

# GETTING STARTED WITH SNAP SURVEYS



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Should you require any technical support for the Snap survey software or any assistance with software licenses, training and Snap research services please contact us at one of our offices.

Details can be found at [www.snapsurveys.com](http://www.snapsurveys.com) or under About Snap in the Help menu of the software.



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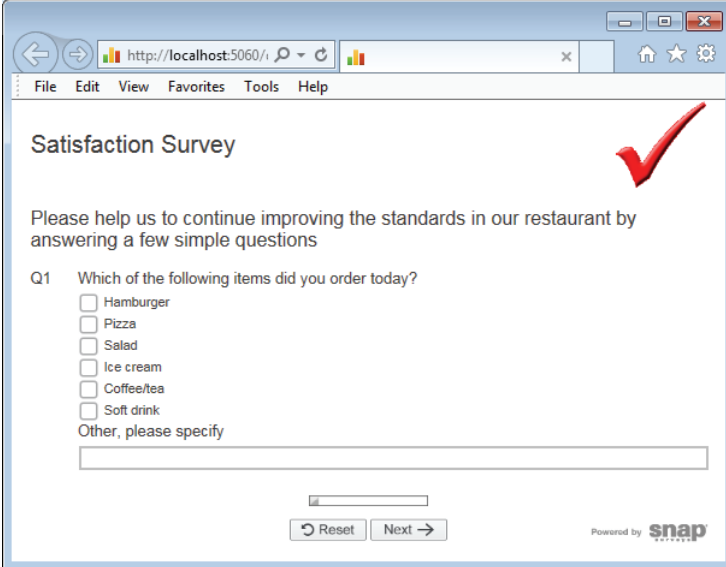
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## AN INTRODUCTION TO SNAP SURVEYS

Snap can produce surveys for all formats, including online, paper, scanning, email, smartphone, kiosk, tablet, laptop and phone.

To complement Snap's online help, this Getting Started guide focuses on designing and publishing an online survey. It also covers online customer panels, analyzing the results and creating a paper version of the survey.



The screenshot shows a web browser window with the URL `http://localhost:5060/`. The page title is "Satisfaction Survey" and features a large red checkmark. The text reads: "Please help us to continue improving the standards in our restaurant by answering a few simple questions". The first question is "Q1 Which of the following items did you order today?". Below this are several items with checkboxes: Hamburger, Pizza, Salad, Ice cream, Coffee/tea, and Soft drink. There is also a text input field for "Other, please specify". At the bottom of the form are "Reset" and "Next" buttons. The footer of the page says "Powered by snap".

Snap online surveys are easy to create and deploy. Features include:

- routing/skip patterns
- dynamic text substitution
- rotation and randomization of questions
- rotation and randomization of question codes
- range checks
- Must Answer option
- images and color
- full Rich Text formatting
- sound and video
- email invitation/reminders and social media links
- automated scheduling of surveys and email invitations/reminders
- survey login facility (with optional password)
- pre-seeding surveys with database data (Excel, Access or SQL)
- quota controls
- saves of partially completed survey response data for analysis and "dropout" review
- attaching files to survey responses
- full survey analysis capability on the server (including real-time updates of predefined and ad hoc analysis)

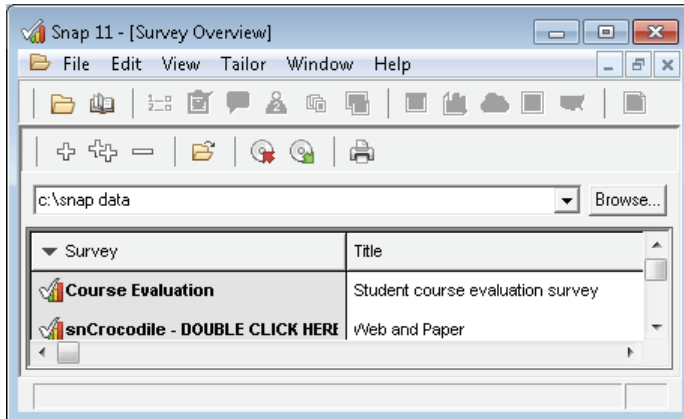
- automatic topline reports
- and much more.

Online surveys created with Snap may be hosted on a Snap WebHost server maintained by Snap (subscription service). You can also purchase the Snap WebHost software and install it on your own server.

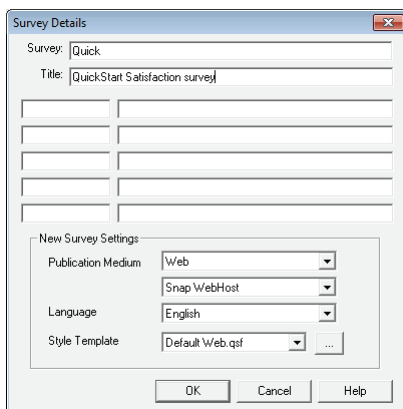
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## SET UP A SURVEY FRAMEWORK

When you first start Snap you are presented with the **Survey Overview** window showing a list of all the surveys that have been stored in your current working folder.



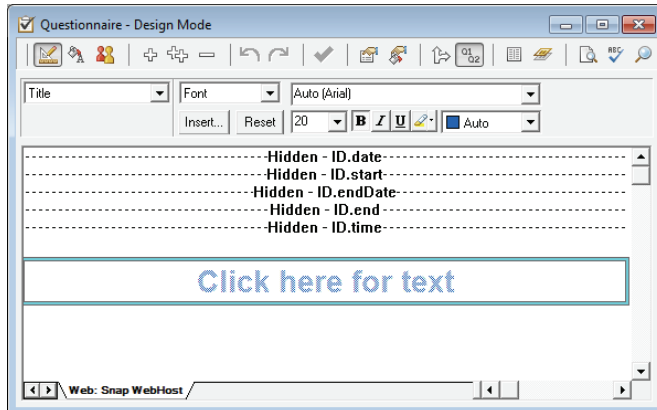
- 1 To start a new survey, click  at the top of the **Survey Overview** window. A new dialog will appear entitled **Survey Details**.



- 2 Type a name in the **Survey** field e.g. Quick
- 3 Press [Tab] and enter a description of *QuickStart Satisfaction Survey* in the field marked **Title**.
- 4 Below the **Title** field is a series of fields marked **New Survey Settings**, which set out the look and feel of the questionnaire.
  - ~ The setting for **Publication Medium** is **Web**: Snap WebHost.
  - ~ The default setting for **Language** is set by your system.
  - ~ The default **Style Template** is set to **Default Web.qsf**. This creates an initial layout for your web questionnaire, together with the fonts and the buttons used in your questionnaire.

These settings can all be modified but leave them as they are.

- 5 Click **[OK]** to create the framework for the new survey. Snap will then display the **Questionnaire-Design Mode** window, which at present contains no questions. At the top of the screen you will see lines marked "Hidden". These tell you that Snap will store information about the survey responses, such as the completion date.





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## DESIGN A QUESTIONNAIRE


Snap has over a dozen different types of styles and questions. These range from multi-choice questions to open questions, from free text to numeric answers, from titles and subtitles to notes and instructions. Each of these has a style defined in Snap. You enter the question text and answer labels and Snap will format the questionnaire for you.

Snap comes with style templates that have been created for particular tasks. The **Default Web** template has been designed for web surveys and includes all the buttons, the colors, the background, the fonts, the drop down lists and the layout for a basic web survey. None of the templates are fixed – you merely use them as guides. If you want to alter a specific question layout, you can. Snap will keep all your changes with that particular survey.

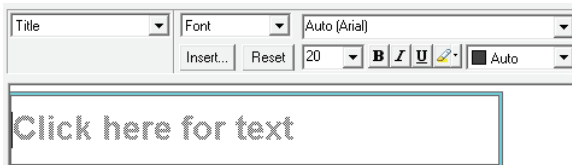
### Start with a heading for the survey

Headings and sub-headings can be placed anywhere in your survey, but Snap assumes that a new survey has a heading at the beginning together with some instructions. The **Default Web** template has been set up so that the styles **Title** and **Sub Title** are assumed to start the questionnaire.

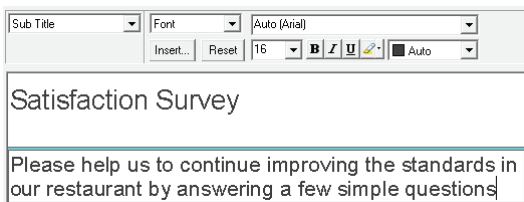
The toolbar at the top of the **Questionnaire** window already shows **Title** as the **Style Name** for the first item. (The default settings for **Title** are for the text to be blue in an Arial font).

(The **Questionnaire – Design Mode** window should already be open. If not, then click the  button on the main toolbar. You will see a blank questionnaire showing a highlighted area for the **Title** of the survey).

Immediately below the toolbar is an area that lists information that is automatically added to the survey. Below this there is a highlighted area for you to enter the title.



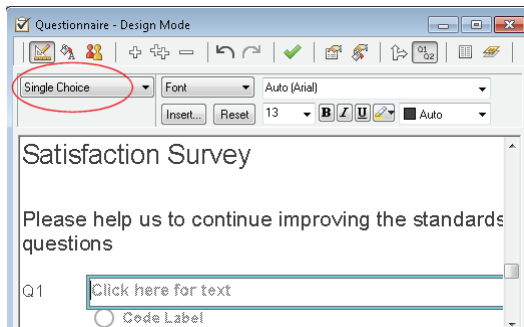
- 1 In the area marked **Click here for text**, type *Satisfaction Survey*. The default style is Arial 20 point but you can change the look of the text by highlighting any of the words and selecting an alternative font on the toolbar.
- 2 Press [Enter] when you have set up your title. An area for a **Sub Title** will then appear.
- 3 Type *Please help us to continue improving the standards in our restaurant by answering a few simple questions* in this area. The default setting for **Sub Title** is Arial 16 point.



- 4 Press [Enter] when you have set up your sub-title.  
That's how to put headings in your survey. Along with instructions, they can be placed anywhere in a questionnaire. Now move on and set up a few questions.

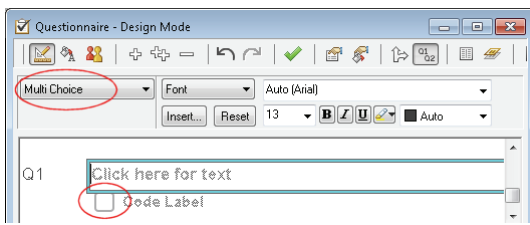
## Add your first multiple-choice question

After you've entered the subtitle and pressed [Enter], Snap automatically creates the first question. By default, this is created as a single response question and the question style is shown as **Single Choice** on the toolbar. It is stored as Q1, but only the number is displayed on screen, as defined by the style template.

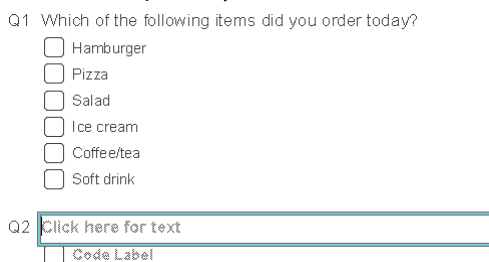


Our first question is about the items purchased in the restaurant. The respondent will be presented with a list of options, and they can select as many as they wish. This is a question that accepts multiple responses so you need to change the style to **Multi Choice**.

- 1 Select the dropdown list on the toolbar where it says **Single Choice** and change it to **Multi Choice**. The shape of the response boxes changes from a radio button to a square.



- 2 An area is marked **Click here for text**. Type *Which of the following items did you order today?*
- 3 Press the [Tab] key on your keyboard. The cursor moves into an area by the selection box. Type *Hamburger* and press [Tab] to move to the next line. Snap creates a selection box for that option.
- 4 Continue with the text for the other items and press [Tab] after each one:  
*Pizza* [Tab]  
*Salad* [Tab]  
*Ice cream* [Tab]  
*Coffee/tea* [Tab]
- 5 For the last code, *Soft drink*, type it in but at the end, instead of pressing [Tab] press [Enter], which will tell Snap that you want to finish this question and start a new question.



## What about those "other" questions

It's likely that your list of items will not be exhaustive, so it's wise to add a space to allow the respondent to key in anything that is not mentioned on the list. This is done using an **Other** question, which collects any combination of text or numbers.

- 1 With the window showing 2 as the next question, use the button to the right of the words **Single Choice** to display the full list of other question style names. Select **Other**. This allows the respondent to enter free format text and moves the question up to the question above.

*Snap does create this question as Q1a, but the question number is hidden from view.*

*You can quickly create an **Other** type question by entering [Ctrl]+[Enter] at the end of your multi-choice question instead of [Enter].*

- 2 Click the box marked **Click here for text** and type *Other, please specify*. Snap creates a box that expects up to 100 characters. This should be sufficient to store whatever's written. You'll see later how to alter the size of the box to hold more data.

- 3 That's all you need to create this type of question, so press [Enter] and Snap will move on to create the next question (Q2).

## Add a question grid

The next task is to create a **Grid** which is simply a series of **Single Response** questions organized in the form of a grid.

If you haven't already done so, press [Enter] to complete question 1. Snap creates the structure to set up question 2. Click the button to the right of the words **Single Choice** on the toolbar to display the other style names and select **Grid First**.

- 1 In the area marked **Click here for text**, type *How did you rate the following?* and press the [Tab] key on your keyboard.

- 2 The cursor moves to the list of codes across the top of the grid.

Type *Very good* and press [Tab]. Type *Good* and press [Tab]. Type *OK* and press [Tab]. Type *Poor* and press [Tab]. Type *Very poor* and since this is the last code to be set up, press [] instead of [Tab].

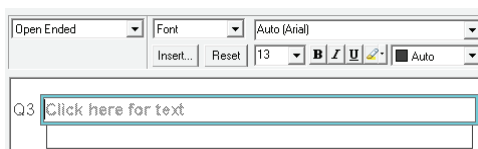
- 3 The cursor will move to the text of the first **Grid label**. Type *Service* and press [Tab]. Type *Quality* and press [Tab].

For the last **Grid label**, type *Price* but instead of pressing [Tab], press [Enter] to complete the grid and move to a new question (Q3).

## Allow for any free-form comments

The last question is totally free format to allow the respondent to record feedback comments. Snap has automatically started to create Q3 and all you need to do is to change it from a **Single Choice** question to an **Open Ended**.

- 1 Use the button to the right of the words **Single Choice** on the toolbar. A drop-down list will appear, displaying the other style types, and you should select **Open Ended**. This will allow the respondent to enter free format text as a reply. Type *Do you have any other comments?*



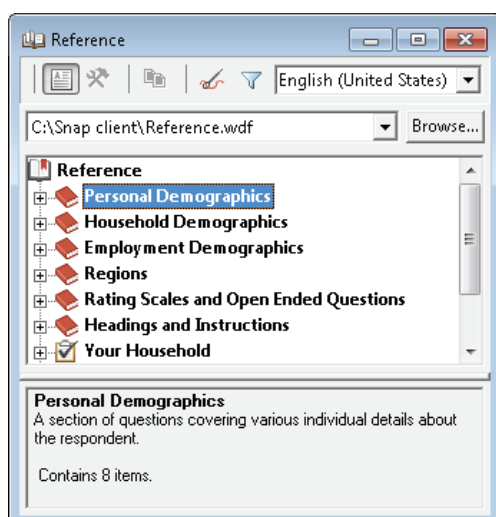
- 2 The default capacity for this box is 100 characters and it appears as a single line. If this is not enough space, it is easy to increase. Make sure that Q3 is selected, then use [Ctrl] + [+] to increase the size.
- 3 You've now successfully created a short questionnaire. Click on the toolbar to save your work. In the next few steps, you'll see how to access preset questions from one of the libraries and add images and routing instructions.

## Pick a demographic question from the SurveyPak library

SurveyPaks contain frequently used questions that can be copied directly to a Snap survey, avoiding the need to specify the question from scratch. You can then edit the question within the survey. You access the SurveyPaks from the **Reference** window.

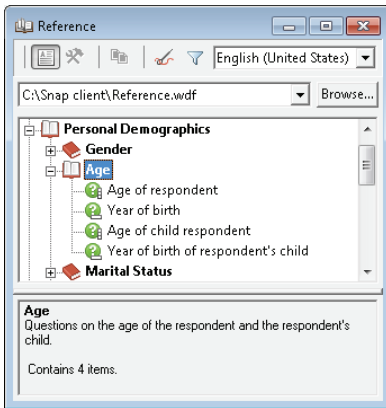
Close all windows except for the **Questionnaire- Design Mode** window. Open the **Reference** window by clicking on the button of the main program toolbar.

- 1 Select **Window | Tile** so that the two windows are arranged side by side.



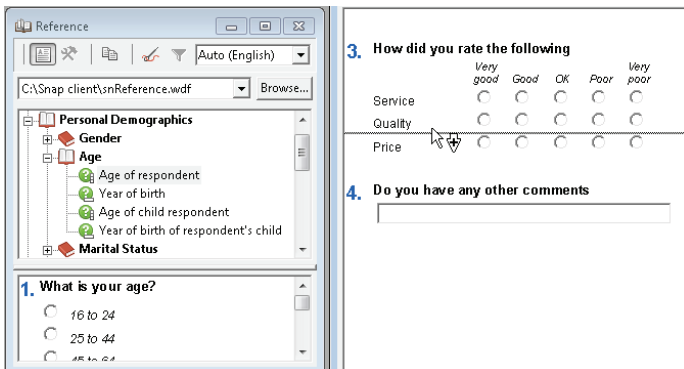
- 2 Double-click on the **Personal Demographics** category in the **Reference** SurveyPak.

- Double-click the **Age** topic to display a number of age related questions. Highlight the first age question **Age of respondent**. The text of the question and the codes are displayed in the bottom part of the window.

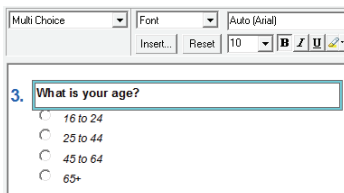


- Drag the Age question from the **SurveyPak** into the questionnaire. With the pointer hovering over the Age question, press and hold the left button, and as you move it, the pointer will change to . Keep the left button pressed and drag the question from the **Reference** window on the left to the **Questionnaire** window on the right. As you move the pointer over the questionnaire, it will alter once again:

- ~ insert the new question *before* this question.
- ~ *replace* this question with the new one.
- ~ insert the new question *after* this question.



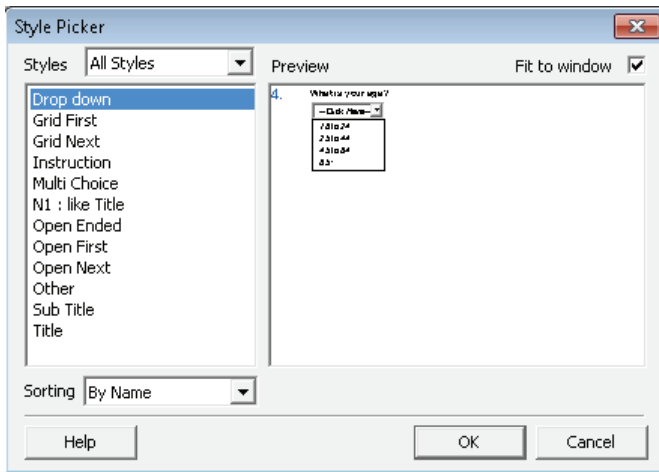
- When you release the mouse button, the new question is dropped in the position indicated and will adopt the same look and feel as all the existing questions in your survey.



Wherever you place the question, it is now part of your questionnaire. You can make changes to the text or add, edit or delete codes in the list. Snap will allocate a number to your new question wherever you've placed it.

- To move your **Age** question, click anywhere on the question. An aqua border appears around the question. You can use the [Ctrl] + [↑] or [Ctrl] + [↓] to move the question. Snap will automatically renumber the question as you move it. Move the **Age** question until it appears as **Q3**.

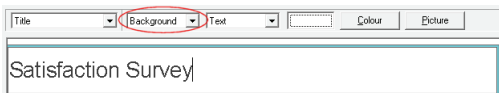
- The **Age** question is currently shown with radio buttons. To change this to a drop-down list, highlight the **Age** question so that an aqua box appears for editing.  
Access the first list on the toolbar currently showing **Multi Choice** and select **Drop down**. If this is not visible, select **More Styles...** to see more alternatives on the **Style Picker** list. Select the **Drop down** style and then click [OK] to close the **Style Picker**.



- You've finished with SurveyPak libraries in this exercise so you can close the **Reference** window, and make the **Questionnaire – Design Mode** full screen.

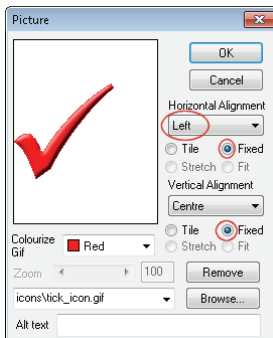
### Add a logo to the title

- Select the **Title** field showing **Satisfaction Survey**. When you've selected it, an aqua border will appear around it.
- Select **Background** in the toolbar topic dropdown list and click the [Picture] button.



The **Picture** dialog will open, allowing you to select an image to insert, and choose its position.

- Click the [Browse] button. The folder `Images\` opens by default. Change to the sub-folder `Images\Icons`.
- Select the file **tick\_icon.gif** and click [Open]. The **Picture** dialog displays your choice. Select the **Horizontal Alignment** drop-down list and change it to **Right**. This inserts the picture at the right-hand end of the title text. Set the radio buttons for both **Horizontal and Vertical Alignment** to **Fixed** to put a single copy of the picture in a fixed position. You may wish to alter the color of the image by using **Colourize Gif**.



- When you've made your changes, click **[OK]** to return to the Questionnaire – Design Mode window showing the logo added to the title of the survey.



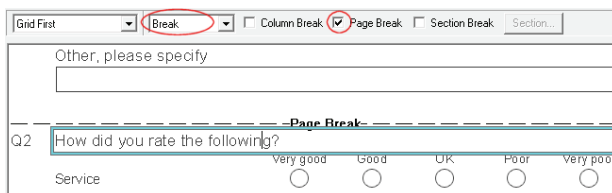
The logo is larger than the space for the title text, so it may appear cropped when you do this. Don't worry, when you publish the survey as a web page, it will appear normally.

- Click to save the changes to the questionnaire.

### Format the screen layout

When you are creating a web survey, it is important that respondents do not miss any questions because they are not immediately visible. Snap adds buttons at the bottom of each screen to help navigation through the survey.

- Click on **Q2** to select it.
- To introduce a page break, you have three alternatives:
  - ~ Click the right-hand button on the mouse and select **Break**.
  - ~ Press [Ctrl] + [Shift] + [B] to insert a page break above the question.
  - ~ A third alternative is to change the Toolbar setting from **Background** to **Break** and checking the **Page Break** box.



- When you've added the page break, click to save the changes to the questionnaire.

## dd routing/skip instructions

You rarely ask every respondent every question. It is quite typical to only ask questions based on replies to other questions in the survey. To show this in operation, create an extra question of **What would you expect to pay?** and only ask this question of those people who rated the restaurant as **Poor** or **Very poor** in terms of **Price** in Q2. Anybody who replied either **Very good**, **Good** or **OK** will **not** be asked the question.

- 1 The first step is to create an extra question after Q2. Highlight Q3 and select to create a new question. Snap generates a new question with the same type (in this case, a **Drop down**). For a question to record a number (such as price) it needs to be **Open Ended**.

The screenshot shows the Snap survey editor interface. At the top, there is a toolbar with a 'Drop down' menu, a 'Font' dropdown set to 'Auto (Arial)', and various formatting icons (bold, italic, underline, link). Below the toolbar, question Q2 is displayed: '2. How did you rate the following'. It has five columns of radio buttons labeled 'Very good', 'Good', 'OK', 'Poor', and 'Very poor'. The rows are 'Service', 'Quality', and 'Price'. Below Q2, question Q3 is highlighted with a red box: '3. Click here for text'. Below Q3, there is a dropdown menu with '--Click Here--' and a 'Code Label' button. Below that, question Q4 is visible: '4. What is your age?' with a dropdown menu showing '16 to 24'.

- 2 On the Toolbar options, alter the style from **Drop down** to **Open Ended** to allow any character or number to be entered in the box.
- 3 In the area marked **Click here for text**, type *What would you expect to pay?*
- 4 By default, open-ended questions have a response type of literal. This means that any characters can be entered in the box. To ensure that respondents enter a number, you must convert the response type to **Quantity**. You can then perform calculations on the result.

Click on to display the **Variable Properties** for Q3. Alter the **Response** value from **Literal** to **Quantity**. This question will now only accept numbers. Since you know that the respondent is entering currency information, you can set the parameters to be slightly more specific.

The screenshot shows the 'Variable Properties' dialog box for question Q3. The 'Properties of: Q3' section includes a table with the following data:

Property	Value
Name	Q3
Lock Name	No
Label	What would you expe...
Text	What would you expe...
Response	Literal
Must answer	Literal
Not Asked	Quantity
Data Length	Time
Box Scaling	Yes

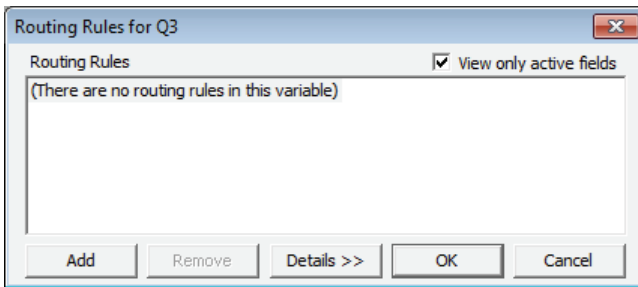
Below the table, there is a 'Response' section with the text 'The response type of the selection.' and 'OK' and 'Cancel' buttons.

Scroll down and change the **Source Pattern** from (**Default Quantity**) to **Currency**. Snap will now recognize not only a number, it will also accept a currency character such as \$ or £.

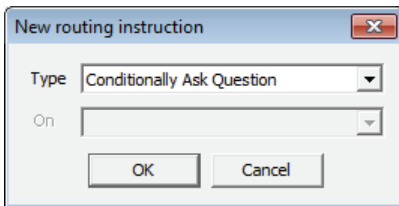
- 5 Click **[OK]** to return to the questionnaire.  
Now to create the routing rules...



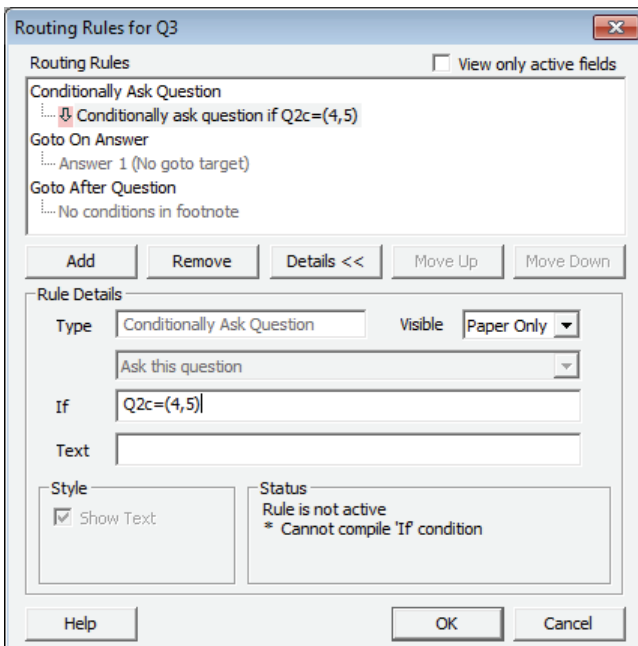
- 1 Right-click the mouse on **Q3** and select **Routing Rules** from the context menu. Alternatively, click the button on the Questionnaire Design toolbar. The **Routing Rules** dialog will appear.



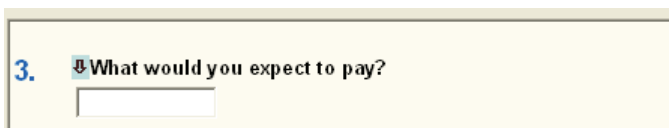
- 2 Click **[Add]** to create a new routing rule.
- 3 Select **Conditionally Ask Question** from the **Type** box and click **[OK]**. This means that the question will only be seen if the conditions you set are met.



- 4 The **Rule Details** dialog appears. The cursor is located in the **If** box.



- 5 Type **Q2c=(4,5)**. This means that the question will be shown if the answer to Q2c (price rating, the third part of Q2) is code **4** or **5** (**Poor** or **Very poor**). Click **[OK]**.
- 6 A small arrow appears to the left of the question. You can double-click it to see the **Rule Details** dialog.

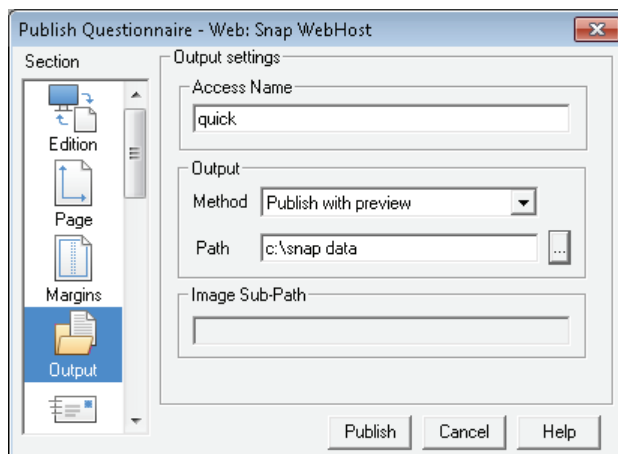


- 7 Press **[Ctrl] + [Shift] + [B]** to insert a page break above this question. Repeat the process to add a page break to Q4. Click to save the changes to your questionnaire.

## PUBLISHING THE QUESTIONNAIRE

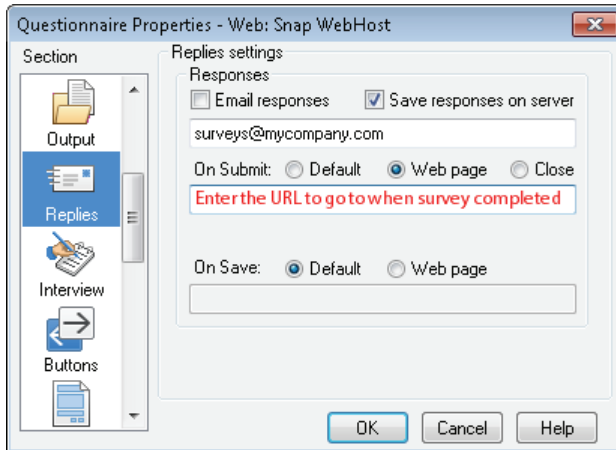
Your questionnaire is now ready for publication, a process that will transform your questionnaire into a form that is accessible by any standard web browser. It is worthwhile selecting the **Preview** option as it will enable you to see how the questionnaire will appear in a web browser and will allow you to enter some test replies and try out the routing instructions. Should you need to make any changes, you can simply return to the questionnaire in Snap and then publish again to overwrite the files that have been created.

- 1 Select **File | Publish** to display the **Publish Questionnaire** dialog. This allows you to specify exactly how your survey will be published.



- 2 Select **Output** in the left-hand column headed **Section** if it not selected.
- 3 Snap has entered a name to identify the file in the field marked **Access Name**. Change it if you wish, but note what name you use.
- 4 Select **Publish with Preview** as the **Output Method**. The Preview will open a new window and display your survey as it would appear in a web browser immediately after it has been published. Use this previewed survey to test your web survey prior to placing in on the web server for execution.
- 5 Click **...** to set the **Output Path** to a folder where you wish Snap to place the published survey and associated images.

- 6 Select **Replies** in the left-hand column headed **Section** of the **Publish Questionnaire** dialog.



In the **Responses** field, clear the **Email responses** box and check the **Save responses on server** box. This stores the completed survey responses on the Snap WebHost server. You can download them to your PC (or other PCs) to analyze them there, and view uploaded analyses on the server.

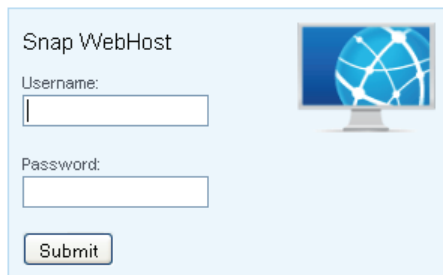
You can also enter an address in the **Web Page after Submitting** field. Respondents will be taken to this address when they submit the survey.

- 7 Click **[Publish]** to publish the survey and create a zip file containing all the necessary files for your Snap WebHost survey in the folder you specified.

You must now upload the survey to the Snap WebHost server so that it is accessible by respondents.

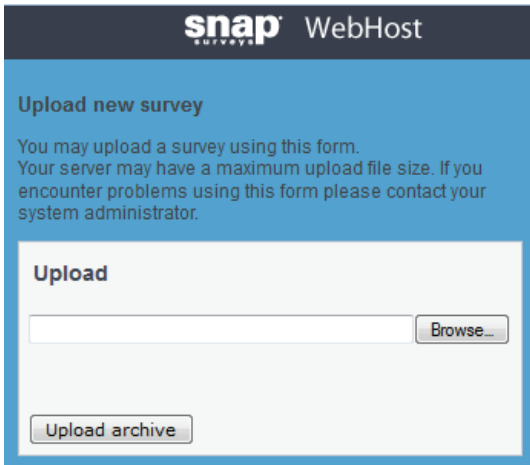
### *Upload the published survey to Snap WebHost*

- 1 Log into your Snap WebHost account via the Snap website ([www.snapsurveys.com/login](http://www.snapsurveys.com/login)).



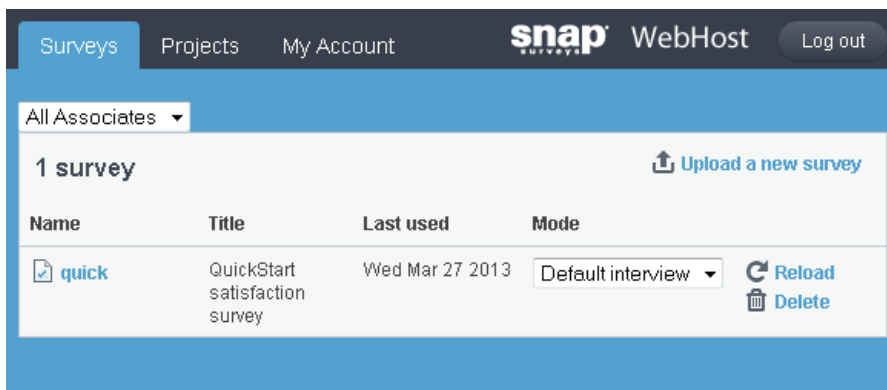
When you have logged in successfully, Snap WebHost displays the list of surveys in your account.

- 2 Select **Upload a new survey** to display the **Upload New Survey** dialog.



- 3 Browse your PC/laptop to find the `quick.zip` file for the survey in the folder you specified as the **Path** when you published the survey.
- 4 Click **[Upload Archive]** to upload the survey from your PC to Snap WebHost.
- 5 When Snap WebHost has uploaded the survey, a message appears to confirm that the survey has been uploaded. Click the **[Close]** button.

The list of surveys is updated for the current user account, showing the survey using the Access name of **quick**.



- 6 Click the name (**quick**) to show the details of the survey.

## Test the survey

The Summary screen is the place where you start the survey. It shows the link that you can place on a website or email people to take the survey, and allows you to test the survey.

The screenshot shows the 'QuickStart satisfaction survey' Summary screen. At the top, there are navigation tabs: 'Setup', 'Summary' (selected), 'Respondents', 'Schedule', and 'Messages'. The 'Questionnaire' section includes the following information:

- URL will be:** <http://www.snapsurveys.com/snapwebhost/s.asp?k=136438223609>
- Share this survey on your social network: (Twitter, Facebook, LinkedIn icons)
- Test URL:** [Click here to test and preview the questionnaire](#)
- Started:** Not started. Buttons: [Reload survey](#), [Start questionnaire now](#)
- Status:** Not started

The 'Respondents' section displays the following statistics:

- Live interviews: 0
- Enabled: 0
- Uploaded: 0
- Panel number:
- Panel status: [+ Create panel](#)
- Completes: 0
- Cases: 0
- Partials: 0

To test the survey, click the **Test URL**.

## Set up the survey and make it available

- 1 Select the **Setup** tab. If you want to start and finish the survey on preset dates, enter these on the **Project Start date** and **Project End date** fields and click **[Save]**.

Because you set **Save responses on server** when you published the questionnaire in Snap on your PC, the **Save responses** box is checked here.

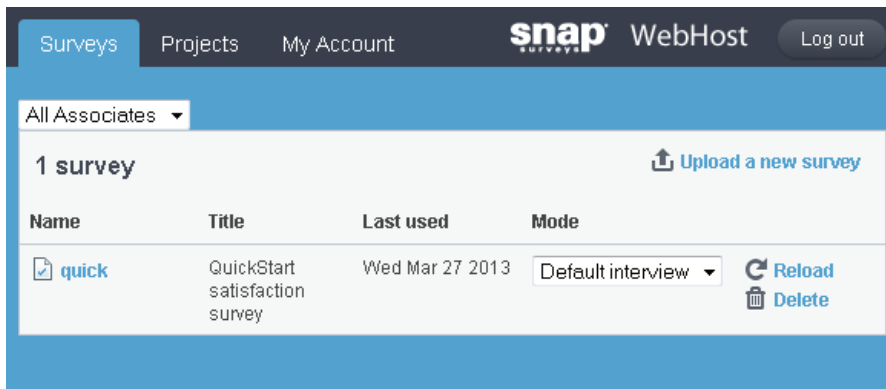
- 2 Start the survey from the **Summary** tab. If you have set up a start date, you must click the **Wait for Schedule** link, if not, click the **Start Questionnaire Now** link.
- 3 Once the survey has started, provide the respondents with the survey URL (provided as "**URL will be:**" in the **Summary** tab for the survey). When a respondent clicks on the URL, the survey starts. When the respondent clicks the **[Submit]** button at the end of the survey, the data is sent to the Snap WebHost server and stored in a file for later download.

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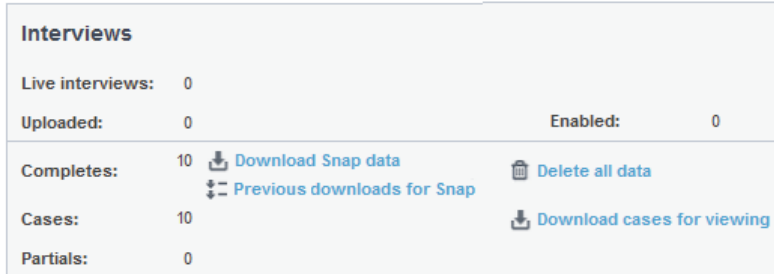
## 4. COLLECTING ONLINE SURVEY REPLIES IN SNAP WEBHOST

Once you've created and published your questionnaire, you're ready to analyze the replies from respondents. The responses have been stored on the Snap WebHost server. You can either download them to your PC for analysis or view analyses on Snap WebHost. Setting up the Snap WebHost analyses is not covered in this short introduction, but you can find full details in the online help (index topic "Data Analysis with Snap WebHost").

- 1 In Snap WebHost, choose the **Surveys** section .



- 2 Click the survey link for **quick**.
- 3 It will open in the **Summary** tab. Towards the bottom is a link **Download Snap data** (if the link is not present then there are no respondent cases to be downloaded).

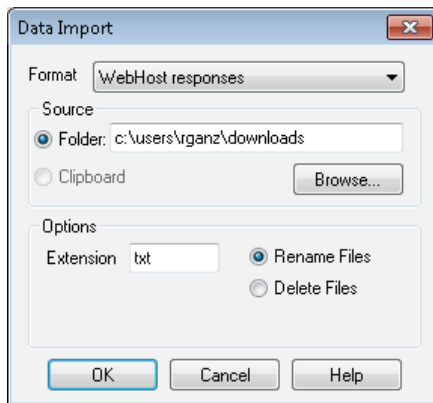


The screenshot shows the 'Interviews' summary page. It displays the following statistics:

Category	Count	Action
Live interviews:	0	
Uploaded:	0	Enabled: 0
Completes:	10	Download Snap data Previous downloads for Snap
Cases:	10	Download cases for viewing
Partials:	0	Delete all data

- 4 Click the link.
- 5 You will be asked if you wish to open or save the file. Click **[Save]**.
- 6 Depending on the operating system of your PC, you may be able to save the file to a specific location. It is a good idea to have a standard folder into which you place response data for each survey. Note that, by default, the file will be saved under the name of the survey and the time/date of the download.
- 7 In the desktop copy of Snap 11, open the **Quick** survey.
- 8 Open the **Data Entry** window for the survey and choose **File | Import**. The **Data Import** dialog appears.
- 9 Set the **Format** to be **WebHost responses**.

- 10 Set the **Folder** to be the same folder as specified when you downloaded the data from Snap WebHost.



- 11 Click **[OK]** to import the responses.




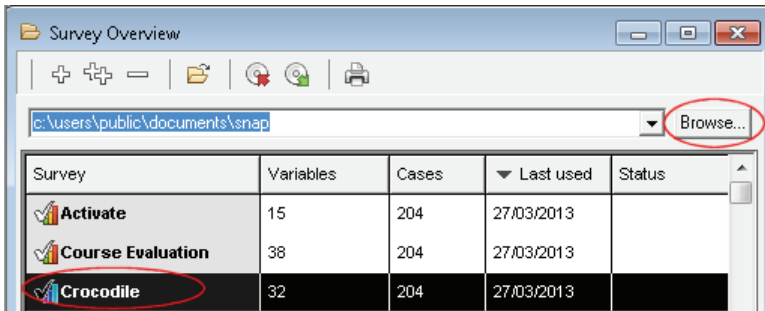
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## ANALYZE THE SURVEY RESULTS

You can view your analyses and reports on Snap WebHost as soon as the data comes in. You must first create the analyses and reports you want to view.

To help you start analyzing a survey, we've provided you with a sample survey called **Crocodile**. It already has over 200 completed replies.

- 1 Click  to open the overview window. If the **Crocodile** survey is not visible in the window, you will have to click [**Browse**] on the toolbar to find the folder where it is.



- 2 Double-click the survey to open it.

### Looking at the survey reports

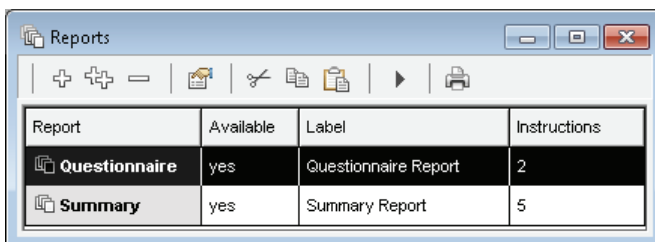
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A unique feature of Snap is its ability to create two reports for you automatically.

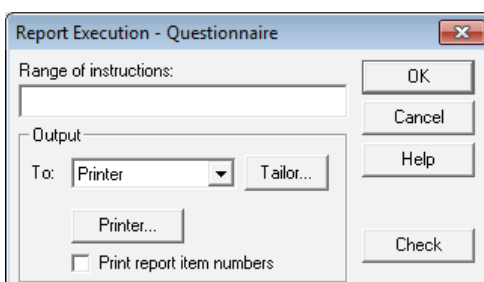
- The Questionnaire report generates a top-line summary report showing the counts/percentages of responses in the questionnaire layout.
- The Summary report generates a chart, table or list for every question, as appropriate.

You can find these in the **Reports** window.

- 1 Click  on the Snap toolbar to open the **Reports** window.



- 2 Select the **Questionnaire** report in the window.
- 3 Click the  button on the **Reports** window toolbar to run the report.
- 4 The **Report Execution** dialog will open. It will send a report straight to your printer. If you want to use a different printer (such as a PDF writer), click [**Printer**] to choose a printer



5 Click **[OK]** to run your report.

snCrocodile Web and Paper

## CROCODILE ROCK CAFE SURVEY

We aim to provide our customers with great food and efficient service. Please take 5 minutes to complete our survey and help us maintain our reputation as one of the best restaurants in the area.

**Tell us about your visit...**

Which Crocodile Rock Cafe did you visit?  
 Bristol, UK ..... 53    London, UK ..... 54    Boston, MA ..... 46    New York, NY ..... 51

1. Please enter the date and time of your visit  
 Date ..... 204  
 Time ..... 204

2. How often on average, do you visit this restaurant?  
 Daily ..... 18    Weekly ..... 64  
 Twice a week ..... 35    Monthly ..... 87

3. How many people were in your party today?  
 Adults ..... 204  
 Children ..... 203

4. Which of the following items did you order today?  
 Hamburger ..... 105    Ice cream ..... 35  
 French fries ..... 125    Coffee/tea ..... 95  
 Pizza ..... 39    Soft drink ..... 99  
 Salad ..... 22    Other ..... 106  
 What else did you order?  
 105

5. How much did you spend in the restaurant today?  
 139

6. How do you rate the following?

	Very Poor	Poor	Good	Very Good	Don't know
Speed of service	12	34	97	52	9
Cleanliness	25	33	60	78	8
Parking	50	74	32	10	36
Quality of food	24	43	75	43	19
Choice of food	13	44	57	67	23

7. How do you rate the overall performance of this restaurant?  
 (Rate on a scale of 1 to 10, where 10 is Excellent and 1 is Poor)  
 204

8. Are there any other comments that you would like to make?  
 154

**Tell us about yourself...**


9. How old are you?  
 Under 18 ..... 57    35-44 ..... 36  
 18-24 ..... 42    45-54 ..... 20  
 25-34 ..... 37    55+ ..... 12

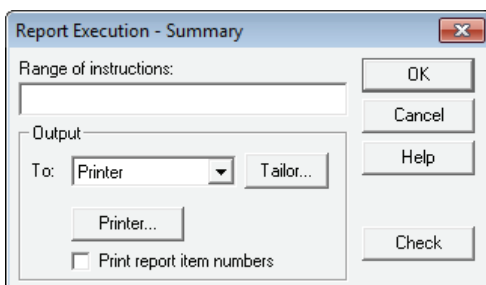
10. Are you male or female?  
 Male ..... 108    Female ..... 96

11. Please enter your zipcode/postcode  
 142

Snap    snapurveys.com

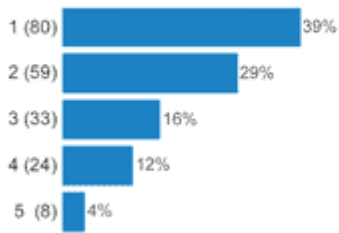
*Running the Summary report*

- 1 Select the **Summary** report in the **Reports** window.
- 2 Click the  button on the **Reports** window toolbar to run the report.
- 3 The **Report Execution** dialog will open. It will send a report straight to your printer. If you want to use a different printer (such as a PDF writer), click **[Printer]** to choose a printer.

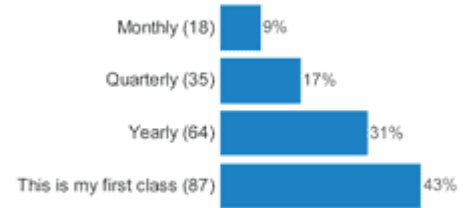


4 Click **[OK]** to run your report.

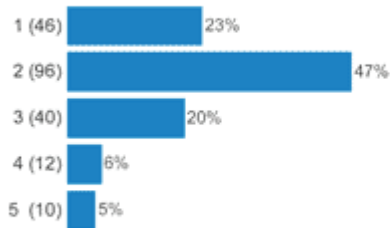
1 = Totally dissatisfied (User guides) 5 = Totally satisfied



How often on average do you participate in classroom training? (Fr



1 = Totally dissatisfied (Value for money) 5 = Totally satisfied



What is your yearly training budget?

	Count	Sum	Mean	Sample Standard Deviation	Minimum
What is your yearly training budget?	202	529296	2620.28	2635.12	50

How many classes did you take...

	Count	Sum	Mean	Sample Standard Deviation	Minimum
Classes this term	204	330	1.62	0.99	1

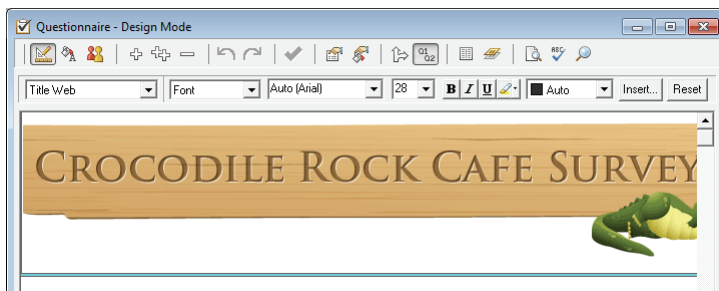
How many classes did you take...

	Count	Sum	Mean	Sample Standard Deviation	Minimum
Classes last term	203	261	1.29	1.27	0

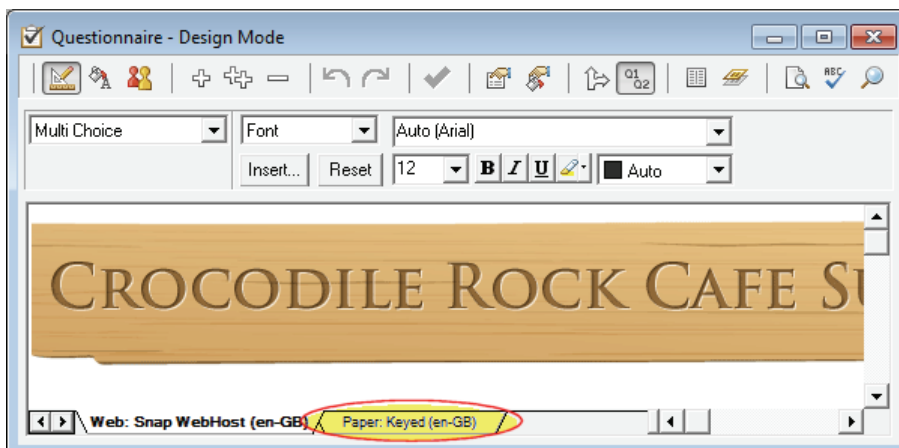
## Analyze the entire questionnaire

You can create your own topline report and print it from the Questionnaire window.

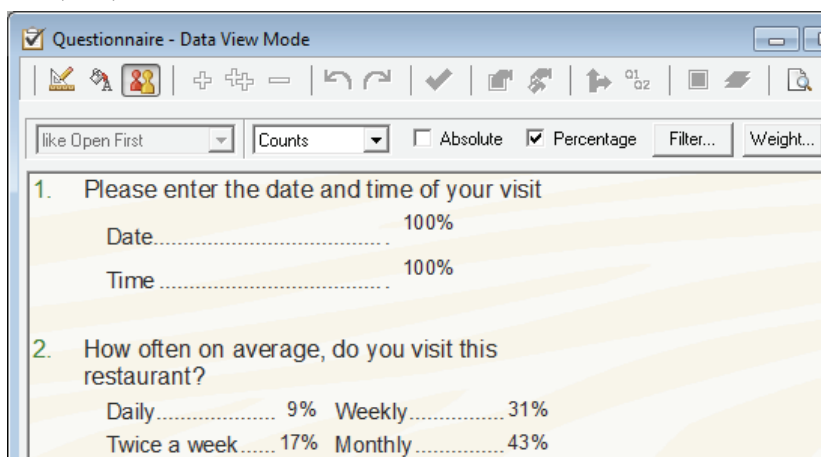
1 Click the  button on the main toolbar to display the **Questionnaire - Design Mode** window.



- 2 Select the **Paper** tab at the bottom of the survey window to show the version of the questionnaire for printing.



- 3 Click the button in the **Questionnaire** window to switch to **Questionnaire - Data View Mode**.
- 4 Click the button next to **Case Data**, and select **Counts**. Check the **Percentage** box to show the percentage of respondents giving each answer. For example, 9% of visitors ate at the restaurant every day.



Clear the **Percentage** box and select the **Absolute** check box. The questionnaire will now be presented with the number of respondents giving each answer. You'll now see that 18 of the 204 visitors ate at the restaurant every day. Use the vertical scroll bar to view more of the questionnaire.

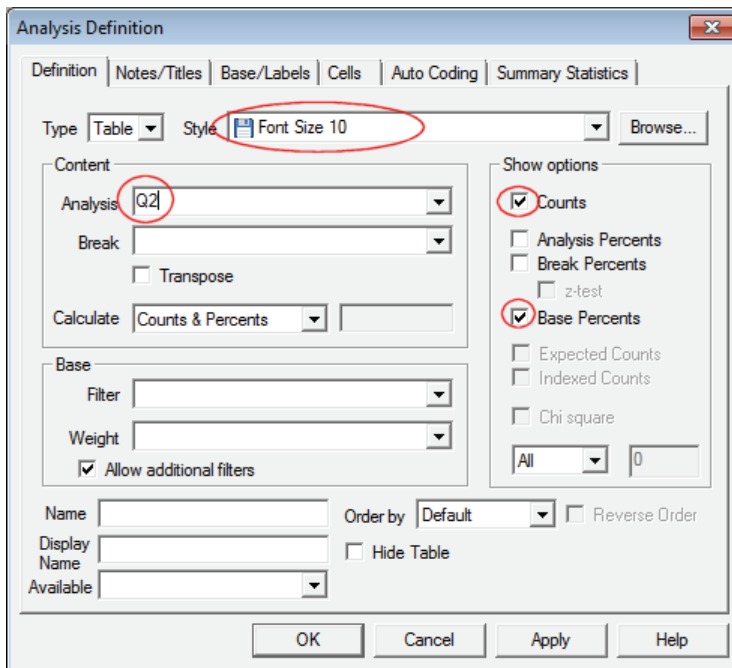
## Analyze a single question

Frequency tables are the quickest and easiest method of tabulating single questions. You can produce them in Snap just by specifying the name of the question or questions.

You can then use Snap to calculate percentages in tables, filter results to look at subsets of data and apply scores to results.

- 1 Click on the main Snap toolbar to create a results table. The **Analysis Definition** dialog will then appear.
- 2 In the **Analysis** field, type *q2*. The drop-down list for the **Calculate** field should show **Counts and Percents**.
- 3 In the **Style** field, use to select a style for the appearance of the table. Choose **Font Size 10**.

- 4 In the **Show Options** section, select **Counts** and **Base Percents**. **Counts** shows how many cases fall into each category and **Base Percents** shows all answers as a percentage of the base, i.e. total number of respondents.



- 5 Click **[OK]** to build the frequency table.


Counts	Base %	Respondents
	Base	204
		100%
<b>Frequency of visit</b>		
Daily	18	9%
Twice a week	35	17%
Weekly	64	31%
Monthly	87	43%

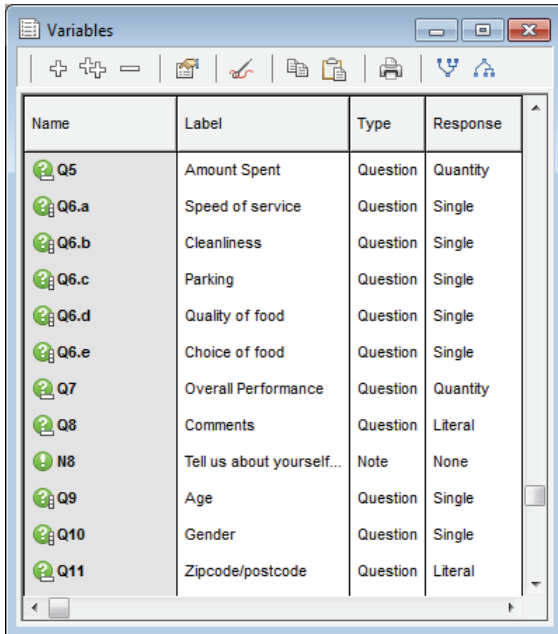
- 6 Click to save the table. The name of the saved table, **AN18: Frequency of visit**, will appear as the window title. If the **Questionnaire – Design Mode** window is still open, you will get a message asking you to close it before the table can be saved.

Do not close the window containing this table, as it will be used in the instructions on the next few pages.

### Cross-tabulating a group of questions

You can also cross-tabulate one question against other questions. For example, you could analyze the frequency of visits and break the results down by age. This example drags the question response to be analyzed directly into the table from the **Variables** window (instead of using the button to show the definition).



1 Click the  button to open the **Variables** window.




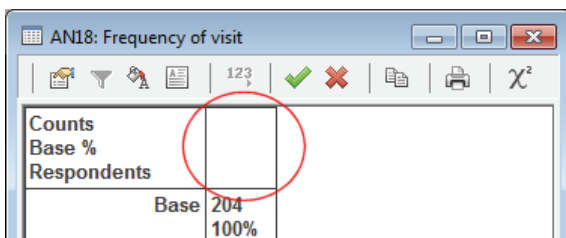
Name	Label	Type	Response
Q5	Amount Spent	Question	Quantity
Q6.a	Speed of service	Question	Single
Q6.b	Cleanliness	Question	Single
Q6.c	Parking	Question	Single
Q6.d	Quality of food	Question	Single
Q6.e	Choice of food	Question	Single
Q7	Overall Performance	Question	Quantity
Q8	Comments	Question	Literal
N8	Tell us about yourself...	Note	None
Q9	Age	Question	Single
Q10	Gender	Question	Single
Q11	Zipcode/postcode	Question	Literal

You should now have two open windows: one containing a list of variables in the survey and another showing the table produced in the previous section.


If the table is not open:

- ~ Click the  button to open the **Analyses** window.
- ~ Double-click the table, or select it and click the  button.


- 2 Arrange the two windows with the **Variables** window on the left and the table of Q2 on the right.
- 3 Check the list of variables to make sure that Q9 is showing.
- 4 Click and hold on Q9. As soon as you move the mouse, the cursor changes to . Drag Q9 into the box above the base figure.




Counts	
Base %	
Respondents	
Base	204
	100%

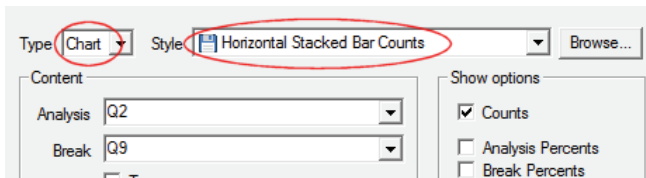
The cursor changes to  to show you are adding a column. Release the mouse to build the new table.

Counts Base % Respondents	Base	Age					
		Under 18	18-24	25-34	35-44	45-54	55+
Base	204	57 28%	42 21%	37 18%	36 18%	20 10%	12 6%
<b>Frequency of visit</b>							
Daily	18 9%	8 4%	5 2%	4 2%	-	-	1 0%
Twice a week	35 17%	11 5%	8 4%	8 4%	7 3%	-	1 0%
Weekly	64 31%	15 7%	8 4%	17 8%	16 8%	4 2%	4 2%
Monthly	87 43%	23 11%	21 10%	8 4%	13 6%	16 8%	6 3%

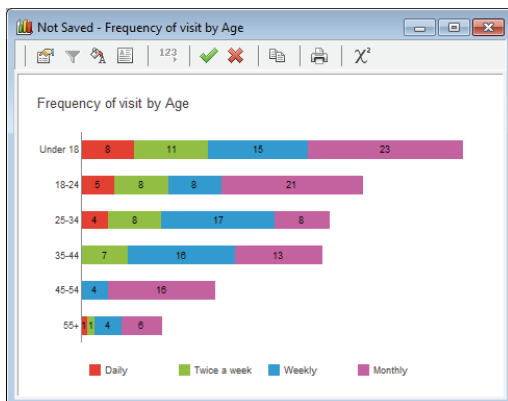
- To alter the table further, click  to display the **Analysis Definition** dialog box. Snap supports **Counts** and any combination of the three percentages – **Analysis Percents**, **Break Percents** or **Base Percents**. Select any of these in the **Options** field and click [OK].  
You can now convert the cross-tabulation into a chart.

### Producing a stacked bar chart

- Click  to display the **Analysis Definition** dialog showing the definition of the table you've just created. It has **Q2** in the **Analysis** field and **Q9** in the **Break** field.
- In the **Type** field, select **Chart** rather than **Table**.

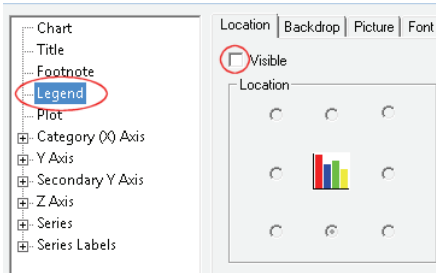


- Choose **Horizontal Stacked Bar Counts** as the style from the drop-down list and click [OK]. A stacked bar chart will be displayed.



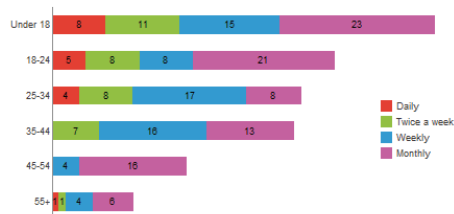
## Moving the legend on the chart

- 1 With the cursor anywhere over the chart, right-click and select **Chart Designer** from the context menu. **The Chart Designer** dialog appears.



- 2 Select **Legend**.
- 3 Click the **Location** tab and make sure **Visible** is checked.
- 4 Click the radio button at the position where you want the legend to appear.
- 5 Click **[OK]** to apply the changes.

Frequency of visit by Age

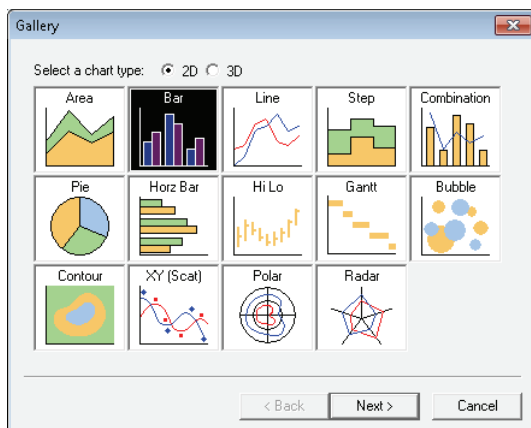


## Changing from a bar chart to another chart type

You can easily change the type of chart. There are three ways of changing the format of your charts.

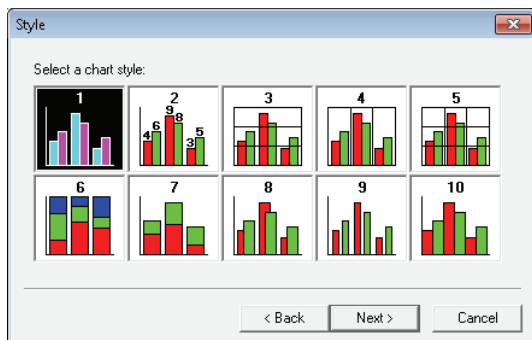
- Select a different template from the **Analysis Definition** dialog
- Use the **Chart Designer** to make small adjustments
- Use the **Chart Wizard** option to quickly alter the layout.

- 1 Open the window containing the bar chart from the previous section if it is not already open.
- 2 Right-click to display the context menu and then select the **Chart Wizard** option.

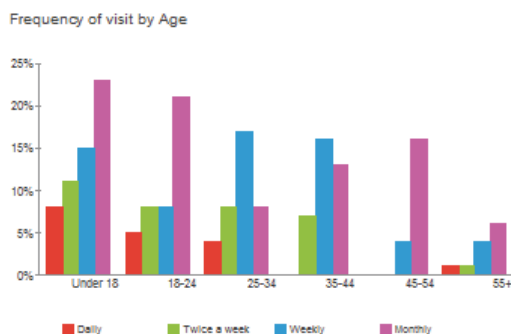




- 3 Select a chart type from the **Gallery** dialog. For simplicity, produce a 2-D vertical chart. The **2-D** radio button and the **Bar** style should be selected. Click **[Next>]**.
- 4 With the **Style** dialog displayed, select any of the layouts from the list. For this tutorial, select option 1.



- 5 Click **[Next>]** to see the **Layout** options. You may need to change the position of the **Chart Legend** to the **Bottom** to make it clearly visible.
- 6 Click **[Next>]** to display the **Axes** options. You do not need to change them.
- 7 Click **[Finish]** to build the chart and return to the **Analyses** window in Snap.



## Saving and retrieving tables and charts

Any analyses that you've defined can be saved with the survey, so that the next time you access the survey they are automatically updated to reflect any new respondents that have been added.

- 1 To save an analysis you have created, click in its window toolbar.
- 2 If you do not wish to save it click .
- 3 To view your saved tables and charts, click or select **View | Analyses**.

The **Analyses** window displays the list of saved analyses. Select the one you wish to look at and double-click on it to open it.

Name	Available	Title	Form	Built
AN1	yes	Cross Tabulation	Table	No
AN2	yes	Multi-dimensional Cross Tab with	Table	Yes
AN3	yes	Multi-dimensional Cross Tab with	Table	Yes
AN4	yes	Grid Table	Table	No
AN5	yes	Descriptive Statistics Table	Table	No
AN6	yes	Frequency of visit	Table	No
AN7	yes	Analysis by Quarter for London	Table	No
AN8	yes	List of Comments	List	No
AN9	yes	Labelled Bar Chart	Chart	No
AN10	yes	Labelled Pie Chart	Chart	No
AN11	yes	Horizontal Bar Chart	Chart	No
AN12	yes	Transposed Horizontal Bar Chart	Chart	No

There are several different layouts of tables and charts in the Crocodile survey, many with added images and color schemes.

When a survey that includes analyses is uploaded to Snap WebHost, the reports and analyses can be seen over the Internet. They are updated with new responses whenever you view them.

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## ACCESS AN ONLINE CUSTOMER PANEL WITH SNAP WEBHOST

There's often a requirement to link a survey with a database containing information that might be relevant to the survey, for example, a Customer Panel of people who've signed up to take part in regular surveys. This database might hold a unique login code for each member of the panel, together with information about the panel member such as gender, age, address etc. You can avoid asking demographic questions by holding such information in an external database, as Snap can use the information directly.

This section shows how this works in Snap. It assumes you have access to Snap WebHost. You will:

- [Create a simple database using Excel.](#)
- [Modify the questionnaire created earlier, to include a login code.](#)
- [Link the survey to the database and create email invitations for your panel.](#)
- [Publish the questionnaire and upload it to Snap WebHost.](#)
- [Carry out the survey from Snap WebHost.](#)

### *Create a customer panel*

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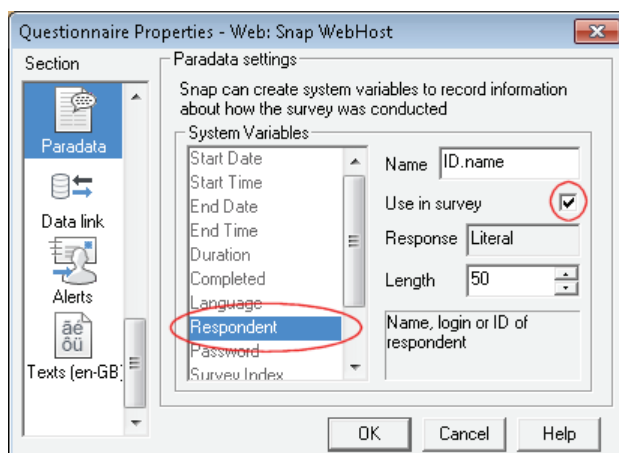
The database displayed is a simple Excel spreadsheet and contains just 2 fields – an email address that can be used as a Login ID and a mailing address that can be imported into the questionnaire, enabling the panel member to check it and update it as necessary. Other fields such as Date of Birth, Gender, etc. could be included in such a database. For the purposes of this demo, we've created the XLS and named it as *Customer Panel.xls*.

	A	B
1	Customer ID	Address
2	<a href="mailto:jsmith@hotmail.com">jsmith@hotmail.com</a>	345 Buzzell Road, Chicago IL 60444
3	<a href="mailto:tomhutton@msn.com">tomhutton@msn.com</a>	1522 Main Sreet, Sycamore, IL 60144
4	<a href="mailto:davidavis@gmail.com">davidavis@gmail.com</a>	3211 Bow Street, Portsmouth, NH 60333

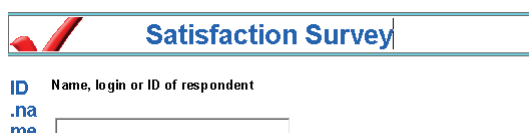
When the panel member logs into the survey on Snap WebHost, the email address they have used to log on is checked against the data from the Customer Panel database. If it is valid, they will see their mailing address as the **Address** in the questionnaire.

## Add a login ID to the questionnaire

- 1 To add a login ID to the questionnaire, click on to display the **Questionnaire Properties** dialog box. Scroll down the options on the left to locate the **Paradata** section. Once selected, highlight the **Respondent** field and check the box marked **Use in survey**. Press **[OK]** to return to the questionnaire.

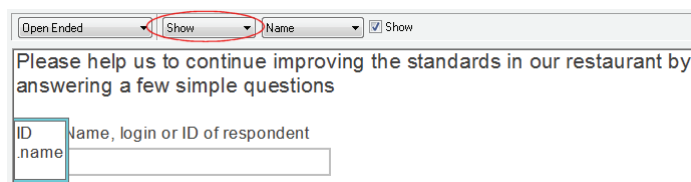


(If a dialog box should appear reporting that the questionnaire is locked, press **[OK]** to unlock the questionnaire and continue editing.)

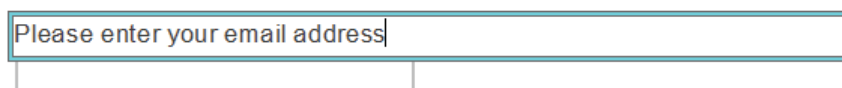


The **ID.name** variable will appear below the title.

- 2 Select the **ID.name** and using **[Ctrl] + [↓]**, move it to just below the sub-title entitled *"Please help us to..."*

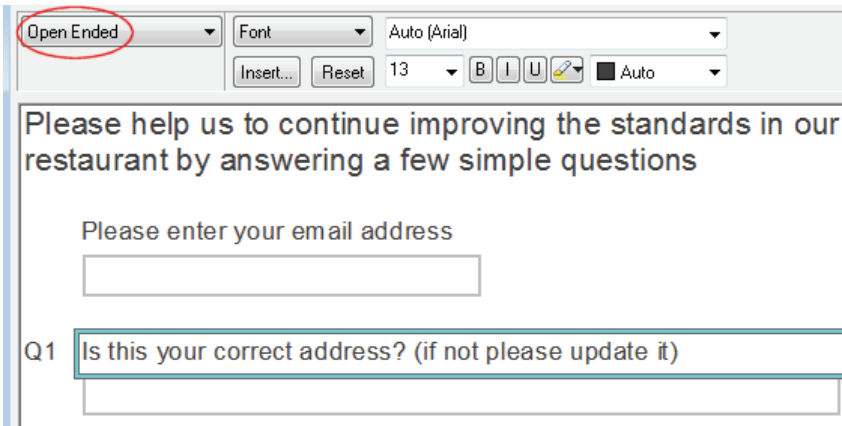


- 3 Although Snap gives a name to each variable, you do not need to show the name on the questionnaire. Highlight **ID.name**, and select the **Show** toolbar option.
- 4 Select **Name** in the next dropdown list if not displayed and uncheck the **Show** box. The **ID.name** will be hidden.
- 5 Change the default text to *"Please enter your email address"*.  
Please help us to continue improving the standards in our restaurant by answering a few simple questions



- 6 To add a question relating to the mailing address field in the Customer Panel database, highlight the current **Q1** and click to add a new question numbered **Q1**. Snap automatically renumbers all the existing questions from **Q2** onwards.

- From the toolbar list, change the question style from **Multi choice** to **Open Ended** and type in a question text of *“Is this your correct address? (If not, please update it)”*.



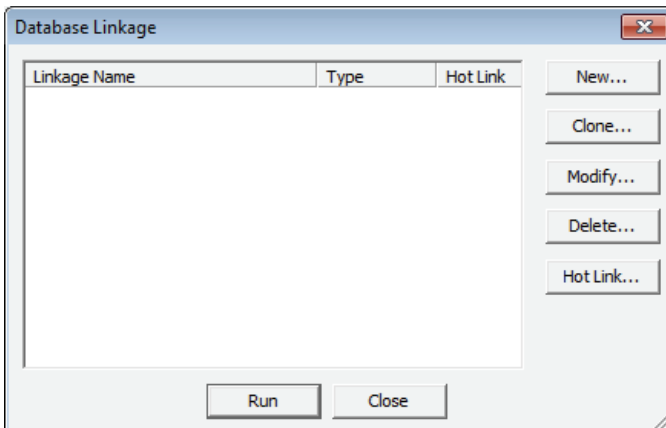
- Click on **Q2** and press [Ctrl] + [Shift] + [B] to insert a page break above this question.
- Save your changes to the questionnaire by selecting the icon in the **Questionnaire Design** window.

*If a dialog box should appear reporting that the questionnaire is locked, select [Yes] to unlock the questionnaire and continue editing.*

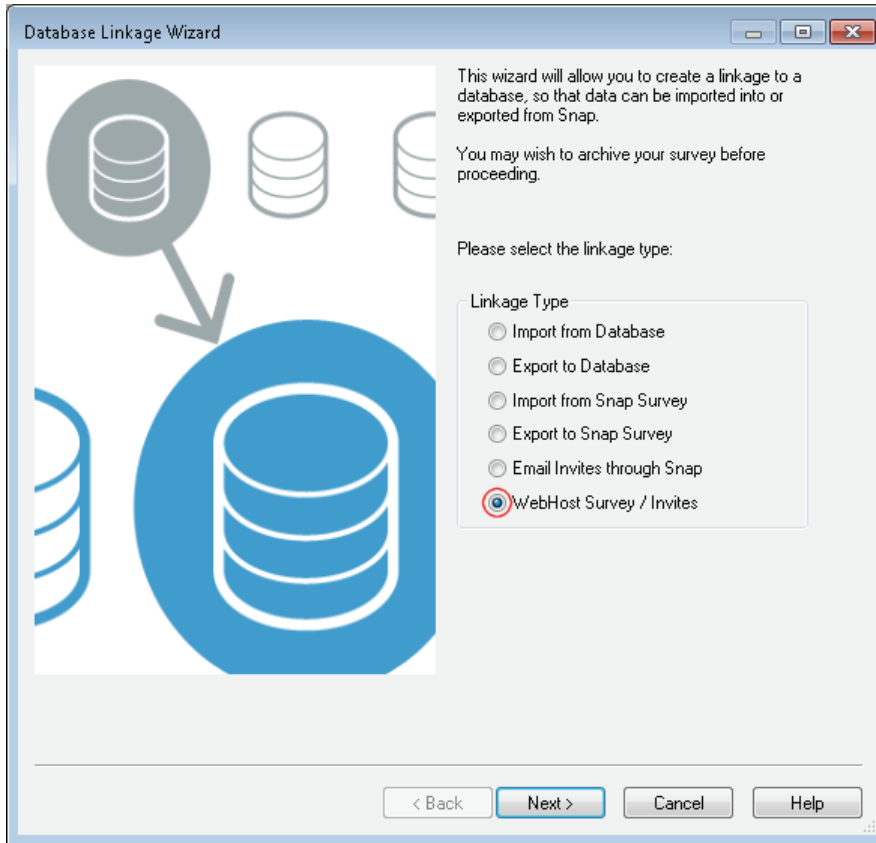
### Link the survey to the customer panel

Now you've included both an ID and a mailing address, you can link the contents of the Customer Panel database to variables within the Snap survey.

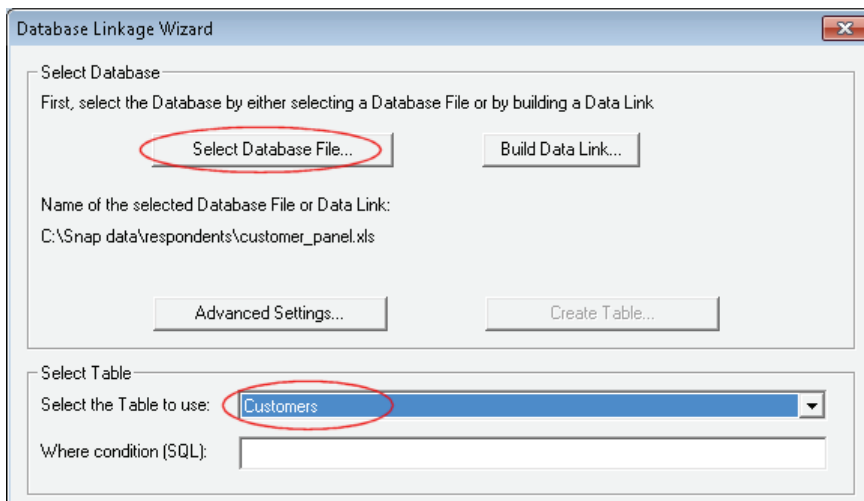
- Select **File|Database link** to open the **Database Linkage** dialog.



- 2 Click **[New...]** to start the **Database Linkage Wizard**.



- 3 Select **Webhost Survey/Invites** as the **Linkage Type** and press **[Next>]**.
- 4 Click on **[Select Database File]** to locate your XLS *Customer Panel*. Once selected, click **Open**.



- 5 The **Database Linkage Wizard** reappears so you can specify the **Table** to use. It automatically chooses the most likely one (in this case, **Customers** of the Excel spreadsheet). Once you've selected the correct details for your database, press **[Next>]** to continue.

## 6 Select **Identify respondent with manual or automatic login.**

For the **Login**, select the right-hand drop-down and select the **Customer ID** in the database.

*You must choose a field that is tagged with **[Unique Values]**. If it has not been tagged, then check your database for duplicates.*

For the purposes of this demonstration, no password is required.

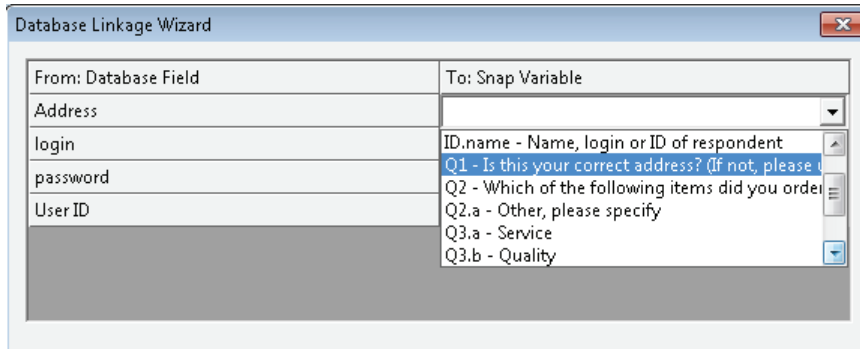
## 7 Select the boxes for **Send email invitations and reminders** and **Seed database data into questionnaires**. This lets you populate the questionnaire with the email address for each respondent.

### *Setting up the email*

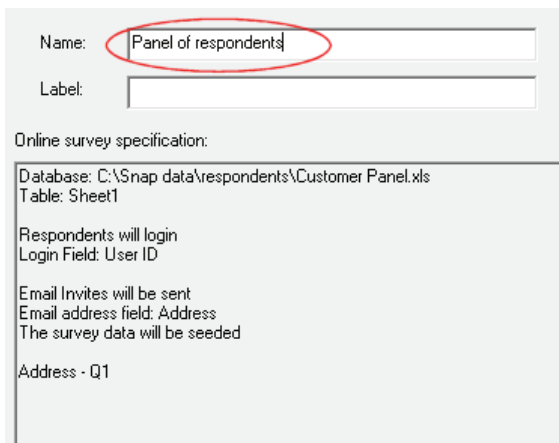
- 1 Click **[Next>]** to see the email invitation dialog.
- 2 Set the email address field to Address (unique values) in the drop-down list if it has not been selected automatically.
- 3 Type the subject heading of your email in the first box and type the email message in the large box. Use the **[Insert...]** button to insert a **Survey Location**. This will be replaced with a link when the message is uploaded to Snap WebHost.

If you want to create a reminder email to be sent to people who have not responded, click the **Reminder** tab and create a Reminder email message in the same way. The default reminder message has the same text as the invitation, but you can edit it independently.

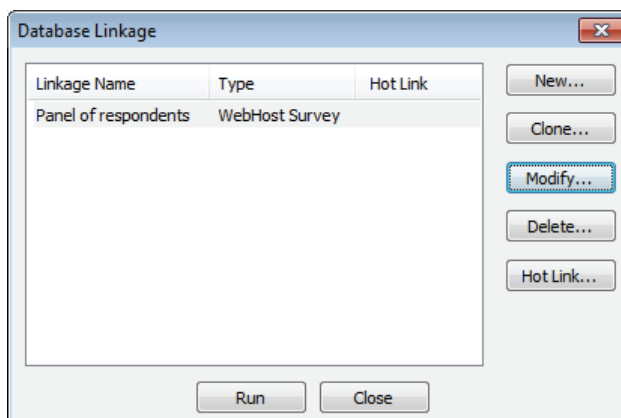
- 4 Press **[Next>]** to continue.
- 5 The final dialog box links the fields in the database to the variables in the questionnaire. On the left of the dialog box are the fields in the database. For the field marked Address, click on the equivalent box on the right and a drop-down list of Snap questionnaire variables will be displayed. Select **Q1- Is this your correct address?** and press **[Next>]**.



- 6 The task is complete once a unique name has been provided for this database link. Enter **Panel of Respondents** and press **[Finish]** to close the wizard.

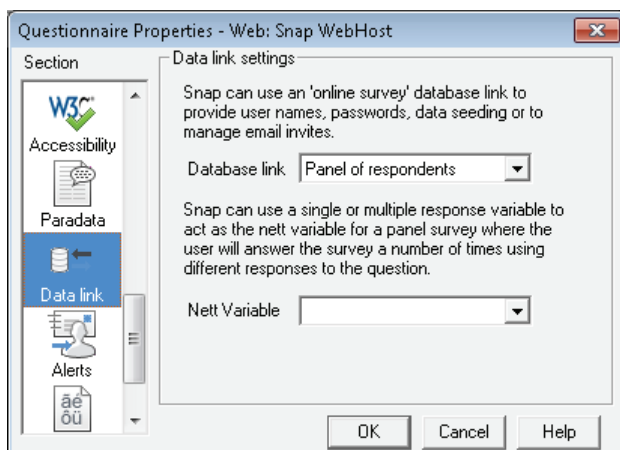


- 7 With the task complete and the **Database Linkage** dialog box showing **Panel of Respondents**, press **[Close]** to return to the questionnaire.





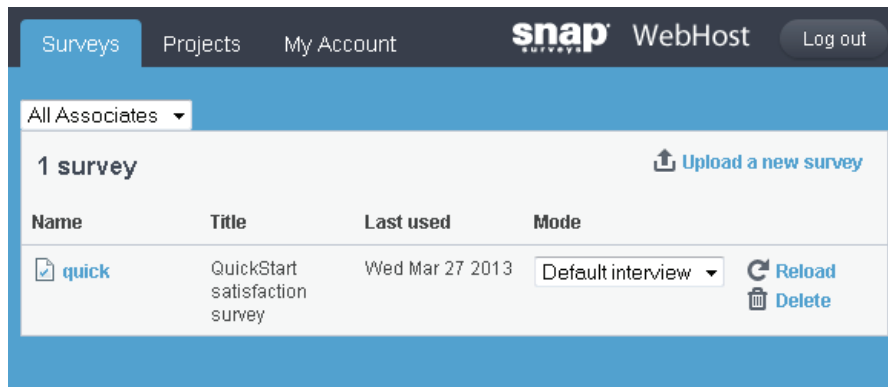
- 8 The final step is to select the **Questionnaire Properties** icon  and access the **Data link** option from the left-hand list to select the **Panel of Respondents** as the **Database link** to be used for the survey. Pressing the **[OK]** button will return you to the **Questionnaire – Design Mode** window.



## Upload the survey to Snap WebHost

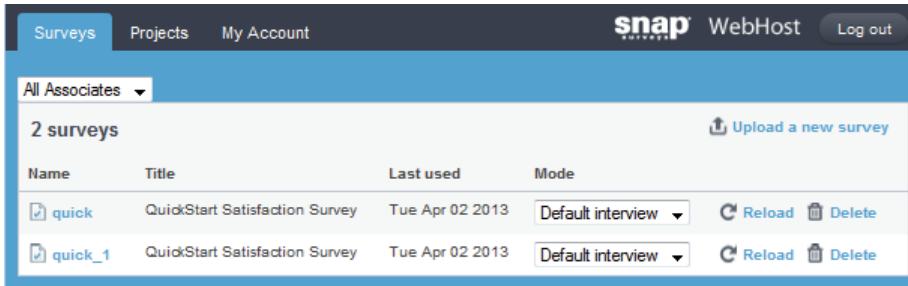
Snap WebHost will provide each respondent with a login screen and display the full questionnaire when the respondent logs in.

- 1 Publish the survey as you did in [Publishing the questionnaire](#) (see page 18).
- 2 Log into your Snap WebHost account via the Snap website ([www.snapsurveys.com/login](http://www.snapsurveys.com/login)) if you are not still logged in.
- 3 The survey list appears.



- 4 Because you have made changes to the number of variables in the survey, you should load the survey as a new survey. (If you had just made changes to how the survey looked, you could use the **Reload** option).  
Click **Upload a new survey** to open the **Upload new survey** dialog.
- 5 Browse for the zip file for the survey and then click **Upload Archive** to upload the new version of the **Quick** survey from your PC to Snap WebHost.
- 6 When Snap WebHost has uploaded the survey, the **Close** dialog will appear and will confirm that the survey has been uploaded under the name **quick\_1** (since you have already uploaded a survey called **quick**).

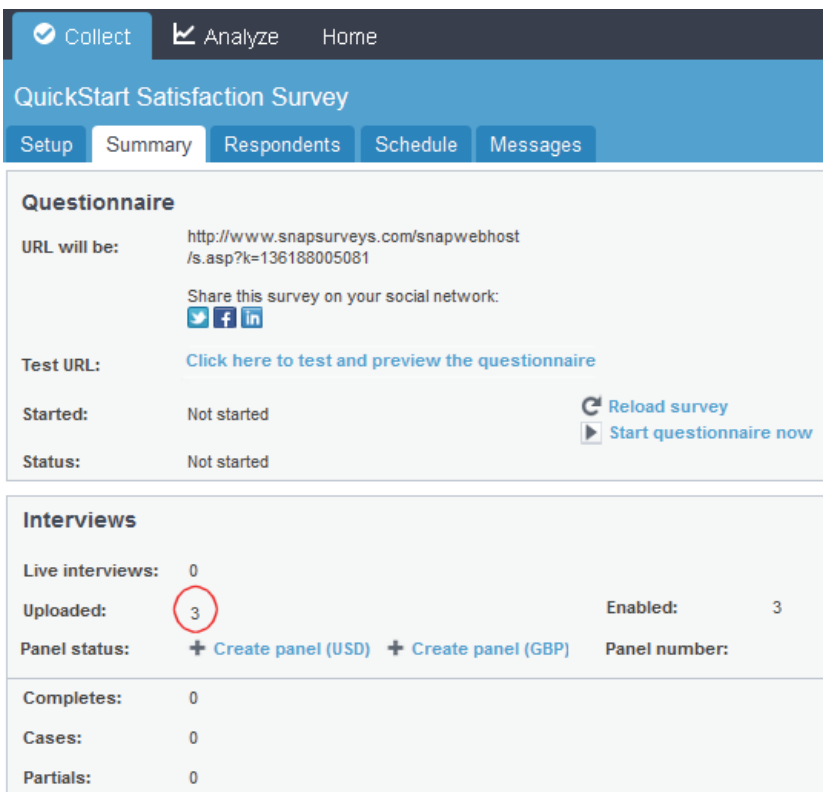
7 The list of surveys will be updated.



### Test the survey login

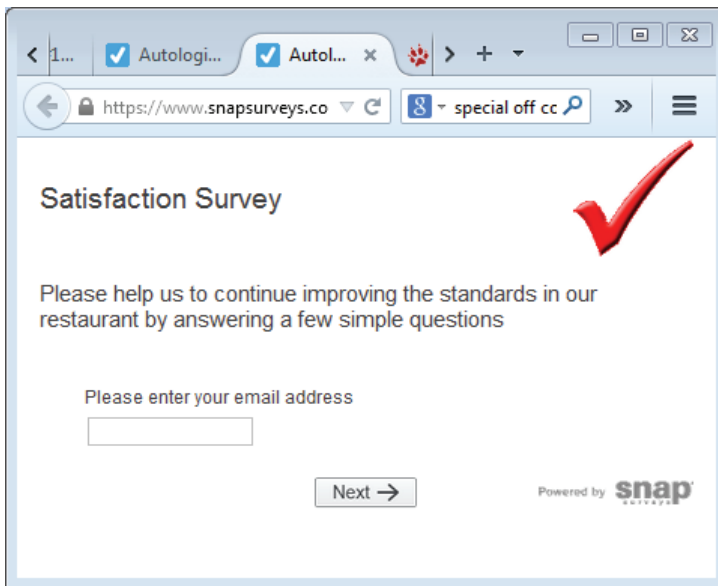
It is worth testing the survey to confirm that the login works as expected.

1 Double-click the survey name to open the **Summary** tab for the survey. Note that 3 respondents have been uploaded.

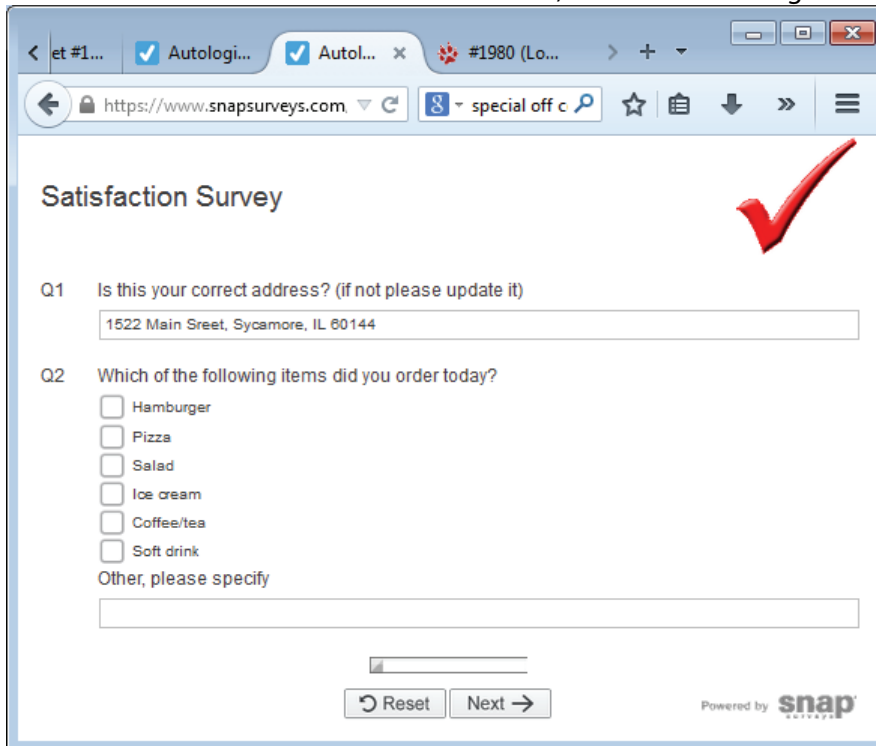


2 Click on the **Test** URL for the survey.

- The survey will start and display the login screen requesting an email address. Enter one of the email addresses from the spreadsheet.



When a valid email address has been entered, the current mailing address appears.



- From there all the other questions on the questionnaire will be displayed.

Any data captured when testing the survey with the Test option will be kept in a separate data file from the file containing the replies from the respondents.

## Set up the survey and make it available

- 1 Select the **Setup** tab.

**Project**

Start date:  (dd/mm/yyyy)

End date:  (dd/mm/yyyy)

Project time zone: (GMT-05:00) Eastern Time (US & Canada)  Automatically adjust clock for daylight saving changes

Enable database updates:  Password:

**Contact**

Email:

Name:

Phone:

**Responses**

Enable respondent login  Running partial responses

Allow multiple responses  Email responses

Include respondent details in survey data  Save responses

Secure survey  Private (slower) image and multimedia files

In the **Responses** section, you will see that the **Enable respondent login** option has been selected. This is because the respondents are being identified in the survey. The **Allow multiple responses** option is now available. This allows you to permit or stop them completing the survey multiple times.

The **Allow multiple responses** box should be deselected to limit each respondent to completing the survey once.

- 2 In the **Project** section, set up start and end dates if you wish to limit the duration of the survey.
- 3 Save your changes by clicking **[Save]**.
- 4 Go to the survey **Summary** tab and start the survey.

You can view analyses on Snap WebHost in the same way that you can view them on your PC. Using analyses in Snap WebHost is not covered in this short introduction, but you can find full details in the section "Data Analysis with Snap WebHost" in the online help).

The screenshot shows the Snap WebHost interface. At the top, there are navigation tabs: 'Collect', 'Analyze', and 'Home'. The 'Analyze' tab is active. Below this, the page title is 'QuickStart Satisfaction Survey'. There are sub-tabs: 'Summary', 'Variables', 'Reports', and 'Analyses'. The 'Analyses' sub-tab is selected, showing a list of analyses with columns for 'Name', 'Title', and 'Form'. Below the list, there are links for 'Custom analysis' and 'Download analysis'. To the right, the 'Results' sub-tab is selected, displaying a detailed table for analysis 'AN1'.

Counts Respondents	Total	Age of respondent			
		16 to 24	25 to 44	45 to 64	65+
Base	3	1	1	1	-
Which of the following items did you order today?					
Hamburger	2	1	1	-	-
Pizza	-	-	-	-	-
Salad	-	-	-	-	-
Ice cream	-	-	-	-	-
Coffee/tea	1	-	-	1	-
Soft drink	1	1	-	-	-

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## CREATE A PAPER VERSION OF THE SURVEY

You may be distributing your survey via the web, but a paper version of the same survey can also be very useful. You can mail a paper version to any respondents who do not have access to the internet.

A printed paper version of the questionnaire allows colleagues to comment on the design and content of the survey.

**Satisfaction Survey**

Please help us to continue improving the standards in our restaurant by answering a few simple questions

Q1 Which of the following items did you order today?

Hamburger.....

Pizza.....

Salad.....

Ice cream.....

Coffee.....

Soft drink.....

Other, please specify

Q2 How did you rate the following?

	Very good	Good	OK	Poor	Very poor
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 What would you expect to pay?

Q4 What is your age?

18 to 24.....

25 to 44.....

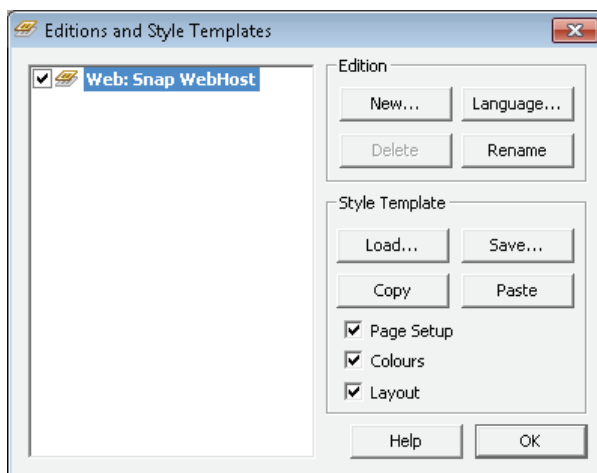
45 to 64.....

65+.....

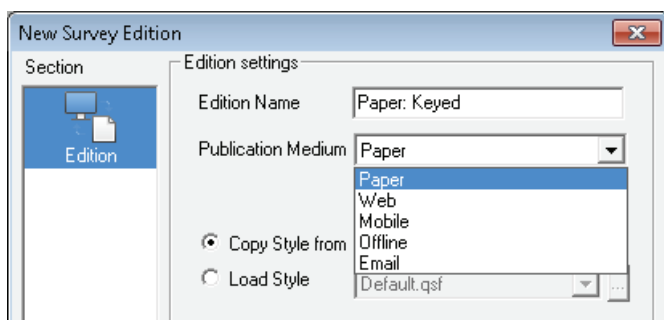
Q5 Do you have any other comments?

### Setting up the design for the paper version

- 1 Open your survey in **Questionnaire - Design Mode** window using the button.
- 2 Click the Editions and Style Templates button to display the **Editions and Style Templates** dialog.



- 3 Click **[New...]** to create a new edition, and in the **Publication Medium** field, select **Paper**.



You may be asked if you want to alter the page size of the questionnaire to match your current printer.

- 4 Select **Load Style** to choose a new style for the layout of the paper questionnaire. Select Default.qsf from the drop-down list to access the template for a paper survey. You can also browse for style files by clicking the button.
- 5 Click **[OK]** to close the **New Survey Edition** dialog.
- 6 Click **[OK]** to return to the **Questionnaire – Design Mode** window.

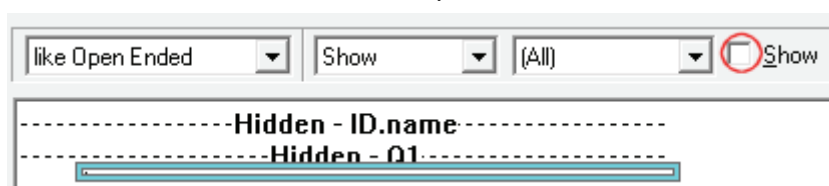
Snap creates a new tab entitled Paper:Keyed to display the paper version of the same questionnaire.

You can make changes to different editions of the same questionnaire, and all the responses will still be analyzed together:

- Certain questions can be hidden...
- Other questions can be phrased slightly differently.
- Page breaks can be placed in different places for different types of surveys.
- An entire questionnaire can be presented in a different language.

These capabilities are fully covered in the help and worksheets available online. As a quick example here, hide the question checking people's address and remove the page breaks set up for the web survey, so that the questionnaire will fill a full printed page.

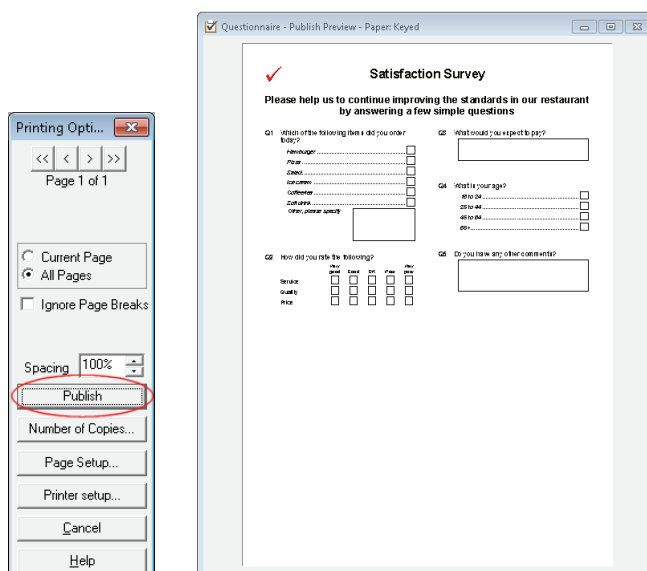
- 7 The login question will be hidden automatically, but you need to hide the address question. Click anywhere in the text of **Q1** to select it.
- 8 Select **Show** in the list of toolbar topics, (All) in the second list and clear the checkbox for **(All)**.



- 9 Click anywhere in the text of **Q2** to select it. Press [Ctrl] + [Shift] + [B] and the page break will disappear. (Pressing [Ctrl] + [Shift] + [B] again will put the page break back.)
- 10 Now remove all the other page breaks in the same way.
- 11 To publish and print your paper questionnaire, select **File|Publish** or click the **Print Preview** button .

A dialog may appear if you've altered the questionnaire asking you to select **[Yes]** to keep the changes or **[No]** to ignore the changes.

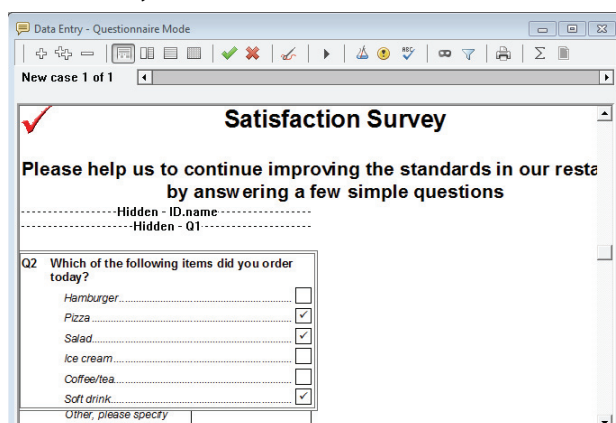
The **Printing Options** dialog appears. It has a **[Publish]** button if you have selected **File|Publish**, and a **[Print]** button if you selected print preview.



- 12 To print a single proof copy, click **[Publish]** (or **[Print]**). Once you have proofed and checked your questionnaire, you can print multiple copies by clicking the **[Number of Copies...]** button.

### Enter the replies from the paper questionnaire

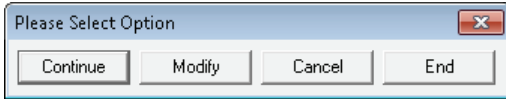
- 1 From the **Survey Overview** window, open the **Quick** survey, i.e. the survey that you created at the beginning of this tutorial.
- 2 Click the button on the main toolbar to open the **Data Entry** window.
- 3 Click the button on the **Data Entry** window toolbar to switch to **Questionnaire Mode**. The window title should be **Data Entry - Questionnaire Mode (Test Case)**.
- 4 Click the button to tell Snap that you wish to enter data for a new case. The text just below the button should change from **Test Case** to **New case 1 of 1**.
- 5 Click on the code boxes for **Pizza**, **Salad** and **Soft drink**. A tick will appear in each box. If you accidentally clicked on one of the other boxes then simply click that box again to remove the tick.



- 6 Press [Enter] to move to the next question. In this case the next question asks for other foods bought. Type *Apple Pie* and press [Enter] to move to the next question. Depending on the way your copy of Snap has been set up, a warning message may appear if you press [Enter] without entering a reply. Click **[Yes]** to continue.
- 7 In the grid question, you can also use the keyboard. Press [1] to select the first code when the question is selected. Press [Enter] to move to the next part of question 2 and enter another response (1, 2, 3, 4 or 5).

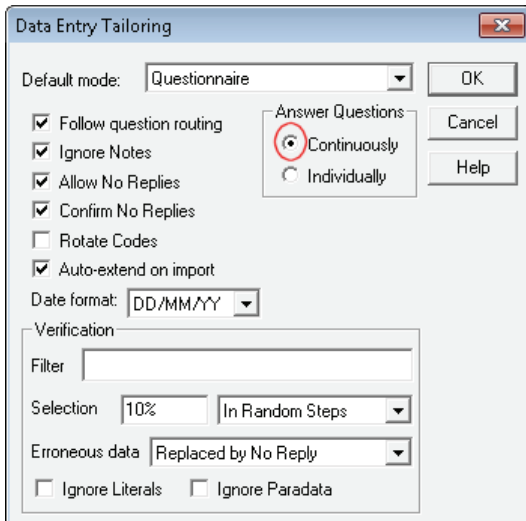


- 8 Press [Enter] to move to the next question. Note that the routing functions here too. If you selected **Poor** for **Q3c**, you will be taken to **Q4 What would you expect to pay**. If not, you will be taken to the age question.
- 9 Enter appropriate responses (including a comment such as *The food was cold*) and press [Enter] after each question.
- 10 When you have completed the questionnaire you are given the options:



- 11 Select [**Continue**] to save the data and move on to **Case 2**.
- 12 When you have finished the last case, select [**End**] and all the data will be saved.

By default, you must press [Enter] after each completed reply in Snap. This is a safety setting for new users. Experienced users can tailor Snap so that the [Enter] key is not required after each reply and the software moves from one question to the next as a valid reply is keyed in. To do this, open the **Tailor | Data Entry** dialog and select **Continuously** instead of **Individually**.



You've now completed your whistle-stop tour of Snap, and in a short time, you've designed and published a survey and analyzed the results. Now you're ready to go.

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## IMPROVING RESPONSE RATES

It's generally agreed that the advantages of web surveys are:

- They can provide a faster response than more traditional methods.
- They can be less expensive to administer.
- They can be more attractive to complete than paper surveys.

It's also generally agreed that the disadvantages of web surveys are:

- Overall response rates are often no higher than other methods if no reminders are sent out.
- The costs of design are often higher than paper based surveys because so much more can be done with a web survey in terms of layout, colors, images etc.
- Web surveys do require computer access, and although internet access is improving across all nations, there can still be disadvantaged groups who might be excluded by using surveys only available on the web.

For many years, the cynics of online surveys always quoted low response rates as a reason for remaining with the more traditional methods of paper and telephone surveys. However, these comparisons were often made between paper or telephone **with reminders** against online surveys **without reminders**. When reminders were incorporated into online surveys, very similar response rates to paper or telephone were achieved. With online reminders becoming increasingly automated, online response rates will increasingly be comparable with the more conventional techniques.

There are a number of techniques for improving response rates. They include:

- Reminders
- Incentives
- Improving the online experience

### *Reminders*

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Online reminders are available as an option with Snap WebHost but it is highly recommended that the feature is **always** used and used **regularly**. There is no point in launching the survey and then simply issuing a reminder after one month. It is important to plan out regular reminders and to ensure that the message is varied – not just a one sentence reminder but one that stresses the importance of completing the questionnaire and the benefits from doing so. As the project reaches the closing date, the message should become increasingly stronger, but stop short of begging!!

### *Incentives*

---

Incentives are a tried and tested method of increasing response rates within commercial market research. If it is appropriate and legal to do so, you can use them in web surveys in both the private and public sectors. Many incentives can be very cost effective, and may be as simple as a Prize Draw. The prize might be a discount on products and services offered by your organization. Alternatively it might be a "desirable" product such as an Apple iPod or a memory stick. Make sure that the prizes will work in other countries if the survey is international, and that they're not too expensive to deliver by mail or courier.

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## *Improving the online experience*

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When researchers design paper questionnaires, they usually take great care to ensure that they are inviting to complete. Perhaps it is the cost of printing and reprinting that motivates researchers into "getting it right".

We've all been faced with online surveys that have been poorly designed. We may put it down to the fact that they've been designed by non-researchers, but it's often the case that too little design thought has been given. Perhaps it's the thought that it can always be changed if it's wrong or not clear. This is no defense. More care should be taken to design online questionnaires. All too often, there are no explanations on how and why to complete the questions. Make sure you allow yourself enough design time to consider layout, colors and images, and ensure that online surveys are easy to complete.