



## An Evaluation and Sustainability Fact Sheet

# Comparing Web-Based Survey Platforms

Features Included in Subscription	Cost	Ease of Programming/ Customizability	Email Communication Integration	Tracking Completions	Security and Data Encryption
<b>Qualtrics</b> <a href="https://www.qualtrics.com">https://www.qualtrics.com</a>					
<ul style="list-style-type: none"> <li>Free version handles up to 250 responses</li> <li>Unlimited questions, responses, and data download on standard subscription</li> <li>Average price for subscriptions starts at ~\$2,500 per year</li> </ul>	<ul style="list-style-type: none"> <li>Cost for annual subscription available only by customized quote</li> <li>Employees of schools with a subscription can use it for free</li> </ul>	<ul style="list-style-type: none"> <li>Easy to program</li> <li>Very customizable</li> <li>Variety of question types and skip logic</li> <li>Fully programmed survey file can be used in other Qualtrics accounts</li> </ul>	<ul style="list-style-type: none"> <li>Manual email entry or easy upload from spreadsheet</li> <li>Can modify the "from" address to prevent emails from going to spam folder</li> </ul>	<ul style="list-style-type: none"> <li>Tracks completions</li> <li>Can send customized reminder emails and thank-you messages</li> </ul>	<ul style="list-style-type: none"> <li>Can be configured for HIPAA compliance</li> <li>Offers TLS/HTTPS encryption for all transmitted data</li> <li>Surveys are password and firewall protected</li> </ul>
<b>REDCap</b> <a href="https://www.project-redcap.org">https://www.project-redcap.org</a>					
<ul style="list-style-type: none"> <li>Unlimited questions, responses, and data download</li> </ul>	<ul style="list-style-type: none"> <li>Free</li> </ul>	<ul style="list-style-type: none"> <li>Easy to program</li> <li>Variable question types and skip logic</li> <li>Limitations on extent of question type customizability (e.g., no custom matrices, no looping)</li> </ul>	<ul style="list-style-type: none"> <li>Manual email entry or easy upload from spreadsheet</li> </ul>	<ul style="list-style-type: none"> <li>Tracks completions</li> <li>Can send reminder emails and thank-you messages</li> </ul>	<ul style="list-style-type: none"> <li>HIPAA compliant</li> <li>All data transmission is done using a secure, encrypted format (SSL/HTTPS)</li> <li>For increased security, the REDCap server verifies the SSL certificate of the server that it is communicating with</li> </ul>

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<b>Survey Gizmo</b> <a href="https://www.surveygizmo.com">https://www.surveygizmo.com</a>					
<ul style="list-style-type: none"> <li>Free version: unlimited questions, 100 respondents per survey, up to 3 surveys at one time, and up to 5 users</li> <li>Collaborator, Professional, and Full Access offer more customizability</li> </ul>	<ul style="list-style-type: none"> <li>Free</li> <li>Collaborator: \$25/month</li> <li>Professional: \$85/month</li> <li>Full Access: \$150/month</li> </ul>	<ul style="list-style-type: none"> <li>Easy to program</li> <li>Customizability increases with level of subscription</li> </ul>	<ul style="list-style-type: none"> <li>Manual email entry or easy upload from spreadsheet</li> </ul>	<ul style="list-style-type: none"> <li>Tracks completions</li> <li>Can send reminder emails and thank-you messages in all versions</li> </ul>	<ul style="list-style-type: none"> <li>Can be configured for HIPAA compliance</li> <li>Access to the SurveyGizmo application is available only through secure HTTPS</li> <li>Data in transit are encrypted when customers choose to use HTTPS protocols</li> </ul>
<b>SurveyMonkey</b> <a href="https://www.surveymonkey.com">https://www.surveymonkey.com</a>					
<ul style="list-style-type: none"> <li>Basic version: unlimited surveys with 10 questions, 40 responses per survey, basic question types; basic data exportation; question types, customization, and skips are limited</li> <li>Standard, Advantage, and Premier subscriptions offer more customizability</li> </ul>	<ul style="list-style-type: none"> <li>Basic: Free</li> <li>Advantage: \$32/month</li> <li>Standard: \$99/month</li> <li>Premier: \$99/month</li> <li>Business accounts are available for additional users</li> </ul>	<ul style="list-style-type: none"> <li>Easy to program</li> <li>Customizability increases with level of subscription</li> </ul>	<ul style="list-style-type: none"> <li>Manual email entry or easy upload from spreadsheet</li> </ul>	<ul style="list-style-type: none"> <li>All levels support reminder emails and thank-you messages</li> <li>Standard, Advantage, and Premier levels also track completions</li> </ul>	<ul style="list-style-type: none"> <li>Can be configured for HIPAA compliance</li> <li>Offers TLS/HTTPS encryption for all transmitted data</li> <li>Surveys are protected by passwords and firewalls</li> </ul>

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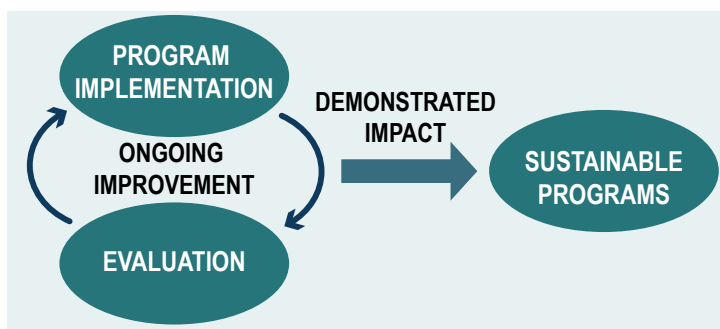
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<b>Voxco Online</b> <a href="https://www.voxco.com/survey-software/online-survey-tools">https://www.voxco.com/survey-software/online-survey-tools</a>					
<ul style="list-style-type: none"> <li>• Unlimited questions, responses, and data download</li> <li>• Functions well for computer-assisted telephone interviewing (CATI)</li> </ul>	<ul style="list-style-type: none"> <li>• Annual subscription, available only by customized quote</li> </ul>	<ul style="list-style-type: none"> <li>• Medium programming difficulty</li> <li>• Highly customizable question types and skip logic</li> </ul>	<ul style="list-style-type: none"> <li>• Manual email entry or easy upload from spreadsheet</li> <li>• Can send invitations and reminders via SMS texts</li> <li>• Can modify the “from” address to prevent emails from going to spam folder</li> </ul>	<ul style="list-style-type: none"> <li>• Tracks completions</li> <li>• Can send customized reminder emails and thank-you messages</li> </ul>	<ul style="list-style-type: none"> <li>• Can be configured for HIPAA compliance</li> <li>• Data-at-rest and PGP encryption</li> <li>• SSL security</li> </ul>

Note: HIPAA, Health Insurance Portability and Accountability Act; PGP, Pretty Good Privacy; SSL, Secure Socket Layer security; TLS, Transport Layer Security

## The Evaluation and Sustainability Training and Technical Assistance Project

The Evaluation and Sustainability Training and Technical Assistance (ES TTA) Project supports Second Chance Act (SCA) grantees in conducting more rigorous evaluations that lead to data-driven program improvement and demonstrated impact and that support programs’ long-term sustainability. For more information about the project, contact [ESTTA@rti.org](mailto:ESTTA@rti.org).



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