

# Survey Monkey

Source: [www.surveymonkey.com](http://www.surveymonkey.com) and [www.minedu.govt.nz](http://www.minedu.govt.nz)

"Intelligent survey software for primates of all species. SurveyMonkey has a single purpose: to enable **anyone** to create professional online surveys quickly and easily"

SurveyMonkey allows users to design their own online surveys using supplied templates and question types.

Surveys can be advertised to the intended audience via email, website links, or popup dialogs. Once the information has been submitted, SurveyMonkey has tools such as graphing and chart analysis. Information is in real-time and is therefore reliable. School administrators could use this application on their website or through email for community consultation, parent / student feedback, teacher issue voting (anonymous). Students could use it to post surveys for gathering statistical data for mathematical investigations. This service can be used at all levels, although a user login and password are required.

## Why you should choose the Monkey?

### #1 We make your life easier (and make you the hero)

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We give you all the tools you need to create your own surveys, and above all, we enable you to get it done **quickly and easily**. With both a **free version** and a professional version for only \$19.95 a month, SurveyMonkey easily **pays for itself** many times over.

### #2 We are flexible

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There are **no long-term commitments** or hidden charges when you use SurveyMonkey. You can sign up as a monthly customer, and use our services for as long as you need. Canceling your account is a **hassle-free**, one-click process.

### #3 We are intuitive

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We've sweated the details to enable you to create a survey and start collecting responses with a minimum of fuss. There is **no software to install**, and no complicated manual to spill coffee on. Our software is designed with one goal in mind: allowing people of all experience levels to easily create professional surveys.

### #4 We are powerful

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Despite our ease of use, our software is loaded with features that many of our competitors charge thousands for. Skip logic, advanced validation, total customization, and **more**.

### #5 We are limitless

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For only **\$19.95 per month**, you can create surveys with an **unlimited number of pages and questions**, and we'll even throw in 1000 responses each month for free (\$0.05 each for overage). As an annual customer, you can collect **unlimited responses** (plus you'll receive two free months!)

### #6 We are secure

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We employ multiple layers of security to make sure that your account and your data remains private and secure. We employ a third-party firm to conduct daily audits of our security, and your data resides behind the **latest in firewall and intrusion prevention technology**. For extra sensitive surveys, you can **add SSL to your account**, so that your data is collected in a totally encrypted environment.

### #7 We are large

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We are the **leading survey tool** on the web (ranked by Alexa), with over 80% of the Fortune 100 currently using SurveyMonkey. We've been serving surveys since 1999, and have been growing ever since. Our business is entirely supported by our customers, so our loyalty is with YOU, not advertisers.

## #8 We are small

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We believe that our customers are a non-renewable resource. When you email us during business hours (and sometimes after), you can expect to receive a reply in **2 hours or less**. We don't outsource our support, so you'll receive an answer from the people who are unhealthily obsessed with surveys (and monkey-related paraphernalia).

## #9 We are secretive

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In an age where personal data is traded like a commodity, SurveyMonkey pledges to **respect your privacy**. Any data that you collect is kept completely and absolutely confidential. We have never been affiliated with any third-parties, and we never accept any advertising.

## #10 We are listening

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Have a feature request? A suggestion? A complaint? We are always open to new ideas, and we always welcome constructive criticism. **The best ideas come from you.**

## For Example

### Linda Keefe, Shared Results International

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**Number of surveys created:** 71

**My favorite things about SurveyMonkey:**

"It gives us a powerful tool to learn what customers (and employees) want from us – and does it in about 80% less time. Also, SurveyMonkey offers a multitude of ways to customize the look and analyze the data."

**Why I love SurveyMonkey:**

"It's not just the time saved, it's also the ability to look "hip-slick and cool" for our customers. SurveyMonkey communicates that we're on the cutting-edge of consulting."