

## QPSMR Insight Information Sheet

### Purpose of QPSMR Insight

QPSMR Insight is the complete research and analysis program, suitable for all levels of user. This innovative software includes simple survey set up, fully controlled, easy-to-use data entry, as well as very powerful cross tabulation system. This program is ideal for processing paper, CAP, diskette and email surveys, quickly and efficiently.

QPSMR Insight can create files for use with QPSMR Input, QPSMR Telin, and QPSMR [Reflect](#).

For more details, please visit <http://www.mrdcsoftware.com/products/qpsmr>

### Features of QPSMR Insight

QPSMR Insight has many tools to facilitate the handling of market research and commercial data. The main ones are:

- ❖ To prepare questionnaire for data capture
- ❖ To handle data entry from paper questionnaires
- ❖ To handle data collection for CATI surveys
- ❖ To prepare analysis
- ❖ To link to MRDCL / OnTraQ for tabulations

### Benefits of QPSMR Insight

QPSMR Insight includes a fast, fully controlled data entry system. Filters can be used to control entry routing, and range checks may also be applied to numeric entries so that only responses within a specified range (for example, between 1 and 100) will be accepted. Users are also temporarily halt data

entry (if an inappropriate response is entered), include extra instructions for respondents or your data entry staff, randomise entries and their responses, carry forward response texts, and easily handle verbatim comments. You are in the unique position of being able to supply the QPSMR Input program for data entry, and QPSMR Reflect which is ideal for end-user analysis.

### Secondary analysis

QPSMR Insight produces Reflect-compatible files, so that executives and clients can carry out desktop secondary analysis on variables for any cuts of the data. Reflect is freely downloadable from the [MRDC software](#) website.