Survey Crafter
PROFESSIONAL
The Complete Survey and Analysis Tool

Fast and Easy Survey Design

Survey Crafter Professional makes designing paper, telephone and web-based surveys a snap. It guides you through creating a wide variety of question types, supporting everything from simple multiple choice to open-ended text questions. Survey Crafter Professional even comes with a how-to primer on market research that offers tips and techniques on question phrasing and survey layout.

Publish Your Surveys on the Web

Use Survey Crafter Professional's Web Survey Publish wizard to publish your survey on your website. Copy the generated HTML files, the Survey Crafter Professional web program or script and a data file to your web server and you are ready for your respondents to complete your survey.
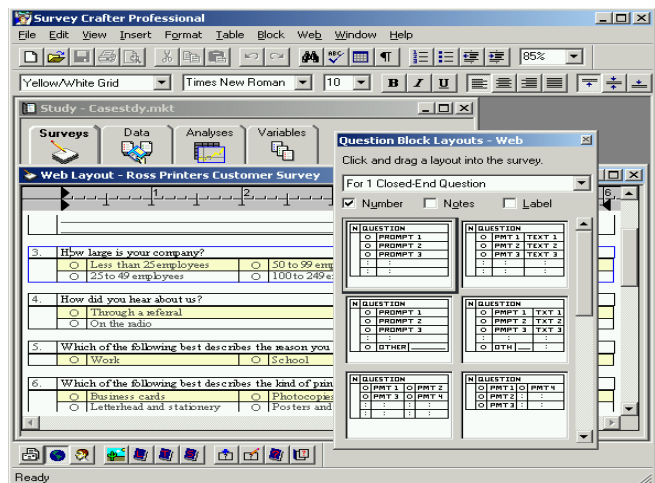

Publish Your Analyses on the Web

Use Survey Crafter Professional's analysis table and chart editors to generate HTML files to publish on your website. You can also preview your analysis tables and charts in your web browser.

Variables and the Powerful Expression Language

Survey Crafter Professional uses variables to store responses to survey questions you write as well as to store results of calculations. Use Survey Crafter Professional's Expression Builder to write expressions for computed variables. Computed variables are useful for doing all sorts of things including segmenting your respondent population, weighting responses, converting choose-one to quantity responses, and converting open-ended to choose-one responses.
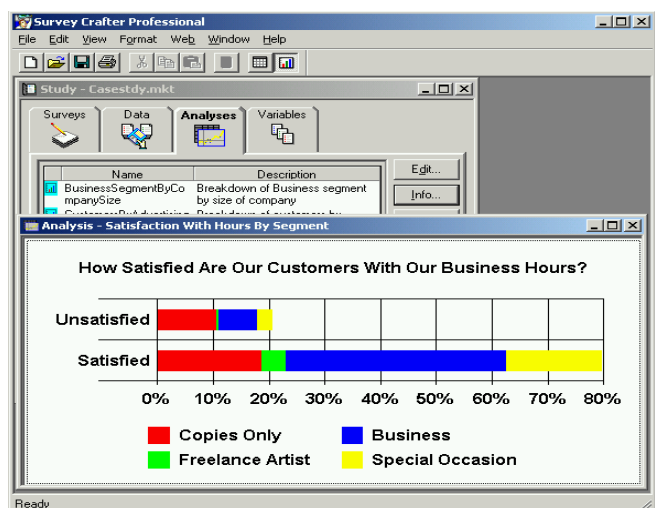

Point and Click Data Management

Survey Crafter Professional painlessly handles everything related to managing your survey data. Use Survey Crafter Professional's built-in Interviewer, an automatically generated data entry form, to enter results live during a telephone survey or from hardcopy responses. Behind the scenes, Survey Crafter Professional checks and verifies your data while building a database that stores it for analysis.

Instant Analysis and Presentation Quality Output

Survey Crafter Professional's built-in wizards help you quickly and easily analyze your survey data, creating cross tabulations, correlation matrices, banners, and custom analyses. These are instantly displayed in professional-quality tables and graphs, with Survey Crafter Professional giving you full formatting control so that you can use them in attention-getting reports and presentations.

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Key Features

General

- Lets you create and analyze a wide variety of web, paper and telephone-based survey questionnaires
- Intuitive, easy-to-use interface guides you through the survey process
- Includes a market research primer to help you create effective surveys
- Includes an introductory quick preview program

Survey Design

- Fully-featured word processor that supports pictures, tables, hyperlinks, lists and more
- Drag and drop question blocks
- Supports single or tables of closed-end, rating, all-that-apply, quantity, open-end, ranking and constant sum question blocks
- Includes a library of popular survey questions to which you can add your own
- Includes a customizable library of block styles to quickly format your question blocks
- Checks spelling as you type in US English, UK English, Spanish, French, German or Dutch
- Web Survey Publish Wizard automatically generates a single or multi-page web-ready version of you survey
- Supports the US and international decimal point characters and the standard and metric measurement systems
- Supports branching and skipping and your own response validation rules
- Supports drop down, single and multi-selection list controls
- Lets you mark questions required or suggested and randomize prompts
- Surveys tested with up to 1000 questions and 16 million respondents

Data Management

- Behind-the-scenes database setup and management
- Import and export capability to comma separated value (CSV) file format
- Automatic data validation during live data entry and import
- Automatically filters data to show warnings and errors
- Copy and paste data from/to other applications

Interviewer

- Automatic generation of on-screen data entry forms
- Supports on-screen interview process for telemarketing
- Automatic data validation as you enter respondent answers

Analyses

- Wizards generate presentation-quality analysis tables and charts that can be quickly and easily integrated with other applications
- Analysis wizards: Banner, Counts & Frequencies, Descriptive Statistics, Cross Tabulation, Correlation Matrix, Individual Responses, All-that-apply Question, Ranking Question, Count or Percentage Chart and Quantity Variable Chart
- Computed variable wizards: Quantity to Category, Category to Quantity, Literal to Category, Category to Weights
- Lets you export analysis tables to new Microsoft Excel workbook files
- Automatically generates web-ready versions of your analysis tables and charts
- Lets you update your analysis tables and charts as you get additional respondent data
- Lets you create custom analysis tables and charts using powerful statistical functions

Minimum System Requirements

- PC running Microsoft Windows 95 or later or Microsoft Windows NT 4.0 or later
- 64 MB RAM and 40 MB of available hard disk space
- CDROM or internet connection (installation only)
- Web surveys: All Microsoft Windows 32-bit platforms, Linux, Unix or any platform that supports Perl 5

Price

- $495 per licensed copy - volume, non-profit, government and educational discounts are available