

# Discover depth and flexibility when creating tables with SPSS

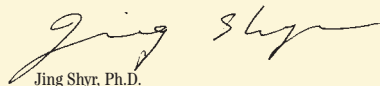
**You may know SPSS by its reputation.** Sure, it's easy to use. And, it's the clear leader in statistical software for market and survey research. But, you noticed that for a while, SPSS Inc. gave a lot of attention to corporate markets. Recently, SPSS renewed its focus on its core statistical and data mining customers. With the release of SPSS® for Windows® 11.5, SPSS continues to make the types of improvements that matter to people like you.

SPSS is a modular, tightly integrated, full-featured product line. It's available for Microsoft® Windows® and Macintosh® desktops. It's also available for many high-performance server platforms. The SPSS product line covers the full range of analysis. This end-to-end analysis includes methods for database access, data cleaning and management as well as a broad range of analytical capabilities and high-quality tabular and graphical output. You can even publish your SPSS results, enabling people who don't have SPSS installed on their machines to interact with results using their Web browsers. You can also export SPSS results to Microsoft® Word or Microsoft® Excel.\* By taking into account how you work with output, SPSS makes it easier for you to get results into the hands of those who need them. SPSS products are available through a variety of pricing and licensing programs, including student, graduate student and campus-wide licenses.

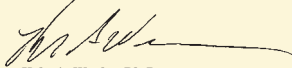
This article is the seventh in a series of SPSS updates — we think you'll be pleasantly surprised by its capabilities today.

This month, take a look at some highlights for the all-new SPSS Tables™, an SPSS Base add-on module.

Sincerely,



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## Quickly create production tables

If your job involves analysis of survey or market research or if you need to create compliance reports, chances are you've used SPSS Tables before. You know that producing easy-to-read tables can be a time-consuming process. And sometimes features you need aren't available through your current tables creation method. We listened to users like you.\*\* The all-new SPSS Tables add-on module provides many frequently requested features and capabilities.

SPSS Tables enables you to easily produce presentation-quality, production-ready tables. SPSS Inc. reworked SPSS Tables to provide more reporting capabilities and greater ease of use. A new table builder preview feature facilitates table-building through simple drag-and-drop manipulation, while new data management capabilities empower you to more easily customize displays. You can now include inferential statistics in your tables. And your table-building actions can be saved to a more powerful command syntax.

## Build tables interactively

SPSS Tables 11.5's new graphical user interface (GUI) makes it easier to generate the table you envision. Its drag-and-drop interface and preview pane take the guesswork out of table building so you can see what your tables will look like before you click the "OK" button. These GUI improvements empower you to:

- Quickly build the table you want
- Get your table right the first time
- Create even complex tables through the SPSS Tables 11.5 user interface

## Get in-depth analysis

Highlight opportunities or problem areas in your results when you include one of three new inferential statistics. With inferential stats, you can compare means or proportions for demographic groups, customer segments, time periods or other categorical variables. Identify trends, changes or major differences in your data. For example, a researcher studying job satisfaction notices there may be a relationship between people who are very satisfied with their jobs and the region in which they live. The researcher runs a columns proportion test with SPSS Tables. The test shows, at a 95 percent confidence level, that there is a difference in job satisfaction between people in the South and people in the Northeast. Knowing the confidence level for this difference is high, the researcher recommends that her organization further explore why this difference exists.

You can also select from a variety of summary statistics for cell calculations or summarizations, including maximum, minimum, mean, median and mode.

## Gain greater control of output during table creation

Many new features help you to more easily create tables with the look you want and the timesaving capabilities you need:

- Combine several categories into a single category for top-box and bottom-box analysis
- Place subtotals and totals at the top, bottom, left or right for a customized look
- Include or exclude categories from tables
- Change variable types from categorical to scale when building tables
- Create multiple response sets and incorporate them into your custom tables
- Sort and rank categories based on cell values
- Use table expressions as titles in automatic titling
- Use SPSS Base features, such as the ability to call TableLooks™ and scripts, to automate formatting and redundant tasks
- Choose to display or exclude categories with zero counts
- Specify minimum and maximum column widths for individual tables during table creation

## Build production runs using more powerful command syntax

SPSS Tables enables you to create simple or complex table structures with more powerful command syntax. Using more natural language, the new command syntax is much easier to understand than the syntax available in previous versions of SPSS Tables. The command syntax makes it easier to make minor changes in a production environment and gives you more flexibility to run many tables at once. Rest assured, syntax created in previous SPSS Tables versions will work. To take advantage of new features, such as the inferential stats, simply use the included syntax converter (for upgrade users) to translate the original syntax to the new command syntax.

## Export SPSS Tables output into Word or Excel

Improve your workflow and make it easier to get results to those who need them. Export your output from SPSS Tables into Word or Excel, with all of your formatting intact. This works the same way as when you export pivot tables from SPSS Base into Word or Excel.

Want to know more about the all-new SPSS Tables? E-mail us at [flexibilityfortables@spss.com](mailto:flexibilityfortables@spss.com).

Or visit [www.spss.com/flexibilityfortables](http://www.spss.com/flexibilityfortables) to view a Macromedia Flash™ demo and learn more.

Do you like what you see? You can buy the all-new SPSS Tables at [Technologies4Targeting.com](http://Technologies4Targeting.com) +44.1733 890790

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Discover depth  
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teaching with SPSS

\* SPSS users voted the ability to export to Word/Excel the most-requested feature in the 2001 software ballot.

\*\* Feedback comes from customer satisfaction survey responses and submissions from [suggest@spss.com](mailto:suggest@spss.com), among other sources.