

SURVEY SOFTWARE EVERYONE CAN USE

If you need to collect data, analyze the results, and create professional reports – this software lets you do it all. Key Survey is loaded with ready-to-go templates to get you started fast – or easily build your survey from scratch. Customise it with your logo and favourite colours. Then show off your results in text and graphs. There's no software to download. No technical skills required. Best of all, online Live Support is available 24 hours a day and is always free.

	Free Trial	Premium	Professional	Workgroup	Enterprise
Plan Description					
Subscription Term	30 Days	One Year	One Year	One Year	One Year
Number of users	One	One	One	Custom	Unlimited
Number of online surveys	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Number of responses* across all surveys *Response equals one completed survey	20	10000	10000	Unlimited	Unlimited

Survey Creation

Survey Design Options					
Survey design wizard	✓	✓	✓	✓	✓
Design from scratch	✓	✓	✓	✓	✓
Design from template	✓	✓	✓	✓	✓
Design from Question Library	✓	✓	✓	✓	✓
Design from existing survey	✓	✓	✓	✓	✓
Design prepopulated overlay survey	✓	–	✓	✓	✓
WYSIWYG editor for questions	✓	✓	✓	✓	✓
Survey questions inline editing	✓	✓	✓	✓	✓
Spell Check	✓	✓	✓	✓	✓
User Dictionary for spell-check	✓	✓	✓	✓	✓
CAPTCHA validation (plug-in)	✓	–	✓	✓	✓
Multilingual support (see additional packages)	✓	–	✓	✓	✓
Use pictures for questions/answers	✓	✓	✓	✓	✓
Use sounds for questions/answers	✓	✓	✓	✓	✓
Use video for questions/answers	✓	✓	✓	✓	✓

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	Free Trial	Premium	Professional	Workgroup	Enterprise
Answer Layout	✓	✓	✓	✓	✓
Custom Survey Button	✓	✓	✓	✓	✓
Image Position	✓	–	✓	✓	✓
Custom CSS	✓	–	✓	✓	✓
Create multiple page survey	✓	✓	✓	✓	✓
"Page Selector" Plug-in	✓	✓	✓	✓	✓
Survey search	✓	✓	✓	✓	✓
Quick input mode	✓	✓	✓	✓	✓
Score calculator (plug-in)	✓	–	✓	✓	✓
Section randomisation (plug-in)	✓	–	✓	✓	✓
Question Types					
Section Header	✓	✓	✓	✓	✓
Pick One or 'Other'/Pick One with 'Comment'	✓	✓	✓	✓	✓
Check all that apply	✓	✓	✓	✓	✓
Rate along the scale	✓	✓	✓	✓	✓
Absolute rank	✓	✓	✓	✓	✓
Dropdown box	✓	✓	✓	✓	✓
List box	✓	✓	✓	✓	✓
Single line text response	✓	✓	✓	✓	✓
Multi-line text response	✓	✓	✓	✓	✓
Numeric allocation	✓	✓	✓	✓	✓
Compare one against another	✓	✓	✓	✓	✓
Matrix	✓	–	✓	✓	✓
Google Map (plug-in)	✓	–	✓	✓	✓
Question Options					
Question design wizard	✓	✓	✓	✓	✓
Copy question/question library	✓	✓	✓	✓	✓

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Preferred answer	✓	–	✓	✓	✓
Must answer	✓	✓	✓	✓	✓
Conditional must answer	✓	✓	✓	✓	✓
Hide question	✓	✓	✓	✓	✓
Calendar (plug-in)	✓	–	✓	✓	✓
Slider (plug-in)	✓	–	✓	✓	✓
Add numbering to questions	✓	✓	✓	✓	✓
Move questions (up and down)	✓	✓	✓	✓	✓
Question ordering and randomisation	✓	–	✓	✓	✓
Randomisation within section	✓	✓	✓	✓	✓
Roll-over call outs	✓	✓	✓	✓	✓
Answer Options					
Exclusive (plug-in)	✓	–	✓	✓	✓
Mandatory answer options	✓	✓	✓	✓	✓
Randomise/rotate answers	✓	–	✓	✓	✓
Randomise with specific answer option fixed	✓	✓	✓	✓	✓
Show/Hide answer options on condition	✓	✓	✓	✓	✓
Sort ascending/descending	✓	–	✓	✓	✓
Set the answer field width	✓	✓	✓	✓	✓
Answer validation - Pre-format answers	✓	✓	✓	✓	✓
Select answer layout display horizontally/vertically	✓	✓	✓	✓	✓
Set size for multi-line fields	✓	✓	✓	✓	✓
Logic and Piping					
Skip logic	✓	✓	✓	✓	✓
Branch logic	✓	✓	✓	✓	✓
Branch logic (delayed)	✓	✓	✓	✓	✓

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Branch on range (conditional on score earned)	✓	✓	✓	✓	✓
Advanced logic	✓	–	✓	✓	✓
Piping	✓	–	✓	✓	✓
Auto-complete for Logic, Piping and Plug-ins	✓	✓	✓	✓	✓
Design & Customisation					
Add your Logo	✓	✓	✓	✓	✓
Customise Buttons	✓	✓	✓	✓	✓
Add survey footer	✓	✓	✓	✓	✓
Add progress indicator (3 options)	✓	✓	✓	✓	✓
Circular progress bar (plug-in)	✓	✓	✓	✓	✓
Disable Back button	✓	✓	✓	✓	✓
Save and finish later	✓	✓	✓	✓	✓
Use pre-defined color palette	✓	✓	✓	✓	✓
Change fonts (type, size, color)	✓	✓	✓	✓	✓
Change background (survey, question, answer)	✓	✓	✓	✓	✓
Theme Library	✓	✓	✓	✓	✓
HTML formatting	✓	✓	✓	✓	✓
CSS formatting	✓	–	✓	✓	✓

Survey Management

General					
Use folders to organise surveys	✓	✓	✓	✓	✓
Test before launch	✓	✓	✓	✓	✓
Show click through rate/show response rate	✓	–	✓	✓	✓
Print to PDF	✓	–	✓	✓	✓
Workflow alert	✓	–	✓	✓	✓
Piping in email alerts (plug-in)	–	✓	✓	✓	✓

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Autofill from URL	✓	✓	✓	✓	✓
Autofill "multiple choice" question types	✓	✓	✓	✓	✓
Action logger plug-in	By request	By request	By request	By request	By request
Quota Options					
Set survey start/end dates	✓	✓	✓	✓	✓
Time access restriction (plug-in)	✓	–	✓	✓	✓
Send expire alert	✓	✓	✓	✓	✓
Set survey quota	✓	✓	✓	✓	✓
Set answer quota	✓	✓	✓	✓	✓
Set time limit for survey voting	✓	–	✓	✓	✓
Post-Submission Options					
Show customised "thank you page" on survey submission	✓	✓	✓	✓	✓
Show respondent answers on survey submission	✓	✓	✓	✓	✓
Show survey results on survey submission	✓	✓	✓	✓	✓
Redirect to URL after survey submission	✓	✓	✓	✓	✓
Conditional redirect	✓	✓	✓	✓	✓
E-mail respondent following survey	✓	–	✓	✓	✓
Workflow (plug-in)	–	–	–	✓	✓
Remote data sender (plug-in)	–	–	–	✓	✓
Quota with redirect (plug-in)	✓	–	✓	✓	✓
Logical redirect (plug-in)	✓	–	✓	✓	✓
Duplicate Control					
Unique response validation	✓	✓	✓	✓	✓
Ignore repeated response	✓	✓	✓	✓	✓
Override with repeated response	✓	✓	✓	✓	✓
Allow multiple responses from the same computer	✓	✓	✓	✓	✓

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Survey Distribution

Distribution Options					
E-mail distribution: survey link	✓	✓	✓	✓	✓
E-mail distribution: display survey inside e-mail	✓	✓	✓	✓	✓
Pop-up survey	✓	✓	✓	✓	✓
Link to survey on your website	✓	✓	✓	✓	✓
Embed survey into web page	✓	✓	✓	✓	✓
Complex Launch	✓	✓	✓	✓	✓
Survey Link Options					
Unique Link	✓	✓	✓	✓	✓
Unique Link with Password protection	✓	–	✓	✓	✓
Master Link	✓	✓	✓	✓	✓
IP address link	✓	–	✓	✓	✓
E-mail List Creation					
Type in emails	✓	✓	✓	✓	✓
Bulk e-mail address upload	✓	✓	✓	✓	✓
Additional information upload	✓	–	✓	✓	✓
Import from Outlook	✓	✓	✓	✓	✓
Import from built-in Address book	✓	–	✓	✓	✓
Validate email addresses	✓	✓	✓	✓	✓
Distribute email reminder (absolute)	✓	–	✓	✓	✓
Distribute email reminder (relative)	✓	–	✓	✓	✓
Reminders to the subset of respondents	✓	✓	✓	✓	✓
Add attachments to email reminders	✓	✓	✓	✓	✓
Test e-mail launch	✓	✓	✓	✓	✓

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E-mail Customization					
Send email invitation in plain text	✓	✓	✓	✓	✓
Send email invitation in HTML	✓	✓	✓	✓	✓
Personalize survey invitation	✓	✓	✓	✓	✓
Respondents opt-out	✓	✓	✓	✓	✓
Customise 'from' field	✓	✓	✓	✓	✓
Receive undelivered emails to specified address	✓	✓	✓	✓	✓
Receive respondent replies to specified address	✓	✓	✓	✓	✓
Manage Bounces	✓	–	✓	✓	✓
Set e-mail priority	✓	✓	✓	✓	✓
Attach file	✓	–	✓	✓	✓
Respondent E-mail Address					
Capture respondent e-mail addresses	✓	✓	✓	✓	✓
Anonymous response	✓	✓	✓	✓	✓
Allow multiple responses from the same address	✓	✓	✓	✓	✓
Allow multiple emails to the same address	✓	–	✓	✓	✓
Additional Options					
Distribution statistics	✓	✓	✓	✓	✓
E-mail results	✓	✓	✓	✓	✓
Additional details	✓	✓	✓	✓	✓
IVR phone surveys	Quote	Quote	Quote	Quote	Quote

Report Creation, Customization, and Distribution

Report Creation					
Summary report	✓	✓	✓	✓	✓
View report by respondent	✓	✓	✓	✓	✓
Sort Respondents By Start Date	✓	–	✓	✓	✓

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Add/edit/delete customised report	✓	✓	✓	✓	✓
Create report from submitted and partial responses	✓	✓	✓	✓	✓
Create a separate report for partial responses	✓	✓	✓	✓	✓
Create report with different access levels	✓	✓	✓	✓	✓
Change report status (active/inactive)	✓	✓	✓	✓	✓
Report Options					
Modify report title	✓	✓	✓	✓	✓
Edit Survey Responses	By request	By request	By request	✓	✓
Import Responses from file (CSV)	By request	—	By request	✓	✓
Delete respondent	✓	✓	✓	✓	✓
Add Internal Respondent Notes	✓	—	✓	✓	✓
Hide respondent e-mail address in report	✓	✓	✓	✓	✓
Capture respondent ID	✓	✓	✓	✓	✓
Set password for report	✓	✓	✓	✓	✓
Show/hide questions in the report	✓	✓	✓	✓	✓
Show skipped questions in individual reports	✓	✓	✓	✓	✓
Add your logo for report	✓	—	✓	✓	✓
Add text, images and calculations to report	—	—	—	✓	✓
Break report into pages	✓	✓	✓	✓	✓
Add report Header/Footer	✓	✓	✓	✓	✓
Report Customization					
Customize report charts (type/color)	✓	✓	✓	✓	✓
CSS report design	✓	✓	✓	✓	✓
Filtering (real time)	✓	✓	✓	✓	✓
Advanced filtering	✓	✓	✓	✓	✓
Filter by full text in open-ended answers	✓	✓	✓	✓	✓
Filter by "rate along scale" answers	✓	✓	✓	✓	✓

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Match wildcard	✓	✓	✓	✓	✓
Crosstab tables	✓	✓	✓	✓	✓
Hide some of the responses temporarily	✓	✓	✓	✓	✓
Setting answer labels	✓	✓	✓	✓	✓
Setting values for statistics	✓	✓	✓	✓	✓
Include/exclude text values in report	✓	✓	✓	✓	✓
Statistical Reporting (36 different indicators)	✓	–	✓	✓	✓
Hide results obtained from less than X respondents	✓	–	✓	✓	✓
Hide answer options and excluding values from calculations	✓	✓	✓	✓	✓
Time Series	✓	–	✓	✓	✓
Question Analysis Code	✓	–	✓	✓	✓
Significance reporting	–	–	–	–	✓
Export Report and Results					
HTML report	✓	✓	✓	✓	✓
Export report to PDF (black&white/color)	✓	–	✓	✓	✓
Export individual report to PDF (black&white/color)	✓	–	✓	✓	✓
Export charts to PowerPoint	✓	✓	✓	✓	✓
Export summary results to Excel	✓	✓	✓	✓	✓
Export individual results to Excel/CSV	✓	✓	✓	✓	✓
Export results to SPSS	✓	–	✓	✓	✓
Export Unique Survey URL	By request	By request	By request	✓	✓
Report Export "progress bar"	✓	✓	✓	✓	✓
Remote access to the survey results in XML	✓	✓	✓	✓	✓
Distribute Report					
Show link to report	✓	✓	✓	✓	✓
E-mail report as HTML	✓	✓	✓	✓	✓

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Date trigger for e-mail link/HTML report	✓	✓	✓	✓	✓
“New respondent” trigger for e-mail link/HTML report	✓	✓	✓	✓	✓
Business Analytics					
QlikView Reporting	Quote	–	Quote	Quote	Quote

Security

Survey password protection	✓	–	✓	✓	✓
Report password protection	✓	✓	✓	✓	✓
Group password survey protection	✓	✓	✓	✓	✓
Show/hide respondent password in report	✓	✓	✓	✓	✓
SSL encryption for survey	✓	–	✓	✓	✓
SSL encryption for report	✓	–	✓	✓	✓
Password properties	–	–	–	–	✓
Respondent registration (plug-in)	–	–	–	✓	✓
Form authentication (plug-in)	–	–	–	✓	✓

Private Label

Customise survey URL	✓	–	✓	✓	✓
Customise report URL	✓	–	✓	✓	✓
Key Survey/Private label URL	–	–	Quote	Optional	✓
Customize pop-up alert and confirmation messages	–	–	–	✓	✓
Customize text of automatic/application e-mails	✓	✓	✓	✓	✓
Customize images	–	–	–	Optional	✓

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Interoperability and Control

API	–	–	–	Optional	✓
URL Suffix (URL ID Append)	–	–	–	✓	✓
Master account	–	–	–	✓	✓
Create / delete / block sub-account	–	–	–	✓	✓
Add / remove credits of sub-accounts	–	–	–	✓	✓
Create custom survey templates for sub-accounts	–	–	–	✓	✓
View survey of sub-accounts	–	–	–	✓	✓
Authorize survey launch for sub-accounts	–	–	–	✓	✓
Copy survey from sub-accounts to master account	–	–	–	✓	✓
View reports of sub-accounts	–	–	–	✓	✓
Invisibility between sub-accounts	–	–	–	✓	✓
Application administration	–	–	–	–	✓
Salesforce integration	–	–	✓	✓	✓
Save individual response link to Salesforce.com	–	–	✓	✓	✓
QlikView integration	Quote	–	Quote	Quote	Quote
Add custom pages	Quote	–	Quote	Quote	Quote
LDAP compliance	–	–	–	Optional	✓

Additional Packages

Multilingual Surveys					
Design surveys in any language (UTF-8 100%)	✓	✓	✓	✓	✓
Create multilingual surveys	✓	–	✓	✓	✓
Multi-lingual survey invitations and reminders	✓	✓	✓	✓	✓

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Survey alerts in X languages	✓	–	✓	✓	✓
Customisable survey buttons	✓	✓	✓	✓	✓
Create summary report for all languages	✓	–	✓	✓	✓
Education Package + Teacher-Student Surveys					
Carry out online examination	✓	–	✓	✓	✓
Autosubmit survey after set time	✓	–	✓	✓	✓
Calculate scores	✓	–	✓	✓	✓
Import responses	By request	–	By request	✓	✓
Design prepopulated overlay survey (profile survey)	✓	–	✓	✓	✓
Profile Code filtering in report/ Teacher-Student surveys	✓	–	✓	✓	✓

Services

Dynamic redirect (directing respondents to different websites depending on the answer given to a particular question)	Quote	Quote	Quote	Quote	Quote
Multiple users can take the same survey giving answers to different survey sections	Quote	Quote	Quote	Quote	Quote
Import surveys created in MS Word	Quote	Quote	Quote	Quote	Quote
Fax distribution	Quote	Quote	Quote	Quote	Quote
Telephone distribution	Quote	Quote	Quote	Quote	Quote
Survey printing	Quote	Quote	Quote	Quote	Quote
Postal survey distribution	Quote	Quote	Quote	Quote	Quote
Export results to TSV (Professional Service)	Quote	Quote	Quote	Quote	Quote
Design services	Quote	Quote	Quote	Quote	Quote
Programming services	Quote	Quote	Quote	Quote	Quote
IVR phone surveys	Quote	Quote	Quote	Quote	Quote

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Accessibility and Compatibility

508 Compliant surveys	✓	✓	✓	✓	✓
Survey accessible/compatible with blocked Java Scripts	✓	✓	✓	✓	✓
Survey accessible/compatible with blocked pop-ups	✓	✓	✓	✓	✓

Plugins

IP address tools					
Respondent location	✓	–	✓	✓	✓
IP address saver	✓	–	✓	✓	✓
IP address access restriction	✓	–	✓	✓	✓
Logic, quota and randomization tools					
Section randomisation	✓	–	✓	✓	✓
Quota with redirect	✓	–	✓	✓	✓
Logical redirect	✓	–	✓	✓	✓
Visual and interactive add-ons					
"Page Selector" Plug-in	✓	✓	✓	✓	✓
Slider	✓	–	✓	✓	✓
Exclusive	✓	–	✓	✓	✓
Calendar	✓	–	✓	✓	✓
Circular progress bar	✓	✓	✓	✓	✓
Google Map	✓	–	✓	✓	✓
Miscellaneous					
Time access restriction	✓	–	✓	✓	✓
Score calculator	✓	–	✓	✓	✓

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Respondent ID saver	✓	–	✓	✓	✓
Respondent location by phone number	–	–	–	✓	✓
CAPTCHA validation	✓	–	✓	✓	✓
3D matrix autofill	–	–	–	✓	✓
Action logger plug-in	By request	By request	By request	By request	By request
Respondent registration and authentication					
Respondent registration	–	–	–	✓	✓
Form authentication	–	–	–	✓	✓
LDAP authentication	–	–	–	✓	✓
Workflow Plugins					
Piping in email alerts	–	✓	✓	✓	✓
Workflow	–	–	–	✓	✓
Remote data sender	–	–	–	✓	✓

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