

# Everything you need for successful surveys



Surveys with Confidence is the best way to plan, create, distribute and analyze surveys

# Easily get expert survey results



Designed by survey experts so you work smarter and more efficiently



Use a combination of just-in-time training and leading-edge software for increased success



Create effective surveys even if you are not a survey expert by using the innovative and unique Survey Coach



Choose from a library of pre-written questions for customer satisfaction, customer preferences, employee satisfaction, demographic information and more



Get help when you need it using "Show Me," "What's This?," "Ask Me" natural-language help, task-oriented help and a glossary of terms



Understand your results better with the Results Coach, a one-of-a-kind statistical guide helping you obtain and interpret results

# Everything

It isn't easy to make good decisions in today's complex, fast-paced world. Most professionals crave better decision-making information – and know that surveys can help. But, they are skeptical that surveys are worth the trouble – will all the cost and effort of a survey really result in useful information?

When you use Surveys with Confidence the answer is, "Yes!" Surveys with Confidence helps you plan, create, distribute and analyze surveys so you get timely, reliable information – and make your most important decisions with confidence. With Surveys with Confidence, you can easily find out the characteristics, behaviors and opinions of a group – or get answers to specific questions on a particular topic.

#### Use Surveys with Confidence for:

- **Satisfaction surveys** – evaluate the level of satisfaction with your products, services, policies, facilities or organization.
- **Market surveys** – determine the demand for a product or service – and why people are, or aren't interested in it. Or, learn about the probable response to changes in programs or policies.
- **Needs assessment** – solicit opinions and identify opportunities.

You don't have to be an expert to get expert results because Surveys with Confidence is the only survey software with the Survey Coach. It's like having a high-priced consultant by your side, offering helpful advice and keeping you on track.

#### Use Surveys with Confidence to:

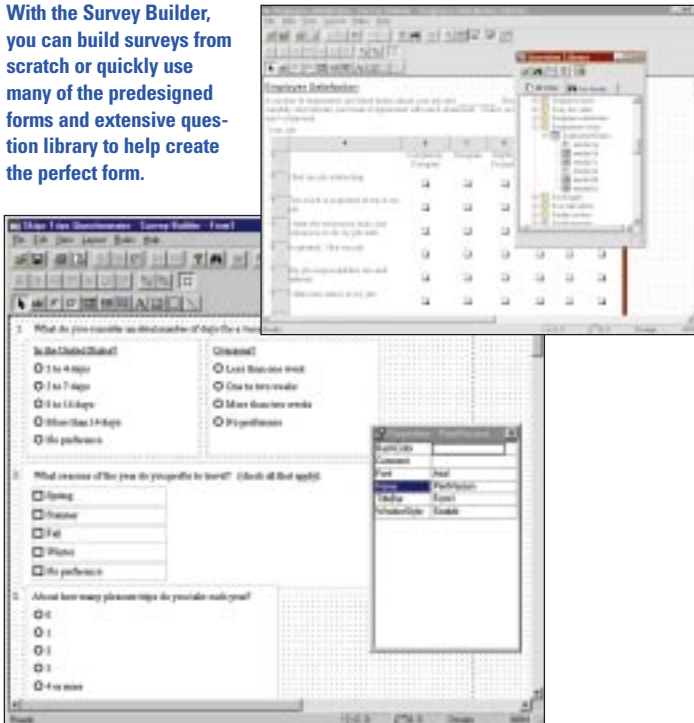
- Win more business by providing the right products and services
- Learn what customers value and earn their loyalty
- Discover new market opportunities and build specific action plans
- Evaluate policies and programs to make changes
- Improve employee morale and reduce turnover
- And much, much more.

# you need for successful


## Cover every step of the survey process


- **Develop a survey plan** – find the best way to work within your budget and time constraints
- **Ask the right questions** – choose from a library of effective questions compiled by survey experts
- **Create a questionnaire** – send a document with a polished, professional appearance to customers or colleagues
- **Prepare for data entry and analysis** – build your questionnaire and let the software automatically set up your data entry files – nothing could be easier
- **Enter data quickly and accurately** – use the tricks the pros use to reduce errors, save time and improve results
- **Analyze the data thoroughly** – gain new insights quickly with a variety of reports, statistics and charts
- **Present your conclusions clearly** – prepare reports with tables and graphs for colleagues or clients – you can even post results to your intranet or to the Internet.

With the Survey Builder, you can build surveys from scratch or quickly use many of the predesigned forms and extensive question library to help create the perfect form.



## Surveys with Confidence's product suite means an easy and integrated survey process

 **Survey Coach** is computer-based training with video and sound that guides you step-by-step through the survey process. Typically, you'll start projects with the Survey Coach. Use the Coach as a "refresher course" or to master survey research best practices. This helps you plan for each survey. As you work on a survey, you have the option of always starting in the Survey Coach, or going directly to other parts of the program. For more information on the Survey Coach, see "Increase your odds of success with the Survey Coach" on the overleaf page.

 **Survey Builder** is fast, flexible and full of useful features. This is where you set up and lay out your survey form and where you enter data. As you "drag and drop" questions to design your form, you're also setting up your data entry and analysis. For example, if you enter "Outstanding" as a possible survey response, Surveys with Confidence automatically uses it as a label on both data entry screens and in any report or graph you create.

## Survey Builder helps you:

- Ask questions that encourage meaningful responses
- Quickly design professional-looking surveys that enhance your image and encourage completion
- Build efficient online entry forms that ensure accurate data collection
- Collect clean data with form-based or table-based data entry – then you're ready for analysis


## All the tools you need for successful survey creation

- **Question Library** – save time and improve consistency by copying pre-written and pre-tested questions into your survey. Use the included questions to get up and running quickly, then easily add your own questions as you go.
- **Toolbox** – get the basic format in place quickly by adding pre-configured, but flexible, standards for common question styles, such as "choose one" or "select all that apply." Use your mouse to easily set up sets of check boxes, but-

# surveys

option buttons for online forms.

- **Rules Wizard** – use the secrets of the pros to improve the speed and quality of data entry. For example, you can set up checking rules to ensure entries are within valid ranges, or skip and fill rules that bypass questions that, based on previous answers, can't apply.

 **Survey Analyst** gives you the reports, statistics and graphs you need to turn the data you've collected into useful information.

## Survey Analyst helps you:

- Analyze your data
- Reach meaningful conclusions
- Present your recommendations effectively

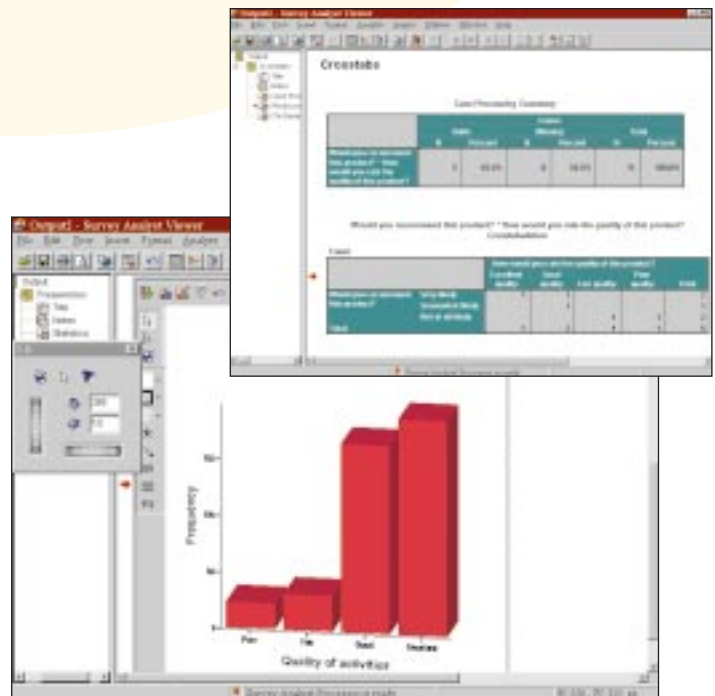
## Find the answers using unrivaled analytics

- **Data Editor** – view your data in a familiar spreadsheet format and make corrections and changes easily. Extensive data management options make it simple to recode or combine categories of responses, exclude records, automatically run the same reports for various groups and much more.
- **Reporting** – from simple summaries of counts to presentation-quality stub-and-banner tables to multidimensional reporting (report OLAP), you get everything you need to explore your data, find new insights and publish clear results.
- **Statistics** – choose from over 50 statistics including crosstabs (also known as “contingency tables”) and t-tests.
- **Interactive Graphs** – use the latest in graphics technology to get a dynamic view of your data. These graphs are more than just pretty pictures – they're a new way to uncover relationships in your data. All the standard, static bars and pies are there, but Surveys with Confidence goes beyond that. Because you can swap and add variables into existing charts, you can instantly see the impact of new data.
- **SmartViewer** – keeps your work organized automatically in an online “master report.” Then add text and bitmaps and publish your report on paper. Or, add bookmarks of key findings, sound and video and publish your report electronically – with “dynamic” tables and graphs. People with their own copies of SmartViewer (sold separately) can reconfigure summary tables and drill down into detail layers to answer their own questions.

- **Outliner** – create final survey reports quickly and easily using the outliner. Modeled after the Windows Explorer,<sup>®</sup> the outliner adds tables and graphs to your report.
- **Automated features** – easily take samples, create subsets and new variables, split files and even build reports for all splits with a single mouse click. Also, easily set up analysis and run reports unattended with the production mode.

The Surveys with Confidence CD also includes a copy of *Surveys with Confidence, a practical guide to survey research using SPSS*. This text includes time-tested expert advice about the survey process.

Surveys with Confidence gives you everything you need to conduct surveys. From fast planning with the Survey Coach to quick and efficient form creation through expert analysis of responses, you get accurate, reliable results every time.



**Survey Analyst gives you the power to perform over 50 statistics and generate interactive graphics. The easy-to-use 3-D dialog gives you control over every possible rotation angle. Plus, you can easily copy and paste, or drag and drop both charts and tables in a word processor for instant reports.**

# Increase your odds of success with the Survey Coach

Many software companies claim their software is easy to use. But not one comes close to Surveys with Confidence's unique approach to helping you get the job done right.

Surveys with Confidence includes the Survey Coach, a computer-based tutorial that guides you step-by-step through the survey process.

If you're like most people, you're not an expert in survey research – and you don't want to become one. You just want information you can use. The Survey Coach uses animation, sound and video to make learning how to do effective survey research interesting – even fun.

The Survey Coach focuses on the survey process, not the mechanics of operating the software. However, it

As you use the Survey Coach you'll meet two characters. Skip, a self-styled survey "expert," thinks he has all the answers. His counterpart, Phil, is with Skip every step of the way, patiently providing him, and you, with helpful guidance on the best survey tactics.

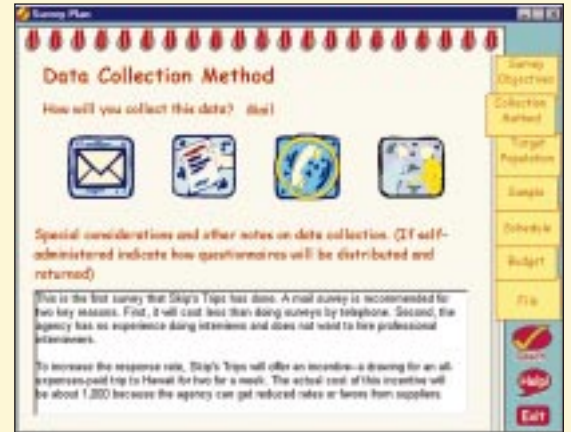


does include an example of an actual survey, demonstrating how to use Surveys with Confidence to apply important principles and perform critical operations. The example quickly, clearly and thoroughly covers all the essentials of creating a successful survey using Surveys with Confidence.

The Survey Coach covers:

- Planning the survey
- Creating the questionnaire
- Collecting and entering data
- Generating reports
- Schedule and budget

Each topic contains a wealth of useful information. For example, items you'll want to consider before you start building your questionnaire.



The survey plan guides you through the planning stages of your survey. The plans help you create consistent and detailed blueprints for your survey.

You'll learn to define achievable objectives, estimate how many people you'll need to survey to get useful results, choose an efficient data collection method, and make other decisions to start and stay on track.



When athletes want to increase their chance for success, they turn to a coach. Surveys with Confidence is the only software with the Survey Coach – use it and increase your chances for successful surveys.

Plan and create surveys easily using the Survey Coach. The Survey Coach steps you through the entire survey process from planning your survey to preparing your final report.

## Key features

### Survey Coach

- Computer-based training on:
  - Planning the survey
  - Creating the questionnaire
  - Collecting and entering data
  - Generating reports
  - Schedule and budget

### Survey Builder

- Use an unlimited number of questions, variables and cases
- Multiple page forms, multiple forms in one file
- Question Library of ready-to-use questions
- Use sample questions and add your own. Includes samples for:
  - Customer satisfaction
  - Customer preferences
  - Employee satisfaction
  - Demographic information
  - And more
- Drag and drop variables to automatically create questions
- Drag and drop forms design and layout
- Snap to grid and alignment
- Define data file as you build the form
  - Define variable labels from question text
  - Define value labels from response text
  - Set missing values
  - Automatically codes responses
- Response options:
  - Option button to select one from a list of choices
  - Check box to select all that apply (multiple response)
  - List boxes to easily present a list of options
  - Drop-down lists to save space
  - Space for customized responses (e.g., "Other")
  - Text box for open response
- Customizable rating scales
- Matrix to organize similar-style questions in a grid
- Control the look of every element of your form, including colors, font, size, borders, 3-D effect
- Draw lines and rectangles on your form
- Add bitmaps and logos
- Search and replace
- Rules Wizard sets up powerful cleaning rules
  - Validation rules
  - Checking rules
  - Skip and fill rules
- Copy rules between surveys
- Choose approach to data cleaning:
  - Interactive rules

- checking
  - Batch mode rules checking
  - Double-entry verification
  - Standard or custom alerts
- Checking report by case or rules
- Form-based data entry
- Table-based data entry
- Smart navigation
  - Navigation toolbar
  - Auto-jump after maximum characters
  - Go to next case, go to case number
  - Find and replace
- Auto-backup, auto-save

### Survey Analyst

- Spreadsheet-style Data Editor
  - Display values or value labels
- Extensive data management capabilities
  - Rank
  - Sort
  - Search
  - Weight cases
  - Work with subsets
  - Transform and recode variables
    - Execute immediately, in batch or on demand
    - Create conditional transformations using DO IF, ELSE IF, ELSE and END IF structures
    - Make changes permanent or temporary
    - Many, many more
- 50+ statistics including:
  - Crosstabs (contingency tables)
  - Counts
  - Percent
  - Percent valid
  - Cumulative percent
  - Mean
  - Median
  - Mode
  - Percentiles
  - Standard deviation
  - Correlations
  - Chi-square
  - T-tests
  - many, many more
- Include or exclude missing responses
- Report OLAP (multidimensional reporting)
- Interactive graphics (2D and true 3D)
  - Area: simple, stacked
  - Bar: simple, clustered, stacked, dropped shadow, hanging
  - Boxplot: simple, clustered
  - Dot
  - Error bar: simple, clustered
  - Histogram: with or without normal curve
  - Line: simple, multiple, drop-line, ribbon

- Pie: simple, exploding
- Mixed: any combination of area, bar and line
- Many statistics create charts automatically
- Drag and drop chart creation and updating
- Extensive direct editing, including titles/subtitles, axis control, etc. – even specific elements within a chart (e.g., the color of a single bar in a bar chart)
- Create and save TableLooks and ChartLooks (preformatted templates) and reuse your favorite styles
- Print to any device supported by Windows, including laser printers, plotters and PostScript
- Export graphics to WMF, CGM, TIFF, PCT, EPS, BMP and JPG
- Presentation-quality stub and banner tables
- SmartViewer organizes results and enables easy navigation of results (sold separately)
- Results Coach, Task-oriented help, "Show Me" help, "What's This?" help, "Ask Me" natural language help
- Customizable toolbar
- Macros, production mode
- Extensive documentation included online – including printable manuals
- A complete copy of the second edition of top-selling book, *Surveys with Confidence, a practical guide to survey research using SPSS*

## System requirements

- Windows 95 or higher/Windows NT 4.0
- Pentium 90 or higher
- 16MB RAM
- 12MB free hard drive space (6MB if Adobe Acrobat Reader is already installed)
- SVGA monitor (256 colors and 800x600 resolution)
- CD-ROM drive
- Sound card highly



Surveys with Confidence is Y2K enabled. For information on other SPSS products see the Y2K information page at [www.spss.com](http://www.spss.com).

## Learn more about SPSS

Contact your nearest SPSS office or visit us at [www.spss.com](http://www.spss.com).

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