



THREE STEPS TO USING WEBROPOL

This time versatility doesn't come at a cost. No matter how simple or complex a survey you want to create, it only takes **three easy steps** using Webropol. All you have to do is design the form, publish the survey, and start analysing the results. It's that easy!

Webropol is a very flexible tool for conducting surveys, gathering data, managing feedback, and reporting data. Below you can see a description of some of the key features of Webropol, conveniently arranged according to each of the three steps. Naturally, you don't have to use all of these features. But if you do, it doesn't make it any more difficult for you!

1. DESIGN THE FORM

- **Structure:** choose from 11 question types and add text, audio, video, or pictures
- **Lay-out:** freely define fonts, colors, images, and logos used
- **Logic:** build a dynamic form with event triggers and jumps
- **Languages:** create language copies with default texts available in 14 languages

2. PUBLISH THE SURVEY

- **Demographics:** import background data to be used in the reports
- **Anonymity:** answering can be made completely anonymous if wanted
- **Pre-fill answers:** import data that the individual respondent can update if necessary (e.g. contact details)
- **Invite respondents:** use the built-in tool to send invitations per e-mail, share a link anywhere on the web, or invite respondents per phone, mail, or print media
- **Input answers:** you can enter data from paper forms and telephone interviews manually
- **Automatic closing:** the survey can be set to close upon a certain date or a upon reaching a certain number of answers

3. REPORT THE RESULTS

- **Manage data:** use filtering and cross-tabulations to analyse data
- **Use demographics:** if imported, background data can be used to make a deeper analysis
- **Create reports:** use the reporting tool to create any of the most commonly used tables and charts and save the report in PDF format
- **Share a report:** share a public link to the real-time e-report
- **Export data:** all raw data and charts can be exported into Excel, Word, PowerPoint and most statistical programs, such as SPSS and SAS, with a few clicks

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