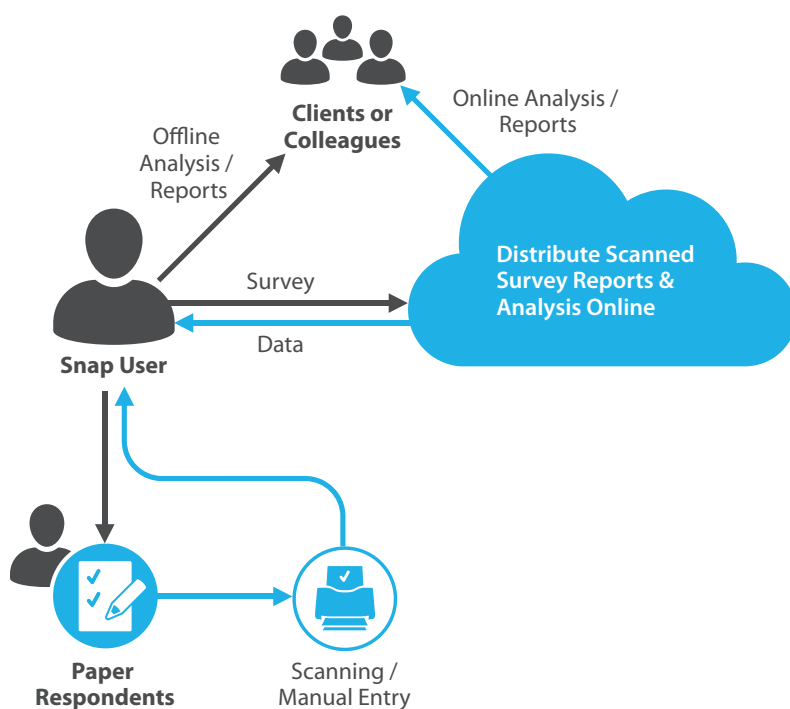


Paper Surveys and Scanning

With Snap software, you can design professional paper questionnaires, set up comprehensive data validation to accurately collect replies, and speed up data processing with the enhanced scanning features. Distributing a paper version of your survey can help you to target hard to reach communities or fulfill demographic quotas, and can often increase the overall response rate when included as part of a wider survey project.



Paper questionnaires are typically self-completion in nature. To ensure the questionnaire design and layout is clear and understandable, researchers can:

- Access pre built questionnaire templates.
- Show routing instructions on the questionnaire.
- Pre-print unique ID or reference numbers on individual questionnaires which will be scanned as data.
- Pre-print address information to fit window envelopes.
- Select from a variety of paper sizes, including booklet format.

Errors made during data entry can significantly affect the validity of survey results. Snap includes comprehensive data validation checks to ensure replies are input accurately, for example:

- Validation of numeric quantity ranges or date ranges.
- Active question routing during data entry – skip questions based on answers to prior questions.
- Responses can be converted into a preferred format (e.g. dates or times).
- Specific patterns can be created to ensure unique fields such as an employee ID are input in the correct format.
- Option to spell check and correct comments.
- Automatic recording of data entry speed and accuracy. Resulting statistics can be used to project data entry costs and to ensure an agreed level of input accuracy is achieved.

Additional scanning features automate and speed up the data collection process for large volumes of paper questionnaires:

- Scan an unlimited number of questionnaires.
- Single-sided and double-sided printed questionnaires can be scanned.
- Does not require custom paper or forms.
- Works with both PC and network attached scanners.
- A wide range of printed paper sizes can be handled by scanners.
- Includes OMR/OCR/ICR technology - recognizes not only check boxes, but also preprinted data and legible hand printed text.
- All open-ended responses are stored as images, and are available for printing, searching, coding or keying.

Distribute Surveys in any Format

A multi-method approach is the best way of reaching the widest possible audience and ensuring you collect reliable data. With Snap you can distribute and manage your surveys in a variety of formats, apply a unique look and feel to each version and bring all your results together for analysis.

Online Surveys

Share surveys and analysis online. Manage your interview schedule, send email invites and reminders, link to your database.

Mobile Surveys

Reach anyone, anywhere - even offline in Wi-Fi black spots. Run surveys on Apple, Android, or Windows tablets and smartphones, as well as on kiosks.