



Satisfaction survey
analysis using statistics:
You'll be delighted with
the results

Satisfaction surveys are an important tool for assessing the satisfaction of your customers, employees, patients and readers. Without a reliable way to analyze the responses, however, you risk making important decisions based on incomplete or superficial information.

Spreadsheets and databases give you simple summaries and basic row-and-column math. To best interpret and understand survey responses, you need in-depth analysis unavailable in spreadsheets and databases. When you use statistical software for satisfaction survey analyses, you get the most value from your data.

With statistical analysis, you can translate your survey responses into meaningful information and gain more insight into the responses. More insight, in turn, leads to better decisions. Using statistics to analyze your survey data helps ensure you'll be delighted with the results.

With statistical analysis, you can translate your survey responses into meaningful information

12 ways statistics are better than spreadsheets for satisfaction surveys

Whether you are a beginner or a savvy, experienced survey researcher, these 12 ways show you how to better analyze your survey responses and present your results using statistics. They demonstrate why statistical software is a necessity for your analytical solution. A brief summary of the 12 ways appears at the end of this paper.

1. Use all your data efficiently

Combining and manipulating data holds the key to important results.

For a thorough analysis of your satisfaction survey, you need flexible data management. Combining responses from separate studies can be the key to spotting trends or patterns in your data. For example, merge the responses from your 1995 survey with the 1996 survey, and you can compare satisfaction scores between quarters or years to monitor improvements over time.

To identify key segment differences you need to manipulate data within one survey. Aggregating your responses, for example, may help you determine whether department A responds differently than department B, or if different customer groups perceive your service differently.

It's important that your survey analysis tool offers flexible data management. SPSS lets you combine and manipulate data. Plus, you can aggregate, merge, split, subset and recode data. (See Figure 1 for definitions). SPSS also reads spreadsheet files and data in databases, such as Oracle or Microsoft Access.

Some of SPSS' data management capabilities	
Aggregating	Define groups of responses and SPSS automatically creates a new file with one aggregate response for each group. For example, compare scores from individual cities and aggregate for regional analysis. This is extremely useful when you need to distribute summarized data only.
Merging	Combine files from various sources. For example, match a patient satisfaction survey to a treatment file using the patient identification number. Then investigate which patient characteristics relate to positive or negative evaluations.
Splitting	Separate your data into groups for analysis without modifying the original data. SPSS runs all the graphs at once.
Subsetting	Restrict your analysis to a specific group based on the criteria you specify, including specific responses, dates and time ranges. For example, look at only responses from the second quarter or the Northern region.
Recoding	Collapse or combine responses into categories for analysis. SPSS automatically recodes the entire file. For example, change actual age in years into ranges of ages to group respondents for analysis by age group.

Figure 1. Definitions of some of SPSS' data management capabilities.

SPSS helps you easily spot errors or unusual responses

Since all your data are valuable, it's important to use a tool that can handle them. Don't compromise your analysis because of software limitations. SPSS works with extremely large data sets, so you can combine several files without a problem. Whether you have 200 or 200,000 responses, SPSS handles your data easily. Typical spreadsheets, on the other hand, can handle only 16,000 responses. Once you reach that limit, the program does not accept any more data.

Match response samples to the true population.

Sometimes your response sample is different from your true population. With SPSS weighting, you can match the proportion of your responses to that of your population, so you don't over- or under-represent groups in your analysis. For example, you survey four regions and the response from the Northeast is under-represented. SPSS' weighting compensates for the low response, so all regions are equally represented. SPSS ensures your results are accurate, takes the worry out of who responds and reflects the reality of your population.

2. Know when there's a problem with your data

Unusual responses affect the results of your satisfaction analysis and influence the decisions you make. It is important to know whether an unusual response is the result of a data entry error, and should be corrected, or whether it reflects a true relationship that exists in the data and should be considered in your decision.

SPSS helps you easily spot data entry errors, respondent errors or unusual responses that you may want to leave out of your analysis, or look at more closely. A scatterplot gives you an overview of your data, helping you draw preliminary conclusions about possible relationships. It also helps identify "outliers" which bear closer examination.

You can check data that do not follow general patterns or groupings to ensure they were not caused by a data entry error. Click on a point in the graph and see the response highlighted in the Data Editor. In spreadsheets, no link exists between your graphs and data. The scatterplot in Figure 2a shows the relationship between survey respondents' age and income. This graph quickly brings to your attention two outlying points. SPSS makes it easy to examine these unusual points.

Once you click on the questionable point, it's labeled on the graph and highlighted in the data (Figure 2b). Further exploring this response is easy — you know its name (or label).

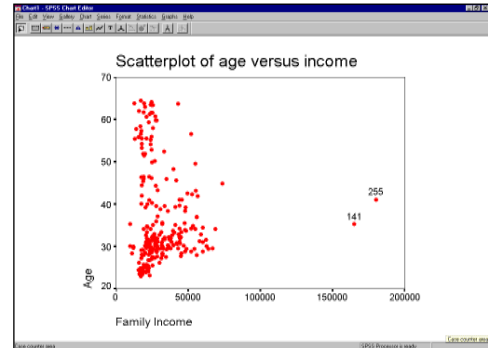


Figure 2a. This scatterplot identifies outlying points that do not follow the general trend of the responses.

ID	AGE	INCOME	gender	married	residential	employed	status	area	reason	length	satisf
109	19	22	Female	Yes	Very likely	Not Satisfied	Diffik	New office	5 years or more	Somewhat satisfied	
137	29	45000	Male	Yes	Very likely	Satisfied	Disagree	New office	2-3 years	Very satisfied	
150	32	42500	Female	Yes	Somewhat likely	Not Satisfied	Diffik	New office	5 years or more	Very dissatisfied	
199	39	43970	Male	Yes	Not very likely	Not Satisfied	Disagree	New office	5 years or more	Somewhat satisfied	
250	42	42000	Female	Yes	Very likely	Satisfied	Diffik	New office	3 months or less	Very satisfied	
300	41	42720	Female	Yes	Very likely	Satisfied	Diffik	New office	6 years or more	Very satisfied	
141	39	170000	Female	Yes	Somewhat likely	Not Satisfied	Very Dissat	New office	1-2 years	Very satisfied	
142	42	149500	Female	No	Somewhat likely	Satisfied	Disagree	New office	6-12 months	Very satisfied	
143	36	138300	Female	Yes	Somewhat likely	Not Satisfied	Very Dissat	New office	1-2 years	Very satisfied	
144	39	93000	Female	Yes	Somewhat likely	Not Satisfied	Disagree	New office	3 months or less	Somewhat dissatisfied	
145	45	47900	Female	No	Extremely likely	Satisfied	Disagree	New office	5 years or more	Very satisfied	
146	46	42600	Female	Yes	Somewhat likely	Not Satisfied	Disagree	New office	5 years or more	Very satisfied	
147	37	47000	Male	Yes	Very likely	Not Satisfied	Diffik	New office	5 years or more	Somewhat satisfied	
148	48	42000	Female	Yes	Very likely	Satisfied	Diffik	New office	12-12 months	Somewhat satisfied	
149	27	46000	Male	Yes	Somewhat likely	Not Satisfied	Very Dissat	Don't know	6 years or more	Somewhat satisfied	
190	29	42900	Female	Yes	Very likely	Satisfied	Very Dissat	Don't know	3 months or less	Very satisfied	
151	31	42120	Male	Yes	Very likely	Satisfied	Disagree	New office	6-12 months	Somewhat satisfied	
152	38	47300	Female	Yes	Don't know	Satisfied	Very Dissat	New office	6 years or more	Very satisfied	
153	39	47500	Male	Yes	Very likely	Not Satisfied	Diffik	New office	2-3 years	Somewhat satisfied	
154	34	47000	Female	No	Extremely likely	Satisfied	Very Dissat	New office	3 months or less	Somewhat dissatisfied	
155	32	43000	Female	Yes	Extremely likely	Satisfied	Disagree	New office	5 years or more	Very satisfied	
156	34	42120	Female	Yes	Very likely	Satisfied	Disagree	New office	5 years or more	Somewhat satisfied	

Figure 2b. Simply click on the outlying point in your chart. When you return to the Data Editor to examine the response, it's highlighted.

In this case, reviewing the document you used to enter the response showed the \$185,000 income was a data entry error. Simply correct it and proceed. The \$175,000 income was not a data entry error. You may choose to exclude it from further analyses.

3. Work easily with words, instead of numbers

Responses to satisfaction surveys use many questions with answer choices in categories, such as Male/Female, Yes/No, age ranges and scales of 1-5. When dealing with unfamiliar data, it can be difficult to remember what every coded answer represents. Often it's more intuitive to work with words rather than numbers.

The SPSS Data Editor, as shown in Figure 3, can show your data in words (labels) in place of numeric values (codes). For example, it's easy to see that 1 represents "extremely likely" so you don't confuse it with 5 "not at all likely." Switch between labels and codes in one mouse click, so you can better understand what is being analyzed. SPSS uses the underlying codes, so the calculations are still fast. And, your labels are automatically applied to your graphs and tables, so your results are easy to read and understand.

SPSS accounts for missing responses in the analysis, so you get accurate and meaningful results

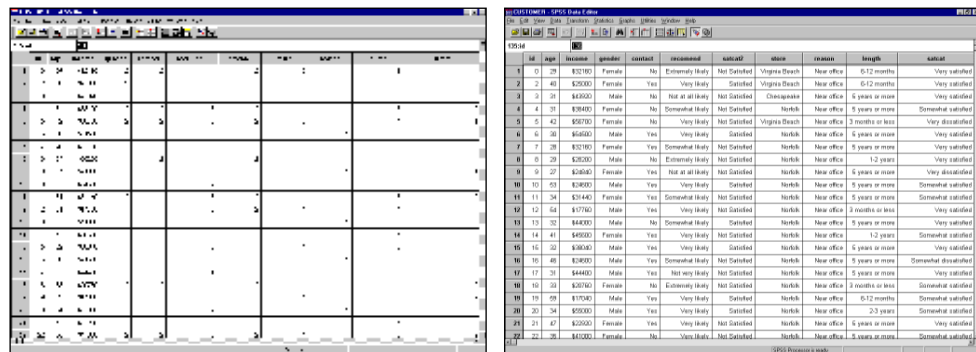


Figure 3. The SPSS Data Editor can show responses in two formats: data values (left) and a more intuitive look through value labels (right).

Satisfaction surveys often re-use questions and response options from previous surveys or within the same survey. For example, one survey may include several items asking about a customer's rating of various products, all on a scale of 1 = poor to 5 = excellent, and coding "no answer" responses as 9.

SPSS stores all of your labels so you can reapply them to new surveys or additional questions whenever you need to. You save valuable time and reduce errors when preparing your data for analysis.

4. Get accurate results even when some data are missing

For many reasons, satisfaction survey respondents do not always answer every question. Missing responses occur when a question is not applicable, a respondent refuses to answer, or the respondent simply doesn't know the answer. Gaps in your data influence your analysis and results.

When responses are missing, SPSS accounts for them in the analysis, so you get accurate and meaningful results. SPSS lets you compare percentages with and without missing values to see the difference.

For example, in Figure 4, the missing values are listed separately, so you get valid percentages. “Extremely poorly” is represented as 24.3 percent if missing values are ignored. With missing responses removed, it’s really 25.3 percent.

If you don’t consider the missing responses, you would overstate satisfaction. With SPSS, you can also specify multiple types of missing values so you can tell the differences between them. For example, respondents answer “don’t know” when they haven’t heard about the product or service; they respond with “N/A” when it does not apply to them.



Figure 4. SPSS accounts for missing responses, so your results are accurate.

SPSS goes beyond standard graphs by giving you a variety of additional charts that give you more insight into your data

You have the choice of eliminating different types of missing data during analysis, so you can find and understand patterns in respondents who answer “don’t know” versus “not applicable.” SPSS looks at responses on a question-by-question basis and can include a survey respondent’s answers only for those questions with a valid response.

A typical spreadsheet package counts only data that have a blank entry as missing data. It does not allow you to separate other data you may wish to leave out of the analysis. This inflexibility may cause you to miss critical differences that exist. Some spreadsheets offer a work-around solution by suggesting a “hand-tailored” approach to the formulas in the individual cells. This work-around can be time-consuming and error-prone.

5. Understand the big picture to make good decisions

Tables of numbers alone do not tell the full story in your data. Sometimes it’s necessary to see a picture of your data to completely understand the results. A visual representation of your data often helps identify problems or opportunities you may not have discovered in the numbers. A spreadsheet would tell you averages and ranges, but a statistical graph, such as a boxplot, shows you more information.

For example, a basic analysis of an employee satisfaction survey is performed to produce the average (mean) score of overall job satisfaction by department (Figure 5a). The scores across departments look very similar. The bar chart in Figure 5b makes it easier to interpret the results. Job satisfaction is highest in sales and lowest in customer service.



Figure 5a. Average scores of job satisfaction by department provide an initial understanding of responses.

The statistical boxplot in Figure 5c reveals more. In addition to the mean score of overall job satisfaction by department, it displays the range of responses and any outliers. It’s clear that while the sales department has the highest mean, it also exhibits the largest range in responses. The variation in responses for the other departments is small.

SPSS helps
you explore
data in-depth
to look for
relationships
and uncover
hidden
trends

While the bar chart may have led to action in customer service, the boxplot helps determine that further investigation into the sales department is a priority. A spreadsheet's standard business graphs, such as bar, line and pie graphs display basic information and summarize data for presentations, but you may miss important information.

SPSS goes beyond standard graphs by giving you a variety of additional charts that give you more insight into your data. Charts, such as boxplots, perceptual maps and Pareto charts are powerful analytical aids; they reveal underlying trends and variability in your data that typical business graphs don't reveal. Overall, using the analytical charts and graphs in SPSS help you better understand your data and make more informed decisions.

And, it's easier to produce graphs with SPSS than with a spreadsheet. With SPSS, you can produce graphs automatically as a result of a statistical procedure. In a spreadsheet, you have to highlight the individual data cells to include or summarize the data to prepare it for graphing. Then you specify an output region and follow a multi-step procedure to set up the chart and labels, until you have completed a simple chart. With SPSS you can create and edit charts as you go — with over 50 built-in chart types to choose from.

6. Make better decisions by knowing what's significant

It's not enough to look at simple reports and try to draw conclusions from them. Often you notice differences or relationships that look interesting. For example, satisfaction scores may differ between groups. Perhaps new customers are more dissatisfied with your delivery times than long-time customers. Or, satisfaction with store A looks lower than store B. Perhaps the satisfaction score from this year is lower than last year. But are these findings really important? Are the differences enough to be "statistically significant?"

You don't have to be a statistician to understand significance. The comprehensive significance statistics in SPSS help you make better decisions by telling you immediately if your results are significant or if differences are random.

For example, in 1994, customers rated their satisfaction with a product at 6.2 on a 7-point scale with 1 = highly dissatisfied and 7 = highly satisfied. In 1995, the satisfaction rating increased to 6.4. Statistics help tell us if the increase is significant. In this case, a p-value of 0.001 tells us there is a difference between the two years' scores.



Figure 5b. A bar chart of the results in Fig. 5a is easier to interpret. Sales has the highest job satisfaction.

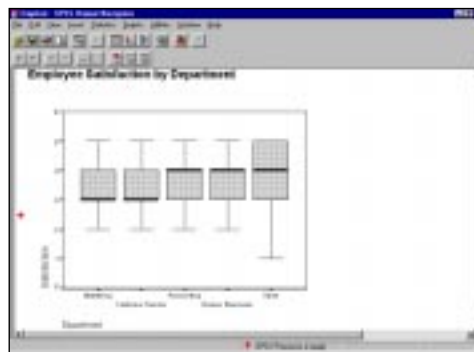


Figure 5c. The same results displayed with an SPSS boxplot reveal a greater range of responses in the sales department.

SPSS significance statistics are easy to use and can usually be run along with another analysis with a simple click of your mouse button. To get explanations, definitions and rules of thumb for statistics or results, simply click “What’s This?” (Figure 6).

SPSS has more significance tests than spreadsheets, so you can be confident in the interpretation of your results.

7. Save time and money using small samples

Sometimes, you survey less than 50 respondents or only a handful of people return the questionnaire. Other times, you want to subset your data into small groups. For example, you analyze results by department, but many departments have only a small number of employees. With SPSS, you can work with smaller data sets and still get good results.

Traditionally, you need large samples to get reliable significance testing, but a statistical technique called exact tests gives you correct statistics even with a few responses per question. Spreadsheets and databases don’t have exact tests.

Don’t miss valuable opportunities because you don’t think you can rely on the results due to a small number of responses. With SPSS, simply click a single check box and you can act on your findings with confidence.

For example, a newspaper’s reader survey produced over 200 responses. In “slicing and dicing” the survey data, they discovered an interesting subset of 10 responses: women who read the “Daily News” and earn \$50,000 enjoy the business section. To determine if this relationship was significant, the newspaper performed a significance test.

Without exact tests, the test result was insignificant (the traditional p-value of .056 was high). With exact tests for small samples, the result was significant (the p-value of .034 was low). With this evidence, the newspaper used the survey results to target the business section to women with an income of \$50,000.

8. Separate the apples from the oranges

Satisfaction may differ among groups. Before you make recommendations, it’s important to track down where the differences occur and by how much. Are there differences by type of customer, region, patient type, age, gender or user vs. non-user? By identifying key differences, you can target your efforts where they will be most valued.

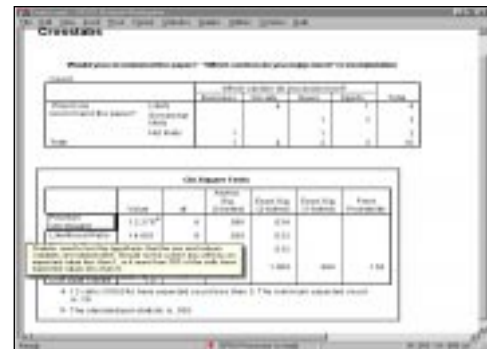


Figure 6. “What’s This?” helps interpret results to determine the significance.

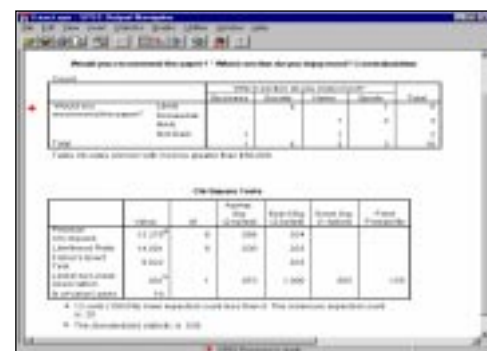


Figure 7. SPSS Exact Tests gives correct statistics with small data sets. In this analysis, 10 responses produce a significant segment of readers.

Traditionally, you need large samples to get reliable significance testing, but exact tests give you correct statistics even with a few responses per question

SPSS helps you explore data in-depth to look for relationships among variables and uncover hidden trends. Dig deeper than just overall satisfaction to identify and make recommendations that satisfy different groups.

SPSS helps you dig deeper by offering several statistical procedures, from basic to advanced. And, with SPSS, you can easily extend your analysis from one subgroup to another for better comparisons. With the split-file technique, a single mouse click lets you run an in-depth analysis with labeled tables and graphs on multiple subgroups.

Think of the time and effort it takes to do that in a spreadsheet!



Figure 8a. SPSS correlations output shows there is no significant relationship between income and job satisfaction.

With the split-file technique, a single mouse click lets you run an in-depth analysis with labeled tables and graphs on multiple subgroups

Assess relationships between responses.

Another statistical technique helps you assess the relationships between responses to different satisfaction questions. For example, how is satisfaction with a product or service related to a respondent's age? Or how does employee satisfaction relate to the respondent's income? SPSS helps measure the strength of association between two responses with correlation coefficients. And, you can assess relationships between different responses, because SPSS produces one summary statistic. SPSS helps you determine where to make changes to increase satisfaction for the right segments, so you don't waste your efforts.

For example, in Figure 8a, the relationship between job satisfaction and income is assessed. The correlation of overall job satisfaction with age is -0.063. The significance statistic is 0.317, which tells us there is no significant correlation between job satisfaction and income in the population.

Easily spot patterns and groupings in your data.

Group responses into similar subsets and easily spot patterns and groupings in your data. You can perform this type of analysis with SPSS cluster analysis and a graph of the results, or a perceptual map.

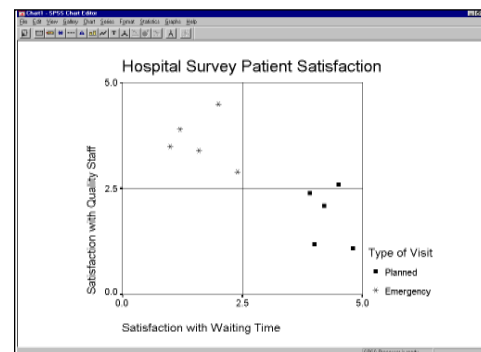


Figure 8b. SPSS reveals the satisfaction of emergency patients differs from patients with planned care.

A hospital used this statistical technique to analyze its patient satisfaction survey responses. The graph in Figure 8b revealed the factors that contributed to the satisfaction of emergency patients differed from the factors that satisfied patients with planned and routine medical care. Emergency patients were satisfied with the quality of care but were concerned with, and critical of, the waiting times. Planned care patients were satisfied with waiting times, but critical of the quality of staff. SPSS identified the two patient segments, which would have gone unnoticed with spreadsheet analysis. Now the hospital can act on each issue separately, saving money and time.

9. Look at your data from all the angles

A key to successful satisfaction survey analysis is looking for relationships in the responses. What you first see in your results often triggers additional questions.

For example, how do the results from group A compare to group B? With SPSS, you can explore your data from many angles and increase the amount of information you glean from your results.

SPSS' revolutionary pivot tables display your results in a multidimensional table. And with pivot tables, you have the freedom and flexibility to explore your data after you run your initial analysis. To rearrange or pivot a table, you simply drag the icons on the screen (arrows in Figures 9a and 9b indicate icons being dragged to rearrange tables).

Exploring your results in a spreadsheet requires more time and effort. You must recreate the graph, cut and paste rows and columns, or recreate the analysis in order to look at results in a different arrangement.

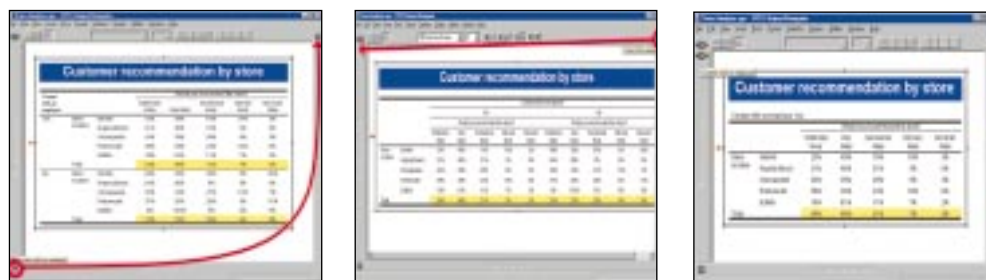


Figure 9a-c. Pivot tables in SPSS 7.0 for Windows clearly present your results in an interactive format, so you can easily explore the results.

For example, a survey of department store customers produced the results shown in the table in Figure 9a. It shows how likely customers are to recommend a store, based on contact with store employees. In Figure 9b, the table is pivoted to show the scores of each store on one line. With this table, you can easily compare the differences between stores.

Next, you may only be interested in the customers who came in contact with a store employee. To view the table in Figure 9c, pivot the table to look at the results for "Yes." With SPSS, you can organize a table to explore your data further and answer questions about your data more easily. Some spreadsheets include a type of pivot table, but often it's up to you to create and format the table.

Once formatted, you cannot pivot these spreadsheet tables again without losing their formatting. In SPSS, pivot tables don't require any additional work to create because the results of your analysis are automatically put into a pivot table.

Just double-click on the table and it's ready to be pivoted. SPSS pivot tables help you fully explore questions that require you to examine groups and group differences, and ultimately, pivot tables help you make more informed decisions.

SPSS pivot tables help you easily explore questions that ultimately assist you in making more informed decisions

10. Present multiple responses clearly

Multiple response questions are common to satisfaction surveys. These questions ask the respondent to “check all that apply” or select more than one response. Multiple responses pose a challenge to presenting results. This is because you can calculate statistics and percentages based on the total number of all answers (within responses) or the total number of people who answered (within respondents). For these questions you need to look at your results in both ways.

		Airline/Flew on per 100 Months					
		American	JAL	United	Other	Total	Count
Airline/Flew on	American	100%	25%	25%	0%	50%	50%
	JAL	25%	100%	0%	0%	25%	25%
Total	American	100%	25%	25%	0%	50%	50%
	JAL	25%	100%	0%	0%	25%	25%
Grand Total		100%	25%	25%	0%	50%	50%

Figure 10. Select the percentage to be calculated within respondents as shown here, or within responses, so the rows and columns add to 100 percent.

It's important to display results that highlight the information you want to emphasize

SPSS reports on multiple response data in both ways: you can select the percentage to be calculated within respondents or within responses. In the example in Figure 10, the percentage is calculated within respondents. It's easy to read across the rows to see that 25 percent of those who flew American also flew JAL. Of those who flew JAL, 75 percent also flew American.

11. Get your point across effectively

It's important to display results that highlight the information you want to emphasize. If your audience doesn't understand the point, then your thorough analysis is wasted.

Get your point across clearly with reports that are easy to read and easy to interpret. Since important business decisions are based on the results of your survey, make sure you communicate clearly.

SPSS pivot tables clearly present your results in an interactive format. You can present your results by group and step through each group one at a time. Pivot tables are easy to read because the column and row headings are clear.

And, formatting reports and tables in SPSS is easy because predefined styles called TableLooks, can be applied with a single mouse click. If you desire, you can create a preferred format for your tables and save your style as a template to use for all your reports.

SPSS also offers powerful presentation-ready tabular reports. It calculates special percentages and totals for nesting responses. You can also easily summarize and layer responses as shown in Figure 11.

		Response Distribution			
		They said No	They said Yes	They said No	They said Yes
Gender	Male	19	4	23	1
	Female	2	27	29	1
Grand Total		21	31	52	2

Figure 11. SPSS presents clear tabular reports, and TableLooks lets you easily customize presentation formats.

With SPSS, it's easy to compress large amounts of data into meaningful reports. You can nest variables to any level in all dimensions (rows, columns or layers). You can also join two or more tables together to combine multiple questions, responses and statistics in one table for easy comparison.

12. Use the right tool for the job to save time and increase productivity

For satisfaction survey analysis, SPSS gives you all the tools you need for better, more informed decisions.

With SPSS, the answers to your questions are easy to find and understand. You'll be productive quickly, with the online tutorial that teaches you the basics of data analysis and gives you step-by-step operations for common tasks.

Examples guide you through the program and get you up and running quickly. The statistical glossary provides pop-up definitions to clarify unfamiliar statistical terms. And, "What's This?" offers "rules of thumb" that help explain and define results.

SPSS manuals are rich with examples that guide you through understanding the basics and obtaining results you can trust.

And, as your analytical needs change, SPSS grows with you. You start with the basics, customized to meet your specific needs. Then, as your needs develop further, you can easily add more sophisticated survey research tools.

SPSS does the work for you.

Survey analysis tasks are often repetitive. You may reuse the same questionnaire periodically or run a set of standard reports for each survey project. With SPSS, you can work more efficiently by processing data unattended. Set up the reports and graphs you want, enter new data, and all you have to do is substitute the time period and file name in the dialog box. SPSS does the rest.

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Summary

Use all your data efficiently	Satisfaction surveys require flexible data management. SPSS lets you analyze large data sets, merge and aggregate data files and process reports unattended.
Know when there's a problem with your data	SPSS helps you spot data entry errors or unusual responses that you may want to leave out of your analysis, or look at more closely.
Work easily with words, instead of numbers	With SPSS, you can work with both labels and codes. And, easily reapply descriptions to new variables and files so you save time.
Get accurate results even when some data are missing	To handle missing responses and quantify meaningful differences between non-response answers to survey questions, SPSS automatically gives you better, more accurate information than a spreadsheet.
Understand the big picture to make good decisions	SPSS goes beyond standard business graphs with a wide variety of charts that give you more insight into survey responses. Identify problems and opportunities so you can make important decisions with confidence.
Make better decisions by knowing what's significant	SPSS gives you a full set of statistical tests so you can tell if relationships are meaningful or differences are significant. Plus, "What's This?" help gives you explanations, definitions and rules of thumb.
Save time and money using small samples	Rely on your results from small surveys or fine subgroups with correct p-values using exact tests. Plus, you save time and money.
Separate the apples from the oranges	SPSS helps you explore data in-depth to find relationships and uncover hidden trends. Apply an analysis to sub-groups in just a few mouse clicks.
Look at your data from all the angles	With SPSS, explore your data easily. SPSS' multi-dimensional pivot tables increase the amount of information you can glean from your results. You'll end the hassles of manually building, rerunning and reformatting tables when you make changes.
Present multiple responses clearly	To present results of multiple response questions, SPSS reports both within respondents and within responses. And, with powerful tabular reports, it's simple to compress large amounts of data into meaningful reports.
Get your point across effectively	SPSS pivot tables clearly present your results in an interactive format. Customize the look of your presentation to highlight key results.
Use the right tool for the job to save time and increase productivity	Designed for survey analysis, SPSS has all the data management, statistics, graphics and reporting capabilities you need for satisfaction surveys.

About SPSS

SPSS Inc. is a multinational software products company that delivers statistical product and service solutions for survey research, marketing and sales analysis, quality improvement, scientific research, government reporting and education. Primary product lines include: SPSS for a variety of business solutions, SYSTAT and BMDP for scientific analysis, and QI Analyst for manufacturing and quality improvement applications. More than 2 million people worldwide use SPSS products.

With expertise in both software and consulting, SPSS has been helping companies develop satisfaction surveys for 25 years. To help even further, SPSS wrote the book on survey analysis, *Surveys with Confidence*.

Chicago-based SPSS has sales and support offices and distributors worldwide. In 1995, SPSS completed the best year in its 25-year history with total revenues of \$63 million.

SPSS software operates on most models of all major computers. It is widely used on personal computers running Microsoft® Windows™ and Windows 95.™ Versions for the Power Macintosh® and many UNIX® platforms are also available. In addition, many products are offered in French, German, Italian, Japanese, Spanish and traditional Chinese.

Contacting SPSS

To place an order or to get more information, call your nearest SPSS office or visit our World Wide Web site at <http://www.spss.com>

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SPSS France SARL	Tel: +33.1.4699.9670	SPSS Scandinavia AB	Tel: +46.8.102610
SPSS Germany	Tel: +49.89.4890740	SPSS Schweiz AG	Tel: +41.1.722.1660
SPSS Hellas SA	Tel: +30.1.7251925	SPSS Singapore Pte.	Tel: +65.2991238
SPSS Hispano-portuguesa S.L.	Tel: +34.1.547.3703	SPSS UK Ltd.	Tel: +44.0.1483.719200
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