I. SETTING UP A SURVEY

1. If you have not created a login yet, go to www.surveymonkey.com and create a free account
2. You will receive an email.
3. In this email Click on Start Now (If you have already set up an account, login and go to the landing page)
4. Click on Create Survey in the top right-hand corner of the landing page
5. Choose Start from Scratch in the left side column
6. Name your survey, choose One question at a time, 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
8. Go to the icons on the far left of the screen and choose the second icon from the top (Builder)
9. Click on Builder and you will see different survey question and builder options
10. Try to create the following survey example from the textbox 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 after each question entry

SURVEY PRACTICE: QUESTION TYPE EXAMPLES

Choose: Multiple Choice (only one answer possible)

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

Choose: Checkboxes (multiple answers possible)

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

Tip: If respondents should provide you with other examples, 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)
If you would like respondents to comment on, e.g., their selected answer without making this field an answer choice, check **Display as Comment Field**

**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** over 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?*

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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?, your contact info)

7.) Break your survey into different pages (logical segments) by clicking on **Page Break** and dragging it to the place in your survey where you would like to break the page. Name your different pages by clicking on **Page Title** below your page break (e.g., demographic information, marketing)

11. After you added the survey questions, try to change the layout of the survey. Go back to the icons on the far-left side of your screen, **choose Appearance** (third icon). Here, you can change the layout setting and the theme of your survey

12. Let’s include a progress bar! In the icons on the left-side of your screen, choose **Options** (fifth icon). Click “On” in the Progress bar setting

   By default, the survey is set in a way that respondents are required to answer each question. To change this (recommended!), turn the “**Required Asterisks**” in the **Options** field off

13. To preview your final survey, click on **Next** on the top right side of your survey field. Preview and try out your survey. If you need to make changes, go back to the Design Survey tab at the top of your survey page. If the survey looks good to you, click on **Next** on the top right side of your survey field
II. DISTRIBUTING A SURVEY

1. Now you 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. **Copy and paste the web link** provided into this email and embed it in a blank 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. To practice, you may want to email this link to yourself (in the future, you could email this link to your survey recipients).
   **Tip:** You might want to consider sending out reminders to increase your response rate

FOR FUTURE USE ONLY

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 Responses** 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