Comparison of free online survey tools

This document compares the <u>free versions</u> of a number of online survey tools available to students. Please speak to Joe the psychology technician if you have any questions, or want to add any you find useful to the list. If you are thinking about purchasing a paid version please also speak to Joe - you may have the option of clubbing together with others to save money.

If you can't bear to look at the table the take home message is: the free version of SurveyMonkey and Google Forms have big limitations. There are other options such as the free version of Qualtrics and SogoSurvey which overcome these problems, as well as being easier to use and offering more features. Click on the name of the survey or the guidance to take you to the webpages in the table below.

Good luck!

Joe

Name	Number of questions and responses in free version	Ability to export directly to SPSS, Excel and Word formats	Key benefits	Key disadvantages	Assessment	Link to guidance
Surveymonkey	10 questions and 100 responses	No to all – you will need to manually copy the data from surveymonkey's reports	Widely used so most people probably have experience of using it, easy to create surveys quickly, minimal branding on surveys	10 question limit may render it useless for a lot of purposes, slightly clunky to use compared to Qualtrics and Sogosurvey and you'll have to spend time extracting data to SPSS	You can work round the 10 question limit by using sub-questions, if you are OK with the questions having the same likert type responses (tip: use matrix format questions)	User manual
Qualtrics	Unlimited questions, 250 response limit on free version	Yes - Excel, SPSS and Word	Very clear and easy to use, very powerful options such as embedding video are all included in free version, exports directly to SPSS	Paid version is very expensive, respondents must put up with prominent "free account" branding on surveys	If you are expecting less than 250 responses the free version offers much more than SurveyMonkey	How to guide Guide for researchers
Google Forms	Unlimited	Export to Excel but not SPSS or Word	Straightforward and simple	Personal data is available on the internet	You must ensure you are happy for data to be available to anybody on the web (although they would have to specifically search for it)	How to guide
SurveyGizmo	Unlimited	Export to Excel and Word but not SPSS	Easy to get started	Free version only lasts 7 days	Let down by a very short trial period	Help videos
Sogosurvey	Unlimited surveys and unlimited questions in the "Plus Plan"	Export to Excel and Word but not SPSS	The "Plus Plan" ($12/month) is offered free to students	Data will need a little manipulation to put it into SPSS	A good deal if you are a student, but you will need to import the Excel file into SPSS	Take a tour User manual Sample surveys