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Editor Rating	3/5	4.5/5	4/5	4/5	4/5	4/5	4/5	3/5	3/5	2.5/5
Best For	SMBs*	SMBs	SMBs	SMBs	Enterprises	SMBs	Enterprises	SMBs	SMBs	SMBs
Deploy Via Social Media	Facebook, Google+, LinkedIn, Twitter	Buffer, Facebook, Twitter	None	Facebook, Google+, LinkedIn, Twitter	Delicious, Digg, Facebook, Google+, LinkedIn, Pinterest, Reddit, StumbleUpon, Tumblr, Twitter	Facebook	Salesforce	None	Facebook, Google+, LinkedIn, Twitter	Facebook, Google+, Twitter
Export Data	CSV, PDF, Zoho Sheet	CSV, SPSS	CSV, Excel	CSV, SPSS	CSV, SPSS, StatWing, XML	Excel, Google Sheets, PDF, SPSS	CSV, Excel, SPSS	CSV, Excel	Access, CSV, Excel, HTML, SPSS, Word, XML	CSV, Excel, JSON, Word
Export/Save Report	Email, Private or Public URL	PDF, PowerPoint, Word	Public URL	Exportable Images	PDF, Word	CSV, Excel, PDF, PowerPoint	CSV, email, Excel, PDF, SPSS, XML	PDF, Private URL	PDF, Word	CSV, Excel, JSON, Word
Themes/Format Tools	Basic	Extensive	Extensive	Basic	Extensive	Basic	Middle-of-the-Road	Basic	Middle-of-the-Road	Basic
Advanced Matrix Features	No	No	No	Yes	3D Matrix, Extra-Question	No	Yes	Yes	3D Matrix, Extra-Question	
Estimates Time to Complete		Y								
Generates Test Data		Y		Y	Y					
Team Question Creation/Review	Y	Y		Y	Y	Y			Y	
Captcha Fields		Y		Y						
Date Fields With Calendar Choice	Y	Y	Y				Y	Y	Y	Y
Supports Kiosks		Y			Y					

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Multiple Fields as One Answer		Y	Y	Y	Y	Y		Y	Y	Y
Slider Questions		Y	Y		Y			Y	Y	Y
Passwords		Y		Y	Y		Y	Y	Y	
Sends Response Reminders		Y		Y	Y				Y	
Timers		Y			Y				Y	

*Small to Midsize Businesses

Source: PC Magazine

The Best Online Survey Tools of 2016

BY ESTHER SCHINDLER

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