



GESStabs: One for all.

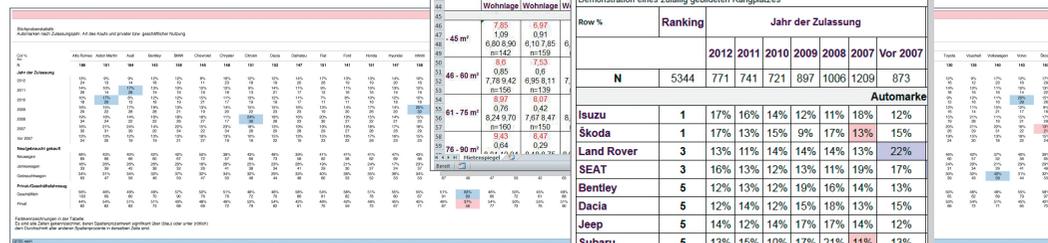
GESStabs can do (almost) anything. **Check** data, **clean** data, **merge** data from multiple data sets, **weight** data iteratively, **output** data in a different form, evaluate data, conduct **statistical tests**, create ready-to-print tables, edit tables for the web, export tables to EXCEL, supply results in a wide variety of forms, convert results into editable PowerPoint charts or, with GESS Artist, directly into PostScript.

Counting and calculating.

Percentages and means are the commonest types of result – the bread and butter of market research, so to speak. In addition, GESStabs provides an extensive menu of descriptive statistics for number gourmets: e.g. the geometric or harmonic mean for expressing the central tendency (in addition to the arithmetic mean), an adjusted mean that excludes extreme values, the median or a mean index. Not to mention measures of statistical dispersion and e.g. confidence intervals. Listing all the **descriptive statistics** the software can handle would take up too much space – but it’s more than a **hundred** so far! This diversity is the result of our intense collaboration with clients. A ranking based on means or percentages, for instance, screens out irrelevant differences and makes the table easier to read.

Weighting.

It goes without saying that GESStabs can factor weights into tables too – even different weights within one table. But that’s not all: with GESStabs, all you have to do is specify the marginal distributions, and the software **weights the data automatically**, ”on the fly”.



Integrated tests of significance.

GESStabs provides dependent and independent significance tests for differences between means or shares. One of its specialities is a variety of **significance tests for weighted data**. GESStabs provides a wide range of options for adapting the tests to the weighting, e.g. computation based on the effective sample size (ESS) or hybrid computation methods that incorporate both weighted and unweighted data. As you can see, you’re spoilt for choice! See our website for more details.

Efficiency.

We’ve learned from real life. Above all: tabulation has to be efficient. **Efficiency** results from a good design combined with a wide range of individual measures specifically geared towards recurring tasks, e.g.:

- An efficient scripting language is used for tabulation. As a result, programmed commands in the script are reusable.
- Macros avoid redundancy and thus errors.
- Macros avoid redundancy and save time.
- Overcodes (and over-overcodes etc.) are automatically counted as a component of variables and can be sorted hierarchically if required.
- Wide range of labour-saving filtering techniques

Connectivity guaranteed.

GESStabs is perfectly **integrated** with our survey programmes (GESS Cati, GESS Q.) within one production line. All the variables – including labels and annotations – are extracted from the survey script. But that’s not the only way GESStabs helps you hook up: GESStabs can read and write **all the usual data formats** used in market research, including ASCII, Column Binary, Quantum, dBase and CSV, as well as up to 30 SPSS SAV files in one run. For charting purposes, GESStabs is also integrated with GESS ChartFactory, permitting the automatic generation of PowerPoint presentations as the final result of a tabulation run.

Polyplot and multilingual.

The texts in your tables are in lots of different languages? No problem for GESStabs. Script in **Unicode**, and exotic characters are child’s play!

Relational, multilevel.

GESStabs can also access information from **other data sources** via user-specified keys and incorporate it into the data sets or tables.

Aesthetics and typography.

Aesthetic presentation is an **added value**, not an end in itself: well-edited data is **easier to communicate and explain**. The typographic design can be directly linked with the count; e.g. the share of dissatisfied respondents can be shown in red if it exceeds a certain threshold, or cells that deviate significantly from the total sample can be highlighted in colour – so everyone can see what’s what at a glance.

Just plain grey or customised with your CI?

With GESStabs, you can customise the design of your tables with no extra effort so that they reflect your **corporate identity**. You’re totally free to use whichever colours, fonts or logos you want.

Tabulation: from simple to complex.

Producing a standard table with GESStabs isn't complicated at all – in fact it's easy: *table = a by b*. But GESStabs can handle even the most complex tables and analysis techniques as well: **derotation** during tabulation, complexly merged and structured results in one table cell – GESStabs can do whatever your clients want.

Next step: presentation.

GESStabs provides two paths for exporting data to EXCEL, which is commonly used as the basis for charting. Firstly, the OLE interface provides a wide range of options. And with the second import path via HTML, GESStabs provides an extremely **fast** alternative that enables you to use **CSS formatting** for your visual design. But that's not all: the GESStabs add-on GESS ChartFactory is a one-of-a-kind solution for the automatic production of PowerPoint charts that eliminates the need to copy/paste EXCEL data entirely.

Demanding customers are good customers.

GESStabs is evolving all the time – thanks to our close contacts with our customers. That's good for both sides: our customers tell us what's missing, we learn what the market needs – and update our software accordingly. The bottom line is that you get what you need.

So go ahead. Be demanding.

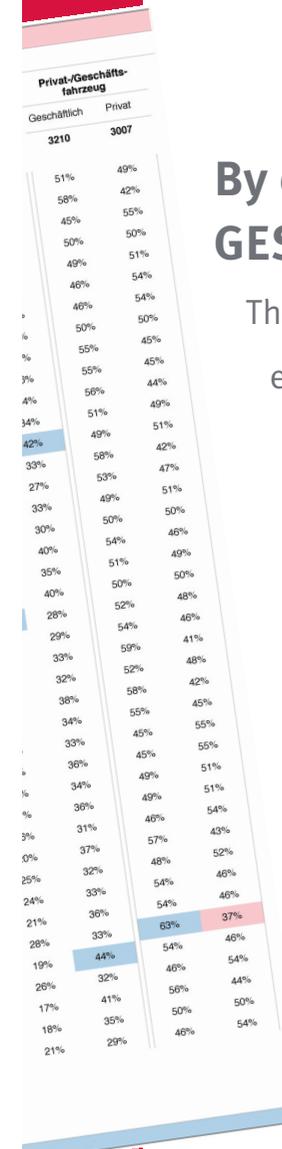
The main points at a glance:

- Extremely flexible table design
- Versatile typographic design in Postscript, PDF, HTML and Excel
- Comprehensive count results, a wide range of different descriptive statistics and statistical tests
- Iterative weighting for adaptation to any number of marginal distributions
- Input and output of SPSS Sav files, Quantum formats, CSV, plain ASCII
- Efficient evaluation strategies for e.g. overcodes, multiple responses and open-ended questions
- Comprehensive script language for data transformation and validation
- Labour savings and clarity thanks to macros
- Automatic colour coding of significant results
- Automatic production of PowerPoint charts using GESS ChartFactory
- Integrated charting for PostScript, PDF using GESS Artist



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By experts for experts
GESStabs.

The constantly
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