

Survey Monkey for Local Groups

What is Survey Monkey?

Survey Monkey is an online software platform allowing the user to easily create surveys, quizzes and polls for your audience. Gather feedback via weblink, email, social media and more.

Why use Survey Monkey?

It's an easy and efficient way to engage with local residents, and find out more about their views and interests. With this information you can decide where to focus your times and resources. In addition, it is a simple way to collate more evidence for improving walking facilities or introducing traffic calming measures or a new crossing.

Before we take you through how to use survey monkey to generate data to support your work or decisions for your group we want to discuss data. All data collected for your Local Group needs to be anonymous, you need to use data protection statements (provided in this guide) before people submit the forms and if you have any questions relating to this you can ask

us. You can ask people for an email contact if they want to hear from Living Streets and your Local Group in the future.

Real life example

Bromley Living Streets Group has ran a survey in their area to find out the views of local people. See below for details.

Jen from Bromley Living Streets Group says,

"The survey was invaluable to collect a larger data set on individual travel needs across the ward. This helped us to challenge the stereotypes that walking and cycling are only practical for certain demographics, and gave more insight into people's travel choices across a range of everyday activities like commuting, the school run, shopping and social activities."

To create your own survey:

You can contact us to ask how to access the Survey Monkey account for Local Groups. Due to GDPR requirements only one group can access the Survey Monkey at a time so that data can be collected, evaluated and then deleted.

[Here is the GDPR guidance.](#)

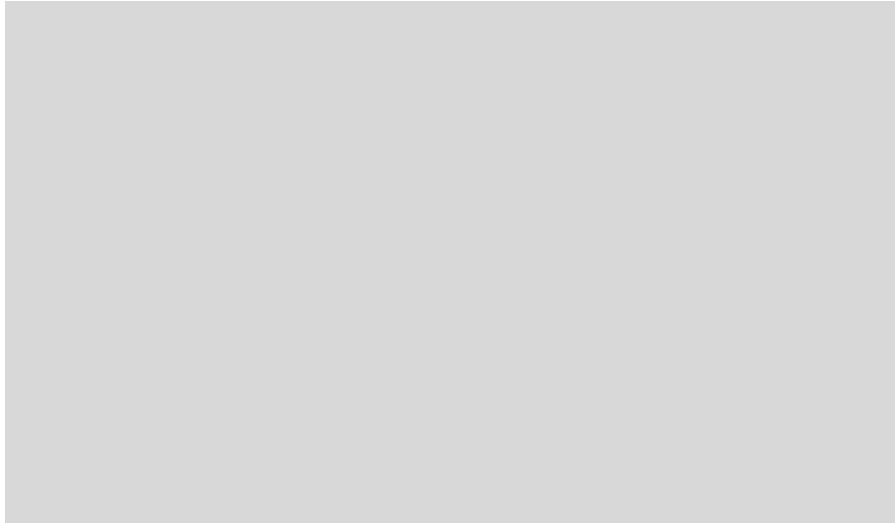
Please email your request to
Aisha Hannibal – Engagement Manager:
aisha.hannibal@livingstreets.org.uk

How to use Survey Monkey

A basic guide:

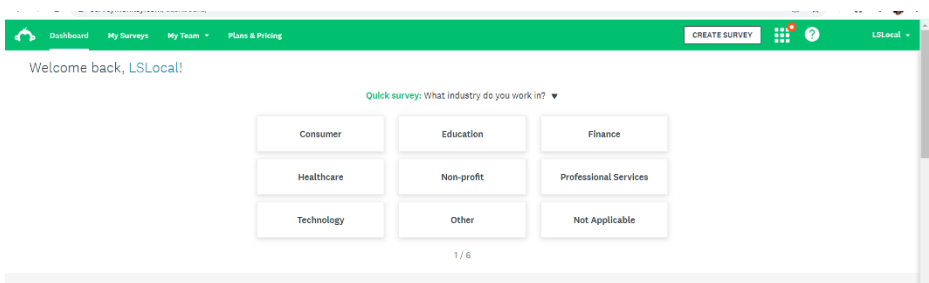
You can find support on how to use Survey Monkey from their [YouTube Channel](#) that has handy guides, including:

[Creating a survey with SurveyMonkey](#) – which is really helpful.

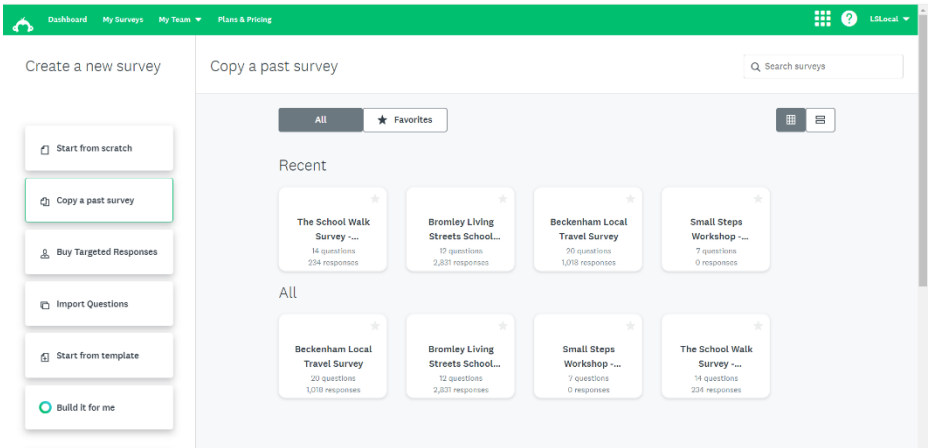


How do I create a survey?

1. Log in and press the 'create survey' button – top right



2. Select 'Start from scratch' or 'Copy from past survey' if you know the survey you would like to copy from – there will be option available if you select that option.

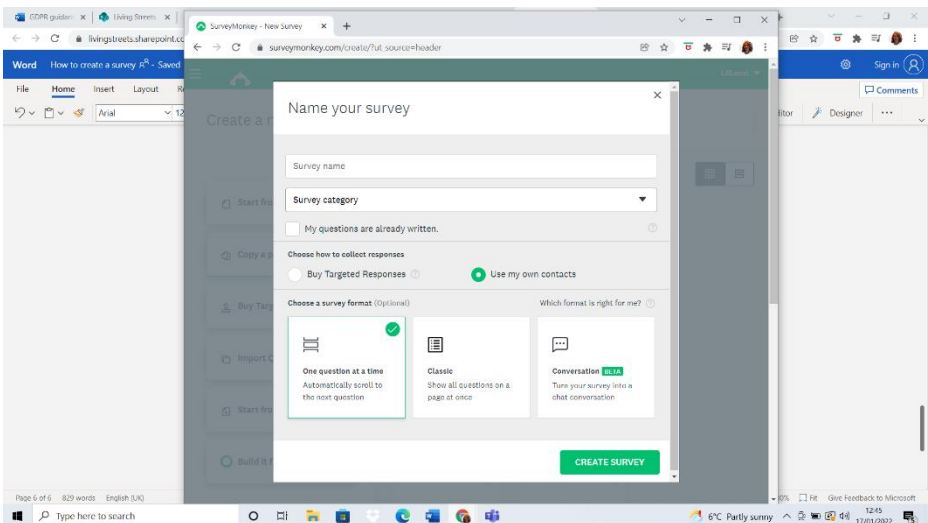


3. Begin to fill in the details – add the survey name, select from the drop down menu the category eg. Event feedback or community and volunteer feedback.

You will need to select how the survey appears – one question at a time or more commonly with all the questions on one page.

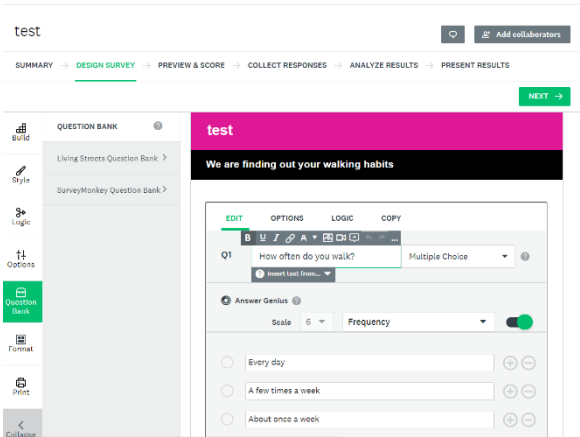
Keep – use my own contacts option

Press ‘Create Survey’ green button



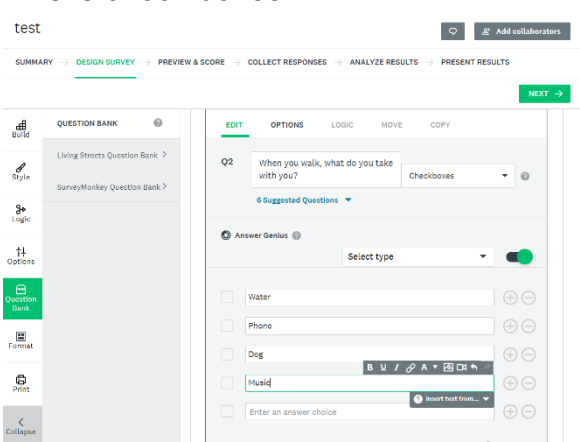
4. You can edit the title of the survey and the description – there will be edit buttons when you move your mouse over the coloured areas.

Here is where you choose how you want to format your questions using the edit box.

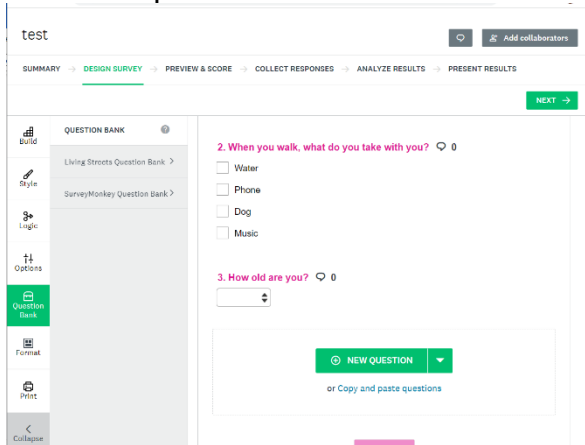


There are many different options to format your questions, think about how you want questions to be answered and what would make the most sense to your audience.

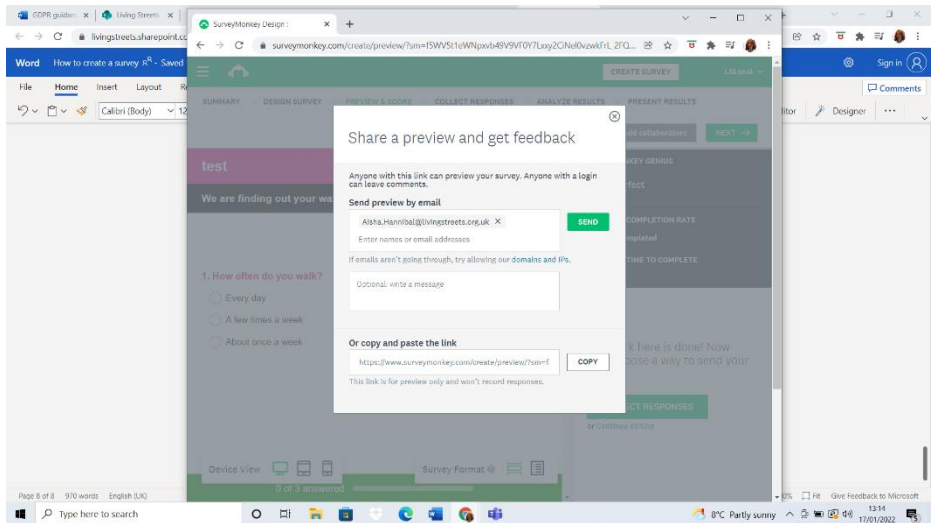
This is check boxes:



This is drop down:

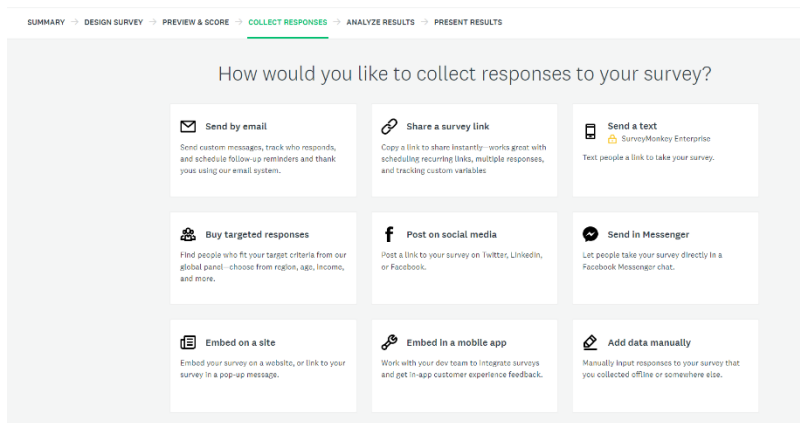


5. When you are happy with your questions you can 'press the green 'next, button when ready – you now have the chance to keep editing, send your survey or by selecting 'add collaborators' you can send the survey to other group members if you have their email. This is a good idea as you can get feedback and check for any errors.

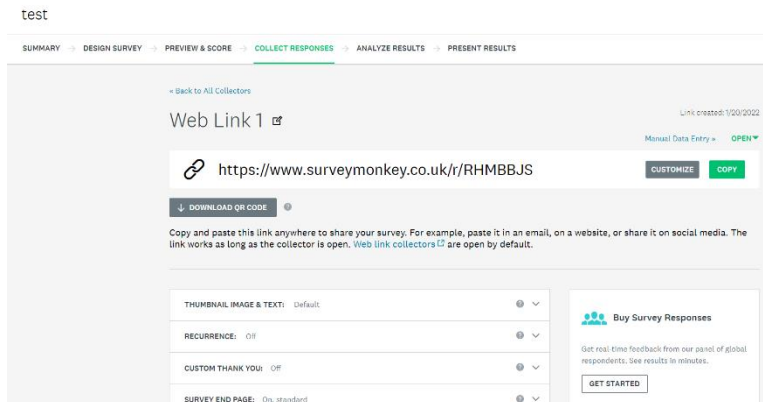


6. Collect Responses – this is the opportunity to decide how you want to collect responses to your survey. Through Survey

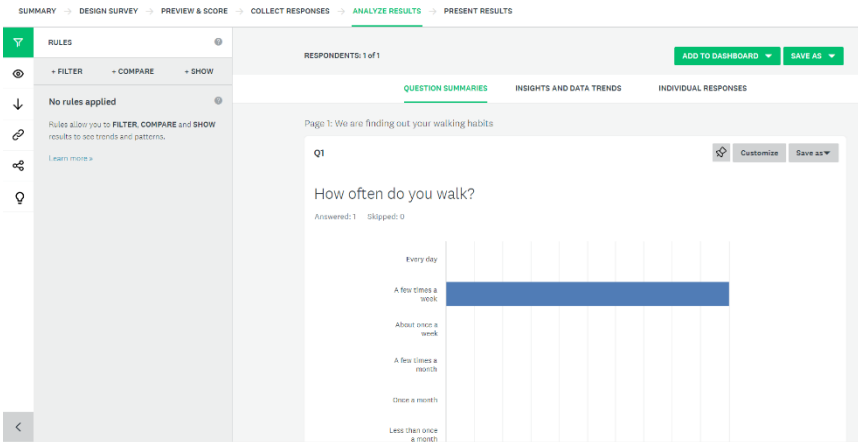
Monkey you can set up an email that you can customize to suit your group and communication needs. Or a more straightforward way is to use a link that is generated that you can put into emails, texts, messages on Facebook – however you contact your network and members. All responses will be collected by Survey Monkey.



Here is the link which you can just copy and paste:



7. Analyse the results – when people have completed the survey you will be able to see the results e.g. below.



8. Remember to check that your introduction contains a link to our [GDPR policy](#) and confirmation that the survey is anonymous and responses will be deleted once the results have been analysed. Use this wording: ‘Thanks for responding to this survey. We take the security of your data seriously and will delete your results once this survey is analysed – read our privacy policy <https://www.livingstreets.org.uk/privacy-policy/>’

You can include an opt-in to hear from Living Streets and your local group by providing a field for email address with the below wording:

‘If you would like to be kept up to date about Living Streets news and campaigns and the [name of group] Living Streets Group please provide your email address.

‘Thanks for giving Living Streets your email address. We’ll keep you updated on our news and campaigns, as well as Local Group news. You can opt out at any time and we won’t share your details. We take the security of your data seriously - read our privacy policy <https://www.livingstreets.org.uk/privacy-policy/>’

9. Let Living Street staff know you have completed the survey and analysis so they can delete any sensitive data and the account is ready for another Local Group to use.

Please draft an email to both:

Aisha Hannibal – Engagement Manager:

aisha.hannibal@livingstreets.org.uk

campaigns@livingstreets.org.uk

Good luck with it all!

Example Copy for leaflet:

Survey invitation: Local Travel in Beckenham

Bromley Living Streets and Copers Cope Area Residents Association want to find out how local residents travel. The survey will help find out about the challenges faced for walking, cycling, and accessing the local high street.

Our preliminary traffic surveys suggest that much could be done to reduce speeding, improve access to the high street, ensure streets are more age-friendly, and accommodate families with children and pushchairs. This survey will give us a stronger evidence base to inform our campaigns for better streets and public spaces to meet residents' needs.

This survey is anonymous and can be completed online at [add your SurveyMonkey link]. Responses will be deleted after results have been analysed in line with [the Living Streets GDPR guidance](#).

The survey will remain open until [add a close date].

If you do not have access to the internet, we still want to hear from you! Please call (add phone number), and we will arrange to

deliver and pick up a paper copy of the survey from your letterbox.

PRINTED ON RECYCLED PAPER. PLEASE RECYCLE THIS FLYER

Example of Questions:

SURVEY QUESTIONS

1/ What is your postcode?

2/ Which age group are you in?

0-16 / 16-25 / 26-35 / 36-45 / 46-55 / 56-65 / 66-75 / 76+

3/ Which transport modes do you use regularly? Select any of the following

Travelling to work Car / Bicycle / Walk / Wheelchair / Mobility scooter /

Public transport / Remote working / Other (specify)

School run Car / Bicycle / Walk / Wheelchair / Mobility scooter /

Public transport / Remote working / Other (specify) Car / Bicycle / Walk /

Grocery shopping Car / Bicycle / Walk / Wheelchair / Mobility scooter /

Public transport / Remote working / Other (specify) Car / Bicycle / Walk /

Other shopping Car / Bicycle / Walk / Wheelchair / Mobility scooter /

Public transport / Remote working / Other (specify) Car / Bicycle / Walk /

Visiting friends/family Car / Bicycle / Walk / Wheelchair / Mobility scooter /

Public transport / Remote working / Other (specify) Car / Bicycle / Walk /

4/ Are there any barriers to using different transport modes to those you use regularly?

i.e. lack of parking, safety concerns, affordability

5/ Are any of the following issues significant for you? Select any of the following, adding more detail or specific locations if you wish

- Amount of road traffic
- Noise from road traffic
- Road traffic travelling too fast
- Air pollution
- Uneven or poorly maintained footpaths
- Uneven or poorly maintained roads
- Roads unsafe for cycling

- Not enough public seating to sit down or rest
- Not enough community toilets
- Other - please specify

6/ Do you use Beckenham High Street for any of the following activities?

- Access to bus or rail services
- Grocery shopping
- Other shopping
- Restaurants or cafes
- Visiting parks or local events

7/ From your home, how would you rank accessibility to the High Street by...

- Car (Poor / Average / Good / Very Good) + option to add more detail
- Bicycle or scooter (Poor / Average / Good / Very Good)
- Walking (Poor / Average / Good / Very Good)
- Public transport (Poor / Average / Good / Very Good)

8/ If you cycle, would you be interested in storing your bicycle in a cycle hangar on your road? A cycle hangar is a secure, covered place to park a bicycle [Add image]

- Yes / No / Don't cycle

9/ Aside from the issues covered above, are there any other challenges for you to travel safely and easily around your local area?

: 'Thanks for responding to this survey. We take the security of your data seriously and will delete your results once this survey is analysed – read our privacy policy <https://www.livingstreets.org.uk/privacy-policy>'

Stay In Touch

'If you would like to be kept up to date about Living Streets news and campaigns and the [name of group] Living Streets Group please provide your email address.

Email:

'Thanks for giving Living Streets your email address. We'll keep you updated on our news and campaigns, as well as Local Group news. You can opt out at any time and we won't share your details. We take the security of your data seriously - read our privacy policy

[https://www.livingstreets.org.uk/privacy-policy'](https://www.livingstreets.org.uk/privacy-policy)