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Advantages of Snap vs. Remark Web Survey

- Site-wide licensing
- Manage your own surveys
- Creating users is streamlined since the ITD Lab can now create accounts
- Sophisticated Analysis Tools to create tables and charts
- Ability for users to create “clients” to view just the results of a survey, but not make changes
- Email invites and reminders can be automatic
- Preview without publishing
- Option to have responses Emailed when submitted
- Auto numbering of questions
- Quotas for max number of respondents to survey

Create a Survey

Create a New Survey

1. Open Snap 10
2. **File -> New Survey**
3. **Type a name** for the survey (No spaces or odd characters). This is the file name.
4. **Type a Title** for the survey. This appears on the tab info in the browser. This IS NOT the file name.
5. Choose **Snap Web Host** as the Publication Medium
6. **File -> Save As...**
7. Navigate to the location where you would like to save the survey
8. Click **Save**


Design the Survey

1. **Type a title** for your survey
2. Hit **Enter**
3. **Type a subtitle** or instructions for your survey
4. Hit **Enter**
5. **Select the type of question** you are creating by choosing it from the Style dropdown list
6. **Type the question** text for your first question
7. **Hit Tab to type in the first answer**
8. **Hit Tab** again to type subsequent answers
9. **Hit Enter** to begin a new question and repeat steps 5-9 until all questions are entered
10. To separate questions into separate online pages, **[Ctrl] [S]**

Question Styles

Style	Description	Example
Title	Notes and headings are regularly required in a questionnaire, and the default title style presents text in a bold format with a white background.	Customer Satisfaction Survey
Subtitle	Other notes are generally required to separate sections in a questionnaire or provide instructions for completion.	Thank you very much for helping us with our survey, and we look forward to you visiting Metropole restaurants again.
Instruction	The instruction style can be used anywhere on the questionnaire as notes for the respondent.	At Metropole restaurant, we aim to provide customers with a range of facilities, served promptly and efficiently by our staff. Please take 5 minutes to complete our customer satisfaction survey and help us maintain our reputation as one of the best restaurants in the area.
Multi-Choice	A question with tick or check boxes, where the respondent can either respond with a single answer or a number of answers. This is sometimes known as a "closed" question.	<p>Q2 How often, on average, do you visit this restaurant?</p> <p>Daily..... <input type="checkbox"/></p> <p>Twice a week..... <input type="checkbox"/></p> <p>Weekly..... <input type="checkbox"/></p> <p>Monthly..... <input type="checkbox"/></p>
Grid First	Grid questions are variations on Multi Choice questions, but are laid out in a different format, with headings for each of the boxes presented across the page.	<p>Q6 How do you rate the following?</p> <p style="text-align: center;"> <i>Very Good</i> <i>Good</i> <i>OK</i> <i>Poor</i> <i>Very Poor</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p> <p>Speed of service</p>
Grid Next	In a series of grid questions, the headings across the top are suppressed for all subsequent questions, and just the boxes appear.	<p>Cleanliness <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Parking <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Quality of food <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Choice of food <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p>
Open Ended	A question with an answer in the form of free-format text, a number, a date or a time.	<p>Q8 Are there any other comments that you would like to make?</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div>
Open First	To collect series of free format text or numbers in a series, this style provides an initial question heading and then a list of groups, products, services etc.	<p>Q3 How many people were in your party today?</p> <p>Adults <input type="checkbox"/></p>
Open Next	The open first questions are continued as Open Next , leaving out the initial question name and question text.	<p>Children <input type="checkbox"/></p>
Other	Many Multi Choice questions have a list of codes and then an "other please specify". This style provides free format text as an addition to an existing tick box question.	<p>What else did you order?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Response Properties

View the Response Properties by clicking the Variable Properties  icon.

- **Multiple:** Question with a preset list of possible answers (maximum of 2000), any number of which can be given.
- **Single:** Question with a preset list of possible answers (maximum of 2000), only one of which can be given.
- **Quantity:** Question designed to collect numeric information in the form of digits, + or – signs and decimal points.
- **Date:** Question designed to capture dates in a wide range of formats, entering the day, month and year.
- **Time:** Question designed to capture times in either 12 or 24 hour format. AM and PM suffixes are accepted.
- **Literal:** Question designed to collect any character information, including both letters and numbers of up to 9,999 characters.
- **None:** Headings are the only variable where the Response may be set to None.

Publish a Survey

Publish and Upload the Survey to Snap Online

1. Open your survey into Snap 10



- b. Check that all questions are created

2. **File -> Publish...**

This will open the Output section for publishing

3. Use the scroll bar to scroll down to the **Replies** section. Click on Replies.

4. **Remove** the check next to **Email Responses**.

5. Select **Publish with preview** from the Method drop down list

6. Use the scroll bar to scroll back to the **Output** section. Click on Output.

7. Click the [...] button to select the Path (folder) you want to save the Publish files too.

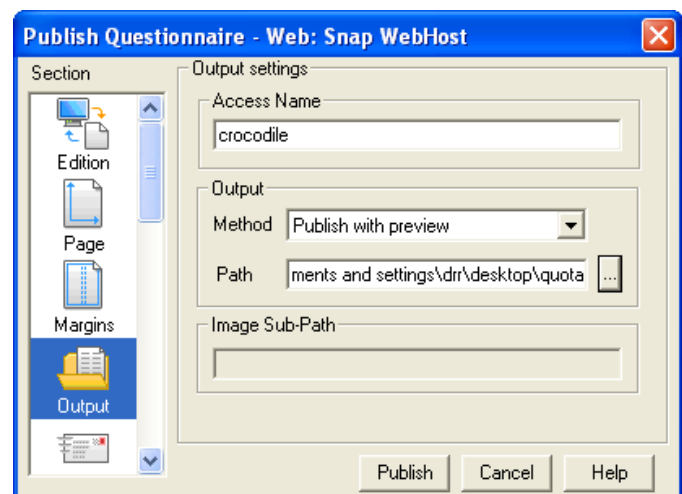
8. Navigate to an empty folder or create a new folder which is empty. Snap will create at least 20 files in that folder and you don't want those files cluttering up other folders. After the folder is selected, choose **Open**

9. Click **Publish**

After the folder is selected, choose **Open**

9. Click **Publish**

A **.zip** file is now created in the folder from Step 5 with the name of the survey



10. Open a browser and type - **survey.svsu.edu** - into the address bar.
11. Type your SVSU **username** as the login and type your assigned **password**.
12. Click **Upload a new survey** from the top-right of the screen
13. Click **Browse**
14. Navigate to the **.zip** file created in Step 6.

Note that if you are not viewing the files extensions and have WinRAR installed, the icon of the .zip file will be a stack of books. Windows .zip files look like a folder with a zipper on it .



15. Select it and click **Open**
16. Click **Upload Archive**

You should get a confirmation saying that the survey has been **uploaded successfully**. Your survey must be Started before it is accessible to the public.

Start a Survey

You can distribute the preview link for a survey to Clients before Starting the survey to make it live to the public. To start a survey:

1. Log in to Snap Online - **survey.svsu.edu**
2. Click the **name** of the survey you would like to start
3. Click the **Setup** tab
 - a. Make adjustments to any project settings that are needed (see User Settings section below for a description of your options)
4. Click the **Summary** tab
5. Click **Start Questionnaire** at right of window
6. Distribute the Survey **link at top-left** by Email or VSpace
7. When the survey should be exhausted, come back to Snap Online to download results

User Settings

After logging in, you will have access to update settings on your account. Some settings are per survey, this includes:

General Project Settings

- **Start date:** Click the calendar to set the date at which the questionnaire is planned to be made available.
- **End date:** Select a date at which the questionnaire is to be withdrawn.
- **Email from name:** If Email invites are used, they will appear to come from this person.
- **Email address from:** If Email invites are used, they will appear to come from this address.
- **Project time zone:** Choose a time zone.
- **Automatically adjust clock:** Select if the survey time is to adjust to daylight savings time.
- **Enable database updates:** Allow live updating of database respondents.
- **Password:** Create a password for those respondents to use.

Project Contact Settings

- **Email:** Contact Email for the survey. Can be used in Email Invites
- **Name:** Contact name for the survey. Can be used in Email Invites
- **Phone:** Contact telephone number for the survey. Can be used in Email Invites

Response Settings

- **Enable respondent login:** Check this box if you want respondents to login. This will only work if you create a database link in Snap.

- **Allow multiple responses:** Check this box if you want each respondent to complete the questionnaire multiple times. This is only available if Enable Respondent Login is selected.
- **Include respondent details in survey data:** If checked, login details will be copied into the data. If it is not checked, logins are still authenticated, but respondents remain anonymous at the analysis phase.
- **Secure survey:** Check this box to secure the survey from electronic eavesdropping.
- **Running partial responses:** Check this option to give the respondent the ability to stop and subsequently restart answering the questionnaire. If they SAVE the survey, respondents are offered a link to resume the survey from the saved position. This is not the case if respondents CLOSE the survey window before saving.
- **Email responses:** Check the box if you also want a copy of the responses Emailed to you as soon as they are collected.
- **Collate responses:** Check the box if you want responses saved on the server ready for you to download any time.
- **Loop back to start after each iteration:** If multiple versions of the survey are available, check the box to return to the list of versions available once a previous one has been completed.

Change Your Password


1. Open a browser and type - **survey.svsu.edu** - into the address bar.
2. Type your SVSU **username** as the login and type your assigned **password**.
3. Click **My Account** at top left.
4. Type your new password into the **Password** and **Repeat password** fields.
5. Click **Save**

Collect Respondent Data

A – Download Data from Online

- A.1 After **logging in** to Snap Online, choose the **Surveys** section
- A.2 Click the **name of the survey** to open the details of that survey
- A.3 Click **Interviews**
- A.4 Click **Summary**
- A.5 Click the **Download Completes** link (If you have downloaded data before, a Previous Downloads button becomes available for other clients who wish to download the data to their computer)
- A.6 Choose to **Save** the file
- A.7 Navigate to the location where you would like to save the data

B – Import Data to Snap 10

- B.1 **Open** your original survey into Snap 10
- B.2 Click the **Data Entry**  button
- B.3 Choose **File -> Import**
- B.4 Set the Format to be **Mail format from text** files
- B.5 Click the **Browse** button to navigate to the data file saved in the above steps.
- B.6 Click **OK** to import the responses

**** If you download and import the same data (by choosing Previous Downloads) to the same copy of Snap 10, the cases will be duplicated!!**

Remove a Survey

6. BEFORE COMPLETING THIS STEP be sure to have downloaded all data needed for the survey.
7. Open a browser and type - **survey.svsu.edu** - into the address bar.
8. Type your SVSU **username** as the login and type your assigned **password**.
9. Note: Surveys must be stopped before they can be removed.
Click the **filename** of the survey you wish to remove from online.
10. Click **Stop Questionnaire** at right of screen.
11. Click the word **Surveys** at the top of the screen.
12. Click the **Delete** button within the same row of the survey you wish to remove.
13. A confirmation screen will appear, click **Delete** again or click Cancel to keep the survey online.

Analysis

Types of Tables

Frequency Table

A table of results for either single or multiple variables. Use **WITH or :** to link them together. The maximum number of rows or columns is 2000 values. No value should appear in the Break field.

Content

Analysis: Q2

Break:

Transpose

Calculate: Counts & Percents

Base	204 100 %
Frequency of visit	
Daily	18 9 %
Twice a week	35 17 %
Weekly	64 31 %
Monthly	87 43 %

Cross-tabulation

Any combination of variable names can be supplied, linked together with operators such as **WITH, :, or PER.** Variable names should appear in both the Analysis and Break fields.

Content

Analysis: Q4

Break: Q9

Transpose

Calculate: Counts & Percents

	Total	Age					
		Under 18	18-24	25-34	35-44	45-54	55+
Base	204	59	43	38	36	20	8
Items ordered							
Hamburger	105 51 %	32 54 %	28 65 %	20 53 %	13 36 %	9 46 %	3 38 %
French fries	136 67 %	44 75 %	30 70 %	23 61 %	25 69 %	9 46 %	5 63 %
Pizza	39 19 %	17 29 %	6 14 %	3 8 %	8 17 %	5 26 %	2 25 %
Salad	22 11 %	5 8 %	5 12 %	4 11 %	3 8 %	4 20 %	1 13 %
Ice cream	35 17 %	8 14 %	7 16 %	3 8 %	7 19 %	8 40 %	2 25 %
Coffee/tea	95 47 %	8 14 %	18 42 %	26 68 %	23 64 %	15 75 %	5 63 %
Soft drink	99 49 %	39 66 %	18 42 %	17 46 %	17 47 %	5 26 %	3 38 %
Other	106 52 %	22 37 %	26 60 %	22 58 %	23 64 %	8 40 %	5 63 %

9/16/2010, Instructions by the ITD Lab, x7471

Grid Table

The word **GRID** can be typed in the Break field, but the word **TO** or **~** or **a comma ,** will ensure that Snap automatically interprets the instruction as a grid table.

Content

Analysis: Q6.a to Q6.e

Break: GRID

Transpose

Calculate: Counts & Percents

Counts Analysis % Respondents	Base	Speed of service	Cleanliness	Parking	Quality of food	Choice of food
Total	1018	204	204	202	204	204
Very Poor (-2)	161 16%	12 6%	25 12%	56 28%	32 16%	36 18%
Poor (-1)	278 27%	39 19%	33 16%	78 39%	60 29%	68 33%
Good (1)	278 27%	97 48%	60 29%	29 14%	56 27%	36 20%
Very Good (2)	209 21%	52 25%	78 38%	3 1%	36 18%	40 20%
Don't know (0)	92 9%	4 2%	8 4%	36 18%	20 10%	24 12%
Mean	0.09	0.68	0.65	-0.77	0.02	-0.12

Holecount

The word **COUNT** is normally entered in the Break field, although it will operate in the Analysis field.

Content

Analysis: Q2 to Q10

Break: COUNT

Transpose

Calculate: Counts & Percents

	Total	Holecount							
		Code 1	Code 2	Code 3	Code 4	Code 5	Code 6	Code 7	Code 8
Frequency of visit	204	18	35	64	87	-	-	-	-
Adults	204	204	-	-	-	-	-	-	-
Children	203	203	-	-	-	-	-	-	-
Items ordered	204	105	136	39	22	35	95	99	106
Other items ordered	105	105	-	-	-	-	-	-	-
Amount spent	139	139	-	-	-	-	-	-	-
Speed of service	204	12	39	97	52	4	-	-	-
Cleanliness	204	25	33	60	78	8	-	-	-
Parking	202	56	78	29	3	36	-	-	-
Quality of food	204	32	60	56	36	20	-	-	-
Choice of food	204	36	68	36	40	24	-	-	-
How do you rate the overall performance of...	204	204	-	-	-	-	-	-	-
Comments	164	164	-	-	-	-	-	-	-
Tell us about yourself	-	-	-	-	-	-	-	-	-
Age	204	59	43	38	36	20	8	-	-
Gender	204	108	96	-	-	-	-	-	-



Descriptive Statistics

The word **STATS** is entered in either the Analysis or Break field. Statistics can be calculated on any variable although most benefit is achieved variables with a Quantity response type.

Counts Respondents	Adults	Children
Total	204	204
Descriptive Statistics		
Count	204	203
Sum	330	261
Minimum	1	0
Maximum	6	6
Range	5	6
Mode	1	1
1st Quartile	1	0
Median	1	1
3rd Quartile	2	2
Mean	1.62	1.29
Standard Deviation	0.99	1.26
Variance	0.98	1.59
Standard Error of the Mean	0.07	0.09
Skewness	1.82	1.16
Kurtosis	3.06	1.38

Create a Table

Frequency tables are the quickest and easiest method of tabulating single questions. Snap is able to produce results by simply specifying the name of the question or questions.

- Click the Results Table button  to create a table. The Results Definition dialog box will appear.
- In the Analysis field, type a question name like **Q2**. Note that the label for the question will become the table header i.e., "Frequency of Visit".
 - If you are unsure of what the question name would be, click on the Variables button  to view a list of all the questions and labels contained in the questionnaire.
- Select **Counts & Percents** from the Calculate dropdown list.

4. Select the calculations you need from the Show Options list.
 - a. Counts will return the number of respondents who gave a specific response.
 - b. Analysis Percents will return the percentage of respondents who gave a specific response based off of the number of respondents to that question.
 - c. Base Percents will return the percentage of respondents who gave a specific response based off of the number of respondents to the survey.
5. Press OK and the table will be built.
6. To save the table, click the Check button.

The screenshot shows a table on the left and a 'Results Definition' dialog box on the right. The table has a 'Base' of 204 and rows for 'Frequency of visit' (Daily, Twice a week, Weekly, Monthly) with counts 18, 35, 64, and 87 respectively. The dialog box is set to 'Table' type, 'Report Band Salmon + Green' style, 'Analysis q2', and 'Calculate Counts & Percents'.

	Base
Base	204
Frequency of visit	
Daily	18
Twice a week	35
Weekly	64
Monthly	87

Single Question Table

The screenshot shows a cross-tabulation table on the left and a 'Results Definition' dialog box on the right. The table has a 'Base' of 204 and rows for 'Frequency of visit' (Daily, Twice a week, Weekly, Monthly) with counts 18, 35, 64, and 87. The columns are 'Age' categories: Under 18, 18-24, 25-34, 35-44, 45-54, and 55+. The dialog box is set to 'Table' type, 'Report Band Salmon + Green' style, 'Analysis q2', 'Break Q9', and 'Calculate Counts & Percents'.

	Base	Age					
		Under 18	18-24	25-34	35-44	45-54	55+
Base	204	59	43	38	36	20	8
Frequency of visit							
Daily	18	5	5	4	-	-	-
Twice a week	35	11	8	8	-	-	1
Weekly	64	16	8	16	16	4	4
Monthly	87	23	22	10	13	16	3

Cross-Tabulation Table

	Base	Very Poor	Poor	Good	Very Good	Don't know
Base	1018	161	278	278	209	92
Speed of service	204	12	39	97	52	4
Cleanliness	204	25	33	60	78	8
Parking	202	56	78	29	33	1
Quality of food	204	32	60	56	36	20
Choice of food	204	36	68	36	40	24

Results Definition

Definition | Notes/Titles | Base/Labels | Cells | Summary S

Type: Table | Style: Report Band Salmon + Greer

Content: Analysis Q6.a to Q6.e

Break: []

Transpose



Calculate: Counts & Percents

Grid Table

Advanced Features

- Ranking (Toolkit Option)
- Routing (Ask questions based on responses to previous. i.e., If No, go to question 8.)
- Seeding (Insert text responses into a question. i.e., You answered that you prefer Hamburgers, what topping do you like on your Hamburgers?)
- Set Minimum and/or Maximum responses for checkbox responses (i.e., check 4 responses)
- Check validity of responses (i.e., please enter a number between 1-10, or Enter an Email address)
- Email Invites
- Survey Paks (Stored questions on Personal Info, Household Info, Socio-Economics, Employment, Goods & Services, Leisure Activities, Regions, Scales Measures & Open Questions, and Headings Instructions & Messages)
- Pre-populate answer fields with information from a database. (i.e., after logging in, Snap displays the address of the responder in the address answer fields)
- Option to offer the survey securely – encoding answers when the user submits
- Slider controls
- Exclusive multi choice answers (i.e., None, Never, None of the above)
- Mask – Auto Answer (i.e., If user responds that they like only pears, there is no need to ask additional question on what their favorite fruit is)
- Respondent Login

Tips

- Text box length is 9,999 characters
- **[Ctrl] [+]** makes open ended question boxes larger, **[Ctrl] [-]** make them smaller
- **[Ctrl] [S]** inserts a page break
- **[Ctrl] [A]** inserts a column break
- Add "Other" box – **[Ctrl] [Enter]** while within a multi-choice question
- **[Page Down]** to move to the question below
- **[Page Up]** to move to the question above
- **[Ctrl]** and **[Up Arrow]** or **[Down Arrow]** to move a question up and down within the questionnaire
-  deletes a question
- **[Backspace]** deletes an answer
- **[Enter]** adds new question
- **[Tab]** adds additional answer
-  Save