SurveyMonkey 101: How to Create Basic Surveys with SurveyMonkey
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I. SETTING UP A SURVEY

1. Go to www.surveymonkey.com and **create a free account**

2. You will receive an email prompting you to **verify your email address**

3. Verify your account and go back to the SurveyMonkey page

4. Click on **Create Survey** in the top right-hand corner of the landing page

5. Click on **Start from Scratch**

6. **Name your survey** and click on **Create Survey**, which automatically takes you to the "Design Survey" tab

7. The left side bar provides you with all tools you need to create a survey. Click on the **Builder** drop-down menu and you will see different survey question and builder options

8. Try to create the following survey example below, by **dragging and dropping the survey question type** you need into the survey field on the right (alternatively click on add next to the question type). **Enter the question and answer options** below and click **Save.**

SURVEY PRACTICE: QUESTION TYPE EXAMPLES

<u>Multiple Choice</u> (only one answer possible)

1.) Overall, how satisfied where you with xyz?
    Very satisfied, Somewhat satisfied, Neither satisfied nor dissatisfied,
    Somewhat dissatisfied, Very dissatisfied

<u>Tip:</u> If you would like to require respondents to answer a specific question, click on **Option** at the top of the question field and check **Require an Answer to This Question**

<u>Checkboxes</u> (multiple answers possible)

2.) How did you first hear about xyz?
    Website, Flyer, Word-of-mouth, Radio, Television

<u>Tip:</u> If respondents should provide you with other examples, click **Add an "Other" Answer Option or Comment Field** below the Answer options fields. Choose **Display as Answer Choice** and the Other (please specify) field will be added as an answer option (adjust the label name if needed). Check **Display as Comment Field** if respondents should comment on, e.g., their selected answer without making this field an answer choice.

Dropdown

3.) What is your state of residency?
   Alabama, Alaska, American Samoa, Arizona, Arkansas, California

Single Textbox

4.) What year were you born?

Tip: Click on **Options** in the question field and check **Validate Answer for a Specific Format**, if you would like specify the format type of the answer (e.g., specific length, date)

Comment Box

5.) Do you have any other comments, questions, or concerns?

Now your survey questions are in place! Fine-tune your survey by adding some of the following options from the **Builder** menu (left side panel).

6.) Include an **intro page** before your first question. Tell your respondents something about your survey (e.g., purpose, time needed to answer the survey, anonymous?, contact info)

7.) Break your survey into different pages (logical segments) by including a **…page break**. Name your different pages by clicking on **Page Title** below your page break (e.g., demographic information, marketing)

9. After you added the survey questions, you have the option to change the layout of the survey. Click on **Themes** in the command panel at the left side of your screen to change the theme of your survey.

10. If you would like to include, e.g., a progress bar or page numbers, click on **Options** in the command panel at the left side of your screen. Make adjustments where needed.

11. To preview your final survey, click on **Preview & Score** in the top bar. Try out your survey and make adjustments in the Design Survey field if needed. Your answers will not be saved in the preview mode.

   Tip: Always preview your survey before sending it out. You may want to share the URL of the preview survey (just copy and paste the link) with colleagues for additional feedback.

II. DISTRIBUTING A SURVEY

1. Now you are finished designing and testing your survey. To send out the survey to participants, click on the green **Next** button at the top right-hand side of your survey page. You will see different options to send out your survey.

2. Let's assume you would like to embed a link to your survey into a separate email that you will send to your participants. Click on **Get Web Link.**

3. Open your email program outside of SurveyMonkey and write an invitation to participate in your survey (similar to the one you wrote in the intro section of the survey). **Copy and paste the web link** provided into this email.

4. Before you send out your email, make your survey anonymous (skip this step if your survey is not intended to be anonymous). Below the web link, you see a box with more survey options. Click on **Anonymous Responses** and **On, your respondents will be anonymous.**

5. **Email your link** to your designated respondents.

   Tip: You might want to consider sending out reminders to increase your response rate.

III. AFTER YOUR RESPONSES ARE COLLECTED: ANALYZING A SURVEY

1. After you finished collecting responses, click on **My Surveys** in the header bar to get to your survey summary page and to see the number of responses collected.

2. To analyze your data, go into your survey and click on **Analyze Results** in the header bar. SurveyMonkey will summarize your data and display the results as charts.

3. To see individual responses, click on **Individual Reponses** above the first survey result area.

Further Tips:

- If you do not want to create a survey from scratch, a variety of survey templates are available in the free version (Dashboard → Create Survey → Choose a Template). Browse through these templates to get a feel for the different surveys and survey questions.