

WinQuery Interviewing Software



CATI/CAPI/Web Interviewing Software

WinQuery is powerful and easy-to-use software for networked CATI interviewing. You can also use WinQuery to conduct in-person or disk-by-mail CAPI interviewing. Additionally, you can host Internet studies on-line when WinQuery is used in conjunction with QueryWeb, hosting service provided by The Analytical Group, Inc.

WinQuery lets you:

- ✓ Create questionnaires
- ✓ Dial internationally using the canonical telephone format
- ✓ Dial using VoIP technology
- ✓ Conduct telephone interviews in multiple languages
- ✓ Conduct telephone interviews in domestic and international time zones
- ✓ Prepare and manage domestic and international sample
- ✓ Manage calling patterns and callbacks
- ✓ Use predictive dialing capabilities (optional fully-integrated product)
- ✓ Play multimedia files
- ✓ Record open-end responses
- ✓ Capture an entire questionnaire to an audio file
- ✓ Manage and track progress of interviewers
- ✓ Visually monitor stations
- ✓ Code and edit data
- ✓ Calculate time zone percentages for domestic and international dialing
- ✓ Analyze data and report results
- ✓ Create questionnaires for Internet interviewing using QueryWeb (hosting service)
- ✓ Conduct in-person or disk-by-mail CAPI interviewing
- ✓ Manage CATI studies via the Internet

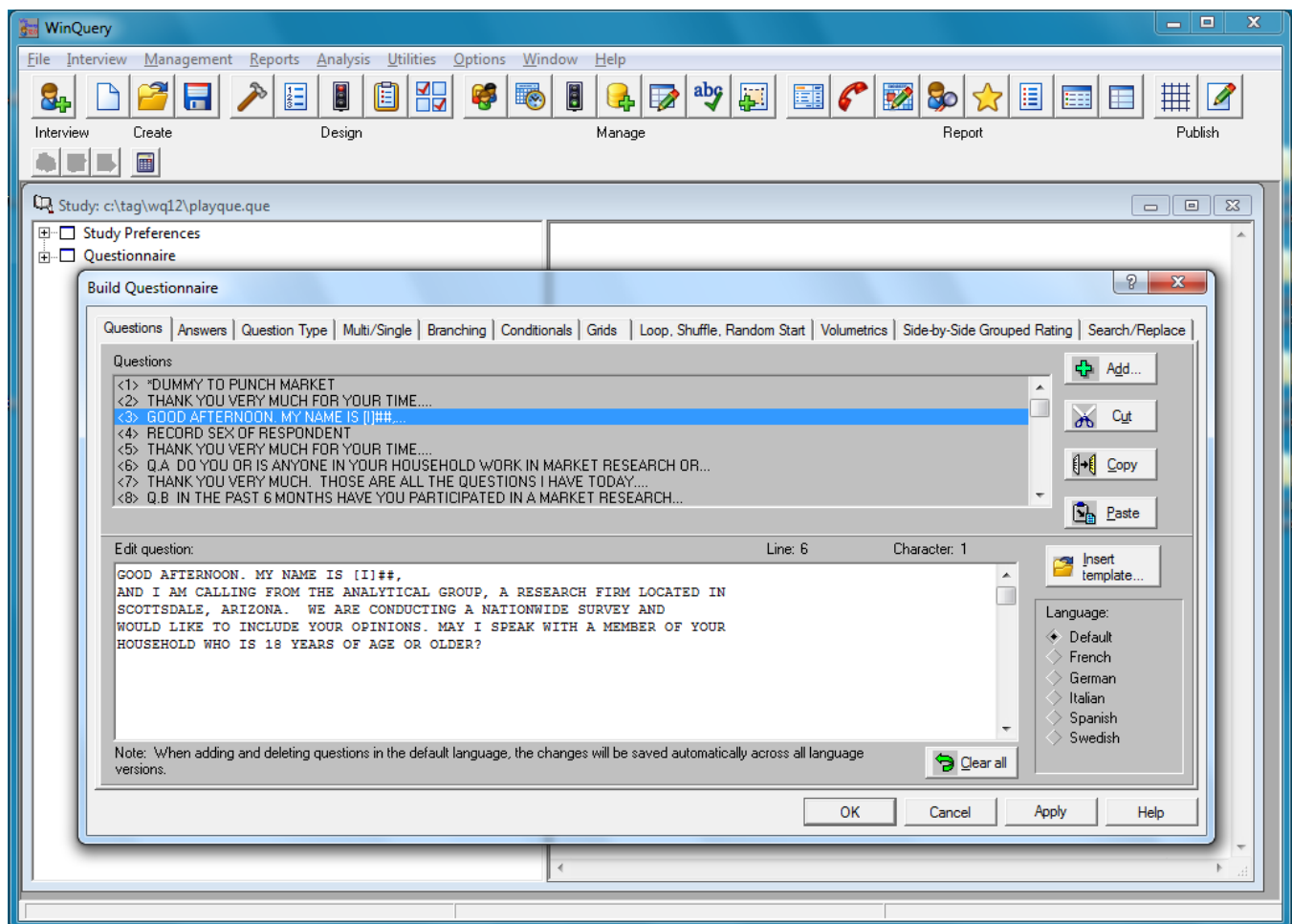


Internet Interviewing with QueryWeb

In addition to CATI and CAPI interviewing, WinQuery can be used to prepare questionnaires for Web-based interviewing over the Internet (using QueryWeb Hosting by TAG). Regardless of which mode(s) you choose, your WinQuery questionnaire need only be programmed once. You can recruit respondents, start interviews on the phone and finish them on the Web without ever losing control of sample or quota. The same questionnaire can be administered personally, on the telephone, by mail, over the Internet or any combination.

Questionnaire Creation

WinQuery makes it easy for anyone to create, test and administer questionnaires. You enter questions and answer choices and WinQuery applies initial logic based on common assumptions. WinQuery features can then be used to customize your questionnaire. You can use WinQuery's Autopilot feature for questionnaire testing. Autopilot performs automatic test interviews and produces test data based on specifications you select.



Advanced Sample Management

WinQuery allows flexibility in sample management to make dialing a CATI study simple. A multitude of settings are available to route sample and callbacks to your projects requirements.

WinQuery Reports

WinQuery lets you produce a variety of reports to track the progress of your study. Reports are included to review the questionnaire, quotas, sample, callbacks, dispositions, interviewers and respondents.

WinQuery Data Management

WinQuery lets you edit data and code open ends. Additionally, there are built-in data processing capabilities for marginal, crosstab, numeric progression and sigma analysis reports. Of course, you can export data to any statistical or crosstab application, including our own WinCross—the most widely used tabulation software designed especially for the marketing research community.



Master Expert Version

Experienced users may want to completely bypass the WinQuery GUI to create entire files using their own editors. Both types of access are possible in WinQuery. Master Expert version (optional module) is fully-integrated into WinQuery and enables you to program a WinQuery study using logic commands input directly into questionnaire text. Additionally, questions can be referenced by name, allowing branching to be handled logically with references to meaningful labels. Questions can be easily added or removed without affecting logic. Logic can be changed effortlessly during development and testing.

For more information

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