



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.

| 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 |

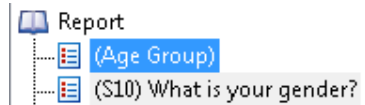
Filter

- 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 ().
- Select the **Format** (e.g., **To PowerPoint as Microsoft Graph**) and press **OK**.
- You can also export tables using **File** and **Export to PDF**.



Finding out more

- The **Online Training** in the **Help** menu is an interactive tool designed to teach the fundamentals of Q.
- 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.