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StatPac for Windows Survey & Analysis Software

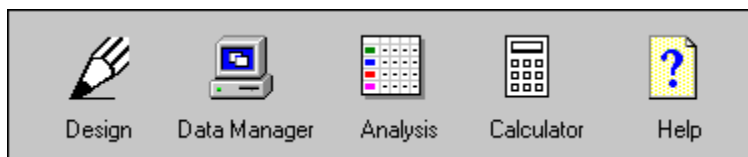
Only StatPac Meets the Unique Demands of Survey and Marketing Research!

StatPac helps you do your job better and faster! Your research involves more than statistics. You need software for study design, sample selection, data entry, telephone interviewing, internet surveys, e-mail surveys, and statistical analysis with flexible table formatting and graphics. There are many general purpose statistics packages, but only StatPac fits the special needs of survey and marketing research.

StatPac is comprehensive. It helps you with every step of your project... beginning with study design, and ending with the final report preparation. **StatPac handles all aspects of survey research.** It will provide a complete and efficient solution to all your data analysis needs.

StatPac is fast and accurate. While it is faster than most other statistical software, the real time savings comes in having the convenience of one package to handle your entire research project.

StatPac for Windows Everything You Need in One Package!



StatPac is easy to learn and use. You'll master the package in a few short hours and be able to begin working on your own project the same day you receive the software. The documentation is clear, concise, and contains an abundance of examples and illustrations. Extensive on-line help is always just one keystroke away.

StatPac is the right choice for survey and marketing research. It's fast, comprehensive, and easy to use. A complete package for professional researchers.

StatPac's Comprehensive Features:

StatPac's Survey Design and Data Manager Engine

The foundation of StatPac for Windows is our survey design and data manager engine. All the modules use the engine to facilitate the development of surveys and to manage the data.

- Accommodates any variable type and any question format
- Spell checks your survey labels (English, Spanish, French, German)
- Allows extra long variable and value labels
- Automatic backup of codebooks and data
- Outstanding data base manager for CATI interviewing and manual data entry and editing
- Large data files: 2,000 variables & 10,000,000 cases
- Comprehensive 400 page user's manual

Basic Statistics Module

The Basic Statistics component of our survey software is the most popular module we offer. It will produce beautifully formatted frequency tables, descriptive statistics, and crosstab and banner tables.

- Complete selection of statistical procedures
- Best crosstab & banner tables in the industry
- Custom design statistical analysis tables and graphics
- Automatically codes verbatim text responses
- Complete import and export capabilities
- Interactive and batch processing
- All reports can be loaded directly into MS Word

Web Survey Module

Our Web Survey module has everything you need to conduct online surveys and e-mail questionnaires. It contains an extensive set of programs to let you capture, clean, sort, join, split, and serialize e-mails. Use the bulk e-mail program to send thousands of e-mail invitations per hour. Easily create standard HTML pages and automatically upload them to your web site. Once created, HTML pages can be edited with any editor (e.g., Front Page or Dreamweaver).

- Full e-mail list capture and maintenance capabilities
- Handles huge e-mail lists limited only by RAM memory (500,000+ names)
- Bulk e-mailer sends customized and serialized e-mail invitations
- Track who responded and send reminder e-mails to those who didn't
- Create single and multiple-page web surveys
- Online surveys support passwords, SSL, branching, validity checking, and rotations
- Store respondents' answers in a file on your server or have them e-mailed to you
- Merge information from an existing data base with respondents' answers to a survey
- Automatically upload and download files to and from your server
- Export the data to Access or a tab or comma delimited text file.

Advanced Statistics Module

The Advanced Statistics module is not needed by most of our users. It contains the multivariate statistical techniques. If you require statistical analysis procedures like curve fitting, multiple regression, logistic regression, factor, analysis of variance, discriminant function, cluster, and canonical correlation, then the Advanced Statistics module will handle your needs. It can be added to the Basic Statistics module at any time to provide sophisticated analytical capabilities.

Operating System & Hardware Requirements

- Windows 9x, NT, 2000, XP
- Minimum of 64M RAM memory
- Minimum CPU speed of 300 MHz
- 40 megabytes of hard drive space



A Typical Survey



Survey Design & Data Manager Engine

StatPac makes research design simple. Even before you begin to use the StatPac software, the User's Guide will help you with research design. It provides valuable guidance in the areas of goal clarification, survey design, budgeting, and time considerations. When you are ready to write your questions, the StatPac User's Guide provides a wealth of information on question construction and wording. StatPac offers complete flexibility in question construction. Variables can be alpha, numeric, ranked, Likert scale, multiple response, and open-ended.

Special features speed up the design process. The questions themselves are entered with the StatPac study design program. For each variable, you can enter a name, label, value labels, valid codes, skip patterns, and a variety of other parameters to control data entry. Special features, like duplicating value labels from one variable to another, help you move through this step quickly. You can also extract questions from other studies you've completed.

StatPac calculates the sample size and helps with the sample selection. StatPac will calculate the required sample size for any desired confidence interval and margin of error. When the population is large, researchers usually elect to survey only a sample of the population. StatPac will help you select a sample. You can generate a random number table with or without replacement. Or for telephone surveys, you can create a random list of phone numbers from selected area codes and local exchanges.

Design by using a grid to define and label the variables and value labels

Var.	Name	Format	Variable Label	Value Labels			
1	Gender	A1	Are you male or female?	M=Male	X	X	X
2	Race	A1	What is your ethnicity?	A=Black	X	X	X
3	Location	A1	Geographic Location	N=North	X	X	X
4	Age	N2	How old are you?		X	X	
5	Favorite Brand	N1	What is your favorite brand?	1=Brand X 2=Brand Y 3=Brand Z 4=Undecided	X	X	
6	Rating	N1	How would you rate our product?		X	X	
7	Fair Price	N4.2	What do you feel would be a fair price?		X	X	
8	Hear-1	N1	Where did you hear about the product?		X	X	
9	Hear-1	N1	Where did you hear about the product?		X	X	
10	Hear-2	N1	Where did you hear about the product?		X	X	

StatPac makes it easy to collect, enter and edit data. StatPac uses a data entry form. This means that the data entry person sees the form that you designed. The data entry form usually looks just like the questionnaire, but it can also include messages or special instructions for the data entry operator. This is especially important for telephone surveys where the interviewer is following a script. Data entry errors are minimized through validity or range checking. Skip patterns automatically control branching while data is being entered. Other features allow you to control whether the computer will accept missing data, automatically advance the cursor to the next field or page, control the caps lock, etc.

StatPac automatically designs the data entry form. After the variables have been entered, StatPac can automatically (or you can manually) design the questionnaire itself. If you already have a word-processed questionnaire, you can load it right into StatPac. This will become the form used for data entry and telephone interviewing (CATI).

Data management is easy because it uses the form that you designed

Attributes Study

The form is just a word-processed document with data input fields.

You can make it look any way you want.

- 1 How would you rate the **taste**?
- 2 How would you rate the **smell**?
- 3 How would you rate the **texture**?
- 2 How would you rate the **appearance**?
- 1 How would you rate the **package design**?
- 2 What is your **overall** rating for this product?

1=Excellent
2=Good
3=Fair
4=Poor



Internet and E-Mail Surveys

You don't need to be a programmer to create an internet survey! Online surveys are rapidly becoming the most popular data collection method. StatPac's Web Survey module has everything you need to conduct online surveys and e-mail questionnaires. It will automatically create the html files to conduct internet surveys at your own web site. You can generate single page and multiple page internet surveys, and effortlessly upload them to your web site.

What's more, StatPac Web Survey writes the Java script necessary to validate respondent's answers and to create question branching. It even has the ability to give respondents a cookie to prevent them from taking the survey more than once, to return them to the correct page if they quite the survey and return at a future time, and to provide password protection for your survey. StatPac makes Web surveys easy. Just specify the questions and responses and click on "Create Internet Survey". Everything else is automatic. Respondents' answers are stored in an ASCII file on your server, and when you're ready, it will download the file to your local computer so the data can be exported or analyzed with the Basic Statistics module.

You also get an extensive library of programs to manage e-mail lists. You can capture, clean, sort, join, split, and serialize e-mail lists. Use the bulk e-mail program to send thousands of customized e-mail invitations per hour. Track who responded and send follow-up e-mails to those who didn't. Merge information from an existing data base with respondents' answers to a survey.

The responses from e-mail surveys can also be imported into StatPac. Plain text e-mail surveys aren't fancy, but they do get the job done. StatPac will find the responses imbedded in a plain text e-mail and import them into a StatPac data file. E-mail surveys are most appropriate for short surveys with few items.

This is an excerpt from an internet survey created automatically by StatPac. The html code and Java script were created with a single click of a mouse...really!

Examples of the kinds of questions you can use in your internet surveys

1. What best describes your situation?
<input type="radio"/> I'm ready to buy right now <input type="radio"/> I'm still gathering information
2. Where did you hear about StatPac? (check all that apply)
<input type="checkbox"/> Internet <input type="checkbox"/> Magazine or Newsletter <input type="checkbox"/> Word of mouth <input type="checkbox"/> Other

3. Please rate StatPac on each of the following:					
	Very Good			Very Poor	
	1	2	3	4	5
3a. Overall, how would you rate the StatPac software?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3b. Quality of the documentation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3c. Ease of learning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3d. Ease of use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3e. Power and completeness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3f. Quality of the technical support.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What is the one thing we could do to improve StatPac the most?
<input type="text"/>

[Click here to finish](#)



Analyses

StatPac allows you to create impressive reports quickly. When it comes to designing reports, StatPac puts you in the driver's seat. Choose the statistics and table layouts that communicate your message most effectively.

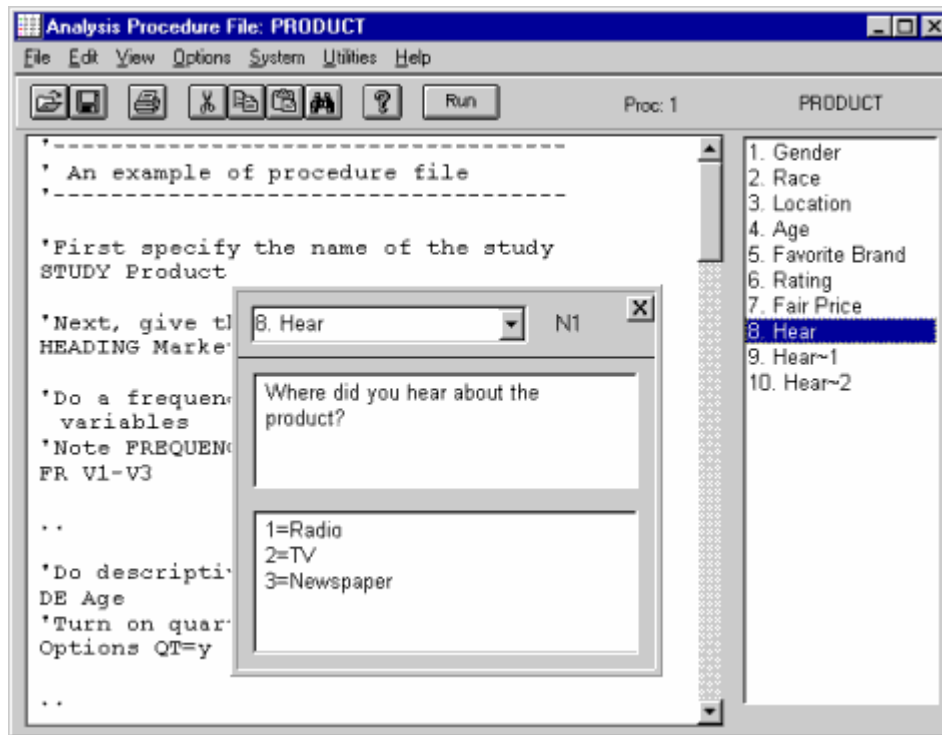
StatPac offers multiple options for every analysis. You can run a single analysis interactively or create a batch file to run hundreds of analyses at one time.

StatPac performs a wide variety of basic and advanced statistical procedures. Each analysis program is packed with powerful statistical features.

StatPac makes it easy to design analyses because of its high-powered editor and extensive on-line help. Screen windows let you display a variety of information at the same time. The programming language is friendly and versatile because it uses plain English commands. Most analyses can be run with a couple of commands.

StatPac gives you total control over the appearance of your reports. Use the results editor to review and edit the results before printing them. This is like a customized word-processor that gives you total control over the appearance of the report. The result is camera-ready tables and graphics ready to bind into your report. You can also cut and paste tables from StatPac to any other Windows application.

Most analyses can be run with just a couple of commands



There is simply no limit to the diversity of your printouts! Options can be selected for each analysis to control the statistical process and the layout of the report. You can specify page headings, titles, footnotes, labeling, decimal formatting, and a variety of other features to control the appearance of the printouts.

Other StatPac Analysis Features

- Sophisticated transformations and data manipulation can be easily performed using standard algebraic notation. You can select, recode, compute, average, sort, and weight data. Missing data can be handled in a variety of ways.
- StatPac also supports IF-THEN-ELSE logic so you'll have the power you need to perform conditional transformations and selections. Logical AND and OR commands may be used to form complex transformations.
- StatPac equation processor accommodates any level of parentheses. Complex formulas can use addition, subtraction, division, multiplication, exponentiation, natural logarithm and trigonometric functions.

StatPac helps you do your job better and faster!

It's the right tool for survey and marketing research!

**If you want to know more about StatPac for Windows,
please continue reading.**

Examples of Printouts

Frequency table

Print confidence intervals or cumulative percents.

StatPac For Windows

Automatically perform t-tests to compare each proportion to the others.

Who do you plan to vote for in the next election?	Number	Percent	95% CI
Jesse Ventura	49	34.0 %	± 8.3 %
Skip Humphrey	36	25.0 %	± 7.7 %
Norm Colman	29	20.1 %	± 7.2 %
Undecided	28	19.4 %	± 7.1 %
Total	142	98.6 %	

Missing Cases = 2

T-tests between group percents - (Values of p are for a two-tailed test.)
 Note: Statistics are printed only if p is less than or equal to .05

t(142)=2.306, p=.023	4 = Jesse Ventura
	3 = Norm Colman
t(142)=2.442, p=.016	4 = Jesse Ventura
	5 = Undecided

Frequency table with multiple response

StatPac For Windows

Radio Stations Listened To During The Rating Period

	Number	Percent
WABC	8	38.1 %
WKNT	8	38.1 %
WPIE	7	33.3 %
WWDR	4	19.0 %
WXYZ	6	28.6 %
Total	33	

Number of Cases = 21
 Number of Responses = 33
 Average Number Of Responses Per Case = 1.6
 Number Of Cases With At Least One Response = 19
 Response Percent = 90.5 %

StatPac easily handles multiple response variables.

Compressed frequency table with several variables on one page

New Product Focus Group Report

General Attribute Ratings

(N=31)

Print the mean and standard deviation for Likert scale data.

Sort the presentation order of the variables by means or frequency

	Mean & SD	Excellent 1	Good 2	Fair 3	Poor 4	Total
What is your overall rating for this product?	2.64 0.81	2 7.1%	10 35.7%	12 42.9%	4 14.3%	28 100.0%
How would you rate the smell?	2.54 0.91	4 14.3%	9 32.1%	11 39.3%	4 14.3%	28 100.0%
How would you rate the texture?	2.54 0.63	1 3.6%	12 42.9%	14 50.0%	1 3.6%	28 100.0%
How would you rate the appearance?	2.50 0.91	4 14.3%	10 35.7%	10 35.7%	4 14.3%	28 100.0%
How would you rate the package design?	2.36 0.97	6 21.4%	10 35.7%	8 28.6%	4 14.3%	28 100.0%
How would you rate the taste?	2.31 0.99	8 27.6%	7 24.1%	11 37.9%	3 10.3%	29 100.0%

Banner crosstabs table

The StatPac banners program with full significance tests and a stub sort.

Network Watched On Wednesday 7-8 PM

(N=132)

Upper and lower case letters show which comparisons are significant & at what level.

Sort the stub by frequency

	Total	Geographic Region				Level		
		North A	South B	East C	West D	Low A	Medium B	High C
Total	131 100.0%	28 23.9%	55 47.0%	17 14.5%	17 14.5%	28 23.9%	66 56.4%	23 19.7%
UPN	53 45.3%	10 35.7%	24 43.6%	15 88.2%	4 23.5%	10 35.7%	27 40.9%	16 69.6%
CBS	25 21.4%	7 25.0%	12 21.8%	1 5.9%	5 29.4%	7 25.0%	15 22.7%	3 13.0%
ABC	22 18.8%	8 28.6%	7 12.7%	1 5.9%	6 35.3%	8 28.6%	10 15.2%	4 17.4%
NBC	17 14.5%	3 10.7%	12 21.8%	0 0.0%	2 11.8%	3 10.7%	14 21.2%	0 0.0%

Significance Tests Between Columns: Lower case: p<.1 Upper case: p<.05

Set the significance levels to what ever values you want.

Another banner crosstabs table with means and standard deviations

Q5. There is too much violence on television.
(N=132)

These letters are assigned by the program during the analysis.

Print the codes for just the stub.

	Total	Geographic Region				Level		
		North	South	East	West	Low	Medium	High
		A	B	C	D	A	B	C
Total	130	27	54	17	17	27	65	23
	100.0%	23.5%	47.0%	14.8%	14.8%	23.5%	56.5%	20.0%
5=Strongly agree	29	5	15	4	5	5	18	6
	25.2%	18.5%	27.8%	23.5%	29.4%	18.5%	27.7%	26.1%
4=Agree	49	12	17	13	7	12	21	16
	42.6%	44.4%	31.5%	76.5%	41.2%	44.4%	32.3%	69.6%
		c	C	aBd	c		C	B
3=Neutral	16	4	12	0	0	4	12	0
	13.9%	14.8%	22.2%	0.0%	0.0%	14.8%	18.5%	0.0%
2=Disagree	15	3	8	0	4	3	11	1
	13.0%	11.1%	14.8%	0.0%	23.5%	11.1%	16.9%	4.3%
1=Strongly disagree	6	3	2	0	1	3	3	0
	5.2%	11.1%	3.7%	0.0%	5.9%	11.1%	4.6%	0.0%
Mean	3.7	3.5	3.6	4.2	3.6	3.5	3.6	4.2
SD	1.1	1.3	1.2	0.4	1.3	1.3	1.2	0.7
		c	c	ab		c	c	ab

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

Significance tests on mean rows too!

Descriptive statistics table

Undergraduate Admission Scores

Summary Scores

Select the statistics you want and print a summary of many variables on a single page.

	Mean	SD	Median	Minimum	Maximum	Total
Reading	60.80	17.63	61	27	92	25
Writing	60.00	19.02	60	25	99	25
Verbal	60.00	14.31	62	40	91	25
History	55.20	19.56	51	26	95	25
Math	54.40	19.29	50	23	92	25
Science	50.80	17.96	52	20	82	25

T-test table

StatPac For Windows

A Comparison of Typing Speed Between Males and Females

Dependent Variable - Typing Speed (Words Per Minute). This is using an average word length of 5 characters per word.

Variable Used To Group Cases - Gender

T-test tables are in APA format.

	N	Mean	SD	t	DF	p
Male	8	36.000	14.243	5.218	13	.000
Female	7	72.000	12.179			

Valid Cases = 15
Missing Cases = 0
Response Percent = 100.0%

Non-Parametric Statistics

Median Group 1 = 36.500
Average Rank Group 1 = 4.500
Median Group 2 = 67.000
Average Rank Group 2 = 12.000
Mann-Whitney U = 56.000
Standard Normal Deviate = 3.240
Two-Tailed Probability = .001

The Mann-Whitney U and Wilcoxon test are available for non-parametric data.

Correlation table

Office of Budget Management

Correlations and Probabilities of Income Predictors

Variables in the Analysis - Descriptive Statistics

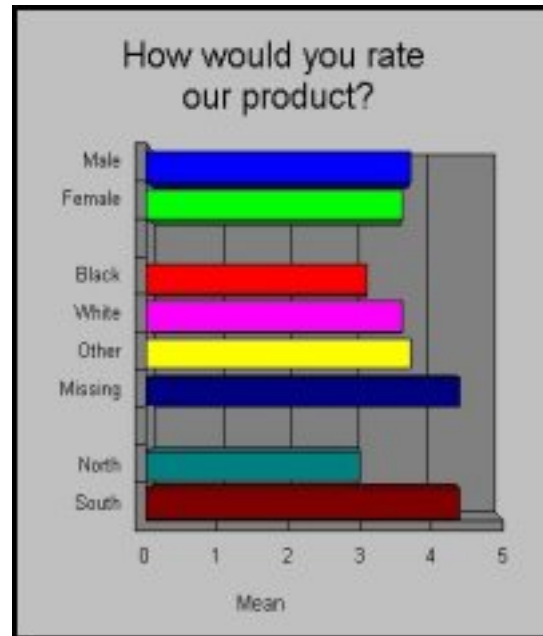
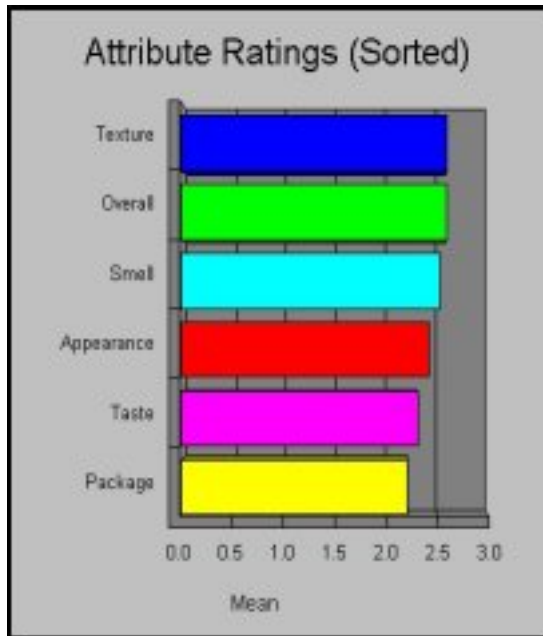
Variable	N	Mean	SD
V1 Gross Income (After Expenses)	15	129.936	6.672
V2 Number OfS tores	15	454.000	4.472
V3 Advertising Space Budget	15	58290.267	3147.856
V4 Number OfS ales men In The Sales Force	15	261.733	71.682
V5 Sales Volume (Dollar Volume Amount)	15	3139.067	940.825
V6 Number OfUnits Sold	15	94.267	23.020

Pearson's Product-Moment Correlation Matrix

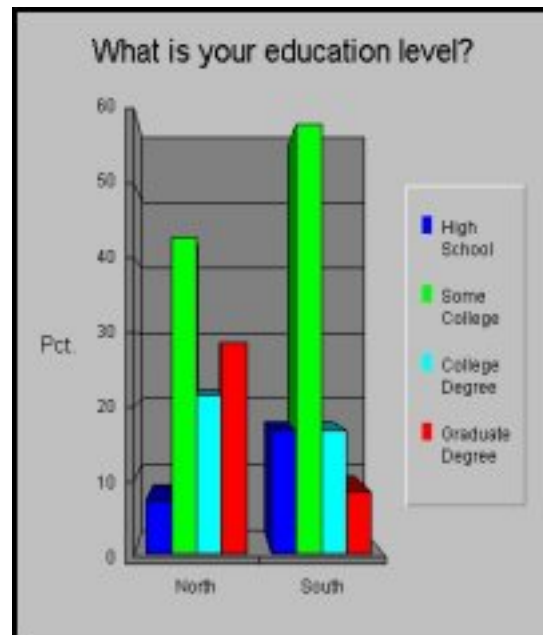
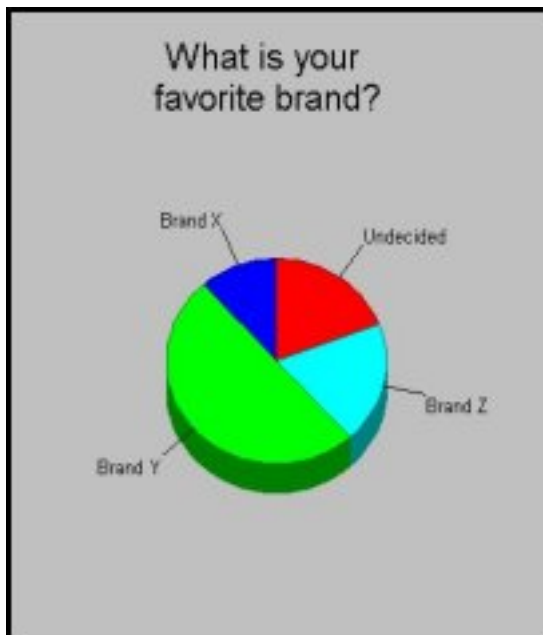
	V1	V2	V3	V4	V5
V2	r .966 p .000				
V3	r .957 p .000	r .996 p .000			
V4	r .463 p .082	r .422 p .117	r .372 p .173		
V5	r .460 p .085	r .647 p .009	r .675 p .006	r -.202 p .470	
V6	r .982 p .000	r .995 p .000	r .990 p .000	r .454 p .089	r .579 p .024

Cronbach's Alpha = .926

Examples of StatPac Graphics



More Examples of StatPac Graphics



The Basic Statistics Module

The StatPac for Windows Basic Statistics module has everything you need to perform the most common statistical analyses reports.

For most researchers, this basic package is all they'll ever need.

The Basic Statistics module performs this full range of analyses!

- Listing Data
- Frequencies (including Multiple Response)
- Automatic Open-Ended Response Coding
- Crosstabs and Banner Tables
- Descriptive Statistics
- Breakdown Analysis
- T-Tests
- Correlations



Listing Data

StatPac allows you to list data clearly.

Listing data is not actually an analysis, but it is very helpful because it can be used to create customized reports in a variety of formats. It is especially handy for listing open-ended responses. While StatPac does contain open-ended response coding, it is also often desirable to see the actual verbatim answers in order to preserve the "flavor" of the responses.



Frequency

StatPac produces great-looking frequency tables and graphs.

Counts and percents are understood by nearly everyone and StatPac makes it easy to create attractive reports. StatPac lets you produce clearly labeled tables and presentation-quality graphics. You can easily customize your reports to contain the information you want to see, including confidence intervals (sampling error) and t-tests to identify significant differences between the categories. Many frequency analyses can be displayed on the same page. Special features let you create tables in a variety of formats and give you complete control over the percentage base, labeling, missing cases and several other output options. StatPac will also report frequencies for multiple response and open-ended items.



Open-Ended Response Coding

Verbatim Blaster automatically codes open-ended responses!

Coding open-ended responses can be time-consuming and expensive. It can often take days to develop consistent categories and code respondents' answers. StatPac For Windows includes **Verbatim Blaster**, an artificial intelligence engine to automatically perform a content analysis and code open-ended responses. Verbatim Blaster automatically evaluates respondents' answers and codes them into consistent categories. You get a meaningful analysis without the high cost of manual coding. Verbatim Blaster cuts through the clutter of open-ended text to reduce coding time from days to minutes. You'll be amazed at how well it gets to the "core" of the respondents' comments. Analyze, sort, and revise the categories until you're satisfied, and then print or save the results. The entire coding process can be finished in a few minutes! The result is reliably

coded responses that give you meaningful insight into your respondents' opinions, attitudes, and perceptions.

Crosstab Tables

StatPac can perform two-way and three-way crosstabs.

The crosstab analysis is used to study the relationship between two (or three) categorical variables. StatPac clearly displays the relationship using counts, percents and a variety of non-parametric statistics. Special options allow you to perform an interaction analysis, residual analysis, or print a contingency table of observed and expected frequencies. StatPac even has the power to equiweight data, an excellent technique to reduce distortions in most measures of association.

Banners

StatPac is known in the industry for its outstanding banner crosstab tables.

Banners is an excellent marketing research tool to display the relationships of several variables in one table. It is a convenient way to combine multiple crosstab tables into one printout. StatPac is best known in the industry for its outstanding banner tables. You have complete control over the format and labeling of the printout so it's ready to be bound into a report. Special commands let you group multiple response data and print counts, percents, totals, means, and standard deviations anywhere on the table. Complete significance testing can be performed and displayed in the table, including t-tests and chi-square tests.

Descriptive Statistics

A full selection of descriptive statistics are available.

StatPac contains a comprehensive descriptive statistics program that lets you easily select the statistics you want to see. These include measures of central tendency, measures of dispersion, confidence intervals, measures of normality, and quartiles (or any "iles"). Descriptive statistics for many variables can be displayed on the same page.

Breakdown Analysis

Easily display and compare descriptive statistics for subgroups.

The breakdown analysis allows you to obtain descriptive statistics for a criterion variable broken down by subgroups. It is a convenient way to display and compare descriptive statistics for several groups of data. Researchers often use this technique to examine a variable by a number of demographic subgroups.

T-Tests

StatPac quickly performs t-tests.

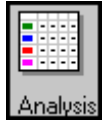
The t-test is used to determine if two mean averages are different from each other. It is often used in research to examine pre- and post-test differences or to discover if there is a difference between two groups. StatPac quickly performs t-tests for matched pairs or independent groups. For non-parametric data, you can select the Wilcoxon test for correlated samples or the Mann-Whitney U statistic for independent samples.

Correlation

StatPac performs complete correlational analyses with significance tests.

One of the most popular measures of association is the correlation coefficient. StatPac can calculate correlation matrices using either Pearson's product-moment formula or Spearman's

rank-difference method for ordinal data. You can custom design your report with the statistics you want to see.



Advanced Statistics Module

The Advanced Statistics module gives you more power and control than any other statistical software on the market today. It can be added to the basic package at any time to provide state-of-the-art sophistication and capabilities. Whether you're an experienced statistician or a beginner, **StatPac is the solution!**

The Advanced Statistics module performs these sophisticated analyses!

- Analysis of Variance
- Linear and Non-Linear Regression
- Stepwise Multiple Regression
- Probit and Logistic Regression
- Canonical Correlation
- Principal Components Analysis
- Factor Analysis
- Cluster Analysis
- Stepwise Discriminant Function Analysis
- Correspondence Analysis (Perceptual Mapping)



Analysis of Variance

Analysis of variance is used to compare variances from more than two groups. There are eleven ANOVA models to handle practically any kind of experiment you design (e.g., repeated-measures, split-plot, randomized block, complete block, nested and Latin square models). The output selection includes an analysis of means, classical ANOVA table and post-hoc least significant difference t-tests. The Kruskal-Wallis test is available for non-parametric analysis.



Linear and Non-Linear Regression

An automatic curve-fitting option makes non-linear regression an effortless procedure. Another special robust technique is available to reduce distortion caused by extreme data points. StatPac can produce a rich variety of tables and graphics for regression, autocorrelation and residual analysis.



Stepwise Multiple Regression

The multiple regression program in StatPac has been given top ratings by reviewers for its speed, accuracy and completeness. The stepwise method is forward inclusion with backward elimination. Includes methods for identifying and minimizing the effects of outliers. Output includes all the regression statistics, matrices and a variety of graphical techniques. You can even switch to interactive prediction to try the regression equation on new data, or save the model for future use.

Probit and Logistic Regression

Probit and logistic regression are similar to multiple regression except they are used when the dependent variable is dichotomous (can take on only two values). A banker might use these methods to determine the probability that a person will pay back a loan, or a medical researcher might use them to determine the probability that an experimental drug would be successful. Both techniques use accurate non-linear algorithms.

Canonical Correlation

Canonical correlation is a powerful multivariate technique to study the intercorrelational structure between two sets of variables. One set is usually regarded as dependent and the other as independent. For example, a set of "buying behavior" variables might be considered dependent, while a set of "personality characteristics" variables could be thought of as independent. Canonical correlation provides a convenient way to understand the complex relationships that might exist between the variables.

Principal Components Analysis

Principal components analysis is often used in conjunction with multiple regression in an attempt to reduce the number of predictor variables. This helps to reduce future data collection costs because most of the variation in a large group of variables can usually be captured with only a few principal components. StatPac also contains a complete selection of collinearity diagnostics that measure relationships between predictor variables and how they affect the stability and variance of the regression coefficients.

Factor Analysis

Factor analysis is used to identify and group variables by their common dimensions. It is often used with newly designed questionnaires to examine the cohesiveness of variables. The factor analysis program in StatPac picks up where others leave off. There are two methods of extraction, three types of rotation and several different ways to control the exit criteria. Every parameter is adjustable to give you complete control of the analysis.

Cluster Analysis

Cluster analysis is used to identify and group respondents that are similar. It is frequently used in marketing research to identify and target segments of the population for an advertising campaign. StatPac contains six outstanding clustering techniques. A hierarchical tree diagram provides a visual summary that makes it easy to identify the clusters. The cluster membership can be saved for inclusion in additional analyses.

Stepwise Discriminant Function Analysis

Discriminant function analysis is used to predict a categorical variable. Marketing researchers often use this procedure to understand the factors that determine why consumers choose one brand over another. StatPac offers a complete output selection including canonical variable analysis.

Perceptual Mapping

Multiple correspondence analysis (perceptual mapping) is a very powerful and easy to use technique for studying the relationships between two or more categorical variables. It is frequently used in marketing research to understand consumer perceptions of a product and to

determine the effectiveness of an advertising campaign designed to modify their perceptions. StatPac provides complete tabular and graphical output.

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