



Instant Start Guide

Data

- Data is stored in an SPSS data file (file extension `.sav`).
- Tables, filters, segments etc. are stored in a Q Project file (file extension `.Q`).
- Data and Q Project files can be combined into a **QPack** (file extension `.QPack`). When you save a QPack, you will be asked to save both the project file and the data file.

Tables

- Click here to select new questions.
- Type in here to select new questions.
- Press this button to save a table that you have created.
- Combine categories by dragging and dropping them on top of each other.
- To see the sample size, click your right mouse button on the table and select **Statistics – Cells and n**.
- The color-coding on the table (red and blue) and arrows indicate statistical significance; red means relatively low and blue means relatively high.

Q6. Aided Awareness

Age

Column %	Under 25	25 to 44	45 or more	NET
Optus	92	89	90	91
Telstra (Mobile Net)	86	90	90	88
Vodafone	91 ↑	89	68 ↓	82
Other	72	74	70	72
NET	100	100	99	100

Filter

- Create a table that you wish to use as a filter and select relevant cells – the table to the right is for a filter of males aged 13 to 29.
- Press the **Filter** button ().
- Enter a name for the filter and press **OK**.
- Apply and remove a filter from a table using the filter drop-down menu located on the bottom left of the screen (Filter: **Males aged 13 to 29**)

Column %	13-17	18-29	30-39
Male	52	47	47
Female	48	53	53

Exporting charts and tables

- Select the table(s) that you wish to export.
- Press the **Export** button for Excel, PowerPoint or Word ().
- Select the **Format** (e.g., **To PowerPoint as Excel Chart**) and press **OK**.
- You can also export tables using **File** and **Export to PDF**.

Report

- (Age Group)
- (S10) What is your gender?

Finding out more

- The **Online Training** in the **Help** menu is an interactive tool designed to teach the fundamentals of Q. Suggested training programs can be found on the [Q Wiki](#).
- The *Q Quick Start Guide*, available as a blue book and electronically in the **Help** menu, describes the core functions of Q.
- The *Q Reference Manual* in the **Help** menu describes advanced features.
- Select **Help** and **Online Documentation Search** to search a database for more information.
- Select **E-mail Support** from the **Help** menu to get further assistance.