



**TYPE 1: SUMMARY**

How much or how many?

Answers:

- What is the **Values** for all the data?

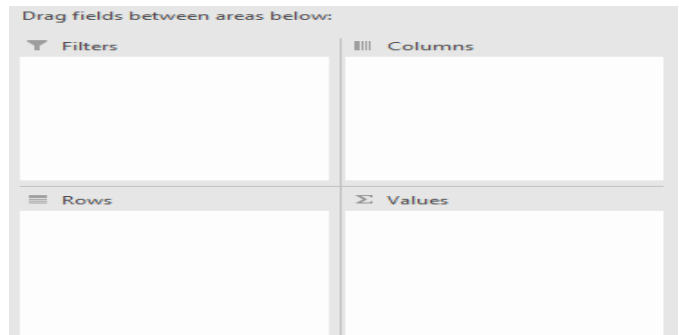


**TYPE 2: CATEGORICAL**

How much or how many?

Answers:

- What is the **Values** of the **Rows**?
- Or, what is the **Values** of the **Columns**?

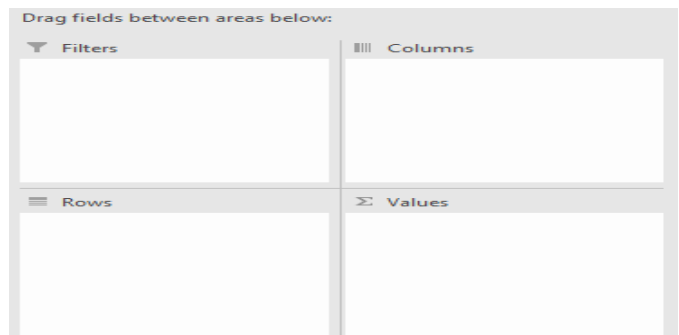


**TYPE 3: TIME**

How much or how many?

Answers:

- What is the **Values** of **Rows** over time (**Columns**)?



**TYPE 4: HIERARCHICAL**

How much or how many?

Answers:

- What is the **Values2** of the **Rows 2** grouped by **Rows 1**?



**TYPE 5: CONTRAST**

How does the cross tabulation of two categories affect the totals?

Answers:

Does the **Values** vary based on the **Rows** and **Columns**?

