



**SurveyMonkey.com**  
because knowledge is everything



Complete Creative Control



Powerful Survey Designer



Pick Your Collection Method



Have Us Send Your Survey



Powerful Reporting Tools



Download Your Results

Basic services are free –

Additional services may be added for a fee

The screenshot shows the SurveyMonkey.com homepage. At the top, there's a navigation bar with links for Home, Create Survey, My Surveys, Address Book, Join Now for Free, and Help Center. Below this, the main content area is divided into several sections:

- Already a Member?**: Includes a Member Login link.
- Want to Join?**: Includes a Join Now for Free! link.
- Learn More...**: A list of links for Feature Highlights, Video Tutorials, 10 Reasons Why, Pricing, Testimonials, and Company Info.
- Meet Our New Friend...**: A section for MailChimp, describing their email marketing services.
- The simple way to create surveys.**: A central section with a "Join Now for Free!" button and a description of the software's purpose.
- Design Your Survey**: A section with three sub-panels:
  - Designer**: Describes the intuitive survey editor with various question types and options.
  - Powerful Survey**: Shows a screenshot of a survey design interface.
  - Complete Creative Control**: Describes the ability to customize colors, sizes, and styles, and upload logos.
- Collect Responses**: A section with two sub-panels:
  - Pick Your**: Describes the flexibility in collection methods, such as via email or a link on a blog.
  - Have Us Send Your Survey**: Describes the integration with MailChimp for email-based survey distribution.
- Analyze Your Results**: A section with two sub-panels:
  - Powerful Reporting**: Describes real-time monitoring of results with graphs and charts.
  - Download Your Results**: Describes the ability to download data in multiple formats like spreadsheets or databases.



# Possible uses...

- Collection development
- Improve advertising and/or visibility
- Improve functionality of a service



# Before you start...

- Be clear about why you are conducting the survey
- The shorter the better – let potential respondents know how long the survey is
- Don't post a survey unless you plan to use the results





**title**



**What's on your playlist?**

**SAMPLE SURVEY**

- Collection development

**List the top five songs/artists on your playlist.**



**question**



survey title: **What's on your playlist?** [Edit Title](#) [ design survey ] [ collect responses ] [ analyze results ]

[Edit Survey](#) [Survey Options](#) [Print Survey](#) [Restore Questions](#) [Preview Survey](#)

To change the look of your survey, select a theme below.  
Blue Meanie  [New Theme](#)

[Add Page Before](#)

Page #1 [Edit Page](#) [Copy](#)

**1. Default Section** [Add Question Here](#)

[Edit Question](#) [Move](#) [Copy](#) [Delete](#)

**1. List the top five songs/artists on your playlist.**

One

Two

Three

Four


Five

[Add Question Here](#) [Add Page After](#)

# SURVEY LINK

Send it in an email

Post it on your website

 **SurveyMonkey.com**  
because knowledge is everything

Logged in as "Ashland Public Library Bookmobile" [Log Off](#)

[Home](#) [Create Survey](#) [My Surveys](#) [Address Book](#) [My Account](#) [Help Center](#)

You have a basic account. | To remove the limits of a basic account, including unlimited questions, [upgrade now!](#)

survey title: **What's on your playlist?** [Edit Title](#) | [design survey](#) | [collect responses](#) | [analyze results](#)

[Get Survey Link](#) | collector name: **What's on your playlist?** [Edit Name](#) type: **Web Link** status: **Closed**

[Change Settings](#) | **This collector is closed. To allow people to access your survey, you will need to [open this collector](#).**

[Change Restrictions](#) |

[Manual Data Entry](#) | **Sending Survey Link in an Email?**

[Open Collector Now](#) | Simply copy the link in the blue box below. Then, paste the link into the body of your email message so that when others receive your email, they can click the link and access your survey.

`http://www.surveymonkey.com/s.aspx?sm=7U_2bSYsvjg_2b1dlkSJXatVQ_3d_3d`

**Placing Survey Link on a Webpage?**

Simply copy the link in the blue box below. Then, paste the link into any webpage so that others can click the link and access your survey.

`<a href="http://www.surveymonkey.com/s.aspx?sm=7U_2bSYsvjg_2b1dlkSJXatVQ_3d_3d">Click Here to take survey</a>`



# RESPONSES

30 responded to survey



SurveyMonkey - Survey Results Page 1 of 1

**SurveyMonkey.com** because knowledge is everything Logged In as "Ashland Public Library Bookmobile" [Log Off](#)

[Home](#) [Create Survey](#) [My Surveys](#) [Address Book](#) [My Account](#) [Help Center](#)

You have a **basic account**. To remove the limits of a basic account, including unlimited questions, [upgrade now!](#)

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survey title: **What's on your playlist?** [Edit Title](#) [design survey](#) [collect responses](#) [analyze results](#)

current report: **Default Report** [Add Report](#)

**Response Summary** Total Started Survey: 30  
Total Completed Survey: 30 (100%)

Page: **Default Section**

1. List the top five songs/artists on your playlist.

		Response Percent	Response Count
	One	100.0%	30
	Two	100.0%	30
	Three	96.7%	29
	Four	93.3%	28
	Five	93.3%	28
answered question			30
skipped question			0

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**view**

Displaying 1 - 10 of 30 responses

&lt;&lt; Prev

Next &gt;&gt;

Jump To: 1

Go &gt;&gt;


# RESPONSES

find →

30 responded to survey

View all responses for  
number one song/artist



	Comment Text	Response Date
 F r d	1. Don't Stop the Music (by Rihanna)	Sun, 5/25/08 8:53 PM
 F r d	2. Casting Crowns	Sat, 5/24/08 9:03 AM
 F r d	3. John Michael Talbot	Fri, 5/23/08 1:38 PM
 F r d	4. Ernie Haas and Signature Sound	Thu, 5/22/08 4:56 PM
 F r d	5. Miley Cyrus	Thu, 5/22/08 10:31 AM
 F r d	6. Rush of Fools	Wed, 5/21/08 9:24 PM
 F i d	7. Jimmy Buffett	Wed, 5/21/08 11:50 AM
 F i d	8. Paul Simon	Tue, 5/20/08 10:00 PM
 F r d	9. Acappella	Tue, 5/20/08 6:29 PM
 F r d	10. Elton John	Tue, 5/20/08 5:33 PM

10 responses per page

1. Don't stop the Music (by Rhianna)
2. Casting Crowns
3. John Michael Talbot
4. Ernie Haas and Signature Sound
5. Miley Cyrus
6. Rush of Fools
7. Jimmy Buffet
8. Paul Simon
9. Acappella
10. Elton John



# RESPONSES

## View all responses for one respondent

1. Don't stop the Music (by Rhianna)
2. Glamorous (by Fergie)
3. Bubbly (by Colbie Caillat)
4. L.O.V.E. (by Ashlee Simpson)
5. Girlfriend (by Avril Lavigne)

SurveyMonkey - Survey Results Page 1 of 1

survey title:  
**What's on your playlist?**


current report: Default Report

Displaying 30 of 30 respondents

Response Type: Anonymous Response	Collector: What's on your playlist? (Web Link)
Custom Value: empty	IP Address: empty
Response Started: Sun, 5/25/08 8:50:56 PM	Response Modified: Sun, 5/25/08 8:53:12 PM

1. List the top five song/artists on your playlist.

One - Don't Stop the Music (by Rihanna)  
Two - Glamorous (By Fergie)  
Three - Bubbly (by Colbie Caillat)  
Four - L.O.V.E (by Ashlee Simpson)  
Five - Girlfriend (By Avril Lavigne)



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## We added the following to our collection...

- Coco Colbie Caillat
- 33Miles *self titled*
- Rescatame Seventh Day Slumber
- *Relaxation/meditation music*
- Gaither Vocal Band
- Decemberists
- *Broadway Soundtracks*
- *Contemporary Christian*
- Departure Jesse McCartney
- Beauty from Pain 1.1 Superchick
- Five for Fighting
- Gordon Lightfoot
- Christy Moore
- Luka Bloom
- Runrig



# Survey to improve service...

Dear Mr. Gaus:

I am writing to request that you forward this survey to the teachers at Hillsdale Middle School.

Dear Teachers at Hillsdale Middle School:

Please take a moment and complete this survey by clicking on the link below or by cutting and pasting it in your address bar. This brief, six-question survey has been developed to assist The Ashland Public Library Bookmobile in evaluating Bookmobile service to your school. The survey will remain open until Friday, February 1, 2008.

[http://aplexch/exchweb/bin/redirect.asp?URL=http://www.surveymonkey.com/s.aspx?sm=SCPhrmiSxyJJbqMUTgKJWg\\_3d\\_3d](http://aplexch/exchweb/bin/redirect.asp?URL=http://www.surveymonkey.com/s.aspx?sm=SCPhrmiSxyJJbqMUTgKJWg_3d_3d)

Thank you in advance for your support and participation,

*Martha Buckner, Supervisor Bookmobile and Outreach*



1. Subject you teach.
2. Grade level of students you teach. (Check all that apply.)  
*5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>*
3. Do you send students to the Bookmobile?  
*Yes (If yes, skip to question 5.) No (If no, go to question 4.)*
4. If you answered "No" to question 3, please check all that apply.  
*Do not have time.*  
*The day and/or time doesn't fit in our schedule.*  
*Students have the opportunity to visit the Bookmobile during another class.*  
*The school library meets the needs of the students.*  
*Didn't know the Bookmobile comes to the school.*
5. I would prefer the Bookmobile visit  
*choices were given for each day of the week or 'no preference'*
6. Please rate the importance of Bookmobile service to your school.  
*Very important*  
*Somewhat important*  
*Not important*  
*No opinion*
7. Comments or suggestions for Bookmobile service.



## The most telling of the answers

3. Do you send students to the Bookmobile?

4 - Yes 23.5%

13 - No 76.5%

0 skipped question

4. If you answered "No" to question 3, please check all that apply.

2 - Do not have time 13.3%

5 - The day and/or time doesn't fit in our schedule 33.3%

10 - Students have the opportunity to visit the Bookmobile during another class 66.7%

3 - The school library meets the needs of the students 20.0%

1 - Didn't know the Bookmobile comes to the school 6.7%

2 - skipped question



## What we did about it

I spoke to the teachers during their in-service prior to the start of school to share a short five-minute presentation about general bookmobile service and about the special services we offer educators.

