Getting Started

Survey Crafter PROFESSIONAL

The Complete Survey and Analysis Tool

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Getting Started

Welcome to Survey Crafter Professional, the complete survey and analysis tool from Survey Crafter.

Survey Crafter Professional is a powerful yet simple-to-use tool for survey research that enables you to quickly collect and easily understand critical information about your customers, prospects, employees, and other audiences. By helping you get closer to your customers and employees, Survey Crafter Professional lets you empower your decision-making with real data and enables you to win in a competitive environment.

Contents

- What's in the Package? 5
- What's New in Survey Crafter Professional 6
- Hardware and Software Requirements 9
- Installing Survey Crafter Professional 10
- Registering Your Copy 11
- Starting Survey Crafter Professional 12
- Getting Help 13
- Overview of Survey Crafter Professional 17
- Touring Survey Crafter Professional Online 35
- Sample Study and Surveys 36

Greetings and welcome to the newest version of Survey Crafter Professional.

In keeping with a commitment to helping you easily administer surveys and systematically analyze the results, Survey Crafter continually works on and improves its product, Survey Crafter Professional. Survey Crafter Professional 5.1.2 contains all of the great features from previous versions plus many new ones.

The following are three of the new features in Survey Crafter Professional 5.1.2 and 5.1.

- **Find/Replace in the Data window.** You can now use the Data window's new Find/Replace command to search the data in the window for any combination of characters, numbers, words or phrases. You can also use the command to make changes to the data.
- **Slider controls on web surveys**. You can now configure your quantity, ranking and constant sum questions to include slider controls for your online respondents to use to answer your questions. The slider controls and quantity boxes are linked so your respondents can choose either or both methods to answer your questions. You can have the controls appear above, below, to the left, to the right, or in place of the quantity boxes.
- **Improved quota enforcement on your web surveys.** The new CURRENT_VALUE, RECORD_VALUE and WEB_COLUMN_VALUE expression language functions increase the number of occasions where you can enforce quotas on your web surveys. For example, you can use the new CURRENT_VALUE function in a rule to screen out a respondent when the respondent's answers to one or more questions match the answers provided by a specified number of other respondents, without your having to include what those answers are. This allows you to more easily enforce quotas on an open-end question that asks for the respondent's zip code, for example.

We’re confident that this version of Survey Crafter Professional will help your organization develop a better understanding of your customers, employees, and prospects. Good luck and keep the great comments coming!

The Survey Crafter Professional Team

What's in the Package?

The Survey Crafter Professional package contains:

- A compact disc sleeve
- A compact disc

The Compact Disc Sleeve

The Survey Crafter Professional compact disc sleeve contains installation instructions and a serial number sticker on the back.

The Compact Disc

The compact disc contains the Survey Crafter Professional application and supporting files, including the *Survey Crafter Professional Quick Preview* and the *Getting Started*, *Understanding Survey Research: A Primer for Success*, *Survey Crafter Professional User's Guide*, and *Surveying on the Web* online books.

Survey Crafter Professional Quick Preview introduces you to Survey Crafter Professional's primary features by walking through an example study about a fast food restaurant.

Understanding Survey Research: A Primer for Success gives an overview of the survey research process and provides practical guidelines for planning and conducting a survey. We recommend that you read the *Primer* before using the software.

Survey Crafter Professional User's Guide explains how to use the software to write surveys and how to enter, edit, and analyze survey responses.

Surveying on the Web explains how to use the software to administer your surveys on the World Wide Web.

What's New in Survey Crafter Professional

This section contains brief descriptions of the most significant improvements and new features in releases 5.1 and 5.1.2.

Release 5.1.2

Release 5.1.2 contains improvements made to the Data window and Interviewer.

Improved/New Data Features

- **Find/Replace in the Data window.** You can now use the Data window's new Find/Replace command to search the data in the window for any combination of characters, numbers, words or phrases. You can also use the command to make changes to the data.
- **Spell-checking in the Data window**. You can now check and correct the spelling of the responses to your surveys' open-end questions as well as the values contained in the study's other imported literal variables in the Data window.
- **Spell-checking in the Interviewer**. You can now also check and correct the spelling of the responses to your surveys' open-end questions in the Interviewer.

Release 5.1

Release 5.1 contains several exciting improvements to the Survey Designer and Analysis windows.

Improved/New Survey Features

- **Slider controls on web surveys**. You can now configure your quantity, ranking and constant sum questions to include slider controls for your online respondents to use to answer your questions. The slider controls and quantity boxes are linked so your respondents can choose either or

both methods to answer your questions. You can have the controls appear above, below, to the left, to the right, or in place of the quantity boxes.

- **Running totals for constant sum questions**. You can now configure your constant sum questions to display running totals, making it easier for your online respondents to enter answers that sum to the desired total.
- **Improved quota enforcement on your web surveys.** The new CURRENT_VALUE, RECORD_VALUE and WEB_COLUMN_VALUE expression language functions increase the number of occasions where you can enforce quotas on your web surveys. For example, you can use the new CURRENT_VALUE function in a rule to screen out a respondent when the respondent's answers to one or more questions match the answers provided by a specified number of other respondents, without your having to include what those answers are. This allows you to more easily enforce quotas on an open-end question that asks for the respondent's zip code, for example.
- **Cookies and your web surveys.** There is a new custom rule you can add to your surveys that has Survey Crafter Professional get and set a cookie from your respondent's browser as the respondent takes your survey. You can add any number of these rules to your surveys, having Survey Crafter Professional get and set as many cookies as you want. One use of a cookie is to help uniquely identify your web survey's respondents, giving you another way to prevent a respondent from completing your web survey more than once.
- **Add ranking calculations to your web surveys.** You can now use the improved RANK and the new RANK_PERCENT expression language functions with CURRENT_VALUE in computed survey fields to display rankings and percentiles of the respondents' answers as they take your web survey.
- **The improved instruction-only block.** An instruction-only block can now be a table of up to 255 rows and columns.

- **Improved warning messages and submit-anyway feature.** The default warning messages for ranking questions have been improved and you can now have the button that allows respondents to submit their answers despite warnings appear at the bottom of the web survey page instead of at the top.

Improved/New Analysis Features

- **New sort feature in analysis tables**. You can now select a range of cells in any analysis table and have its cells vertically or horizontally sorted, using up to 3 columns or rows to determine the sort order.
- **New undo/redo feature in analysis tables**. You can now undo and redo any operation in an analysis table, including re-running the table's analysis wizard.
- **New statistical significance testing option in the Descriptive Statistics analysis table wizard**. When you have the Descriptive Statistics analysis wizard include a cross tabulation variable, you can now have the wizard also include a test for statistical significance of the differences between the means of each of the respondent groups the variable produces.
- **New count and percentage calculations in the Counts and Frequencies and All-That-Apply Question analysis table wizards.** You can now have these wizards show the number of respondents for whom a selected variable holds any valid value as well as the number of respondents who answered the variable's associated question. In addition, you can have these wizards show the percentage of respondents who picked a prompt or entered a specific value against the number of respondents who answered the variable's associated question.

Hardware and Software Requirements

Survey Crafter Professional has these minimum system requirements:

- A Personal Computer running one of the following:
  - Microsoft Windows® 11, 10, 8.1, 8, 7, Vista, XP, 2000, NT® 4.0 SP 3 or higher, Me, 98, or 95 with DCOM95 1.3 or higher
- 80 MB of available hard disk space
- VGA or higher resolution monitor

Installing Survey Crafter Professional

Follow the steps below to install Survey Crafter Professional on your computer. Although none of your existing Survey Crafter Professional files will be lost or changed, it is good practice to back up your files before upgrading any application in case a problem occurs.

- **To install Survey Crafter Professional**

  1. Insert the Survey Crafter Professional compact disc into your computer's compact disc drive (the D:\ drive).
  2. Wait a minute. If the installation program starts automatically, skip to step 6.
  3. Click on the Windows Start button.
  4. In the search box, type the drive letter that corresponds to the CDROM drive (ex. D), a colon (:) and a backslash (\), followed by SETUP.EXE. For example, **D:\SETUP.EXE**.
  5. Press the Enter key.
  6. Follow the directions on the screen to complete the installation.

     The installation program asks you for your copy's serial number. You can find this serial number on the back of the Survey Crafter Professional CD sleeve. Use this serial number even if you are installing this version as an upgrade.

Registering Your Copy

If you purchased your copy of Survey Crafter Professional from Survey Crafter, the software has already been registered.

If you did not purchase your copy from Survey Crafter, please register the software by calling Survey Crafter at (877) 650-8527 or (978) 635-1717. Alternatively, you can email your registration information to support@surveycrafter.com. Registering your copy of Survey Crafter Professional makes you a licensed user.

As a licensed Survey Crafter Professional user, you'll receive discounts on upgrades. You'll also receive free technical support.

Please record your copy's serial number and keep it in a safe place. You will need your serial number if you request technical support. The serial number appears on the back of the Survey Crafter Professional CD sleeve. If Survey Crafter Professional has already been installed, you can also find the serial number by clicking on Survey Crafter Professional's Help menu and then on About Survey Crafter Professional.

Starting Survey Crafter Professional

When you start Survey Crafter Professional, the Welcome screen appears, giving you the option of opening your last study (if applicable), creating a new study, or taking an online tour of Survey Crafter Professional.

- **To start Survey Crafter Professional**

  1 Click on the Start button and then on *All programs*. Scroll the list of programs until you see a folder called *Survey Crafter Professional 5.1*, click on it and then on *Survey Crafter Professional 5.1*. Alternatively, double-click on the Survey Professional icon on your desktop.

Survey Crafter Professional icon

  The Welcome screen appears.

  2 Click on an option on the Welcome screen.

If you are new to Survey Crafter Professional, click on *Take a guided tour* for a tour of Survey Crafter Professional's features.

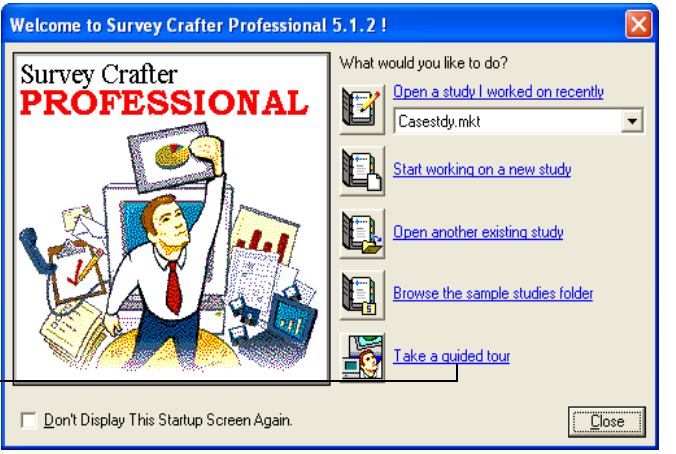


Figure 1: Survey Crafter Professional's Welcome screen.

Getting Help

In addition to the *Survey Crafter Professional User's Guide* and *Surveying on the Web*, help for using Survey Crafter Professional ranges from online help and tips to technical support.

Online Help

Survey Crafter Professional's Online Help System provides quick access to procedures and reference information on dialog boxes and menu commands. You can access general or specific help from Survey Crafter Professional's Help menu and context-sensitive help from any dialog box, menu command, or window.

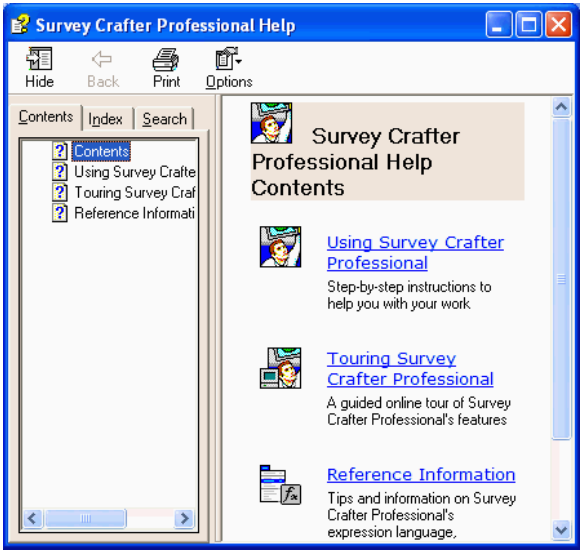


Figure 2: The Contents topic of the *Survey Crafter Professional Online Help System*.

- **To access general or specific help from Survey Crafter Professional's Help menu**

  From the Help menu, choose one of the following:

  - The Contents command to see the Contents topic of the *Survey Crafter Professional Online Help System*

- The Search for Help On command to search for a specific help topic

- **To access context-sensitive help from a dialog box**

  When the dialog box's title bar is highlighted, click on the dialog box's Help button or press the [F1] key.

  A help topic describing the dialog box's function and options appears.

- **To access context-sensitive help from a menu command**

  When the menu command is highlighted, press the [F1] key.

  A help topic appears that describes the command's action or the dialog box it displays.

- **To access context-sensitive help from any Survey Crafter Professional window**

  When the window's title bar is highlighted, press the [F1] key.

  The help topic for the window appears.

Tips

You can read online tips about performing survey research and using Survey Crafter Professional. Survey Crafter Professional displays a new tip in the Tip of the Day dialog box each time you start Survey Crafter Professional. You can also read tips any time during a Survey Crafter Professional session by choosing the Tip of the Day command from the Help menu.

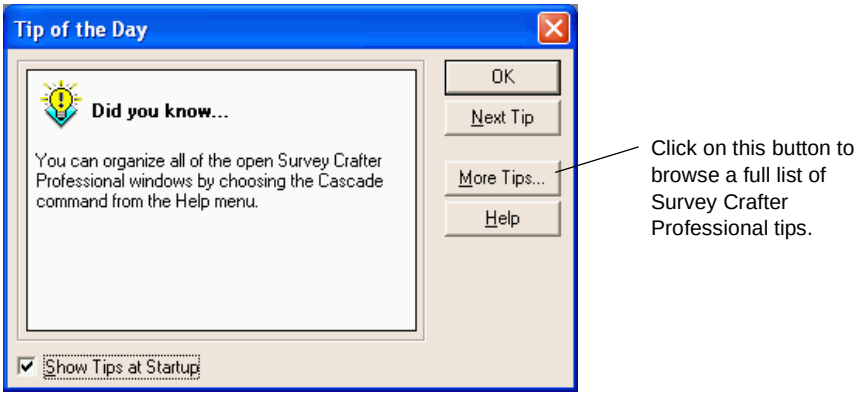


Figure 3: The Tip of the Day dialog box.

Technical Support

If you are having trouble using Survey Crafter Professional, please read the pertinent sections of the online documentation or online help. If you are still having trouble after reading the documentation, contact Survey Crafter for technical support weekdays from 8:30 AM to 5:30 PM, Eastern Standard Time:

- (877) 650-8527 or (978) 635–1717 (phone)
- (978) 635–3734 (fax)
- support@surveycrafter.com (email)

Please have your copy's serial number available when you call and include this number in any fax or email you send to Survey Crafter.

While you're at the website, see Survey Crafter Professional's FAQ for a list of frequently asked questions about Survey Crafter Professional. The answers to these common questions can help you use Survey Crafter Professional more effectively and efficiently.

Overview of Survey Crafter Professional

A Survey Crafter Professional project file is called a study. A study contains the components shown in Figure 4 below. Each of the components in the figure below is explained later in this section.

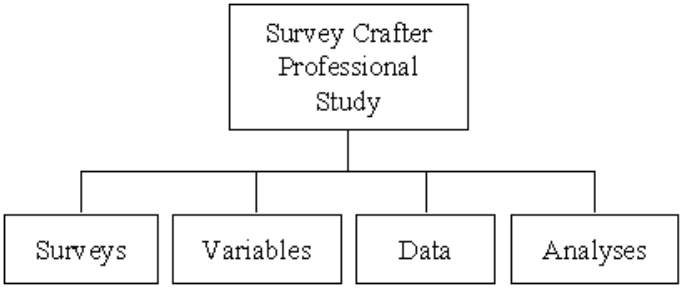


Figure 4: Components of a Survey Crafter Professional study.

The Study Window

Survey Crafter Professional organizes these components in the Study window, your home base in the software. Figure 5 shows the Study window.

The Study window's tabs correspond to the four components of a study.

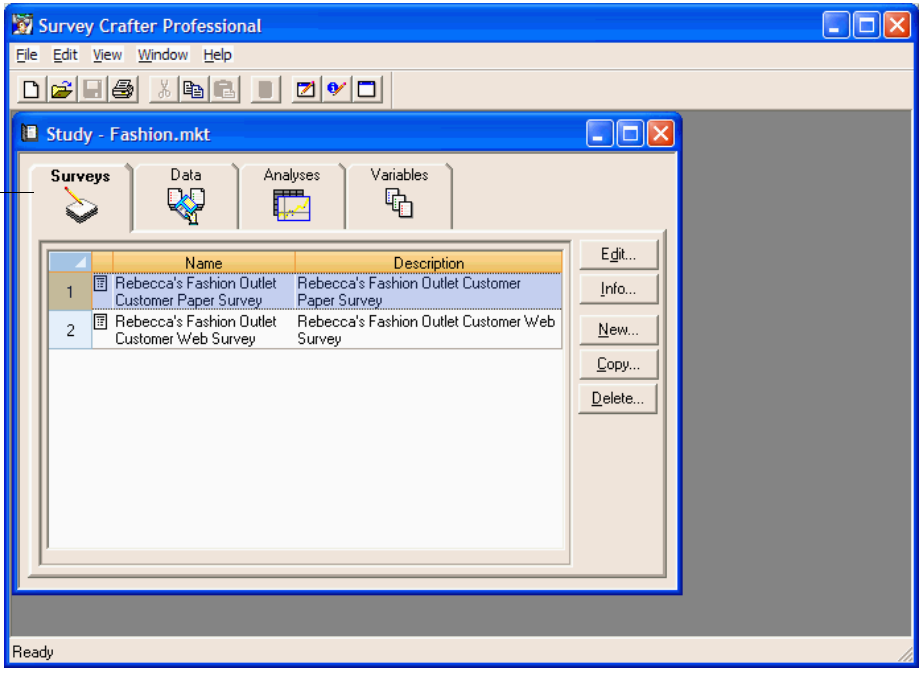


Figure 5: The Study window.

Surveys

The Survey Designer window is where you enter and format your survey. It has many features that you can use to arrange and format the titles, instructions, pictures and questions that make up your survey.

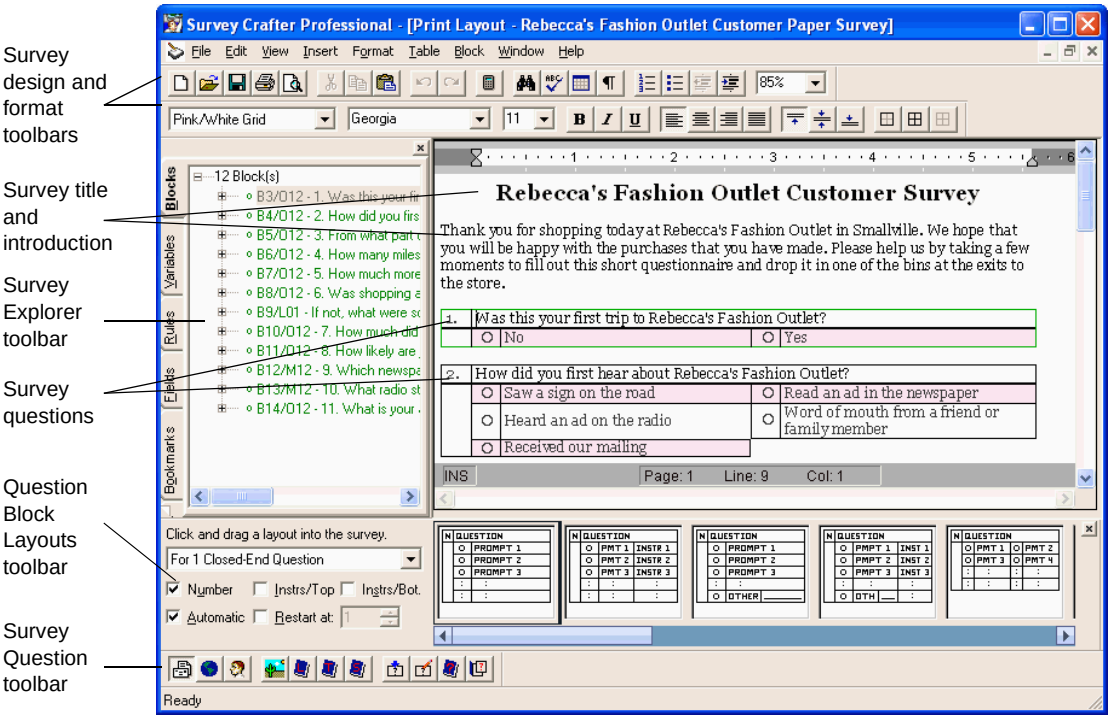


Figure 6: Survey Crafter Professional's Survey Designer window.

Typing Directly in the Survey Designer window

You can type titles, section headings, instructions and other text directly in the Survey Designer window.

Text that was typed and formatted directly in the Survey Designer window.

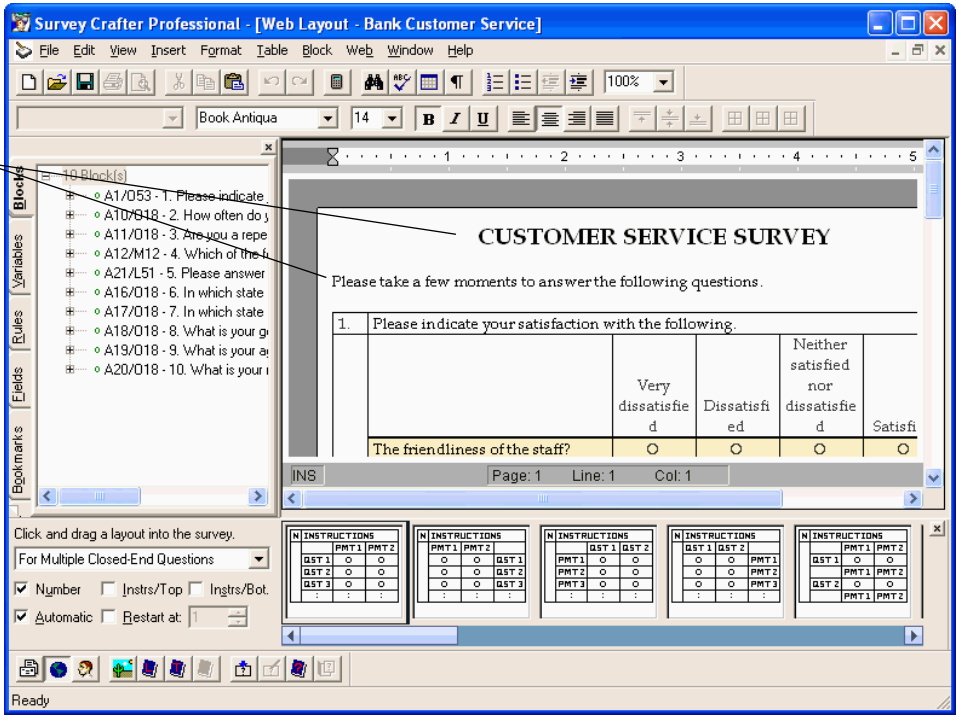


Figure 7: Typing and formatting directly in the Survey Designer window.

You can format the text by changing its font, font size, style, spacing, foreground and background colors. You can format a paragraph of the text by changing its alignment, indentation, spacing, borders and shading. You can use tables, tab stops, bullets and numbering to organize and align the text. You can also have Survey Crafter Professional automatically check your spelling as you type.

You can also insert pictures, hyperlinks, hyperlink targets, bookmarks, frames, drawing objects, page breaks, page numbers, page counts, and dates in your survey.

Inserting Pictures

You can insert, resize and format pictures like a company logo just about anywhere in your survey. When you insert a picture, you either embed it in or link it to the survey. An embedded picture is stored with the survey. A linked picture has only its location stored with the survey.

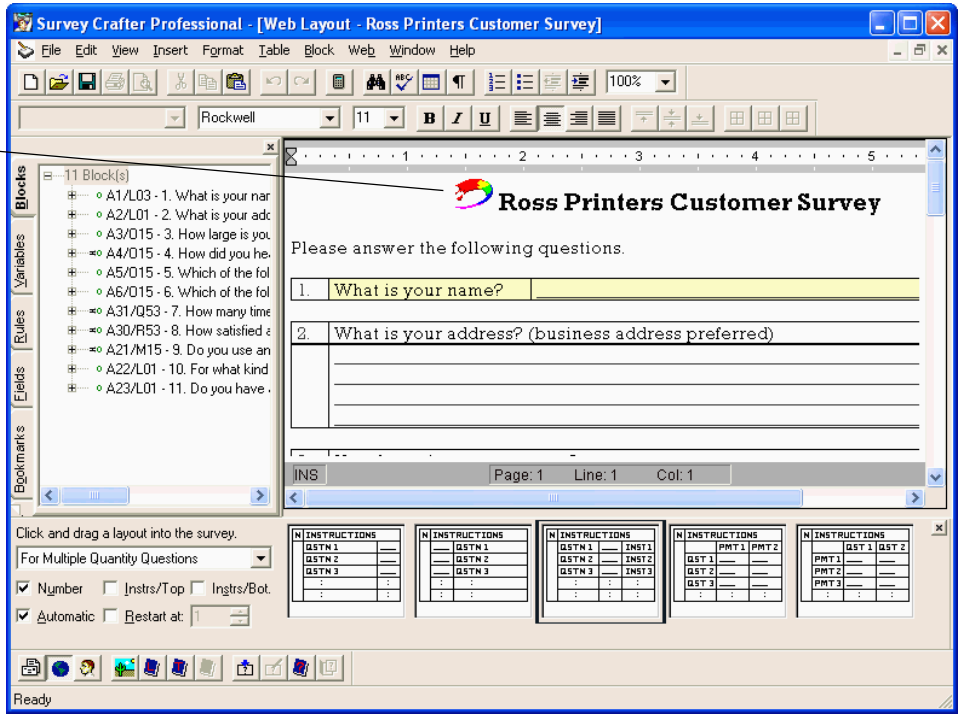


Figure 8: An embedded picture in the Survey Designer window.

Inserting Survey Blocks

You can type and format titles, section headings, instructions and other text directly in the Survey Designer window. However, when you want to enter a question, you must use a survey block.

A survey block in the Survey Designer window is a special table that can contain one or more survey questions, or just text or pictures.

When the cursor is inside a block in the Survey Designer window, Survey Crafter Professional draws a border around the block.

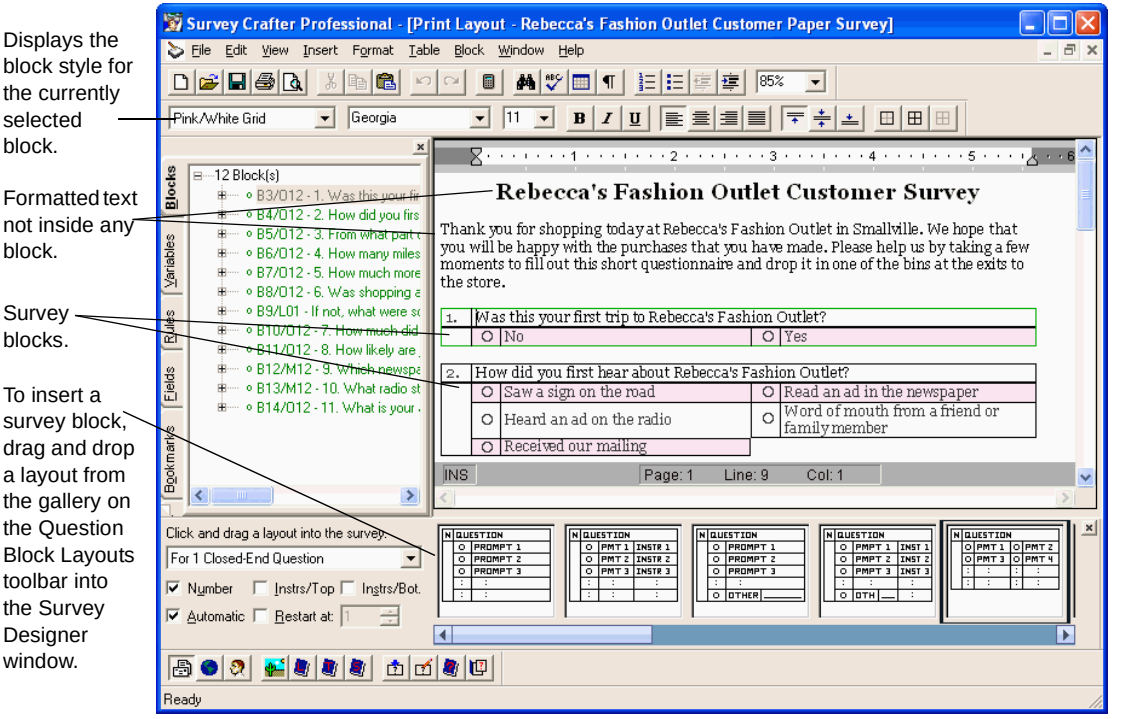


Figure 2 - 9: A survey in the Survey Designer window.

Survey Block Layouts

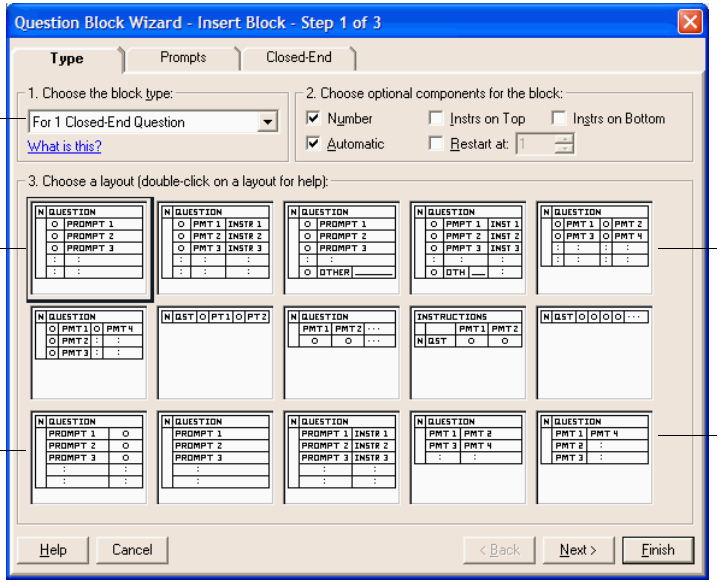
Before you insert a block into the Survey Designer window, you must choose a layout for the block. You can choose a layout for your block from Survey Crafter Professional's gallery of block layouts. Survey Crafter Professional displays the gallery on the Question Block Layouts

toolbar as well as on the Type tab of the Question Block Wizard dialog box.

Choose the type of block you want from the drop down.

Each type of block has its own gallery of block layouts.

Double-click on a layout's picture to see an example and read about the layout.



Many of the block layouts designed for 1 closed-end question employ radio button controls.

Several block layouts designed for 1 closed-end question employ single-selection list box controls.

Figure 10: The Type tab of the Question Block Wizard dialog box.

A block layout represents a particular organization and presentation of the components of a survey block. A block layout dictates how the instructions, questions, prompts and other components of a block are arranged. For example, one block layout may display a closed-end question's prompts in a single column below the question whereas another may display the prompts in a single row to the right of the question.

A block layout can also dictate the type and location of the block's controls. For example, when the Survey Designer window is in Web Layout or Interviewer Layout mode, many of the block layouts designed for 1 closed-end question employ radio button controls while others employ single-selection list box controls.

Most block layouts are designed to work with one or more of just one type of question. However, there are several block layouts that are designed to work with more than one type of question. For example, there is a block

layout that combines multiple closed-end questions with one ranking question.

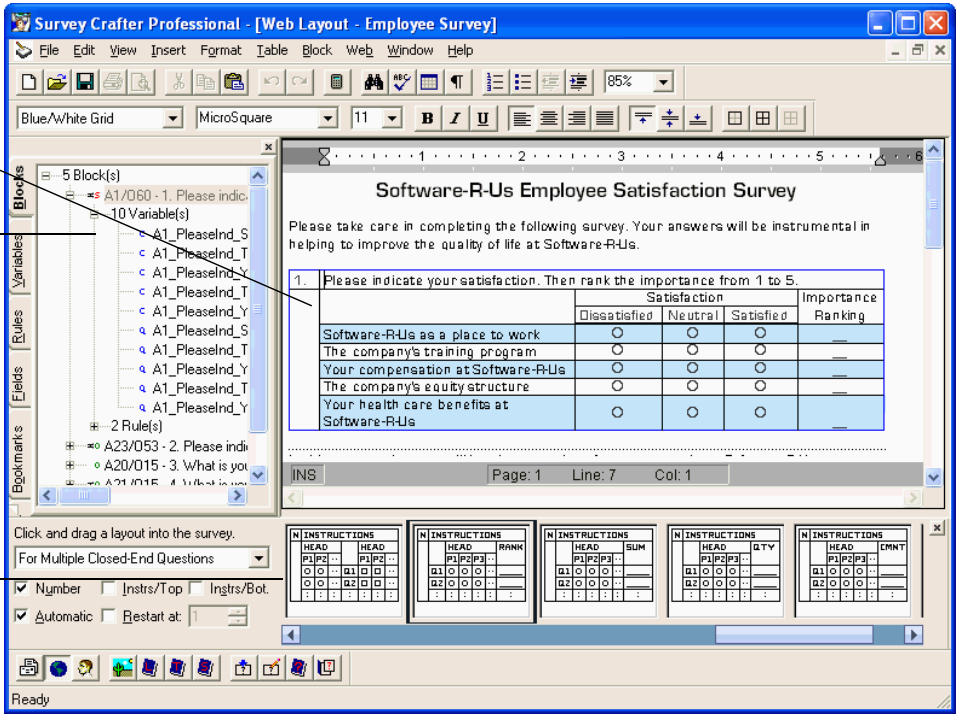


Figure 11: A block that combines multiple closed-end questions with one ranking question.

Survey Layout Modes

The Survey Designer window's layout modes allow you to tailor your survey for printing, the World Wide Web and telephone interviewing. This means you can use Survey Crafter Professional to simultaneously administer paper, Web and telephone interview versions of your survey.

Survey Crafter Professional displays the current layout mode in the caption of the Survey Designer window. You can change the current layout mode by choosing a different layout mode from the View menu or

by clicking on one of the layout mode buttons on the Survey Question toolbar.

The caption indicates the Survey Designer window is in Print Layout mode.

The last 4 block layouts are only for the Print Layout mode.

The Survey Question toolbar indicates the Survey Designer window is in Print Layout mode.

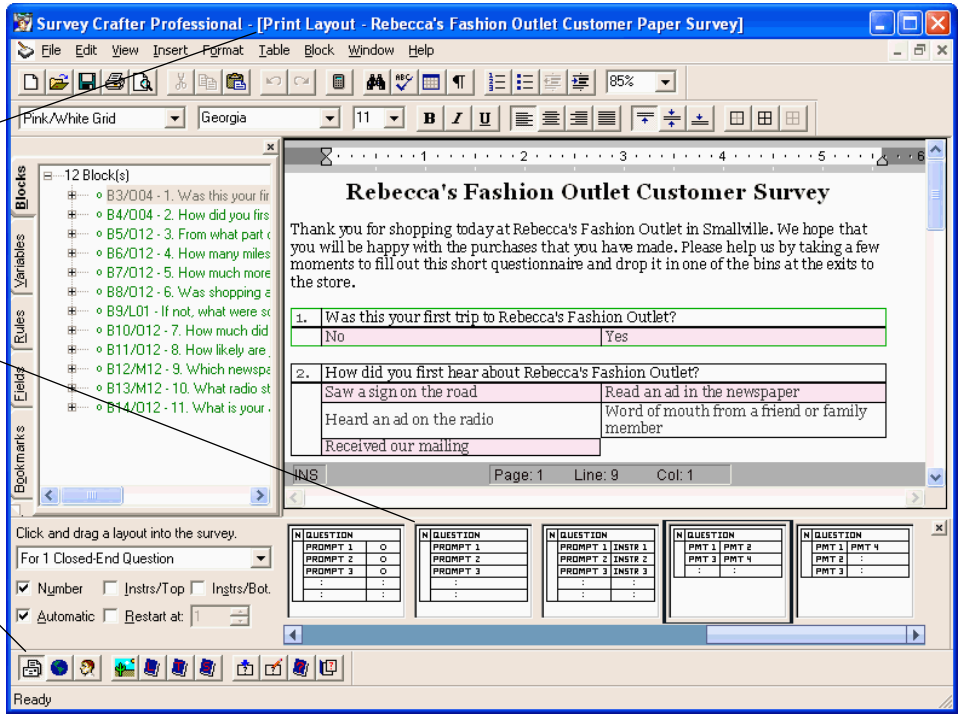


Figure 12: The Survey Designer window in Print Layout mode.

When the Survey Designer window is in one layout mode and you choose a block layout for a question block that is not compatible with another layout mode, Survey Crafter Professional automatically assigns a similar but compatible block layout for the question block when the Survey Designer window is switched to the other layout mode.

For example, if you choose a block layout that has respondents circle the prompts for a question block when the Survey Designer is in the Print Layout mode, Survey Crafter Professional automatically assigns a block layout that uses radio button or check box controls for the question block when the Survey Designer window is switched to the Web Layout and Interviewer Layout modes.

Survey Crafter Professional displays the same survey text and graphics in all layout modes. If you change the survey text or graphics when the Survey Designer window is in one layout mode, the same change appears when the Survey Designer window is switched to the other layout modes. Survey Crafter Professional only allows a question block's layout to be different between layout modes.

You can view the Survey Designer window at any time in Print Layout, Web Layout or Interviewer Layout mode.

Data Set

After creating your survey in Survey Crafter Professional, you can publish the survey on the World Wide Web, interview respondents yourself, have respondents complete the survey on their own, or contract a market research supplier to conduct interviews for you.

Before you can analyze a set of survey responses, you need to add the data to the Survey Crafter Professional study. If you are interviewing respondents yourself, you can add their responses using Survey Crafter Professional's built-in Interviewer.

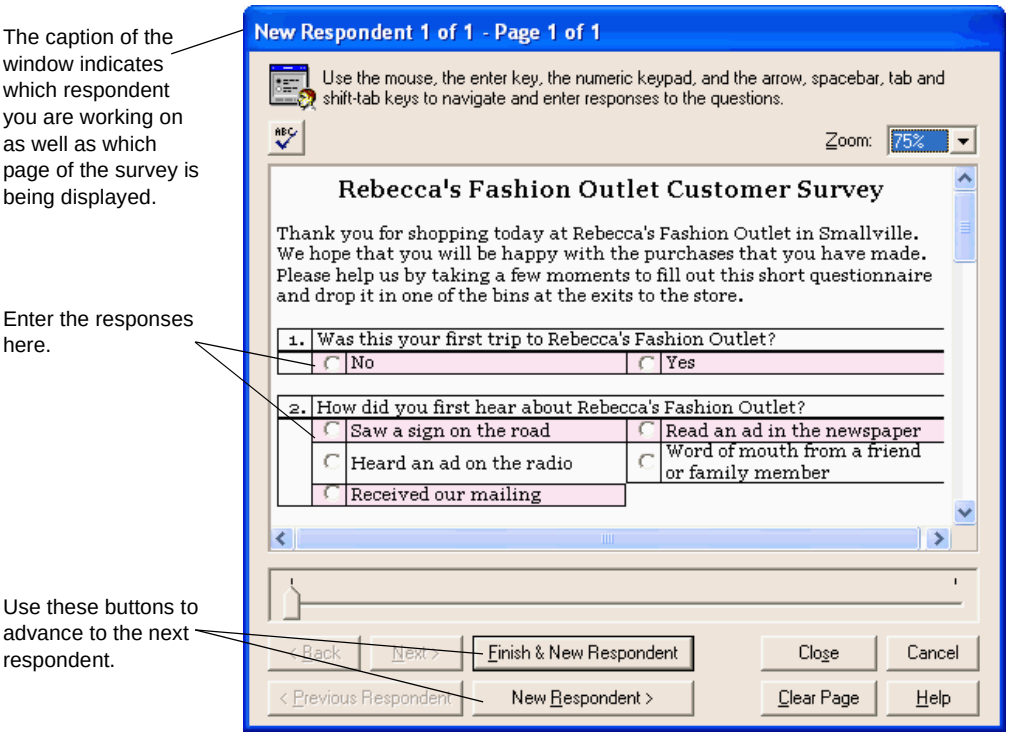


Figure 13: Survey Crafter Professional's built-in Interviewer.

If you published your survey on the World Wide Web, you can import the web survey's data into the study. If a market research supplier interviewed respondents, you can import the data the supplier returns into the study. Once the data is in the study, you can edit it to prepare it for analysis.

The Data Window

The study's data set is comprised of values stored in variables. It includes variables with values you enter or import into the study (imported variables) and variables with values you calculate in Survey Crafter Professional (computed variables).

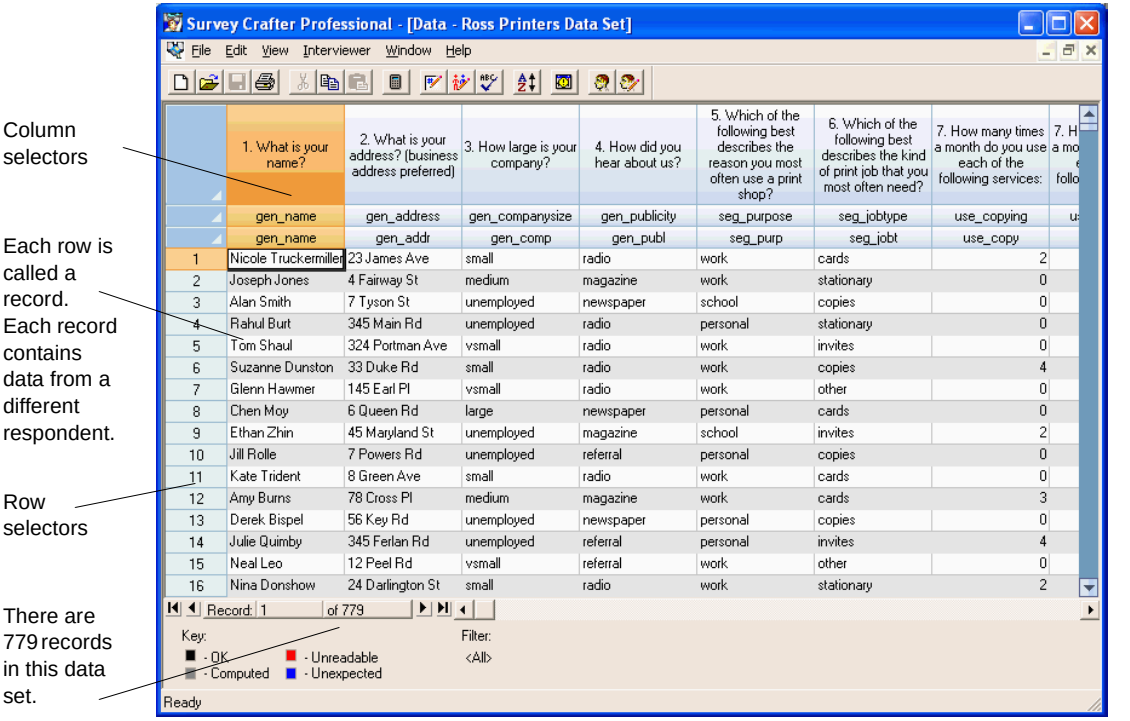


Figure 14: A data set in the Data window.

Each row in a data set is called a record. Each record contains data from a different respondent. Select an entire record by clicking on a row selector. Each column in a data set contains the values in one of the study's variables. The variable's name and code appears at the top of the column. Select an entire variable by clicking on a column selector.

When the Data window is active, you can use commands on the Edit, View and Interviewer menus to modify the window's display and edit variables' values

Records Appearing in the Data Window

You can display all or a portion of the data set's records. For example, you could choose to view only those records for respondents who heard about your company on the radio.

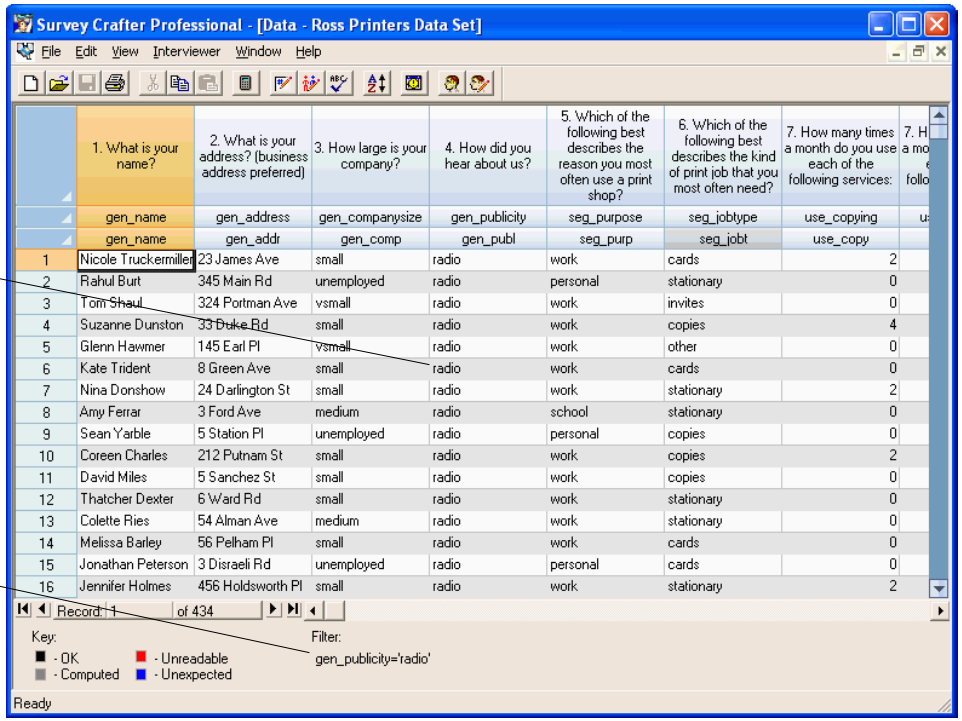


Figure 15: A filtered data set in the Data window.

To filter the records appearing in the Data window, choose the Edit Filter command from the Edit menu. Then use the Expression Builder to write an expression that evaluates to TRUE or FALSE for each respondent in the data set. For example, `gen_publicity='radio'`.

Records of respondents for whom the expression evaluates to TRUE appear in the Data window. The Data window's Filter field shows the expression applied to the data set's records. When no expression appears in this field, all records are displayed.

Values Appearing in the Data Window

Each variable's column may contain one of three types of values: categories, quantities, or literals (text). Category, quantity, and literal variables' cells may also contain the value NV. NV (No Value) indicates that the record contains no value for the variable. For example, if the respondent was not asked a particular question, the question's variable would contain NV. In addition, category and quantity variables' cells may contain the value NR. NR (No Reply) indicates that the respondent was asked the question with which the variable is associated but refused to answer.

A computed variable's values may all appear as NV. If this is the case, it is likely that Survey Crafter Professional has not yet calculated the variable's values. To calculate the variable's values, make the Data window the active window and then choose the Update command from the Edit menu.

Color Coding in the Data Window

Survey Crafter Professional uses color coding to indicate the status of values in the Data window. Imported variables' values appear in black, blue and red. Computed variables' values appear in gray.

Often, not all of the responses in a data set match values you expected. Some responses may lie outside an acceptable range, or they might not match the kind of information the question was designed to capture. For example, a question might require a 'yes' or 'no' answer but one record shows the value 35 for that question. Survey Crafter Professional features

a Data Error Log that flags erroneous values. You can edit these values or delete the record from the data set.

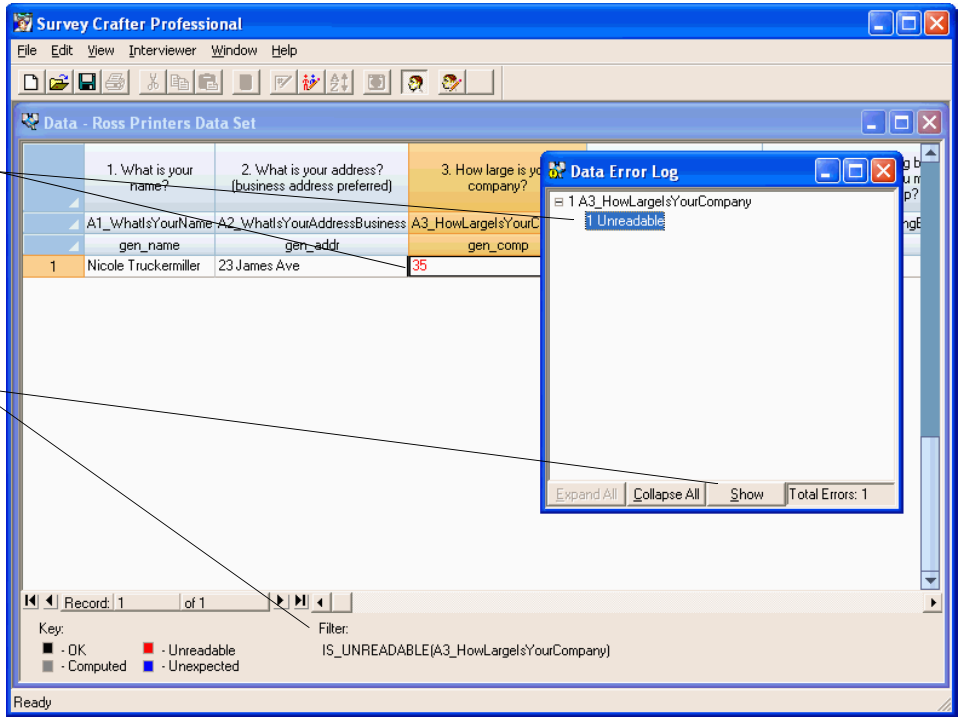


Figure 16: Using the Data Error Log to isolate unreadable values in the data set.

After editing data, you can have Survey Crafter Professional scan the data set again to check whether the values resulting from your changes meet the variables' specifications as well as pass your own custom data cleaning rules. To have Survey Crafter Professional scan the data set again, choose Update from the Edit menu.

You can add your own custom data cleaning rules to your study from either the Survey Designer window or the Data window.

Exporting from the Data Window

In addition to entering, importing, and editing data, you can export data for use in other software packages like SPSS or Microsoft Excel. You can export data from the Data window to a CSV (comma separated value) text file, to a Microsoft Excel® 97 workbook file or to an HTML file.

Analyses

Survey Crafter Professional supports numerous analyses of a study's data set. You can perform basic analyses like finding how many respondents are likely to shop at a clothing store again and more advanced analyses like correlating respondents' distance from a clothing store with the likelihood that they will shop at the clothing store again.

Survey Crafter Professional includes 10 wizards to create analyses common to survey research. For example, use a wizard to create a cross tabulation or a pie chart. You can also create custom analyses.

You can also show a table's results in a chart and quickly switch between viewing the results as a table or chart. Figure 17 shows an analysis' results in a table and its corresponding chart.

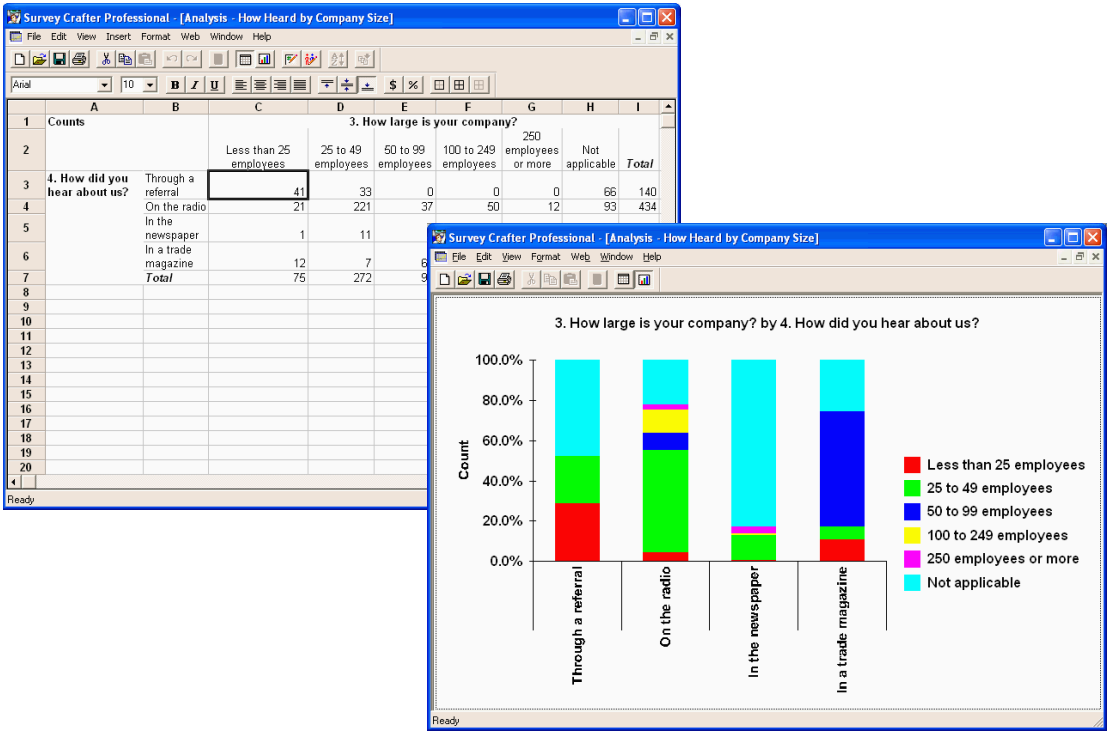


Figure 17: A cross tabulation in the Analysis window (background) and the corresponding chart.

Survey Crafter Professional provides a full range of formatting options for both tables and charts. Once you've created and formatted a table or chart, you can print it or copy and paste it into a report or presentation you're working on in another program like Microsoft Word or Microsoft PowerPoint.

You can also design a batch report and have Survey Crafter Professional print and/or export a series of analysis tables and charts together as one report.

If you have access to a website and want others to see the results on the Web or your company's intranet, Survey Crafter Professional makes it easy. With a few menu commands, you can generate an HTML version of your analysis tables or charts.

Variables

Each survey question has one or more variables associated with it to store respondents' answers. For example, the variable *likely_to_revisit* might store responses to the question "How likely are you to shop at Rebecca's Fashion Outlet again?" Variables that store survey responses are called imported variables. These variables are called imported because they store data coming from outside Survey Crafter Professional.

As you enter your survey into Survey Crafter Professional, Survey Crafter Professional automatically creates and maintains the imported variables associated with your survey's questions. When Survey Crafter Professional creates an imported variable, it specifies the values that are acceptable for the variable to store. For example, acceptable values for the variable *likely_to_revisit* could be "Unlikely," "Some chance," "Fifty-fifty chance," "Likely," and "Highly probable." Acceptable values for the variable *age* in a survey of teenagers might be numbers from 13 to 19.

In addition to imported variables, Survey Crafter Professional supports computed variables. A computed variable is a variable that stores values Survey Crafter Professional calculates from values in imported variables or other computed variables. For example, if the imported variable *income* stores a respondent's income and *spouse_income* stores the respondent's spouse's income, you could create a computed variable

called *family_income* that stores the sum of the values in these two variables. Survey Crafter Professional includes wizards to help you create some of the most popular types of computed variables.

Study Limits

Survey Crafter Professional has been tested to the limits of 1000 survey blocks, 3000 variables, 16,000,000 records, and 100 analyses for a study. Survey Crafter Professional does not enforce these limits, but we recommend that you keep your studies within them.

Touring Survey Crafter Professional Online

You can learn more about Survey Crafter Professional's features and how to use them by viewing the Survey Crafter Professional Quick Preview. The Quick Preview introduces you to Survey Crafter Professional's primary features by walking through an example study about a fast food restaurant.

You can view the Quick Preview from Survey Crafter Professional or from the Windows desktop.

- **To view the Quick Preview from Survey Crafter Professional**

  1 From the *Help* menu, choose *Quick Preview.*

  Tip You can also access the Quick Preview when starting Survey Crafter Professional. At the Welcome screen, click on *Take a guided tour*.

  2 Follow the directions on the screen to navigate the Quick Preview.

- **To view the Quick Preview from the Windows desktop**

  1 Click on the Start button and then on *All programs*. Scroll the list of programs until you see a folder called *Survey Crafter Professional 5.1*, click on it and then on *Quick Preview - Survey Crafter Professional*. Alternatively, double click on the Survey Crafter Professional Quick Preview icon on the Windows desktop.

Survey Crafter Professional Quick Preview icon

  2 Follow the directions on the screen to navigate the Quick Preview.

Sample Study and Surveys

For exploring Survey Crafter Professional on your own, the application includes a sample study and seven sample surveys.

Sample Study

The sample study tells the story of how Ross Printers, a small printing business, used Survey Crafter Professional to answer key questions about their customers, advertising, and performance.

To open the sample study in Survey Crafter Professional, click on the Windows Start button and then on *All programs*. Scroll the list of programs until you see a folder called *Survey Crafter Professional 5.1*, click on it and then on *Survey Crafter Professional 5.1*. From Survey Crafter Professional's *Welcome* screen, click on *Browse the sample studies folder*. Then click on *Casestdy.mkt* and then on *Open*.

Read the Microsoft Word document CASESTDY.DOC to follow Ross Printers step-by-step as they use Survey Crafter Professional to help make decisions. To read the document, from Survey Crafter Professional, click on the program's *File* menu and then on *Browse Samples*. Click on the *Files of type* drop down and choose *All files (*.*)*. Then right-click on the file *Casestdy.doc* and choose *Open* from the pop-up menu. The document draws on information from these supporting files:

- CASESTDY.MKT, the Survey Crafter Professional study Ross Printers created while answering their questions
- CASESTDY.DAT, the data file containing the survey responses
- CASESTDY.DCT, the data dictionary file Ross Printers used to import the data in CASESTDY.DAT into Survey Crafter Professional in order to analyze it

Sample Surveys

The sample surveys illustrate a number of scenarios. To open a sample survey study file, click on the Windows Start button and then on *All programs*. Scroll the list of programs until you see a folder called *Survey*

Crafter Professional 5.1, click on it and then on *Survey Crafter Professional 5.1*. From Survey Crafter Professional's *Welcome* screen, click on *Browse the sample studies folder.* Then click on the sample survey you want and then on *Open.* Scenarios include:

- A bed & breakfast inn collecting feedback on customer profiles and the effectiveness of its advertising (B&B.MKT)
- A bank looking for suggestions on how to improve its customer satisfaction (BANK.MKT)
- A mid-sized software company measuring employee satisfaction (EMPLOY.MKT)
- A clothing retailer gathering information about customer demographics and the effectiveness of its marketing campaign (FASHION.MKT)
- A grocery store learning about who its customers are and how often they shop at competitors' stores (GROCERY.MKT)
- A newspaper measuring voters' opinions about an upcoming election (POLITICS.MKT)
- A restaurant looking for suggestions on how to improve its customer satisfaction (RESTARNT.MKT)
- A fast food restaurant looking to learn more about fast food restaurant customers in order to expand its customer base (FOOD.MKT).