

REFLECT INSTALLATION & Getting Started Guide

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Version 2004.2

Marketing & Research Data Consultants Ltd

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1. Installation

You install Reflect just like any other Windows program. The password you will need to use this version of Reflect is 2004.2 – the same as the release name of Reflect.

It is recommended that you choose the 'Typical' installation.

2. Getting Started

You will find Reflect an easy product to use. Selecting new cross tabulations from your data is as simple as specifying the variable that you wish to appear down the left hand side of your table and the variable you wish to appear across the top. Around the world, people give different names to these. Some of them are listed below ([click here](#) to see list).

A variable is usually a question from your questionnaire. They are different types of variables that you can have. Some are single response questions, some allow multiple responses, whilst others store numeric values. Variables can be more complex than exact copies of the questions on your questionnaire, however. For example, you may have a variable which shows age within region or you may have a numeric value grouped to some ranges. All of these entries are variables.

a. Using Reflect

- i. Open a Reflect program – Start -> All Programs -> QPSMR Reflect version 200x.x
- ii. Select file > open project and choose a .qrf file that contains the information relating to your project.
- iii. If you have save the demo folder to your local directory, you will need to open demo.qrf from the directory to which you saved the files.
- iv. Once you have opened the project, your screen should appear like the one in fig. 1.

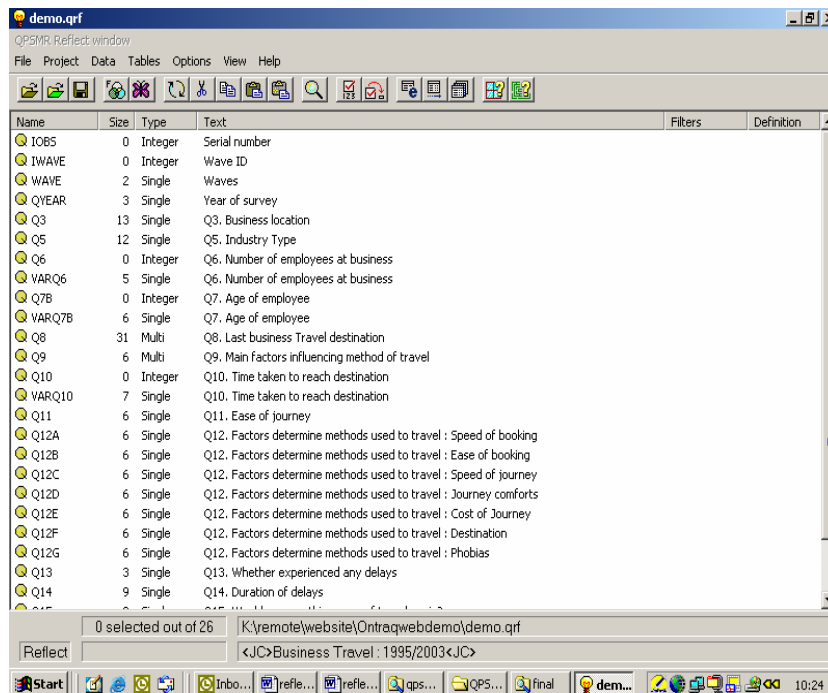


Fig1 : List of variables immediately after opening project

b. Your first tables

You are now ready to specify your cross tabulations.

- i. Select tables from the top menu, then quick tables
- ii. A form should appear similar to the one shown in Fig 2. This is an empty form that allows you to select the tables you wish to process.

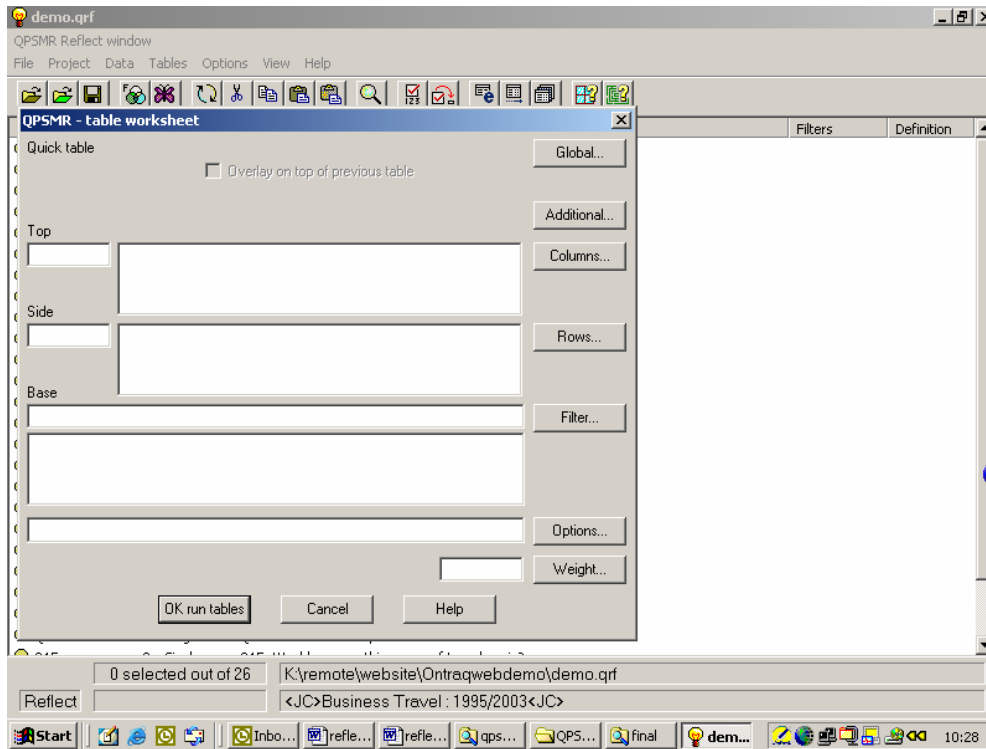
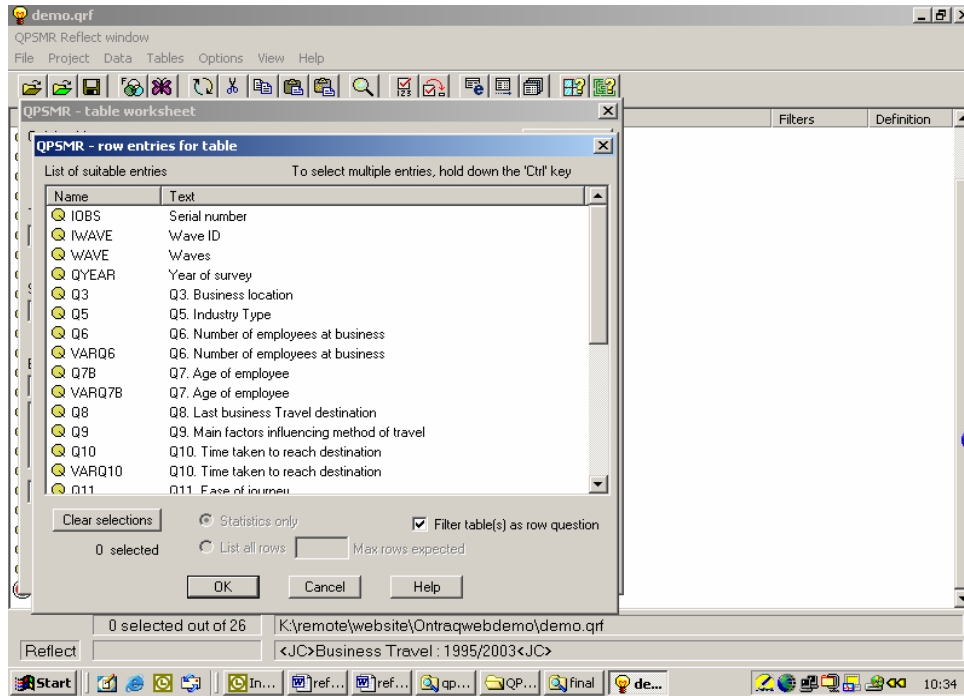


Fig 2 Form in preparation to specify tables

- iii. You can now either type in the name of the variables you want as rows and columns for your table or select them from menus.
- iv. To select rows from a menu, click on Rows button. A list of the variables you can select should appear (see Fig 3). To select Question 3, for example, simply double click on Q3.



For the columns, follow the same steps, selecting, for example, Q5. Your form should appear as Fig 4.

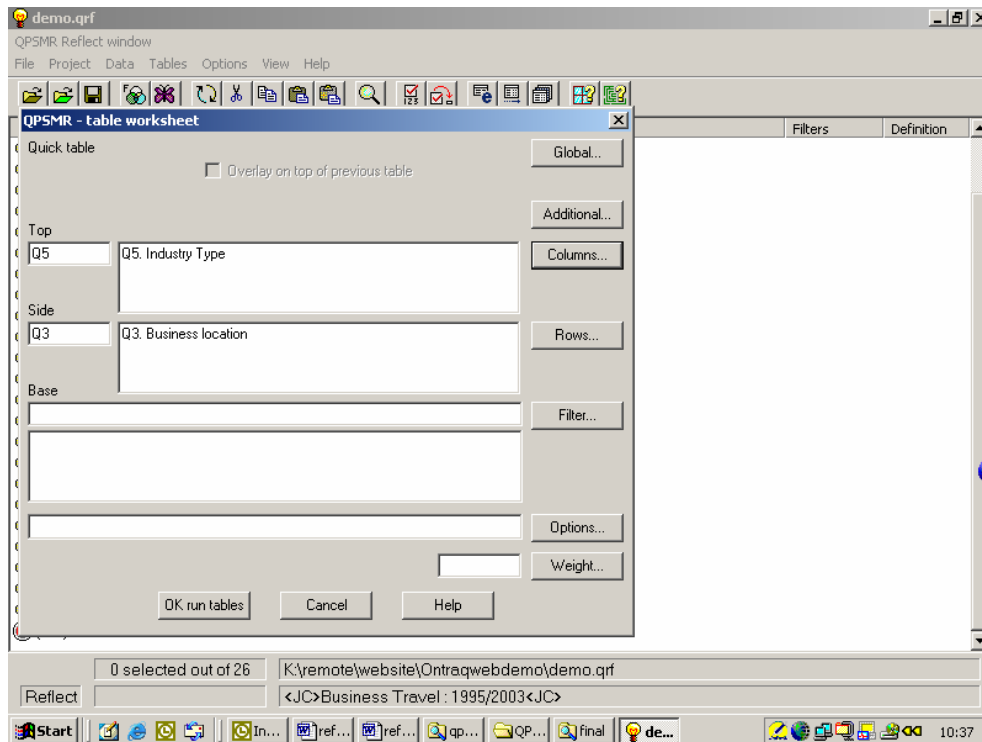


Fig 4 : A table of Q3 down the left hand side with Q5 across the top has been specified

- v. Now click on OK run tables and your table should appear as shown in Fig 5

Business Travel : 1995/2003

Table 1
 Q3. Business location
 by Q5. Industry Type
 Base: All respondents

	Total	Acco untancy	Admin istration	Computing/ IT	Law/legal	Market research	Re
Total	639	28	219	17	41	57	
UK	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%
USA	68	1	66	-	1	-	
	11%	4%	30%	-%	2%	-%	
France	81	-	71	9	1	-	
	13%	-%	32%	53%	2%	-%	
Germany	74	27	-	8	39	-	
	12%	96%	-%	47%	95%	-%	
Italy	98	-	-	-	-	57	
	15%	-%	-%	-%	-%	100%	
Spain	104	-	80	-	-	-	
	16%	-%	37%	-%	-%	-%	

Fig 5 : Shows you table

It's as easy that!

3. What else can I do?

Well it doesn't stop there. You select more than one variable for either the rows or the columns if you wish, so that if you selected 3 row variables and 2 column variables, you would generate 6 new tables.

You can add a filter to your tables, so that only certain respondents appear in tables.

You produce more complex summary (banked) tables.

You can export data to other popular formats, including SPSS, Triple S, SAS, Excel etc.

You can list data so that it can be viewed, sorted or used in Excel or Access.

You can create new variables from your existing variables – for example, you may wish to group or re-group the ranges that a numeric valid is displayed in.

You can control the appearance of your tables by using the formats available.

The Reflect Help menu should guide you through all of these.

4. Support

If you need help to get started, please do not hesitate to contact us on +44 (0)1732 350035. We are also pleased offer you on site training and full support services.

5. Common Terms

Axes : This refers to either of the variables that you are tabulating across or down the page.
Dimensions : Same as Axes

Columns : The variable used across the top of the table

Banner : Same as columns

Breaks : Same as columns

Headers : Same as columns

Toppers : Same as columns (but we can't remember where we heard this one!)

Rows : The variable used down the left side of the table

Downbreak : Same as rows

Sides : Same as rows

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