

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.

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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 5.0 contains all of the great features from previous versions plus many new ones.

The following are two of the new features in Survey Crafter Professional 5.0:

- **Language packages.** A language package is a named collection of translations of built-in messages, headings and labels. Every Survey Crafter Professional survey is assigned a language package. The language package provides the words on the survey's navigation buttons as well as in the survey's informational headings and built-in error and warning messages. Survey Crafter Professional now comes with standard U.S. English, British English, Spanish, French, German, Italian, Portuguese and Dutch language packages. You can change the language package assigned to your survey at any time. You can also copy and modify existing language packages or create your own to suit your needs. Language packages make it easier for you to customize your surveys' built-in messages, headings and labels in a consistent way.
- **New open and close web survey rules.** You can now add rules to your survey that will, when your survey is on the web, open and/or close the survey at specific dates and times or alternatively when conditions of your devising are met. The rules can be configured to have customized messages shown to respondents, to have respondents redirected to other pages on the Internet or your Intranet or both.

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 release 5.0.

Release 5.0

Release 5.0 contains many exciting improvements to the Survey Designer and Analysis wizards.

Improved/New Survey Features

- **Language packages.** A language package is a named collection of translations of built-in messages, headings and labels. Every Survey Crafter Professional survey is assigned a language package. The language package provides the words on the survey's navigation buttons as well as in the survey's informational headings and built-in error and warning messages. Survey Crafter Professional now comes with standard U.S. English, British English, Spanish, French, German, Italian, Portuguese and Dutch language packages. You can change the language package assigned to your survey at any time. You can also copy and modify existing language packages or create your own to suit your needs. Language packages make it easier for you to customize your surveys' built-in messages, headings and labels in a consistent way.
- **New open and close web survey rules.** You can now add rules to your survey that will, when your survey is on the web, open and/or close the survey at specific dates and times or alternatively when conditions of your devising are met. The rules can be configured to have customized messages shown to respondents, to have respondents redirected to other pages on the Internet or your Intranet or both.
- **The new hide block components rule.** You can now add a rule to your survey that will, when your survey is on the web, have components such as sub-questions or prompts of a question block shown or hidden depending upon the answers to a previous question. This allows you to have follow-up questions in your survey that show only the sub-

questions or prompts for which the corresponding sub-questions or prompts in a previous question are answered in a certain way or are selected.

- **Improved block sharing between surveys.** You can now make structural changes to blocks that are shared between two or more surveys in a study. When you make a structural change to such a block, Survey Crafter Professional automatically makes the same change to the corresponding blocks in the other surveys. Examples of structural changes include adding or removing prompts to or from a closed-end, all-that-apply or rating question, changing the question type, changing the block's built-in rules and adding or removing questions to or from a multi-question block.
- **Maintaining identically structured surveys.** You can now make it so a copy and its original survey that both live in the same study are automatically maintained by the software as structurally identical. Structurally identical surveys contain the same blocks with the same variables in the same order. The pagination, words outside as well as inside the blocks and the formatting and pictures can be different. This new feature makes it easier for you to administer the same survey in different languages, having the surveys share the same data file on the Web.
- **The Copy Survey Wizard.** The new Copy Survey Wizard simplifies the task of copying your surveys within a study. In addition to presenting options that often need to be reviewed when copying a survey, the wizard also presents options that allow you to make it so the copy and original are automatically maintained by the software as structurally identical.
- **New and improved spelling dictionaries.** The software now comes with Italian and Portuguese spelling dictionaries. The Spanish, German and French spelling dictionaries have also been improved.
- **Improved Survey Options dialog box.** You can now use the Survey Options dialog box, accessible from the Survey Designer window, to change the assigned language package to the survey you are working on. You can also use the dialog box to change the relationship between the survey you are working on and any other survey in the study, if there are any, to have the surveys automatically maintained by the software as structurally identical.

Improved/New Analysis Features

- **Improved Cross Tabulation Analysis Wizard.** The Cross Tabulation Analysis Wizard now allows you to cross tabulate a hierarchy of variables against another hierarchy of variables.

Hardware and Software Requirements

Survey Crafter Professional has these minimum system requirements:

- A Personal Computer running one of the following:
 - Microsoft Windows® 10
 - Microsoft Windows® 8 or 8.1
 - Microsoft Windows® 7
 - Microsoft Windows® Vista
 - Microsoft Windows® XP
 - Microsoft Windows® 2000
 - Microsoft Windows® NT® 4.0 SP 3 or higher
 - Microsoft Windows® Me
 - Microsoft Windows® 98
 - Microsoft Windows® 95 with DCOM95 1.3 or higher
- 64 MB RAM
- 50 MB of available hard disk space
- VGA or higher resolution monitor
- Compact disc drive (installation only)

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 From the Start menu, choose Run.
 - 4 In the Open field, 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 Click on the OK button.
 - 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 From the Start menu, choose Program Files, Survey Crafter Professional 4.0 and then Survey Crafter Professional. 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 the Quick Preview option for a tour of Survey Crafter Professional's features.

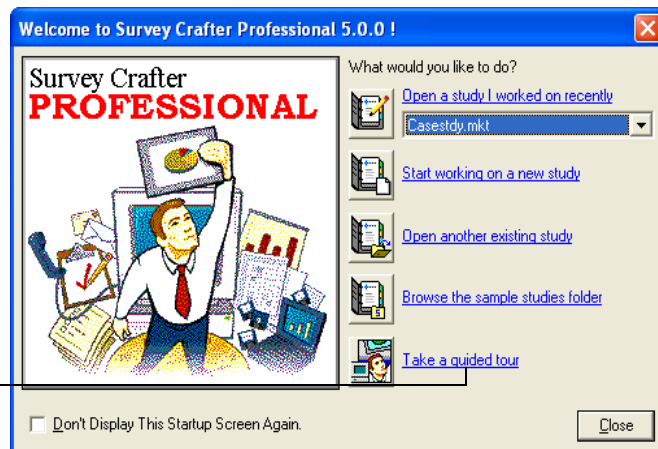


Figure 1: Survey Crafter Professional's Welcome screen.

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.

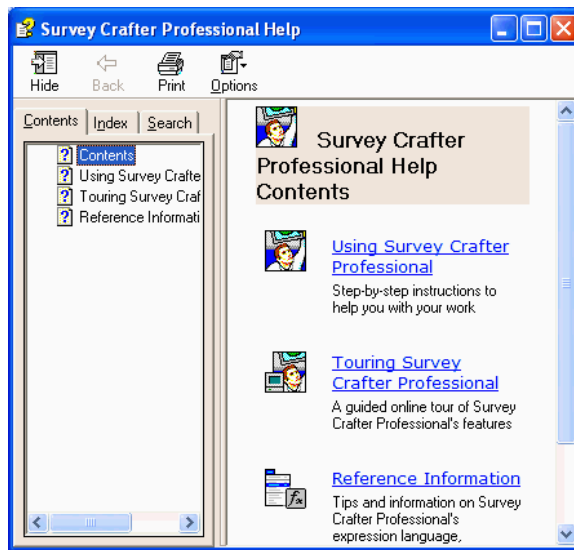


Figure 2: The Contents topic of the *Survey Crafter Professional Online Help System*.

- **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.

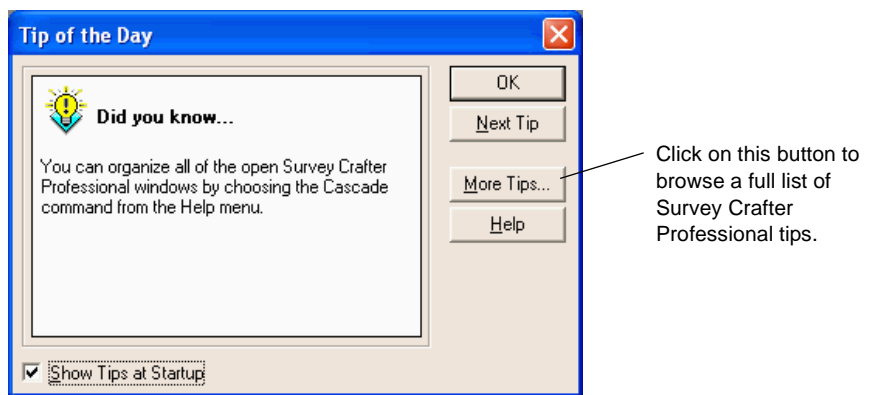


Figure 3: The Tip of the Day dialog box.

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.

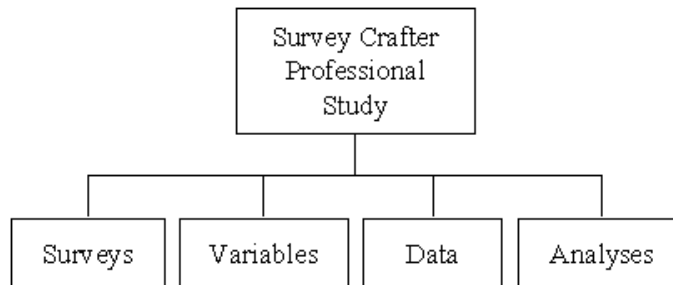


Figure 4: Components of a Survey Crafter Professional study.

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.

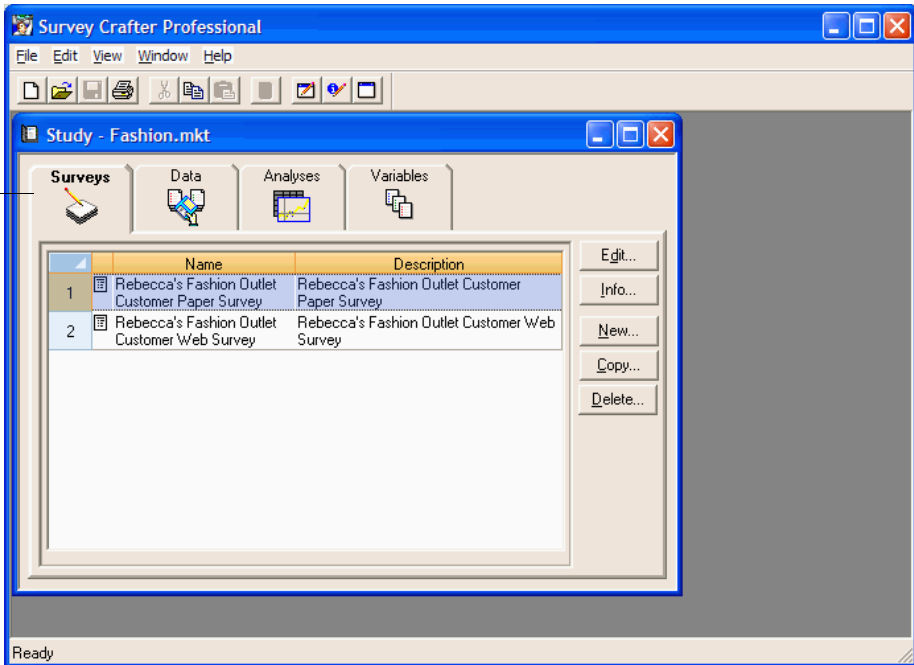


Figure 5: The Study window.

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.

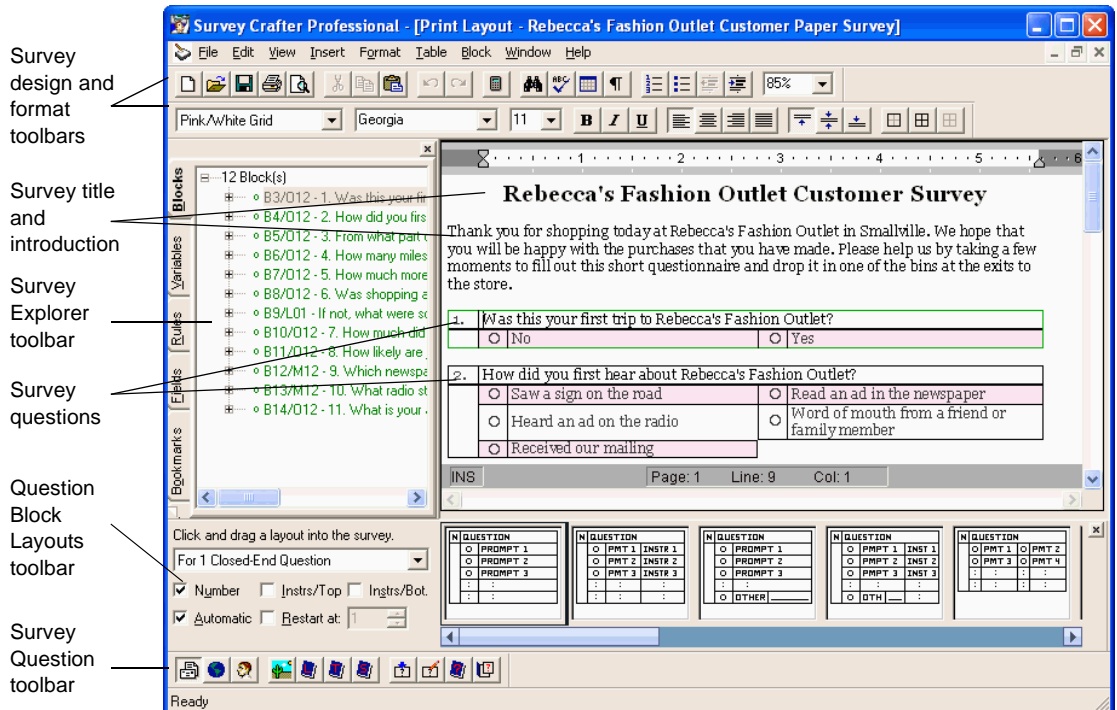


Figure 6: Survey Crafter Professional's Survey Designer window.

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.

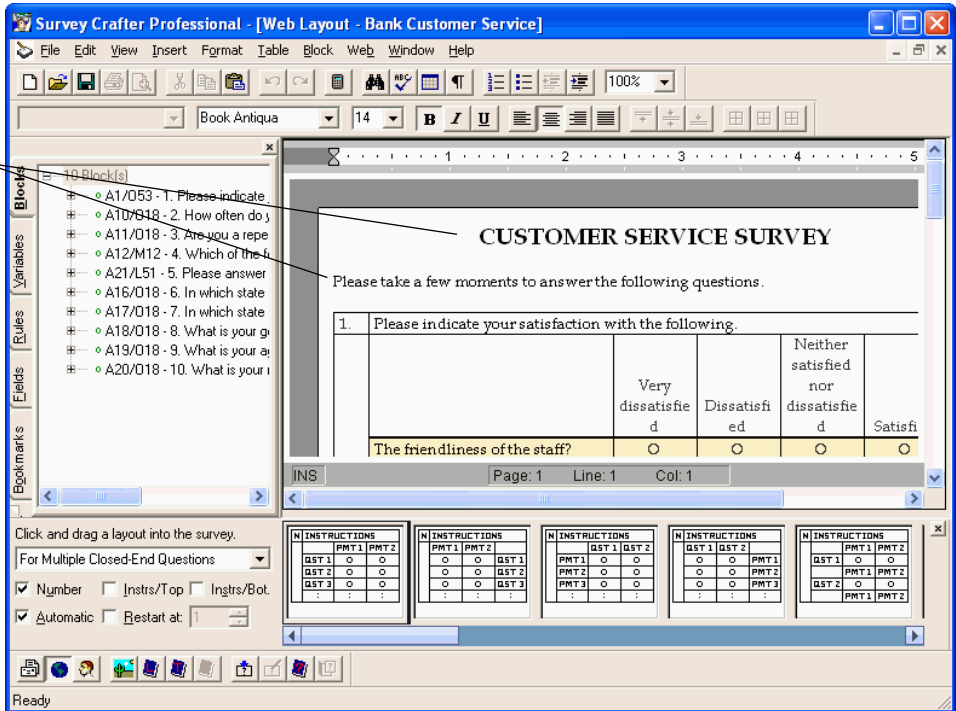


Figure 7: Typing and formatting directly in the Survey Designer window.

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.

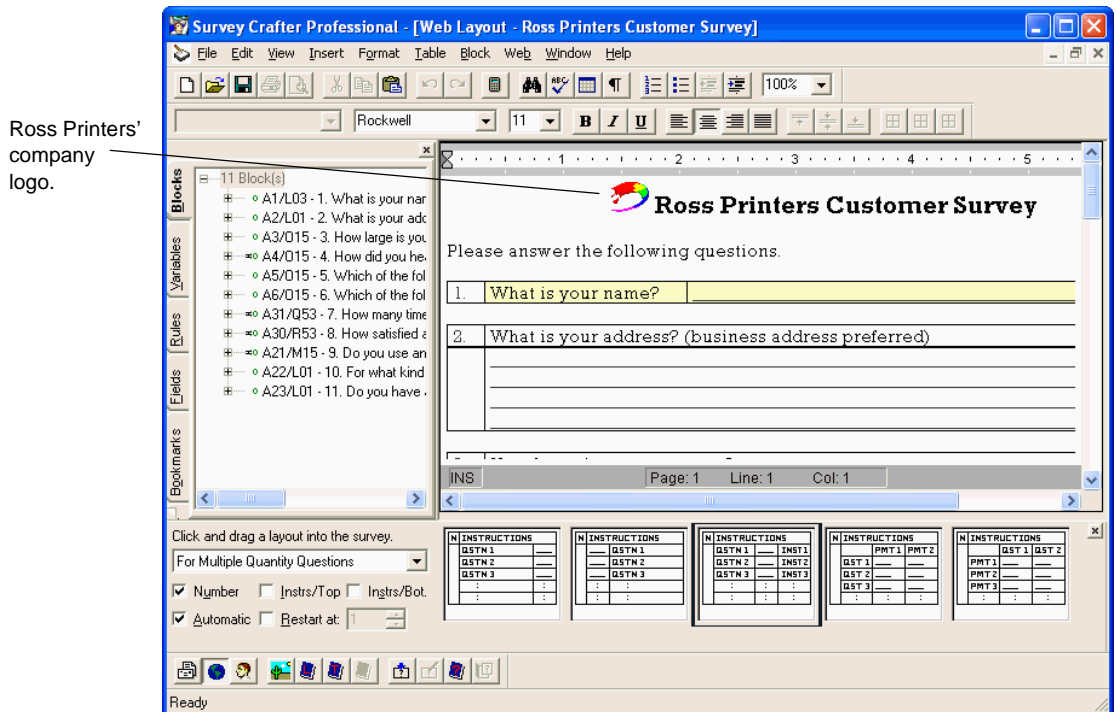


Figure 8: An embedded picture in the Survey Designer window.

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.

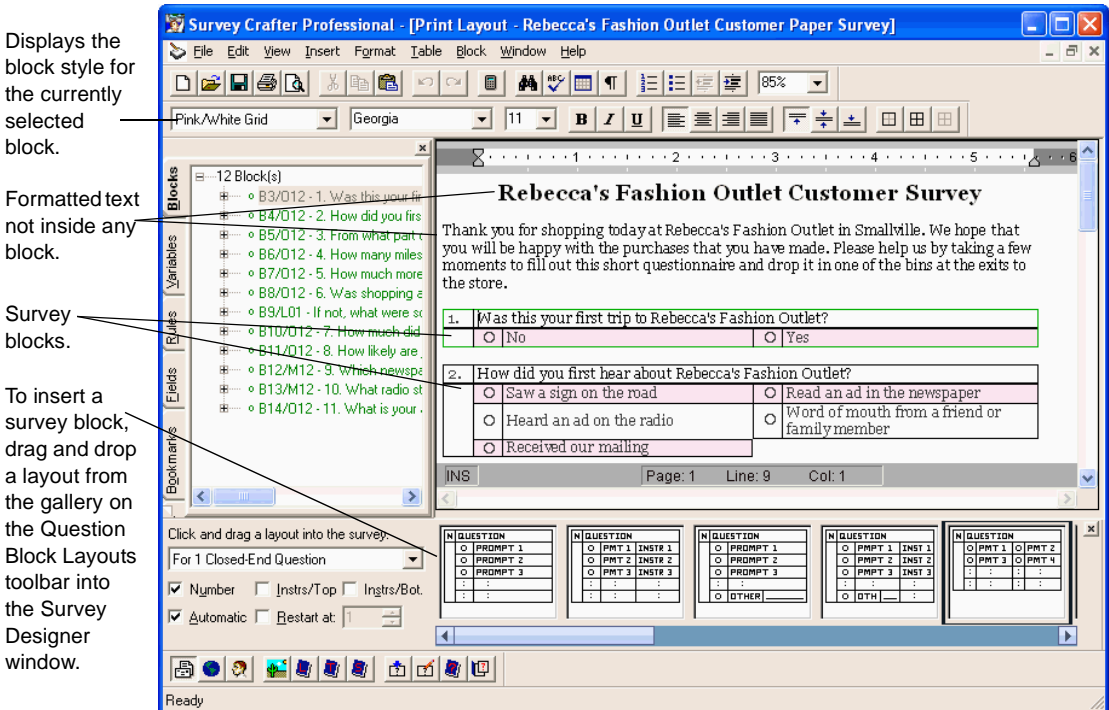


Figure 2 - 9: A survey in the Survey Designer window.

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.

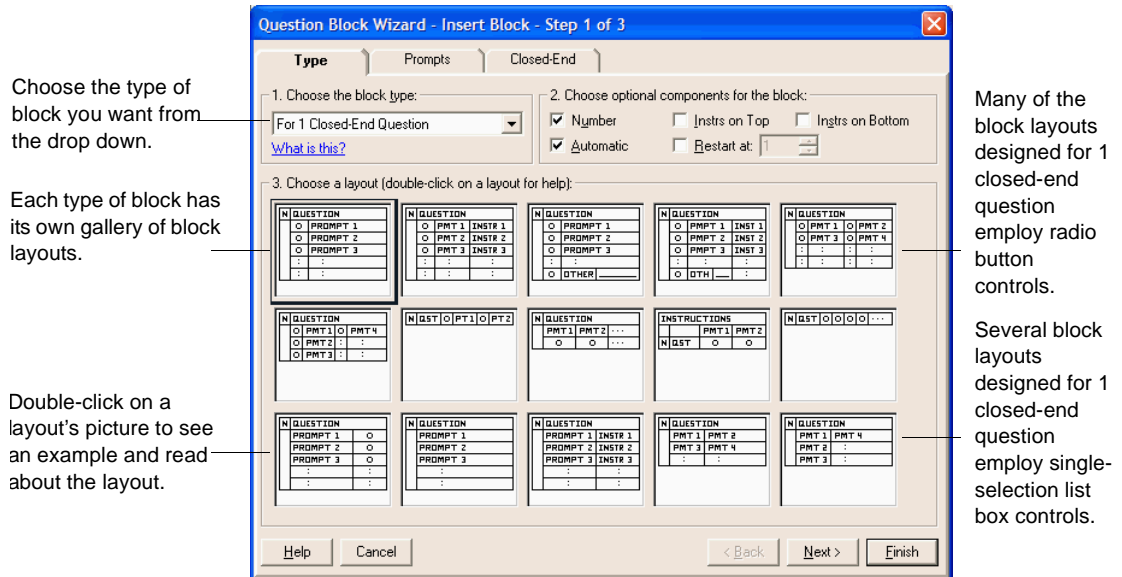


Figure 10: The Type tab of the Question Block Wizard dialog box.

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.

This question block contains 5 closed-end questions and 1 ranking question.

Lists the 5 imported category variables and 5 imported quantity variables associated with the question block.

These block layouts combine question types.

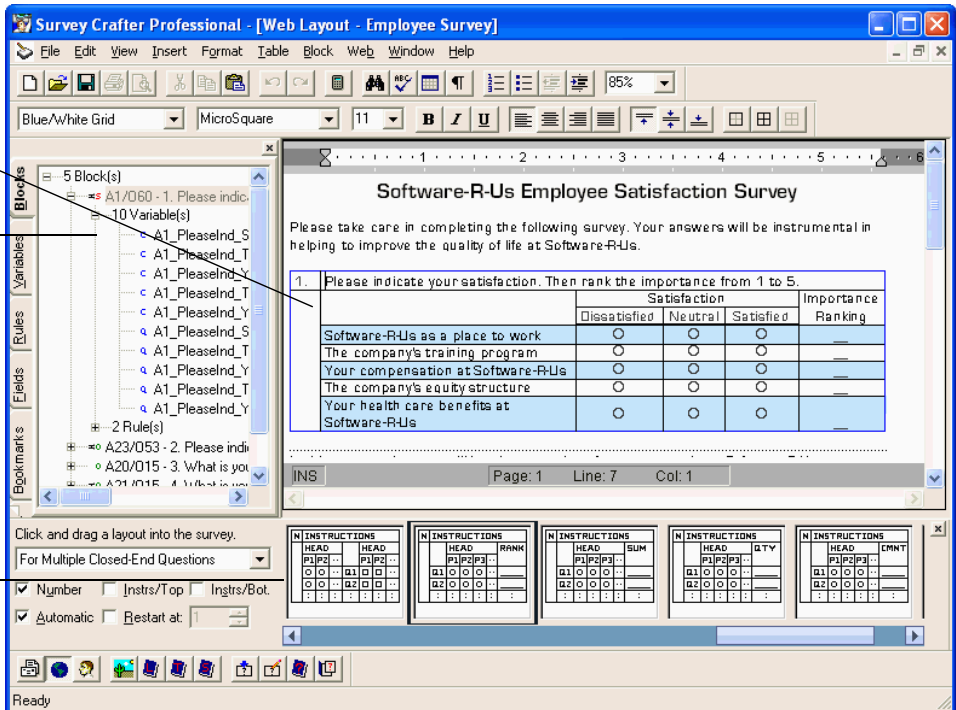


Figure 11: A block that combines multiple closed-end questions with one ranking question.

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.

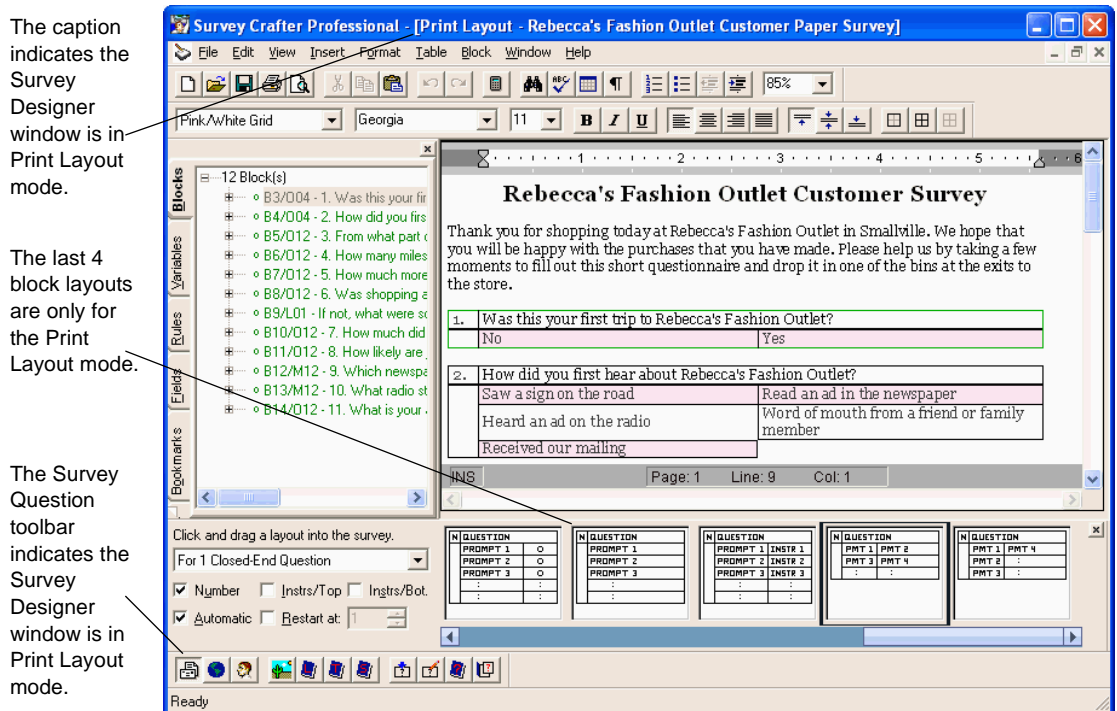


Figure 12: The Survey Designer window in Print Layout mode.

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.

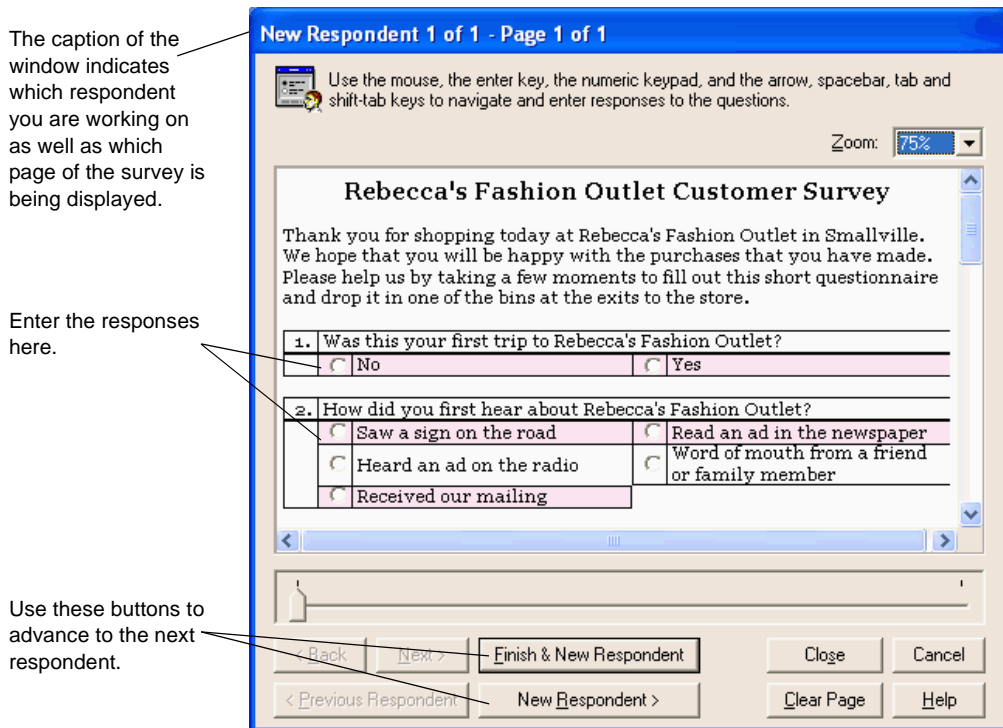


Figure 13: Survey Crafter Professional's built-in Interviewer.

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).

Column selectors

Each row is called a record. Each record contains data from a different respondent.

Row selectors

There are 779 records in this data set.

	1. What is your name?	2. What is your address? (business address preferred)	3. How large is your company?	4. How did you hear about us?	5. Which of the following best describes the reason you most often use a print shop?	6. Which of the following best describes the kind of print job that you most often need?	7. How use each
	A1_What'sYourName A1_What	A2_What'sYourAddressBusiness A2_What	gen_companysize gen_comp	gen_publicity gen_publ	seg_purpose seg_purp	seg_jobtype seg_jobt	A31_How
1	Nicole Truckermiller	23 James Ave	small	radio	work	cards	
2	Joseph Jones	4 Fairway St	medium	magazine	work	stationary	
3	Alan Smith	7 Tyson St	unemployed	newspaper	school	copies	
4	Rahul Burt	345 Main Rd	unemployed	radio	personal	stationary	
5	Tom Shaull	324 Portman Ave	vsmall	radio	work	invites	
6	Suzanne Dunston	33 Duke Rd	small	radio	work	copies	
7	Glenn Hawmer	145 Earl Pl	vsmall	radio	work	other	
8	Chen Moy	6 Queen Rd	large	newspaper	personal	cards	
9	Ethan Zhin	45 Maryland St	unemployed	magazine	school	invites	
10	Jill Rolle	7 Powers Rd	unemployed	referral	personal	copies	
11	Kate Trident	8 Green Ave	small	radio	work	cards	
12	Amy Burns	78 Cross Pl	medium	magazine	work	cards	
13	Derek Bispel	56 Key Rd	unemployed	newspaper	personal	copies	
14	Julie Quimby	345 Ferlan Rd	unemployed	referral	personal	invites	
15	Neal Leo	12 Peel Rd	vsmall	referral	work	other	

Record: 1 of 779

Key:
 - OK
 - Unreadable
 - Computed
 - Unexpected

Filter: <All>

Ready

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.

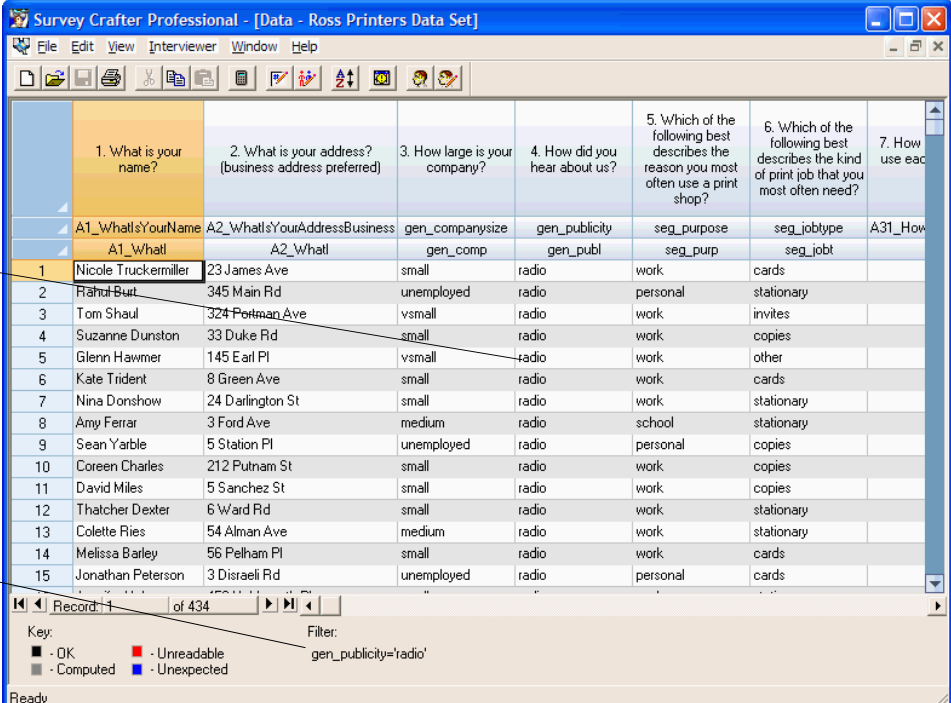
When the Data window is active, you can use commands on the Edit, View and Interviewer menus to modify the window's display and edit variables' values

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.

Only those respondents for whom the filter expression evaluates to TRUE appear in the Data window.

The filter expression is `gen_publicity='radio'`



	1. What is your name?	2. What is your address? (business address preferred)	3. How large is your company?	4. How did you hear about us?	5. Which of the following best describes the reason you most often use a print shop?	6. Which of the following best describes the kind of print job that you most often need?	7. How use each
	A1_What'sYourName	A2_What'sYourAddressBusiness	gen_companysize	gen_publicity	seg_purpose	seg_jobtype	A31_How
	A1_What	A2_What	gen_comp	gen_publ	seg_purp	seg_jobt	
1	Nicole Truckermiller	23 James Ave	small	radio	work	cards	
2	Rahul Burt	345 Main Rd	unemployed	radio	personal	stationary	
3	Tom Shaul	324 Portman Ave	vsmall	radio	work	invites	
4	Suzanne Dunston	33 Duke Rd	small	radio	work	copies	
5	Glenn Hawmer	145 Earl Pl	vsmall	radio	work	other	
6	Kate Trident	8 Green Ave	small	radio	work	cards	
7	Nina Donsnow	24 Darlington St	small	radio	work	stationary	
8	Amy Ferrar	3 Ford Ave	medium	radio	school	stationary	
9	Sean Yarbale	5 Station Pl	unemployed	radio	personal	copies	
10	Coreen Charles	212 Putnam St	small	radio	work	copies	
11	David Miles	5 Sanchez St	small	radio	work	copies	
12	Thatcher Dexter	6 Ward Rd	small	radio	work	stationary	
13	Colette Ries	54 Alman Ave	medium	radio	work	stationary	
14	Melissa Barley	56 Pelham Pl	small	radio	work	cards	
15	Jonathan Peterson	3 Disraeli Rd	unemployed	radio	personal	cards	

Record: 1 of 434

Key:
 ■ - OK
 ■ - Unreadable
 ■ - Computed
 ■ - Unexpected

Filter: `gen_publicity='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.

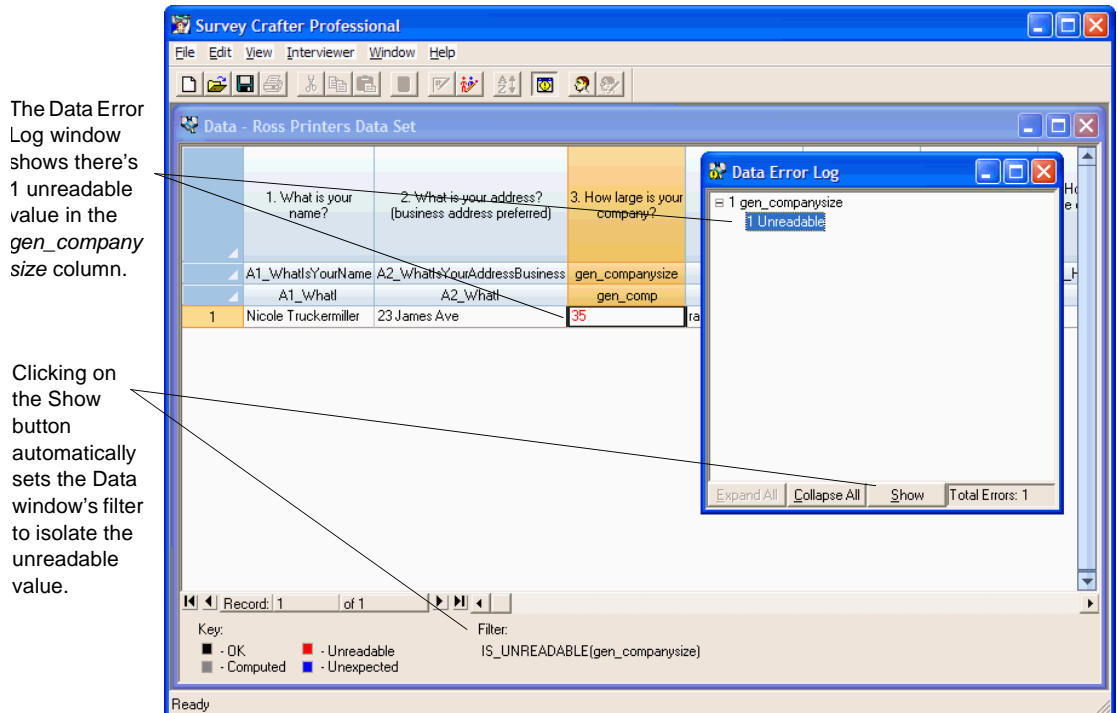


Figure 16: Using the Data Error Log to isolate unreadable values in the data set.

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.

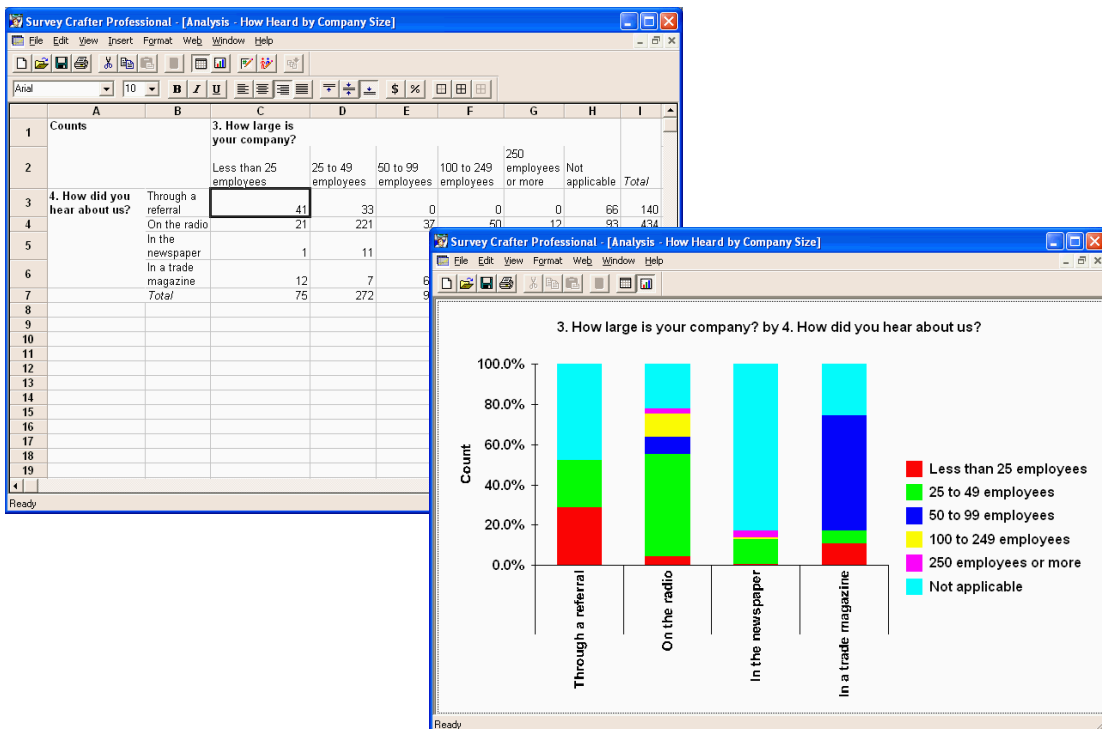


Figure 17: A cross tabulation in the Analysis window (background) and the corresponding chart.

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 the Quick Preview option.

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

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

- 1 From the Start menu, choose Programs, Survey Crafter Professional 4.0 and then 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, from the Start menu, choose Programs, Survey Crafter Professional 4.0, Sample Surveys, Ross Printers and then Survey.

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 the Start menu, choose Programs, Survey Crafter Professional 4.0, Sample Surveys, Ross Printers and then Description. 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 wide range of scenarios. To open a sample survey study file, from the Start menu, choose Programs, Survey Crafter Professional 4.0, Sample Surveys and then the sample survey you want. 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).

