

Survey Pro

Your fast, cost-effective solution for any **application**, via any **media**.

CUSTOMER SATISFACTION

EMPLOYEES & 360s

MARKET RESEARCH

POLITICAL POLLING

MEMBERSHIPS

TRAINING

WEB

PAPER

E-MAIL

SCANNING

TELEPHONE

KIOSK

DISK

Any integrated survey program will create questionnaires, collect data, and produce reports, so what makes Survey Pro® the enduring leader?

THE RIGHT FEATURES

Nine years of user feedback have honed Survey Pro's features, matching them to the needs of real managers, consultants, researchers, and educators.

- Quick ramp-up, so you can get a survey out the door, learn reports, then go back through the program and learn the advanced features.
- Presentation quality questionnaires and reports, all designed in a WYSIWYG (what you see is what you get) environment.
- Flexible import and export, for integration with other systems.
- Fast computations, so you can explore your results real-time.
- Deep analysis, for slicing, dicing, and analyzing trends.

TRULY TIGHT INTEGRATION

In the real world, surveys are not a linear process, and Survey Pro shines when you start making changes. Edit a question. Add a response option. Add another questionnaire version. Drop a response option. Change media. Add a grid item. Not only will Survey Pro keep your data for ongoing analysis, every change will automatically ripple through your database and reports (of course we'll warn you about any potential issues). You'll never have to worry about making updates in multiple places, or having your reports go stale.

FLEXIBILITY & EXTENSIBILITY

Apian offers a family of products, services and partnerships assembled to suit your projects. The core program is Survey Pro, then our Collect Series™ offers questionnaire design and data collection tools for specialized media. Best of all, you can add elements at any time as your projects grow and change.

BOTTOMLESS SUPPORT

We want you to succeed, so whenever you have a question or concern, please contact our free unlimited technical support. And for users who want training, we offer public workshops, on-site classes, and focused one-on-one telephone coaching.

What you design...

is what you print...

and what you enter...

for polished charts...

and detailed analysis.

Core Elements

- Unlimited number of projects
- Unlimited number of respondents
- Unlimited number of survey versions/media and reports per project
- Reusable text styles and full font overrides
- Multi-Column Layouts
- Graphics, titles, comments, headers and footers
- Custom database optimized for fast tabulations and searches

Powerful Questionnaires

- 2000 data fields per project file
- Multi-level automatic numbering
- Over 30 built-in scales, and create up to 500 custom checkbox, rating, date, number, open-ended, and pattern scales
- Question grids with multiple scales
- Skips and branching
- Scannable forms for OMR and OCR
- Mail merge names and addresses

Flexible Data Collection

- Data entry screen created automatically
- ASCII, MDB, and ODBC import and export for interface with MS Access, enterprise databases, and SPSS
- Keyed import for merging respondent data and seeding files
- Cleaning tools for removing duplicates, mass replace/delete, password checking, postcoding, searching

Focused Reporting

- Executive summary and data table reports automatically generated
- Tables, bar charts, pie charts, stacked bars, line graphs, scatterplots
- Dialogs display only the statistics valid for the selected question(s)
- Cross-tab in 2 clicks or define banners up to 500 columns
- Counts, percents, cumulative percents, top/bottom box, mean, median, sum, minimum, maximum, standard deviation, standard error of the mean, confidence intervals, Chi square
- Filter forms on multiple criteria
- Written answers tabulated, keyword analyzed, or cross-tabbed
- Entire reports filtered or repeated for subgroups (360s) with a few clicks

Survey Pro Family

What's right for your project? Are you using the Web? Scanning? E-mail? Telephone interviewing? With the Survey Pro family of products and services, we can assemble a great solution for any project.

Direct.collect

Plugs into Survey Pro®, adding screen-based survey design for LAN, e-mail, kiosk and telephone delivery.

Net.collect

Plugs into Survey Pro, adding web form design and server scripts for passwords, skips, and answer checking.

Survey Pro

The core program for questionnaire design, data collection, and analysis.

Key.collect

Multi-user keyed data entry for larger projects or distributed data collection. Typical training time is 5 minutes.

SurveyHost®.com

Full-service Web survey hosting, so you can focus on content instead of technology.

Call (800) 237-4565 / (206) 547-5321 or visit www.apian.com for a demo, and experience Survey Pro yourself!

