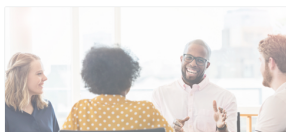## SurveyMonkey Audience

Don't have your own list of respondents? SurveyMonkey Audience lets you send your survey to exactly the right people. Choose your audience below to get an estimate. We'll send your survey to people from our global panel who match your criteria.

TRY OUR POPULAR AUDIENCE PROFILES ⌃

General Population (Medium Sample)

500 Responses, United States (USA) - SurveyMonkey, All Genders (Census), All Ages (Full Census), All Incomes

General Population (Small Sample)

250 Responses, United States (USA) - SurveyMonkey, All Genders (Census), All Ages (Basic Census), All Incomes

Full-Time Employees

250 Responses, United States (USA) - SurveyMonkey, All Genders (Census), All Ages (Basic Census), All Incomes, Employed Full-time

›

STEP 1: Who do you want to survey? ?

SurveyMonkey is built on a foundation of reliable, high-quality data. Learn how our data quality helps you succeed.

Country (100+ available)

Country: United States (USA) - SurveyMonkey
Regions: All Regions

Gender

Gender: Both
Balancing: Census ?

Age

Age: 18-99+
Balancing: Full Census ?

Household Income

Income: $0-$200k+

⊕ MORE TARGETING OPTIONS

STEP 2: How many complete responses do you need? ?

2000

2000

| 50 | 100 | 250 | 500 | 1000 | 3000 | 5000 |

Margin of Error +/- 2%

STEP 3: (Optional) Do you want to add your own screening questions to your survey? ?

Adding your own screening questions can help you target a more specific audience.

◯ Yes   ◉ No

Your Estimate ?

Estimated survey length

10	Survey Questions ?

Currently editing

Audience 1   🗑

Complete Responses	2000
Estimated Completion Date	Aug 16
Price per Response ⌄	$1.90
Subtotal	$3,800

⊕ ADD ANOTHER AUDIENCE

Create a new Audience to deploy your project across multiple markets or Audience profiles

Estimated Cost $3,800

plus applicable tax   USD

NEXT: CREATE SURVEY

Data quality

🔍 **Accurate targeting**
We regularly refresh panelist profiles, and you can fine-tune your targeting with balancing and custom screeners.

🔒 **Bot detection**
We prevent duplicate or fraudulent respondents on your behalf, so you can focus on analyzing your insights rather than quality control.

👤 **Panel calibration**
We run ongoing panel calibration studies to ensure our response quality meets internal and industry benchmarks.

Learn more about our approach to data quality

Additional Resources

🗏 SurveyMonkey Audience Help Center

We're here to help!

Our team is here to answer any questions for you. Contact us

Customer spotlight

allbirds   LionTree   IBM

"We're primarily using SurveyMonkey Audience to keep a pulse on our brand health. SurveyMonkey lets us hear from more people more instantaneously"

Julie Channing
VP of Marketing at Allbirds

Learn how Allbirds uses SurveyMonkey to keep a pulse on its brand health