

> Collect High-Quality Research Data



> Create and manage multi-mode surveys

As a collector of research data, you want to capture high-quality information and protect the integrity of your results. SPSS offers powerful and flexible survey research solutions that support complex instrument design, integrated sample management, robust data collection, and real-time analysis of high-quality research data—in a multi-mode environment.

Whether you want to learn about specific populations or entire nations, SPSS survey research solutions help you get the answers you need.

Our integrated tools support large, multi-stage surveys, enabling you to manage samples, collect high-quality data, and preserve data security. The results are efficient data collection and elimination of disjointed survey management efforts.

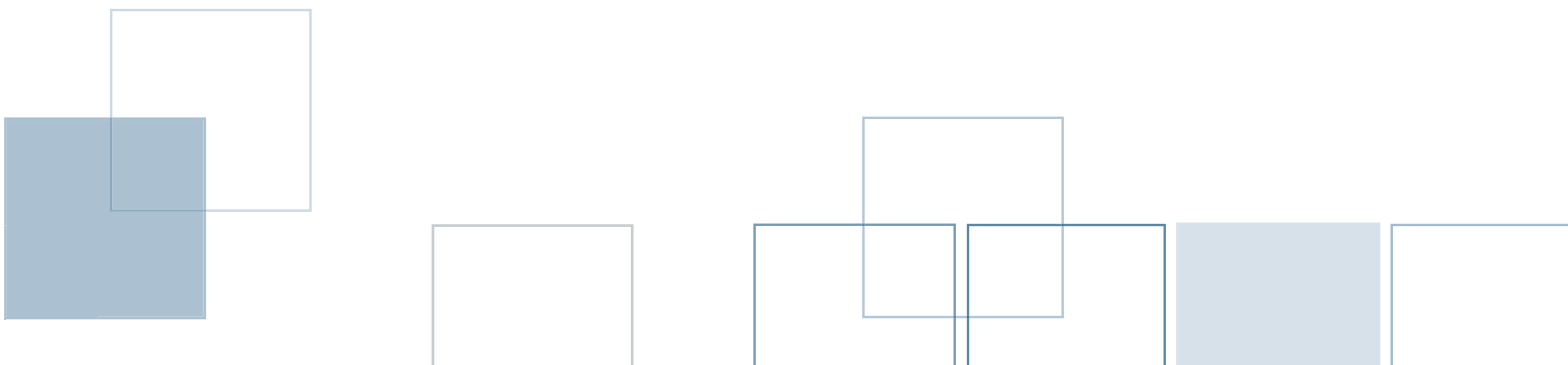
Proven research solutions for more than 35 years

SPSS tools and technologies have been used, tested, and refined during our 35-year history of working with public sector organizations. Our clients include institutions and agencies throughout education and government, and we understand the unique needs of these different types of organizations. You can rely on our proven technologies and expertise to support your surveys from start to finish.

Flexible questionnaire design

SPSS' Dimensions™ survey research solutions enable you to develop questionnaires for use across multiple interview modes. Create a questionnaire using a Web-based, drag-and-drop interface or by scripting, and field it in any mode. You can even integrate exterior classification systems in real time during data collection.

While the documentation and presentation tools you may already have help you review your instruments before going to the field, our tools enable you to adjust surveys during data collection. You can review data from a specific version of the instrument or from a merged question. With just a click, generate electronic code books (ECBs) and interactive reports—in Microsoft® Word, Excel, PowerPoint®, or HTML format—for internal and external audiences.



Sample management

Dimensions survey research solutions provide full support for your sample management process. You can create and monitor as many categories as you need, analyze the results using the software of your choice, and run exports of the data at any point. For example, you can create an unlimited number of demographics to track, or monitor the number of times respondents attempt to complete a questionnaire. The flexible, comprehensive sample management capabilities of Dimensions enable you to monitor and manage your sample effectively to ensure the integrity of your results.

Security and confidentiality

Our solutions help you protect the privacy and security of your respondents by using several layers of security to meet the needs of your particular research environment. You can control data access and permissions with built-in security features, and make results available to select groups through secure portals.

SPSS products adhere to a dynamic Certification & Accreditation process that evaluates systems, policies, procedures, and processes over time to ensure continued security. For surveys that require Office of Management and Budget (OMB) approval, our tools enable you to include prior OMB justification in your metadata at the item level.

Dimensions survey research solutions enable you to assess disclosure risks in real time, in order to prevent violations of respondent anonymity or privacy when you choose to make your data public. For small “n” disclosure, for example, you can change, sum up, or group categories to protect respondent privacy.

Data collection, analysis, and reporting

As soon as the first respondent completes an interview, you can log in through a Web browser and see the real-time results of your surveys. This helps you track both questions and responses, enabling you to better target respondents to meet your quota or other fixed requirements.

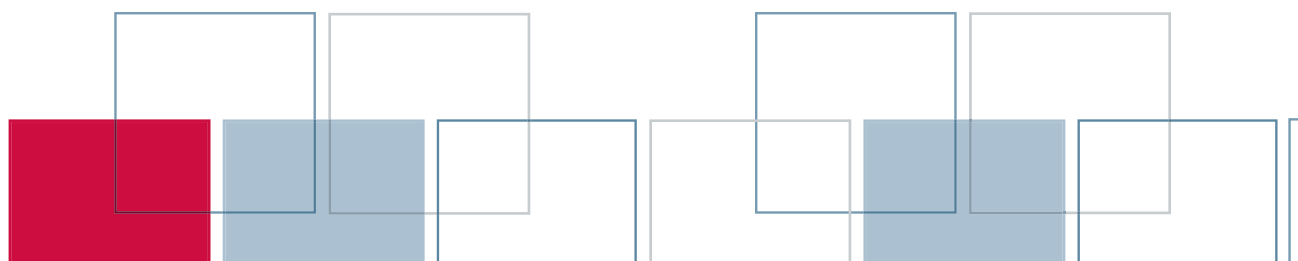
When you’re ready to analyze your results, our survey research solutions work with statistical, text mining, and data mining products such as SPSS®, Clementine®, and LexiQuest™ to enable complex analysis and model building. By managing your data stream from collection to analysis, you ensure immediate access to your data at any point, and secure, high-quality results.

Our survey research solutions enable you to export data in a variety of formats. You can also customize your export to work with your proprietary data formats.

Integration with custom and third-party systems

Dimensions survey research solutions are designed for real-time integration with the systems you have now, and those you may need to add in the future. Our solutions enrich your existing data sources and proprietary systems by automating tasks and streamlining workflows. The survey research tools offered by SPSS enable you to develop an entirely new survey—from instrument design through analysis and reporting—or add only the components and capabilities that you need.

For example, Brigham Young, a private university with approximately 30,000 full-time students, needed a unified system for conducting student, faculty, and alumni interviews online and on paper. The university wanted a system that integrated easily with other products and systems, including its existing student profile database, and planned to build a propriety platform.



Instead, Brigham Young chose online data collection and paper scanning solutions from the Dimensions platform. The university appreciated the openness and comprehensive documentation provided by the Dimensions platform and was able to cut months from its development schedule. Brigham Young now plans to add text mining and data mining capabilities for in-depth analysis of its data, as well as a profile-based portal that will enable students to compare their grades to recommended averages.

A comprehensive survey research platform

The Dimensions survey research platform is a collection of tools designed to work seamlessly and securely with each other and with third-party systems. The platform is based on integrated data collection, security, and administration, to provide an efficient workflow. Dimensions tools are available through traditional software licensing or an ASP model, as well as through application and survey hosting services. Each offers the following capabilities:

- Questionnaire design through a flexible Web-based, GUI drag-and-drop desktop, and scripting tools
- Multilingual questionnaire versions that retain formatting, logic, and analysis rules
- Multi-mode data collection via questionnaires that you can field in any medium—over the Web, by phone, on paper (with scanning option), or in person
- Sample management
- Real-time viewing of results during data collection
- One-click ECB generation
- Automation of daily data management tasks

With Dimensions and other SPSS survey research solutions, you can develop a survey research system that meets your unique needs. The University of Miami School of Medicine, for example, needed a way to track patients in the clinical research trials it conducts for external organizations. The school chose an online interviewing solution from the Dimensions platform to manage its clinical trials. It plans to share the solution with other departments throughout the university that conduct online interviews with students, alumni, faculty, staff, and other groups.

The solution's flexibility has enabled the university to develop a universal online survey system that maximizes its resources across schools and departments.

To learn more about Dimensions and SPSS survey research solutions, visit www.spss.com.

Greater Manchester Police force gains insight into community

Greater Manchester Police (GMP) is one of the largest police forces in the United Kingdom. As part of the National Reassurance Project in the Oldham Metropolitan Borough, GMP needed to survey 9,000 households in order to establish a community-based policing program. GMP's existing system consisted of a low-level paper system and Microsoft Excel, which provided only limited analysis capability.

Aware of SPSS' extensive background in surveys and analysis, GMP chose the Dimensions survey research tools to create scannable paper surveys, and SPSS Base to analyze the results. The scanning capability eliminated the need for manual data entry, resulting in measurable time and resource savings.

Results:

- At least 400 community members volunteered to participate in problem-solving initiatives
- GMP saved approximately \$13,000 in the first two weeks of the project alone due to reduced personnel time

“The SPSS scanning process and capability to drill down into our public consultation survey data has become a bedrock on which the project can move forward during the next 12 months. Our increased survey and analysis capability has also impressed several partners who have now fully bought into the National Reassurance Project in Oldham.”

– Keith Bentley

Chief Superintendent, Operations

Oldham Division



The Hospital of Walcheren improves the quality of services

The Hospital of Walcheren in the Netherlands serves nearly 120,000 patients each year. In order to comply with a new healthcare quality law, the hospital needed to evaluate the quality of its services based on patient feedback. Due to the number of patients involved, it was important to have an efficient way to track and measure service quality and perform complex analysis on the results.

The hospital chose a paper survey scanning solution from the Dimensions platform for its ability to automatically scan the surveys and collect the response data, and chose SPSS Base to analyze the survey results.

Results:

- The scanning solution eliminated the need for manual entry of survey data, reducing questionnaire processing time
- Researchers identified areas of patient care that needed improvement
- The hospital expanded its survey program to its nursing and outpatient departments

“SPSS Inc. has really helped us to identify areas where we can improve patient care, and has already contributed significantly to patient well-being and satisfaction. Dimensions helped me enter results faster so I could use the results to make changes that will have a positive effect within our hospital's corridors.”

– Peter Cijssouw

Quality Manager

Hospital of Walcheren

About SPSS Inc.

SPSS Inc. [NASDAQ: SPSS] is the world's leading provider of predictive analytics software and solutions. The company's predictive analytics technology connects data to effective action by drawing reliable conclusions about current conditions and future events. More than 250,000 commercial, academic, and public sector organizations rely on SPSS technology to help increase revenue, reduce costs, improve processes, and detect and prevent fraud. Founded in 1968, SPSS is headquartered in Chicago, Illinois. To learn more, please visit www.spss.com. For SPSS office locations and telephone numbers, go to www.spss.com/worldwide.



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