

# 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 generate an HTML version of your survey. Copy the HTML files, the Survey Crafter Professional web survey script and a data file to your web server and your survey is ready for your respondents to complete.

New Respondent 1 of 1 - Page 1 of 1

Use the mouse, the enter key, the numeric keypad, and the arrow, spacebar, tab and shift-tab keys to navigate and enter responses to the questions.

Zoom: 85%

**Ross Printers Customer Survey**

Please answer the following questions.

1. What is your name? Nicole Truckermiller

2. What is your address? (business address preferred)  
23 James Ave

3. How large is your company?  
 Less than 25 employees  25 to 49 employees  50 to 99 employees  100 to 249 employees  250 employees or more

4. How did you hear about us?  
 Through a referral  On the radio  in the newspaper  in a trade magazine

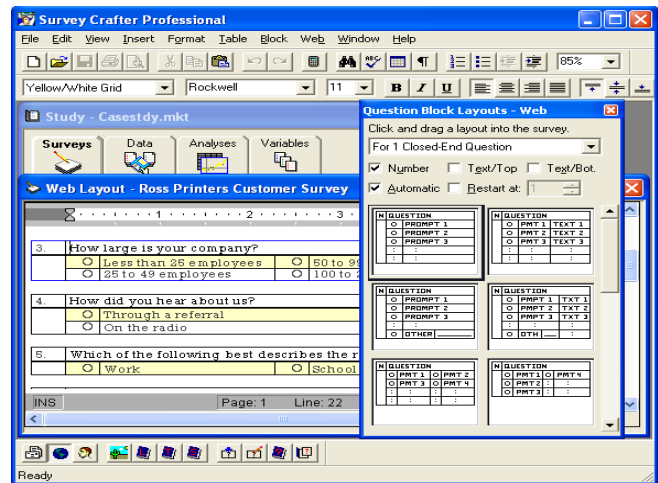
< Back Next > Finish & New Respondent Close Cancel  
< Previous Respondent New Respondent > Clear Page Help

## Publish Your Analyses on the Web

Use Survey Crafter Professional's Batch Report Designer to generate HTML versions of your analysis tables and charts. You can also have the Batch Report Designer generate Microsoft Excel workbook files.

## 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 closed-end to quantity responses, and converting open-end to closed-end responses.

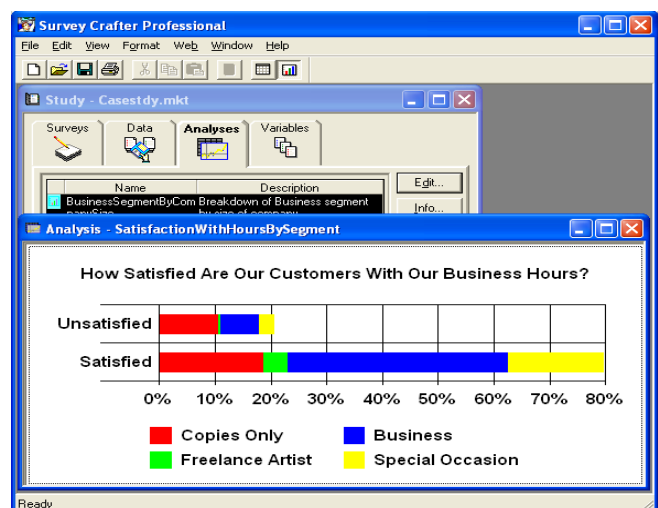


## Point and Click Data Management

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

- Includes a fully-featured word processor that supports pictures, tables, hyperlinks, bulleted lists and more
- Drag and drop single or multiple closed-end, rating, all-that-apply, quantity, open-end, ranking and constant sum question blocks
- Includes 156 different question block layouts and a customizable library of popular survey questions
- Includes a customizable library of block styles to quickly format your question blocks
- Supports branching and skipping, custom validation rules and fields to show respondents previous answers or calculated values
- Checks spelling as you type in US English, UK English, Spanish, French, German or Dutch
- Automatically generates a single or multi-page web-ready version of your survey
- Supports the US and international decimal point characters and the standard and metric measurement systems
- Allows you to merge your survey with a custom HTML template file
- Supports drop down, single and multi-selection list controls
- Supports required and suggested questions as well as randomized 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
- Batch Report Designer exports analysis tables to new Microsoft Excel workbook files
- Batch Report Designer automatically generates web-ready versions of your analysis tables and charts
- Lets you update or rebuild 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® 95/98/Me or Microsoft® Windows® NT/2K/XP/Vista
- 128 MB RAM and 40 MB of available hard disk space
- CDROM or Internet connection (installation only)
- Web server: 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



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