

WinCross Crosstabulation Software



Your Survey Analysis Solution

WinCross is the marketing research industry's most advanced crosstabulation software solution. With its easy-to-use interface and flexible reporting options, WinCross allows both experienced analysts and novice users to quickly extract and highlight statistical trends from survey data. WinCross performs lightning-fast data analysis and includes a comprehensive set of significance options.

WinCross offers these powerful features and more:

- Wide array of statistical testing, including T-Test, Z-Test, ANOVA and Chi-Square
- Import data from SPSS®, Excel, CSV, ASCII, Column-binary and more
- Edit, clean and recode data
- Use job and data file to create a labeled SPSS data file
- Automatic table creation from SPSS files
- Unlimited number of tables and respondents
- Automatically generated frequency rows with actual values as row text
- Up to 6000 rows per table
- Up to 255 banner columns per banner
- Multi-threaded processing for machines with multiple processors
- Memorized reports queue for running tables, frequencies and marginals
- Automatic online software updates
- Write tables to Excel with numerous formatting options
- Create marginal and frequencies reports
- Export reports in various formats (ASCII, Web browser, Microsoft® Word/Rich Text Format, Microsoft® Excel, Adobe® PDF format)
- Advanced rich text report formatting options for tables, frequencies and marginals
- Publish charts to Microsoft Excel, PowerPoint or Word.
- Sample balancing feature for weighting
- Factor analysis/Segmentation
- Data entry and data verification module
- Sort/Merge module
- Save job settings as client profiles for use with new jobs
- Glossary logic looping and color-coded editor
- Job file color coding of specific job file elements for easier identification
- WinCross Runtime – a separate module allowing clients limited runtime access to linked data and job specification files



Advanced Specification Writing

Experienced users may *want* access to the WinCross job specifications file for complex editing. Some may want to completely bypass the WinCross GUI to create entire files using their own editors. Both types of access are possible.

WinCross File Types

WinCross creates job files, report files and log files. Data files are imported and processed according to your specifications. You open each file separately in WinCross, typically only as it is needed.

Report files contain the results of reports saved in WinCross. Reports can be exported as plain text, Excel, Microsoft Word rich text format or PDF formats. Optionally, you can export WinCross reports in highly stylized enhanced text (.XML) format for displaying and printing from within WinCross and Internet Explorer.

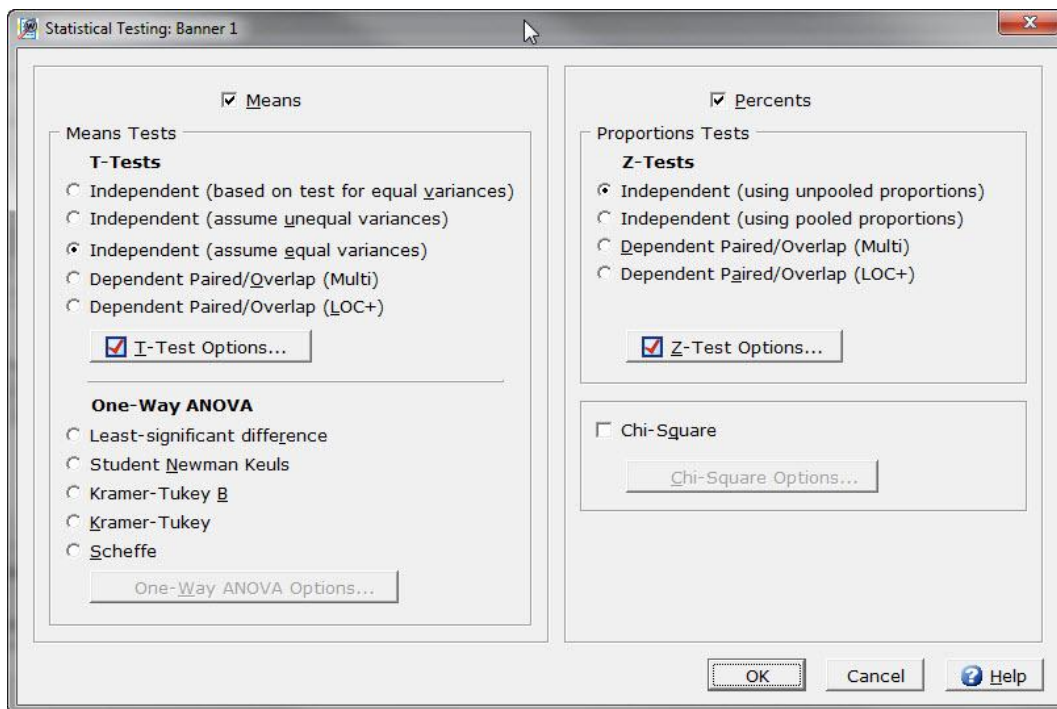
Data Formats

WinCross can process data files in SPSS, Excel, ASCII, column binary or Access database file formats.

Column binary multi-punch data can be converted to ASCII using WinCross. ASCII and Excel data can be converted to SPSS format.

Statistical Testing

WinCross offers several tests for means and percents, letting you make inferences about the statistical importance of any differences between means or percents for selected banner columns. Tests are performed for each designated row of the table containing means or percents, at either one or two confidence levels you select.



For more information

Please contact TAG for more information: 800.280.7200, Info@AnalyticalGroup.com, www.AnalyticalGroup.com