How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the *percentage* of respondents in a column in each cell.

2. Columns read vertically down the page.

3. The table headings present the people, or subgroup, each column represents. They are each noted with a letter.

4. The remaining rows present the column percentages for each valid response category to a question.

5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a letter is below a percent, it notes that this percent is statistically different from the percent of the lettered column. For example in the table below, the 35% in column F is statistically different from the 24% in column G.

6. Please note totals may not add to 100% due to rounding.

Table A4160427PT

Exclusive Point Taken -Marist Poll
May 2016

For you, personally, would you rather your salary be: Public or Private?

		Generation				Employment Status			Party Identification			Political Ideology		
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)	Employed	Not employed	National Registered Voters	Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public	30%	37% E	35% E	27% e	18%	35% G	24%	32%	35% J	17%	42% J	44% mN	31%	23%
Private	66%	61%	57%	71% c	77% BC	62%	72% F	66%	61%	81% IK	56%	53%	64%	76% Lm
Unsure	3%	2%	7%	2%	5%	3%	4%	3%	4%	2%	3%	3%	5%	1%
Chi-Square		<---------	---------	13.867	----------	<--------	8.497	------->		<---------	21.666	--------->	<---------	18.047
Significance				100%			99%				100%*			100%*

Comparison Groups: BCDE/FG/IJK/LMN
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
Lowercase letters indicate significance at the 90% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.