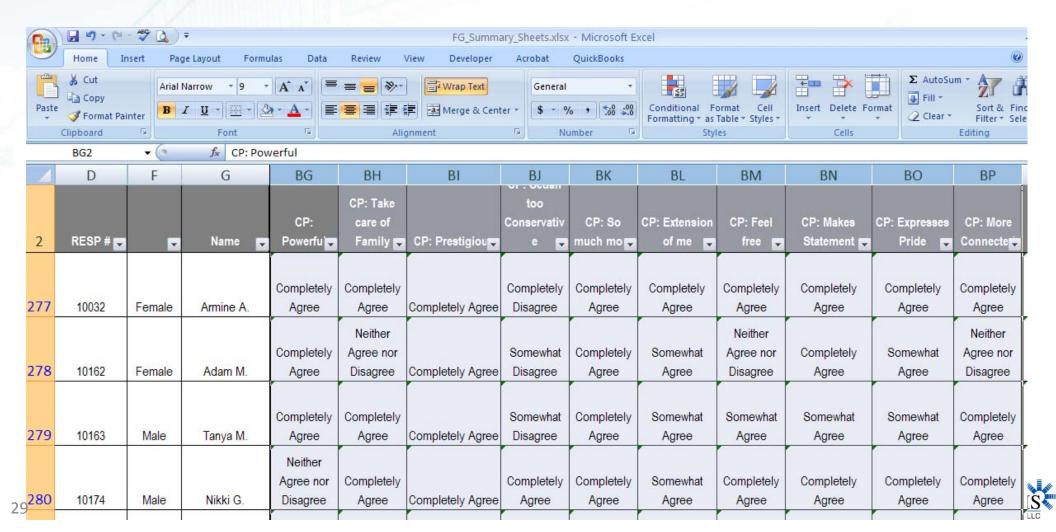




Pacific Chapter of American Association for Public Opinion Research

Easy as 1, 2, 3...

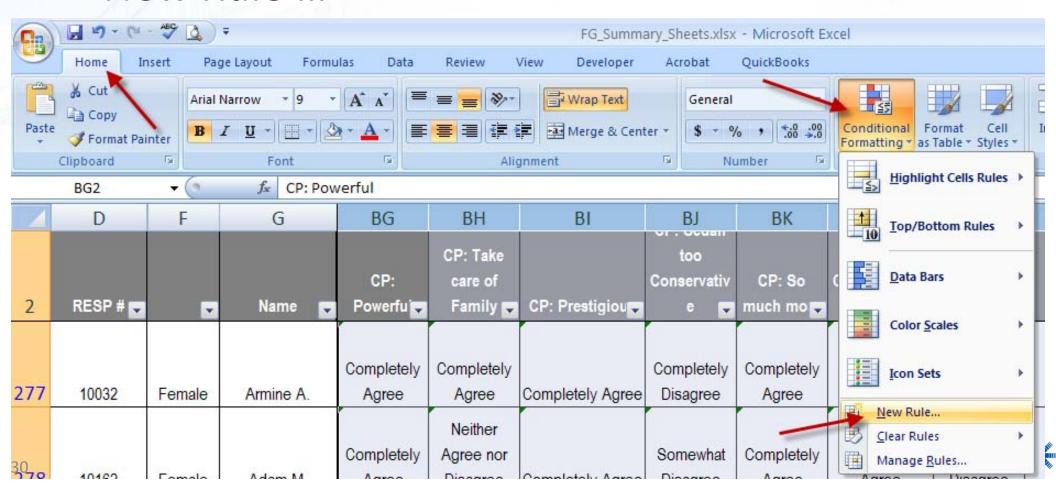
1. Highlight the columns



Pacific Chapter of American Association for Public Opinion Research

Easy as 1, 2, 3...

Select Home -> Conditional Formatting -> New Rule ...

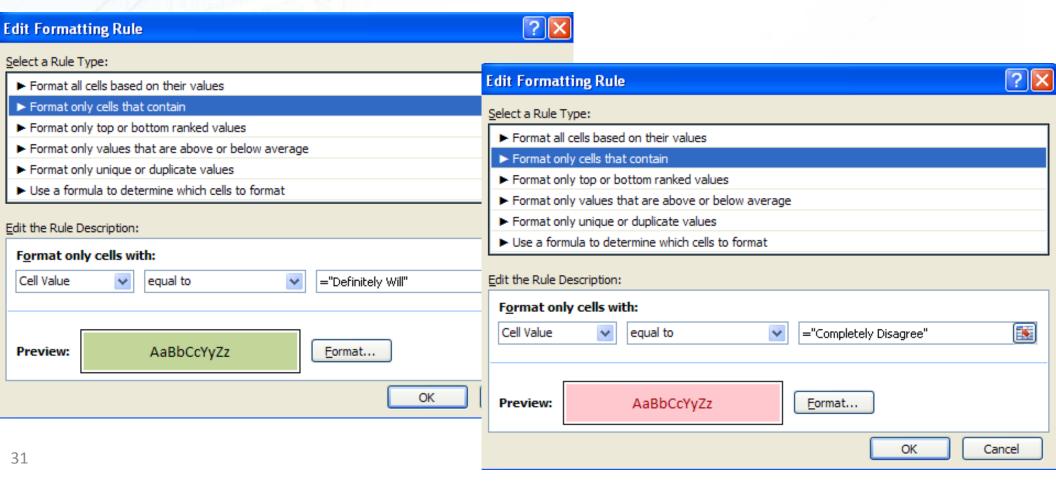




Pacific Chapter of American Association for Public Opinion Research

Easy as 1, 2, 3...

Build Formatting rules for your key decision responses



Pacific Chapter of American Association for Public Opinion Research Conditional Formatting (AKA 5 Minute Makeover)

RESP#	·	Name 🔻	SP: Striking visual statement	CP: Powerfu ᢆ↓	CP: Take care of Family	CP: Prestigiou 🕶	too Conservativ	CP: So	CP: Extension of me	CP: Feel	CP: Makes	CP: Expresses
			Minht on Minht	Somewhat	Somewhat		Ozmanikat	Somewhat	Neither Agree	Somewhat	0	Occupiately
10302	Female	Jasmin R.	Might or Might Not	Agree	Agree	Somewhat Agree	Somewhat Disagree	Agree	nor Disagree	Agree	Somewhat Disagree	Completely Disagree
				Completely	Completely		Completely	Completely	Completely	Completely	Completely	Completely
10339	Male	Batina S.	Probably Will	Agree	Agree	Somewhat Agree	Disagree	Agree	Agree	Agree	Agree	Agree
				Neither	Neither						[
				Agree nor	Agree nor		Completely	Completely	Somewhat	Completely	Completely	Completely
10072	Male	Howard F.	Definitely Will	Disagree	Disagree	Somewhat Agree	Disagree	Agree	Disagree	Disagree	Disagree	Disagree
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				Completely	Somewhat		Somewhat	Somewhat	Neither Agree	Completely	Neither Agree	Somewhat
10041	Female	Leslie R.	Definitely Will	Agree	Agree	Completely Agree	Agree	Agree	nor Disagree	Agree	nor Disagree	Agree
				Somewhat	Completely		Completely	Completely	Completely	Somewhat	Completely	Completely
10001	Female	Greg K.	Definitely Will	Agree	Agree	Completely Agree	Disagree	Agree	Agree	Agree	Agree	Agree
				Completely	Completely		Completely	Completely	Completely	Completely	Coletely	Completely
10032	Female	Armine A.	Definitely Will	Agree	Agree	Completely Agree	Disagree	Agree	Agree	Agree		Agree
					Neither					Neither		
				Completely	Agree nor		Somewhat	Completely	Somewhat	Agree nor	Complete	what
10162	Female	Adam M.	Definitely Will	Agree	Disagree	Completely Agree	Disagree	Agree	Agree	Disagree	Agree	
				Completely	Completely		Somewhat	Completely	Somewhat	Somewhat	Somewhat	Somewha
10163	Male	Tanya M.	Definitely Will	Agree	Agree	Completely Agree	Disagree	Agree	Agree	Agree	Agree	Agree

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- 1				SP: Striking		CP: Take		too					
at				visual	CP:	care of		Conservativ	CP: So	CP: Extension	CP: Feel	CP: Makes	CP: Expresses
J	RESP#		Name 💂	statement -	Powerfu	Family 🗨	CP: Prestigiou	e 🔻	much mo	of me	free 💂	Statement 🕞	Pride 🗔
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				Might or Might	Somewhat	Somewhat		Somewhat	Somewhat	Neither Agree	Somewhat	Somewhat	Completely
ı		male	Jasmin R.	Not	Agree	Agree	Somewhat Agree	Disagree	Agree	nor Disagree	Agree	Disagree	Disagree
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١	10072	Male	Howard F.	Definitely Will	Disagree	Disagree	Somewhat Agree	Disagree	Agree	Disagree	Disagree	Disagree	Disagree
ŀ	10072	IVIAIC	noward r.	Delinitely Will	Disagree	Disagree	Somewhat Agree	Disaglee	Agree	Disagree	Disagree	Disagree	Disagree
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١	10041	Female	Leslie R.	Definitely Will	Agree	Agree	Completely Agree	Agree	Agree	nor Disagree	Agree	nor Disagree	Agree
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ı	10001	Female	Greg K.	Definitely Will	Agree	Agree	Completely Agree	Disagree	Agree	Agree	Agree	Agree	Agree
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١	10032	Female	Armine A.	Definitely Will	Agree	Agree	Completely Agree	Disagree	Agree	Agree	Agree	Agree	Agree
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١	10162	Female	Adam M.	Definitely Will	Agree	Disagree	Completely Agree	Disagree	Agree	Agree	Disagree	Agree	Agree
ı								6					
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١	40400		T	D 5 1 1 1000	Completely	Completely		Somewhat	Completely	Somewhat	Somewhat	Somewhat	Somewhat
ŀ	10163	Male	Tanya M.	Definitely Will	Agree	Agree	Completely Agree	Disagree	Agree	Agree	Agree	Agree	Agree
٠													



Use pictures to ease understanding

		Hood	Headlights	Fog Lamps	Bumper	Grille	Width of truck	Side Mirrors		
-	Highest	F-150 33%	Silverado 54%	Tundra 43%	Silverado 46%	F-150 47%	Silverado 46%	F-150 30%		
	Lowest	Titan 25%	F-150 23%	F-150 15%	Tundra 18%	Silverado 15%	Sierra 29%	Sierra 13%		



Use pictures to ease understanding

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	Hood	Headlights	Fog Lamps	Bumper	Grille	Width of truck	Side Mirrors
Highest	F-150	Silverado	Tundra	Silverado	F-150	Silverado	F-150
	33%	54%	43%	46%	47%	46%	30%
Lowest	Titan	F-150	F-150	Tundra	Silverado	Sierra	Sierra
	25%	23%	15%	18%	15%	29%	13%

The visibility just isn't what I need in a truck. I couldn't tow with this

Headlights well balanced and substantial

Where are the fog lights?



It just looks cheap, too much plastic

Too dated. Looks like my grandpa's truck



Strategically layout each slide



Strategically lay out each slide to convey the message you want delivered.

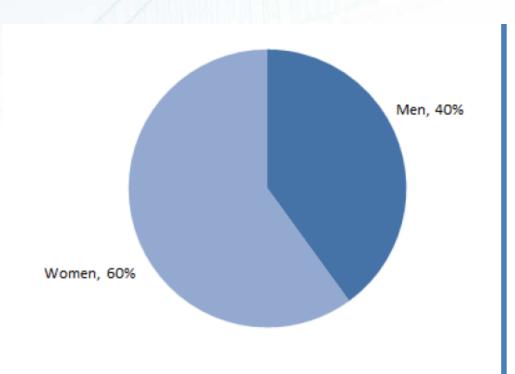
- Appropriate use of charts / graphs
- Use formatting with color, bolding, arrows and pictures to ease understanding
- Consider alternatives to charts and graphs
 - Text
 - Pictures
 - Word cloud
 - Sound

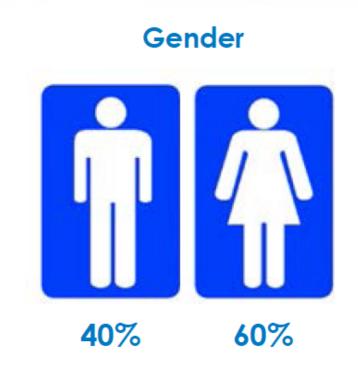


Consider alternatives to charts and graphs

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Pictures can also make the numbers more interesting









Consider alternatives to charts and graphs

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Think outside of the box

Winter Olympics Downhill Alpine Skiing Time

Place Finished	Women	Men
First	1:44.19	1:54.31
Second	1:44.75	1:54.38
Third	1:45.65	1:54.40
Fourth	1:45.68	1:54.52

Fractions of a Second: An Olympic Musical

http://www.nytimes.com/interactive/2010/02/26/sports/olympics/20100226-olysymphony.html



Conclusion

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 "What more can I do to make my data more approachable"



