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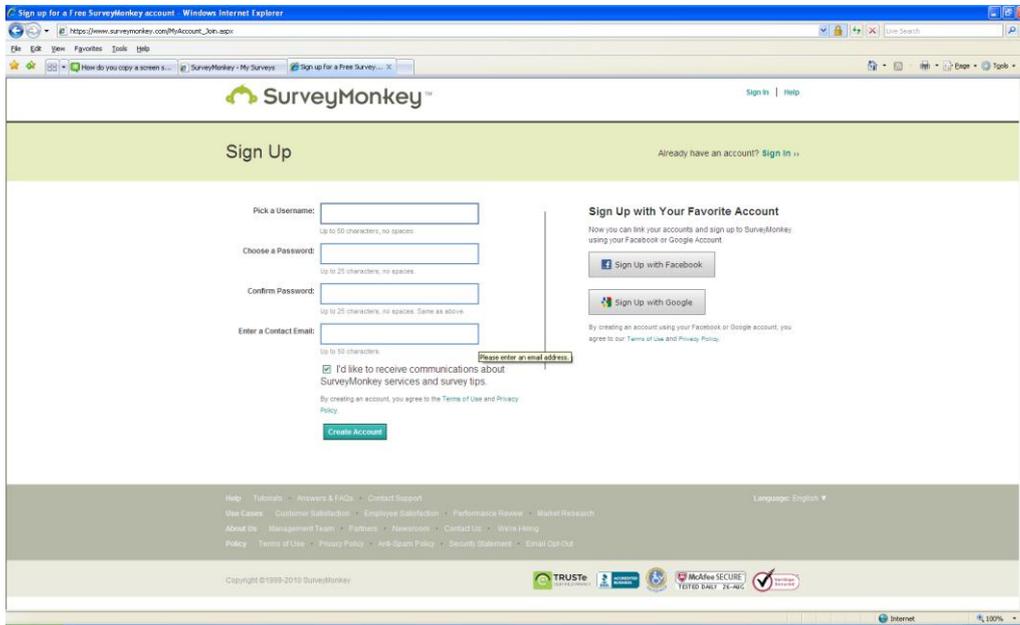
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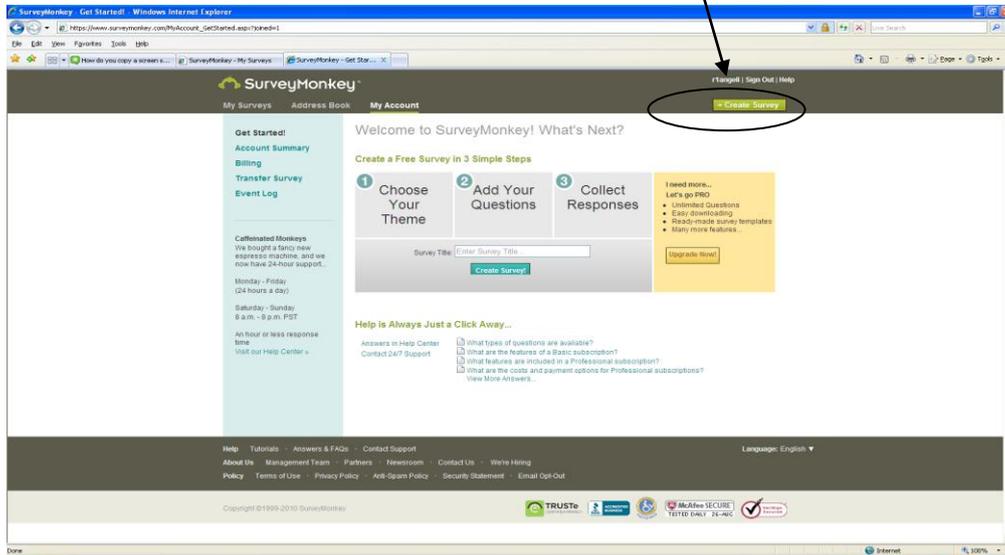
Version 2 – updated 31/01/2012

1) Create an Account

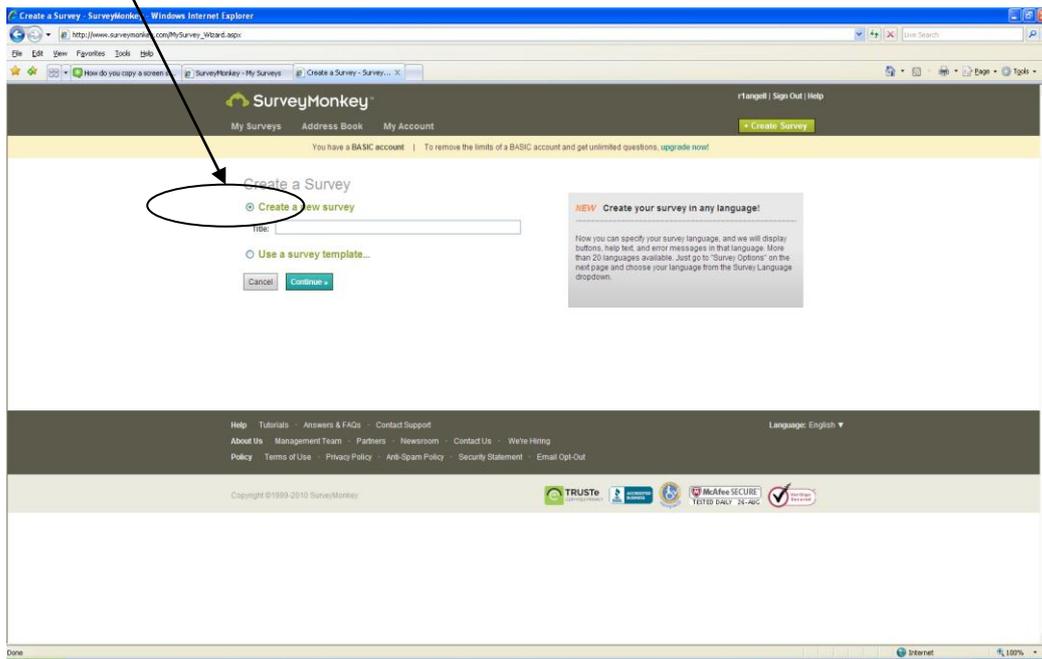
- Log onto: www.surveymonkey.com
- Click on 'Join for Free' – enter your personal details – i.e. password, username etc:



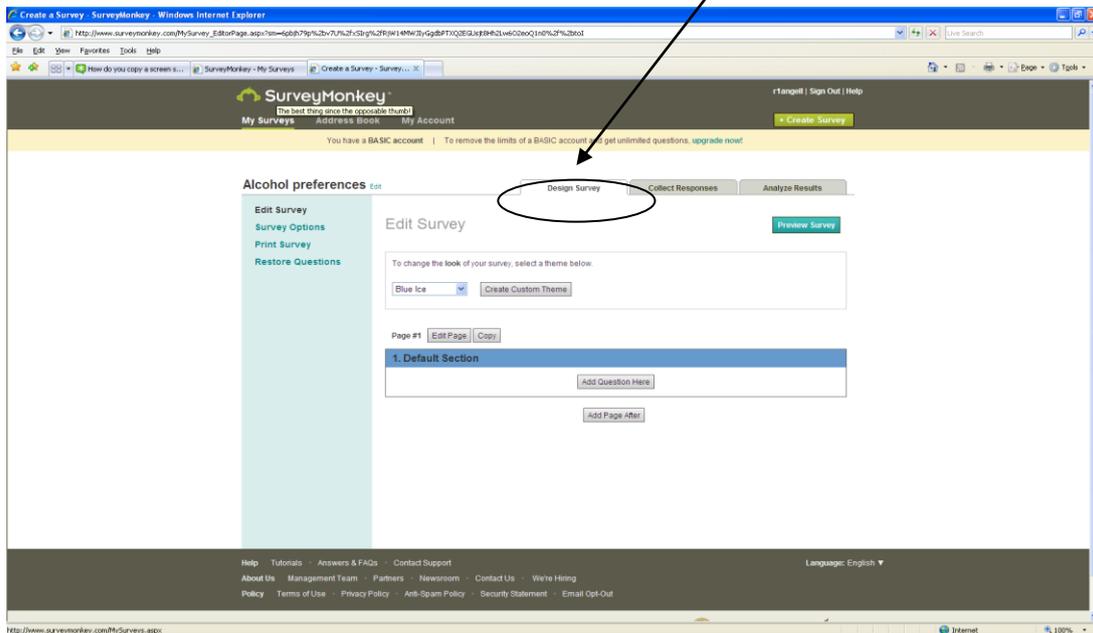
- Once inside the programme, click on 'Create Survey':



- Enter a title for your survey, i.e. **Alcohol Preference**. Then click on ‘**Create Survey**’.

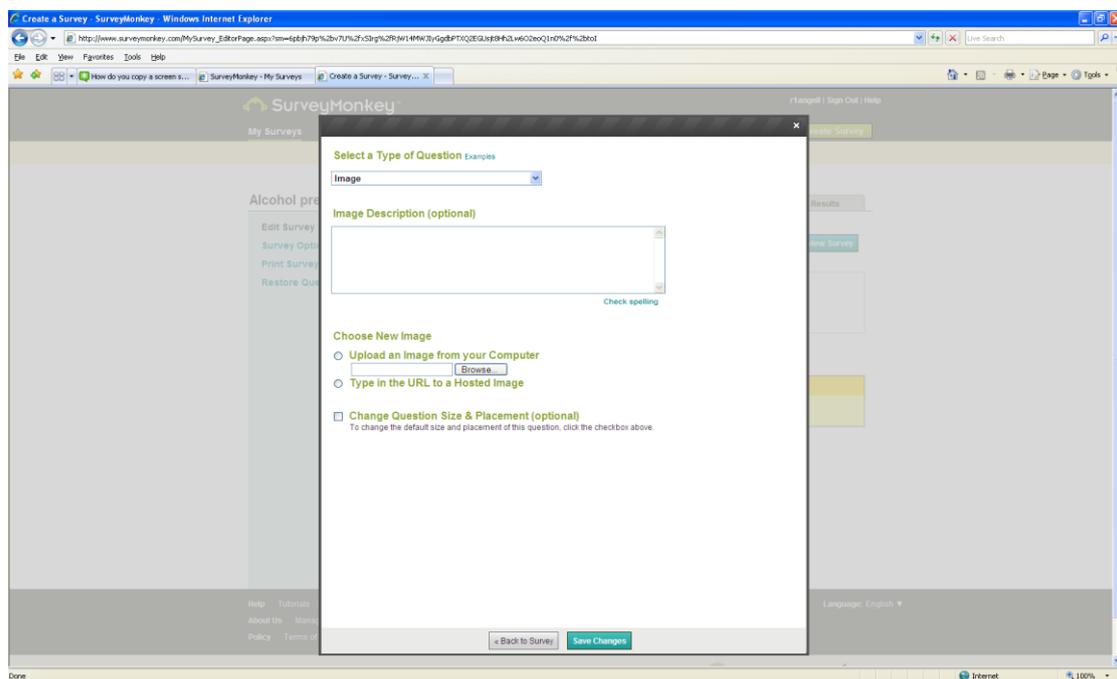


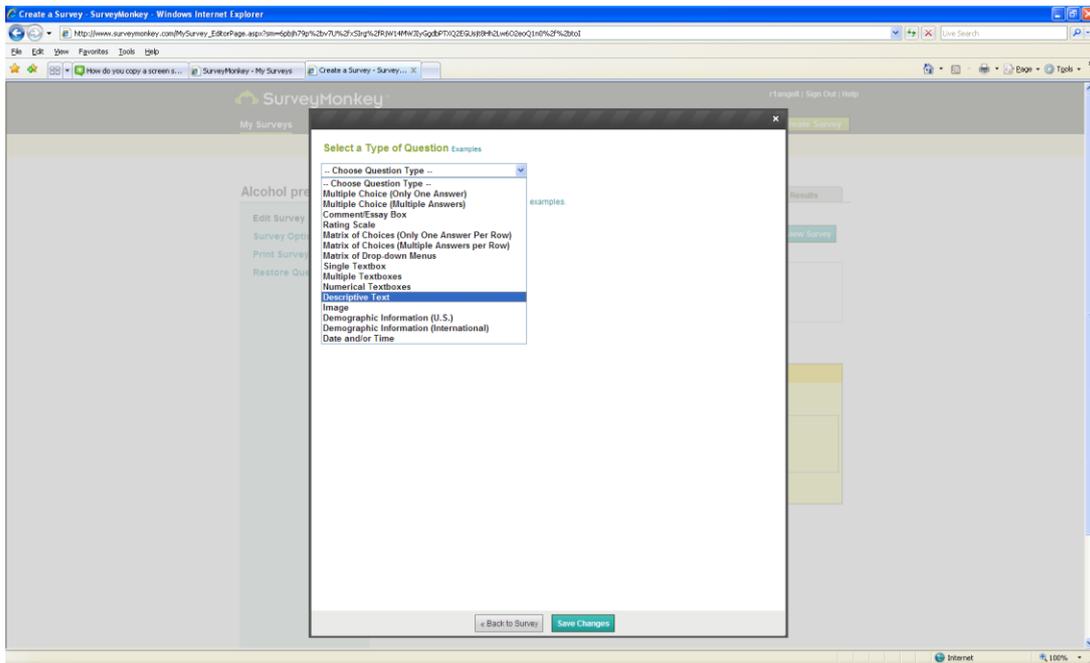
- The screen below shows **3** potential operations (Design, Collect, Analyse). At the moment, we are only interested in the **Design** function. Within the **design** mode we can use lots of combinations of questions, images etc. We are most interested in the **four** main question types you would normally use in this instance.



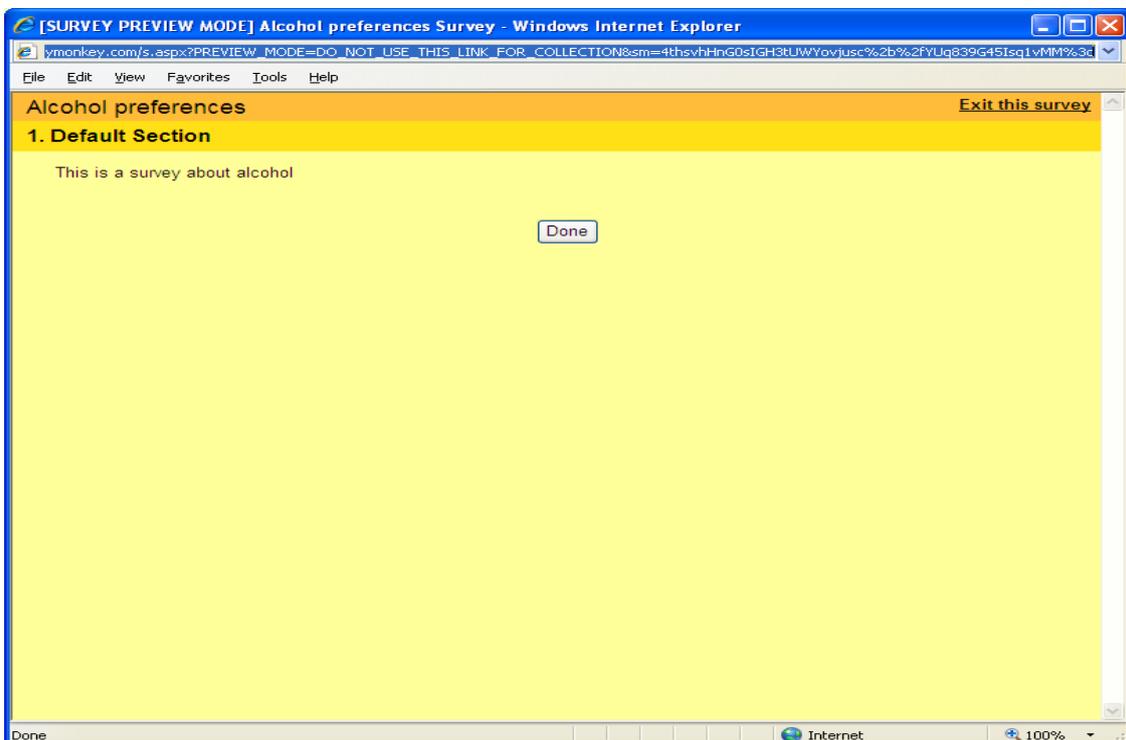
2) Designing the Survey

- Firstly choose a theme – in this example we use orange zest.
- Click on the ‘**Add a Question**’ box, it will give you a list of all the questions, images, texts that are available. A good start is to add an image – i.e. a logo, etc, and press ‘**Save Changes**’:
- Since we are going to explore what people favour with regard to alcoholic beverage, perhaps add a beer bottle or something from google images.





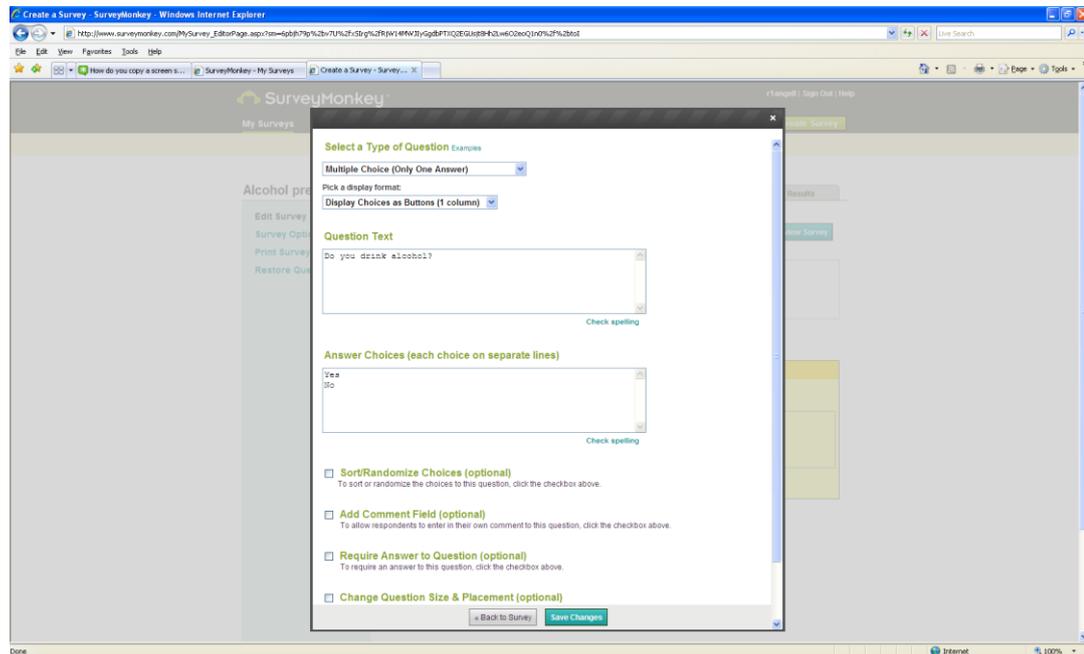
- You can **'Preview'** your design, so far, by clicking on the **'Preview'** box. It is also a nice touch to **'separate'** questions by adding **'Split Pages'** where necessary. This needn't be done for every question, but it is definitely worthwhile splitting the introduction and first questions up.



The next step is to start adding more questions. So, again, click on the add question box and choose from the list. In reality, there are approximately four question types one would use:

2.1) Multiple Choice (only one answer)

This type of question is best for dichotomous (i.e. male or female), and one tick questions (i.e. what is your favourite beer).



- Remember to put the question in the **'Question text'** box, and the answer choices (vertically) in the **'Answer Choices'** box. If you require an answer, which normally you would do, click on the **'Require Answer'** option. Click **'Save Changes'**, and move on to the next question.

2.2) Matrix (only one answer per row) – Attitudinal Statements

- This tends to be the most popular type of question in market research. We often call these rating scales and they are used to ask people about their feelings on a scale towards a product, service etc. For example, this is a standard sort of question we would use a matrix for:

Q) How important is it that your drink is cold when ordering the following drinks from a pub: (1 = V.Important; 5 = V. Unimportant)

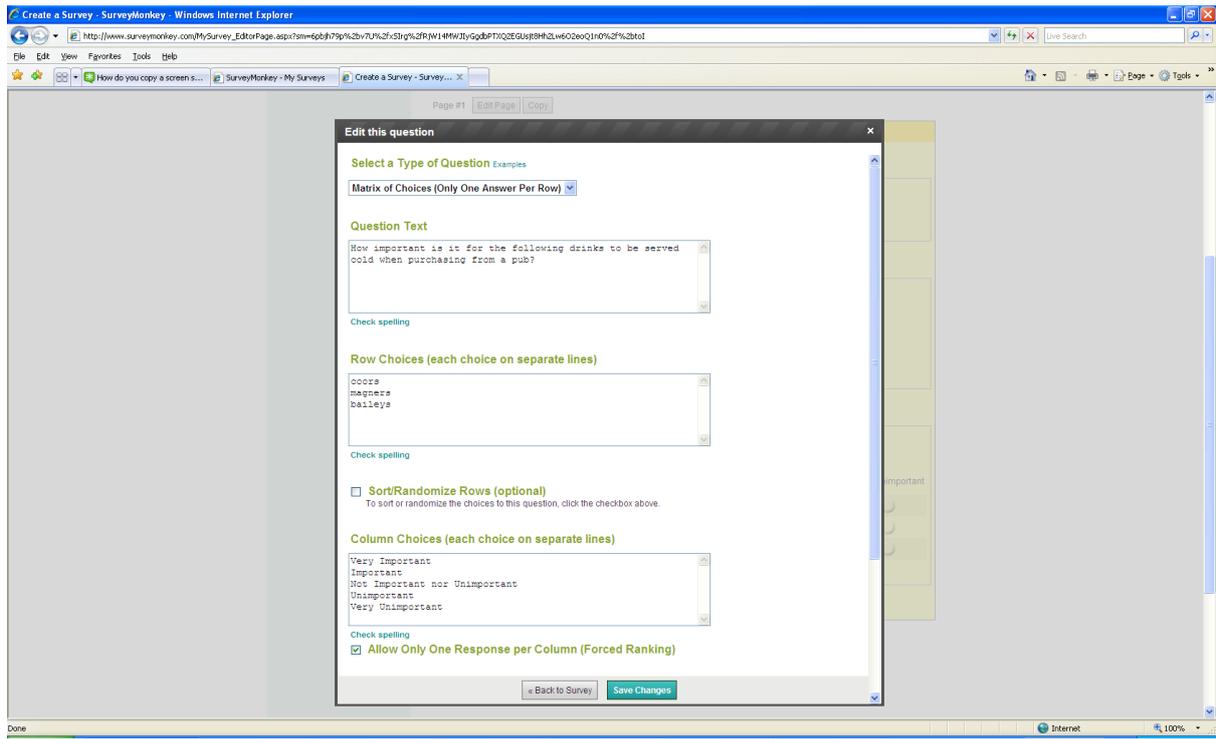
1 2 3 4 5

Coors

Magners

Baileys

- In SurveyMonkey, as before, click on ‘**Add Question Here**’, select **Matrix (only one answer per row)**, and fill in the boxes provided.



- Click on ‘**Save Changes**’!

2.3) Matrix (only one answer per row) – Order of preference

With this type of question you use exactly the same type of question as before. However, the objective is to identify the order in which the respondent rates a product or service against other alternatives.

A common question of this type may be:

Q) Please order the following drinks in order of preference (1 = prefer least; 5 = prefer most)

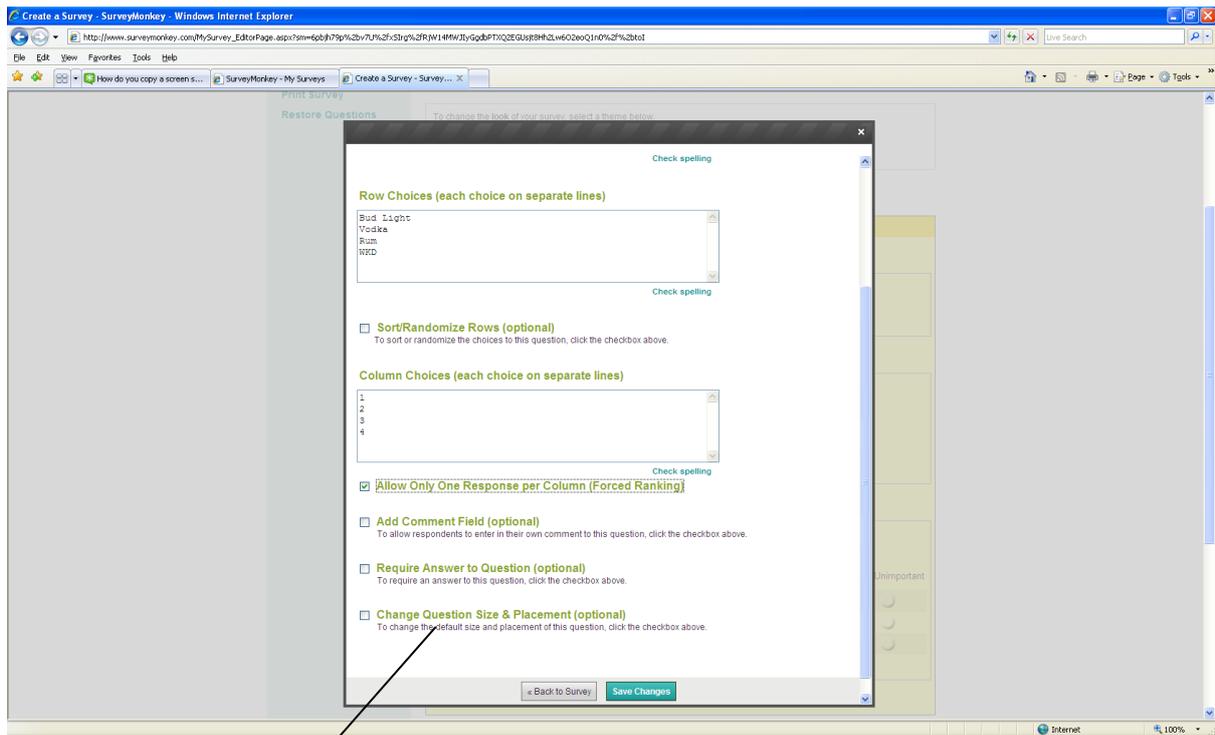
Bud Light

Vodka

Rum

WKD

- So, click on ‘**Add Question Here**’, select **Matrix (only one answer per row)**, and fill in the boxes provided.



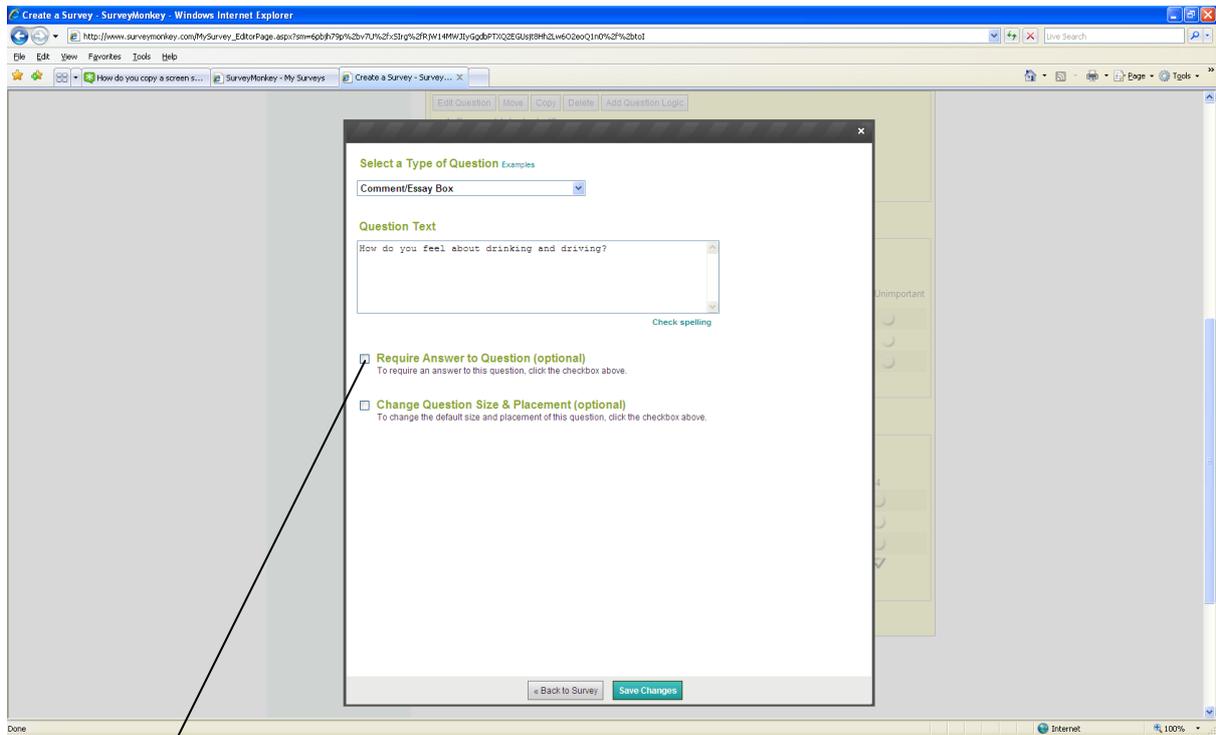
The Important thing here is to click the forced ranking box, make sure this is ticked. Click on '**Save Changes**'.

2.4) Open Ended Question

This type of question is mainly for qualitative data, i.e. words rather than numbers. It is essentially a box which the respondent can fill in. Example questions are:

Q) How do you feel about drinking and driving?

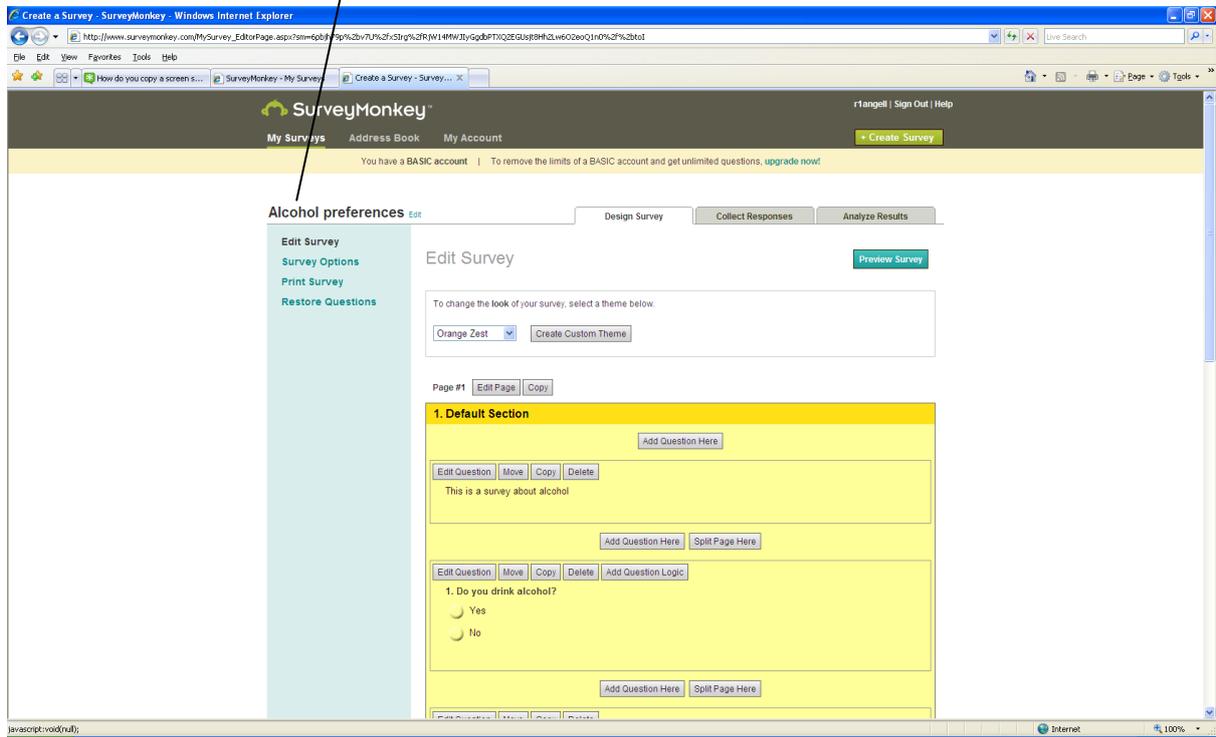
- Click on '**Add Question Here**', select '**Comment Essay Box**' – this allows long responses with no limits on word numbers. Fill in your question as before:



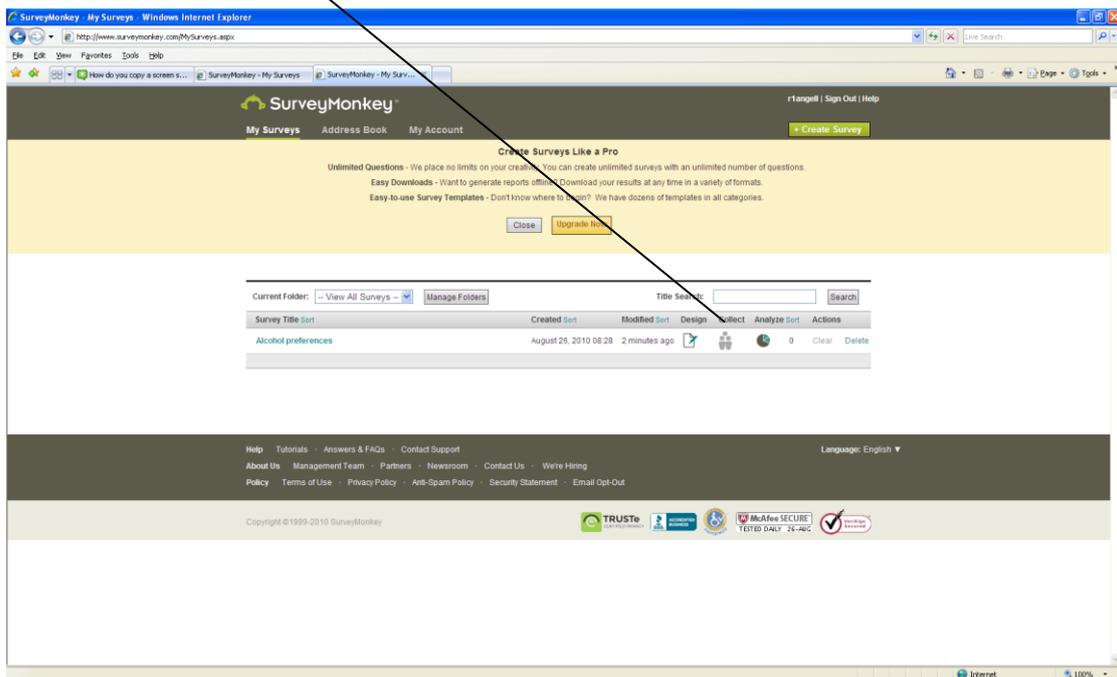
- Decide whether you want to insist they answer or not – we tend not to use this facility. **Click on SAVE CHANGES.**
- **Finally**, select the **Preview Survey** box, this will show you your survey. It will also give you an indication of where you would like page breaks etc.

3) Collecting Data

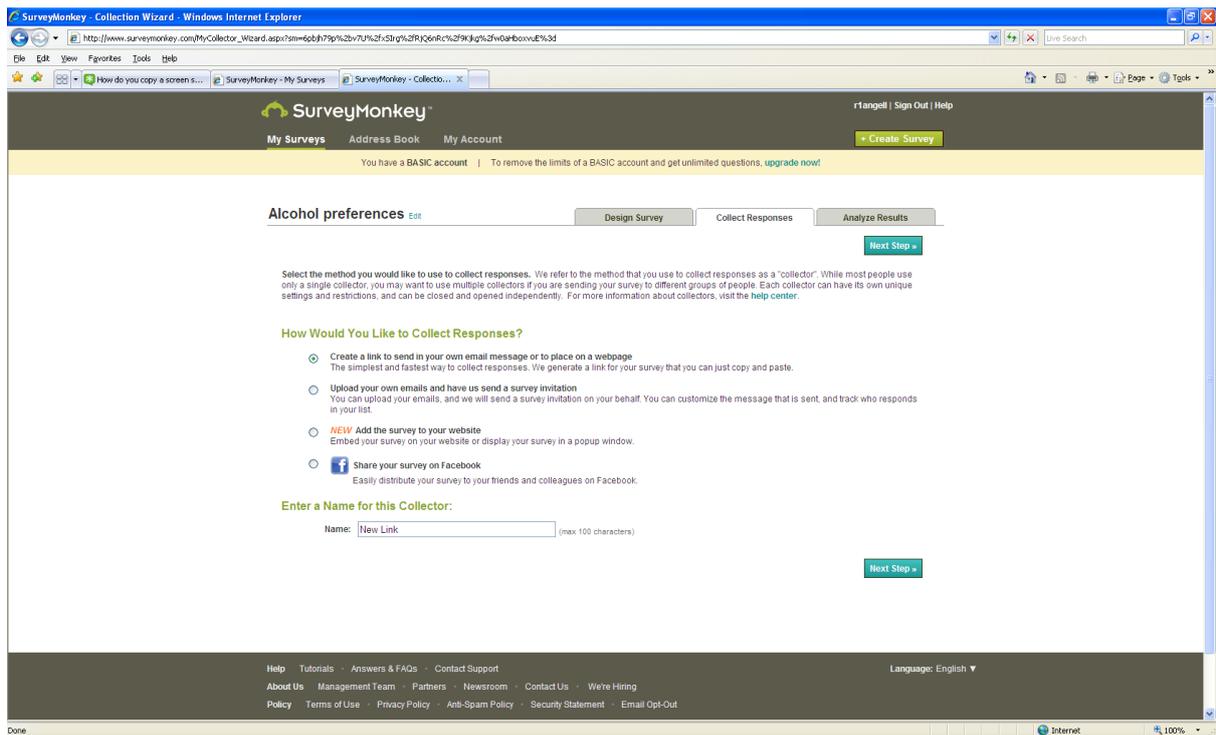
- Go back to the My Surveys screen:



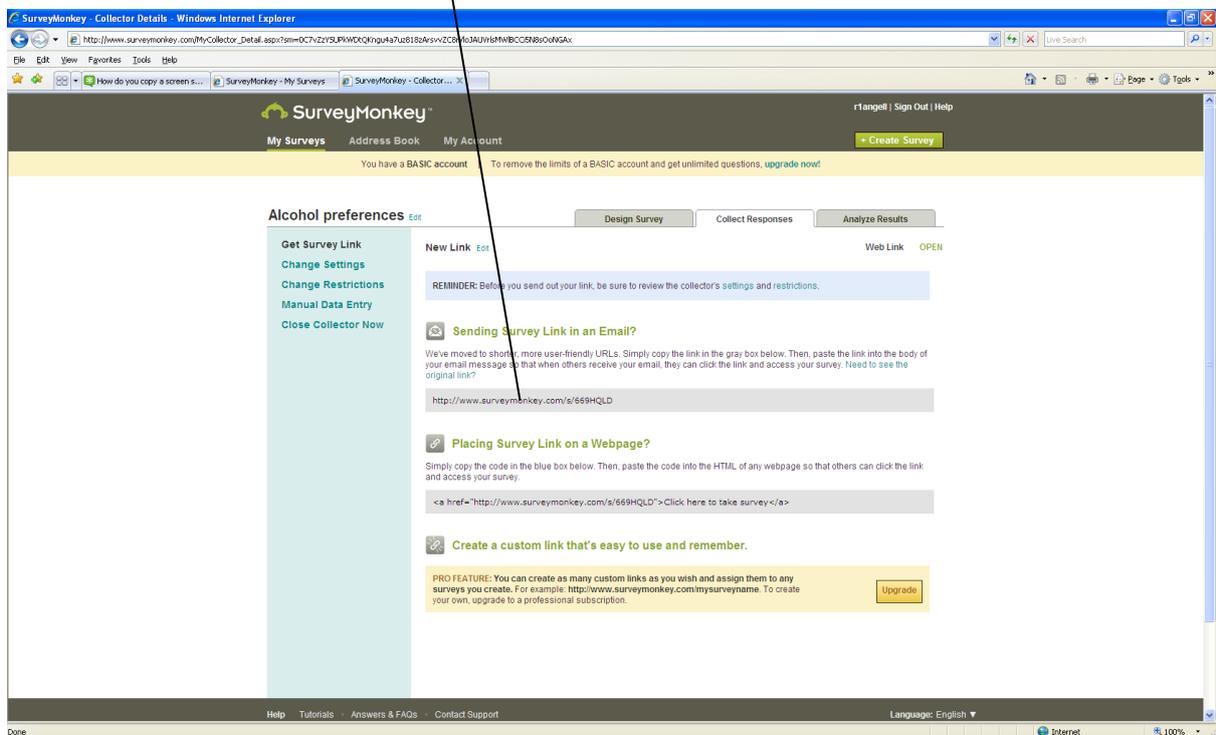
- Click on the 'Collect' icon.



- This is the screen you should see:



- The next job is to generate the web link – this is essentially the ‘address’ that the survey resides at – and therefore respondents are directed to when they want to complete it. **Click on ‘Create a Link’ and Next Step.** This gives you a link such as that below:



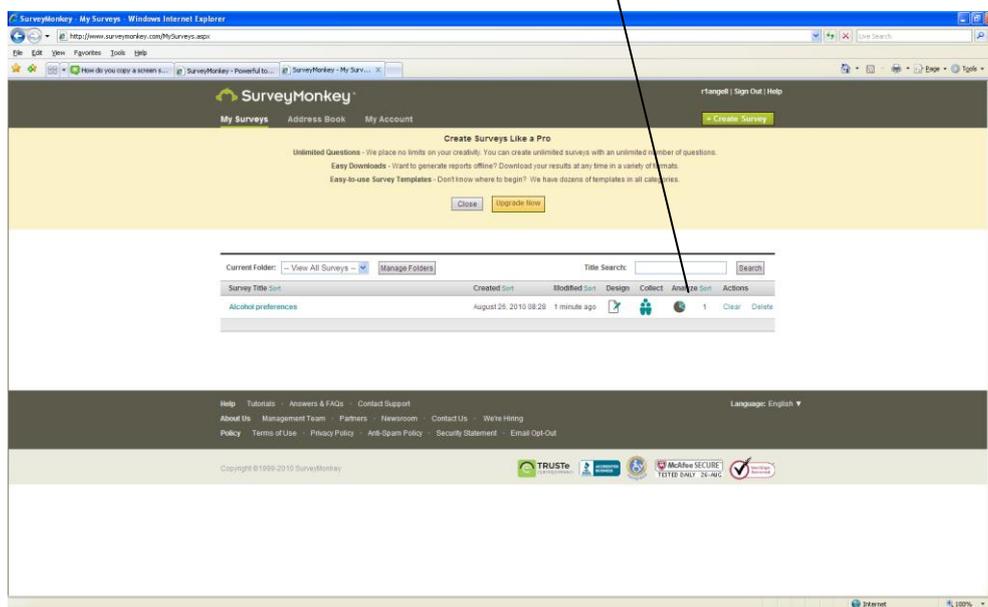
- You can now use this link to direct your respondents by email (i.e. sending an email with link) or other means (web page etc). Simply **Copy** and paste the link into an email and send it.

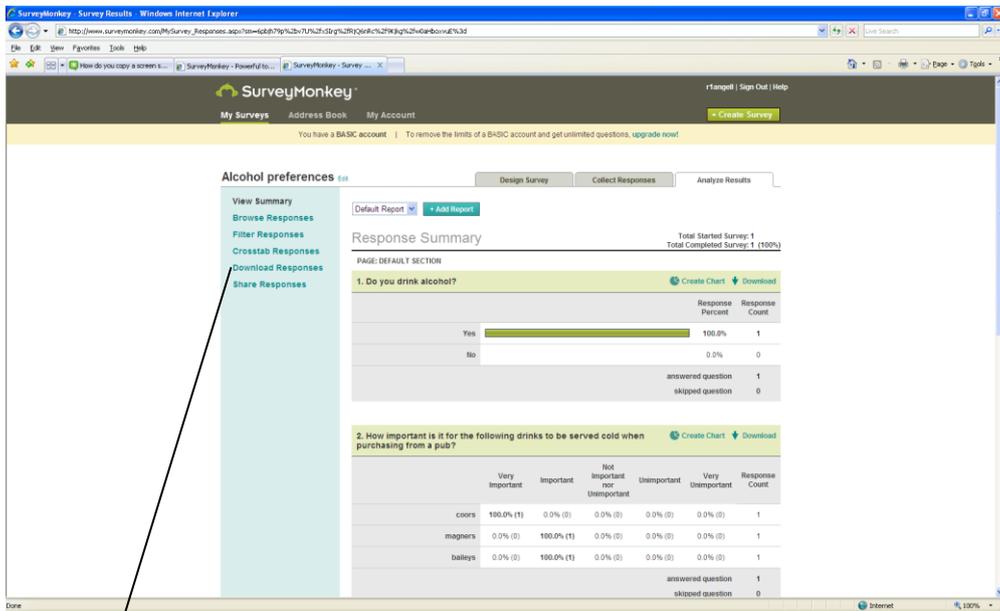
COPY YOUR LINK AND PUT IT INTO THE ADDRESS BAR TO VIEW YOUR SURVEY, FILL IT IN and press DONE

4) Analysing Results

SurveyMonkey will automatically analyse data. It will either present data by question (i.e. question 2) or respondent (i.e. respondent number 25).

- Go back to **'My Surveys'** and click on the **'Analyse Results'** tab:





- These buttons allow you to do many things, but you may need to pay for the professional subscription for this!