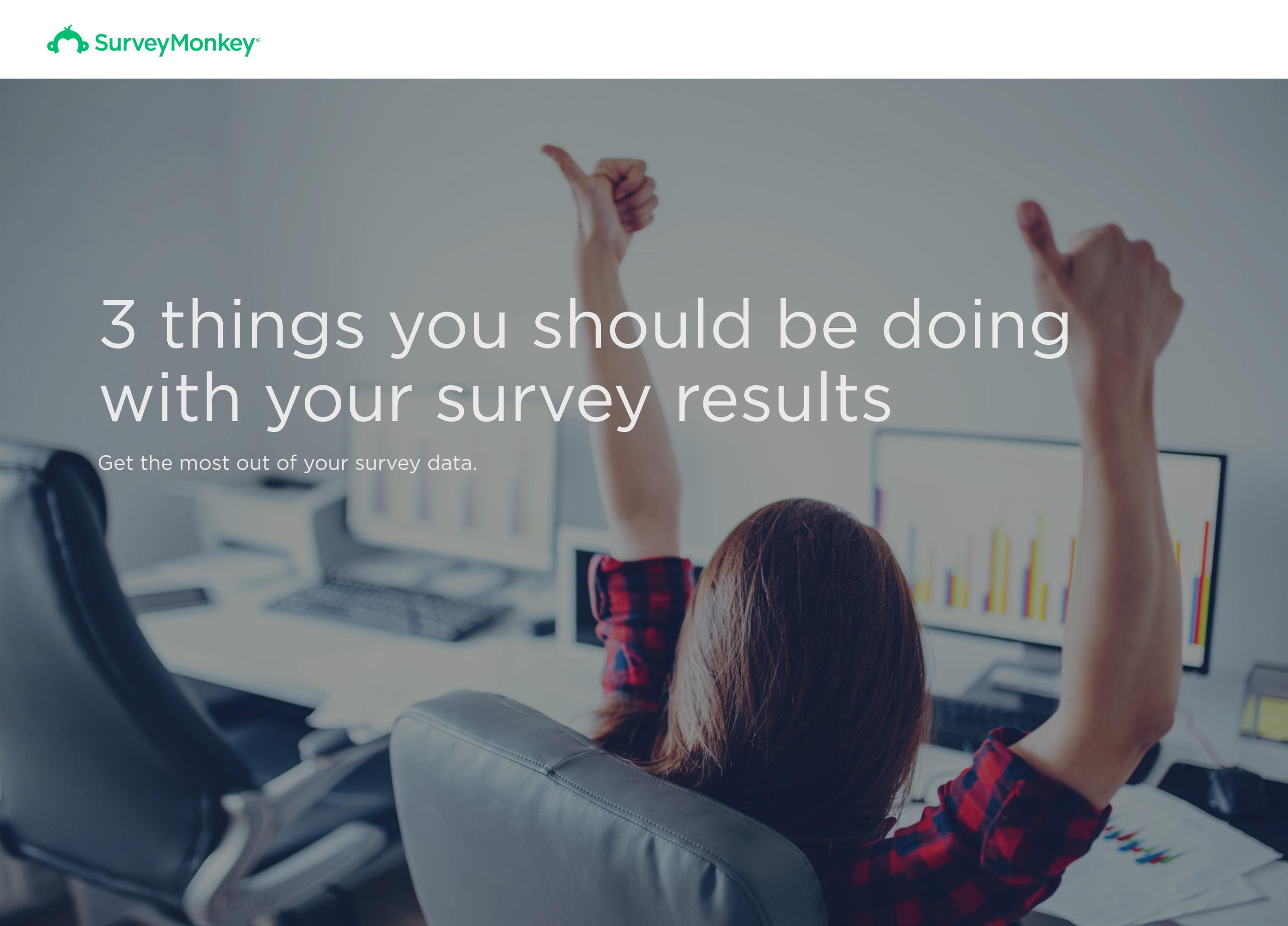


3 things you should be doing with your survey results

Get the most out of your survey data.



Your survey is done. Now what?

Congratulations—you finished running your survey! You've analyzed all your data, gotten the number of responses you hoped for, and best of all, you think you might've even found some answers.

But even if you have great results, it's not always clear what you should do next. Here are three places to start so you can end your survey on a good note:

- **Assure people of your data's value.** Share the insights you've found in your data to prove a point or start a discussion.
- **See your results in context.** Compare your survey data with organizations that are of a similar industry, region, or size.
- **Constantly check on your data.** Run your survey multiple times to track change and find patterns.

In this guide, you'll learn what you need to do once you've gotten your survey results. You'll get tips on how sharing survey data, using Benchmarks, and running multiple surveys can help you get the most out of your survey.

Share or show off your data

It's important to let people know what you've discovered in your data. Trying to show your survey results to coworkers, stakeholders, or followers on social media? These easy-to-use tools can help you share your data easily.

Share a web link of your survey results

A web link of your survey results is a quick and easy way to show others your data. You can put it on social media, in a newsletter, on a blog, in an email—really anywhere.

Pro tip:

Any web link to your results you share automatically updates every 5-10 minutes. So even if you get new responses, your results will be up to date no matter when you share them.

When you click **Share All** in the upper right hand corner of **Analyze**, you'll be able to choose whether or not you want your web link to be public or viewed by anyone with the link. **If you're worried about the privacy of your results, you can click on the password restriction button.** That way, your data would only be allowed to be viewed by people who have access to the password.

Send your respondents instant results

Sometimes it's nice to show respondents what others are saying. If you really want to show them how other respondents are answering your survey, you can send them a real-time summary of data once they complete the survey.

Respondents will be able to see how their responses compare to other responses, and will also be able to see a general overview of everything collected so far within the survey.



Did you know?

You can easily enable instant results in the **Collect Responses** tab when making your survey.

Easily create presentations

When you want to share survey results, putting in the extra work to prepare presentation-ready data can be overwhelming. The **Export** feature lets you quickly show off your survey results in easy-to-read reports, including presentation-ready slides.

All you have to do is click Export All at the top of the page in the **Analyze Results** section of your survey. No matter how you choose to present your data—either in PDF or PPT format, you can prepare your data be seen by anybody.

Dig deeper into the numbers

If you want to give your survey results to your resident data expert, don't send a web link, PPT, or PDF file. Give them the raw data.

With Export, you can also share your results via a CSV or XLS file. That way, your data points can automatically be formatted in an excel spreadsheet for people to further study.

Quick look: exportable file formats	
Presentation	Data analysis
 	 

Set permissions when you share results

No matter who you share your survey with or how, it's always important to keep in mind how much access they have to your data. You can easily specify access for certain people by choosing whether you want someone to have No Access, Read Only access, or Full Access to your survey results.

Quick look: permissions

-  **Read Only:** Users will be able to see your **Analyze Results** section, but won't have the permission to view it with filters, compare rules, customizing charts, etc. They also won't be able to edit the data.
-  **No Access:** Users will have no access to your **Analyze Results** section.
-  **Full Access:** Users will have full access to view, create, or edit your data in the **Analyze Results** section.

Permissions make it easy to control who has access to your data, and what they can do with it.

Put your survey results in context

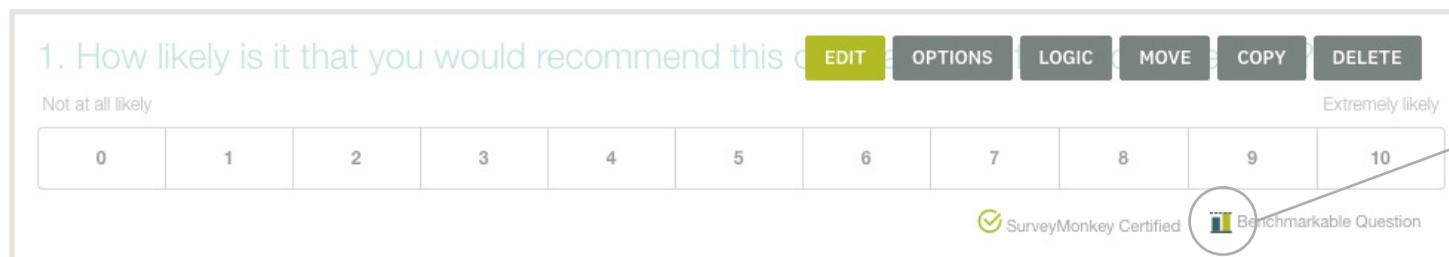
Think you've analyzed your data to its full potential? Even after you've used filters and crosstabs to sort through information, it can be difficult to understand how your survey results play into the bigger picture.

For example:

- **You've got a Net Promoter Score® of 46. What does that mean?**
- **Just how good is your employee satisfaction score really?**
- **Do people like your events better than everyone else's?**

Even if you have survey results, it can be hard to answer these questions without a little bit of context.

SurveyMonkey Benchmarks solves just that. It allows you to compare yourself to your peers—and competitors. To use it, you'll need to look for the Benchmarks icon located in the **Design Survey** section of building your survey. When you pick a recommended question from the **Question Bank**, or a particular survey template, you'll be able to spot the icon for benchmarkable questions.



1. How likely is it that you would recommend this company to a friend or colleague?

Not at all likely Extremely likely

0	1	2	3	4	5	6	7	8	9	10
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 SurveyMonkey Certified
  Benchmarkable Question



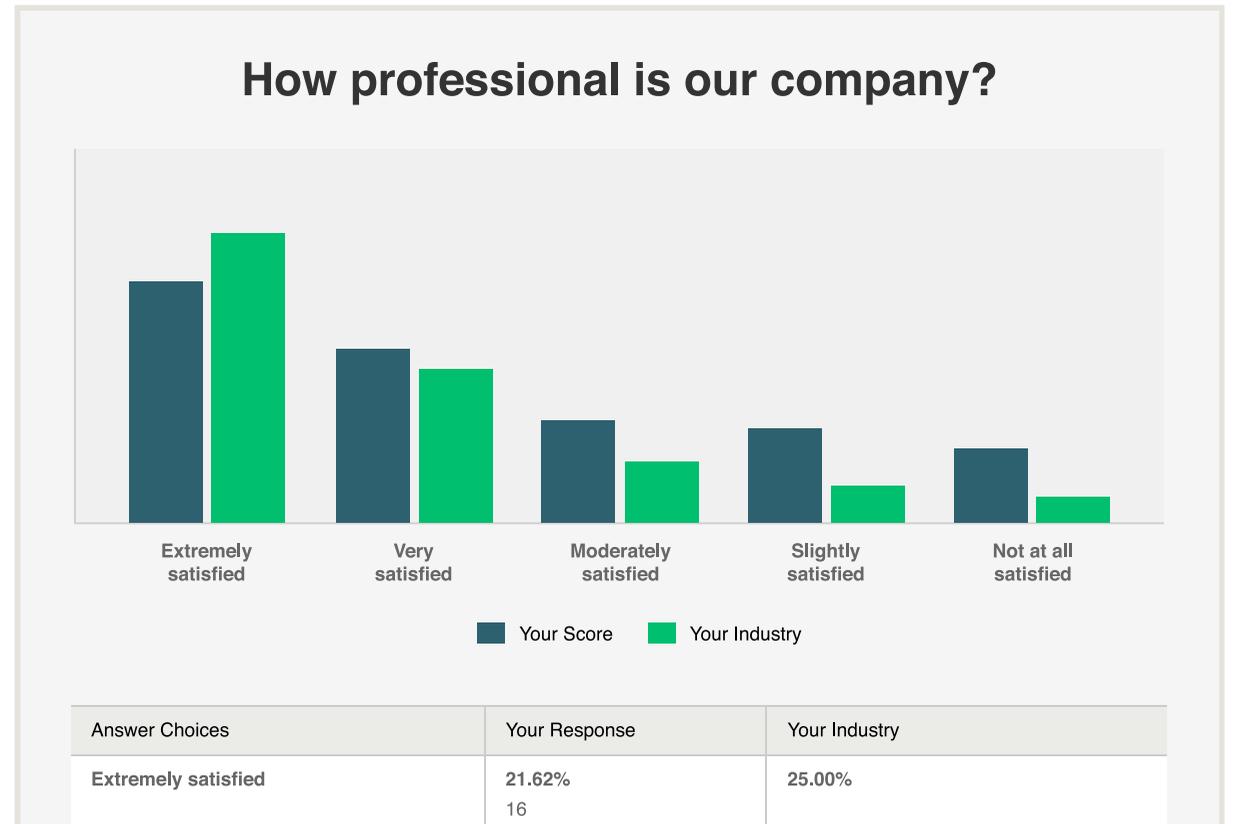
Where should you start?

The best way to start using SurveyMonkey Benchmarks is to **compare yourself to the industry you're in**. Whether that means comparing your non-profit's events to other non-profit events, or your tech company's employee engagement to other tech companies, Benchmarks helps you gauge where you stand in the industry.

Pro tip:

Not sure you want to take the plunge? It's free to compare yourself to SurveyMonkey's **Global Benchmark** to see where you stand among everyone in our database.

Want to go even deeper than industry benchmarks? Maybe you've got a goal of having the highest Net Promoter Score in the Pacific Northwest. If so, it might be a good idea to look into regional benchmarks, as well as industry. Have a good idea of where you stand in your industry as far as employee engagement goes? Comparing yourself to companies your size can add a lot of value to the data you already have.



3 tips to make Benchmarks work harder for you

Measure often.

SurveyMonkey updates **Benchmarks** quarterly, so it's a good idea to use them to track how your results are rising and falling compared to your competitors. **We recommend sending your Benchmarks survey at least once every quarter** to see how your results compare to the changing landscape.

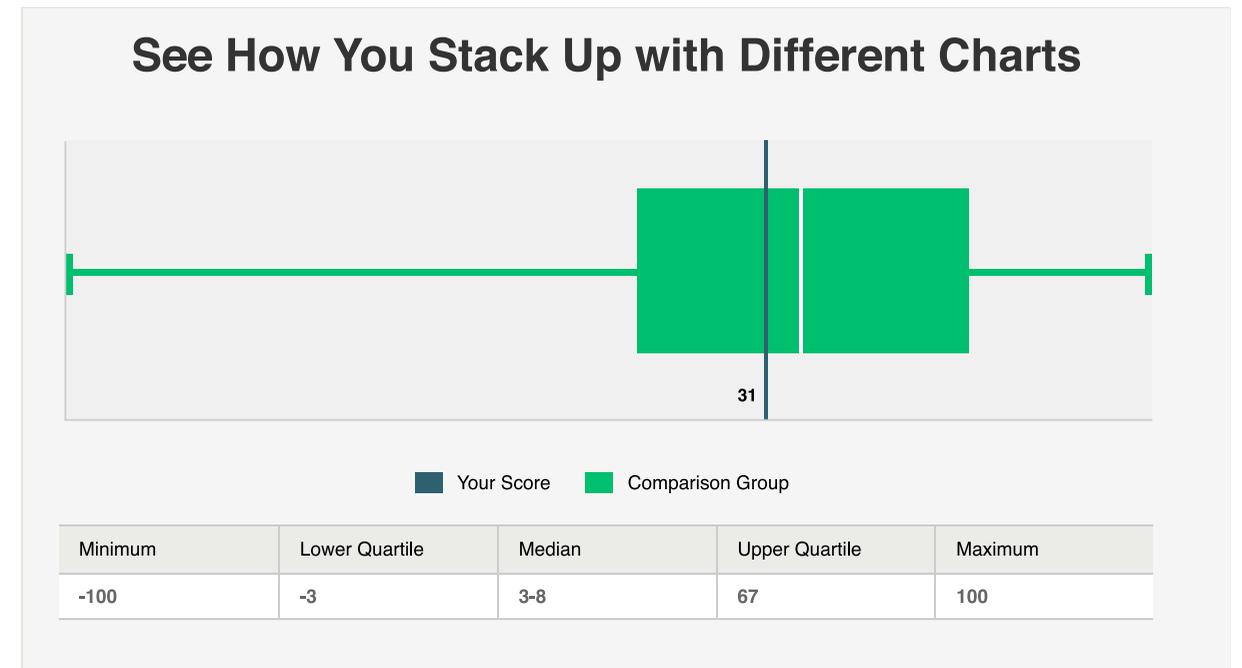
Don't leave questions on the table.

Say you send an employee engagement survey that uses only the most general questions on the employee engagement template. **Remember that the entire template is benchmarked and you have access to it for a full year.** That means you can send a separate survey later in the year that asks some of the questions you left out of the first survey. You'll still get Benchmarks on those questions.

Look at your data from different angles.

After viewing your benchmarks, you can take a deeper look at each question's data using different graphs. Change the view to see side-by-side comparison of results or to compare NPS® data. The graphs give you insight of how well you compare against competitors.

For example, using a box plot will give you weighted averages and quartiles for each of your questions. Did you results hit the upper quartile? That's great! Anything over the median is most desirable.



Net Promoter and NPS are registered service marks, and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld

3 ways to compare your results with Benchmarks

Track performance over time.

If you're on the search for customer feedback, Net Promoter Score (NPS) is the most reliable brand loyalty metric. Even though it's just one number, NPS can give you a good idea of how you're doing with customers versus other competitors. Benchmarks make your NPS much more valuable. Set an initial Benchmark and repeat your survey multiple times. **Comparing yourself to others is useful. Comparing yourself to others over time is even better.**

Set goals.

Trying to measure employee engagement? Benchmarks can also help you set goals. When you send out a benchmarkable question and track it, you can set a goal of how much you want to improve. **For example, you could set a goal of beating industry benchmarks on employee engagement by 20%.** It's easy to track with SurveyMonkey Benchmarks.

Focus your results.

When you're in charge of an event, it's important to get feedback on how it actually went. With benchmarkable questions, you can zoom in on one specific area that you want to improve in your next event. Our templates provide questions like "was the event too long" or "how helpful was the staff" for you to get a better look at.

Try using Benchmarks in your own survey

Get important context on industry, geographic location or company size to make your results work even harder for you.

Get started

Strengthen your results with multiple surveys

It's not easy to find patterns in your data with just one survey. That's why it's important to run your survey multiple times. Survey nerds call it conducting a longitudinal study.

Whether you're tracking brand awareness, market trends, customer satisfaction, or product feedback, a longitudinal study helps you become more and more familiar with your data. You'll be able to check how consistent your results are, track change more easily, and—like we mentioned before—set more accurate benchmarks.

Before you make a plan for sending out several surveys over time, here are some best practices for discovering more from your surveys every time you send them out.

Decide how frequently you want to run your survey

The most important part of sending multiple surveys is spacing them out enough so you're able to see measurable differences. Conducting a survey too frequently could cause you to not note any change, while conducting a survey too infrequently could cause you to lose track of respondents and have fewer responses in later surveys.

Keep questions identical

If you change your survey questions every time you send out the survey, you'll get different answers. To keep your survey consistent and your data controlled, make sure you keep all questions you send out in each survey the same. Your comparisons will be more accurate.

Take sample size into consideration

If you're going to send multiple surveys, you'll probably need to send your survey to an even larger sample size than you would send a single survey. That's because as your survey more respondents over time, you may lose some of them as time goes on. If your goal is to survey at least 2000 respondents over the course of four surveys, you'll probably need to start your first survey out with a bigger sample size. That way, you'll have enough responses to account for the ones who leave.

Remember to always make your data work harder for you after conducting your survey.

Take a look back at the objective you wrote down before starting your survey, and then take action. When you follow these three steps to guide you through the process, you'll be sure to get the most out of your data.

More surveys mean more insights

Create a new survey or resend your existing one to get more answers.

[Get started](#)