Free survey maker checklist

Check any free survey maker against the same list before you build. Tick each item the tool passes. Then use page 2 to compare up to three tools side by side.

Your survey: _____ Responses in your busiest month: _____

Five-minute test (do it in each tool)

1. Build a three-question test survey: one rating, one multiple choice, one open text box.
2. Open the share link on your phone and answer it with one thumb.
3. Send yourself two test responses and look at the results page.
4. Download the results as a CSV and open the file.
5. Find the page in your account that shows your plan and what it counts.

1. Responses and limits

- ☐ How many responses can one survey collect on the free plan?
- ☐ Is that count per survey, per month or across your whole account?
- ☐ What happens at the limit: does the survey stop taking answers, and can you still read the ones you have?
- ☐ How many surveys can you keep open at the same time?
- ☐ Are file uploads, team members or AI help counted separately?

2. Question types

- ☐ It has the types your survey needs: multiple choice, checkboxes, rating, a 0 to 10 scale, a grid, ranking, a long answer (comment) box and email.
- ☐ You can mark some questions required and leave the rest optional.
- ☐ You can shuffle the order of answer options.

3. Logic

- ☐ A question can show or hide based on an earlier answer.
- ☐ People can skip to a later page or to a different ending.
- ☐ You can repeat an earlier answer in a later question.

4. Sharing

- ☐ You get a share link, and you can change the end of it.
- ☐ You can download a QR code for posters and handouts.
- ☐ You can embed the survey on your own website.
- ☐ People can answer without making an account or signing in.
- ☐ The survey is easy to fill in on a phone.

5. Results

- ☐ A summary shows counts and charts for each question.
- ☐ If you ask NPS or CSAT questions, the tool works out the score for you.
- ☐ You can filter responses, for example to see only low ratings.

6. Exports and connections

- ☐ CSV export is on the free plan.

- ☐ Responses can go to a spreadsheet or a team chat as they arrive.
- ☐ You can turn on an email to yourself for each new response.

7. Brand and account

- ☐ You know whether the free plan adds the tool's badge to your survey.
- ☐ No card is needed to sign up.
- ☐ The free plan has no end date (it is not a trial that runs out).

Compare up to three tools

Write a tool's name at the top of each column. Fill every cell from that tool's own pricing or help pages, and write the date you checked. Plans change, so check again before a big survey.

What to check	Tool 1: _____	Tool 2: _____	Tool 3: _____
Responses on the free plan			
Counted per survey, per month or per account			
What happens at the limit			
Surveys open at once			
Question types you need			
Logic (show, hide, skip)			
QR code and embed			
Respondents need an account?			
Summary charts and NPS or CSAT score			
CSV export			
Spreadsheet or chat connection			
Badge on the free plan			
Card needed to sign up?			
Page you checked, and the date			

This checklist names no tools and holds no tool facts, so it stays right when plans change. How to use it, and how to build a survey in about 10 minutes: https://hornetforms.com/blog/free-survey-maker