

1. Introduction

SurveyMonkey is a tool which can help you collect actual input from your target group, through questionnaires. Through the website you can create a diverse set of surveys, which answers will be collected in. The answers can be collected and compared in the systems of Survey Monkey.

SurveyMonkey can be found here: <https://www.surveymonkey.com/>

2. Description

SurveyMonkey is used to develop surveys and spread them among your target group. The website contain information which can be useful to understand your target group as well as other useful information before you create a survey. Once you have collected enough answers on your survey, Survey Monkey can also help you make an overview from the answers you have collected.

Surveymonkey walks you through all the steps you need when creating a survey, the extent of the survey depends on you and your needs.

When and how to use this tool

Depending on our needs you can also buy an account, these do have more possibilities than the free accounts, but this all depends on your needs. In the Free version you can create a survey up to ten questions, while the payed version gives you unlimited access. So it would be useful to look at what you would need before using the tool. If you do not want to include too much questions and ask too much from your target group, less questions might be more useful.

Once you have decided how many answers you want, you should send out the surveys to your target group. Sometimes this goes easily and at other this will take more time. Once you have received all the answers, you should analyse the answers of the survey. This can be done in Surveymonkey, but you can also make some conclusions yourself.

Material needed

Online Connection
Understanding of who you are aiming the survey at.

Resources

Links: <https://www.surveymonkey.com/>



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