

Used daily by thousands of researchers around the world, Quanvert is the industry standard for the analysis of market research data. Quanvert can process surveys of any type, size or complexity. Whether it's a survey with hundreds of questions, or millions of respondents, or one that's been conducted on a regular basis for years – Quanvert can handle it – fast.

Quanvert

No data processing experts or statisticians available?

Quanvert has been specifically designed for the market researcher. You don't have to be a data processing or computer expert, or a statistician. You just have to be interested in your survey results!

Limited to paper reports?

You can investigate your data from your desktop, without having to search through volumes of printed reports. There is no need to predict what analyses you will require before you receive your data. You can create any table based on any variable or question. You can test out any hypothesis, and dig as deep into the data as you wish. For instance, you may want to examine the age group of people who responded positively to an advertisement. You can then take this a stage further

and produce a series of tables filtered on those females interviewed. Quanvert is especially powerful for analyzing individual responses to verbatim or "open" questions. And if you recorded the respondent's voice to an open question you can listen to it in Quanvert!

Reports look a little lackluster?

Quanvert provides you with enormous flexibility for formatting and presenting your results. You choose exactly how the data should appear in your tables – percentages, decimal places, landscape or portrait. You can set up your preferences as defaults.



Quanvert's companion product, Quanvert Publisher, allows you to turn your Quanvert tables into online reports containing charts, graphs and interactive tables. Quanvert itself has automatic links to Microsoft packages such as Word and Excel, enabling you to produce a formatted table, graph or chart in a matter of minutes for inclusion in a printed report.

Quanvert also has links to SPSS, producing data and variable definitions of your choice automatically, allowing you quick and easy access to the vast range of statistical analyses SPSS offers.

Comparing the results from continuous surveys?

Quanvert provides extensive facilities for the analysis of tracking and international studies. It is designed to join together the results of surveys, linking similar questions and answers. And if brand names or questions change over time, or differ across regions, that's no problem. Quanvert links them all for you, without you having to re-process your data from previous years all over again. You can even produce multilingual tables! When a survey is conducted in different countries, in different languages, the results can be analyzed together, and presented in the language of your choice.

How is the database produced?

Quanvert databases are specified and created using Quantum – SPSS MR's leading package for editing, weighting and tabulating survey data. Quantum is already renowned in its own right as the most powerful tabulation system available today. You can create the database yourself using Quantum, or our service bureau can do it for you. Alternatively, contact us for a list of agencies around the world that supply Quanvert databases.

Features

- Fast interactive tabulations.
- Full Boolean logic filters.
- Formatting of numbers and table layout.
- Derive new variables from existing data.
- Easily handle hierarchical (multilevel) data sets
- Create customized breaks from numeric data.
- Store and reuse frequent analyses.
- Simultaneous analysis of multiple data sets in tracking of multicountry studies.
- Output and view files of respondent level data.
- Publish online reports containing charts and interactive tables with Quanvert Publisher
- Transfer tables directly to commonly used charting, word processing, spreadsheet, and presentation packages.
- Instant access to marginal values and distributions.
- Weighted, unweighted or volumetric tables.
- Profiles of individual respondents.
- Variables may have multiple or single answers.
- View text of verbatim responses.
- Table index and table preview facilities.
- Smooth data export to SPSS.
- Play back recorded verbatim responses.

Businesses of all sizes drive their success using SPSS MR software and expertise for data collection, data management and insightful analysis and reporting. With a background in market research and business intelligence, we offer a technology portfolio of unrivaled breadth and depth, unmatched consulting skills and a truly global service through our international network of offices.

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