



# Comparison Excel Data Format: Survey Monkey Exported to Excel Compared to Google Forms Downloaded as Excel

Feb 2020

maxi

# Comparison Excel Data Format: Survey Monkey Exported to Excel Compared to Google Forms Downloaded as Excel

- Have a look at the next two pages where first page is showing data format in Excel for a survey using Survey Monkey where its data is exported to Excel while the second is showing an Excel data downloaded from Google Forms had the survey been using Google Forms.

| Aspect                        | Survey Monkey  | Google Forms  |
|-------------------------------|--|---|
| Basic format                  | Questions to the right (column), respondents downward (row)                                  | Questions to the right (column), respondents downward (row)   |
| Questions                     | Questions are listed on the first row. Second row may be needed for question info or label.  | Questions are listed on the first row only.   |
| Number of column per question | Depending on question type. If single answer one column, if multiple answer multiple column. | One column per question regardless of question type single or multiple  |
| Number of row per respondent  | One row for each respondent  | One row for each respondent   |
| Cell content                  | One cell contains one answer   | One cell for either single answer or multiple answer (for multiple answer, each answer is separated by comma sign (",")). |

- Excel data from Survey Monkey need to be rearranged to follow that of Google Forms to be able to be analyzed by Splitter, .

# Survey Monkey Data Exported to Excel

all-responses-xls survey monkey [Read-Only] - Excel

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A1 Which flavor of ice cream is your favorite?

|    | A   | B                      | C   | D  | E          | F          | G           | H           | I                   | J          | K           | L              | M   | N          | O          | P          | Q                                       | R                   | S                    | T                                      | U                | V  |
|----|---|------------------------|---|--|------------|------------|-------------|-------------|---------------------|------------|-------------|----------------|---|------------|------------|------------|---|---------------------|----------------------|--|------------------|--|
| 1  | Which flavor of ice cream is your favorite? |                        | Which flavor of ice cream is your least favorite? | Which of the below flavors of ice cream do you like? |            |            |             |             |                     |            |             |                | Which flavor of ice cream is the favorite for each member of your family? |            |            |            | Rank the following ice cream flavors. = |                     |                      | What is your favorite ice cream brand? | [Image A/B Test] | Does this picture make you hungry for ice cream? |
| 2  | Response                                    | Other (please specify) | Response  | Chocolate  | Vanilla    | Strawberry | Pistachio   | Cake batter | Mint chocolate chip | Rocky road | Bubblegum   | Salted caramel | Mother  | Father     | Brother    | Sister     | Vanilla ice cream                       | Chocolate ice cream | Strawberry ice cream | Open-Ended Response                    |                  | Response   |
| 3  | Strawberry                                  | Chocolate              |   |  | Strawberry | Pistachio  | Cake batter |             | Rocky road          |            | Salted cara | Other          | Other   | Strawberry | Other      |            | 2                                       | 3                   | 1                    | Ice Dream                              | Text 2           | No   |
| 4  | Strawberry                                  | Vanilla                |   |  | Strawberry |            |             |             | Mint chocc          | Rocky road | Bubblegum   | Salted cara    | Other   | Vanilla    | Chocolate  | Strawberry | 3                                       | 2                   | 1                    |  | Text 2           | No   |
| 5  | Strawberry                                  | Strawberry             |   |  |            |            |             | Cake batter | Mint chocc          | Rocky road | Bubblegum   | Salted cara    | Chocolate   | Other      | Strawberry | Strawberry | 3                                       | 1                   | 2                    |  | Text 2           | Yes  |
| 6  | Chocolate                                   | Chocolate              |   | Vanilla  |            |            |             |             | Rocky road          |            | Salted cara | Strawberry     | Other   | Chocolate  | Vanilla    |            | 2                                       | 3                   | 1                    |  | Text 1           | No   |
| 7  | I don't like ice cream                      | Vanilla                | Chocolate   | Vanilla  |            |            |             |             | Mint chocolate chip | Bubblegum  | Salted cara | Strawberry     | Other   | Other      | Other      |            | 3                                       | 2                   | 1                    |  | Text 1           | No   |
| 8  | Other (plea Melon                           | Vanilla                | Chocolate   |  | Strawberry | Pistachio  |             |             | Mint chocc          | Rocky road | Bubblegum   | Salted cara    | Other   | Vanilla    | Strawberry | Other      | 3                                       | 2                   | 1                    | Sir Scoops A Lot                       | Text 2           | I don't know                                     |
| 9  | Strawberry                                  | Chocolate              | Chocolate   |  |            |            |             | Cake batter |                     |            |             | Salted cara    | Other   | Chocolate  | Other      | Other      | 2                                       | 1                   | 3                    |  | Text 2           | I don't know                                     |
| 10 | Other (plea Pie                             | Strawberry             | Chocolate   | Vanilla  |            |            |             |             | Mint chocolate chip |            |             |                | Chocolate   | Strawberry | Vanilla    | Chocolate  | 3                                       | 1                   | 2                    | Homemade                               | Text 2           | No   |
| 11 | Vanilla                                     | Chocolate              | Chocolate   | Vanilla  | Strawberry |            |             |             |                     | Rocky road |             | Salted cara    | Vanilla   | Strawberry | Other      |            | 1                                       | 2                   | 3                    | Presidential                           | Text 2           | Yes  |
| 12 | Other (plea Bubble gun                      | Strawberry             |   |  | Pistachio  |            |             | Cake batter |                     |            |             | Salted cara    | Strawberry  | Vanilla    | Other      | Vanilla    | 2                                       | 1                   | 3                    | Low fat                                | Text 2           | I don't know                                     |
| 13 | Chocolate                                   | Vanilla                |   |  | Strawberry |            |             |             |                     |            | Bubblegum   | Strawberry     | Other   | Vanilla    | Chocolate  |            | 1                                       | 3                   | 2                    | Yummy                                  | Text 2           | Yes  |
| 14 | Other (plea Not sure                        | Vanilla                |   | Vanilla  |            |            |             |             | Mint chocc          | Rocky road | Bubblegum   | Salted cara    | Strawberry  | Vanilla    | Chocolate  | Chocolate  | 3                                       | 1                   | 2                    |  | Text 2           | No   |
| 15 | Chocolate                                   | Vanilla                |   | Vanilla  | Strawberry |            |             | Cake batter | Mint chocc          | Rocky road | Bubblegum   |                | Strawberry  | Chocolate  | Vanilla    | Other      | 2                                       | 3                   | 1                    |  | Text 2           | I don't know                                     |
| 16 | Vanilla                                     | Vanilla                |   |  | Strawberry |            |             | Cake batter | Mint chocolate chip |            |             |                | Other   | Strawberry | Chocolate  | Strawberry | 2                                       | 1                   | 3                    |  | Text 2           | No   |
| 17 | Other (plea Grape                           | Strawberry             |   | Vanilla  | Strawberry |            |             | Cake batter | Mint chocolate chip |            |             |                | Other   | Vanilla    | Strawberry | Other      | 2                                       | 3                   | 1                    | Don't have one                         | Text 2           | I don't know                                     |
| 18 | I don't like ice cream                      | Vanilla                |   |  |            |            |             | Cake batter | Mint chocc          | Rocky road | Bubblegum   |                | Strawberry  | Strawberry | Vanilla    | Other      | 1                                       | 2                   | 3                    | That's Really Nice C                   | Text 2           | Yes  |
| 19 | Chocolate                                   |                        | Strawberry  | Chocolate  | Vanilla    |            |             | Cake batter |                     |            |             |                | Vanilla   | Chocolate  | Other      | Chocolate  | 2                                       | 3                   | 1                    | Not sure                               | Text 2           | Yes  |
| 20 | Vanilla                                     | Chocolate              | Chocolate   |  |            |            |             |             |                     | Rocky road |             |                | Other   | Other      | Vanilla    | Other      | 3                                       | 1                   | 2                    |  | Text 2           | Yes  |
| 21 | Chocolate                                   | Chocolate              | Chocolate   | Vanilla  | Strawberry |            |             |             | Mint chocc          | Rocky road |             |                | Vanilla   | Vanilla    | Strawberry | Vanilla    | 1                                       | 3                   | 2                    | Sir Scoops A Lot                       | Text 2           | I don't know                                     |
| 22 | Strawberry                                  | Chocolate              | Chocolate   | Vanilla  | Strawberry |            |             | Cake batter |                     |            |             | Salted cara    | Vanilla   | Vanilla    | Vanilla    | Chocolate  | 2                                       | 3                   | 1                    | I don't know                           | Text 2           | Yes  |
| 23 | I don't like ice cream                      | Chocolate              | Chocolate   |  |            | Pistachio  |             | Cake batter |                     |            |             |                | Chocolate   | Other      | Chocolate  | Vanilla    | 3                                       | 2                   | 1                    |  | Text 2           | Yes  |
| 24 | Strawberry                                  | Chocolate              | Chocolate   |  |            |            |             | Cake batter | Mint chocc          | Rocky road | Bubblegum   |                | Strawberry  | Other      | Strawberry | Other      | 2                                       | 1                   | 3                    | Don't know                             | Text 1           | No   |
| 25 | Strawberry                                  | Vanilla                | Chocolate   | Vanilla  |            |            |             | Cake batter |                     |            | Bubblegum   | Salted cara    | Strawberry  | Other      | Strawberry | Chocolate  | 3                                       | 2                   | 1                    | That's Really Nice C                   | Text 1           | Yes  |
| 26 | Other (plea Mint                            | Vanilla                |   |  |            |            |             |             | Mint chocolate chip | Bubblegum  | Salted cara | Strawberry     | Vanilla   | Strawberry | Vanilla    |            | 1                                       | 3                   | 2                    | Not sure                               | Text 1           | I don't know                                     |
| 27 | Vanilla                                     | Strawberry             |   | Vanilla  |            |            |             |             |                     |            |             |                | Vanilla   | Other      | Chocolate  | Strawberry | 1                                       | 2                   | 3                    |  | Text 1           | Yes  |
| 28 | Chocolate                                   | Vanilla                | Chocolate   | Vanilla  | Strawberry |            |             | Cake batter |                     |            |             |                | Chocolate   | Other      | Vanilla    | Chocolate  | 3                                       | 1                   | 2                    | Cream of Ice                           | Text 1           | Yes  |
| 29 | Vanilla                                     | Strawberry             | Chocolate   | Vanilla  |            |            |             |             |                     | Rocky road | Bubblegum   |                | Vanilla   | Strawberry | Strawberry | Vanilla    | 2                                       | 3                   | 1                    | That's Really Nice C                   | Text 2           | Yes  |
| 30 | I don't like ice cream                      | Strawberry             | Chocolate   |  | Strawberry |            |             |             |                     |            | Bubblegum   |                | Vanilla   | Other      | Other      | Strawberry | 1                                       | 2                   | 3                    |  | Text 2           | No   |
| 31 | Vanilla                                     | Chocolate              | Chocolate   |  |            |            | Pistachio   |             |                     |            | Bubblegum   |                | Vanilla   | Chocolate  | Vanilla    | Strawberry | 2                                       | 3                   | 1                    | Frozen Dream                           | Text 2           | No   |

Sheet

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# Google Forms Survey Data Downloaded as Excel

all-responses-xls survey monkey in google forms format - Excel

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A1 Which flavor of ice cream is your favorite?

|    | A   | B   | C   | D  | E  | F   | G  | H   | I   | J  | K                                      | L                | M  |
|----|---|---|---|--|--|---|--|---|---|--|--|------------------|--|
|    | Which flavor of ice cream is your favorite? | Which flavor of ice cream is your least favorite? | Which of the below flavors of ice cream do you like?                        | Which flavor of ice cream is the favorite for each member of your family? [Mother] | Which flavor of ice cream is the favorite for each member of your family? [Father] | Which flavor of ice cream is the favorite for each member of your family? [Brother] | Which flavor of ice cream is the favorite for each member of your family? [Sister] | Rank the following ice cream flavors. [vanilla ice cream] | Rank the following ice cream flavors. [chocolate ice cream] | Rank the following ice cream flavors. [strawberry ice cream] | What is your favorite ice cream brand? | [Image A/B Test] | Does this picture make you hungry for ice cream? |
| 1  | Strawberry                                  | Chocolate   | Strawberry,Pistachio,Cake batter,Rocky road,Salted caramel                  | Other  | Other  | Strawberry  | Other  | 2   | 3   | 1  | Ice Dream                              | Text 2           | No   |
| 2  | Strawberry                                  | Vanilla   | Strawberry,Mint chocolate chip,Rocky road,Bubblegum                         | Other  | Vanilla  | Chocolate   | Strawberry   | 3   | 2   | 1  |  | Text 2           | No   |
| 3  | Strawberry                                  | Strawberry  | Cake batter,Mint chocolate chip,Rocky road,Bubblegum,Salted caramel         | Chocolate  | Other  | Strawberry  | Strawberry   | 3   | 1   | 2  |  | Text 2           | Yes  |
| 4  | Chocolate                                   | Chocolate   | Vanilla,Rocky road,Salted caramel   | Strawberry   | Other  | Chocolate   | Vanilla  | 2   | 3   | 1  |  | Text 1           | No   |
| 5  | I don't like ice cream                      | Vanilla   | Chocolate,Vanilla,Mint chocolate chip,Bubblegum,Salted caramel              | Strawberry   | Other  | Other   | Other  | 3   | 2   | 1  |  | Text 1           | No   |
| 6  | Melon                                       | Vanilla   | Chocolate,Strawberry,Pistachio,Mint chocolate chip,Bubblegum,Salted caramel | Other  | Vanilla  | Strawberry  | Other  | 3   | 2   | 1  | Sir Scoops A Lot                       | Text 2           | I don't know                                     |
| 7  | Strawberry                                  | Chocolate   | Chocolate,Cake batter,Salted caramel  | Other  | Chocolate  | Other   | Other  | 2   | 1   | 3  |  | Text 2           | I don't know                                     |
| 8  | Pie   | Strawberry  | Chocolate,Vanilla,Mint chocolate chip                                       | Chocolate  | Strawberry   | Vanilla   | Chocolate  | 3   | 1   | 2  | Homemade                               | Text 2           | No   |
| 9  | Vanilla                                     | Chocolate   | Chocolate,Vanilla,Strawberry,Rocky road,Salted caramel                      | Vanilla  | Strawberry   | Strawberry  | Other  | 1   | 2   | 3  | Presidential                           | Text 2           | Yes  |
| 10 | Bubble gum                                  | Strawberry  | Pistachio,Cake batter,Salted caramel  | Strawberry   | Vanilla  | Other   | Vanilla  | 2   | 1   | 3  | Low fat                                | Text 2           | I don't know                                     |
| 11 | Chocolate                                   | Vanilla   | Strawberry,Bubblegum  | Strawberry   | Other  | Vanilla   | Chocolate  | 1   | 3   | 2  | Yummy                                  | Text 2           | Yes  |
| 12 | Not sure                                    | Vanilla   | Vanilla,Mint chocolate chip,Rocky road,Bubblegum,Salted caramel             | Strawberry   | Vanilla  | Chocolate   | Chocolate  | 3   | 1   | 2  |  | Text 2           | No   |
| 13 | Chocolate                                   | Vanilla   | Vanilla,Strawberry,Cake batter,Mint chocolate chip,Rocky road,Bubblegum     | Strawberry   | Chocolate  | Vanilla   | Other  | 2   | 3   | 1  |  | Text 2           | I don't know                                     |
| 14 | Vanilla                                     | Vanilla   | Strawberry,Cake batter,Mint chocolate chip                                  | Other  | Strawberry   | Chocolate   | Strawberry   | 2   | 1   | 3  |  | Text 2           | No   |
| 15 | Grape                                       | Strawberry  | Vanilla,Strawberry,Cake batter,Mint chocolate chip                          | Other  | Vanilla  | Strawberry  | Other  | 2   | 3   | 1  | Don't have one                         | Text 2           | I don't know                                     |
| 16 | I don't like ice cream                      | Vanilla   | Cake batter,Mint chocolate chip,Rocky road,Bubblegum                        | Strawberry   | Strawberry   | Vanilla   | Other  | 1   | 2   | 3  | That's Really Nice Cream               | Text 2           | Yes  |
| 17 | Chocolate                                   | Strawberry  | Chocolate,Vanilla,Cake batter   | Vanilla  | Chocolate  | Other   | Chocolate  | 2   | 3   | 1  | Not sure                               | Text 2           | Yes  |
| 18 | Vanilla                                     | Chocolate   | Chocolate,Rocky road  | Other  | Other  | Vanilla   | Other  | 3   | 1   | 2  |  | Text 2           | Yes  |
| 19 | Chocolate                                   | Chocolate   | Chocolate,Vanilla,Strawberry,Mint chocolate chip,Rocky road                 | Vanilla  | Vanilla  | Strawberry  | Vanilla  | 1   | 3   | 2  | Sir Scoops A Lot                       | Text 2           | I don't know                                     |
| 20 | Strawberry                                  | Chocolate   | Chocolate,Vanilla,Strawberry,Cake batter,Salted caramel                     | Vanilla  | Vanilla  | Vanilla   | Chocolate  | 2   | 3   | 1  | I don't know                           | Text 2           | Yes  |
| 21 | I don't like ice cream                      | Chocolate   | Chocolate,Pistachio,Cake batter   | Chocolate  | Other  | Chocolate   | Vanilla  | 3   | 2   | 1  |  | Text 2           | Yes  |
| 22 | Strawberry                                  | Chocolate   | Chocolate,Cake batter,Mint chocolate chip,Rocky road,Bubblegum              | Strawberry   | Other  | Strawberry  | Other  | 2   | 1   | 3  | Don't know                             | Text 1           | No   |
| 23 | Strawberry                                  | Vanilla   | Chocolate,Vanilla,Cake batter,Bubblegum,Salted caramel                      | Strawberry   | Other  | Strawberry  | Chocolate  | 3   | 2   | 1  | That's Really Nice Cream               | Text 1           | Yes  |
| 24 | Mint  | Vanilla   | Mint chocolate chip,Bubblegum,Salted caramel                                | Strawberry   | Vanilla  | Strawberry  | Vanilla  | 1   | 3   | 2  | Not sure                               | Text 1           | I don't know                                     |
| 25 | Vanilla                                     | Strawberry  | Vanilla   | Vanilla  | Other  | Chocolate   | Strawberry   | 1   | 2   | 3  |  | Text 1           | Yes  |
| 26 | Chocolate                                   | Vanilla   | Chocolate,Vanilla,Strawberry,Cake batter                                    | Chocolate  | Other  | Vanilla   | Chocolate  | 3   | 1   | 2  | Cream of Ice                           | Text 1           | Yes  |
| 27 | Vanilla                                     | Strawberry  | Chocolate,Vanilla,Rocky road,Bubblegum                                      | Vanilla  | Strawberry   | Strawberry  | Vanilla  | 2   | 3   | 1  | That's Really Nice Cream               | Text 2           | Yes  |
| 28 | I don't like ice cream                      | Strawberry  | Chocolate,Strawberry,Bubblegum  | Vanilla  | Other  | Other   | Strawberry   | 1   | 2   | 3  |  | Text 2           | No   |
| 29 |   |   |   |  |  |   |  |   |   |  | Frozen                                 |                  |  |

Sheet1

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