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Web Survey Software in 2026: A Longitudinal and Cross-Sectional Analysis of Tool Survival, Functionality, and AI Positioning

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Abstract: This report continues the series of reports (starting in 2012) about web survey tools. In total, 579 tools were identified in the middle of 2026. We can observe the trend of market consolidation and concentration: of the 268 active tools identified in 2021, only 172 survived to 2026. New tools also continue to emerge, although not as intensively as at the major peaks of the past (2000, 2008 and 2016). Among the 85 major tools for which AI features were verified through trial access, most (58%) reference AI on their website, and around two-thirds (67%) offer at least one verified AI functionality – predominantly AI support (65%), AI-assisted questionnaire development (51%) and AI analysis (18%). In addition, 20 synthetic-respondent platforms, in which AI agents replace human respondents, were identified as an adjacent segment and excluded from the analysis.

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Summary

This report continues the series of periodic WebSM reports on web survey software tools, which began in 2012. The list of tools from the 2021 report was updated using a substantially expanded methodology, including Google searches, large language model inquiries, an academic catalogue of AI tools, and software aggregators (G2 and Capterra). As a result of this expanded search, we identified 579 active tools in 2026. Of these, 162 were carried over from the 2021 cohort, 323 were pre-existing but newly discovered, and 75 were established after 2021. A longitudinal check of the 2021 cohort (268 tools) revealed significant market consolidation: 172 survived to 2026, 78 were deactivated, and 18 shifted to a different business model. Survival was strongly associated with functional maturity – tools that met the full functional criteria in 2021 survived at 85.7%, against roughly 55% for the others.

The market is highly concentrated and structurally mature. Traffic is dominated by a small number of large platforms: the top 10% of tools account for 96% of all visits, while the median tool records only about 27,000 monthly visits and 68.5% operate below 100,000. Direct traffic is the leading acquisition channel (median 54.5%), indicating that brand recognition and habitual use, rather than paid acquisition, drive this market. Against this backdrop, the functional profile of the high-traffic segment has remained essentially unchanged since 2021: among trial-accessible tools, 50.0% meet all core survey criteria, almost identical to the 52.9% observed in 2021. The high level of functional maturity reached by 2021 has been sustained rather than surpassed.

The most significant development since 2021 is the large-scale adoption of AI. Among the 85 high-traffic tools verified through trial access, around two-thirds (67%) offer at least one verified AI functionality – predominantly AI support (65%), AI-assisted questionnaire development (51%) and AI analysis (18%). Crucially, this transformation is a story of repositioning by established tools rather than displacement by new entrants: 52 of the 57 tools with verified AI (91%) were founded on or before 2021. Positioning language has shifted accordingly. The AI theme in tool slogans grew roughly threefold on the paired base (from 7% to 25%), and in the citation texts tools publish about themselves, "insights" outranks even "AI-powered" — the market sells the output of AI rather than the technology itself. Declared and verified AI are related but do not coincide, and a tool's public AI messaging is an unreliable proxy for its verified capabilities.

A distinct adjacent market segment has also emerged: 20 synthetic-respondent platforms, in which AI agents replace human respondents, were identified but excluded from the core analysis, as they simulate rather than collect human opinion. Whether these platforms represent a complementary niche or a disruptive alternative to human-centred survey methodology remains an open question for future research.

Keywords: web survey software, survey tools market, software features, artificial intelligence integration, market structure, WebSM study.

Table of Contents

Summary	2
Table of Contents	3
LIST OF TABLES	5
LIST OF FIGURES	7
1. METHODOLOGY	9
1.1. Eligibility	9
1.2. Rechecking the 2021 Cohort.....	11
1.3. New Entries.....	11
1.4. Traffic Data and Domain History	13
1.5. Functionality and AI Feature Verification	13
2. SURVIVAL ANALYSIS AND NEW ENTRIES	18
2.1. Activity Status in 2026.....	18
2.2. Survival by Functional Status	19
2.3. Age at Deactivation.....	21
2.4. Composition of the 2026 Dataset.....	22
3. TRAFFIC AND VISITATION DATA.....	27
3.1. Distribution and Concentration.....	27
3.2. Traffic Tiers	28
3.3. Traffic Sources.....	30
3.4. Domain History.....	32
4. FUNCTIONALITY ANALYSIS.....	34
4.1. Functionality Profile of the Top 100k+ and sub-100k Subsets.....	34
4.2. Cross-Sectional Comparison of Functionality with the 2021 High-Traffic Subsample	37
4.3. Tool Type Classification.....	40
5. PRICING LANDSCAPE OF THE TOP 100K+ SUBSET	42
5.1. Descriptive overview	42
5.2. Testing candidate predictors of price	45
5.3. Individual-plan prices in longitudinal perspective.....	47
6. AI FEATURES	49
6.1. AI Feature Score	49
6.2. AI Mention Count	52
6.3. Declared vs. Verified AI Presence.....	54
6.4. AI Adoption by Established vs. Newly Founded Tools	57
7. SLOGANS AND POSITIONING	58
7.1. Frequency Analysis: Top Words in Slogans, 2021 vs. 2026	58

7.2. AI Evolution in Slogans: 2021 → 2026.....	59
7.3. Thematic Clusters in Slogans: 2021 vs. 2026.....	61
7.4. Concept Networks: Positioning Language in 2021 and 2026.....	64
7.5. AI Citation Analysis	66
8. DISCUSSION	71
9. REFERENCES	76
APPENDIX.....	78

LIST OF TABLES

Table 1. Examples of Tools Excluded from the Study by Eligibility Category.....	11
Table 2. Activity status of the 268 tools from the 2021 cohort, as assessed in 2026.....	18
Table 3. Activity status in 2026 by functional status in 2021 (observed frequencies).....	19
Table 4. Age at deactivation for Dead 2026 tools and alive tools (years from founding to 2026), by functional status.	21
Table 5. Structure of the 2026 dataset by origin cohort (n = 579).	23
Table 6. Aggregate structure of the active tools: 2021 (Bevec & Vehovar) vs. 2026.	25
Table 7. Newly identified tools by founding period (n = 417).	26
Table 8. Descriptive statistics of average monthly visits (SimilarWeb, Q2 2026) for the full dataset (n = 521).....	27
Table 9. Distribution of tools by monthly traffic tier (n = 521).	29
Table 10. Traffic source breakdown: full dataset (n = 308) and Top 100k+ (n = 164).	30
Table 11. Distribution of tools by founding period (first Wayback Machine snapshot, n = 454).	33
Table 12. Functional status of Top 100k+ tools (n = 164).....	34
Table 13. Compliance with individual functionality criteria among Top 100k+ trial-accessible tools (n = 86).....	35
Table 14. Functional status of sub-100k tools (2026); companion to Table 12 (Top 100k+). (n = 414; trial-accessible = 168).....	37
Table 15. Compliance with individual functionality criteria among sub-100k trial-accessible tools (2026); companion to Table 13 (Top 100k+). (n = 168).....	37
Table 16. Functional profile of the high-traffic (100k+) subsample: 2021 (n = 102) vs. 2026 (n = 164).	38
Table 17. Cohort composition of the Top 100k+ subsample, 2026 (n = 164).	39
Table 18. Tool type distribution, Top 100k+ subsample: 2021 (n = 102) vs. 2026 (n = 164).....	41
Table 19. Distribution of AI Feature Score among assessed Top 100k+ tools (n = 85).	50
Table 20. Distribution of AI Mention Count among Top 100k+ tools with at least one AI mention (n = 89).	53
Table 21. AI Mention Count by AI Feature Score, Top 100k+ assessed tools (n = 85; mention counts include tools with zero mentions).	54
Table 22. AI adoption and traffic indicators by dataset cohort (n = 579).	55
Table 23. AI language transitions in tool slogans, 2021 → 2026 (n = 268 tools with paired slogan texts available for both periods).....	60
Table 24. Thematic cluster prevalence in slogans: 2021 vs. 2026 (paired base n = 268; 2026 full base n = 534).	61
Table 25. Homepage headline repositioning among Top 100k+ tools, 2021 → 2026.	63
Table 26. Top AI concept frequencies in citation texts (n = 221).....	68
Appendix Table A1. Newly added active tools by functional status and recency (2026).	78
Appendix Table A2. Newly added tools: functional status, reason, type, monthly visits (Q2 2026) and creation year.	79
Appendix Table A3. Active tools by functional status and recency (2026).	95
Appendix Table A4. Active tools according to type and functional status (2026).	96

Appendix Table A5. Active tools: functional status, reason, type, monthly visits (Q2 2026) and creation year.....	97
Appendix Table A6. Functional tools (A2.1): type, monthly visits (Q2 2026) and creation year.	120
Appendix Table A7. The 30 most-visited tools: pricing and positioning (Q2 2026).....	123

LIST OF FIGURES

Figure 1. Activity status of the 268 tools from the 2021 cohort, as assessed in 2026.	19
Figure 2. Activity status in 2026 by functional status in 2021 (observed frequencies).	20
Figure 3. Survival rate with 95% confidence intervals	20
Figure 4. Service lifespan at the time of deactivation.....	22
Figure 5. Total number of identified active services.....	23
Figure 6. Composition of the 2026 dataset by origin cohort (n = 579).....	24
Figure 7. Number of active and deactivated tools, 2012-2026 (replicated from Bevec & Vehovar, 2021 – Figure 4).....	25
Figure 8. Number of active and deactivated tools by creation year, as identified in 2026 (replicated from Bevec & Vehovar, 2021 – Figure 5).	26
Figure 9. Distribution of monthly visits.....	28
Figure 10. Distribution of tools by monthly traffic tier (n = 521).....	29
Figure 11. Traffic source breakdown for tools with $\geq 100,000$ average monthly visits (n = 164), Q2 2026.	30
Figure 12. Distribution of tools by SimilarWeb category (n = 432 tools with category data available), Q2 2026.....	31
Figure 13. Domain registration year vs. first Wayback Machine snapshot by year (n = 489 WHOIS; n = 454 Wayback), 1995-2026.....	32
Figure 14. Distribution of tools by founding period (first Wayback Machine snapshot, n = 454).	33
Figure 15. Functional status of Top 100k+ tools (n = 164).	35
Figure 16. Compliance with individual functionality criteria among Top 100k+ trial-accessible tools (n = 86).....	36
Figure 17. Functional profile of the high-traffic subsample: 2021 (n = 102) vs. 2026 (n = 164).	38
Figure 18. Tool type distribution – Top100k+ subsample: 2021 vs. 2026	41
Figure 19. Distribution of priced tools by displayed currency (N = 96).....	43
Figure 20. Entry-price distribution (Flat-priced tools, n = 67).	44
Figure 21. Monthly price by pricing model and tier (log scale).	45
Figure 22. Impact of free trial availability on entry price.	46
Figure 23. Individual-plan distribution, 2021 vs. 2026.....	48
Figure 24. Largest individual-plan price moves, 2021 vs. 2026.....	49
Figure 25. Distribution of AI Feature Score among assessed Top 100k+ tools (n = 85), and synthetic respondent platforms identified but excluded from analysis (n = 20).	51
Figure 26. AI feature combinations among the 85 assessed Top 100k+ tools (those providing trial access), with synthetic-respondent platforms shown as an adjacent excluded segment.	52
Figure 27. AI presence and mention intensity across the homepage and key product pages of Top 100k+ tools: share referencing AI (n = 164) and distribution of mention counts among those that do (n = 89).....	53
Figure 28. AI Mention Count by AI Feature Score, Top 100k+ assessed tools (n = 85).....	54
Figure 29. AI adoption and traffic by dataset cohort.	56
Figure 30. Most frequent words (top 20) in slogans: 2021 vs. 2026	59

Figure 31. AI language transitions in tool slogans, 2021 → 2026 (n = 268 tools with paired slogan texts available for both periods).....	60
Figure 32. Thematic cluster prevalence in slogans: 2021 vs. 2026.....	61
Figure 33. Concept network: slogan positioning language (2021).	65
Figure 34. Concept network: slogan positioning language (2026).	65
Figure 35. Most frequent words in AI citations (2026)	67
Figure 36. AI-related terms in citations (2026).....	68
Figure 37. Most frequent AI collocations in citation texts (2026).	69
Figure 38. Concept co-occurrence network: AI positioning in citation texts (2026).	70

1. METHODOLOGY

1.1. Eligibility

The series of WebSM reports on web survey software (2012-2026) serves as a basis for web survey methodology research, where insights about web survey software characteristics are often needed. The present report continues this series, drawing primarily on Bevec and Vehovar (2021) as its immediate predecessor. At the same time, the present study deliberately extends the methodological standards of that predecessor with the aim of capturing the contemporary boundaries of the market and establishing a more comprehensive basis for future comparative research.

Web survey software tools, hereinafter referred to as "tools," are computer programs that support the web survey process. All tools inspected in this report were required to meet the following initial eligibility criteria:

- tools support users in creating and conducting a general standalone web survey – and not merely a specific survey questionnaire embedded within a particular application or restricted to a specific survey format (e.g., chatbots). An exception was made for tools that operate within or alongside a specific platform but nonetheless allow the survey to be distributed to third parties who are not users of that platform; and
- the administrative interfaces are available (also) in the English language (this does not relate to the languages of the questionnaires for respondents).

These criteria follow those established in Bevec and Vehovar (2021). As the present study substantially expands the scope of the market under investigation, the eligibility criteria were further refined to address categories of tools not previously encountered; the additional inclusion and exclusion rules are described in detail below.

The present study broadens the interpretation of the first criterion relative to the 2021 report. This broader approach was informed in part by a review of the tools already present in the 2021 list, a substantial share of which are not narrowly dedicated survey creation tools but rather general business, HR, or form-building platforms that include survey functionality among other features. For instance, the 2021 study included platforms such as Pisano (pisano.com) and EmailMeForm (emailmeform.com), where survey features constitute one component of a broader, multi-purpose product offering. Also represented were software vendors offering diverse product lines that include survey-related solutions, such as Artologik (artologik.com). Noteworthy too are specialised employee feedback and HR survey services – exemplified by Zondera (zondera.com) – as well as CRM platforms in which survey functionality appears as one of several integrated tools, such as Mailigen (mailigen.com, now redirecting to pipedrive.com). Extending the same logic to newly identified tools thus ensures consistency with the scope implicitly adopted in the predecessor study.

Specifically, tools using the quiz format rather than the survey format were included, provided they employ comparable survey instrumentation. Industry-specific services from particular

sectors – HR, retail, hospitality, and others – were also included where the survey creation function was explicitly declared as part of the tool's functionality. More broadly, tools providing survey functionality as one feature among several were eligible for inclusion, provided that this function was clearly available to the end user.

Several categories of tools were systematically excluded from consideration. Tools built on a conceptual opposition to traditional surveys and not providing structured survey instrumentation (e.g., [conveo.ai](#): “...No survey fatigue, no awkward slots”, [listenlabs.ai](#): “See Listen in Action... Our customers replace surveys...”) were excluded, as were tools operating exclusively within third-party ecosystems with no option for independent publication – for example, tools restricted to Slack or Microsoft Teams environments ([matterapp.com](#)), or those permitting publication only within the client’s own application ([poltio.com](#)). Respondent recruitment services that do not provide survey creation tools ([respondent.io](#), [surveycircle.com](#), [tapresearch.com](#)) were similarly excluded. Video interview systems and voice services in which data collection does not take place through a structured questionnaire ([tellet.ai](#), [vocads.com](#), and analogous platforms) were not included, nor were audience simulation platforms ([electrictwin.com](#), [onlinesurvey.ai](#)). Tools whose principal business model involves compensating users for completing surveys, without providing survey creation functionality ([feebbo.com](#), [onepulse.com](#), [inbrain.ai](#)), were excluded, as were UX/UI platforms in which the survey creation function is not an evident element of the tool’s core offering ([portals.co](#) - in this case, despite the fact that the service positions itself as a customer feedback platform, the survey function (and in general, the words "survey" or "quiz" were not mentioned on the website)). Finally, tools acquired by other participants already present in the final list and not retaining independent functionality or a separate product were removed.

A further category of excluded tools comprises end-to-end managed research services, in which the survey creation interface – while technically present – functions as an internal workflow tool rather than a standalone product available to the end user. In such cases, the client engages the provider as a research partner rather than as a software platform: the provider handles survey programming, sample management, weighting, and analysis, with the client paying for a research output rather than for access to a tool. A representative example is [TrueDot.ai](#), which positions itself explicitly as a managed research service – one in which survey design, fieldwork, and analytics are delivered by the provider's own team rather than by the client independently. Tools of this type were excluded regardless of whether a question-building interface was accessible following registration.

Two additional categories deserve separate mention as emerging independent directions rather than survey tools in the traditional sense. First, services dedicated to the processing of results from pre-existing surveys, without providing survey creation functionality (e.g., [sensefeedback.com](#)). Second, AI-powered interview and conversational voice survey systems, which by 2026 have crystallised into a distinct market segment in their own right, and which are therefore not covered in the present report. This category encompasses services such as [cooki.ai](#), [feedbk.ai](#), [insightum.ai](#), [lexic.ai](#), [miravoice.com](#), [parliant.ai](#), [qvanotify.webflow.io](#), [readingminds.ai](#), [recram.com](#), [softbrik.com](#), [tanyai.com](#), [tellet.ai](#), [valere.io](#), [verbate.com](#), [videopeel.com](#), and [vocads.com](#). An exception was made for platforms that explicitly combine

survey methodology with qualitative approaches: for instance, voicepanel.com was retained, as it declaratively positions surveys as a core data collection method alongside other research modalities.

Table 1. Examples of Tools Excluded from the Study by Eligibility Category

Exclusion category	Examples
Conceptual opposition to traditional surveys	conveo.ai, listenlabs.ai, blueconic.com, resonate.cx
Embedded in third-party ecosystem only	matterapp.com, poltio.com, polly.ai
Respondent recruitment only	respondent.io, surveycircle.com, tapresearch.com
Video / voice interview systems	tellet.ai, vocads.com, cookiy.ai, feedbk.ai, insightum.ai, lexic.ai, miravoice.com, parliant.ai, recram.com, softbrik.com, tantyai.com, verbate.com, videopeel.com, readingminds.ai, valere.io
Audience simulation	electrictwin.com, inqvey.com, maskerade.ai, nowknow.ai, onlinesurvey.ai, pulseairesearch.com, qualz.ai
Pay-to-participate model	feebbo.com, onepulse.com, inbrain.ai, rapidoreach.com
UX/UI platforms without survey creation	portals.co
Survey results processing only	sensefeedback.com
AI interview / qualitative research	fluidforms.ai, voicepanel.com
End-to-end managed research services	truedot.ai

1.2. Rechecking the 2021 Cohort

Data collection proceeded in five sequential stages, the first of which involved rechecking the cohort from the preceding report. The list of 268 active tools identified in Bevec and Vehovar (2021) was checked manually as of May 2026 by accessing each corresponding URL. Each tool was assigned to one of three categories: *Alive* (continues to operate as a survey software tool), *Dead 2026* (has ceased to exist: the domain is inaccessible, explicitly closed, or redirects to a placeholder page), or *Different business model* (the domain remains active, but the tool has reoriented toward a different line of business and no longer provides web survey functionality). Tools classified as *Alive* formed the initial base of the extended 2026 dataset and served as the starting point for subsequent stages of the search.

1.3. New Entries

In addition to the 2021 cohort, new active tools were sought through four complementary sources: a Google search, a systematic prompt-based inquiry using large language models, an academic catalogue of AI survey tools, and two major software aggregators.

Google search. The second stage involved searching for new tools via Google in incognito mode, thereby excluding the influence of personalised search results. Two search queries were used: “online survey software” and “web survey tools”; the first three pages of results were examined for each query. All tools identified in this manner that were not already present in the 2021 cohort list were subjected to manual verification against the eligibility criteria. This stage yielded 35 new tools that passed verification and were added to the list.

AI-assisted search. At the third stage, five large language model systems were employed to broaden coverage: Gemini, Claude Sonnet 4.6, GPT-5.5, Grok, and Qwen3.6-Plus. Each system received a standardised prompt, accompanied by the original Bevec and Vehovar (2021) article and the table of active tools from that study as attachments:

“The attached file contains information about services – web survey software tools. It lists services and tools found in previous studies. Our goal is to update the data by collecting information about web survey software tools that are currently active (May 2026) and not included in previous lists. Therefore, please provide information about newly discovered services that were not recorded in the provided file. After providing the results, I will ask you to continue – meaning I expect you to provide additional services in the next step. Please provide your answer as a list of domains.”

After receiving the initial response, each system was prompted three additional times with the query “Continue” to iteratively expand the list of suggestions. The results from each system were verified independently: duplicates already present in the accumulated list were removed prior to verification, after which the remaining tools were checked manually against the eligibility criteria. Tools that passed verification were added to the list.

Academic catalogue of AI tools. At the fourth stage, tools mentioned in the study by Čehovin and Vehovar, *Survey and Market Research Tools Incorporating Artificial Intelligence: A Categorized Inventory of Platforms and Services*, that had not been identified in the preceding stages were added to the list. This source proved particularly valuable for identifying AI-oriented tools that do not appear in standard searches for “survey software”, as they tend to position themselves primarily through their AI functionality rather than through survey-specific terminology.

Software aggregators G2 and Capterra. The final data collection stage involved a systematic review of two major software aggregators, G2 and Capterra, following an approach analogous to that first employed in the 2021 report. On G2, all services listed under two relevant categories were collected: “Survey” (530 services) and “Conversational AI Survey Platforms” (113 services), yielding 637 unique entries. It should be noted that G2 lists Microsoft Forms and Microsoft 365 as two separate services; in the present study they are treated as a single tool, consistent with the approach taken in the 2021 report. On Capterra, 537 services relevant to the subject were identified. In total, G2 and Capterra provided 990 unique service names.

In the second step of the aggregator review, all services already identified and verified in previous stages were removed from the combined list. A brief manual review of each remaining service was then conducted, excluding websites that had ceased operation and those whose subject matter was obviously unrelated to the eligibility criteria. Following this initial filtering, 567 services from the G2 and Capterra lists remained for further assessment. These aggregator-derived candidates were then combined with the tools identified in the earlier search stages (Sections 1.2-1.3) and subjected to final manual verification of eligibility and functional characteristics. Across all search stages combined, the complete 2026 dataset comprised 579 tools.

1.4. Traffic Data and Domain History

Once the final list was established, traffic data from SimilarWeb for Q2 2026 were collected for each tool, comprising monthly visit counts for March, April, and May 2026, the quarterly average, the global rank, the breakdown of traffic sources (direct, search, social, referral, mail, and paid), and the SimilarWeb category. Data collection was automated via the SimilarWeb Traffic API accessed through the RapidAPI platform, with all requests executed programmatically using Python scripts in Google Colaboratory (Google Colab).

In parallel, historical domain data were recorded for each tool: the domain registration date according to WHOIS records, and the date of the first snapshot in the Wayback Machine (web.archive.org). Both were collected programmatically using Python scripts in Google Colaboratory (Google Colab). Consistent with findings from the 2021 report, the date of the first Wayback Machine snapshot was used as a more accurate proxy for the date of the tool's actual public launch, since domain registration often precedes the real launch by a considerable period. Additionally, for each tool in the 2021 cohort, the positioning text as of 2021 was extracted via the Wayback Machine CDX API: the closest archival snapshot to June 2021 was identified, and the first-level heading (<h1>) and page meta description (<meta name="description">) were extracted from it. For the 2026 data collection, slogans and positioning texts were collected directly from live websites using the same extraction logic, with priority given to the <h1> tag, followed by <meta description> and og:description. All extraction procedures were likewise automated via Google Colab.

1.5. Functionality and AI Feature Verification

In the final stage, two independent checks were conducted for each tool: a functionality assessment and an AI feature verification. The functionality assessment was applied to every active tool in the dataset. The AI feature verification was applied systematically to the Top 100k+ subsample – that is, tools recording a quarterly average of at least 100,000 monthly visits in Q2 2026 – and, in addition, selectively to a subset of trial-accessible tools below that threshold (88 of the 168 trial-accessible sub-100k tools).

Functionality criteria. The first check applied the methodology of Bevec and Vehovar (2021) and covered six criteria: the availability of a public price list (*Public Pricing*); cloud-based delivery without the need for local installation (*SaaS, no install*); support for grid questions (*Grid Questions*); branching logic (*Branching / IF Logic*); the ability to generate an explicit survey URL for sharing (*Explicit Survey URL*); and the availability of a free trial without

requiring a credit card (*Free Trial, no CC*). All functional criteria were assessed exclusively on the basis of the free version of the tool: if a given feature was locked behind a paid plan – as is the case, for example, with conditional logic in encuesta.com – it was not counted as fulfilled. An exception was also made when it was evident from the tool’s content or public description that the tool is entirely free of charge, in which case *Public Pricing* and *Free Trial* were recorded as fulfilled. For the *Grid Questions* criterion specifically, a tool was recorded as fulfilling the requirement not only when it offered a dedicated grid or matrix question type, but also when it provided direct or indirect equivalents – that is, any question format allowing a set of items to be presented against a shared response scale in a tabular layout.

On the basis of the six criteria taken together, each tool was assigned a functional status in accordance with the classification of Bevec and Vehovar (2021). Tools meeting all six criteria received the status Working, functional (A2.1). Tools providing no immediate free access received the status Working, no trial (A1), as they could not be further verified. For the purposes of this study, free trial access was defined as direct access to the product without requiring a credit card or any prior communication with a sales team; accordingly, tools that redirected users to a calendar booking interface or required credit card details upon initiating a trial were classified as Working, no trial (A1). Tools offering a trial but failing to meet one or more of the remaining criteria were assigned to the corresponding sub-category: Working, others – insufficient functionality (A2.2a), Working, others – no pricing (A2.2b), or Working, others – not SaaS (A2.2c).

Pricing data: scope, collection, and coding. Because public pricing is itself one of the six functional criteria, the price data used in Section 5.1 were collected over the same Top 100k+ subsample and under the same fixed-state convention as the functional assessment. Within that subsample, 101 tools declare a public price and form the base for the pricing analysis. Of these, 96 publish at least one paid figure, and 94 publish a figure that is a recurring subscription price; the two exceptions are documented below. The underlying public-pricing indicator is populated more widely in the full active set – 204 tools across all traffic levels – but the pricing analysis is confined to the Top 100k+ base to remain comparable with the functional assessment.

For every tool the complete main plan ladder was recorded in display order, including any free tier; for each tier, the plan name and price. Where a monthly/annual billing toggle was present, both the month-to-month price and the annual-billing price were recorded, together with the currency as displayed and an explicit note of what the annual figure denotes: a monthly rate charged on an annual commitment, or an annual total requiring division by twelve. The distinction is recorded per tier rather than inferred, because pricing pages present both conventions without a consistent visual marker. Add-ons, sub-products, promotional, introductory or coupon prices, cross-tool comparison figures, and per-response usage charges were excluded from the plan ladder; where a tool advertises a discounted first-term price alongside a stated renewal or regular price, the renewal price is the one recorded.

Not every tool flagged as having a public price yields a figure the pricing analysis can use. As established above, that flag also covers tools that openly declare fully free access, not only

those that quote a paid figure. For the analysis itself we therefore work only with the tools that publish at least one paid tier with an explicit figure: 96 of the 101. A tool enters the priced set only if that figure is a recurring subscription price. Two of the 96 fail this condition and are set aside: SurveyJS prices a perpetual per-developer licence, a one-time payment rather than a subscription, and the PlaybookUX figure is an optional annual add-on rather than its entry tier, which is free with pay-per-use credits. The remaining 94 form the priced set on which every figure in Section 5.1 is computed.

The other five are recorded but set aside, in each case because they yield no comparable paid figure. One tool, Surveymars, is free-forever: it openly declares a fully free product, so its public price is recorded as zero rather than as missing – the same logic used for a free tier inside a multi-tier tool – but with no paid tier it contributes nothing to the price figures. The remaining four are coded not available (N/A), for one of two reasons: either no standalone price exists to record, or a formerly public price disappeared during the study. Delighted was discontinued (its domain now redirects to Qualtrics), and UserReport removed its public price list; Google Forms and Microsoft Forms have no standalone survey price, each being part of a larger suite (Google Workspace, Microsoft 365) – the same special-case treatment they received in the predecessor study. N/A is used only when a public price is genuinely no longer obtainable; a change of owner or address does not by itself trigger it. FastField, for example, was acquired by Quickbase but still shows a public price on a sub-brand page, and is therefore kept as priced.

Prices were converted to euros at the European Central Bank reference rate for 16 July 2026 (European Central Bank, 2026); each tool stores its original price and its rate, so every euro figure re-derives if a rate is revised. Where a tool offered month-to-month billing, that price was used (the entry cost before any annual-commitment discount); only where no month-to-month price was shown was the monthly equivalent of annual billing used. Because a price displayed under an annual toggle may be either a monthly rate or an annual total, every such case was verified against the live pricing page rather than converted by rule. The entry tier was likewise checked to be genuinely available to a single user: where the cheapest listed tier carries a seat minimum, the cheapest single-user tier is taken instead. For each priced tool, over its paid tiers only and after conversion, three quantities were derived: the entry price (cheapest paid tier), the ceiling price (most expensive non-custom tier – enterprise/custom/"contact us" tiers carry no figure and are excluded, so the ceiling reflects the top of the published list), and the number of paid tiers. Free tiers are excluded from the entry price – a free tier is present for most priced tools, so including it would set the entry price to zero almost everywhere – and the presence of a free tier is retained separately as a structural fact. Finally, each tool is flagged as flat (one price irrespective of team size; 67 tools) or per-unit (per user, seat, member, respondent, employee, location, host, or presenter; 27 tools), the flag being taken from the unit stated on the pricing page rather than from the appearance of a single headline figure.

Tool Type Classification. Each active tool was additionally assigned a single tool type. To preserve comparability with the 2021 baseline, we retained the ten-category typology of Bevec & Vehovar (2021) – survey tool, business, form tool, UX tool, HR tool, email marketing, chatbot, voting tool, general research, and other – rather than devising a new scheme.

For each tool a type was assigned from its own positioning – its live 2026 homepage slogan, its historical 2021 slogan, its SimilarWeb category, and, where available, the product description recorded during price collection – and reviewed against the tool’s stated purpose. Tools whose positioning was non-distinctive or absent were resolved individually by examining how the product describes itself.

Two adaptations of the 2021 scheme were made. First, the original "UX tool" category was widened to UX/CX and now covers both product-side user experience (usability and user testing) and customer-side experience and feedback (customer-feedback, voice-of-customer, and experience-management tools). Second, the business category is used as a catch-all: it comprises the original business-oriented tools together with collaboration and marketing tools, and with tools that do not map cleanly onto any single 2021 category. Borderline enterprise platforms were classified by their primary function rather than their size – for example, Confrimit/Forsta, whose core is customer-experience management, is coded UX/CX, whereas Qualtrics, whose core remains survey construction, is coded as a survey tool despite its "experience management" branding.

We note that the 2021 category boundaries are, in several respects, arguably no longer clear-cut given the development of the market and of the underlying technology; the typology could reasonably be revised, and such a revision would be a worthwhile subject for separate study. We have nonetheless retained the original categories here, with the two adaptations above, in order to keep the 2026 classification comparable with the 2021 baseline.

AI feature verification. The second check – applied only to trial-accessible tools in the Top 100k+ subsample (see below) – assessed AI functionality across three dimensions: AI Supportive (AI is present as an ancillary element rather than the principal feature, encompassing functions such as automated survey translation, AI-assisted question rephrasing or tone adjustment, AI-powered chatbot interfaces for survey delivery, and smart branching recommendations); AI Survey Generator (the tool provides a function for generating surveys using AI); and AI Analysis (the tool offers AI-based analysis of collected responses).

A summary AI Feature Score ranging from 0 to 3 was calculated on the basis of the three binary variables. AI feature verification was conducted exclusively for trial-accessible tools in the Top 100k+ subsample. It should be noted that the Score is based on the researcher's direct assessment of each tool's interface and publicly available functionality within the free tier; however, without access to the underlying technical implementation – nor was such access the objective of this study – it was not always possible to determine with certainty whether a given feature genuinely relies on AI or merely employs AI-adjacent terminology. In ambiguous cases, the presence of an explicitly labelled AI function in the interface, together with corroborating indirect evidence, was treated as sufficient grounds for a positive assessment. Additionally, for each tool a citation text (Citation) was recorded – a passage from the homepage and key product pages (product, feature, and about pages) describing the AI functionality – along with the total number of AI mentions across those pages (AI Mention Count). Both metrics reflect the tool's declared positioning rather than verified functionality in a technical sense: a tool may make active use of AI rhetoric in its marketing while not fully delivering the corresponding capabilities to the end user. Functional verification of AI

characteristics was conducted only for tools providing trial access; tools with the status Working, no trial (A1) were not assigned an AI Feature Score, since assessment of actual functionality without access to the product is not feasible.

2. SURVIVAL ANALYSIS AND NEW ENTRIES

The list of 268 active tools identified in Bevec and Vehovar (2021) provides a fixed cohort for longitudinal analysis. For each of these tools, the activity status was verified as of June 2026, enabling a direct assessment of market survival over a five-year period. This section presents the results of that verification, examines the relationship between a tool's functional status in 2021 and its outcome in 2026, and characterises the age profile of tools that ceased operation.

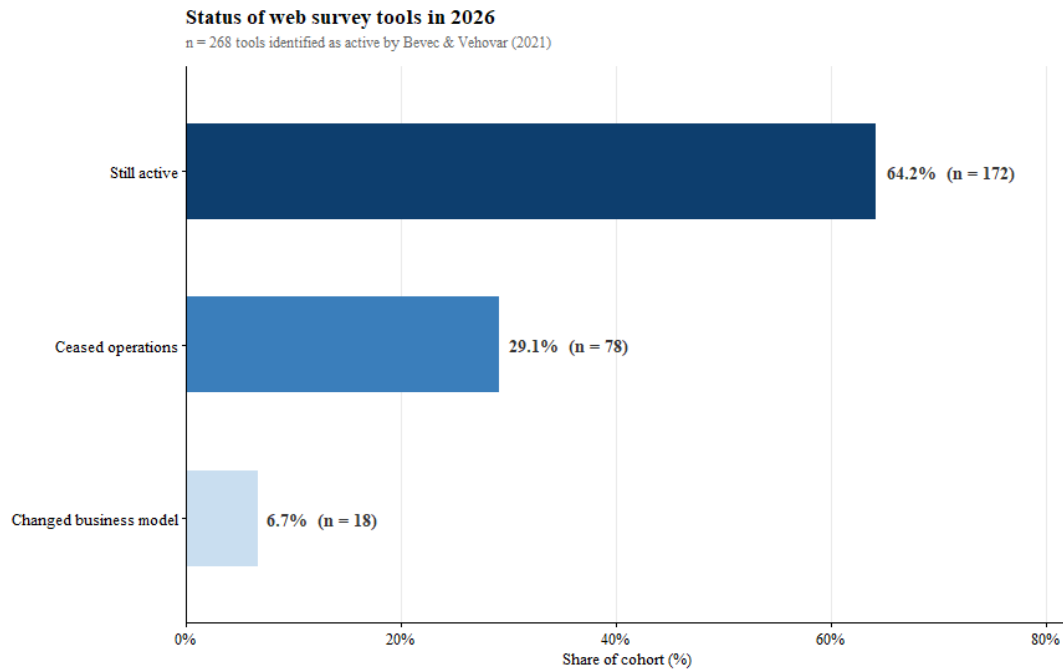
2.1. Activity Status in 2026

Table 2 shows the distribution of the 268 tools from the 2021 cohort according to their status in 2026. Of the 268 tools, 172 (64.2%) were found to be still operating as web survey software tools and were classified as Alive. A total of 78 tools (29.1%) were confirmed as having ceased operation and were classified as Dead 2026: their domains were either inaccessible, explicitly closed, or redirected to placeholder pages with no survey functionality. The remaining 18 tools (6.7%) were classified as Different business model: their domains remain active, but the tools have reoriented toward other lines of business – typically broader marketing, CRM, or analytics platforms – and no longer provide web survey functionality as a distinct product. For instance, submit.com currently positions itself as submission management software for grants, scholarships, and awards, with no mention of survey functionality on its homepage; similarly, nfocus.com describes itself as a platform empowering government agencies and nonprofits to measure outcomes and prove impact, likewise omitting any reference to surveys.

Table 2. Activity status of the 268 tools from the 2021 cohort, as assessed in 2026.

Activity status	n	%
Alive	172	64.2%
Dead 2026	78	29.1%
Different business model	18	6.7%
Total	268	100.0%

Figure 1. Activity status of the 268 tools from the 2021 cohort, as assessed in 2026.



These figures indicate that over one third of the tools active in 2021 were no longer present in the web survey software market in their original form by 2026. The proportion of tools that ceased operation outright (29.1%) exceeds the 17% recorded for the two-year interval between 2019 and 2021 (Bevec & Vehovar, 2021), which is consistent with the longer time horizon of the present comparison.

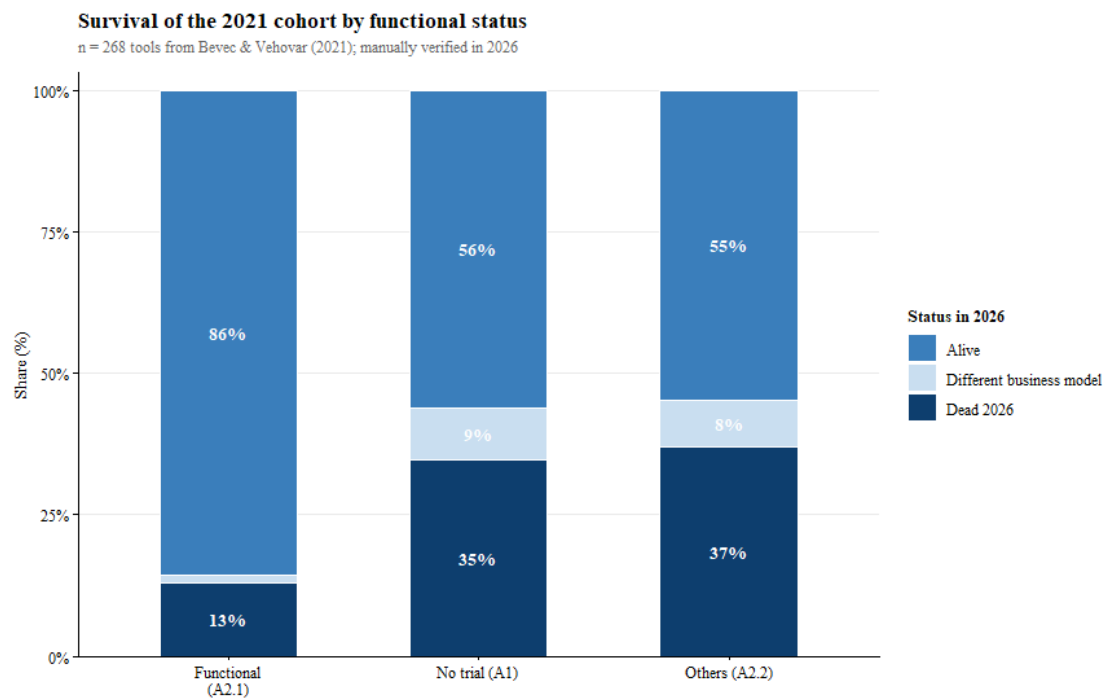
2.2. Survival by Functional Status

The 268 tools in the 2021 cohort were distributed across three functional status categories as defined by Bevec and Vehovar (2021): *Working, functional (A2.1)* (n = 77), *Working, no trial (A1)* (n = 107), and *Working, others (A2.2)* (n = 84). Table 3 presents the cross-tabulation of functional status in 2021 against activity outcome in 2026.

Table 3. Activity status in 2026 by functional status in 2021 (observed frequencies).

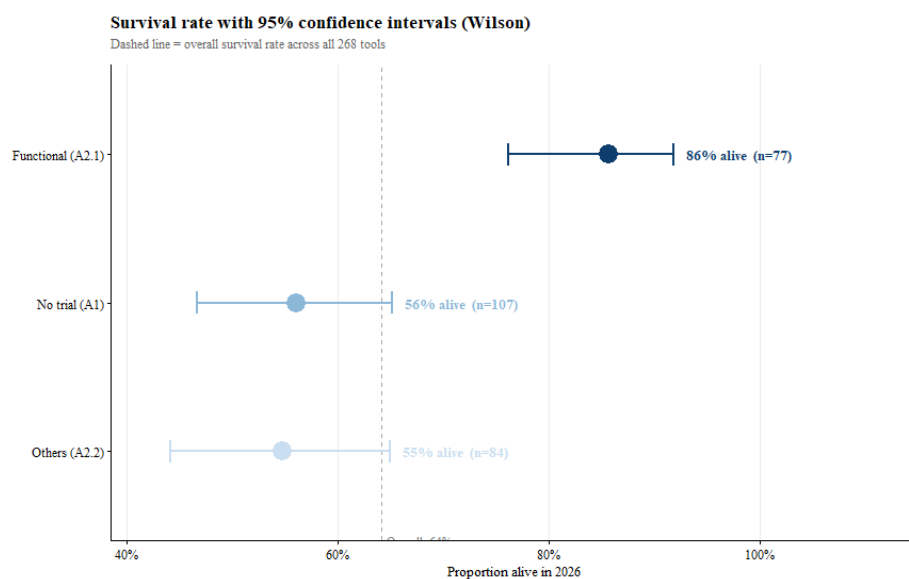
Functional status 2021	Alive	Dead 2026	Changed	Total
Working, functional (A2.1)	66 (85.7%)	10 (13.0%)	1 (1.3%)	77
Working, no trial (A1)	60 (56.1%)	37 (34.6%)	10 (9.3%)	107
Working, others (A2.2)	46 (54.8%)	31 (36.9%)	7 (8.3%)	84
Total	172 (64.2%)	78 (29.1%)	18 (6.7%)	268

Figure 2. Activity status in 2026 by functional status in 2021 (observed frequencies).



The survival rates differ substantially across the three groups. Tools classified as Working, functional (A2.1) in 2021 survived at a rate of 85.7% (66 of 77), compared with 56.1% (60 of 107) for Working, no trial (A1) tools and 54.8% (46 of 84) for Working, others (A2.2) tools. Conversely, the rates of confirmed deactivation were 13.0%, 34.6%, and 36.9% respectively, indicating that non-functional tools were nearly three times more likely to cease operation than functional ones.

Figure 3. Survival rate with 95% confidence intervals



To test whether these differences are statistically significant, a Pearson chi-square test was applied to the 3×3 contingency table (functional status × outcome). All expected frequencies exceeded the threshold of 5 (minimum expected frequency = 5.2), confirming the applicability of the test. The result was $\chi^2(4) = 22.34$, $p < .001$, $V = 0.20$, rejecting the null hypothesis of no association between functional status in 2021 and outcome in 2026 at the $\alpha = .001$ significance level. Of course, for hypothesis testing we additionally assume that the observed tools were randomly selected from an assumed large hyper-population of all web survey tools – including those not yet discovered, discontinued before identification, or otherwise outside the reach of the present search procedure.

Pairwise comparisons were conducted using Fisher's exact test with Bonferroni correction ($k = 3$, adjusted threshold $\alpha^* = .017$). The functional group (A2.1) significantly outperformed both non-functional groups in terms of survival: relative to Working, no trial (A1), the odds ratio was $OR = 4.07$ (95% CI [1.86–8.89], $p < .001$); relative to Working, others (A2.2), $OR = 4.45$ (95% CI [1.99–9.96], $p < .001$). The difference between the two non-functional groups (A1 vs. A2.2) was not statistically significant ($OR = 1.09$, 95% CI [0.59–2.02], $p = .876$).

It is also notable that the outcome of a change in business model is almost entirely absent from the functional group: only 1 tool (1.3%) among the 77 Working, functional (A2.1) tools changed its business model, compared with 10 (9.3%) among Working, no trial (A1) tools and 7 (8.3%) among Working, others (A2.2) tools. This pattern suggests that tools which had openly competed in the market with a public price list and a trial version in 2021 were not only more likely to remain operational, but also more likely to retain their identity as survey software tools rather than migrate to adjacent business categories.

2.3. Age at Deactivation

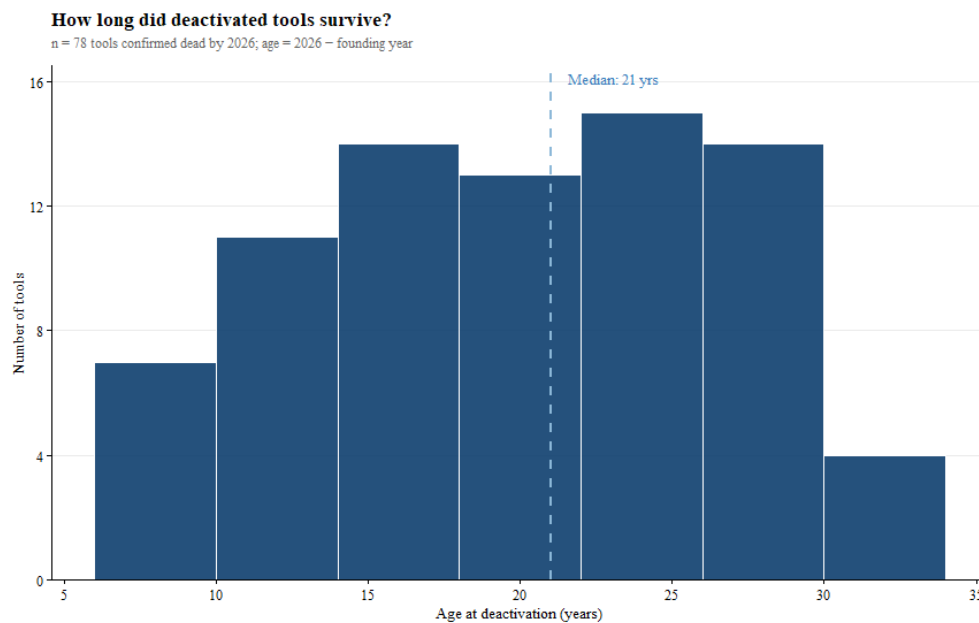
The creation years of the 78 deactivated tools span from 1994 to 2020, with a median founding year of 2005. Table 4 summarises the age distribution of the deactivated tools at the time of deactivation (i.e., years elapsed between founding and 2026), alongside a comparison with tools that remained alive.

Table 4. Age at deactivation for Dead 2026 tools and alive tools (years from founding to 2026), by functional status.

Group	n	Median age	Mean age
Dead 2026 – all	78	21	20.3
of which: Working, functional (A2.1)	10	22.5	20.7
of which: Working, no trial (A1)	37	23	21.7
of which: Working, others (A2.2)	31	18	18.5
Alive – all	172	20	19.3
Different business model – all	18	21	20.1

The median age at deactivation of 21 years indicates that the majority of tools that ceased operation were long-established services rather than recent entrants. Of the 78 deactivated tools, 43 (55.1%) had been operating for 20 or more years at the time of deactivation, and a further 31 (39.7%) had been active for between 10 and 19 years. Only 4 tools (5.1%) ceased operation within 10 years of founding. By decade of founding, the largest group of deactivated tools was established in the 2000s ($n = 33$), followed by the 2010s ($n = 26$) and the 1990s ($n = 18$); a single tool founded in 2020 represents the youngest deactivated entry.

Figure 4. Service lifespan at the time of deactivation



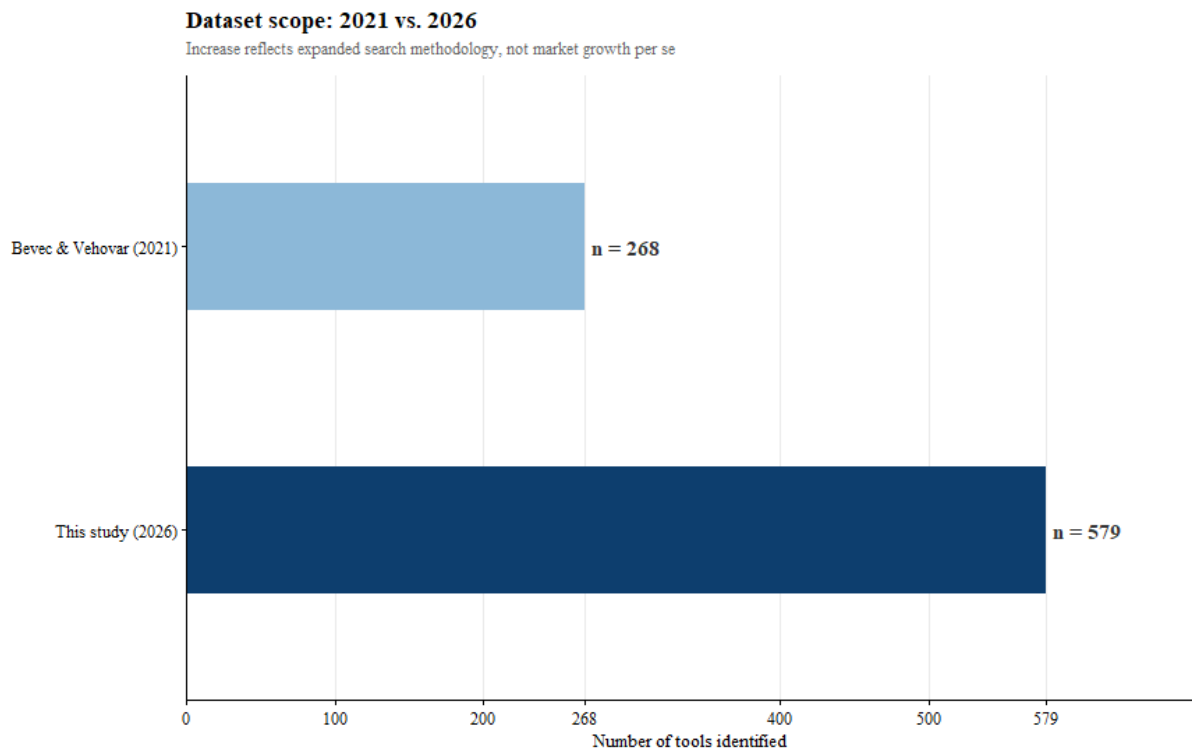
These figures run counter to the intuition that mortality should be concentrated among younger, recently launched products. The youngest tool to cease operation – founded in 2020 and already inactive by 2026 – represents the exception, and may reflect the increased difficulty of establishing a new entrant in a market that was simultaneously experiencing consolidation and rapid AI-driven repositioning.

It is also noteworthy that the median age of deactivated tools (21 years) closely matches that of tools that remain alive (20 years) and those that changed their business model (21 years). This convergence indicates that age per se is not a reliable predictor of market exit in this sector: both surviving and deactivated tools were, on average, well-established services by 2026. What distinguishes them is not longevity but rather the functional and market characteristics captured in the activity status categories, as demonstrated in Section 2.2.

2.4. Composition of the 2026 Dataset

The number of active tools identified in the present study ($n = 579$) is more than double that of Bevec and Vehovar (2021) ($n = 268$), reflecting the expanded search methodology rather than organic market growth.

Figure 5. Total number of identified active services

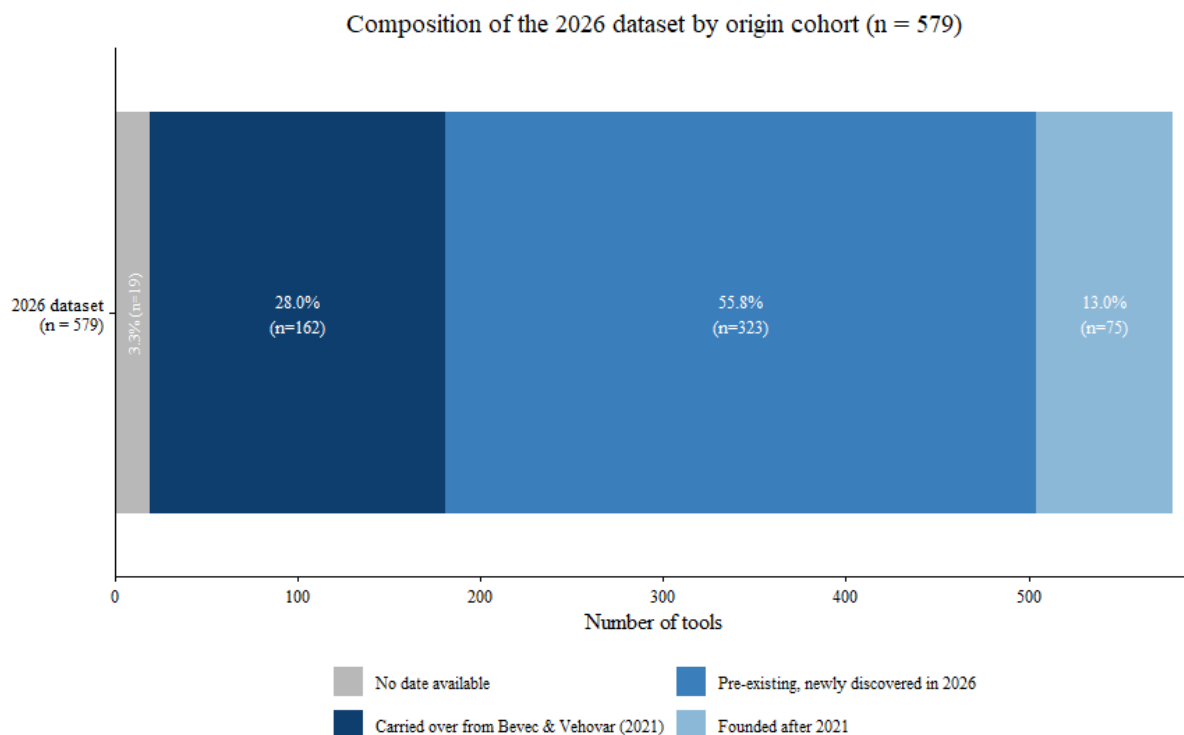


Following the five sequential stages of data collection described in Section 1, the complete 2026 dataset comprises 579 active web survey software tools. Each of the 579 tools was assigned to one of four cohorts by origin. Tools whose domain matched an entry in the 2021 cohort list (Bevec & Vehovar, 2021) were classified as carried over ($n = 162$, 28.0%); three tools that appeared under different names in the two lists but referred to the same service were likewise assigned to this cohort. Among the remaining tools, those with an earliest verifiable date – domain registration (WHOIS), or the first Wayback Machine snapshot where WHOIS was unavailable – on or before 31 December 2021 were classified as pre-existing, newly discovered ($n = 323$, 55.8%); platforms that already existed but had been missed by the narrower 2021 search. Tools with an earliest date of 1 January 2022 or later were classified as founded after 2021 ($n = 75$, 13.0%), and 19 tools (3.3%) for which no date could be established were recorded separately; of these, 15 operate on .ai, .app, or .so top-level domains, suggesting that the majority likely belong to the founded-after-2021 cohort, though no verified date was available to confirm this. This cut-off separates tools already in existence at the time of the 2021 report from those that emerged afterwards. Table 5 and Figure 6 summarise this structure.

Table 5. Structure of the 2026 dataset by origin cohort ($n = 579$).

Origin cohort	n	%
Carried over from the 2021 cohort	162	28.0%
Pre-existing, newly discovered in 2026	323	55.8%
Founded after 2021	75	13.0%
No date available	19	3.3%
Total	579	100.0%

Figure 6. Composition of the 2026 dataset by origin cohort (n = 579).



The carried-over figure of 162 is lower than the 172 survivors reported in the survival analysis (Section 2.1). The two figures are defined on different bases: the survival analysis records how many of the 268 cohort tools remained active in any form, whereas the carried-over cohort counts only those survivors that also satisfied the eligibility criteria applied when constructing the 2026 dataset. For example, the 2021 study included Polinode (<https://www.polinode.com/>), which by 2026, despite mentioning “custom survey tools,” focuses entirely on “AI-powered organizational network analysis,” where surveys serve solely to measure the relationships between employees. Another example is Phonic.ai (<https://phonic.ai/>), which positions itself as “the first speech-to-speech voice agent platform,” directly excluding it from the list based on our research methodology. Similarly, Submit.com (<https://submit.com/>) by 2026 is dedicated to “submission management software for grants, scholarships & awards” without a single mention of “survey” on its main page. It can be assumed that in 2021, these services placed a greater emphasis on web survey tools, which provided the basis for their inclusion in the 2021 dataset. Consequently, sixteen tools confirmed as active were not included as they did not meet these criteria, while a smaller number of cohort tools initially recorded as inactive were re-verified as active and retained; the carried-over cohort settles at 162 as a result.

This accounting mirrors the aggregate structure reported by Bevec and Vehovar (2021) and can be placed directly alongside it. Table 6 reproduces their key categories (their Table 14) next to the 2026 equivalents.

Table 6. Aggregate structure of the active tools: 2021 (Bevec & Vehovar) vs. 2026.

Category	2021	2026
Total active tools	268	579
Carried over from the previous cohort	197	162
Newly identified	71	417
— of which founded after the previous report	9	75
Deactivated since the previous cohort	41	96

Note. The "previous cohort" is the 2019 list for the 2021 study and the 2021 list for the present study. Deactivations denote tools no longer active as web survey software: for 2021, the 41 tools removed from the 2019 list; for 2026, the 78 tools classified as *Dead 2026* together with the 18 that moved to a *different business model* (Section 2.1).

Figure 7. Number of active and deactivated tools, 2012-2026 (replicated from Bevec & Vehovar, 2021 – Figure 4).

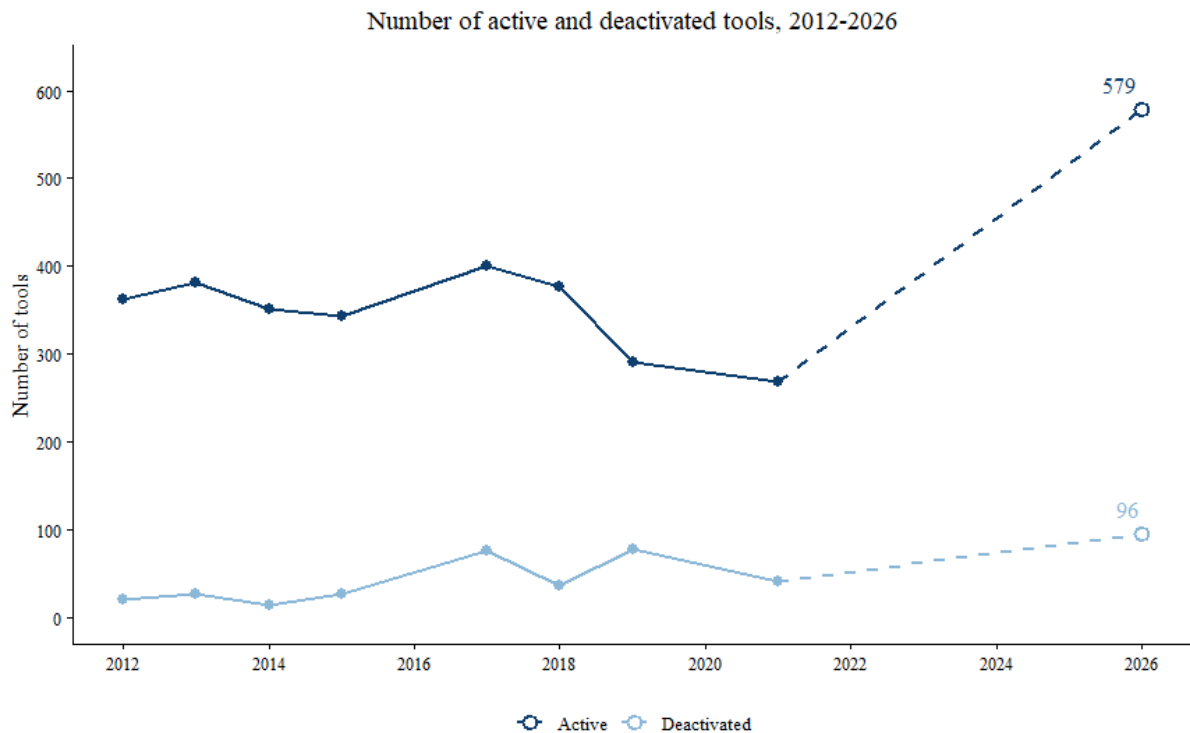


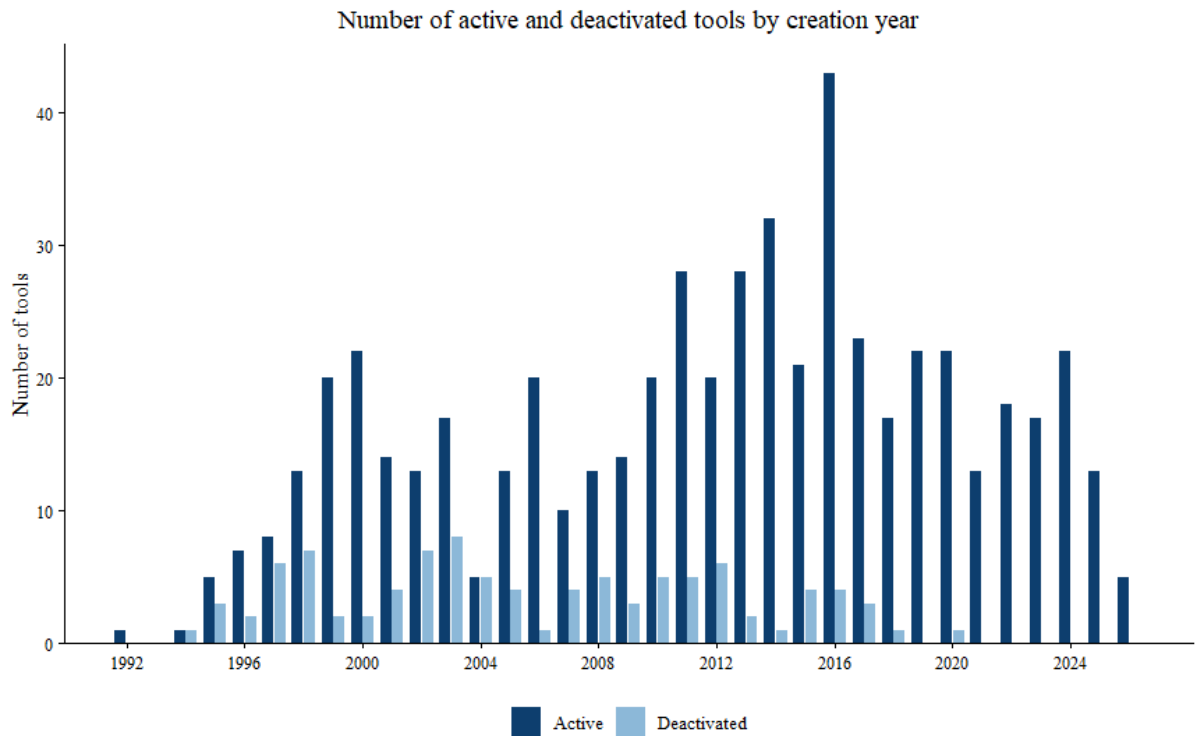
Figure 7 places these counts in the longer WebSM time series. The active count remains broadly stable between 2012 and 2018 (fluctuating between roughly 340 and 400 tools), declines toward 2021, and then rises sharply to 579 in 2026. This final increase, marked by a dashed segment, should not be read as sudden market growth: it primarily reflects the substantially expanded search methodology used in the present study rather than a genuine surge in newly created tools (as the founding-year distribution below confirms). Deactivated tools, by contrast, remain comparatively few throughout the series, rising to 96 by 2026.

The 417 newly identified tools can be further characterised by establishing (founding) year. Table 7 shows their distribution across five-year periods

Table 7. Newly identified tools by founding period (n = 417).

Founding period	n
≤ 2000	37
2001–2005	29
2006–2010	43
2011–2015	94
2016–2020	107
2021	13
2022–2026	75
Undetermined	19
Total	417

Figure 8. Number of active and deactivated tools by creation year, as identified in 2026 (replicated from Bevec & Vehovar, 2021 – Figure 5).



The overwhelming majority of newly identified tools – 323 of 417 – pre-date 2022, confirming that the dataset's expansion relative to 2021 is driven primarily by pre-existing tools overlooked by the earlier, narrower search rather than by new market entrants. Among these, the most active founding periods are 2016–2020 (107 tools) and 2011–2015 (94 tools), consistent with the broader SaaS expansion of that decade (see Section 3.4). The most productive year in terms of the creation of new services was 2016. Only 75 tools were founded in 2022 or later.

3. TRAFFIC AND VISITATION DATA

This section presents the traffic characteristics of the 579 tools in the 2026 dataset, drawing on monthly visit data from SimilarWeb for Q2 2026. It covers the overall distribution of traffic across the dataset, the segmentation of tools by traffic tier, the breakdown of traffic by source, and the historical profile of the dataset as reflected in domain registration and Wayback Machine data.

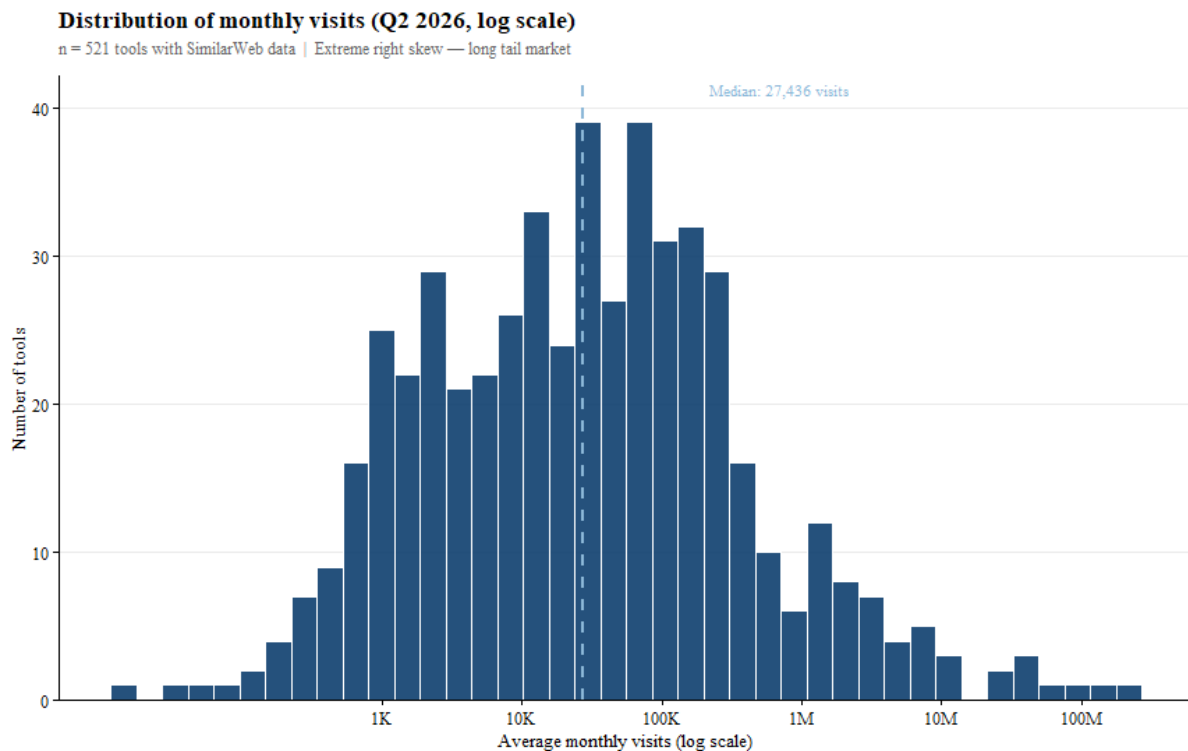
3.1. Distribution and Concentration

Traffic data were obtained for 521 of the 579 tools (90.0%). The 58 tools for which no SimilarWeb data were available are predominantly tools with very low or undetectable online traffic, typically operating in niche institutional markets or via on-premises installations that generate little or no traffic at their main domain. The distribution of monthly visits across the 521 tools with available data is characterised by extreme right-skewed asymmetry, as shown in Table 8. In Figure 9 this distribution appears approximately bell-shaped, but that is an artefact of the logarithmic horizontal axis, which compresses the long right tail; in linear terms it remains strongly right-skewed.

Table 8. Descriptive statistics of average monthly visits (SimilarWeb, Q2 2026) for the full dataset (n = 521).

Statistic	Value
Minimum	14
25th percentile	4,187
Median	27,436
75th percentile	142,215
90th percentile	819,835
Mean	1,692,426
Maximum	219,742,112
Standard deviation	13,008,592

Figure 9. Distribution of monthly visits



The mean monthly visit count (1,692,426) exceeds the median (27,436) by a factor of approximately 62, reflecting the disproportionate contribution of a small number of dominant platforms to the total traffic volume. Four tools exceed 50 million monthly visits, while the bottom quartile falls below 4,187 visits per month. The top 10% of tools by traffic (n = 52) account for 96.0% of the total traffic volume across the dataset; the top 1% (n = 5) alone account for 64.4%. This degree of concentration is consistent with the winner-takes-most dynamics often observed in mature SaaS markets, where brand recognition and switching costs tend to entrench established leaders – a reading supported by the dominance of direct traffic documented below (Section 3.3).

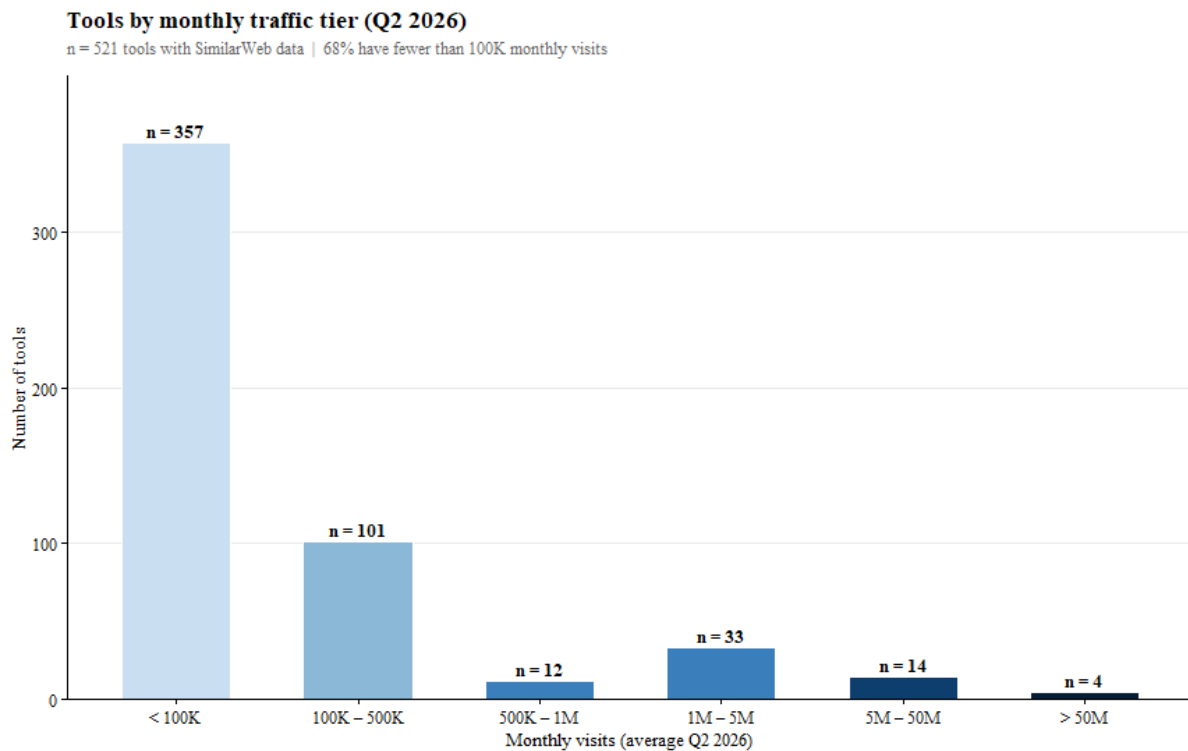
3.2. Traffic Tiers

A threshold of 100,000 monthly visits was used to define a high-traffic subset for the in-depth AI assessment and the cross-sectional comparison with 2021. Tools above this threshold (n = 164, or 31.5% of the 521 tools with traffic data) formed the Top 100k+ subset, on which the detailed AI assessment in the following sections was carried out; functional status, by contrast, was assessed across the full dataset. Tools below the threshold remain part of the full dataset and continue to inform the market-level analyses (traffic distribution, concentration, positioning); Table 9 presents the distribution of tools across all six tiers.

Table 9. Distribution of tools by monthly traffic tier (n = 521).

Traffic tier (avg. monthly visits)	n	%
< 100,000	357	68.5%
100,000 – 500,000	101	19.4%
500,000 – 1,000,000	12	2.3%
1,000,000 – 5,000,000	33	6.3%
5,000,000 – 50,000,000	14	2.7%
> 50,000,000	4	0.8%
Total	521	100.0%

Figure 10. Distribution of tools by monthly traffic tier (n = 521).



The majority of tools (68.5%) operate with fewer than 100,000 monthly visits, meaning that their survival is unlikely to be driven by scale of audience. As noted in the 2021 report (Bevec & Vehovar, 2021), tools in this range typically depend on institutional client loyalty, niche specialisation, or on-premises deployment rather than broad public visibility. At the other extreme, the four tools exceeding 50 million monthly visits represent global platforms with diversified product portfolios, for which the web survey function is one among many features. Within the Top 100k+ subset, the distribution remains heavily skewed: the median monthly visit count is 298,616, the mean is 5,332,109, and the maximum is 219,742,112. The 90th percentile within this group stands at approximately 5.89 million monthly visits, indicating that even among the most-visited tools, the gap between the top performers and the rest is substantial.

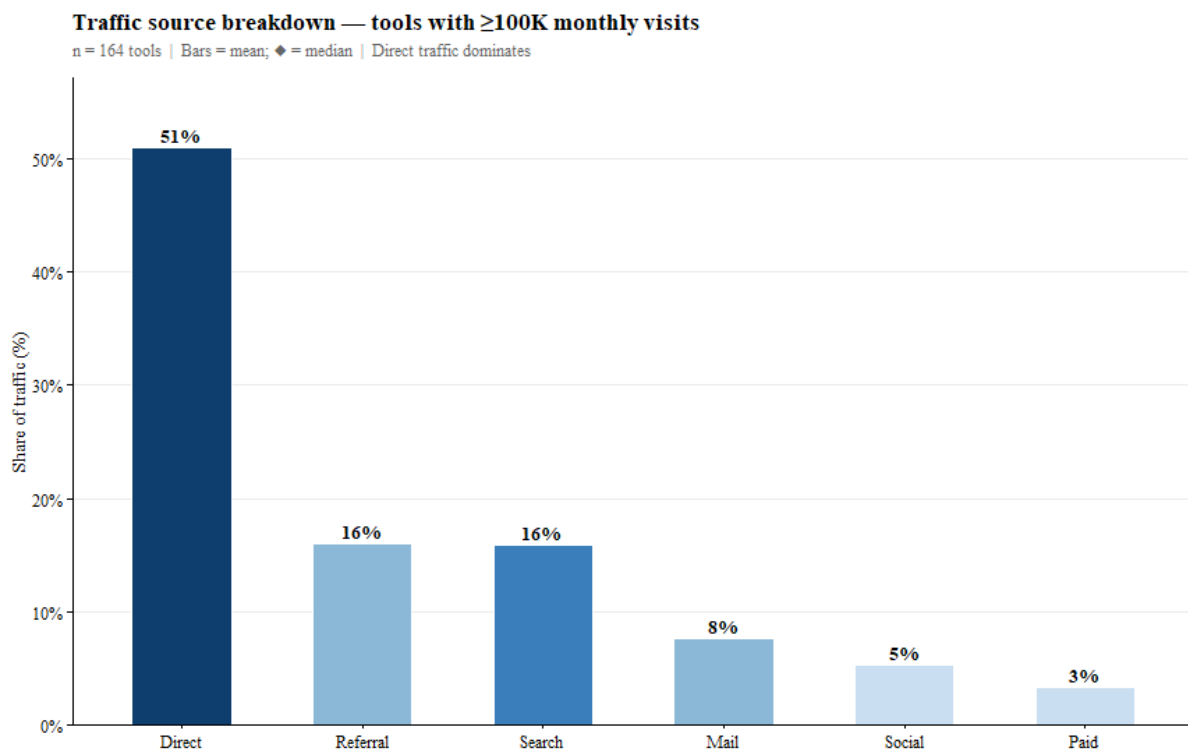
3.3. Traffic Sources

The breakdown of traffic by source was available for 308 tools in the full dataset and for all 164 tools in the Top 100k+ subset. Table 10 presents the mean and median values for each source in both samples.

Table 10. Traffic source breakdown: full dataset (n = 308) and Top 100k+ (n = 164).

Source	Full dataset mean	Full dataset median	Top 100k+ mean	Top 100k+ median
Direct	51.8%	54.5%	51.0%	54.3%
Search	17.0%	11.4%	15.9%	10.9%
Referral	16.3%	11.5%	16.0%	12.4%
Mail	8.8%	5.7%	7.6%	5.2%
Social	4.8%	2.7%	5.3%	3.3%
Paid	3.3%	1.1%	3.3%	1.0%

Figure 11. Traffic source breakdown for tools with $\geq 100,000$ average monthly visits (n = 164), Q2 2026.

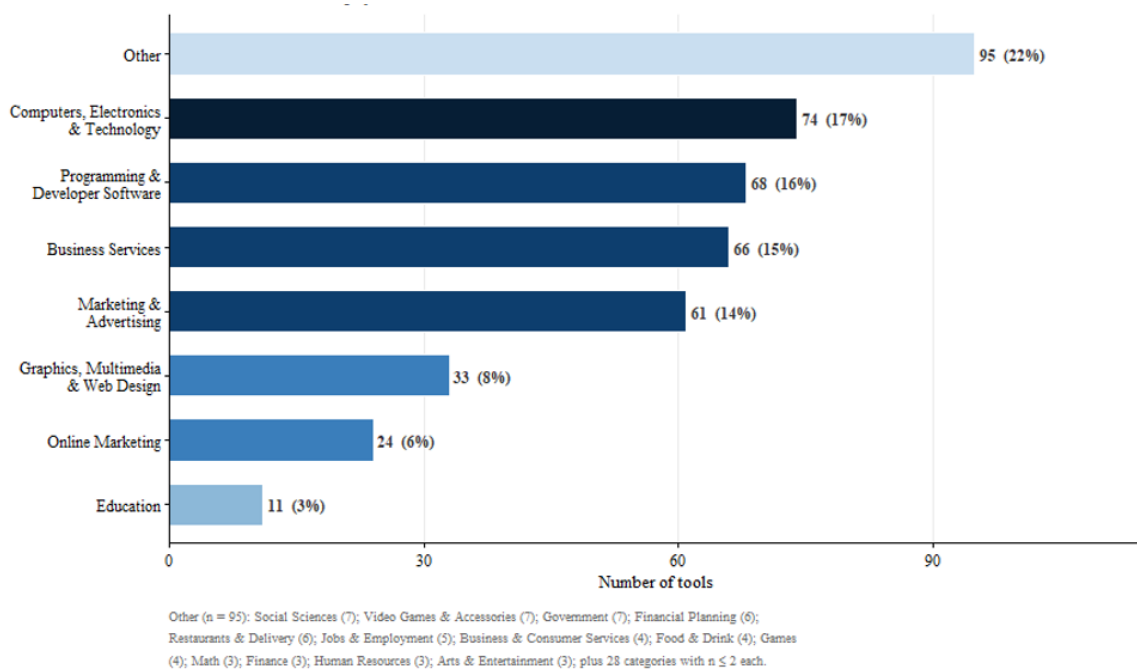


Direct traffic is the dominant source in both samples, accounting for a median of 54.5% of all visits in the full dataset and 54.3% in the Top 100k+ subset. The convergence of median values across both samples indicates that the predominance of direct traffic is a structural feature of the web survey software market as a whole, rather than a characteristic exclusive to the most-visited tools. High direct traffic shares reflect strong brand recognition and habitual use: users

return to these tools without passing through a search engine or an intermediary site, a pattern consistent with established SaaS products embedded in regular professional workflows.

Search and referral traffic occupy the second tier in both samples, with near-equal mean values (17.0% and 16.3% respectively in the full dataset). Paid traffic remains marginal across both samples, with a median of just 1.1% in the full dataset and 1.0% in the Top 100k+ subset, suggesting that paid acquisition is not a primary growth lever for most tools in this market.

Figure 12. Distribution of tools by SimilarWeb category (n = 432 tools with category data available), Q2 2026.



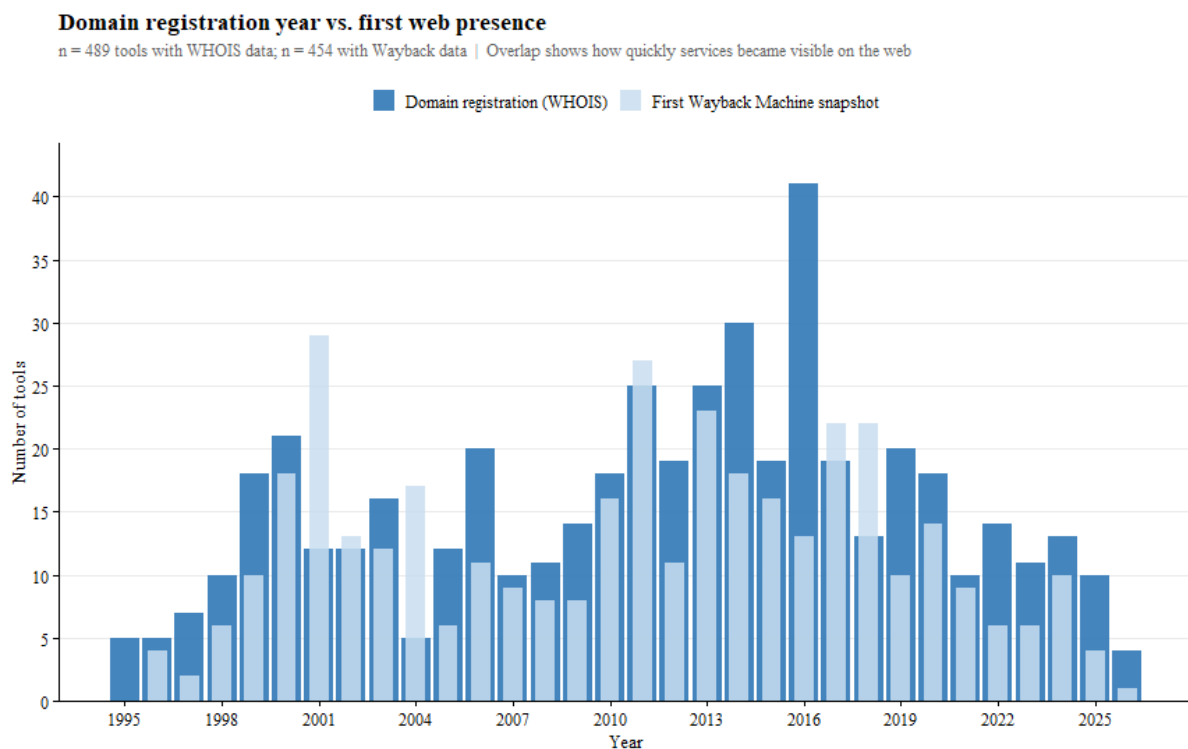
The SimilarWeb category classification provides a complementary perspective on the market context of the 432 tools for which category data were available. The seven main categories, in decreasing order, are Computers, Electronics & Technology (n = 74, 17.1%), Programming & Developer Software (n = 68, 15.7%), Business Services (n = 66, 15.3%), Marketing & Advertising (n = 61, 14.1%), Graphics, Multimedia & Web Design (n = 33, 7.6%), Online Marketing (n = 24, 5.6%) and Education (n = 11, 2.5%); together they account for 78.0% of all categorised tools. The three largest alone account for nearly half of categorised entries, confirming that the web survey software market is deeply embedded in broader technology and business ecosystems. The remaining 95 tools (22.0% of categorised entries) did not fall into any of these seven categories and were grouped as "Other," encompassing such diverse classifications as Government, Social Sciences, Financial Planning, and Video Games & Accessories – a distribution that illustrates the extent to which the survey data collection function has permeated diverse industry contexts. Beyond the SimilarWeb taxonomy, the data collection and verification process revealed a significant number of tools belonging to two functionally distinct clusters. The first encompasses platforms in which the survey instrument serves as a component of a broader UX, user research, or customer feedback product (e.g.,

uxtweak.com, useberry.com, provenbyusers.com, chattermill.com, customergauge.com). The second comprises tools positioned primarily as HR and employee engagement platforms, where surveys function as a mechanism for pulse-checking workforce sentiment (e.g., atwork.ai, workbuzz.com, lattice.com, winningtemp.com, workstep.com, feedbackpulse.com). In both clusters, survey creation is typically not the tool's sole functionality; however, a review of the original 2021 study confirmed that such multi-functional tools were likewise included in the earlier research, establishing a precedent for their inclusion in the present dataset. A full classification of tool type – including how such multi-functional platforms are assigned to a single category – is developed separately in Section 4.3.

3.4. Domain History

For most tools, domain registration (WHOIS) and first web presence (Wayback Machine) coincide within the same year, indicating that tools typically went public shortly after domain registration. The gap between the two series is most pronounced around 2000-2001, suggesting that a subset of tools from that period registered domains notably earlier than their actual public launch.

Figure 13. Domain registration year vs. first Wayback Machine snapshot by year (n = 489 WHOIS; n = 454 Wayback), 1995-2026.



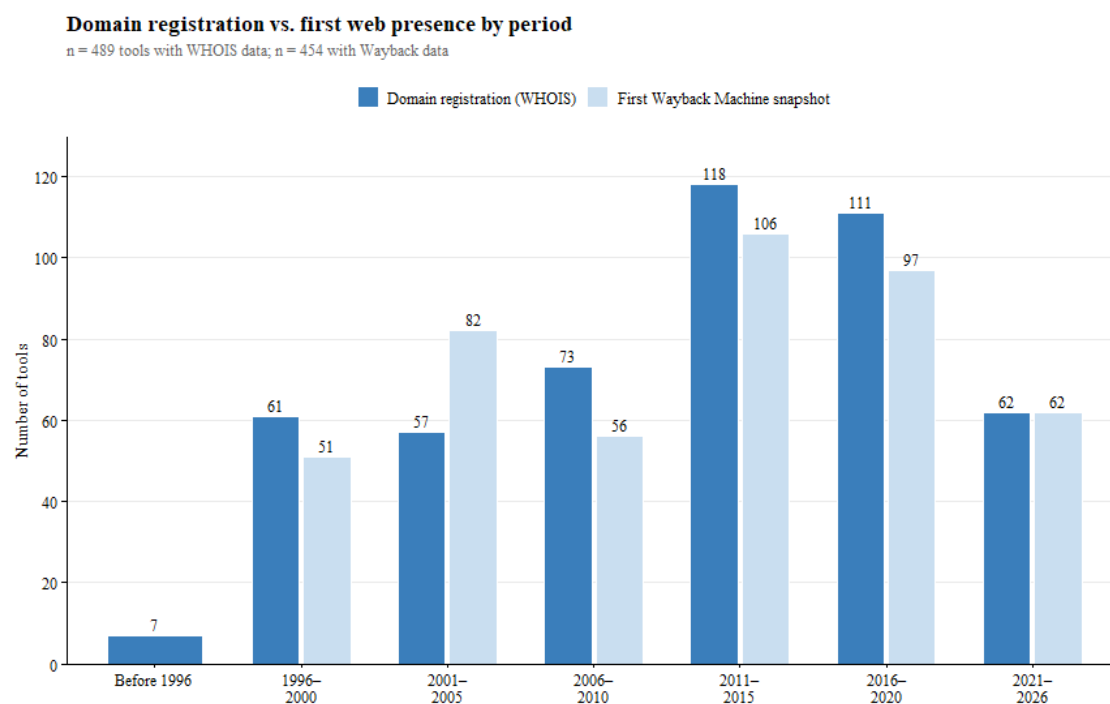
Domain registration dates (WHOIS) were obtained for 489 of the 579 tools (84.5%), and first Wayback Machine snapshot dates for 454 tools (78.4%). As discussed in the methodology section, the first Wayback Machine snapshot is used as the primary proxy for the date of a tool's public launch, since domain registration may precede the actual launch of a product by a considerable period.

The median domain registration year across the dataset is 2013 (mean: 2011.4), with registrations spanning from 1992 to 2026. The median year of the first Wayback Machine snapshot is 2012. Table 11 shows the distribution of tools by five-year founding period, based on first Wayback snapshot dates.

Table 11. Distribution of tools by founding period (first Wayback Machine snapshot, n = 454).

Period	n (Wayback)	n (WHOIS)
Before 1996	—	7
1996–2000	51	61
2001–2005	82	57
2006–2010	56	73
2011–2015	106	118
2016–2020	97	111
2021–2026	62	62
Total	454	489

Figure 14. Distribution of tools by founding period (first Wayback Machine snapshot, n = 454).



The two most active founding periods by first Wayback Machine snapshot are 2011-2015 (n = 106) and 2016-2020 (n = 97), together accounting for nearly half of the dataset. This reflects the broader expansion of the SaaS market during that decade, when cloud infrastructure costs declined substantially and the barrier to launching a new online tool was significantly lower than in earlier periods. The period 2001-2005 also shows a notable cluster (n = 82 by

Wayback), representing tools founded during or immediately after the dot-com era that have remained active to the present day – a testament to the longevity that characterises a segment of this market, as discussed in Section 2.3. The dip in 2006-2010 ($n = 56$ by Wayback) may in part reflect attrition: tools founded in that period have had sufficient time to be deactivated and therefore to drop out of the dataset. The most recent period, 2021-2026, shows an exact match between WHOIS and Wayback counts ($n = 62$ each), indicating that newly registered domains in this period became publicly visible almost immediately after registration.

4. FUNCTIONALITY ANALYSIS

This section examines the functional characteristics of web survey software tools using the classification framework established by Bevec and Vehovar (2021). Functional verification was conducted for the subset of tools with average monthly visits of at least 100,000 in Q2 2026 – the Top 100k+ subset ($n = 164$). This approach is consistent with the logic applied in the 2021 study, in which in-depth verification was similarly restricted to tools that could be directly accessed and tested, namely those providing a free trial version. For the present study, the traffic threshold serves as an additional criterion: verification is restricted to tools exceeding 100,000 average monthly visits. The same threshold, converted to an equivalent daily visit count of approximately 3,333 ($100,000 \div 30$), is applied retrospectively to the 2021 WebsiteOutlook data to establish a comparable high-traffic subsample for longitudinal comparison.

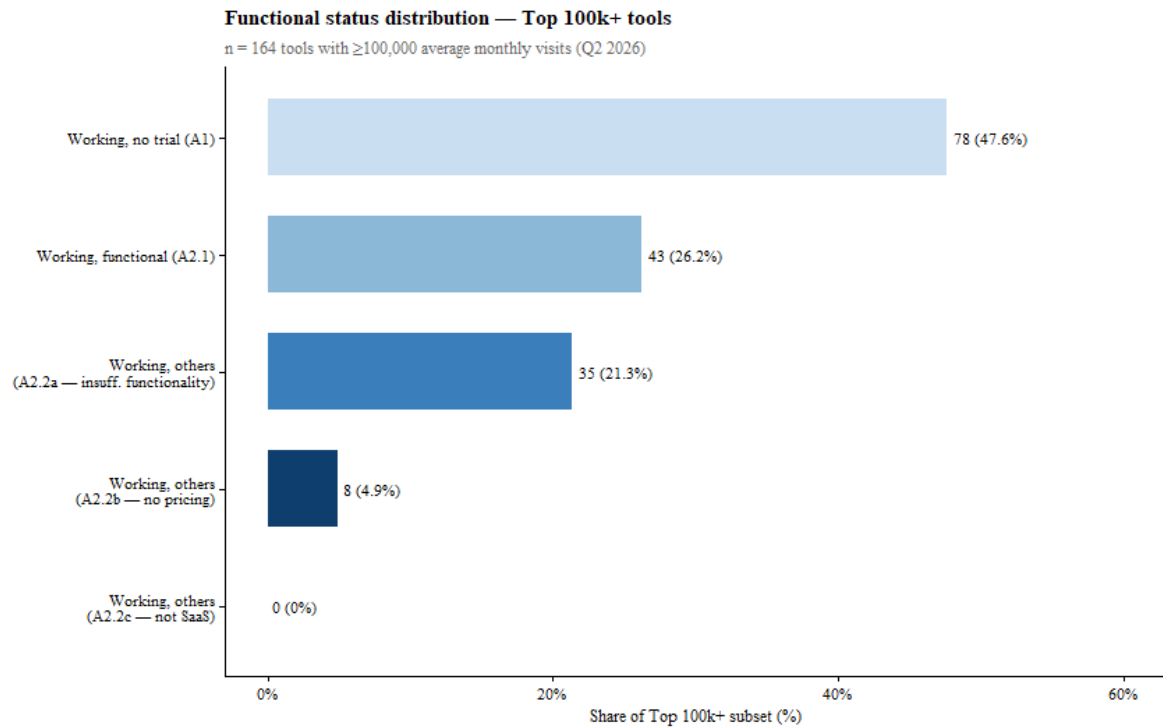
4.1. Functionality Profile of the Top 100k+ and sub-100k Subsets

The Top 100k+ subset comprises 164 tools with average monthly visits of at least 100,000 in Q2 2026 (Table 12). Of these, 86 (52.4%) provide a free trial without requiring a credit card and were therefore subject to full functional verification across all six criteria. The remaining 78 tools (47.6%) do not provide immediate trial access and were classified as *Working, no trial (A1)*; as in the 2021 study, no further functional assessment was possible for this group. Table 12 presents the functional status distribution within the Top 100k+ subset. Among the 86 trial-accessible tools, exactly half (43, 50.0%) met all six criteria and were classified as *Working, functional (A2.1)*. Table 13 shows the compliance rate for each individual criterion within this group.

Table 12. Functional status of Top 100k+ tools ($n = 164$).

Functional status	n	% of total (164)	% of trial tools (86)
Working, no trial (A1)	78	47.6%	–
Working, functional (A2.1)	43	26.2%	50.0%
Working, others – insufficient functionality (A2.2a)	35	21.3%	40.7%
Working, others – no pricing (A2.2b)	8	4.9%	9.3%
Working, others – not SaaS (A2.2c)	0	0.0%	0.0%
Total	164	100.0%	–

Figure 15. Functional status of Top 100k+ tools (n = 164).

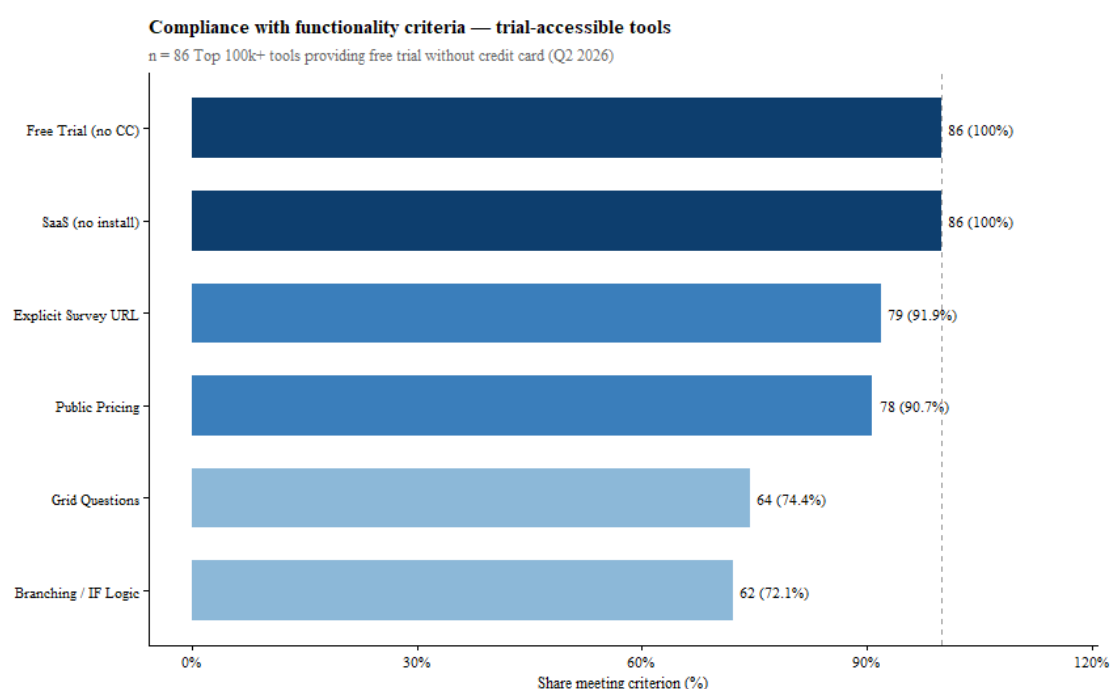


Two criteria are met by all 86 trial-accessible tools by construction: *Free Trial (no CC)* and *SaaS*, since inclusion in this analysis requires both (Table 13, Figure 16).

Table 13. Compliance with individual functionality criteria among Top 100k+ trial-accessible tools (n = 86).

Criterion	n meeting criterion	%
Free Trial (no CC)	86	100.0%
SaaS (no install)	86	100.0%
Explicit Survey URL	79	91.9%
Public Pricing	78	90.7%
Grid Questions	64	74.4%
Branching / IF Logic	62	72.1%

Figure 16. Compliance with individual functionality criteria among Top 100k+ trial-accessible tools (n = 86).



Among the remaining criteria, *Explicit Survey URL* and *Public Pricing* show the highest compliance rates (91.9% and 90.7% respectively), indicating that the vast majority of visible tools in this market provide transparent pricing and shareable survey links. The technical functionality criteria present the greatest barriers to full functional classification: *Grid Questions* is supported by 74.4% of trial tools and *Branching / IF Logic* by 72.1%. These two criteria together account for most of the 35 tools classified as *Working, others – insufficient functionality (A2.2a)*: a tool may offer a polished interface and transparent pricing while still lacking matrix-style question layouts or conditional routing, features that distinguish more capable research-grade instruments from simpler data collection tools.

The same functional criteria were then applied to the sub-100k tools – those with average monthly visits below 100,000 in Q2 2026 – so that the two segments can be compared on a like-for-like basis. This lower-traffic tier is far larger (n = 414) and, as the figures below show, systematically less functionally complete than the high-traffic segment. Table 14 reports its functional-status distribution, and Table 15 the per-criterion compliance among its trial-accessible tools, following the same structure used for the Top 100k+ subset in Tables 12 and 13.

Table 14. Functional status of sub-100k tools (2026); companion to Table 12 (Top 100k+). (n = 414; trial-accessible = 168)

Functional status	n	% of total (414)	% of trial tools (168)
Working – no trial (A1)	246	59.4%	–
Working – functional (A2.1)	58	14.0%	34.5%
Working – others – insufficient functionality (A2.2a)	90	21.7%	53.6%
Working – others – no pricing (A2.2b)	13	3.1%	7.7%
Working – others – not SaaS (A2.2c)	7	1.7%	4.2%
Total	414	100.0%	–

The sub-100k segment is markedly more trial-restricted than the high-traffic one: 246 tools (59.4%) offer no immediate trial access and fall into Working, no trial (A1), against 47.6% in the Top 100k+ subset. Trial-accessible tools are correspondingly rarer here – 168 of 414 (40.6%), versus 52.4% above – and, among those that can be assessed, the share meeting all six criteria is lower: 58 of 168 (34.5%) are classified as Working, functional (A2.1), compared with exactly half in the Top 100k+ subset. The single largest group among trial-accessible sub-100k tools is instead Working, others – insufficient functionality (A2.2a), at 90 of 168 (53.6%). The pattern is consistent with a long tail of smaller, less mature products that are visible and often priced, but technically thinner than the market leaders.

Table 15. Compliance with individual functionality criteria among sub-100k trial-accessible tools (2026); companion to Table 13 (Top 100k+). (n = 168)

Criterion	n meeting criterion	%
Free Trial (no CC)	168	100.0%
SaaS (no install)	158	94.0%
Public Pricing	154	91.7%
Explicit Survey URL	142	84.5%
Grid Questions	92	54.8%
Branching / IF Logic	88	52.4%

For tools already disqualified on an earlier criterion, the remaining criteria were not always recorded; unrecorded values are counted as not meeting, so Explicit Survey URL, Grid and Branching are conservative lower bounds (up to 9 unrecorded each).

The per-criterion pattern reinforces this reading. On the two lightweight, presentation-level criteria the sub-100k tools nearly match the leaders – Public Pricing is actually marginally higher (91.7% vs 90.7%) and Free Trial and SaaS remain near-universal – but on the two capabilities that distinguish research-grade instruments the gap is wide: Grid Questions falls from 74.4% in the Top 100k+ segment to 54.8% here, and Branching / IF Logic from 72.1% to 52.4%. In other words, the lower-traffic tier is not less visible or less commercial than the high-traffic tier – its tools advertise, price, and trial themselves much as the leaders do – but it is substantially weaker on the advanced question logic that separates capable survey platforms from simpler form-and-poll tools. This is the same divide observed in the Top 100k+ subset, only sharper, and it is what drives the larger A2.2a share reported in Table 14.

4.2. Cross-Sectional Comparison of Functionality with the 2021 High-Traffic Subsample

Although the two subsamples differ in size – 102 tools in 2021 versus 164 in 2026 – this difference reflects the expanded scope of the present study. The 2021 column reports data originally recorded by Bevec and Vehovar (2021) for the 102 tools that exceeded the 100,000 monthly visits threshold at that time. The 2026 column reports data collected in the present study for the 164 tools exceeding the same threshold in Q2 2026. Percentages for Working, no trial (A1) and Working, with trial (A2) are calculated as a share of all 164 tools. Percentages for the remaining rows (Working, functional; Public Pricing; SaaS; Free Trial) are calculated as a share of the A2 trial-accessible subset ($n = 86$), as verification of these criteria was only possible for tools to which trial access was obtained. The two subsamples ($n = 102$ and $n = 164$) differ in composition, as the 2026 subsample includes tools not present in the original study; they are therefore compared as independent cross-sections rather than as a matched panel, and the compositional difference is described in detail below.

Table 16. Functional profile of the high-traffic (100k+) subsample: 2021 ($n = 102$) vs. 2026 ($n = 164$).

Characteristic	2021 ($n = 102$)	%	2026 ($n = 164$)	%
Working, no trial (A1)	34	33.3%	78	47.6%
Working, with trial (A2)	68	66.7%	86	52.4%
Working, functional (A2.1) among trial tools	36 / 68	52.9%	43 / 86	50.0%
Public Pricing (among trial tools)	65 / 68	95.6%	78 / 86	90.7%
SaaS (among trial tools)	68 / 68	100.0%	86 / 86	100.0%
Free Trial (by definition)	68 / 68	100.0%	86 / 86	100.0%

Figure 17. Functional profile of the high-traffic subsample: 2021 ($n = 102$) vs. 2026 ($n = 164$).

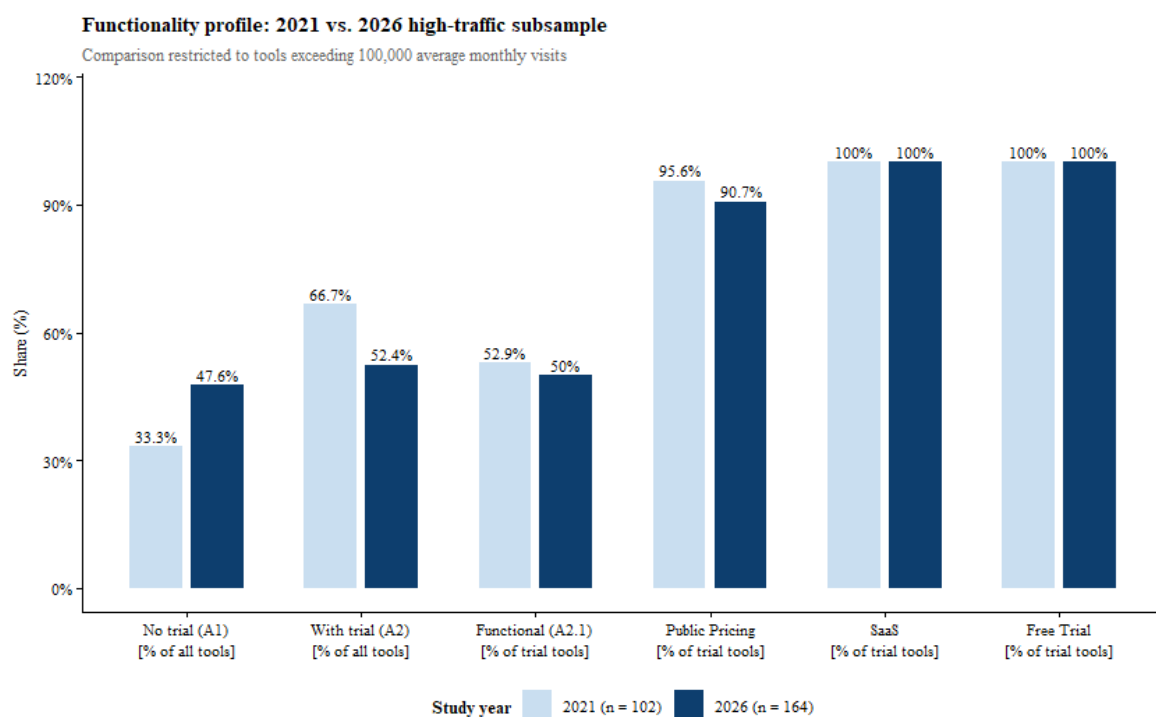


Table 17. Cohort composition of the Top 100k+ subsample, 2026 (n = 164).

Origin cohort	n	%
Carried over from Bevec & Vehovar (2021)	60	36.6%
Pre-existing, newly discovered in 2026	96	58.5%
Founded after 2021	6	3.7%
No date available	2	1.2%
Total	164	100.0%

By definition, all 164 tools in this subsample were operational at the time of data collection: sustained traffic at this scale presupposes an active, accessible service, and the minimum functional status assigned to any tool in the subsample is Working, no trial (A1). The 164 tools differ in composition from the 102 tools that met the same threshold in 2021. Of the 164 tools, 60 (36.6%) are carried over from the original 2021 cohort – that is, they appeared in the original study and continued to maintain high-traffic status by 2026. The largest group, 96 tools (58.5%), are pre-existing platforms that were not captured by the original 2021 search but had been founded before 2022 and were newly identified in the present study. Only 6 tools (3.7%) were genuinely founded after 2021 (Formbricks, Live Polls, Makeform, Noteforms, Surveymars, and XEBO.ai), and 2 tools could not be assigned a founding date.

Three observations stand out from this comparison. First, the proportion of high-traffic tools that do not provide trial access has increased markedly, from 33.3% in 2021 to 47.6% in 2026. This shift indicates that a segment of market participants increasingly appears to favour sales-mediated access over open self-service models. Second, among the tools that do provide trial access, the proportion meeting all six functional criteria has remained essentially stable: 52.9% in 2021 versus 50.0% in 2026, a difference well within the margin of uncertainty. This indicates that the level of functional maturity achieved by 2021 has been sustained rather than surpassed in the subsequent five years. Third, Public Pricing shows a modest decline from 95.6% to 90.7% among trial tools, which may reflect the emergence of tools with hybrid pricing models or usage-based pricing that is not presented as a standard public tier. The price collection reported in Section 5 supports this reading directly: several tools in the subsample publish a figure that is not a monthly subscription at all – a perpetual licence, an add-on package, or a usage quota – so the binary presence of a public price increasingly conceals a widening variety of what that price denotes.

Taken together, these findings suggest that the functional landscape of the high-traffic web survey software market has not undergone a qualitative shift between 2021 and 2026 with respect to the criteria established by Bevec and Vehovar (2021). The core capabilities – cloud delivery, trial access, branching logic, grid questions, explicit URLs, and public pricing – remain the defining characteristics of the most capable publicly accessible tools, and their prevalence has not increased substantially. What has changed is the composition of the high-traffic segment itself: a larger share of tools in this tier now operate outside the trial-accessible

model, making them less directly comparable to the B2C-oriented functional tools that were the primary focus of the 2021 report.

4.3. Tool Type Classification

To characterize the composition of the Top 100k+ subset, each tool was assigned a single type. To preserve comparability with the 2021 baseline, we retained the ten-category typology of Bevec & Vehovar (2021) – survey tool, business, form tool, UX tool, HR tool, email marketing, chatbot, voting tool, general research, and other – rather than devising a new scheme.

Assignment proceeded in three stages. For the 54 tools already present in the 2021 study, the type was carried over directly. For the remainder, an initial type was proposed from the tool's own positioning – its live 2026 homepage slogan, its historical 2021 slogan, its SimilarWeb category, and, where available, the product description recorded during price collection – and each proposal was then reviewed against the tool's stated purpose. Tools whose positioning was non-distinctive or absent were resolved individually by examining how the product describes itself. Every assignment carries a recorded basis, so that no single classification rests on an undocumented judgement.

Two adaptations of the 2021 scheme were made, and we state them explicitly. First, the original "UX tool" category was widened to UX/CX and now covers both product-side user experience (usability and user testing) and customer-side experience and feedback (customer-feedback, voice-of-customer, and experience-management tools). In the 2026 market these two functions are frequently delivered by the same product, and separating them would have been artificial. Second, the business category is used as a catch-all: it comprises the original business-oriented tools together with collaboration and marketing tools, and with tools that do not map cleanly onto any single 2021 category. Borderline enterprise platforms were classified by their primary function rather than their size – for example, Confrim/Forsta, whose core is customer-experience management, is coded UX/CX, whereas Qualtrics, whose core remains survey construction, is coded as a survey tool despite its "experience management" branding.

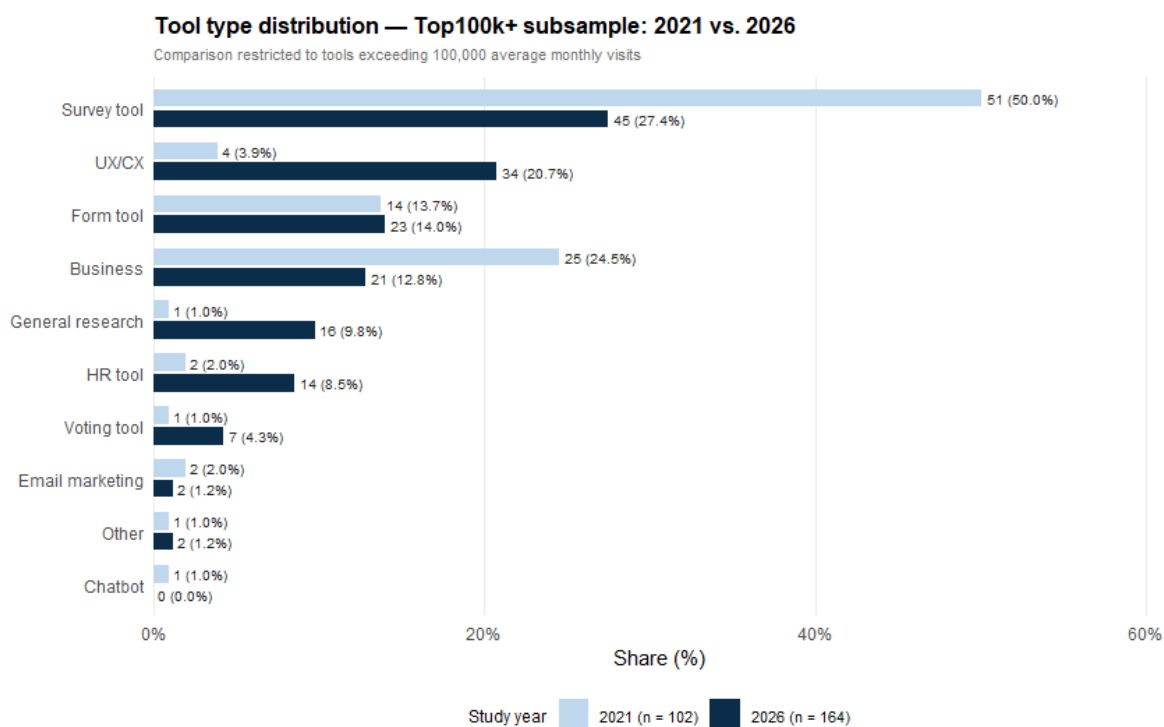
We note that the 2021 category boundaries are, in several respects, arguably no longer clear-cut given the development of the market and of the underlying technology; the typology could reasonably be revised, and such a revision would be a worthwhile subject for separate study. We have nonetheless retained the original categories here, with the two adaptations above, in order to keep the 2026 classification comparable with the 2021 baseline.

Under this scheme, the Top 100k+ subset ($n = 164$) divides as shown in Table 18: survey tool 45 (27.4%), UX/CX 34 (20.7%), form tool 23 (14.0%), business 21 (12.8%), general research 16 (9.8%), HR tool 14 (8.5%), voting tool 7 (4.3%), email marketing 2 (1.2%), other 2 (1.2%), and chatbot 0 (0.0%). The contrast with the 2021 baseline, in which survey tools were the clear majority, is itself a finding: among the highest-traffic tools of 2026, dedicated survey tools account for just over a quarter, with the remainder distributed across feedback, research, engagement, forms, HR, and general business

Table 18. Tool type distribution, Top 100k+ subsample: 2021 (n = 102) vs. 2026 (n = 164).

Type	n (2021)	% (2021)	n (2026)	% (2026)
Survey tool	51	50.0%	45	27.4%
Business	25	24.5%	21	12.8%
Form tool	14	13.7%	23	14.0%
UX/CX	4	3.9%	34	20.7%
HR tool	2	2.0%	14	8.5%
Voting tool	1	1.0%	7	4.3%
General research	1	1.0%	16	9.8%
Email marketing	2	2.0%	2	1.2%
Chatbot	1	1.0%	0	0.0%
Other	1	1.0%	2	1.2%
Total	102	100.0%	164	100.0%

Figure 18. Tool type distribution – Top100k+ subsample: 2021 vs. 2026



The 2021 figures in Table 18 are not the full 2021 tool population but a matched high-traffic subsample: applying the same $\geq 100,000$ monthly-visit threshold used throughout Section 4 to Bevec and Vehovar's (2021) tool-level data yields 102 tools – the identical base already used for the functional-status comparison in Table 16. On this like-for-like basis, the shift in composition is considerably sharper than a simple description of the 2026 distribution alone would suggest. In 2021, dedicated survey tools accounted for exactly half of the high-traffic segment (51, 50.0%); by 2026 their share had fallen to 27.4%, close to half its former level. Business held a broadly stable, still-substantial share (24.5% $\rightarrow$ 12.8%).

The categories that expanded most sharply were UX/CX (3.9% $\rightarrow$ 20.7%), General research (1.0% $\rightarrow$ 9.8%), HR tool (2.0% $\rightarrow$ 8.5%), and Voting tool (1.0% $\rightarrow$ 4.3%) – each moving from a marginal presence of one to four tools in 2021 to a more substantial share of the 2026 market. In 2021, survey tools and general business solutions together accounted for three-quarters of all high-traffic tools (74.5%); by 2026 the same two categories account for just two-fifths (40.2%). The high-traffic segment has therefore not simply grown – it has diversified structurally, with feedback, research, engagement, and form-building tools now occupying shares that in 2021 belonged almost entirely to dedicated survey and general-business platforms.

In sum, the 2021-to-2026 shift is best described as specialization rather than either decline or simple growth: the two categories that together defined three-quarters of the 2021 high-traffic market – survey tool and business – fell to just two-fifths by 2026 (74.5% $\rightarrow$ 40.2%), while UX/CX, HR tool, voting tool, and general research rose from a combined 7.8% to 43.3%. The small number of tracked tools that changed classification between waves points to one mechanism behind this shift: each moved from business toward a more specific type. InMoment and Reputation.com, for instance, were both reclassified from business to UX/CX – both tools' 2026 homepages foreground customer feedback, trust with customers, and improving findability, customer experience, trust, and consistency, language that maps far more directly onto UX/CX than onto the generic business label they carried in 2021. This suggests that some of what the 2021 scheme absorbed into a catch-all business category is, by 2026, more precisely identified as UX/CX, HR, or research-oriented functionality.

5. PRICING LANDSCAPE OF THE TOP 100K+ SUBSET

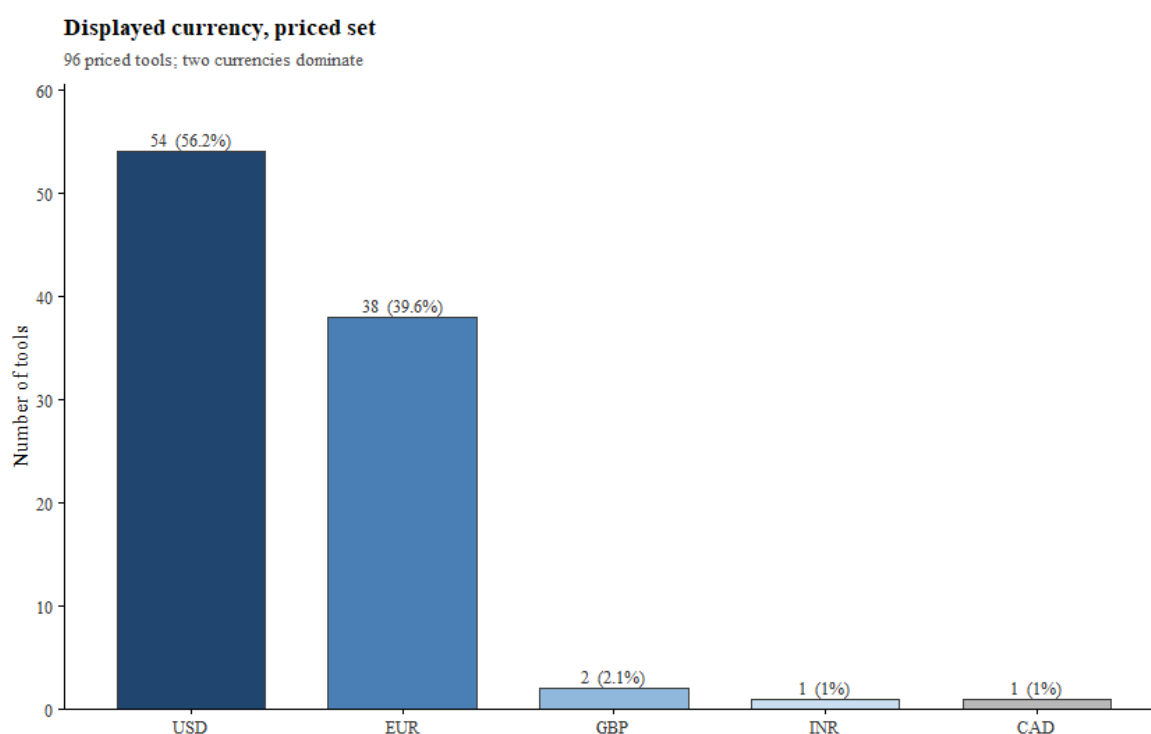
5.1. Descriptive overview

Of the 101 tools in the Top 100k+ subset that declare a public price, 96 publish at least one paid tier with an explicit figure. Two of these are set aside because the figure is not a subscription price: SurveyJS sells a perpetual per-developer licence – a one-time payment, with updates and support included for the first twelve months – and the PlaybookUX figure recorded at collection is an optional annual add-on rather than the price of its entry tier, which is free with pay-per-use credits. Neither quantity is commensurable with a monthly subscription fee, and neither is converted into one; both are excluded from every price statistic below, though both are retained in the currency counts, where the unit of the price is irrelevant. The price analysis therefore rests on 94 tools.

Two pairs of entries in this set (SurveyHero / UmfrageOnline and Shout / FreeOnlineSurveys) show identical pricing and shared plan naming, consistent with a common backend; but on the market they are presented as separate services, so for the purpose of observing pricing behaviour we likewise treat them as independent observations.

The subsample is dominated by two currencies: 54 tools (56.3%) display USD pricing and 38 (39.6%) EUR, with GBP marginal (2 tools) and single tools priced in Indian rupees (Surveyheart) and Canadian dollars (SimpleSurvey, which is Canadian-hosted). These shares are computed over all 96 tools with a published figure, since a displayed currency is recorded regardless of whether the figure is a subscription price.

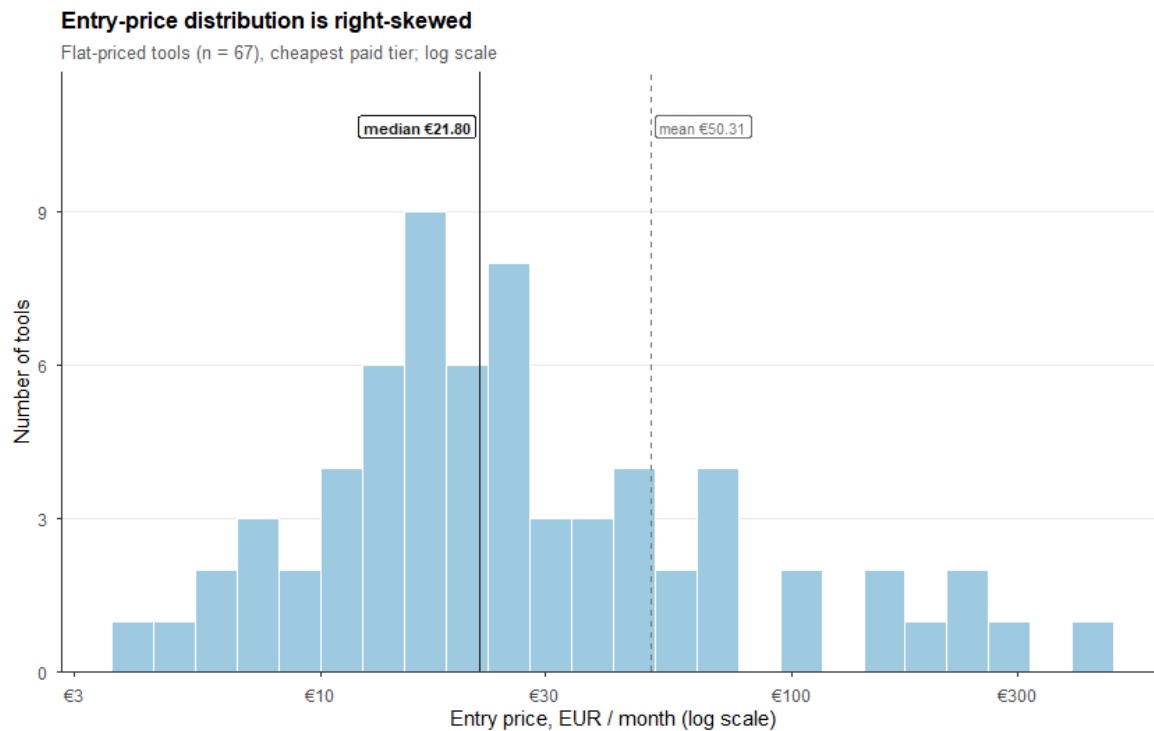
Figure 19. Distribution of priced tools by displayed currency (N = 96).



Of the 94 tools, 67 (71.3%) fall into the flat-pricing subset and 27 (28.7%) into the per-unit subset; because a flat monthly fee and a per-seat monthly fee are not comparable quantities, the two are reported separately throughout and never pooled. Three tools recorded at collection as flat in fact price per person – Mentimeter per presenter, Visme per person, and PerformYard per employee – and are counted in the per-unit subset accordingly. A separate question is whether committing to annual billing actually saves money. For 35 tools it was possible to identify a plan listed under an identical name in both the monthly and the annual view of the pricing page (for example, a "Pro" plan priced both month-to-month and annually), yielding 91 matched, same-plan comparisons across those tools. Among these 91 pairs, annual billing is genuinely cheaper in 54 cases (59.3%): the median saving is 20.0% of the monthly price (mean 22.2%), equivalent to a median of €10.00 per month (mean €18.12; range €0.07–€104.65, reflecting the wide spread of tier prices themselves). In 36 cases (39.6%) the monthly-equivalent price is identical whether billed monthly or annually – no discount for committing

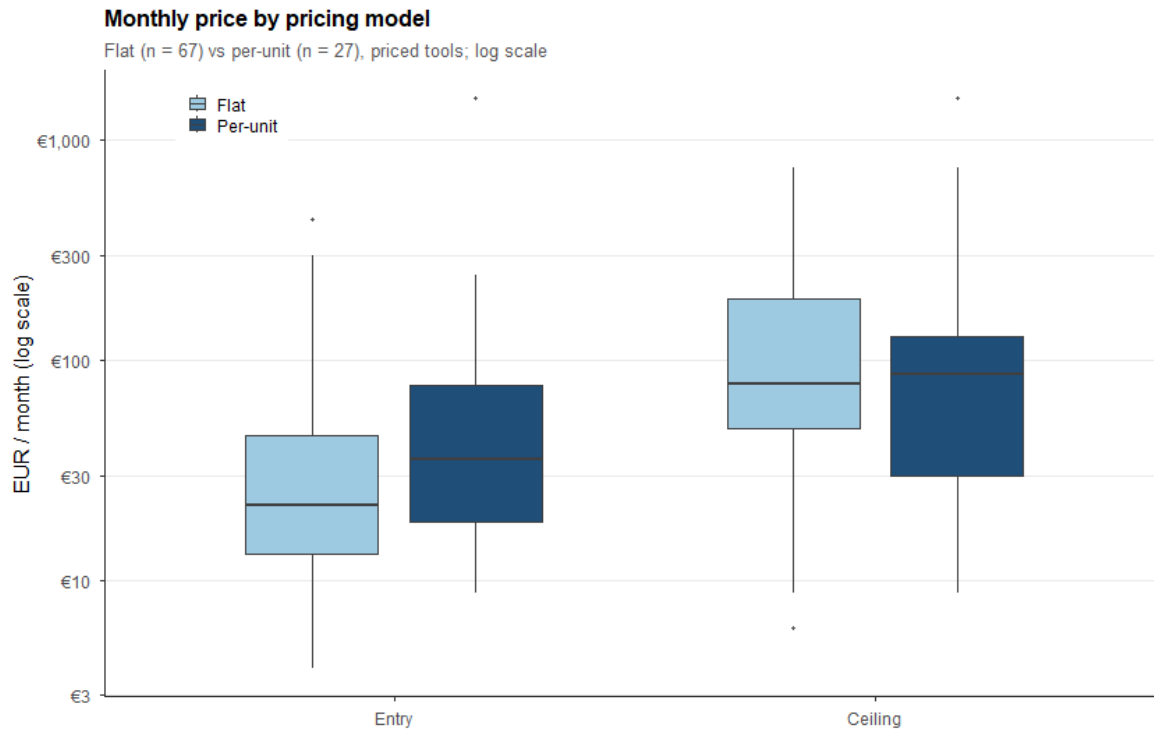
– and in a single case (1.1%) annual billing is marginally more expensive (an €0.08/month difference on one plan, within display rounding). In short, most tools that show both options reward the annual commitment, a substantial minority offer no discount, and a genuine annual penalty is effectively absent.

Figure 20. Entry-price distribution (Flat-priced tools, n = 67).



Flat-priced tools have a median entry price of €21.80 (mean €50.31; range €4.00–€435.18) and a median ceiling price of €77.62 (mean €153.85; range €6.10–€749.00). The gap between median and mean reflects a right-skewed distribution: most tools price modestly, with a minority of considerably more expensive tools pulling the mean upward – this skew is why prices are log-transformed in the regression models below.

Figure 21. Monthly price by pricing model and tier (log scale).



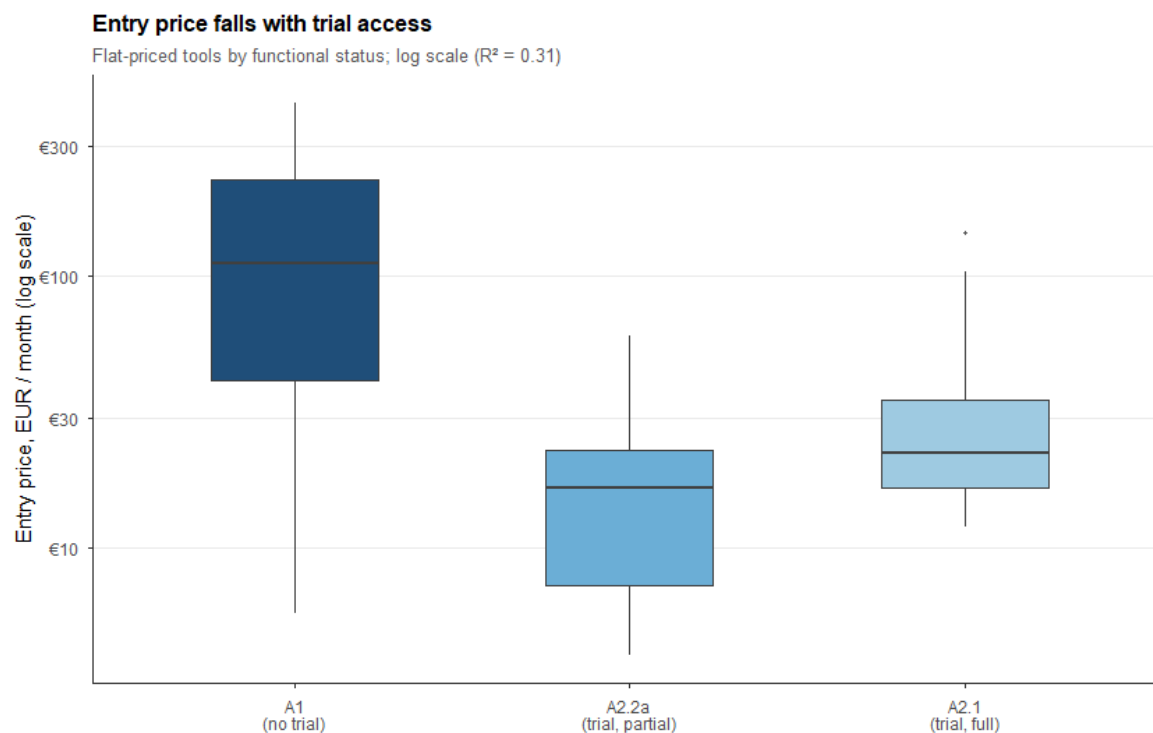
The comparison between the two pricing models depends on which tier is examined. At the entry tier per-unit tools are markedly more expensive per seat than flat tools are in absolute terms (median €35.35 against €21.80; means €106.73 and €50.31), which is expected, since a per-seat fee buys one seat rather than a whole workspace. At the ceiling tier the two converge: median €86.34 for per-unit against €77.62 for flat, a difference well inside the spread of either group, and the per-unit interquartile range in fact sits below the flat one (€29.70–€128.91 against €49.00–€189.18). Part of this compression is structural: nine of the 27 per-unit tools publish only a single paid price point, so their entry and ceiling values are identical and the two distributions are not independent of one another. The safe reading is that per-unit pricing starts higher per seat but does not extend to a higher top tier.

5.2. Testing candidate predictors of price

Because prices are right-skewed, we modelled log-transformed entry and ceiling prices as a function of three candidate predictors, using linear regression: functional completeness (trial status: A1 / A2.2a / A2.1), verified AI functionality (AI Feature Score, available only for the trial-accessible subset), and founding cohort (WHOIS registration year, the same proxy used in Sections 2.4 and 6.4). Functional status, AI Feature Score, and registration date are taken from the main functionality dataset and joined to the pricing data by tool name. All models below are restricted to flat-priced tools, of which 67 carry a determinable functional status.

Regressing log (entry price) on functional status (A1 as the reference category) shows that both trial-accessible groups price significantly lower than no-trial tools: A2.2a tools price 1.70 log-points lower than A1 and A2.1 tools 1.09 log-points lower (both $p < .001$), which on the original scale means entry prices some 82% and 66% below the no-trial group respectively; the model explains 31.5% of the variance in entry price ($R^2 = .315$, F-test $p < .001$; $n = 67$, with 12 tools in A1, 21 in A2.2a and 34 in A2.1). Re-running the model with A2.2a as the reference shows that the two trial-accessible groups are themselves distinguishable: fully functional A2.1 tools price significantly higher than the partially functional A2.2a group ($p = .013$). For ceiling price the same model is weaker: the A2.2a-versus-A1 contrast is significant ($p = .011$) while the A2.1-versus-A1 contrast is not ($p = .181$), the model explains 10.1% of variance, and its overall F-test is significant ($p = .033$). Trial accessibility is thus associated with a real, sizeable difference in entry price, and the relationship is not monotonic in functional completeness: no-trial tools price far above both trial groups, but among tools that do offer a trial it is the partially functional ones that price lowest, with fully functional tools priced above them. Trial access as such, rather than the completeness of what the trial exposes, is what separates the cheap end of the market from the expensive one. The evidence for a difference in ceiling price is considerably weaker.

Figure 22. Impact of free trial availability on entry price.



Neither of the other two predictors shows a detectable relationship with price. Verified AI functionality is essentially unrelated to entry price (55 flat-priced, trial-accessible tools with an AI Feature Score; $p = .576$), as is founding cohort ($n = 60$ flat-priced tools with a determinable WHOIS year; $p = .386$). Both null results are, if anything, more clearly null on the corrected

base than on the uncorrected one. What a tool charges tracks how openly it can be tried, not what it claims to do with AI or how long it has existed.

5.3. Individual-plan prices in longitudinal perspective

Sections 5.1 and 5.2 examined 2026 prices on their own. Because the predecessor study (Bevec & Vehovar, 2021) recorded a starting price for each of its functional and most-visited tools in its Table 15, a limited longitudinal comparison is possible. We approach it conservatively. The two price collections differ in base, in currency handling, and in the kind of price recorded, and the 2021 figures were digitized from the published table rather than re-collected. Rather than force a single all-tools comparison across these differences, we restrict the comparison to the one price type that both studies capture cleanly and that measures the same thing: the individual, single-user plan. On the 2021 side we take the individual-plan column directly. On the 2026 side we take the entry price of flat-priced tools only: for a flat tool the entry tier is the base single-user plan, the direct analogue of a 2021 individual plan. Per-unit tools are excluded from the 2026 side, because a per-seat price is a different quantity from a flat personal subscription; and 2021 tools that published only a group price are excluded from the 2021 side.

Currency and price normalization

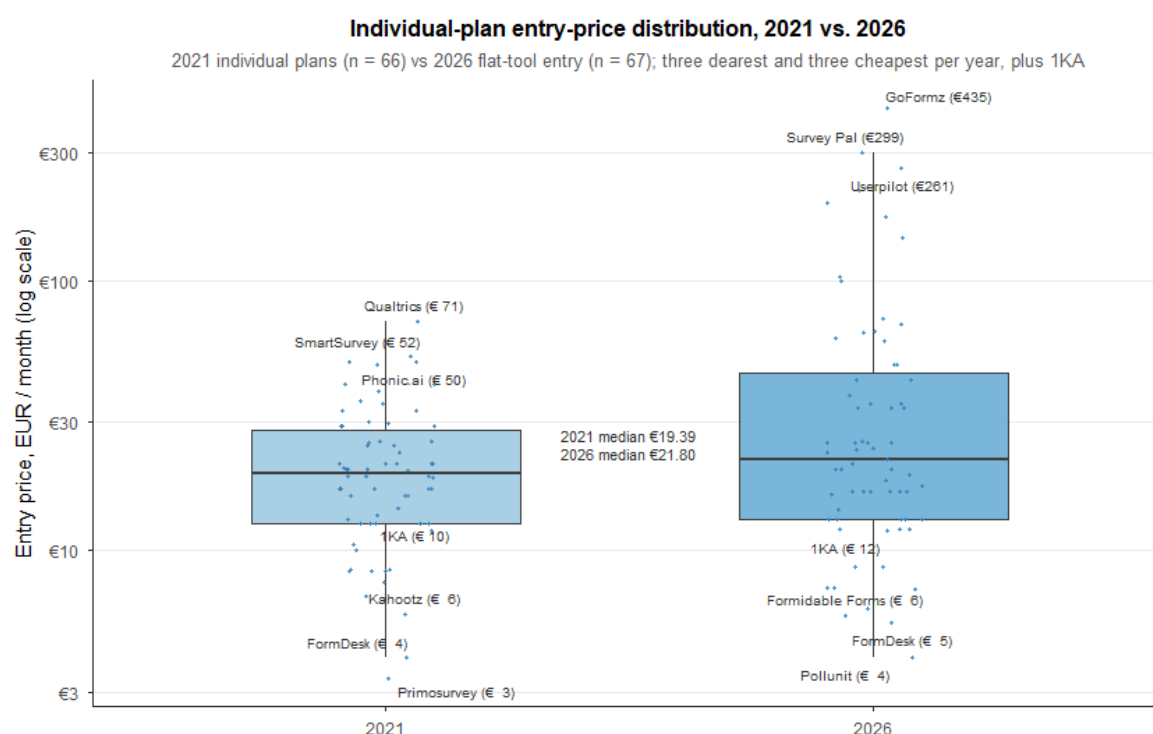
The 2021 table reports each price in the currency displayed on the tool's page – mostly US dollars and euros, with a few in pounds sterling and single cases in Canadian dollars and Indian rupees – and does not convert them. To make the 2021 prices comparable both with one another and with the 2026 figures, each non-euro 2021 price was converted to euros using the European Central Bank's annual average reference rate for 2021 (European Central Bank, 2021): USD 1.1827, GBP 0.8596, CAD 1.4826, and INR 87.44 per euro. The annual average was used because the 2021 table records no per-tool collection date, so a single representative rate for the year is the most defensible choice; the 2026 prices use the ECB daily reference rate for the known 2026 fieldwork date (16 July 2026). Using the same institutional source for both years keeps the conversion consistent, though a year-average rate and a single-day rate are not identical quantities – a residual source of imprecision for the dollar- and pound-priced tools, but not for the euro-priced ones, where no conversion is involved.

The treatment of billing period is, helpfully, identical across the two studies in intent. Both record monthly subscription prices and ignore annual discounts; and where a tool offered only an annual plan with no monthly option, both divided the annual figure by twelve to obtain a monthly-equivalent (Bevec & Vehovar, 2021). In the present study this rule was applied only after verifying, tool by tool against the live pricing page, what the displayed annual figure denotes, since a price shown under an annual toggle may be either a monthly rate charged on an annual commitment – already the required quantity – or an annual total requiring division. Prices that are neither, such as perpetual licences and add-on packages, are excluded rather than converted. After conversion and verification, the individual-plan base comprises 66 tools in 2021 and 67 flat-priced tools in 2026.

The market's individual-plan pricing: 2021 vs 2026

Treating the two years as two independent distributions – different tool sets, prices not paired – the individual-plan level is close to flat across five years: the median is €19.39 in 2021 ($n = 66$) and €21.80 in 2026 ($n = 67$). Both distributions are right-skewed, with a dense band of modestly priced tools and a thin upper tail; the 2026 tail reaches higher (up to €435 for GoFormz, against €71 for the dearest 2021 individual plan, Qualtrics), but the central tendency scarcely moves. At the cheapest end both years bottom out at a few euros a month (2021: Primosurvey €3, FormDesk €4, Kahootz €6; 2026: Pollunit €4, FormDesk €5, Formidable Forms €6). The picture is one of a stable personal-plan price floor and median, with a longer premium tail emerging by 2026 — though that tail rests on a small number of observations at the top of a heavily skewed distribution and should not be over-read.

Figure 23. Individual-plan distribution, 2021 vs. 2026.

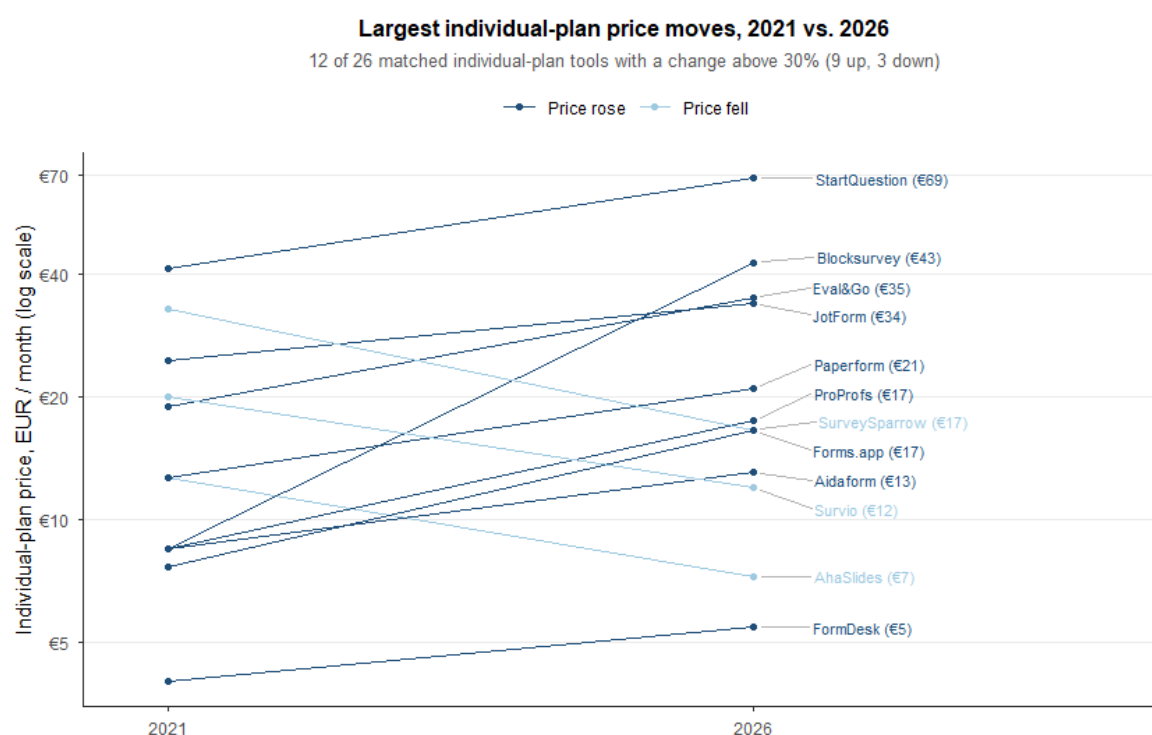


Note: Indicative comparison only: 2021 individual-plan prices (Table 15, $n = 66$) vs. 2026 flat-tool entry prices ($n = 67$). Different tool sets; the 2021 individual/group split is partly conventional. 2021 prices converted with the ECB annual average reference rate for 2021; 2026 prices converted with the ECB daily reference rate for 16 July 2026. Figures that are not recurring subscription prices – perpetual licenses and add-on packages – are excluded from the 2026 side rather than converted.

Following the same tools over time sharpens this. Matching individual-plan tools present in both studies by name yields a paired base of 26 tools. Here the aggregate and the individual pictures diverge in an instructive way. The cross-sectional median of this subset edges down, from €19.50 in 2021 to €17.87 in 2026, but that comparison sets two different tools at the two midpoints and so discards the pairing. Tracked tool by tool, the typical movement is upward: the median paired change is +€1.66 and 16 of the 26 raised their individual-plan price, against 7 that lowered it and 3 that left it unchanged. The net shift is nonetheless modest and not

statistically distinguishable from no change ($p = .114$), so the fairest summary is stability with churn underneath it rather than a directional trend. The interest is again in the tails. Of the 12 tools whose individual-plan price moved by more than 30% in either direction, 9 rose and 3 fell, so movement is genuinely two-sided even though rises predominate. The largest rises are steep – BlockSurvey (+405%), Forms.app (+118%), ProProfs (+106%) – and the clearest falls are SurveySparrow (–50%), AhaSlides (–43%), and Survio (–40%). As before, we read the most extreme rises with caution: a jump of several hundred percent almost certainly reflects a restructured plan ladder rather than a straightforward increase on a stable product, which is why the figure flags them.

Figure 24. Largest individual-plan price moves, 2021 vs. 2026.



Note Indicative comparison only. 2021 individual-plan prices vs. 2026 flat-tool entry prices, converted with ECB (2021) annual average and 16 July 2026 reference rates. Bases and tier definitions still differ; extreme jumps may reflect plan-structure changes rather than a straightforward price increase.

6. AI FEATURES

6.1. AI Feature Score

The 2021 report did not examine AI-related characteristics of the tools under review. By 2026, however, AI positioning has become a prominent element of how tools present themselves to users. This section examines two complementary dimensions of AI presence in the Top 100k+ subset ($n = 164$): the verified AI Feature Score, based on functional assessment of specific AI capabilities, and the AI Mention Count, which captures the intensity of AI-related language on each tool's homepage and key product pages. The analysis in this section is restricted to the Top 100k+ subset for reasons of methodological consistency, as systematic AI verification –

covering every trial-accessible tool in the tier – was carried out only for tools with average monthly visits of at least 100,000 in Q2 2026. Trial-accessible tools below this threshold were assessed only selectively, and their scores are used solely in the cohort-level comparison in Section 6.3. Because verifying each AI capability requires hands-on interaction with the running product, the AI Feature Score could be assigned only to trial-accessible tools. Of the 86 trial-accessible tools in the subset, 85 were assessed; one further tool (Connecteam) was set aside because surveys are only a peripheral function of what is primarily a workforce-management application, leaving its survey-level AI capability outside the scope of this measure. Tools without trial access were left unassessed rather than recorded as having no AI functionality, since the absence of trial access is not evidence that AI features are absent. Beyond the verified subset, the mapping exercise additionally identified 20 platforms that were excluded from the main analysis on definitional grounds: tools in which survey responses are generated by AI agents rather than real human respondents. These synthetic respondent platforms – such as Electric Twin, Synthetic Respondents, and SimSurveys – represent an emergent category at the boundary of the web survey software market. While they employ survey-like instruments, their core value proposition differs fundamentally from the tools under study: they simulate rather than collect human opinion. As they do not satisfy the eligibility criterion requiring real respondent participation, they are not included in the dataset; they are, however, documented in a supplementary register as a distinct adjacent market segment.

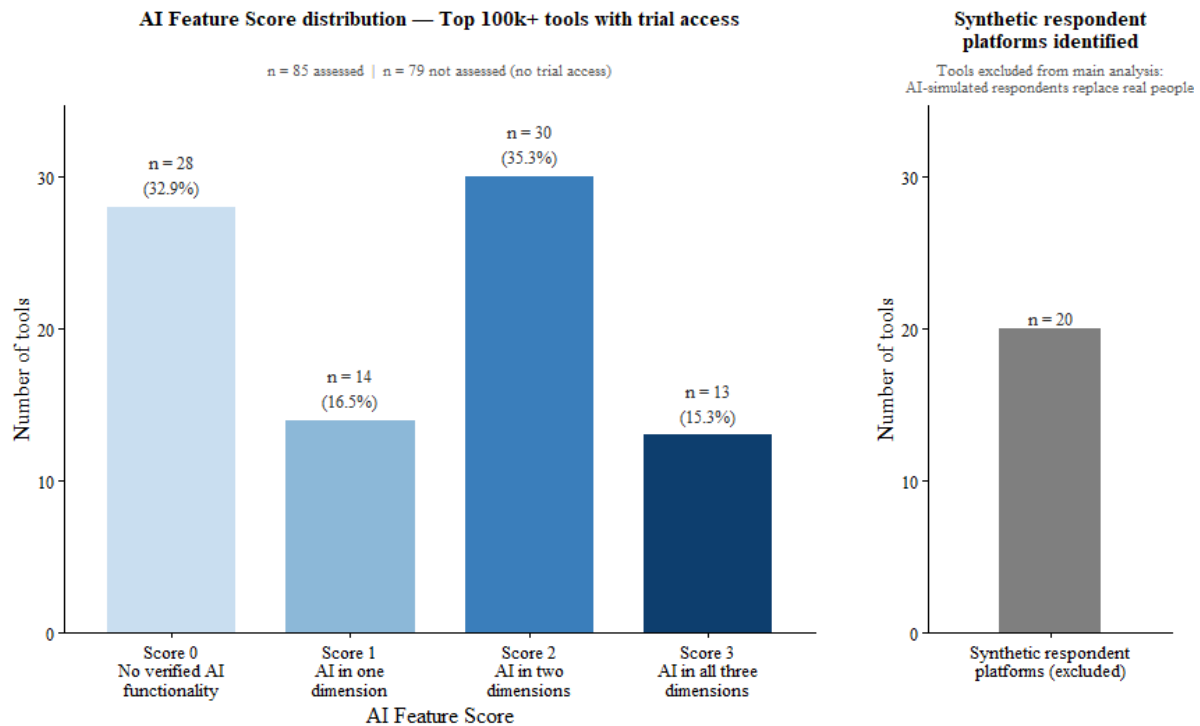
The AI Feature Score ranges from 0 to 3, with one point awarded for each of three verified AI dimensions:

- AI Supportive (AI present as an ancillary feature, e.g. translation),
- AI Survey Generator (AI-assisted survey questionnaire creation), and
- AI Analysis (AI-driven analysis of responses).

Table 19. Distribution of AI Feature Score among assessed Top 100k+ tools (n = 85).

AI Feature Score	Description	n	%
0	No verified AI functionality	28	32.9%
1	AI present in one dimension	14	16.5%
2	AI present in two dimensions	30	35.3%
3	AI present in three dimensions	13	15.3%
Total assessed		85	100.0%
Not assessed		79	–

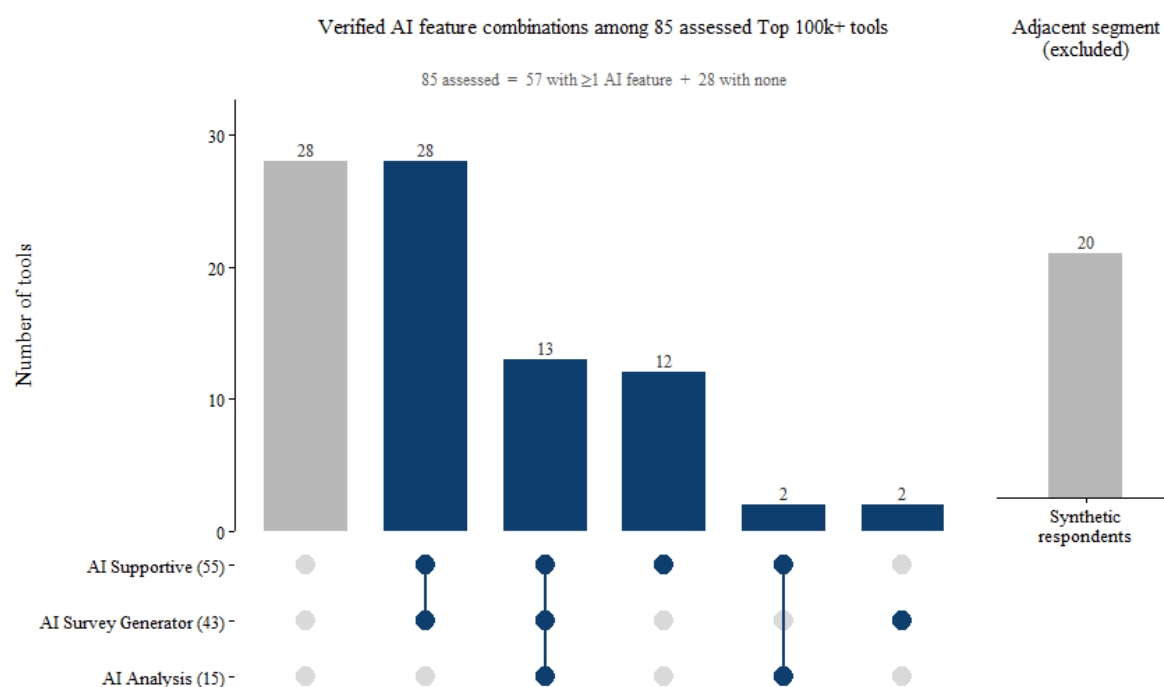
Figure 25. Distribution of AI Feature Score among assessed Top 100k+ tools (n = 85), and synthetic respondent platforms identified but excluded from analysis (n = 20).



Note. The 20 synthetic-responder platforms shown as a separate segment were identified opportunistically during data collection as an emerging product category. Unlike the main sample, they were not screened by the 100,000-visit traffic threshold and are shown for context only, excluded from all quantitative analysis.

Considered purely as a count of verified features – regardless of which ones (Figure 25) – the 85 assessed tools distribute fairly evenly across the score range. The two largest groups sit at opposite ends: 30 tools (35.3%) scored 2, and 28 tools (32.9%) scored 0, together accounting for roughly two-thirds of the assessed set. The intermediate and top levels are smaller and similar in size – 14 tools (16.5%) scored 1 and 13 tools (15.3%) scored 3. Overall, 57 tools (67.1%) carried at least one verified AI feature and 43 (50.6%) carried at least two, with a mean score of 1.33. The distribution is therefore bimodal rather than concentrated: tools tend either to offer no verified AI or to offer two or more features, with single-feature tools comparatively rare.

Figure 26. AI feature combinations among the 85 assessed Top 100k+ tools (those providing trial access), with synthetic-responder platforms shown as an adjacent excluded segment.



Note. The 20 synthetic-responder platforms shown as a separate segment were identified opportunistically during data collection as an emerging product category. Unlike the main sample, they were not screened by the 100,000-visit traffic threshold and are shown for context only, excluded from all quantitative analysis.

Turning to which specific features are present (Figure 26), the three dimensions differ markedly in prevalence: AI Supportive was verified in 55 of the 85 assessed tools (64.7%), AI Survey Generator in 43 (50.6%) and AI Analysis in only 15 (17.6%). The combinations in which these features occur are strongly structured rather than random. AI Supportive functionality acts as the entry point: it is present in 55 of the 57 AI-enabled tools, and only two tools (AI Survey Generator alone) offer any AI capability without it. AI Analysis, by contrast, never appears on its own – it occurs only alongside AI Supportive (2 tools) or together with all three features (13 tools), marking it as a capability of the most AI-mature platforms. The single most common configuration is AI Supportive combined with AI Survey Generator (28 tools), followed by the full three-feature set (13 tools) and AI Supportive alone (12 tools).

6.2. AI Mention Count

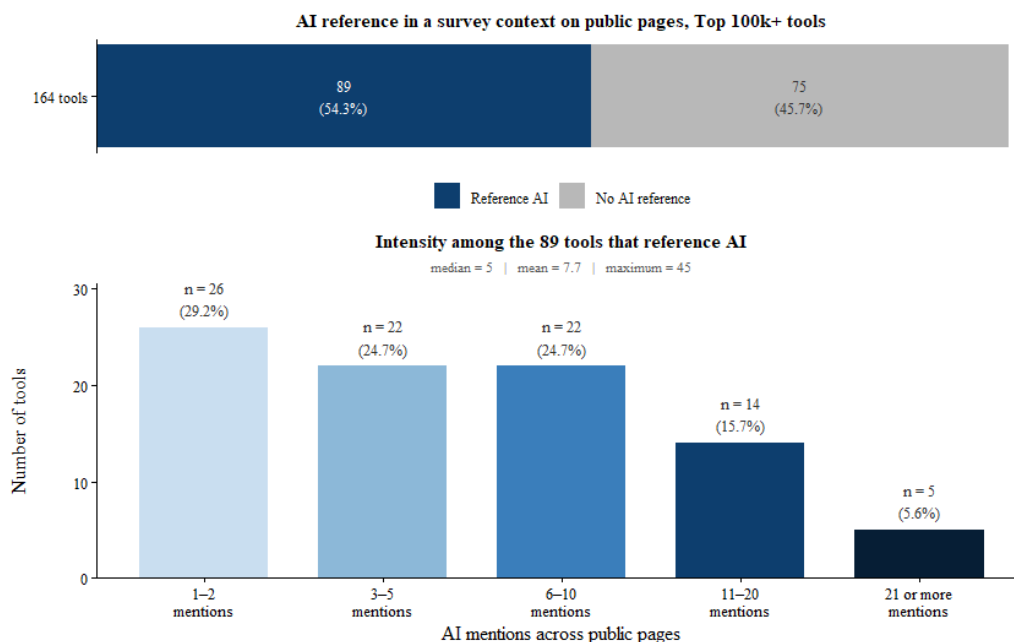
The AI Mention Count records the number of AI-related terms appearing across a tool's homepage and key product pages. Unlike the AI Feature Score, which reflects verified functional capabilities, the AI Mention Count captures the intensity of AI-related marketing language, and – because it is based on public page text rather than product testing – it could be

collected for the full Top 100k+ subset regardless of trial access. Terms were counted only where AI was referenced in the context of the survey process itself (e.g., AI-assisted survey or form creation, AI-driven analysis, feedback, or insight), with incidental AI references unrelated to surveys (e.g., AI in email marketing or CRM) excluded during extraction. The extraction was run automatically and uniformly across all tools, so an absence of recorded mentions represents a verified zero. On this basis, 89 of the 164 Top 100k+ tools (54.3%) reference AI in a survey context on their public pages, while the remaining 75 (45.7%) make no such reference. Table 20 presents the distribution of mention counts across the 89 tools that reference AI.

Table 20. Distribution of AI Mention Count among Top 100k+ tools with at least one AI mention (n = 89).

Mention count range	n	%
1–2 mentions	26	29.2%
3–5 mentions	22	24.7%
6–10 mentions	22	24.7%
11–20 mentions	14	15.7%
21 or more mentions	5	5.6%
Total	89	100.0%

Figure 27. AI presence and mention intensity across the homepage and key product pages of Top 100k+ tools: share referencing AI (n = 164) and distribution of mention counts among those that do (n = 89).



The median mention count among the 89 tools is 5 (mean: 7.7, maximum: 45). The distribution reveals a spectrum of AI positioning intensity: 29.2% of AI-mentioning tools reference AI only once or twice, suggesting an incidental or token presence rather than a deliberate positioning strategy. At the other extreme, 5 tools (5.6%) exceed 20 mentions, indicating tools for which

AI is a central and repeatedly emphasised element of the value proposition. The middle range – between 3 and 10 mentions – accounts for 49.4% of the group.

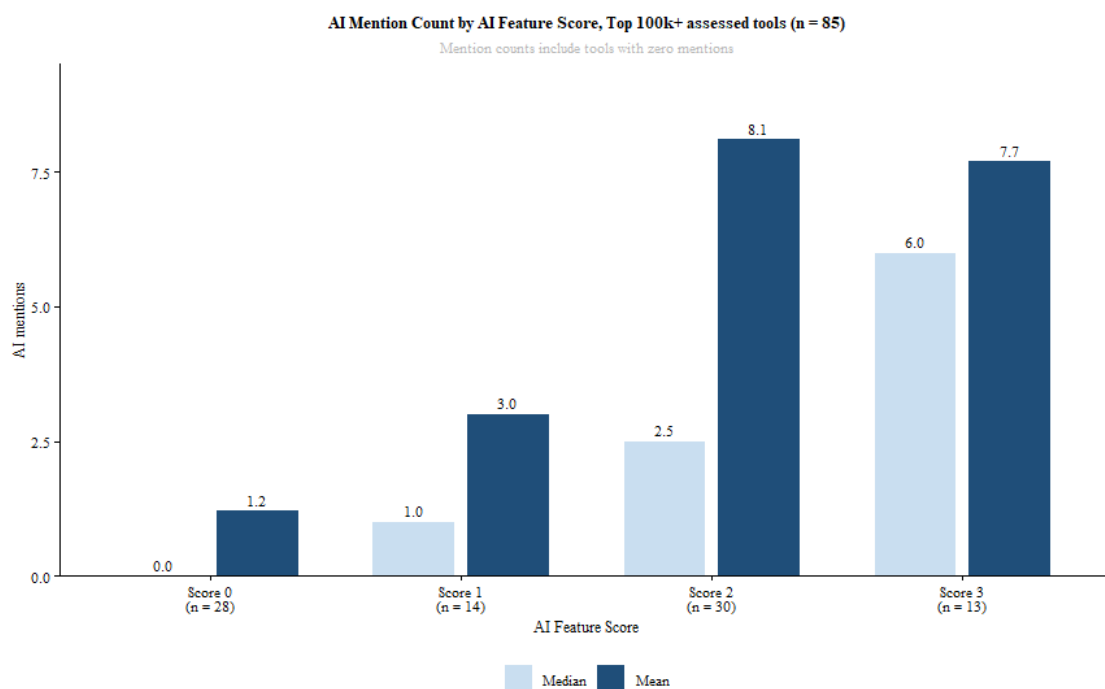
6.3. Declared vs. Verified AI Presence

The AI Feature Score and AI Mention Count measure related but distinct phenomena, and their relationship reveals the extent to which declarative AI positioning corresponds to – or diverges from – verified AI functionality. Because the AI Mention Count was collected for all tools (with an absence of mentions treated as a verified zero), every one of the 85 assessed tools has both a verified score and a mention count. Table 21 presents the median and mean AI Mention Count at each level of the AI Feature Score, together with the share of tools referencing AI at all.

Table 21. AI Mention Count by AI Feature Score, Top 100k+ assessed tools (n = 85; mention counts include tools with zero mentions).

AI Feature Score	n	Median mentions	Mean mentions
0	28	0	1.2
1	14	1	3.0
2	30	2.5	8.1
3	13	6	7.7

Figure 28. AI Mention Count by AI Feature Score, Top 100k+ assessed tools (n = 85).



The AI Feature Score and AI Mention Count are positively associated: the share of tools referencing AI increases across score levels – from 21.4% at Score 0 to 84.6% at Score 3 – and the median mention count rises from 0 to 6 over the same range. This is an association only. The data do not indicate whether verified capability drives marketing language, whether

marketing reflects capability, or whether both are shaped by a third factor such as company size or product maturity; no causal direction can be inferred.

The association is also imperfect, and the divergence runs in both directions. In one direction, 6 of the 28 tools with a verified score of 0 (21.4%) reference AI without any verifiable functionality, while the remaining 22 (78.6%) neither claim nor demonstrate it. In the other direction, 2 of the 13 tools with the maximum verified score of 3 (15.4%) make no AI reference at all – tools that appear to have integrated AI without foregrounding it in their public messaging, possibly because they target enterprise users for whom AI is assumed rather than marketed. Declared and verified AI thus overlap substantially but do not coincide: a tool's public AI positioning is an unreliable proxy for its verified AI functionality, in either direction.

The pattern across score levels is also non-linear. The largest difference in average intensity falls between Score 1 (mean 3.0) and Score 2 (mean 8.1), with little further change at Score 3 (mean 7.7), while the median continues to rise at Score 3 (to 6). These figures describe the observed distribution rather than any underlying mechanism, and the modest cell sizes at individual score levels warrant caution in interpreting the exact values.

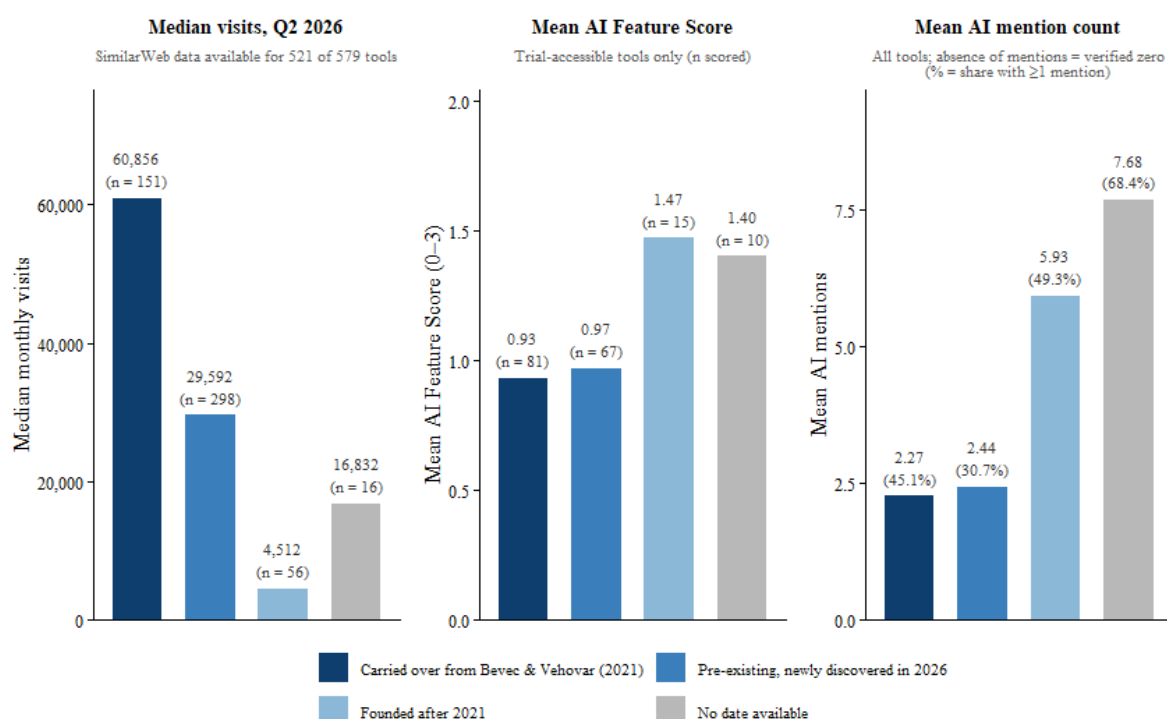
To examine whether AI adoption and market presence differ across tools of different vintage, the 579 tools in the Final dataset were assigned to four cohorts on the basis of their origin, as described in Section 2.4. For each cohort, three indicators were extracted from the dataset: (1) median average monthly visits in Q2 2026, as reported by SimilarWeb (available for 521 of 579 tools); (2) mean AI Feature Score, calculated for tools with trial access only (verified during product assessment; n varies by cohort); and (3) mean AI mention count, derived from homepage and key product page citations (treated as 0 where no AI-related text was identified).

Table 22. AI adoption and traffic indicators by dataset cohort (n = 579).

Cohort	n	Median visits (Q2 2026)	n	Mean AI Feature Score	n scored	Mean AI mentions	% with mentions
Carried over from Bevec & Vehovar (2021)	162	60,856	151	0.93	81	2.27	45.1%
Pre-existing, newly discovered in 2026	323	29,592	298	0.97	67	2.44	30.7%
Founded after 2021	75	4,512	56	1.47	15	5.93	49.3%
No date available	19	16,832	16	1.40	10	7.68	68.4%
Total	579	—	—	—	—	—	—

Note: Median visits are based on tools with available SimilarWeb data only (n in column 4). Mean AI Feature Score is restricted to tools for which product trial access was obtained and verification was conducted (n scored). AI mention count is set to 0 for tools with no AI-related text identified on the homepage or key product pages.

Figure 29. AI adoption and traffic by dataset cohort.



On the assessed (trial-tested) subset, the mean AI Feature Score is somewhat higher for post-2021 tools (1.47) than for the 2021 cohort (0.93) or for pre-existing newly discovered tools (0.97), though this difference is modest and rests on a small number of assessed post-2021 tools (15). A clearer contrast appears in AI marketing language: post-2021 tools reference AI at a mean rate of 5.93 mentions, compared with 2.27 and 2.44 for the two older cohorts. These comparisons are associational only; the data do not establish whether newer tools embed more AI functionality, market it more actively, or differ for other reasons such as company size or product focus.

The traffic pattern runs in the opposite direction. The 2021 cohort commands the highest median monthly visits (60,856), followed by pre-existing newly discovered tools (29,592), while post-2021 tools average only 4,512 monthly visits. This reflects the natural advantage of established platforms: tools that were already present in the market in 2021 have had more time to accumulate users, brand recognition, and organic search traffic. The finding is consistent

with the broader observation in Section 4.2 that the high-traffic segment (Top 100k+) is dominated by established tools, with only 6 post-2021 tools reaching the 100,000 monthly visits threshold.

The no-date cohort ($n = 19$) displays the highest mean AI mention count (7.68) and a relatively elevated AI Feature Score (1.40). This pattern is partly explained by the composition of the group: it contains both newer AI-native services operating on .ai and .app domains – for which WHOIS and Wayback Machine records are systematically unavailable – and established platforms such as Confrimit (Forsta) and Remesh that actively use AI language but whose domain registration data could not be retrieved due to corporate privacy settings. The high AI mention values therefore reflect the AI-first orientation of the newer entrants in this group rather than a uniform characteristic of the cohort as a whole. Given the small sample size and the heterogeneity of the group, these figures should be interpreted with caution.

Taken together, these figures are consistent with the assumption of a market in which established tools hold the traffic advantage while newer tools more prominently foreground current competitive advantages – in this case, artificial intelligence. On the verified functionality measure, however, the difference between cohorts is modest, and the number of assessed new tools is small; the pattern is therefore descriptive rather than causal, and the newer cohorts have yet to reach a comparable audience scale for a robust comparison.

6.4. AI Adoption by Established vs. Newly Founded Tools

Among the 57 Top 100k+ tools with a verified AI Feature Score of 1 or higher, 52 (91.2%) were founded on or before 2021, according to their WHOIS domain registration dates or Wayback Machine records; only 4 were founded after 2021, and 1 had no determinable founding date. This concentration largely reflects the composition of the high-traffic market itself: only 6 of the 164 Top 100k+ tools were founded after 2021 (Formbricks, Live Polls, Makeform, Noteforms, Surveymars, and XEBO.ai), so established tools dominate every part of the subset, AI-enabled or not.

The same picture can be stated from the other direction. Among the 6 tools founded after 2021, 5 could be assessed (one provided no trial access), and 4 of these carried a non-zero AI Feature Score. Among the 156 tools founded on or before 2021, 79 could be assessed, of which 52 carried a non-zero score. The two groups are not comparable as adoption rates, however: with only five assessable post-2021 tools, no reliable statement can be made about whether newer tools are more or less likely to embed AI than established ones.

The AI transformation of the high-traffic web survey software market is therefore primarily a story of repositioning by established tools rather than displacement by new AI-native entrants.

7. SLOGANS AND POSITIONING

The 2021 report introduced the systematic analysis of tool slogans as a window into the market's value propositions and competitive positioning. The present study extends this analysis to include a longitudinal comparison of positioning language between 2021 and 2026, a dedicated examination of how AI-related language has evolved in tool slogans, and a detailed analysis of the AI citation corpus – extended textual passages from the homepage and key product pages that describe AI functionality in greater depth than slogans alone.

For the purposes of this study, a slogan is defined as the brief positioning text on a tool's homepage, operationalised as the combination of the first-level heading (HTML <h1> tag) and the page meta description (<meta name="description">). Data for 2021 were retrieved retrospectively via the Wayback Machine CDX API, using the closest available archived snapshot to June 2021. Data for 2026 were collected directly from live websites using the same extraction logic, with priority given to the <h1> tag, followed by <meta description> and <og:description>. The comparative base for 2021–2026 analysis comprises 268 tools for which positioning texts were available for both periods; for 2026-only analysis, data are available for 534 tools.

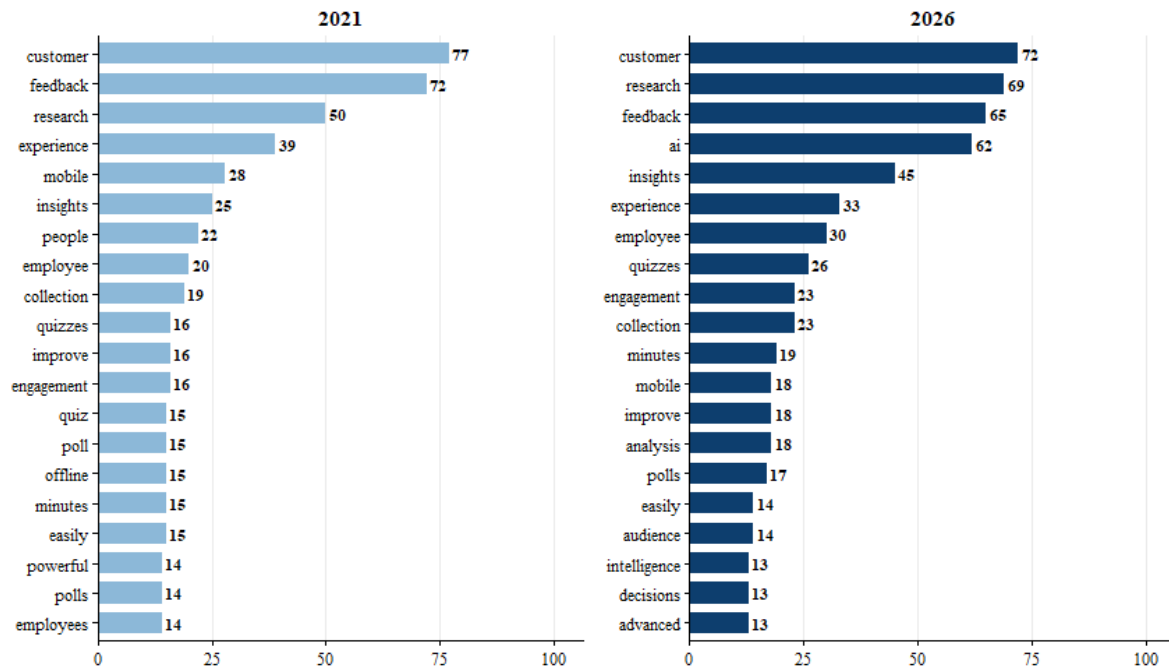
7.1. Frequency Analysis: Top Words in Slogans, 2021 vs. 2026

Frequency analysis was conducted by tokenising the slogan texts and removing stop words, common industry terms (“survey”, “form”, “platform”, “tool”, and similar), and words of fewer than three characters – with the explicit exception of “ai”, which was retained regardless of length. For each period, the frequency of each remaining word was counted across all slogan texts; the twenty most frequent words were selected for comparison. The analysis was conducted on the 268 tools with paired slogans, ensuring that differences reflect genuine change in positioning language rather than compositional differences between the two samples.

Figure 30. Most frequent words (top 20) in slogans: 2021 vs. 2026

Top 20 words in slogans: 2021 vs. 2026

n = 254 tools with both slogans | Stopwords removed



The top-20 word frequency comparison reveals both stability and structural change in positioning language between 2021 and 2026. The core customer-oriented vocabulary – *customer*, *feedback*, *research*, *experience* – remains prominent in both periods, confirming the durability of these themes as the market's foundational value propositions.

The most striking finding is the emergence of *ai* as the fourth most frequent word in 2026 (n = 62), despite being entirely absent from the 2021 top-20. This represents the single largest qualitative shift in the dataset: a word that did not register as a defining term in market positioning five years ago is now more frequent than any of *insights*, *experience*, or *employee* taken individually. The analytical vocabulary has shifted in parallel: *insights* nearly doubled (from 25 to 45), and *analysis*, *intelligence*, and *decisions* appear in 2026 but not in 2021 – collectively signalling a repositioning of the market from data *collection* toward data *interpretation*.

Conversely, several words prominent in 2021 have dropped out of the top-20 by 2026 – notably *mobile*, *offline*, *powerful*, *quiz*, and *poll* – suggesting a de-emphasis of device-specific and format-specific positioning. The disappearance of *offline* is particularly telling: a feature that was worth advertising in 2021 appears to be taken for granted by 2026.

7.2. AI Evolution in Slogans: 2021 → 2026

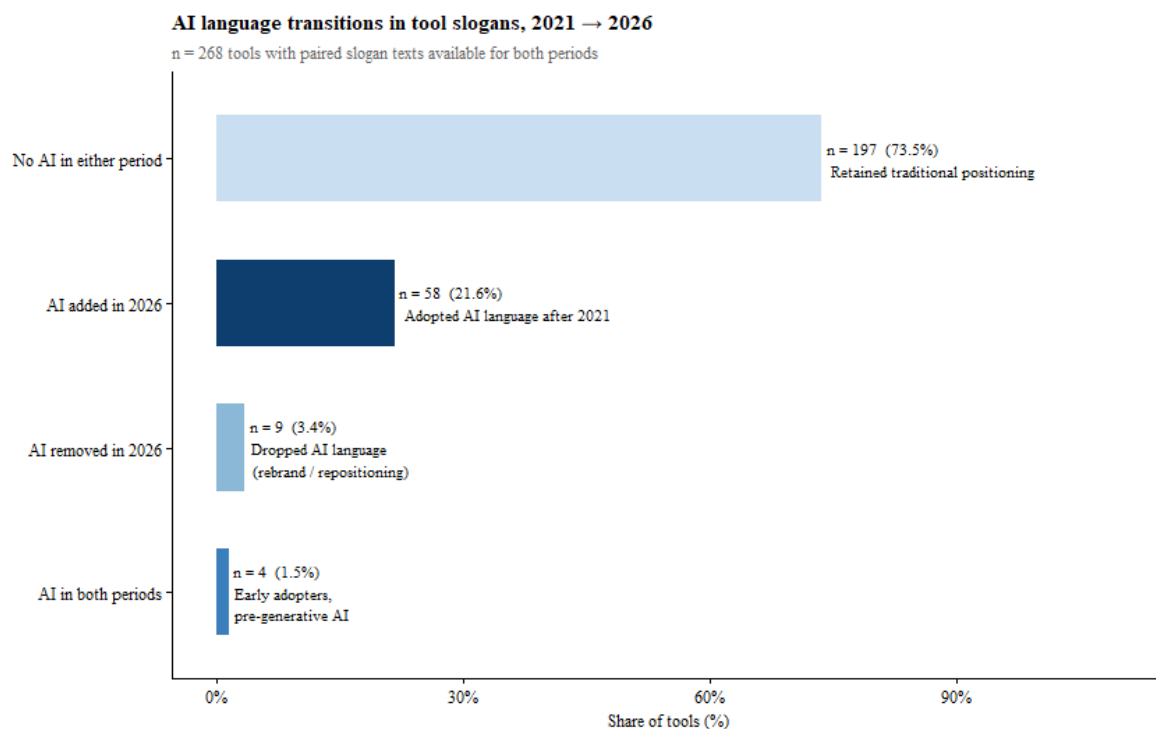
For each of the 268 tools with paired slogan texts available for both periods – after manual review and removal of extraction artefacts – the presence of AI-related vocabulary was

assessed in both periods using a regular expression covering the terms: "ai", "artificial intelligence", "machine learning", "intelligent", "smart", "automated", "gpt", "generative", and "powered". On the basis of two binary variables (AI language present in 2021; AI language present in 2026), each tool was assigned to one of four transition categories. Table 23 presents the results.

Table 23. AI language transitions in tool slogans, 2021 → 2026 (n = 268 tools with paired slogan texts available for both periods).

Category	n	%	Interpretation
No AI in either period	197	73.5%	Retained traditional positioning
AI added in 2026	58	21.6%	Adopted AI language after 2021
AI removed in 2026	9	3.4%	Dropped AI language (rebrand/repositioning)
AI in both periods	4	1.5%	Early adopters, pre-generative AI
Total	268	100.0%	

Figure 31. AI language transitions in tool slogans, 2021 → 2026 (n = 268 tools with paired slogan texts available for both periods).



The dominant pattern is stability: 73.5% of tools (n = 197) used no AI-related language in their slogans in either period. The second-largest group, however, is tools that added AI language between 2021 and 2026 (n = 58, 21.6%) – meaning that more than one in five tools among those with available paired data shifted to AI-inflected positioning over the five-year period. Only 4 tools (1.5%) used AI language in both periods, representing early adopters that positioned themselves through AI vocabulary before the generative AI wave of 2022–2023. A small group of 9 tools (3.4%) dropped AI language from their slogans between 2021 and 2026,

possibly reflecting rebranding or a strategic decision to de-emphasise AI as a differentiator once it became ubiquitous.

7.3. Thematic Clusters in Slogans: 2021 vs. 2026

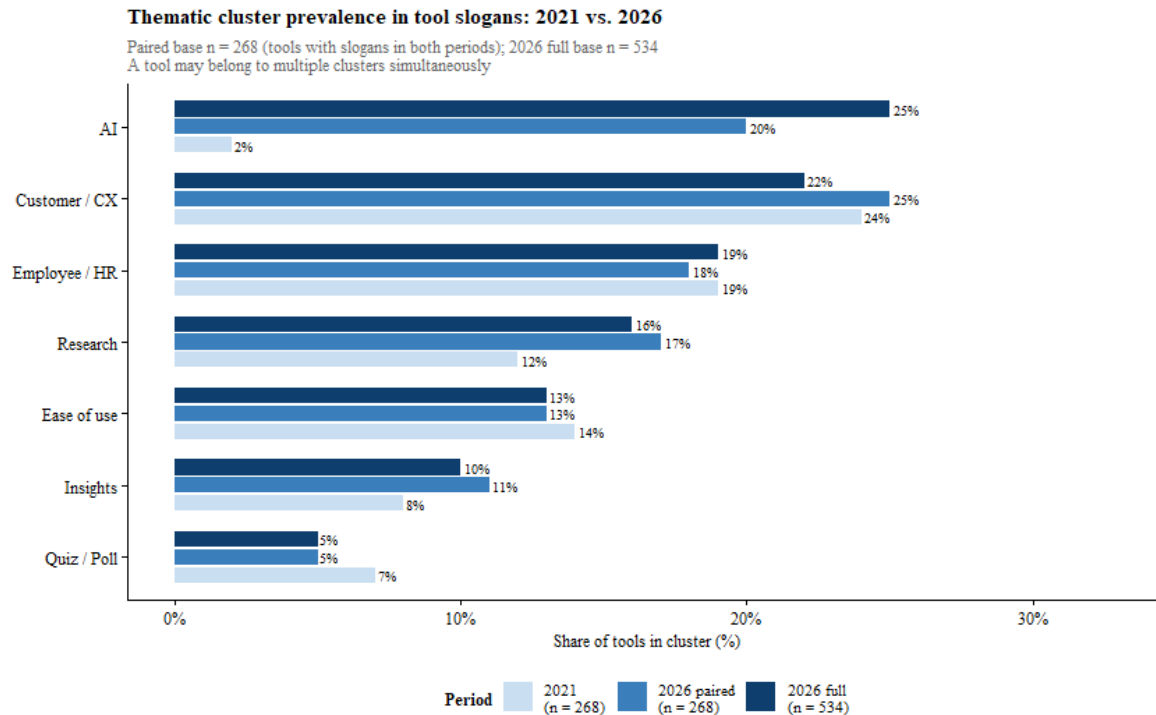
To examine broader shifts in positioning themes beyond individual word frequency, a thematic cluster analysis was conducted using keyword matching. Seven thematic clusters were defined inductively on the basis of a preliminary review of the slogan corpus and the word frequency analysis presented in Section 6.1. Each cluster was assigned a set of characteristic keywords; a tool was counted as belonging to a cluster if any of the cluster's keywords appeared in its slogan text (case-insensitive, whole-word matching for the term "ai" to avoid false positives). The keyword sets were as follows: AI (ai, artificial, machine learning, automat, gpt, generative, powered, intelligent); Customer / CX (customer, satisfaction, nps, experience); Employee / HR (employee, engagement, workforce); Ease of use (easy, simple, intuitive, quick, minutes, instant); Research (research, market); Insights (insights, analytics, analyz*, intelligence, decisions); and Quiz / Poll (quiz, poll, voting). A tool could simultaneously belong to multiple clusters, as the categories are not mutually exclusive. For each cluster, the proportion of tools containing at least one matching keyword was calculated separately for 2021 and 2026, using the 268 paired slogans for longitudinal comparability and the full 2026 corpus of 534 slogans for the broader market picture. Table 24 presents the results.

Table 24. Thematic cluster prevalence in slogans: 2021 vs. 2026 (paired base n = 268; 2026 full base n = 534).

Cluster	2021 (n=268)	2026 paired (n=268)	2026 full (n=534)
AI	7% (n=20)	25% (n=67)	31% (n=165)
Customer / CX	28% (n=76)	28% (n=76)	26% (n=141)
Employee / HR	14% (n=37)	15% (n=40)	14% (n=74)
Ease of use	20% (n=54)	22% (n=59)	20% (n=106)
Research	17% (n=46)	24% (n=63)	22% (n=118)
Insights	20% (n=53)	27% (n=72)	26% (n=141)
Quiz / Poll	12% (n=32)	13% (n=34)	13% (n=68)

Note: Clusters are not mutually exclusive; a tool may belong to several simultaneously. Keyword matching is case-insensitive and applied as substring matching, except for the term "ai", which is matched as a whole word. Percentages are computed over the base indicated in each column header.

Figure 32. Thematic cluster prevalence in slogans: 2021 vs. 2026



The most pronounced shift is in the AI cluster, which grew from 7% (n = 20) in 2021 to 25% (n = 67) on the paired base and reaches 31% (n = 165) across the full 2026 corpus – an approximately threefold increase on the paired base, and the largest single change in positioning language observable in the data. This directly reflects the market-wide adoption of AI rhetoric following the diffusion of generative AI after 2022. Notably, on the full 2026 corpus the AI cluster reaches 31% (Table 24), where it becomes the most prevalent theme – exceeding Customer/CX at 26%. This ordering does not hold on the paired base, where customer-centric language remains dominant; the difference reflects the composition of the two bases rather than change over time, since the full corpus includes 266 tools absent from the 2021 cohort. Two further clusters show substantive growth: Research rises from 17% to 24% on the paired base, consistent with tools increasingly framing themselves as research intelligence platforms, and Insights from 20% to 27%, reinforcing the analytical positioning trend identified in the word frequency analysis.

By contrast, four clusters are essentially stable across the five-year interval. Customer/CX remains unchanged on the paired base (28% in both periods) and stays within a narrow 26-28% band across all three bases, confirming its status as the most durable value proposition in the market – customer-centric language appears to be a structural feature of this sector rather than a fashion. The Employee/HR cluster is similarly stable (14–15%), suggesting that the HR and workforce survey segment has maintained its relative size without significant growth. Ease of use (20% → 22%) and Quiz/Poll (12% → 13%) likewise show only marginal movement, well within the range attributable to the modest year-on-year variation in slogan phrasing. The overall pattern is therefore one of addition rather than substitution: tools have layered AI and analytical vocabulary onto an existing customer-oriented vocabulary rather than replacing it.

These aggregate shifts conceal a marked divergence at the level of individual tools. Of the 31 tools that are simultaneously in the paired slogan base and the Top 100k+ segment, only two placed a reference to AI in their homepage headline, while six left their headline unchanged since 2021; a further four introduced AI only in the supporting description beneath the headline.

In this connection it is instructive to examine leading tools that adopted contrasting strategies. Table 25 sets the 2021 and 2026 homepage headlines of six such tools side by side, grouped by where – if anywhere – AI now appears.

Table 25. Homepage headline repositioning among Top 100k+ tools, 2021 → 2026.

Homepage headline repositioning among Top 100k+ tools, 2021 → 2026

Six illustrative cases from the 31 tools present in both the paired slogan base and the Top 100k+ segment. Only two of the 31 placed AI in the headline itself; six left the headline character-for-character unchanged.

	2021	2026
	QuestionPro 3.75M visits There is always an answer	→ AI-Powered insights, backed by real experts
	StartQuestion 138K visits Online surveys and forms for everyone	→ Try AI Survey Creator and Start Your Research in Minutes
	SurveyMonkey 41.01M visits A global leader in survey software	→ Turn curiosity into clarity
	SurveySparrow 1.97M visits Refine Customer Experiences, The Better Way	→ Stop <u>guessing</u> why customers are unhappy
	Formsite 1.85M visits Easily create professional online forms, surveys and workflows!	→ Easily create professional online forms, surveys and workflows!
	SurveyPlanet 308K visits Use SurveyPlanet's simple free online survey tools to build & share surveys	→ Use SurveyPlanet's simple free online survey tools to build & share surveys

 AI placed in the headline
  AI placed in the supporting description only
  Headline unchanged since 2021

Note. Headlines are the H1 element of the homepage, recorded from the Wayback Machine (2021) and by direct observation (Q2 2026). Rows are coloured by strategy; headlines shown in grey for 2026 are character-for-character identical to 2021. All six tools belong to the paired base ($n = 268$) and the Top 100k+ segment ($n = 164$).

The two tools that foreground AI do so unambiguously. QuestionPro replaced the abstract “There is always an answer” with the explicit “AI-Powered insights, backed by real experts”, and StartQuestion replaced “Online surveys and forms for everyone” with “Try AI Survey Creator and Start Your Research in Minutes”. Both now lead with the technology itself. A second group rewrote the headline substantially but kept AI below it. SurveyMonkey, the largest dedicated survey tool in the segment, abandoned its factual claim to market leadership (“A global leader in survey software”) in favour of an outcome promise (“Turn curiosity into clarity”), and mentions AI only in the description beneath – “Easily create surveys and forms with AI and templates...”. The technology is present but subordinate to the result it delivers, the same ordering observed in the citation corpus, where *insights* outranks *AI-powered* as the more frequent term (see Figure 35).

The contrast with the third group is complete. Formsite and SurveyPlanet present headlines that are character-for-character identical to those recorded in 2021, still describing what the product does – create forms, build and share surveys – in the vocabulary of five years earlier, with no reference to AI anywhere on the page. Taken together, the six cases suggest that the aggregate rise of AI in positioning language, while real, is also shallow and uneven: even among tools that adopted it, AI more often occupies the supporting text than the headline, and a substantial share of established tools retained their position in the high-traffic segment without adopting it at all. These cases were selected to illustrate the range of strategies observed, not as a representative sample.

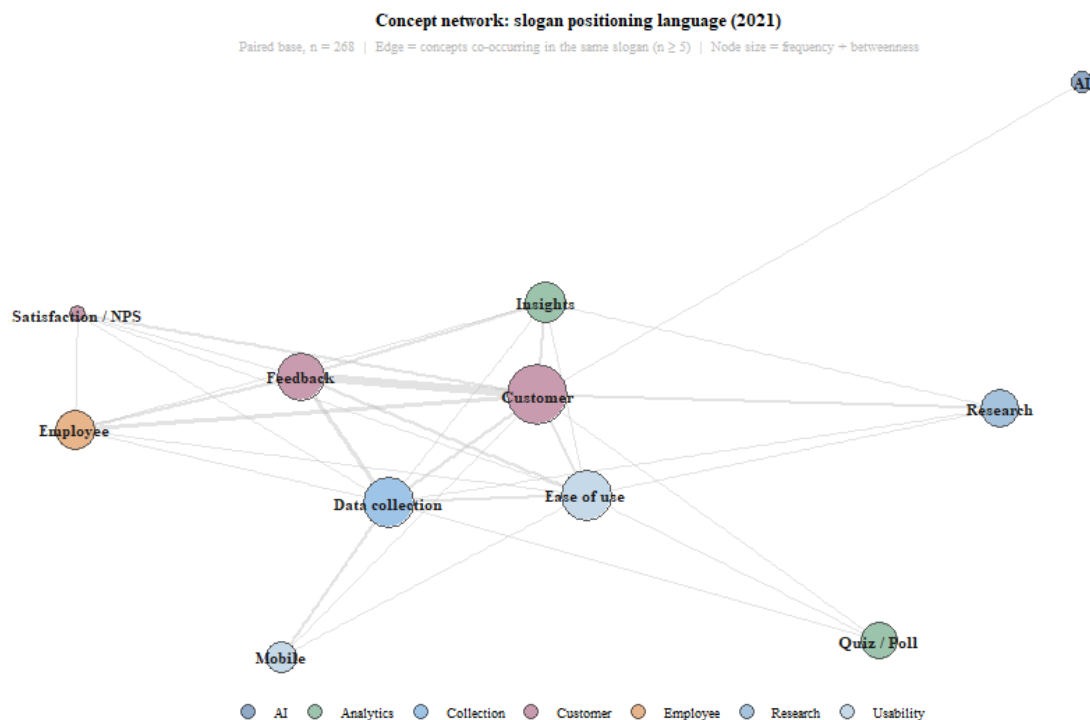
7.4. Concept Networks: Positioning Language in 2021 and 2026

To examine the structural relationships between positioning concepts – beyond the prevalence of individual themes – concept co-occurrence networks were constructed for both years. Both networks are built on the same paired base of 268 tools for which slogans were recovered in both periods, so that the structural comparison describes the same population at two points in time rather than two different populations. Eleven semantic concepts were defined by keyword matching, applied identically to both years:

AI (ai, artificial, machine, automat-, powered); Insights (insights, analytics, decisions); Customer (customer, clients); Feedback (feedback); Data collection (collect, collection, responses); Research (research, market research); Employee (employee, engagement, workforce); Ease of use (easy, simple, intuitive, minutes, quickly); Satisfaction / NPS (satisfaction, nps); Quiz / Poll (quiz, poll); and Mobile (mobile, offline, field). Matching is case-insensitive; the term “ai” is matched as a whole word to exclude “email”, “detail” and similar. A tool may carry several concepts simultaneously.

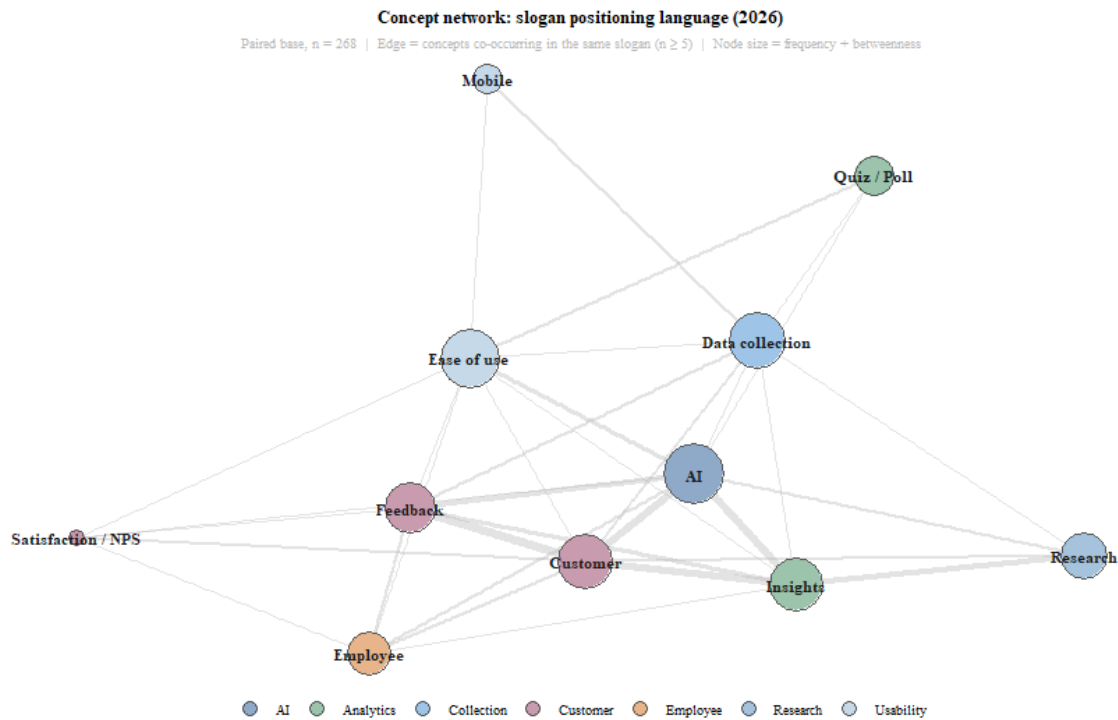
For each pair of concepts, the number of tools in whose slogan both concepts appear simultaneously was calculated; pairs with a co-occurrence frequency below 5 were excluded from the final graphs. Node size reflects the combination of concept frequency and betweenness centrality – the extent to which a concept acts as a “bridge” between other concepts; edge width reflects co-occurrence frequency. Node layout was determined by the Fruchterman–Reingold force-directed algorithm (Fruchterman & Reingold, 1991), which positions frequently co-occurring concepts closer together; absolute position carries no meaning beyond this proximity logic. Colour denotes thematic domain.

Figure 33. Concept network: slogan positioning language (2021).



The 2021 network contains 31 edges and is organised around a single dominant hub. Customer is by far the most central concept, connected to all ten remaining nodes and carrying a betweenness centrality of 0.30 – three times that of any other concept. Data collection and Ease of use follow at 0.10 each, occupying an intermediate position that links the customer-oriented and operational domains. The strongest single edge is Customer↔Feedback (n = 30), forming the dense core of the customer-oriented cluster. AI occupies the extreme periphery: it appears in only 17 of the 268 slogans, connects to a single other concept, and its betweenness centrality is exactly zero – it lies on no shortest path between any pair of concepts. Mobile and Quiz / Poll are similarly marginal, consistent with their secondary role in the value propositions of the period.

Figure 34. Concept network: slogan positioning language (2026).



The structural shift over the five-year interval is pronounced. AI rises from the least central concept in the network to the third most central: its frequency grows from 17 to 65 slogans, its degree from 1 to 9, and its betweenness centrality from 0.0000 to 0.0996. It now connects to nine of the ten remaining concepts and participates in three of the six strongest edges. It should be noted that AI does not become the single most central node: Ease of use (0.1589) and Data collection (0.1222) retain higher betweenness. AI's role is better described as that of a newly universal attribute – a qualifier attached to almost every other concept – than as the structural centre of the graph.

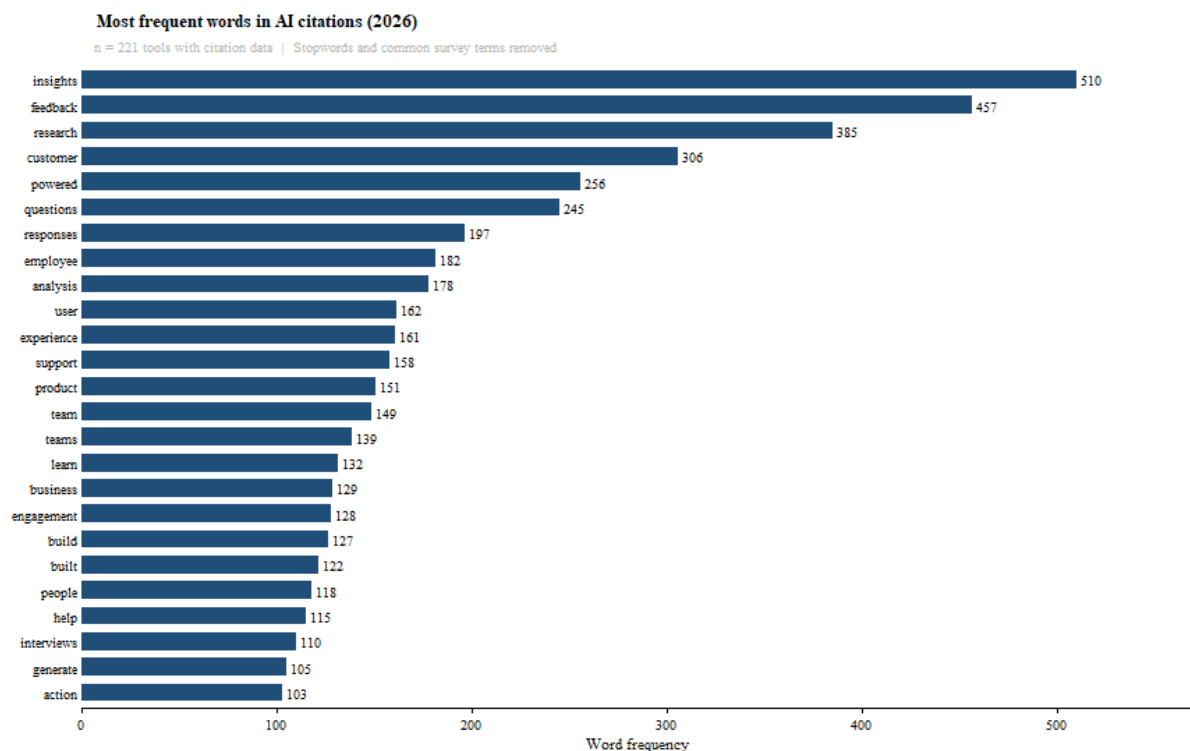
The strongest edges in the 2026 network are Customer↔Feedback (n = 26), AI↔Customer (n = 22), Customer↔Insights (n = 22), AI↔Insights (n = 20), Insights↔Research (n = 18) and AI↔Feedback (n = 17). AI is therefore positioned in conjunction with analytics and customer experience rather than as a standalone feature; it modifies existing value propositions rather than replacing them. Customer, Insights, Feedback and Data collection retain their role as the dense core of the network, confirming the durability of customer-oriented narratives. The total number of edges rises only modestly, from 31 to 34, indicating that the network gained a hub without losing its existing structure. Mobile, Quiz / Poll and Satisfaction / NPS remain peripheral in both networks, their betweenness centrality staying at zero throughout; their role in market positioning has changed little.

7.5. AI Citation Analysis

Beyond slogan texts, a corpus of AI citation passages was assembled from 221 tools for which substantial AI-related text was identified on the homepage or key product pages. By

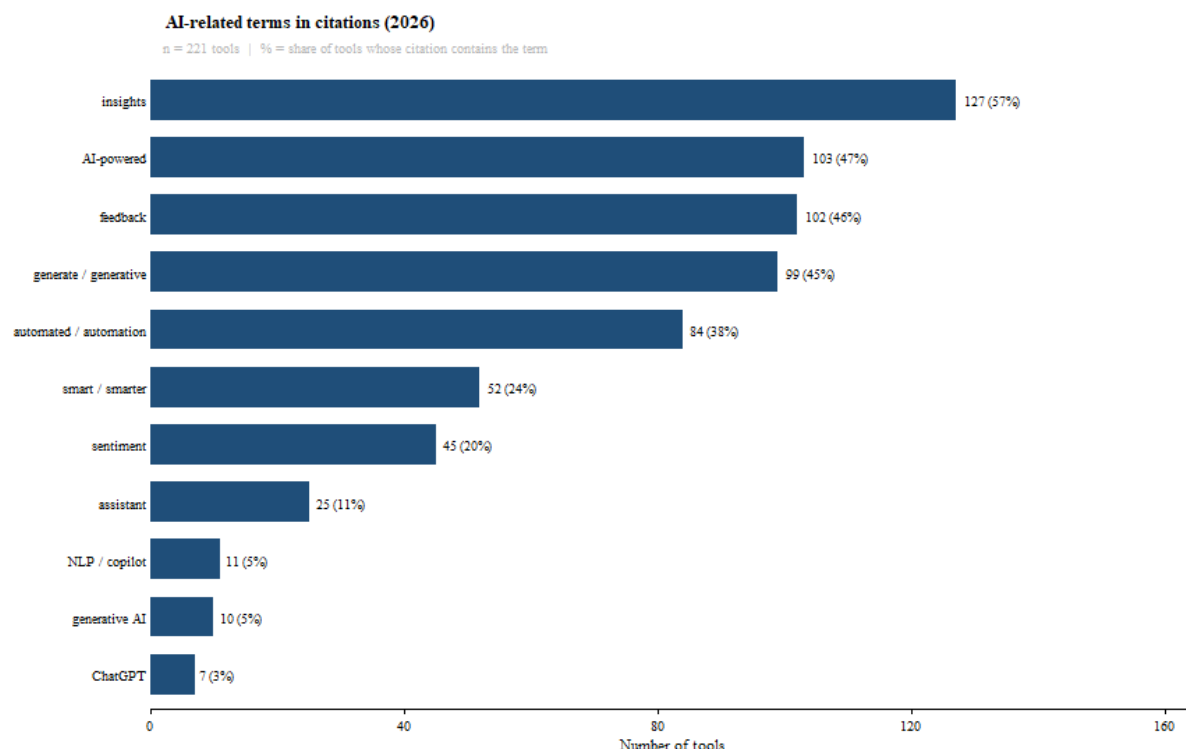
construction, this corpus is concentrated around AI language: citations were collected by specifically targeting AI-related content, meaning that the analyses below characterise the form and emphasis of AI self-presentation among tools that engage in such positioning, rather than the prevalence of AI terminology across the market as a whole. With this methodological scope in mind, three complementary analyses were conducted: word frequency, AI concept frequency, and collocation analysis.

Figure 35. Most frequent words in AI citations (2026)



The most frequent content word across the 221 citation texts is insights (510 occurrences, present in 127 citations, or 57% of the corpus), followed by feedback (457), research (385) and customer (306). The dominance of insights is consistent with the finding from the slogan analysis that the market positions AI primarily as a mechanism for generating actionable knowledge rather than for collecting data. The word generate also appears in the top twenty-five (105 occurrences), reflecting a shift in framing: in 2021 generation was not a significant element of survey software positioning, whereas by 2026 it has become a recognised AI use case. The vocabulary of the corpus gravitates toward two poles – analytical (insights, analysis, research) and customer-oriented (customer, feedback, experience, engagement) – positioning AI as the mechanism that closes the loop between data collection and decision-making.

Figure 36. AI-related terms in citations (2026)



Among the 221 citation texts, “insights” appears in 127 (57%) and “AI-powered” in 103 (47%). The prevalence of “insights” above “AI-powered” is significant: the market sells the output of AI rather than the technology itself. References to specific AI technology brands are almost entirely absent. “ChatGPT” appears in 7 citations (3%), “copilot” in 5 (2%), “LLM” in 3 (1%), and “OpenAI” and “Gemini” in one each; the term “GPT” alone does not appear at all. Only “generative AI”, in 10 citations (5%), names a technology class rather than a capability. This pattern reflects a deliberate strategy of technology-agnostic positioning: by avoiding reference to specific AI providers, tools insulate their marketing from the volatility of the underlying model landscape and reduce perceived dependence on third-party suppliers.

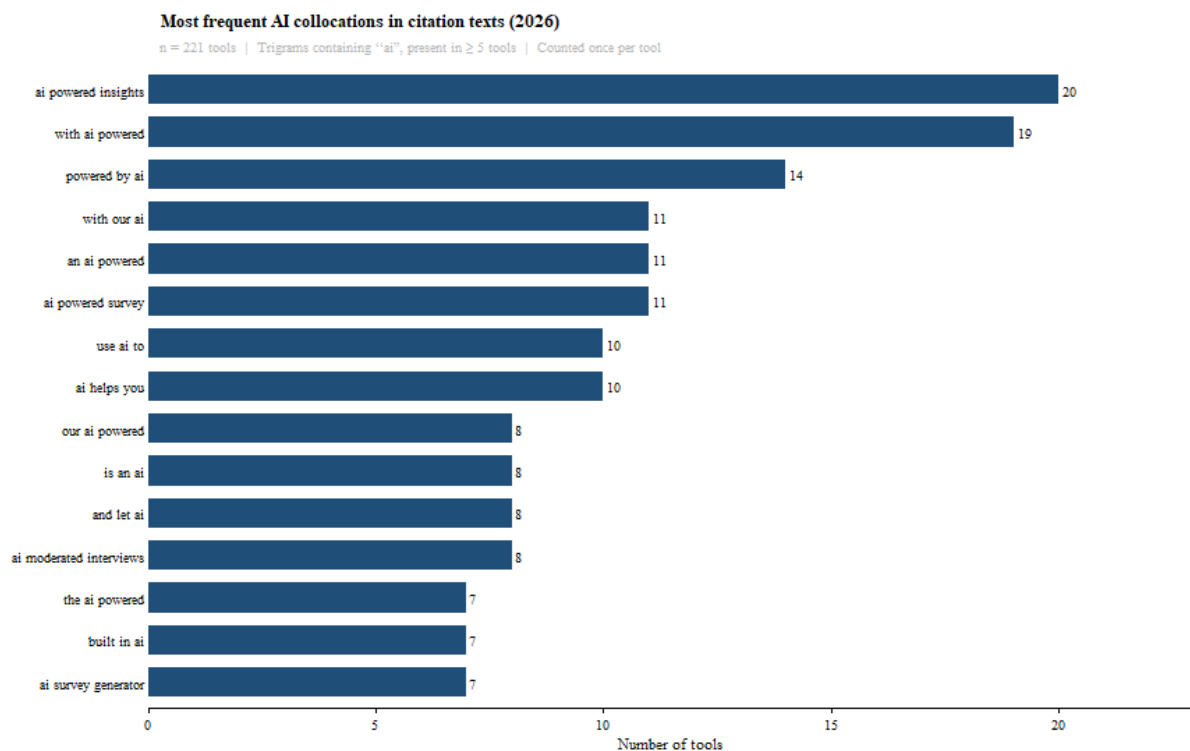
Table 26. Top AI concept frequencies in citation texts (n = 221).

Concept	n	% of citations
Insights (as AI output)	127	57%
AI-powered	103	47%
Generate / generative	99	45%
Instant / fast	94	43%
Survey creation	62	28%
Real-time	61	28%
Sentiment analysis	45	20%
Actionable insights	34	15%

Concept	n	% of citations
Customer feedback	28	13%
Market research	21	10%
Generative AI (explicit)	10	5%
ChatGPT (explicit)	7	3%

Note. Each concept was identified through case-insensitive keyword matching applied to the full citation text. Multi-word concepts (actionable insights, customer feedback, market research, generative AI) require the exact phrase. Single-term concepts match any occurrence of the keyword: insights as a whole word; sentiment and chatgpt as substrings; generate / generative as the stem generat-; instant / fast as either term at a word boundary; AI-powered with or without a hyphen; real-time likewise. Survey creation matches survey-related and creation-related vocabulary within twenty characters of one another. A citation text may contribute to multiple concept counts.

Figure 37. Most frequent AI collocations in citation texts (2026).



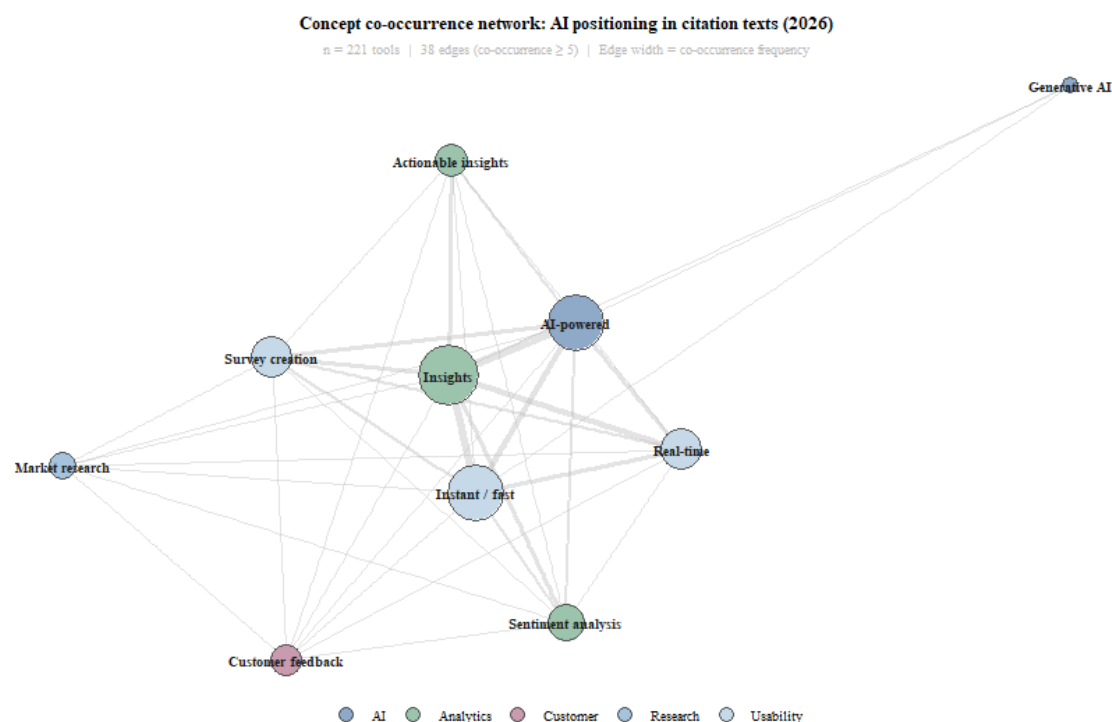
The citation corpus was analysed for three-word sequences (trigrams) containing the token “ai” in any position. Texts were tokenised on non-alphabetic characters, so that “AI-powered” yields the two tokens “ai” and “powered”. The metric reported is the number of tools whose citation contains each trigram at least once; trigrams present in fewer than five tools were excluded, leaving 36 phrases.

The most frequent collocation is “ai powered insights” (20 tools), followed by “with ai powered” (19) and “powered by ai” (14). Ten of the thirty-six retained trigrams contain the token powered, and 109 tools (49% of the corpus) use at least one of them. These are surface variants of a single underlying formula – AI-powered [output] – and together constitute the dominant rhetorical pattern: the market positions AI through what it produces rather than what

it is. The phrase “ai powered survey” (11 tools) is the only high-frequency collocation linking AI directly to the survey instrument rather than to its analytical output.

Action-oriented collocations form the second cluster: “use ai to” and “ai helps you” (10 tools each), “and let ai” (8), “our ai analyzes” and “ai to create” (6 each). These share a pattern in which AI is cast as the grammatical agent of an action performed on the user's behalf, emphasising effortlessness and delegation. Generation-related collocations – “ai survey generator” (7) and “ai form builder” (6) – appear in fragmented form, suggesting that content generation has not consolidated into a single dominant phrase. The phrase “ai moderated interviews” (8 tools) stands alone as the vocabulary of a well-defined but narrow niche: AI-mediated qualitative research.

Figure 38. Concept co-occurrence network: AI positioning in citation texts (2026).



The same concepts reported in Table 26 were used to construct a co-occurrence network over the citation corpus, applying the threshold and layout conventions of Section 7.4. The resulting graph contains 38 edges. Its strongest connections are AI-powered↔Insights (n = 77), Insights↔Instant / fast (n = 66) and AI-powered↔Instant / fast (n = 53), followed by Insights↔Real-time (n = 52) and Insights↔Survey creation (n = 41). Insights is the network's central node, appearing in five of the six strongest edges. The structure confirms the pattern identified in the collocation analysis: AI is presented as the means by which insights are produced, and speed is the property most consistently attached to that production. ChatGPT, present in 7 citations, shares no co-occurrence of five or more with any other concept and is therefore an isolate; it is omitted from the graph but retained in Table 26.

8. DISCUSSION

In this study, we continue the WebSM series of reports on web survey software, initiated in 2012. Compared with the 2021 report (Bevec & Vehovar, 2021), the present report is considerably more detailed and broader in scope. The total number of tools identified was 579 in 2026, more than double the 268 active tools recorded in 2021. This expansion is not a reflection of market growth but of methodological deepening: the enlarged dataset incorporates 323 tools that existed before 2021 but were not captured by the original, narrower search, together with 75 tools founded after 2021 (and a further 19 tools for which no reliable founding date could be established). To allow meaningful longitudinal comparison, the analysis operates at two levels: the fixed cohort of 268 tools from 2021 for survival analysis, and the full 2026 dataset for independent cross-sectional analysis. Functional status was assessed across the full 2026 dataset, whereas in-depth AI verification was restricted to tools with an average of at least 100,000 monthly visits in Q2 2026 (the Top 100k+ subset, $n = 164$). Because the 2021 and 2026 samples differ in size and construction, functional and AI results are compared as independent cross-sections rather than as a matched panel.

Of the 268 tools active in 2021, 172 (64.2%) were still operating as web survey software tools in 2026, while 78 (29.1%) had ceased to exist and 18 (6.7%) had changed their business model. This corresponds to an average net attrition of roughly 7–9% per year over the five-year interval, somewhat below the attrition anticipated in the 2021 report but consistent with its broader expectation of steady consolidation among cloud-based tools. Survival was strongly associated with functional status: tools classified as Working, functional (A2.1) in 2021 remained active at a rate of 85.7%, compared with 56.1% for Working, no trial (A1) and 54.8% for Working, others (A2.2), where these rates count both continuing and business-model-changed tools as survivors. The difference is statistically significant ($\chi^2(4) = 22.34$, $p < .001$, Cramér's $V = 0.20$). Considering the binary contrast of continuing versus deactivated tools only, the functional group shows roughly four times the odds of survival of either non-functional group (odds ratios of 4.07 relative to A1 and 4.45 relative to A2.2). This association suggests that the functional criteria defined in 2021 – public pricing, SaaS delivery, trial access, grid questions, branching logic, and an explicit survey URL – captured more than momentary technical capabilities; they appear to reflect organisational maturity and market positioning that proved protective over a five-year horizon. A change in business model is also almost entirely absent from the functional group (1 tool, 1.3%), against 9.3% among A1 tools and 8.3% among A2.2 tools, indicating greater strategic stability among functionally mature tools.

The age structure of the deactivated tools is instructive. Among the 78 deactivated tools, the median age at deactivation was 21 years (mean 20.3), with 55.1% having been active for 20 or more years and only 5.1% ceasing operation within 10 years of founding. This pattern challenges the common assumption that software-market mortality is concentrated among recent entrants. More tellingly, the median age of deactivated tools (21 years) is virtually identical to that of tools that remained alive (20 years) and of tools that changed their business model (21 years). Age in itself is therefore not a useful discriminator of market exit in this

sector: what distinguishes surviving from deactivated tools is not longevity but the functional and market characteristics captured by the activity-status categories.

Turning to the full 2026 dataset, the market displays the structural concentration characteristic of mature SaaS sectors. Traffic data from SimilarWeb, available for 521 tools, show that the top 10% of tools account for 96.0% of all recorded visits, while the median tool records only 27,436 monthly visits – a figure dwarfed by the mean of 1,692,426, which is itself inflated by a handful of dominant platforms. The majority of tools (68.5%) operate below 100,000 monthly visits. Direct traffic is the leading acquisition channel (median 54.5%), indicating that brand recognition and habitual use, rather than paid acquisition (median 1.1%), are the primary mechanisms of audience formation in this market. The SimilarWeb category classification confirms that survey functionality now extends well beyond its traditional niche: the three largest category groups are Computers, Electronics & Technology (n = 74), Programming & Developer Software (n = 68), and Business Services (n = 66), while 22% of categorised tools fall outside the seven main categories entirely.

Against this backdrop of market expansion, the functional profile of the high-traffic segment has remained essentially stable between 2021 and 2026. Among trial-accessible tools in the Top 100k+ subset, the proportion meeting all six functional criteria is 50.0%, almost identical to the 52.9% observed in the analogous high-traffic subsample in 2021. The high level of functional maturity reached by 2021 has thus been sustained rather than surpassed; the absolute increase in the number of fully functional tools (from 36 to 43) reflects the larger base of identified tools rather than a qualitative shift in market structure.

The most significant development not captured in the 2021 report is the large-scale adoption of AI. Within the Top 100k+ subset (n = 164), AI functionality was verified through hands-on product assessment for the 85 trial-accessible tools that could be tested directly. Of these, 67.1% (57 tools) exposed at least one verified AI feature. The most prevalent component is AI Supportive (present in 64.7% of assessed tools), followed by AI Survey Generator (50.6%), while AI Analysis remains least common (17.6%). A comparable tendency has been observed on the research side of the field: a recent systematic review of large language model use across the survey and public opinion research process (von der Heyde et al., 2026) finds that adoption is concentrated in a small set of tasks — chiefly classifying text data, generating survey data, and developing survey instruments — while many others are barely explored, with tasks such as developing recruitment materials, conducting pretest interviews, weighting, and report writing not addressed by any of the reviewed studies. In both the market and the research literature, AI has so far penetrated the survey process selectively rather than uniformly.

The comparison of declared and verified AI reveals a characteristic divergence in both directions: among the 28 tools with no verified AI functionality (Score 0), 21.4% (6 tools) nonetheless reference AI, while 15.4% (2 of the 13 tools) with the maximum Score 3 make no AI reference at all – possibly because they target enterprise buyers for whom AI capability is assumed rather than marketed. Declared and verified AI are therefore related but not synonymous, and a tool's public AI positioning is an unreliable proxy for its verified AI functionality in either direction.

The AI transformation of this market is, above all, a story of repositioning by established tools rather than displacement by new entrants. Among the 57 Top 100k+ tools with verified AI functionality (Score ≥ 1), 91.2% (52 tools) were founded on or before 2021; only 6 of the 164 Top 100k+ tools were founded after 2021 in total, so established platforms dominate every part of the high-traffic segment, AI-enabled or not. Because only five of these newer tools could be assessed, the data do not support a reliable comparison of adoption rates between newer and established tools; what they do show is that the AI wave has been absorbed overwhelmingly by incumbents rather than generating a new cohort of AI-native market leaders in the high-traffic segment.

For the purposes of this study, we deliberately focused on dedicated web-survey tools, or on services that incorporate web-survey functionality among their broader features. It is nonetheless important to note that the most consequential AI development in this space in 2026 has come not from web-survey vendors but from general-purpose AI platforms – OpenAI, Google and Anthropic – whose foundation models are increasingly capable of generating and administering a questionnaire as an incidental byproduct of ordinary conversational use. So far this pressure has materialised mainly through partnership rather than direct entry: SurveyMonkey embedded its platform inside Claude via a dedicated connector (SurveyMonkey, 2026), and third-party form builders are similarly distributed through ChatGPT’s own app directory (Anderson, 2026), so that questionnaire creation is offered as a capability reachable from within the chat interface rather than built natively by the foundation-model labs themselves. This pattern matches what the platform-strategy literature describes as envelopment: a provider with a large, general-purpose user base can extend its own functionality by combining it with that of a specialised complementor, capturing the point of user contact without needing to replicate the complementor’s product from scratch (Gawer & Cusumano, 2014). Whether this remains a stable division of labour or evolves into direct displacement depends on a strategic choice that lies with the foundation-model providers rather than with the survey-tool vendors: several of the same companies have already converted proprietary AI capabilities into platform services that third parties build upon in other domains, part of a broader shift toward AI-enabled platform concentration (Cusumano, Yoffie & Gawer, 2020). For a market that is already this concentrated – where the top 10% of tools capture 96% of visits (Section 3.1) – the more consequential long-run risk may not be competition from a new AI-native entrant, but disintermediation by the conversational interface itself, the layer through which users increasingly reach every digital service, survey tools included.

The pricing analysis adds a further dimension to this picture. Of the candidate predictors tested, functional completeness – specifically, whether a tool offers trial access – shows the clearest relationship with entry price, whereas neither verified AI functionality nor founding cohort is associated with price. The relationship is not a simple gradient of functional completeness: no-trial tools price far above both trial groups, but among tools that do offer a trial it is the partially functional ones that price lowest. Trial access as such, rather than what the trial exposes, marks the divide. The AI wave that reshaped how tools describe themselves has thus left no detectable imprint on how they are priced: AI positioning and AI-related pricing power appear, for now, to be decoupled.

On the individual, single-user plan, web survey tool pricing has proven broadly stable over the five-year interval. The cross-sectional median barely moves, and on the matched base the typical tool raised its price only slightly – a shift too small to be distinguishable from no change at all. Individual tools churn in both directions around that level rather than moving in concert, and larger increases outnumber larger decreases without adding up to a general upward drift. Given the currency, plan-type, and base differences between the two studies (Section 5.3), and the exclusion from the 2026 side of figures that are not recurring subscription prices, this is best read as a qualitative observation about the stability of personal-plan pricing rather than a precise measurement of price change.

The shift is equally visible in how tools describe themselves. On the paired base of 268 tools with slogans available for both years, the AI thematic cluster grew from 7% to 25% – an approximately threefold increase and the largest single change in positioning language observed in the data. In the slogan concept network computed on the same base, AI moves from the least central of eleven concepts to the third most central, co-occurring with nine of the ten remaining concepts and most strongly with Customer, Insights and Feedback – indicating that AI modifies existing value propositions rather than replacing them. The longer citation texts that tools publish about their AI (a corpus of 221 tools) point in the same direction: the most frequent content word is “insights” (present in 57% of citations), outranking even “AI-powered” (47%). The market sells the output of AI rather than the technology itself, and references to specific AI brands are almost entirely absent (“ChatGPT” appears in only 3% of citations), consistent with a deliberately technology-agnostic style of positioning in which speed and insight, rather than the underlying model, are foregrounded.

A parallel development observed during data collection warrants separate mention. Alongside the mainstream market of web survey tools, a distinct category of synthetic-respondent platforms has emerged – services in which AI agents replace human participants as survey respondents. Twenty such platforms were identified and documented during the search phase of this study. They fall outside the scope of the present analysis, as they do not satisfy the core definitional criterion of collecting real human responses. Their emergence nonetheless signals a potential structural bifurcation at the frontier of the market: whereas established survey platforms integrate AI as a feature enhancing the research process, synthetic-respondent platforms challenge the premise of human-centred data collection itself. Whether this constitutes a complementary niche or a disruptive alternative to traditional survey methodology remains an open empirical question and a productive direction for future research. A recent systematic review of large language model use across the survey research process (von der Heyde et al., 2026) lends weight to the former reading: it finds that language models reproduce broad aggregate patterns more reliably than individual attitudes or subgroup differences, and that synthetic respondents still depend on real survey data for calibration and validation — suggesting that such platforms may augment rather than replace human data collection, at least in their current form.

This caution is reinforced by direct evidence from psychological science. A large-scale replication of 154 published experiments using GPT-4 as a simulated participant found that,

while the model reproduced the direction and significance of most main effects (76.0%), it systematically inflated effect sizes: replicated effect sizes exceeded the original study's 95% confidence interval in the majority of cases, and 71.6% of originally null findings turned significant in the AI-generated replication (Cui, Li & Zhou, 2024). Such findings do not settle whether synthetic-respondent platforms are a complement to or a substitute for human data collection, but they suggest the answer is likely to be metric- and domain-specific rather than uniform: an LLM-generated response may track qualitative, directional patterns reasonably well while distorting the very effect sizes that applied market research depends on. More optimistic accounts of the same underlying capability emphasise its potential to expand, rather than replace, the methodological toolkit of social science – for instance by supporting large-scale hypothesis generation, agent-based modelling of social interaction, or exploratory pre-testing ahead of fielding studies with human participants (Grossmann et al., 2023).

Several limitations should be borne in mind when interpreting these results. First, the AI Feature Score was assigned on the basis of direct product assessment conducted via free-trial access, and therefore reflects AI functionality observable within a trial session rather than the full capabilities of the paid product; features reserved for premium tiers were not counted as present, which may underestimate AI functionality for some tools. Verification was conducted systematically only for Top 100k+ tools with trial access; lower-traffic tools were assessed only selectively (a subset of their trial-accessible tools), and tools requiring sales-mediated access were not assessed at all, so AI adoption in these groups is not covered exhaustively. Second, functional verification was performed from the perspective of an end user operating within a single observation session; some capabilities may not be immediately discoverable given each tool's interface logic and onboarding flow, and may therefore have been missed rather than genuinely absent. This limitation is inherent to trial-based verification and applies equally to the 2021 study, which used an identical methodology. Third, the operationalisation of Free Trial follows the 2021 criterion – immediate self-service access without a credit card, a sales conversation, or other prior contact – which intentionally excludes tools that gate an otherwise substantive product behind a demo or contact form for commercial rather than technical reasons.

Two further caveats concern comparability and classification. The 2021 and 2026 functional and AI figures rest on high-traffic subsamples of different sizes (102 and 164 tools respectively) drawn from datasets of different scope (268 and 579 tools); they are therefore compared as independent cross-sections, and apparent differences should not be read as a matched before-and-after panel. Finally, assignment of tools to origin cohorts relied on WHOIS registration and first Wayback Machine snapshot dates as proxies for a tool's date of origin; for 19 tools neither source returned a usable date, and for a further share the two sources diverged, so the cohort boundaries – particularly between pre-existing and post-2021 tools – carry a margin of uncertainty that does not affect the survival analysis but should be kept in mind when interpreting the composition of the 2026 dataset.

The price models should be read with the same caveat in mind: the null associations for AI functionality and founding cohort reflect an absence of a detectable relationship on the available flat-priced subsets, not positive evidence that none exists. A further limitation is

intrinsic to public price lists as a data source. A single displayed figure may denote a monthly subscription, a monthly rate on an annual commitment, an annual total, a perpetual licence, or a usage quota, and pricing pages mark the distinction inconsistently.

Notwithstanding these limitations, we hope that this study contributes to the continued documentation of the web survey software market and offers future researchers a consistent basis for tracking its evolution – its survival dynamics, its functional maturity, and the ongoing integration of AI – across the editions to come.

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APPENDIX

This appendix reproduces, in adapted form, five tables from Bevec & Vehovar (2021) – their Tables 4, 6, 7, 12 and 13 – together with the type-by-status cross-tabulation (their Table 9) and the top-30 pricing table (their Table 15), computed on the 2026 data.

The base is 579 active tools. Following a live re-check, the former Enquire entry (enquirelabs.com) is represented by its current destination, The Happiness Index, and “Blue” (explorance.com/blue) and “Blue by Explorance” are kept as two separate units. Of the 579 tools, 578 carry a verified functional status; one (Centra CX) is unclassified and appears in Table A5 with a note, excluded from the status tabulations (A1, A3, A4), whose classified total is 578.

“Newly added” denotes a tool absent from the 2021 list by name-match (412 tools; carryover 167); “recent” denotes a WHOIS registration year ≥ 2022 (52 tools). Because 90 active tools have no determinable WHOIS year, the recent count is a lower bound.

Appendix Table A1. Newly added active tools by functional status and recency (2026); adapted from Bevec & Vehovar (2021), Table 4.

Functional status	Newly added	Recent (2022–26)
Working – no trial (A1)	244	17
Working – functional (A2.1)	54	14
Working – others (A2.2)	113	21
Insufficient functionality (a)	94	19
No pricelist (b)	14	2
Not a SaaS (c)	5	0
TOTAL newly added working tools	411	52

Newly added tools with a verified status total 411; the one status-less tool (Centra CX) is newly added but excluded here.

Appendix Table A2. Newly added tools: functional status, reason, type, monthly visits (Q2 2026) and creation year, sorted by creation year; adapted from Bevec & Vehovar (2021), Table 6. (n = 412)

#	Tool	URL	Functional status	Reason	Type	Monthly visits Q2 2026	Creation	Recent
1	Iflow	iflow.ai	Working, no trial (A1)	/	UX/CX	2,221	–	
2	Addvising	addvising.com	Working, no trial (A1)	/	HR tool	–	2023	✓
3	Affiniv	affiniv.com	Working, others (A2.2)	Insufficient functionality	UX/CX	9,684	2021	
4	Aftercare	getaftercare.com	Working, no trial (A1)	/	General research	2,610	2024	✓
5	AirVote	air-vote.com	Working, no trial (A1)	/	UX/CX	6,144	2019	
6	AkioSurvey	akiosurvey.com	Working, functional (A2.1)	/	Survey tool	1,108	–	
7	Aliveforms	aliveforms.com	Working, functional (A2.1)	/	Form tool	460	2022	✓
8	Allcounted.com	allcounted.com	Working, others (A2.2)	Insufficient functionality	Survey tool	33,689	2015	
9	Amara	amara.ai	Working, no trial (A1)	/	HR tool	6,043	–	
10	Antforms	antforms.com	Working, functional (A2.1)	/	Business	70,061	2026	✓
11	Antlere	antlere.com	Working, no trial (A1)	/	Survey tool	586	2015	
12	Appcues	appcues.com	Working, no trial (A1)	/	UX/CX	114,363	2012	
13	Appinio	appinio.com	Working, others (A2.2)	No pricelist	General research	157,392	2010	
14	Applauz Recognition	applauz.me	Working, no trial (A1)	/	HR tool	31,241	2019	
15	Ask AI by Polling.com	polling.com	Working, no trial (A1)	/	HR tool	26,019	1999	
16	Askable	askable.com	Working, no trial (A1)	/	General research	327,681	2005	
17	Askabox	askabox.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2016	
18	Askattest	askattest.com	Working, no trial (A1)	/	UX/CX	334,870	2015	
19	Asknicely	asknicely.com	Working, no trial (A1)	/	UX/CX	25,141	2003	
20	Askyourteam	askyourteam.com	Working, no trial (A1)	/	HR tool	6,632	2014	
21	atwork	atwork.ai	Working, no trial (A1)	/	HR tool	509	–	
22	Aweform	aweform.com	Working, others (A2.2)	Insufficient functionality	Survey tool	263	2017	
23	aytm	aytm.com	Working, no trial (A1)	/	UX/CX	244,631	2000	
24	Backsy	backsy.ai	Working, others (A2.2)	Insufficient functionality	UX/CX	337	–	

25	Ballpark - User Research and Surveys	ballparkhq.com	Working, others (A2.2)	No pricelist	General research	113,351	2021	
26	Balotilo	balotilo.org	Working, others (A2.2)	Insufficient functionality	Voting tool	77,377	2010	
27	beehiiv	beehiiv.com	Working, no trial (A1)	/	Business	10,911,491	2020	
28	Beekast	beekast.com	Working, others (A2.2)	Insufficient functionality	Business	54,186	2014	
29	BHN Rewards	bhnrewards.com	Working, no trial (A1)	/	Survey tool	20,844	–	
30	Bizrate Insights	bizrateinsights.com	Working, no trial (A1)	/	UX/CX	11,433	2009	
31	Blue	explorance.com/blue	Working, no trial (A1)	/	Survey tool	–	2003	
32	Bonfyre	bonfyreapp.com	Working, no trial (A1)	/	Business	3,587	2011	
33	Boolean	booleanapp.com	Working, no trial (A1)	/	Survey tool	–	–	
34	Bravo	bravobenefits.co.uk	Working, no trial (A1)	/	HR tool	9,735	–	
35	BrewSurvey	brewsurvey.com	Working, functional (A2.1)	/	Survey tool	1,287	2017	
36	Brilliant Assessments	brilliantassessments.com	Working, no trial (A1)	/	Business	5,346	2016	
37	Buildform	buildform.ai	Working, others (A2.2)	Insufficient functionality	Form tool	6,737	–	
38	C-ASK	continusys.com	Working, no trial (A1)	/	Business	962	2018	
39	Centra CX	centrax.com	– (no verified status)	/	Survey tool	6,228	2016	
40	Chameleon	chameleon.io	Working, others (A2.2)	Insufficient functionality	Form tool	78,895	2011	
41	Chattermill	chattermill.com	Working, no trial (A1)	/	UX/CX	26,451	2010	
42	Cint	cint.com	Working, no trial (A1)	/	General research	7,891,815	1997	
43	ClearlyRated	clearlyrated.ai	Working, no trial (A1)	/	HR tool	1,165	2017	
44	Cleverx	cleverx.com	Working, others (A2.2)	Insufficient functionality	UX/CX	60,685	2015	
45	Cloudresearch	cloudresearch.com	Working, no trial (A1)	/	Survey tool	5,721,144	2006	
46	Cogbias	cogbias.ai	Working, no trial (A1)	/	HR tool	1,098	–	
47	Cognitoforms	cognitoforms.com	Working, functional (A2.1)	/	Form tool	4,427,879	2013	
48	Comparative Agility	comparativeagility.com	Working, others (A2.2)	Not a SaaS	Survey tool	3,777	2008	
49	Confirmit (Forsta)	forsta.com	Working, no trial (A1)	/	UX/CX	259,132	–	
50	Connecteam	connecteam.com	Working, others (A2.2)	Insufficient functionality	HR tool	3,359,905	2015	
51	Coreo	coreo.io	Working, others (A2.2)	Insufficient functionality	General research	4,572	2016	
52	CredSpark	credspark.com	Working, no trial (A1)	/	Voting tool	11,292	2013	

53	Crowdoscope	crowdoscope.com	Working, no trial (A1)	/	Survey tool	254	2015	
54	Crowdtch	crowdtch.com	Working, no trial (A1)	/	Survey tool	177,172	2003	
55	CultureID 60-Day Access	cultureid.com	Working, no trial (A1)	/	HR tool	2,103	2014	
56	Customergauge	customergauge.com	Working, no trial (A1)	/	UX/CX	106,984	2007	
57	CustomerHero	customerhero.com	Working, no trial (A1)	/	UX/CX	34,832	2014	
58	DataQire	dataqire.com	Working, no trial (A1)	/	General research	–	2019	
59	Deformity	deformity.ai	Working, functional (A2.1)	/	Business	20,151	–	
60	Delighted	delighted.com	Working, no trial (A1)	/	UX/CX	393,198	2001	
61	DeskAlerts	alert-software.com	Working, no trial (A1)	/	Business	26,505	2006	
62	Dezan	dezan.cc	Working, no trial (A1)	/	Form tool	–	2023	✓
63	DialogLoop	dialogloop.com	Working, no trial (A1)	/	Voting tool	1,327	2016	
64	Dipolar	dipolar.com.au	Working, no trial (A1)	/	General research	–	–	
65	Displayr	displayr.com	Working, others (A2.2)	Insufficient functionality	Survey tool	162,111	2013	
66	DIY Surveys	diysurveys.com	Working, no trial (A1)	/	Survey tool	–	2020	
67	Drieam	drieam.com	Working, no trial (A1)	/	HR tool	19,309	2014	
68	Dummy Forms	dummyforms.com	Working, others (A2.2)	Insufficient functionality	Form tool	446	2024	✓
69	Dynata Product Suite	dynata.com	Working, no trial (A1)	/	Business	3,622,421	2000	
70	Easy-feedback	easy-feedback.com	Working, others (A2.2)	Insufficient functionality	Survey tool	22,538	2014	
71	EasyAsk.it	easyask.it	Working, others (A2.2)	Insufficient functionality	HR tool	–	2025	✓
72	eBloom	ebloom.be	Working, no trial (A1)	/	HR tool	7,462	2020	
73	Efectio	efectio.com	Working, no trial (A1)	/	HR tool	97	2017	
74	Eletive	eletive.com	Working, no trial (A1)	/	HR tool	37,156	2018	
75	ELMO Software	elmosoftware.com	Working, no trial (A1)	/	HR tool	–	2001	
76	Encuesta.com	encuesta.com	Working, others (A2.2)	Insufficient functionality	Survey tool	162,405	1997	
77	energage	energage.com	Working, no trial (A1)	/	HR tool	75,153	1999	
78	Engage4	engage4.com	Working, others (A2.2)	Insufficient functionality	HR tool	–	2012	
79	Engageform	engageform.com	Working, no trial (A1)	/	Survey tool	323	2025	✓
80	Enghouse Insights	enghouseinteractive.com	Working, no trial (A1)	/	UX/CX	17,936	2011	
81	EnhanceAI	enhanceai.dev	Working, no trial (A1)	/	Survey tool	540	–	

82	Enquete.com	enquete.com	Working, functional (A2.1)	/	Survey tool	2,686	1997	
83	The Happiness Index	thehappinessindex.com	Working, no trial (A1)	/	Business	–	2019	
84	Enterpret	enterpret.com	Working, no trial (A1)	/	UX/CX	33,417	2016	
85	EVAA	evaa.mx	Working, no trial (A1)	/	Business	1,347	–	
86	evasys	evasys.de	Working, no trial (A1)	/	Survey tool	146,453	–	
87	Evoosurvey	evoosurvey.com	Working, no trial (A1)	/	HR tool	278	2023	✓
88	ExpiWell	expiwell.com	Working, no trial (A1)	/	Survey tool	19,921	2019	
89	Extellio	extellio.com	Working, no trial (A1)	/	UX/CX	54,872	2021	
90	FaceUp	faceup.com	Working, no trial (A1)	/	Business	45,732	2001	
91	Fairing	fairing.co	Working, functional (A2.1)	/	Survey tool	41,012	–	
92	Featurebase	featurebase.app	Working, functional (A2.1)	/	UX/CX	561,828	–	
93	Feedback Server	dataillusion.com	Working, no trial (A1)	/	Survey tool	–	2006	
94	Feedbackify	feedbackify.com	Working, others (A2.2)	No pricelist	UX/CX	–	2009	
95	Feedbackly	feedbackly.com	Working, no trial (A1)	/	Survey tool	9,156	2009	
96	FeedbackPulse	feedbackpulse.com	Working, others (A2.2)	Insufficient functionality	HR tool	1,221	2022	✓
97	FeedbackRobot	feedbackrobot.com	Working, others (A2.2)	Insufficient functionality	UX/CX	5,389	2024	✓
98	FeedbackSwift	exentrim.com	Working, no trial (A1)	/	Survey tool	940	2015	
99	FeedbackWall	feedbackwall.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2024	✓
100	Feedier	feedier.com	Working, no trial (A1)	/	UX/CX	4,238	2017	
101	FeedLetter	feedletter.co	Working, others (A2.2)	Insufficient functionality	Survey tool	91,314	–	
102	Fillout	fillout.com	Working, functional (A2.1)	/	Form tool	4,498,843	2001	
103	Flowcharts	flowcharts.ai	Working, others (A2.2)	Insufficient functionality	Survey tool	1,281	–	
104	Form2Sheet	form2sheet.com	Working, no trial (A1)	/	Form tool	2,240	2020	
105	Formaloo	formaloo.com	Working, functional (A2.1)	/	Form tool	44,364	2017	
106	Formbricks	formbricks.com	Working, functional (A2.1)	/	Form tool	190,782	2022	✓
107	Formester	formester.com	Working, others (A2.2)	Insufficient functionality	Business	88,654	2020	

108	Formhug	formhug.ai	Working, functional (A2.1)	/	Form tool	854	–	
109	Formidable Forms	formidableforms.com	Working, no trial (A1)	/	Form tool	102,958	2010	
110	Formless (by Typeform)	formless.ai	Working, others (A2.2)	Insufficient functionality	Form tool	19,715	–	
111	Formnx	formnx.com	Working, functional (A2.1)	/	Form tool	37,049	2023	✓
112	FormRoyale	formroyale.com	Working, others (A2.2)	Insufficient functionality	HR tool	–	2026	✓
113	Formshare	formshare.ai	Working, others (A2.2)	No pricelist	Form tool	4,662	–	
114	Formsort	formsort.com	Working, functional (A2.1)	/	Business	13,946	2018	
115	Formstack	formstack.com	Working, no trial (A1)	/	Form tool	7,332,621	2010	
116	Formwize	formwize.com	Working, no trial (A1)	/	Form tool	–	2005	
117	Fortay	fortay.co	Working, no trial (A1)	/	HR tool	2,768	–	
118	Freeonlinesurveys	freeonlinesurveys.com	Working, functional (A2.1)	/	Survey tool	114,988	2000	
119	Fulcrum	fulcrumapp.com	Working, others (A2.2)	Insufficient functionality	Business	251,552	2011	
120	Fynzo Survey	fynzo.com	Working, no trial (A1)	/	Survey tool	4,292	2018	
121	Fyrexbox	fyrexbox.com	Working, no trial (A1)	/	Survey tool	39,576	–	
122	Gauge	gaugeinsights.com	Working, no trial (A1)	/	General research	–	2016	
123	Genway AI	genway.ai	Working, no trial (A1)	/	General research	6,277	–	
124	GetReviews.ai	getreviews.ai	Working, no trial (A1)	/	Survey tool	45,535	–	
125	Getversive (Versive)	getversive.com	Working, no trial (A1)	/	General research	11,114	2023	✓
126	Gleap	gleap.io	Working, no trial (A1)	/	Business	125,782	2021	
127	GlobalPatron	globalpatron.com	Working, others (A2.2)	No pricelist	Form tool	1,233	2013	
128	Glow	glowfeed.com	Working, no trial (A1)	/	General research	37,283	2013	
129	Gnosari	gnosari.com	Working, others (A2.2)	Insufficient functionality	Form tool	545	2025	✓
130	GoFormz	goformz.com	Working, no trial (A1)	/	Business	123,540	2011	
131	goHappy	gohappyhub.com	Working, no trial (A1)	/	HR tool	158,450	2019	
132	Gojiberry	gojiberry.app	Working, no trial (A1)	/	General research	6,167	–	
133	Google Workspace (Google Forms)	workspace.google.com	Working, others (A2.2)	Insufficient functionality	Business	219,742,112	1997	
134	Gorilla Experiment Builder	gorilla.sc	Working, others (A2.2)	Insufficient functionality	General research	139,399	2013	

135	GoSurvey	gosurvey.in	Working, functional (A2.1)	/	Survey tool	5,216	–	
136	Grace Hill Surveys	gracehill.com	Working, no trial (A1)	/	Business	105,422	1999	
137	GuildQuality	guildquality.com	Working, no trial (A1)	/	UX/CX	78,972	2000	
138	GWl Spark	gwi.com	Working, no trial (A1)	/	UX/CX	257,099	1995	
139	HappyOrNot	happy-or-not.com	Working, no trial (A1)	/	Survey tool	27,436	2009	
140	Hellocustomer	hellocustomer.com	Working, no trial (A1)	/	UX/CX	113,510	2012	
141	Helpfull	helpfull.com	Working, others (A2.2)	Insufficient functionality	General research	14,313	1998	
142	Heyform	heyform.net	Working, functional (A2.1)	/	Form tool	15,233	2020	
143	Hively	teamhively.com	Working, no trial (A1)	/	HR tool	11,317	2011	
144	Hoogly.ai	hoogly.ai	Working, no trial (A1)	/	HR tool	1,264	–	
145	HSD Metrics	hsdmetrics.com	Working, no trial (A1)	/	Survey tool	13,269	2009	
146	Hubble	hubble.team	Working, no trial (A1)	/	General research	10,208	–	
147	HubEngage	hubengage.com	Working, no trial (A1)	/	HR tool	101,412	2011	
148	iMagic Survey Pro	imagicsurveysoftware.com	Working, others (A2.2)	Not a SaaS	Survey tool	–	2003	
149	inca / Nexxt Intelligence	nexxt.in	Working, no trial (A1)	/	Chatbot	75,765	–	
150	IncQuery	incquery.com	Working, no trial (A1)	/	General research	25,289	2014	
151	Infuse Reviews	infusereviews.com	Working, no trial (A1)	/	Survey tool	1,543	2019	
152	InputKit	inputkit.io	Working, no trial (A1)	/	UX/CX	77,132	2017	
153	Insight Stash	insightstash.com	Working, no trial (A1)	/	Form tool	–	2016	
154	Insocial	insocial.nl	Working, no trial (A1)	/	UX/CX	24,681	2009	
155	InspiroScan	inspiroscan.com	Working, no trial (A1)	/	Survey tool	1,209	2009	
156	Intouch Survey	intouchinsight.com	Working, no trial (A1)	/	UX/CX	193,909	2008	
157	Involved	involved.ai	Working, others (A2.2)	Insufficient functionality	HR tool	753	–	
158	IPPBX	ippbx.com	Working, no trial (A1)	/	Business	5,394	1998	
159	Iterate	iteratehq.com	Working, functional (A2.1)	/	UX/CX	254,690	2016	
160	Joyfill	joyfill.io	Working, others (A2.2)	Insufficient functionality	Form tool	14,608	2020	
161	Joyous	joyoushq.com	Working, others (A2.2)	Insufficient functionality	General research	2,462	2016	
162	JUSFEEDBACK	jusfeedback.com	Working, no trial (A1)	/	HR tool	1,146	2008	
163	Kano	kanomodel.com	Working, no trial (A1)	/	Business	793	2006	
164	Keatext	keatext.com	Working, no trial (A1)	/	UX/CX	–	2010	

165	keyingress	ingress.de	Working, no trial (A1)	/	Business	1,187	–	
166	Klaxoon	klaxoon.com	Working, no trial (A1)	/	Business	247,637	2014	
167	Koji	koji.so	Working, others (A2.2)	Insufficient functionality	Survey tool	2,518	–	
168	KONCEPT	teamarcs.com	Working, no trial (A1)	/	General research	1,880	2014	
169	Kudvo	kudvo.com	Working, no trial (A1)	/	Voting tool	–	2024	✓
170	LamaPoll	lamapoll.de	Working, others (A2.2)	Insufficient functionality	Survey tool	272,849	–	
171	Lattice	lattice.com	Working, no trial (A1)	/	HR tool	237,195	–	
172	LeadQuizzes	leadquizzes.com	Working, others (A2.2)	Insufficient functionality	Business	33,599	–	
173	Leapsome	leapsome.com	Working, no trial (A1)	/	HR tool	296,237	2017	
174	Live Polls	livepolls.app	Working, others (A2.2)	Insufficient functionality	Voting tool	300,995	–	
175	Localyser	localyser.com	Working, no trial (A1)	/	UX/CX	12,840	2015	
176	LoopNow	loopline-systems.com	Working, no trial (A1)	/	Business	1,020	2014	
177	Luppa	luppa.app	Working, no trial (A1)	/	HR tool	8,950	–	
178	Lyssna	lyssna.com	Working, functional (A2.1)	/	UX/CX	268,299	2003	
179	m-Path	m-path.io	Working, no trial (A1)	/	General research	30,161	2019	
180	Magicform	magicform.app	Working, others (A2.2)	Insufficient functionality	Survey tool	48,245	–	
181	Mailmodo	mailmodo.com	Working, others (A2.2)	Insufficient functionality	Email marketing	116,442	2019	
182	Make Opinion	makeopinion.com	Working, no trial (A1)	/	General research	29,957	2020	
183	Makeform	makeform.ai	Working, functional (A2.1)	/	Form tool	204,783	–	
184	Mapionnaire	maptionnaire.com	Working, no trial (A1)	/	General research	47,444	2013	
185	Mapster	mapster.io	Working, others (A2.2)	Insufficient functionality	Survey tool	1,107	2025	✓
186	Market Research powered by AI Simulation	marketresearch.ai	Working, no trial (A1)	/	General research	–	–	
187	Marquiz	marquiz.io	Working, functional (A2.1)	/	Business	43,902	2018	
188	Matter	matterapp.com	Working, no trial (A1)	/	HR tool	47,362	2011	
189	Maze	maze.co	Working, others (A2.2)	No pricelist	General research	1,314,912	–	
190	Me-Grow Enterprise	me-grow.com	Working, no trial (A1)	/	General research	1,165	2022	✓
191	Medallia	medallia.com	Working, no trial (A1)	/	UX/CX	25,992,830	2000	

192	Meetingpulse	meetingpulse.net	Working, others (A2.2)	Insufficient functionality	Voting tool	9,950	2013	
193	Mentimeter	mentimeter.com	Working, others (A2.2)	Insufficient functionality	General research	4,558,504	2011	
194	MERLINPLUS	merlinco.co.uk	Working, no trial (A1)	/	General research	1,098	–	
195	Merren	merren.io	Working, functional (A2.1)	/	General research	12,192	2020	
196	methinks	methinks.io	Working, no trial (A1)	/	UX/CX	11,856	2016	
197	Methodify	sago.com	Working, no trial (A1)	/	General research	1,951,330	2017	
198	MFour	mfour.com	Working, no trial (A1)	/	General research	12,116	2003	
199	Mobiess	mobiess.com	Working, no trial (A1)	/	HR tool	2,935	2009	
200	Motivosity	motivosity.com	Working, no trial (A1)	/	HR tool	123,365	2012	
201	Multirater Surveys	multiratersurveys.com	Working, others (A2.2)	Insufficient functionality	HR tool	215	2013	
202	My Customer Lens	mycustomerlens.com	Working, no trial (A1)	/	Email marketing	867	2016	
203	Nativeforms	nativeforms.com	Working, functional (A2.1)	/	Form tool	28,278	2019	
204	NativeSlides	nativeslides.com	Working, others (A2.2)	Insufficient functionality	Form tool	52	2021	
205	Neelix Employee Engagement Platform	neelix.io	Working, others (A2.2)	No pricelist	HR tool	2,679	2020	
206	Nfield	nipo.com	Working, no trial (A1)	/	General research	9,220	1997	
207	Noteforms	noteforms.com	Working, functional (A2.1)	/	Form tool	139,530	2023	✓
208	NVECTA	nvecta.com	Working, no trial (A1)	/	Business	14,607	–	
209	Octomine	octomine.com	Working, no trial (A1)	/	HR tool	4,655	2016	
210	OD-Tools	od-tools.com	Working, no trial (A1)	/	HR tool	538	2012	
211	ODK	getodk.org	Working, no trial (A1)	/	General research	113,753	2020	
212	Odoo Survey	odoo.com	Working, others (A2.2)	Insufficient functionality	Business	28,347,160	2001	
213	Onderzoekdoen.nl	onderzoekdoen.nl	Working, no trial (A1)	/	Business	44,303	2006	
214	onlineumfragen.com	onlineumfragen.com	Working, no trial (A1)	/	Business	20,506	2003	
215	Opinaê	opinae.com.br	Working, no trial (A1)	/	Survey tool	2,195	–	
216	Opinionstage	opinionstage.com	Working, others (A2.2)	Insufficient functionality	Voting tool	209,296	2011	
217	Opinionx	opinionx.co	Working, functional (A2.1)	/	UX/CX	251,897	2019	

218	Opnform	opnform.com	Working, functional (A2.1)	/	Form tool	23,887	2022	✓
219	Optimal	optimalworkshop.com	Working, no trial (A1)	/	UX/CX	274,623	2008	
220	Orbitforms	orbitforms.ai	Working, others (A2.2)	Insufficient functionality	Business	13,758	–	
221	OstendiHR	ostendihr.com	Working, no trial (A1)	/	HR tool	573	2022	✓
222	Ovation	ovationup.com	Working, no trial (A1)	/	Business	562,984	2016	
223	Palform	palform.app	Working, others (A2.2)	Insufficient functionality	Form tool	4,362	–	
224	PaperSurvey	papersurvey.io	Working, others (A2.2)	Insufficient functionality	Survey tool	8,709	2018	
225	People Element	peopleelement.com	Working, no trial (A1)	/	HR tool	3,919	2013	
226	PerformYard Performance Management	performyard.com	Working, no trial (A1)	/	HR tool	183,001	2012	
227	PersonaHive	personahive.ai	Working, no trial (A1)	/	General research	–	–	
228	Pickfu	pickfu.com	Working, no trial (A1)	/	UX/CX	142,215	2008	
229	PIEL Survey	pielsurvey.org	Working, others (A2.2)	Not a SaaS	Survey tool	2,077	2014	
230	Playbookux	playbookux.com	Working, no trial (A1)	/	UX/CX	128,562	2018	
231	Pointerpro	pointerpro.com	Working, others (A2.2)	Insufficient functionality	Business	140,184	2011	
232	Poket	poketapp.com	Working, no trial (A1)	/	Survey tool	1,806	2018	
233	Poll For All	pollforall.com	Working, others (A2.2)	Insufficient functionality	Voting tool	122,646	2011	
234	Poll the People	pollthepeople.app	Working, no trial (A1)	/	General research	10,699	–	
235	Poll-maker	poll-maker.com	Working, others (A2.2)	Insufficient functionality	Voting tool	360,450	2013	
236	PollBagel	pollbagel.com	Working, others (A2.2)	Insufficient functionality	Survey tool	9,554	2016	
237	PollBolt	pollbolt.com	Working, others (A2.2)	Insufficient functionality	Form tool	–	2024	✓
238	Pollmill	pollmill.com	Working, functional (A2.1)	/	Survey tool	34,650	2007	
239	Pollpe	pollpe.com	Working, functional (A2.1)	/	Survey tool	14,294	2021	
240	Pollpebble	pollpebble.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2023	✓
241	Pollsar	pollsar.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2001	
242	Pollunit	pollunit.com	Working, others (A2.2)	Insufficient functionality	Voting tool	272,621	2016	

243	Porsline	porsline.com	Working, functional (A2.1)	/	Survey tool	44,024	2015	
244	Potloc	potloc.com	Working, no trial (A1)	/	Survey tool	215,607	2009	
245	Proprofssurvey	proprofssurvey.com	Working, functional (A2.1)	/	Survey tool	24,632	2020	
246	Proven by Users	provenbyusers.com	Working, others (A2.2)	Insufficient functionality	General research	2,448	2016	
247	Publicinput	publicinput.com	Working, no trial (A1)	/	Business	144,466	1999	
248	PureSpectrum	purespectrum.com	Working, no trial (A1)	/	Survey tool	8,230,254	2013	
249	Qomon	qomon.com	Working, no trial (A1)	/	Business	12,431	2006	
250	Quals.ai	quals.ai	Working, no trial (A1)	/	General research	4,298	–	
251	Quantilope	quantilope.com	Working, no trial (A1)	/	UX/CX	1,023,236	2015	
252	QuestionScout	questionscout.com	Working, functional (A2.1)	/	Survey tool	6,585	2019	
253	Questionwave	questionwave.com	Working, others (A2.2)	Insufficient functionality	Voting tool	1,812	2021	
254	Quizell	quizell.com	Working, others (A2.2)	Insufficient functionality	Survey tool	42,334	2021	
255	QuizTargetAI	quiztarget.com	Working, no trial (A1)	/	Survey tool	–	2020	
256	QuizToAction	quiztoaction.com	Working, no trial (A1)	/	Survey tool	–	2020	
257	QuizWitz	quizwitz.com	Working, others (A2.2)	Insufficient functionality	Survey tool	14,174	2014	
258	Quizzes4Leads	quizzes4leads.com	Working, no trial (A1)	/	Survey tool	405	2017	
259	Qwary	qwary.com	Working, no trial (A1)	/	UX/CX	6,237	2016	
260	Qzrz - the free quiz maker	qzrz.com	Working, functional (A2.1)	/	Form tool	32,229	2022	✓
261	Rapidforms	rapidforms.co	Working, others (A2.2)	Insufficient functionality	Form tool	8,099	–	
262	Rapidoform	rapidoform.com	Working, functional (A2.1)	/	Form tool	4,072	2024	✓
263	Ratecard	ratecard.io	Working, no trial (A1)	/	HR tool	3,367	2016	
264	RavenCSI	ravencsi.com	Working, no trial (A1)	/	Survey tool	11,393	2016	
265	Recollective	recollective.com	Working, no trial (A1)	/	General research	561,882	–	
266	RedCap	projectredcap.org	Working, no trial (A1)	/	General research	82,279	2011	
267	Remark Office OMR	remarksoftware.com	Working, no trial (A1)	/	General research	15,831	2011	
268	Remesh	remesh.ai	Working, no trial (A1)	/	Business	25,702	–	
269	resonio	resonio.com	Working, no trial (A1)	/	General research	7,590	–	
270	Respondent	respondent.io	Working, no trial (A1)	/	Survey tool	2,094,921	2016	

271	ResponseSuite	responsesuite.com	Working, others (A2.2)	Insufficient functionality	Survey tool	1,736	2016	
272	Responsly	responsly.com	Working, functional (A2.1)	/	HR tool	16,075	2017	
273	Responster	responster.com	Working, no trial (A1)	/	Survey tool	320	2013	
274	Retently	retently.com	Working, no trial (A1)	/	UX/CX	34,079	2012	
275	Revuloop	revuloop.com	Working, functional (A2.1)	/	UX/CX	–	2024	✓
276	Revuze	revuze.it	Working, no trial (A1)	/	Survey tool	30,828	2017	
277	Reward Gateway	rewardgateway.com	Working, no trial (A1)	/	HR tool	431,310	2005	
278	RightMessage	rightmessage.com	Working, no trial (A1)	/	UX/CX	16,705	2000	
279	Rival Technologies	rivaltech.com	Working, no trial (A1)	/	General research	25,404	2007	
280	Rogator G3plus	rogator.de	Working, no trial (A1)	/	Business	4,001	–	
281	SalesAndMarketing.ai	salesandmarketing.ai	Working, no trial (A1)	/	Business	–	–	
282	SARE	sare.pl	Working, functional (A2.1)	/	Email marketing	3,196	2003	
283	Satisfact.io	satisfact.io	Working, no trial (A1)	/	Survey tool	695	2025	✓
284	SatisFacts	satisfacts.com	Working, no trial (A1)	/	UX/CX	69,683	1998	
285	Satismeter	satismeter.com	Working, others (A2.2)	Insufficient functionality	UX/CX	22,101	2014	
286	Sawtooth Software Lighthouse Studio	sawtoothsoftware.com	Working, others (A2.2)	No pricelist	General research	1,048,633	–	
287	ScoreApp	scoreapp.com	Working, others (A2.2)	Insufficient functionality	Business	717,381	2009	
288	Screeb	screeb.app	Working, no trial (A1)	/	Survey tool	7,655	–	
289	Scrum Team Survey	scrumteamsurvey.org	Working, no trial (A1)	/	Survey tool	–	2021	
290	SENSEBIT	sensesbit.com	Working, no trial (A1)	/	Other	805	2017	
291	Shiji Concept Spa & Leisure	shijigroup.com	Working, no trial (A1)	/	Business	95,822	2016	
292	Shout	shout.com	Working, functional (A2.1)	/	Form tool	107,299	1995	
293	SightMill	sightmill.com	Working, no trial (A1)	/	HR tool	2,811	2016	
294	SightX	sightx.io	Working, no trial (A1)	/	UX/CX	229,478	2019	
295	Simple Poll	simplepoll.rocks	Working, no trial (A1)	/	Survey tool	14,694	–	
296	Simplesat	simplesat.io	Working, functional (A2.1)	/	UX/CX	312,760	2016	
297	Simsurveys	simsurveys.ai	Working, functional (A2.1)	/	General research	–	–	

298	Slido	slido.com	Working, no trial (A1)	/	Voting tool	1,528,120	2011	
299	SMG	smg.com	Working, no trial (A1)	/	HR tool	2,124,024	1998	
300	Solkie	solkie.nl	Working, no trial (A1)	/	HR tool	2,157	2017	
301	SonicLM	soniclm.com	Working, no trial (A1)	/	Survey tool	–	2025	✓
302	Sprig	sprig.com	Working, others (A2.2)	No pricelist	Survey tool	286,396	1996	
303	Staffino	staffino.com	Working, no trial (A1)	/	UX/CX	206,378	2013	
304	Stickybeak	stickybeak.co	Working, others (A2.2)	Insufficient functionality	General research	29,228	–	
305	Stratics Networks	straticsnetworks.com	Working, no trial (A1)	/	Survey tool	14	2012	
306	Streamline Surveys	streamlinesurveys.com	Working, no trial (A1)	/	General research	622	1997	
307	Strella	strella.io	Working, no trial (A1)	/	UX/CX	60,788	2024	✓
308	StudentPulse	studentpulse.io	Working, no trial (A1)	/	Survey tool	4,283	2020	
309	Suggestion Ox	suggestionox.com	Working, no trial (A1)	/	HR tool	4,187	2012	
310	Super Survey	supersurvey.com	Working, others (A2.2)	Insufficient functionality	Survey tool	57,807	1999	
311	Surva.ai	surva.ai	Working, no trial (A1)	/	Business	348	–	
312	Survalyzer	survalyzer.com	Working, no trial (A1)	/	General research	23,966	2010	
313	Survey	obiye.com	Working, no trial (A1)	/	Business	–	2026	✓
314	Survey Analytica	surveyanalytica.com	Working, no trial (A1)	/	General research	–	2021	
315	Survey Funnel	surveyfunnel.io	Working, others (A2.2)	Insufficient functionality	Survey tool	354	2014	
316	Survey Point	surveypoint.ai	Working, no trial (A1)	/	Survey tool	5,717	–	
317	Survey Project Management Solution	surveybackoffice.com	Working, no trial (A1)	/	Survey tool	34,349	2015	
318	Survey Said	surveysaid.com	Working, no trial (A1)	/	Survey tool	–	1996	
319	Survey Software CIS	ifad.de	Working, no trial (A1)	/	Survey tool	2,323	–	
320	Survey Solutions	mysurvey.solutions	Working, others (A2.2)	Not a SaaS	Survey tool	35,898	–	
321	Survey123	survey123.arcgis.com	Working, no trial (A1)	/	Other	1,423,308	1999	
322	Surveyapp - Smiley Feedback Surveys and Kiosk	surveyapp.io	Working, others (A2.2)	Not a SaaS	HR tool	10,201	2016	
323	Surveyed	surveyed.com	Working, others (A2.2)	No pricelist	Survey tool	–	1999	
324	SurveyExpression	surveyexpression.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	–	
325	SurveyExtreme	surveyextreme.com	Working, functional (A2.1)	/	Survey tool	–	2026	✓

326	Surveyheart	surveyheart.com	Working, others (A2.2)	Insufficient functionality	Survey tool	2,061,789	2018	
327	Surveyking	surveyking.com	Working, functional (A2.1)	/	Survey tool	37,686	2002	
328	Surveymars	surveymars.com	Working, functional (A2.1)	/	Survey tool	1,030,888	2024	✓
329	SurveyMe	survey-me.com	Working, no trial (A1)	/	Survey tool	1,024	2012	
330	Surveyninja	surveyninja.io	Working, others (A2.2)	Insufficient functionality	UX/CX	4,233	2022	✓
331	SurveyNoodle	surveynoodle.com	Working, no trial (A1)	/	Survey tool	959	2023	✓
332	Surveyol	surveyol.com	Working, functional (A2.1)	/	UX/CX	1,355	2016	
333	Surveysides	surveysides.com	Working, no trial (A1)	/	Survey tool	–	2024	✓
334	Surveyslack	surveyslack.com	Working, functional (A2.1)	/	Survey tool	441	2022	✓
335	SurveyStance	surveystance.com	Working, functional (A2.1)	/	Survey tool	4,208	2017	
336	Surveywell	surveywell.io	Working, others (A2.2)	Insufficient functionality	Survey tool	532	2025	✓
337	SurveyXact	surveyxact.com	Working, no trial (A1)	/	HR tool	–	2002	
338	Survgo	survgo.com	Working, others (A2.2)	Insufficient functionality	Business	7,565	2017	
339	Survia	survia.io	Working, others (A2.2)	Insufficient functionality	Survey tool	190	2024	✓
340	Survser	survser.com	Working, others (A2.2)	Insufficient functionality	UX/CX	–	2023	✓
341	Swayable	swayable.com	Working, no trial (A1)	/	General research	12,560	2010	
342	Swift Digital Suite	swiftdigital.com.au	Working, no trial (A1)	/	Email marketing	11,154	–	
343	Swytchback	swytchback.com	Working, no trial (A1)	/	General research	6,828	2016	
344	talksprout	talksprout.com	Working, no trial (A1)	/	UX/CX	–	2023	✓
345	Tally	tally.so	Working, functional (A2.1)	/	Form tool	11,557,914	2020	
346	Tandem Surveys	tandemsurveys.com	Working, no trial (A1)	/	Survey tool	–	2022	✓
347	Tatvam	tatvamanalytics.com	Working, no trial (A1)	/	UX/CX	516	2015	
348	teamecho	teamecho.com	Working, no trial (A1)	/	HR tool	5,350	–	
349	Teamscope	teamscopeapp.com	Working, others (A2.2)	No pricelist	General research	6,307	–	
350	Tellody	tellody.com	Working, no trial (A1)	/	Survey tool	808	–	
351	Theysaid	theysaid.io	Working, others (A2.2)	No pricelist	Voting tool	24,575	2022	✓
352	Thrive Quiz Builder	thrivethemes.com/quizbuilder	Working, no trial (A1)	/	Survey tool	–	2013	

353	Tiger Form	form-qr-code-generator.com	Working, others (A2.2)	Insufficient functionality	Form tool	67,627	2024	✓
354	Told	told.club	Working, others (A2.2)	Insufficient functionality	Survey tool	4,247	2022	✓
355	Touchwork Platform	touchwork.com	Working, no trial (A1)	/	Business	66,419	2005	
356	Trakstar Perform	trakstar.com	Working, no trial (A1)	/	HR tool	684,782	2003	
357	Tripetto	tripetto.com	Working, functional (A2.1)	/	Form tool	25,277	2012	
358	TrueDot	truedot.ai	Working, no trial (A1)	/	Survey tool	32,709	–	
359	TruRating	trurating.com	Working, no trial (A1)	/	UX/CX	67,168	2011	
360	Trustcruit	trustcruit.com	Working, no trial (A1)	/	HR tool	59,161	2016	
361	UmfrageOnline	umfrageonline.com	Working, functional (A2.1)	/	Survey tool	268,716	2007	
362	Ungapped	ungapped.com	Working, others (A2.2)	Insufficient functionality	Survey tool	14,272	2014	
363	Unifocus	unifocus.com	Working, no trial (A1)	/	Business	110,882	1998	
364	Upsiide	upsiide.com	Working, others (A2.2)	No pricelist	General research	79,958	2014	
365	uQuiz	uquiz.com	Working, no trial (A1)	/	Survey tool	5,959,714	2008	
366	Useberry	useberry.com	Working, others (A2.2)	Insufficient functionality	UX/CX	186,209	2018	
367	Usehubble	usehubble.io	Working, others (A2.2)	No pricelist	General research	9,328	2023	✓
368	Userflow	userflow.com	Working, others (A2.2)	Insufficient functionality	Form tool	95,900	2002	
369	Userpilot	userpilot.com	Working, no trial (A1)	/	UX/CX	140,226	2011	
370	Userreport	userreport.com	Working, others (A2.2)	Insufficient functionality	UX/CX	152,716	2005	
371	Uxtweak	uxtweak.com	Working, others (A2.2)	Insufficient functionality	UX/CX	149,248	2017	
372	ValiSurvey	valisurvey.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2025	✓
373	Vevox	vevox.com	Working, others (A2.2)	Insufficient functionality	General research	185,658	2000	
374	ViewPoint Feedback	viewpointfeedback.com	Working, no trial (A1)	/	UX/CX	25,935	2019	
375	VirtlX	virtlx.com	Working, no trial (A1)	/	HR tool	2,713	2016	
376	Visme	visme.co	Working, others (A2.2)	Insufficient functionality	Business	1,413,330	–	
377	Voiceform	voiceform.com	Working, no trial (A1)	/	Survey tool	148,154	2006	
378	Voicepanel	voicepanel.com	Working, no trial (A1)	/	Survey tool	6,030	2006	

379	VoteGenerator	votegenerator.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2025	✓
380	Voxaly	voxaly.com	Working, no trial (A1)	/	Voting tool	54,028	2006	
381	VWO Insights - Web	vwo.com	Working, no trial (A1)	/	UX/CX	315,850	2000	
382	Walla	paprikadatalab.com	Working, functional (A2.1)	/	Form tool	1,355	2022	✓
383	Weavely	weavely.ai	Working, functional (A2.1)	/	Form tool	76,513	–	
384	Webquest	webquest.fr	Working, others (A2.2)	Insufficient functionality	Business	25,601	1999	
385	WeThrive	wethrive.net	Working, no trial (A1)	/	HR tool	12,540	2015	
386	WinCati	sawtooth.com	Working, no trial (A1)	/	General research	169	1994	
387	Winningtemp	winningtemp.com	Working, no trial (A1)	/	HR tool	68,990	2014	
388	Wisepops	wisepops.com	Working, no trial (A1)	/	Business	99,550	2012	
389	Wispform	wispform.com	Working, others (A2.2)	Insufficient functionality	Form tool	33,125	2016	
390	Woliba	woliba.io	Working, no trial (A1)	/	Business	4,225	2020	
391	Wooclap	wooclap.com	Working, others (A2.2)	Insufficient functionality	Business	3,464,129	2014	
392	Woorise	woorise.com	Working, others (A2.2)	Insufficient functionality	Survey tool	113,093	2016	
393	Wootric	wootric.com	Working, no trial (A1)	/	UX/CX	39,788	2013	
394	WordPress Quiz Maker Plugin	ays-pro.com	Working, no trial (A1)	/	Survey tool	22,228	2014	
395	WorkBuzz	workbuzz.com	Working, no trial (A1)	/	HR tool	19,674	2008	
396	Worksmile	worksmile.com	Working, no trial (A1)	/	HR tool	126,922	2013	
397	WorkStep	workstep.com	Working, no trial (A1)	/	HR tool	72,584	2001	
398	Wrenly	wrenly.ai	Working, no trial (A1)	/	HR tool	10,524	–	
399	Wyapy	wyapy.com	Working, others (A2.2)	Insufficient functionality	Survey tool	1,884	2025	✓
400	Wying	wying.com	Working, no trial (A1)	/	UX/CX	352,989	2006	
401	Wynter	wynter.com	Working, no trial (A1)	/	Business	83,546	2002	
402	Wyzetalk	wyzetalk.com	Working, no trial (A1)	/	Business	1,956	2013	
403	XEBO.ai	xebo.ai	Working, no trial (A1)	/	HR tool	131,369	–	
404	Xoxoday	xoxoday.com	Working, no trial (A1)	/	Business	478,044	2016	
405	Yayforms	yayforms.com	Working, functional (A2.1)	/	UX/CX	79,186	2022	✓

406	Youform	youform.com	Working, functional (A2.1)	/	Form tool	533,305	2007	
407	YourOpinion	youropinion.is	Working, others (A2.2)	Insufficient functionality	Survey tool	1,333	2012	
408	Zappi	zappi.io	Working, no trial (A1)	/	UX/CX	596,822	2018	
409	zenloop	zenloop.com	Working, no trial (A1)	/	UX/CX	258,800	2001	
410	Zest	zestmeup.com	Working, no trial (A1)	/	HR tool	18,357	2015	
411	Zigpoll	zigpoll.com	Working, others (A2.2)	Insufficient functionality	UX/CX	135,942	2019	
412	Zinklar	zinklar.com	Working, functional (A2.1)	/	General research	72,232	2018	

Appendix Table A3. Active tools by functional status and recency (2026); adapted from Bevec & Vehovar (2021), Table 7.

Functional status	Active tools	Newly added	Recent (2022–26)
Working – no trial (A1)	324	244	17
Working – functional (A2.1)	101	54	14
Working – others (A2.2)	153	113	21
Insufficient functionality (a)	125	94	19
No pricelist (b)	21	14	2
Not a SaaS (c)	7	5	0
TOTAL active tools	578	411	52

Totals cover the 578 status-classified tools; adding the one status-less tool (Centra CX) gives 579 active. Newly-added and recent memberships are 412 and 52.

Appendix Table A4. Active tools according to type and functional status (2026); adapted from Bevec & Vehovar (2021), Table 9. (n = 578)

Type	Working – no trial	Working – functional	Working – others	Total
Survey tool	90	50	58	198
Business	47	6	17	70
Form tool	7	30	19	56
UX/CX	62	9	16	87
HR tool	63	1	10	74
General research	43	3	16	62
Chatbot	1	0	1	2
Voting tool	5	1	13	19
Email marketing	3	1	2	6
Other	3	0	1	4
Total	324	101	153	578

Appendix Table A5. Active tools: functional status, reason, type, monthly visits (Q2 2026) and creation year, sorted by creation year; adapted from Bevec & Vehovar (2021), Table 12. (n = 579)

#	Tool	URL	Functional status	Reason	Type	Monthly visits Q2 2026	Creation	Traffic band
1	1000 minds conjoint	1000minds.com	Working, others (A2.2)	No pricelist	Other	49,139	2006	sub-100k
2	123FormBuilder	123formbuilder.com	Working, functional (A2.1)	/	Form tool	656,970	2013	Top 100k+
3	1flow	1flow.ai	Working, no trial (A1)	/	UX/CX	2,221	–	sub-100k
4	1KA	1ka.si	Working, functional (A2.1)	/	Survey tool	160,747	2008	Top 100k+
5	2ask	2ask.com	Working, functional (A2.1)	/	Survey tool	1,691	2010	sub-100k
6	Addvising	addvising.com	Working, no trial (A1)	/	HR tool	–	2023	sub-100k
7	Affiniv	affiniv.com	Working, others (A2.2)	Insufficient functionality	UX/CX	9,684	2021	sub-100k
8	Aftercare	getaftercare.com	Working, no trial (A1)	/	General research	2,610	2024	sub-100k
9	AhaSlides	ahaslides.com	Working, others (A2.2)	Insufficient functionality	General research	1,660,575	2019	Top 100k+
10	Aidaform	aidaform.com	Working, functional (A2.1)	/	Form tool	252,556	2018	Top 100k+
11	AirVote	air-vote.com	Working, no trial (A1)	/	UX/CX	6,144	2019	sub-100k
12	AkioSurvey	akiosurvey.com	Working, functional (A2.1)	/	Survey tool	1,108	–	sub-100k
13	Alchemer	alchemer.com	Working, others (A2.2)	Insufficient functionality	Survey tool	11,065,988	2015	Top 100k+
14	alida	alida.com	Working, no trial (A1)	/	UX/CX	71,648	1992	sub-100k
15	Aliveforms	aliveforms.com	Working, functional (A2.1)	/	Form tool	460	2022	sub-100k
16	Allcounted.com	allcounted.com	Working, others (A2.2)	Insufficient functionality	Survey tool	33,689	2015	sub-100k
17	Amara	amara.ai	Working, no trial (A1)	/	HR tool	6,043	–	sub-100k
18	Amplitude Research Solutions	amplitudersearch.com	Working, no trial (A1)	/	General research	1,385	2002	sub-100k
19	Antforms	antforms.com	Working, functional (A2.1)	/	Business	70,061	2026	sub-100k
20	Antlere	antlere.com	Working, no trial (A1)	/	Survey tool	586	2015	sub-100k
21	Appcues	appcues.com	Working, no trial (A1)	/	UX/CX	114,363	2012	Top 100k+
22	Appinio	appinio.com	Working, others (A2.2)	No pricelist	General research	157,392	2010	Top 100k+

23	Applauz Recognition	applauz.me	Working, no trial (A1)	/	HR tool	31,241	2019	sub-100k
24	Artologik	artologik.com	Working, no trial (A1)	/	Survey tool	2,024	2000	sub-100k
25	Ask AI by Polling.com	polling.com	Working, no trial (A1)	/	HR tool	26,019	1999	sub-100k
26	Askable	askable.com	Working, no trial (A1)	/	General research	327,681	2005	Top 100k+
27	Askabox	askabox.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2016	sub-100k
28	Askattest	askattest.com	Working, no trial (A1)	/	UX/CX	334,870	2015	Top 100k+
29	Askia Design	askia.com	Working, no trial (A1)	/	Survey tool	31,721	2000	sub-100k
30	Asknicely	asknicely.com	Working, no trial (A1)	/	UX/CX	25,141	2003	sub-100k
31	Askyourteam	askyourteam.com	Working, no trial (A1)	/	HR tool	6,632	2014	sub-100k
32	atwork	atwork.ai	Working, no trial (A1)	/	HR tool	509	–	sub-100k
33	aussurveys	aussurveys.com	Working, no trial (A1)	/	HR tool	4,025	2001	sub-100k
34	Avius	avius.com	Working, no trial (A1)	/	UX/CX	48,108	2000	sub-100k
35	Aweform	aweform.com	Working, others (A2.2)	Insufficient functionality	Survey tool	263	2017	sub-100k
36	aytm	aytm.com	Working, no trial (A1)	/	UX/CX	244,631	2000	Top 100k+
37	Backsy	backsy.ai	Working, others (A2.2)	Insufficient functionality	UX/CX	337	–	sub-100k
38	Ballpark - User Research and Surveys	ballparkhq.com	Working, others (A2.2)	No pricelist	General research	113,351	2021	Top 100k+
39	Balotilo	balotilo.org	Working, others (A2.2)	Insufficient functionality	Voting tool	77,377	2010	sub-100k
40	beehiiv	beehiiv.com	Working, no trial (A1)	/	Business	10,911,491	2020	Top 100k+
41	Beekast	beekast.com	Working, others (A2.2)	Insufficient functionality	Business	54,186	2014	sub-100k
42	Beyond Feedback	beyondfeedback.com	Working, no trial (A1)	/	HR tool	22,050	2007	sub-100k
43	BHN Rewards	bhnrewards.com	Working, no trial (A1)	/	Survey tool	20,844	–	sub-100k
44	Bizrate Insights	bizrateinsights.com	Working, no trial (A1)	/	UX/CX	11,433	2009	sub-100k
45	Blaise	blaise.com	Working, no trial (A1)	/	Survey tool	578	1995	sub-100k
46	Blocksurvey	blocksurvey.io	Working, no trial (A1)	/	Survey tool	339,112	2019	Top 100k+
47	Blue	explorance.com/blue	Working, no trial (A1)	/	Survey tool	–	2003	sub-100k
48	Blue by Explorance	explorance.com	Working, no trial (A1)	/	UX/CX	70,608	2003	sub-100k
49	Bonfyre	bonfyreapp.com	Working, no trial (A1)	/	Business	3,587	2011	sub-100k
50	Boolean	booleanapp.com	Working, no trial (A1)	/	Survey tool	–	–	sub-100k
51	Bravo	bravobenefits.co.uk	Working, no trial (A1)	/	HR tool	9,735	–	sub-100k

52	BrewSurvey	brewsurvey.com	Working, functional (A2.1)	/	Survey tool	1,287	2017	sub-100k
53	Brilliant Assessments	brilliantassessments.com	Working, no trial (A1)	/	Business	5,346	2016	sub-100k
54	Buildform	buildform.ai	Working, others (A2.2)	Insufficient functionality	Form tool	6,737	–	sub-100k
55	C-ASK	continusys.com	Working, no trial (A1)	/	Business	962	2018	sub-100k
56	CatGlobe	catglobe.com	Working, no trial (A1)	/	Business	19,666	2000	sub-100k
57	Centiment	centiment.co	Working, functional (A2.1)	/	Survey tool	19,905	–	sub-100k
58	Centra CX	centracx.com	– (no verified status)	/	Survey tool	6,228	2016	sub-100k
59	Cezanne	cezannehr.com	Working, no trial (A1)	/	HR tool	240,424	2012	Top 100k+
60	Chameleon	chameleon.io	Working, others (A2.2)	Insufficient functionality	Form tool	78,895	2011	sub-100k
61	Chattermill	chattermill.com	Working, no trial (A1)	/	UX/CX	26,451	2010	sub-100k
62	CheckBox	checkbox.com	Working, others (A2.2)	No pricelist	Survey tool	38,121	1998	sub-100k
63	CheckMarket	checkmarket.com	Working, no trial (A1)	/	Survey tool	1,217	2002	sub-100k
64	Cint	cint.com	Working, no trial (A1)	/	General research	7,891,815	1997	Top 100k+
65	ClearlyRated	clearlyrated.ai	Working, no trial (A1)	/	HR tool	1,165	2017	sub-100k
66	Cleverx	cleverx.com	Working, others (A2.2)	Insufficient functionality	UX/CX	60,685	2015	sub-100k
67	Cloudresearch	cloudresearch.com	Working, no trial (A1)	/	Survey tool	5,721,144	2006	Top 100k+
68	Cogbias	cogbias.ai	Working, no trial (A1)	/	HR tool	1,098	–	sub-100k
69	Cognitoforms	cognitoforms.com	Working, functional (A2.1)	/	Form tool	4,427,879	2013	Top 100k+
70	Comparative Agility	comparativeagility.com	Working, others (A2.2)	Not a SaaS	Survey tool	3,777	2008	sub-100k
71	Confirmit (Forsta)	forsta.com	Working, no trial (A1)	/	UX/CX	259,132	–	Top 100k+
72	Conjoint.ly	conjointly.com	Working, functional (A2.1)	/	Survey tool	84,312	2013	sub-100k
73	Connecteam	connecteam.com	Working, others (A2.2)	Insufficient functionality	HR tool	3,359,905	2015	Top 100k+
74	CoolTool	cooltool.com	Working, no trial (A1)	/	Survey tool	54,327	1996	sub-100k
75	Coreo	coreo.io	Working, others (A2.2)	Insufficient functionality	General research	4,572	2016	sub-100k
76	CreateSurvey	createsurvey.com	Working, functional (A2.1)	/	Survey tool	688	1999	sub-100k
77	CredSpark	credspark.com	Working, no trial (A1)	/	Voting tool	11,292	2013	sub-100k
78	Critizr	critizr.com	Working, no trial (A1)	/	UX/CX	19,164	2010	sub-100k

79	Crowdscope	crowdscope.com	Working, no trial (A1)	/	Survey tool	254	2015	sub-100k
80	CrowdSignal	crowdsignal.com	Working, functional (A2.1)	/	Survey tool	65,416	2005	sub-100k
81	Crowdtch	crowdtch.com	Working, no trial (A1)	/	Survey tool	177,172	2003	Top 100k+
82	CultureID 60-Day Access	cultureid.com	Working, no trial (A1)	/	HR tool	2,103	2014	sub-100k
83	Customer Guru	customer.guru	Working, others (A2.2)	Insufficient functionality	UX/CX	318	–	sub-100k
84	Customer Thermometer	customerthermometer.com	Working, others (A2.2)	Insufficient functionality	UX/CX	60,985	2010	sub-100k
85	Customergauge	customergauge.com	Working, no trial (A1)	/	UX/CX	106,984	2007	Top 100k+
86	CustomerHero	customerhero.com	Working, no trial (A1)	/	UX/CX	34,832	2014	sub-100k
87	Customersure	customersure.com	Working, no trial (A1)	/	UX/CX	27,509	2010	sub-100k
88	CustomInsight	custominsight.com	Working, no trial (A1)	/	Business	9,620	2000	sub-100k
89	Cvent	cvent.com	Working, no trial (A1)	/	Other	6,966,492	1999	Top 100k+
90	DataQire	dataqire.com	Working, no trial (A1)	/	General research	–	2019	sub-100k
91	Deformity	deformity.ai	Working, functional (A2.1)	/	Business	20,151	–	sub-100k
92	Delighted	delighted.com	Working, no trial (A1)	/	UX/CX	393,198	2001	Top 100k+
93	DeskAlerts	alert-software.com	Working, no trial (A1)	/	Business	26,505	2006	sub-100k
94	Dezan	dezan.cc	Working, no trial (A1)	/	Form tool	–	2023	sub-100k
95	DialogLoop	dialogloop.com	Working, no trial (A1)	/	Voting tool	1,327	2016	sub-100k
96	Digivey	digivey.com	Working, no trial (A1)	/	Survey tool	–	2003	sub-100k
97	Dipolar	dipolar.com.au	Working, no trial (A1)	/	General research	–	–	sub-100k
98	DirectPoll	directpoll.com	Working, others (A2.2)	Insufficient functionality	Voting tool	73,989	2004	sub-100k
99	Displayr	displayr.com	Working, others (A2.2)	Insufficient functionality	Survey tool	162,111	2013	Top 100k+
100	DIY Surveys	diysurveys.com	Working, no trial (A1)	/	Survey tool	–	2020	sub-100k
101	Drag n survey	dragnsurvey.com	Working, functional (A2.1)	/	Survey tool	118,956	2014	Top 100k+
102	Drieam	drieam.com	Working, no trial (A1)	/	HR tool	19,309	2014	sub-100k
103	Dummy Forms	dummyforms.com	Working, others (A2.2)	Insufficient functionality	Form tool	446	2024	sub-100k
104	Dynata Product Suite	dynata.com	Working, no trial (A1)	/	Business	3,622,421	2000	Top 100k+
105	E-encuesta	e-encuesta.com	Working, others (A2.2)	Insufficient functionality	Survey tool	1,056	2006	sub-100k

106	Easy-feedback	easy-feedback.com	Working, others (A2.2)	Insufficient functionality	Survey tool	22,538	2014	sub-100k
107	EasyAsk.it	easyask.it	Working, others (A2.2)	Insufficient functionality	HR tool	–	2025	sub-100k
108	EasyPolls	easypolls.net	Working, others (A2.2)	No pricelist	Survey tool	55,962	2009	sub-100k
109	eBloom	ebloom.be	Working, no trial (A1)	/	HR tool	7,462	2020	sub-100k
110	Efectio	efectio.com	Working, no trial (A1)	/	HR tool	97	2017	sub-100k
111	Eletive	eletive.com	Working, no trial (A1)	/	HR tool	37,156	2018	sub-100k
112	ELMO Software	elmosoftware.com	Working, no trial (A1)	/	HR tool	–	2001	sub-100k
113	Emailmeform	emailmeform.com	Working, others (A2.2)	No pricelist	Form tool	339,531	2006	Top 100k+
114	Enalyzer	enalyzer.com	Working, no trial (A1)	/	Survey tool	237,400	2000	Top 100k+
115	Encuesta.com	encuesta.com	Working, others (A2.2)	Insufficient functionality	Survey tool	162,405	1997	Top 100k+
116	EncuestaFacil	encuestafacil.com	Working, functional (A2.1)	/	Survey tool	70,079	2004	sub-100k
117	energage	energage.com	Working, no trial (A1)	/	HR tool	75,153	1999	sub-100k
118	Engage4	engage4.com	Working, others (A2.2)	Insufficient functionality	HR tool	–	2012	sub-100k
119	Engageform	engageform.com	Working, no trial (A1)	/	Survey tool	323	2025	sub-100k
120	Enghouse Insights	enghouseinteractive.com	Working, no trial (A1)	/	UX/CX	17,936	2011	sub-100k
121	EnhanceAI	enhanceai.dev	Working, no trial (A1)	/	Survey tool	540	–	sub-100k
122	Enquete.com	enquete.com	Working, functional (A2.1)	/	Survey tool	2,686	1997	sub-100k
123	The Happiness Index	thehappinessindex.com	Working, no trial (A1)	/	Business	–	2019	sub-100k
124	Enterpret	enterpret.com	Working, no trial (A1)	/	UX/CX	33,417	2016	sub-100k
125	eSurveysPro	esurveyspro.com	Working, no trial (A1)	/	Survey tool	10,359	2006	sub-100k
126	EVAA	evaa.mx	Working, no trial (A1)	/	Business	1,347	–	sub-100k
127	Eval&Go	evalandgo.com	Working, functional (A2.1)	/	Survey tool	148,968	2009	Top 100k+
128	evasys	evasys.de	Working, no trial (A1)	/	Survey tool	146,453	–	Top 100k+
129	Evoosurvey	evoosurvey.com	Working, no trial (A1)	/	HR tool	278	2023	sub-100k
130	ExpiWell	expiwell.com	Working, no trial (A1)	/	Survey tool	19,921	2019	sub-100k
131	Extellio	extellio.com	Working, no trial (A1)	/	UX/CX	54,872	2021	sub-100k
132	FaceUp	faceup.com	Working, no trial (A1)	/	Business	45,732	2001	sub-100k
133	Fairing	fairing.co	Working, functional (A2.1)	/	Survey tool	41,012	–	sub-100k
134	FastField	fastfieldforms.com	Working, functional (A2.1)	/	Form tool	110,470	2013	Top 100k+

135	Featurebase	featurebase.app	Working, functional (A2.1)	/	UX/CX	561,828	–	Top 100k+
136	Feedback Server	dataillusion.com	Working, no trial (A1)	/	Survey tool	–	2006	sub-100k
137	Feedbackify	feedbackify.com	Working, others (A2.2)	No pricelist	UX/CX	–	2009	sub-100k
138	Feedbackly	feedbackly.com	Working, no trial (A1)	/	Survey tool	9,156	2009	sub-100k
139	FeedbackPulse	feedbackpulse.com	Working, others (A2.2)	Insufficient functionality	HR tool	1,221	2022	sub-100k
140	FeedbackRobot	feedbackrobot.com	Working, others (A2.2)	Insufficient functionality	UX/CX	5,389	2024	sub-100k
141	FeedbackSwift	exentrim.com	Working, no trial (A1)	/	Survey tool	940	2015	sub-100k
142	FeedbackWall	feedbackwall.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2024	sub-100k
143	Feedier	feedier.com	Working, no trial (A1)	/	UX/CX	4,238	2017	sub-100k
144	FeedLetter	feedletter.co	Working, others (A2.2)	Insufficient functionality	Survey tool	91,314	–	sub-100k
145	Fillout	fillout.com	Working, functional (A2.1)	/	Form tool	4,498,843	2001	Top 100k+
146	Flowcharts	flowcharts.ai	Working, others (A2.2)	Insufficient functionality	Survey tool	1,281	–	sub-100k
147	form.com	form.com	Working, no trial (A1)	/	Business	69,973	1995	sub-100k
148	Form2Sheet	form2sheet.com	Working, no trial (A1)	/	Form tool	2,240	2020	sub-100k
149	Formaloo	formaloo.com	Working, functional (A2.1)	/	Form tool	44,364	2017	sub-100k
150	FormAssembly	formassembly.com	Working, no trial (A1)	/	Form tool	181,299	2005	Top 100k+
151	Formbricks	formbricks.com	Working, functional (A2.1)	/	Form tool	190,782	2022	Top 100k+
152	FormDesk	formdesk.com	Working, others (A2.2)	Insufficient functionality	Form tool	163,646	2000	Top 100k+
153	Formester	formester.com	Working, others (A2.2)	Insufficient functionality	Business	88,654	2020	sub-100k
154	Formhug	formhug.ai	Working, functional (A2.1)	/	Form tool	854	–	sub-100k
155	Formidable Forms	formidableforms.com	Working, no trial (A1)	/	Form tool	102,958	2010	Top 100k+
156	Formless (by Typeform)	formless.ai	Working, others (A2.2)	Insufficient functionality	Form tool	19,715	–	sub-100k
157	Formnx	formnx.com	Working, functional (A2.1)	/	Form tool	37,049	2023	sub-100k
158	FormRoyale	formroyale.com	Working, others (A2.2)	Insufficient functionality	HR tool	–	2026	sub-100k

159	Forms.app	forms.app	Working, functional (A2.1)	/	Form tool	1,218,980	–	Top 100k+
160	Formshare	formshare.ai	Working, others (A2.2)	No pricelist	Form tool	4,662	–	sub-100k
161	Formsite	formsite.com	Working, functional (A2.1)	/	Form tool	1,846,365	1998	Top 100k+
162	Formsort	formsort.com	Working, functional (A2.1)	/	Business	13,946	2018	sub-100k
163	Formstack	formstack.com	Working, no trial (A1)	/	Form tool	7,332,621	2010	Top 100k+
164	Formwize	formwize.com	Working, no trial (A1)	/	Form tool	–	2005	sub-100k
165	Fortay	fortay.co	Working, no trial (A1)	/	HR tool	2,768	–	sub-100k
166	Freeonlinesurveys	freeonlinesurveys.com	Working, functional (A2.1)	/	Survey tool	114,988	2000	Top 100k+
167	Fulcrum	fulcrumapp.com	Working, others (A2.2)	Insufficient functionality	Business	251,552	2011	Top 100k+
168	Fynzo Survey	fynzo.com	Working, no trial (A1)	/	Survey tool	4,292	2018	sub-100k
169	Fyrexbox	fyrexbox.com	Working, no trial (A1)	/	Survey tool	39,576	–	sub-100k
170	Gauge	gaugeinsights.com	Working, no trial (A1)	/	General research	–	2016	sub-100k
171	Genway AI	genway.ai	Working, no trial (A1)	/	General research	6,277	–	sub-100k
172	getFourEyes	getfoureyes.com	Working, others (A2.2)	Insufficient functionality	Survey tool	2,240	2015	sub-100k
173	GetReviews.ai	getreviews.ai	Working, no trial (A1)	/	Survey tool	45,535	–	sub-100k
174	Getversive (Versive)	getversive.com	Working, no trial (A1)	/	General research	11,114	2023	sub-100k
175	Gleap	gleap.io	Working, no trial (A1)	/	Business	125,782	2021	Top 100k+
176	GlobalPatron	globalpatron.com	Working, others (A2.2)	No pricelist	Form tool	1,233	2013	sub-100k
177	Glow	glowfeed.com	Working, no trial (A1)	/	General research	37,283	2013	sub-100k
178	Gnosari	gnosari.com	Working, others (A2.2)	Insufficient functionality	Form tool	545	2025	sub-100k
179	GoFormz	goformz.com	Working, no trial (A1)	/	Business	123,540	2011	Top 100k+
180	goHappy	gohappyhub.com	Working, no trial (A1)	/	HR tool	158,450	2019	Top 100k+
181	Gojiberry	gojiberry.app	Working, no trial (A1)	/	General research	6,167	–	sub-100k
182	Google Forms	google.com/forms	Working, others (A2.2)	Insufficient functionality	Business	–	–	sub-100k
183	Google Workspace (Google Forms)	workspace.google.com	Working, others (A2.2)	Insufficient functionality	Business	219,742,112	1997	Top 100k+
184	Gorilla Experiment Builder	gorilla.sc	Working, others (A2.2)	Insufficient functionality	General research	139,399	2013	Top 100k+

185	GoSurvey	gosurvey.in	Working, functional (A2.1)	/	Survey tool	5,216	–	sub-100k
186	Grace Hill Surveys	gracehill.com	Working, no trial (A1)	/	Business	105,422	1999	Top 100k+
187	GuildQuality	guildquality.com	Working, no trial (A1)	/	UX/CX	78,972	2000	sub-100k
188	GWl Spark	gwi.com	Working, no trial (A1)	/	UX/CX	257,099	1995	Top 100k+
189	HappyForce	myhappyforce.com	Working, no trial (A1)	/	Business	35,628	2014	sub-100k
190	HappyOrNot	happy-or-not.com	Working, no trial (A1)	/	Survey tool	27,436	2009	sub-100k
191	harvestyourdata	harvestyourdata.com	Working, others (A2.2)	Insufficient functionality	Survey tool	8,099	2014	sub-100k
192	Hellocustomer	hellocustomer.com	Working, no trial (A1)	/	UX/CX	113,510	2012	Top 100k+
193	Helpfull	helpfull.com	Working, others (A2.2)	Insufficient functionality	General research	14,313	1998	sub-100k
194	Heyform	heyform.net	Working, functional (A2.1)	/	Form tool	15,233	2020	sub-100k
195	Hively	teamhively.com	Working, no trial (A1)	/	HR tool	11,317	2011	sub-100k
196	Hoogly.ai	hoogly.ai	Working, no trial (A1)	/	HR tool	1,264	–	sub-100k
197	HSD Metrics	hsdmetrics.com	Working, no trial (A1)	/	Survey tool	13,269	2009	sub-100k
198	Hubble	hubble.team	Working, no trial (A1)	/	General research	10,208	–	sub-100k
199	HubEngage	hubengage.com	Working, no trial (A1)	/	HR tool	101,412	2011	Top 100k+
200	Idsurvey	idsurvey.com	Working, no trial (A1)	/	Survey tool	63,873	2010	sub-100k
201	iMagic Survey Pro	imagicsurveysoftware.com	Working, others (A2.2)	Not a SaaS	Survey tool	–	2003	sub-100k
202	inca / Nexxt Intelligence	nexxt.in	Working, no trial (A1)	/	Chatbot	75,765	–	sub-100k
203	IncQuery	incquery.com	Working, no trial (A1)	/	General research	25,289	2014	sub-100k
204	informizely	informizely.com	Working, functional (A2.1)	/	Voting tool	7,250	2015	sub-100k
205	Infuse Reviews	infusereviews.com	Working, no trial (A1)	/	Survey tool	1,543	2019	sub-100k
206	InMoment	inmoment.com	Working, no trial (A1)	/	UX/CX	3,247,146	2003	Top 100k+
207	InputKit	inputkit.io	Working, no trial (A1)	/	UX/CX	77,132	2017	sub-100k
208	Insight Stash	insightstash.com	Working, no trial (A1)	/	Form tool	–	2016	sub-100k
209	Insocial	insocial.nl	Working, no trial (A1)	/	UX/CX	24,681	2009	sub-100k
210	InspiroScan	inspiroscan.com	Working, no trial (A1)	/	Survey tool	1,209	2009	sub-100k
211	Intelli Survey	intellisurvey.com	Working, no trial (A1)	/	General research	1,086,907	1999	Top 100k+
212	Interceptum	interceptum.com	Working, no trial (A1)	/	Survey tool	11,115	2007	sub-100k
213	Intouch Survey	intouchinsight.com	Working, no trial (A1)	/	UX/CX	193,909	2008	Top 100k+

214	Involve.me	involve.me	Working, others (A2.2)	Insufficient functionality	Email marketing	383,509	2008	Top 100k+
215	Involved	involved.ai	Working, others (A2.2)	Insufficient functionality	HR tool	753	–	sub-100k
216	IPPBX	ippbx.com	Working, no trial (A1)	/	Business	5,394	1998	sub-100k
217	Iterate	iteratehq.com	Working, functional (A2.1)	/	UX/CX	254,690	2016	Top 100k+
218	IziSurvey	izisurvey.com	Working, functional (A2.1)	/	Survey tool	1,189	2013	sub-100k
219	JotForm	jotform.com	Working, functional (A2.1)	/	Form tool	43,241,187	2005	Top 100k+
220	Joyfill	joyfill.io	Working, others (A2.2)	Insufficient functionality	Form tool	14,608	2020	sub-100k
221	Joyous	joyoushq.com	Working, others (A2.2)	Insufficient functionality	General research	2,462	2016	sub-100k
222	JUSFEEDBACK	jusfeedback.com	Working, no trial (A1)	/	HR tool	1,146	2008	sub-100k
223	Kano	kanomodel.com	Working, no trial (A1)	/	Business	793	2006	sub-100k
224	Keatext	keatext.com	Working, no trial (A1)	/	UX/CX	–	2010	sub-100k
225	keyingress	ingress.de	Working, no trial (A1)	/	Business	1,187	–	sub-100k
226	KeySurvey	keysurvey.com	Working, no trial (A1)	/	Survey tool	139,543	2001	Top 100k+
227	Klaxoon	klaxoon.com	Working, no trial (A1)	/	Business	247,637	2014	Top 100k+
228	Koji	koji.so	Working, others (A2.2)	Insufficient functionality	Survey tool	2,518	–	sub-100k
229	KONCEPT	teamarcs.com	Working, no trial (A1)	/	General research	1,880	2014	sub-100k
230	Kudvo	kudvo.com	Working, no trial (A1)	/	Voting tool	–	2024	sub-100k
231	KwikSurveys	kwiksurveys.com	Working, functional (A2.1)	/	Form tool	2,407	2007	sub-100k
232	LamaPoll	lamapoll.de	Working, others (A2.2)	Insufficient functionality	Survey tool	272,849	–	Top 100k+
233	Lattice	lattice.com	Working, no trial (A1)	/	HR tool	237,195	–	Top 100k+
234	LeadQuizzes	leadquizzes.com	Working, others (A2.2)	Insufficient functionality	Business	33,599	–	sub-100k
235	Leapsome	leapsome.com	Working, no trial (A1)	/	HR tool	296,237	2017	Top 100k+
236	LearningBridge	learningbridge.com	Working, no trial (A1)	/	Business	2,173	2000	sub-100k
237	LimeSurvey	limesurvey.org	Working, functional (A2.1)	/	Survey tool	329,479	2006	Top 100k+
238	Live Polls	livepolls.app	Working, others (A2.2)	Insufficient functionality	Voting tool	300,995	–	Top 100k+

239	Localyser	localyser.com	Working, no trial (A1)	/	UX/CX	12,840	2015	sub-100k
240	LoopNow	loopline-systems.com	Working, no trial (A1)	/	Business	1,020	2014	sub-100k
241	Luppa	luppa.app	Working, no trial (A1)	/	HR tool	8,950	–	sub-100k
242	Lyssna	lyssna.com	Working, functional (A2.1)	/	UX/CX	268,299	2003	Top 100k+
243	m-Path	m-path.io	Working, no trial (A1)	/	General research	30,161	2019	sub-100k
244	Magicform	magicform.app	Working, others (A2.2)	Insufficient functionality	Survey tool	48,245	–	sub-100k
245	Mailmodo	mailmodo.com	Working, others (A2.2)	Insufficient functionality	Email marketing	116,442	2019	Top 100k+
246	Make Opinion	makeopinion.com	Working, no trial (A1)	/	General research	29,957	2020	sub-100k
247	Makeform	makeform.ai	Working, functional (A2.1)	/	Form tool	204,783	–	Top 100k+
248	Mapionnaire	maptionnaire.com	Working, no trial (A1)	/	General research	47,444	2013	sub-100k
249	Mapster	mapster.io	Working, others (A2.2)	Insufficient functionality	Survey tool	1,107	2025	sub-100k
250	Market Research powered by AI Simulation	marketresearch.ai	Working, no trial (A1)	/	General research	–	–	sub-100k
251	Marquiz	marquiz.io	Working, functional (A2.1)	/	Business	43,902	2018	sub-100k
252	Matter	matterapp.com	Working, no trial (A1)	/	HR tool	47,362	2011	sub-100k
253	Maze	maze.co	Working, others (A2.2)	No pricelist	General research	1,314,912	–	Top 100k+
254	Me-Grow Enterprise	me-grow.com	Working, no trial (A1)	/	General research	1,165	2022	sub-100k
255	Medallia	medallia.com	Working, no trial (A1)	/	UX/CX	25,992,830	2000	Top 100k+
256	Meetingpulse	meetingpulse.net	Working, others (A2.2)	Insufficient functionality	Voting tool	9,950	2013	sub-100k
257	Mentimeter	mentimeter.com	Working, others (A2.2)	Insufficient functionality	General research	4,558,504	2011	Top 100k+
258	MERLINPLUS	merlinco.co.uk	Working, no trial (A1)	/	General research	1,098	–	sub-100k
259	Merren	merren.io	Working, functional (A2.1)	/	General research	12,192	2020	sub-100k
260	methinks	methinks.io	Working, no trial (A1)	/	UX/CX	11,856	2016	sub-100k
261	Methodify	sago.com	Working, no trial (A1)	/	General research	1,951,330	2017	Top 100k+
262	MFour	mfour.com	Working, no trial (A1)	/	General research	12,116	2003	sub-100k
263	Microsoft Forms	https://forms.office.com	Working, functional (A2.1)	/	Form tool	146,046,296	1999	Top 100k+
264	MightyForms	mightyforms.com	Working, functional (A2.1)	/	Business	17,966	2012	sub-100k

265	Mobiess	mobiess.com	Working, no trial (A1)	/	HR tool	2,935	2009	sub-100k
266	Motivosity	motivosity.com	Working, no trial (A1)	/	HR tool	123,365	2012	Top 100k+
267	Multirater Surveys	multiratersurveys.com	Working, others (A2.2)	Insufficient functionality	HR tool	215	2013	sub-100k
268	My Customer Lens	mycustomerlens.com	Working, no trial (A1)	/	Email marketing	867	2016	sub-100k
269	Nativeforms	nativeforms.com	Working, functional (A2.1)	/	Form tool	28,278	2019	sub-100k
270	NativeSlides	nativeslides.com	Working, others (A2.2)	Insufficient functionality	Form tool	52	2021	sub-100k
271	Neelix Employee Engagement Platform	neelix.io	Working, others (A2.2)	No pricelist	HR tool	2,679	2020	sub-100k
272	Nest Forms	nestforms.com	Working, others (A2.2)	Insufficient functionality	Form tool	10,723	2012	sub-100k
273	Netigate	netigate.net	Working, no trial (A1)	/	HR tool	44,180	2004	sub-100k
274	Nextiva	nextiva.com	Working, no trial (A1)	/	UX/CX	885,720	2001	Top 100k+
275	Nfield	nipo.com	Working, no trial (A1)	/	General research	9,220	1997	sub-100k
276	ngsurvey	ngsurvey.com	Working, no trial (A1)	/	Survey tool	1,714	2017	sub-100k
277	Nicereply	nicereply.com	Working, others (A2.2)	Insufficient functionality	UX/CX	99,612	2010	sub-100k
278	Noteforms	noteforms.com	Working, functional (A2.1)	/	Form tool	139,530	2023	Top 100k+
279	NVECTA	nvecta.com	Working, no trial (A1)	/	Business	14,607	–	sub-100k
280	Objectplanet Opinio	objectplanet.com	Working, no trial (A1)	/	Survey tool	1,568	1998	sub-100k
281	Octomine	octomine.com	Working, no trial (A1)	/	HR tool	4,655	2016	sub-100k
282	OD-Tools	od-tools.com	Working, no trial (A1)	/	HR tool	538	2012	sub-100k
283	ODK	getodk.org	Working, no trial (A1)	/	General research	113,753	2020	Top 100k+
284	Odoo Survey	odoo.com	Working, others (A2.2)	Insufficient functionality	Business	28,347,160	2001	Top 100k+
285	Omniconvert	omniconvert.com	Working, others (A2.2)	No pricelist	Business	58,571	2016	sub-100k
286	Onderzoekdoen.nl	onderzoekdoen.nl	Working, no trial (A1)	/	Business	44,303	2006	sub-100k
287	Onlinesurveys.ac.uk	onlinesurveys.ac.uk	Working, no trial (A1)	/	Survey tool	12,784	–	sub-100k
288	onlineumfragen.com	onlineumfragen.com	Working, no trial (A1)	/	Business	20,506	2003	sub-100k
289	Opinaê	opinae.com.br	Working, no trial (A1)	/	Survey tool	2,195	–	sub-100k
290	Opiniator	opiniator.com	Working, no trial (A1)	/	Survey tool	9,022	2006	sub-100k
291	Opinionstage	opinionstage.com	Working, others (A2.2)	Insufficient functionality	Voting tool	209,296	2011	Top 100k+
292	Opinionx	opinionx.co	Working, functional (A2.1)	/	UX/CX	251,897	2019	Top 100k+

293	Opnform	opnform.com	Working, functional (A2.1)	/	Form tool	23,887	2022	sub-100k
294	Optimal	optimalworkshop.com	Working, no trial (A1)	/	UX/CX	274,623	2008	Top 100k+
295	Orbitforms	orbitforms.ai	Working, others (A2.2)	Insufficient functionality	Business	13,758	–	sub-100k
296	OstendiHR	ostendih.com	Working, no trial (A1)	/	HR tool	573	2022	sub-100k
297	Outgrow	outgrow.co	Working, functional (A2.1)	/	Form tool	175,064	–	Top 100k+
298	Ovation	ovationup.com	Working, no trial (A1)	/	Business	562,984	2016	Top 100k+
299	Palform	palform.app	Working, others (A2.2)	Insufficient functionality	Form tool	4,362	–	sub-100k
300	Paperform	paperform.co	Working, functional (A2.1)	/	Form tool	1,575,089	–	Top 100k+
301	PaperSurvey	papersurvey.io	Working, others (A2.2)	Insufficient functionality	Survey tool	8,709	2018	sub-100k
302	People Element	peopleelement.com	Working, no trial (A1)	/	HR tool	3,919	2013	sub-100k
303	PeoplePulse	peoplepulse.com	Working, no trial (A1)	/	HR tool	–	2003	sub-100k
304	PerformYard Performance Management	performyard.com	Working, no trial (A1)	/	HR tool	183,001	2012	Top 100k+
305	PersonaHive	personahive.ai	Working, no trial (A1)	/	General research	–	–	sub-100k
306	Pickfu	pickfu.com	Working, no trial (A1)	/	UX/CX	142,215	2008	Top 100k+
307	PIEL Survey	pielsurvey.org	Working, others (A2.2)	Not a SaaS	Survey tool	2,077	2014	sub-100k
308	Pinnion	pinnion.com	Working, no trial (A1)	/	Survey tool	1,778	2009	sub-100k
309	PinPoll	pinpoll.com	Working, no trial (A1)	/	Survey tool	56,459	2014	sub-100k
310	Pisano	pisano.com	Working, no trial (A1)	/	HR tool	25,895	1998	sub-100k
311	Playbookux	playbookux.com	Working, no trial (A1)	/	UX/CX	128,562	2018	Top 100k+
312	Plum Voice	plumvoice.com	Working, no trial (A1)	/	UX/CX	5,866	2002	sub-100k
313	Pointerpro	pointerpro.com	Working, others (A2.2)	Insufficient functionality	Business	140,184	2011	Top 100k+
314	Poket	poketapp.com	Working, no trial (A1)	/	Survey tool	1,806	2018	sub-100k
315	Poll Everywhere	polleverywhere.com	Working, others (A2.2)	Insufficient functionality	Voting tool	505,515	2007	Top 100k+
316	Poll For All	pollforall.com	Working, others (A2.2)	Insufficient functionality	Voting tool	122,646	2011	Top 100k+
317	Poll the People	pollthepeople.app	Working, no trial (A1)	/	General research	10,699	–	sub-100k
318	Poll-maker	poll-maker.com	Working, others (A2.2)	Insufficient functionality	Voting tool	360,450	2013	Top 100k+

319	PollBagel	pollbagel.com	Working, others (A2.2)	Insufficient functionality	Survey tool	9,554	2016	sub-100k
320	PollBolt	pollbolt.com	Working, others (A2.2)	Insufficient functionality	Form tool	–	2024	sub-100k
321	Pollfish	pollfish.com	Working, others (A2.2)	No pricelist	Survey tool	1,431,431	2012	Top 100k+
322	PollJoy	polljoy.com	Working, others (A2.2)	Not a SaaS	Survey tool	70	2014	sub-100k
323	Pollmill	pollmill.com	Working, functional (A2.1)	/	Survey tool	34,650	2007	sub-100k
324	Pollpe	pollpe.com	Working, functional (A2.1)	/	Survey tool	14,294	2021	sub-100k
325	Pollpebble	pollpebble.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2023	sub-100k
326	Pollsar	pollsar.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2001	sub-100k
327	Pollunit	pollunit.com	Working, others (A2.2)	Insufficient functionality	Voting tool	272,621	2016	Top 100k+
328	Porsline	porsline.com	Working, functional (A2.1)	/	Survey tool	44,024	2015	sub-100k
329	Potloc	potloc.com	Working, no trial (A1)	/	Survey tool	215,607	2009	Top 100k+
330	Primo Survey	primosurvey.com	Working, no trial (A1)	/	Survey tool	209	2016	sub-100k
331	ProProfs	proprofs.com	Working, others (A2.2)	Insufficient functionality	Business	2,675,062	2005	Top 100k+
332	Proprofssurvey	proprofssurvey.com	Working, functional (A2.1)	/	Survey tool	24,632	2020	sub-100k
333	Proven by Users	provenbyusers.com	Working, others (A2.2)	Insufficient functionality	General research	2,448	2016	sub-100k
334	PsychData	psychdata.com	Working, no trial (A1)	/	Survey tool	14,021	2003	sub-100k
335	Publicinput	publicinput.com	Working, no trial (A1)	/	Business	144,466	1999	Top 100k+
336	PulseInsights	pulseinsights.com	Working, no trial (A1)	/	Business	1,305	2011	sub-100k
337	PureSpectrum	purespectrum.com	Working, no trial (A1)	/	Survey tool	8,230,254	2013	Top 100k+
338	Q One	qone-tech.com	Working, no trial (A1)	/	General research	693	2015	sub-100k
339	Qeryz	qeryz.com	Working, others (A2.2)	Insufficient functionality	Business	1,153	2014	sub-100k
340	Qomon	qomon.com	Working, no trial (A1)	/	Business	12,431	2006	sub-100k
341	QPoint Survey	qpointsurvey.com	Working, functional (A2.1)	/	Survey tool	637	2014	sub-100k
342	Qualifio	qualifio.com	Working, no trial (A1)	/	Survey tool	87,134	2009	sub-100k
343	Quals.ai	quals.ai	Working, no trial (A1)	/	General research	4,298	–	sub-100k

344	Qualtrics	qualtrics.com	Working, others (A2.2)	No pricelist	Survey tool	87,607,442	2000	Top 100k+
345	Quantilope	quantilope.com	Working, no trial (A1)	/	UX/CX	1,023,236	2015	Top 100k+
346	QuantumWorkplace	quantumworkplace.com	Working, no trial (A1)	/	HR tool	222,521	2008	Top 100k+
347	Questback	questback.com	Working, no trial (A1)	/	Survey tool	692,752	1999	Top 100k+
348	QuestionPro	questionpro.com	Working, functional (A2.1)	/	Survey tool	3,749,510	2000	Top 100k+
349	QuestionScout	questionscout.com	Working, functional (A2.1)	/	Survey tool	6,585	2019	sub-100k
350	QuestionStar	questionstar.com	Working, functional (A2.1)	/	Survey tool	19,251	2006	sub-100k
351	Questionwave	questionwave.com	Working, others (A2.2)	Insufficient functionality	Voting tool	1,812	2021	sub-100k
352	Quicktap Survey by Formstack	quicktapsurvey.com	Working, no trial (A1)	/	Survey tool	9,477	2011	sub-100k
353	Quizell	quizell.com	Working, others (A2.2)	Insufficient functionality	Survey tool	42,334	2021	sub-100k
354	QuizTargetAI	quiztarget.com	Working, no trial (A1)	/	Survey tool	–	2020	sub-100k
355	QuizToAction	quiztoaction.com	Working, no trial (A1)	/	Survey tool	–	2020	sub-100k
356	QuizWitz	quizwitz.com	Working, others (A2.2)	Insufficient functionality	Survey tool	14,174	2014	sub-100k
357	Quizzes4Leads	quizzes4leads.com	Working, no trial (A1)	/	Survey tool	405	2017	sub-100k
358	Qwary	qwary.com	Working, no trial (A1)	/	UX/CX	6,237	2016	sub-100k
359	Qzzr - the free quiz maker	qzzr.com	Working, functional (A2.1)	/	Form tool	32,229	2022	sub-100k
360	Rapidforms	rapidforms.co	Working, others (A2.2)	Insufficient functionality	Form tool	8,099	–	sub-100k
361	Rapidoform	rapidoform.com	Working, functional (A2.1)	/	Form tool	4,072	2024	sub-100k
362	Ratecard	ratecard.io	Working, no trial (A1)	/	HR tool	3,367	2016	sub-100k
363	RavenCSI	ravencsi.com	Working, no trial (A1)	/	Survey tool	11,393	2016	sub-100k
364	Recollective	recollective.com	Working, no trial (A1)	/	General research	561,882	–	Top 100k+
365	RedCap	projectredcap.org	Working, no trial (A1)	/	General research	82,279	2011	sub-100k
366	Refiner	refiner.io	Working, others (A2.2)	Insufficient functionality	Survey tool	98,005	2014	sub-100k
367	Remark Office OMR	remarksoftware.com	Working, no trial (A1)	/	General research	15,831	2011	sub-100k
368	Remark software	gravic.com	Working, no trial (A1)	/	Business	16,081	–	sub-100k

369	Remesh	remesh.ai	Working, no trial (A1)	/	Business	25,702	–	sub-100k
370	Reputation.com	reputation.com	Working, no trial (A1)	/	UX/CX	1,086,597	1995	Top 100k+
371	resonio	resonio.com	Working, no trial (A1)	/	General research	7,590	–	sub-100k
372	Respondent	respondent.io	Working, no trial (A1)	/	Survey tool	2,094,921	2016	Top 100k+
373	ResponseSuite	responsesuite.com	Working, others (A2.2)	Insufficient functionality	Survey tool	1,736	2016	sub-100k
374	Responsly	responsly.com	Working, functional (A2.1)	/	HR tool	16,075	2017	sub-100k
375	Responster	responster.com	Working, no trial (A1)	/	Survey tool	320	2013	sub-100k
376	Retently	retently.com	Working, no trial (A1)	/	UX/CX	34,079	2012	sub-100k
377	Revuloop	revuloop.com	Working, functional (A2.1)	/	UX/CX	–	2024	sub-100k
378	Revuze	revuze.it	Working, no trial (A1)	/	Survey tool	30,828	2017	sub-100k
379	Reward Gateway	rewardgateway.com	Working, no trial (A1)	/	HR tool	431,310	2005	Top 100k+
380	Riddle	riddle.com	Working, functional (A2.1)	/	Survey tool	303,038	2017	Top 100k+
381	RightMessage	rightmessage.com	Working, no trial (A1)	/	UX/CX	16,705	2000	sub-100k
382	Rival Technologies	rivaltech.com	Working, no trial (A1)	/	General research	25,404	2007	sub-100k
383	Rogator G3plus	rogator.de	Working, no trial (A1)	/	Business	4,001	–	sub-100k
384	Rotator Survey	rotatorsurvey.com	Working, others (A2.2)	Not a SaaS	Survey tool	1,032	2008	sub-100k
385	SalesAndMarketing.ai	salesandmarketing.ai	Working, no trial (A1)	/	Business	–	–	sub-100k
386	SARE	sare.pl	Working, functional (A2.1)	/	Email marketing	3,196	2003	sub-100k
387	Satisfact.io	satisfact.io	Working, no trial (A1)	/	Survey tool	695	2025	sub-100k
388	SatisFacts	satisfacts.com	Working, no trial (A1)	/	UX/CX	69,683	1998	sub-100k
389	Satismeter	satismeter.com	Working, others (A2.2)	Insufficient functionality	UX/CX	22,101	2014	sub-100k
390	Sawtooth Software Lighthouse Studio	sawtoothsoftware.com	Working, others (A2.2)	No pricelist	General research	1,048,633	–	Top 100k+
391	ScoreApp	scoreapp.com	Working, others (A2.2)	Insufficient functionality	Business	717,381	2009	Top 100k+
392	Screeb	screeb.app	Working, no trial (A1)	/	Survey tool	7,655	–	sub-100k
393	Scrum Team Survey	scrumteamsurvey.org	Working, no trial (A1)	/	Survey tool	–	2021	sub-100k
394	SelectSurvey.NET by Classapps	classapps.com	Working, no trial (A1)	/	Survey tool	2,872	2002	sub-100k
395	SENSESBIT	sensesbit.com	Working, no trial (A1)	/	Other	805	2017	sub-100k
396	SensorPro	sensorpro.net	Working, no trial (A1)	/	Email marketing	7,929	2010	sub-100k

397	Shiji Concept Spa & Leisure	shijigroup.com	Working, no trial (A1)	/	Business	95,822	2016	sub-100k
398	Shout	shout.com	Working, functional (A2.1)	/	Form tool	107,299	1995	Top 100k+
399	SightMill	sightmill.com	Working, no trial (A1)	/	HR tool	2,811	2016	sub-100k
400	SightX	sightx.io	Working, no trial (A1)	/	UX/CX	229,478	2019	Top 100k+
401	Simple Poll	simplepoll.rocks	Working, no trial (A1)	/	Survey tool	14,694	–	sub-100k
402	Simplesat	simplesat.io	Working, functional (A2.1)	/	UX/CX	312,760	2016	Top 100k+
403	SimpleSurvey	simplesurvey.com	Working, no trial (A1)	/	Survey tool	133,242	2002	Top 100k+
404	Simsurveys	simsurveys.ai	Working, functional (A2.1)	/	General research	–	–	sub-100k
405	Slido	slido.com	Working, no trial (A1)	/	Voting tool	1,528,120	2011	Top 100k+
406	SmartSurvey	smartsurvey.co.uk	Working, functional (A2.1)	/	Survey tool	1,137,827	–	Top 100k+
407	SMG	smg.com	Working, no trial (A1)	/	HR tool	2,124,024	1998	Top 100k+
408	SMP surveys	smpsveys.com	Working, no trial (A1)	/	Survey tool	–	2010	sub-100k
409	SnapSurveys	snapsurveys.com	Working, functional (A2.1)	/	Survey tool	433,058	1997	Top 100k+
410	SoGo Survey	sogosurvey.com	Working, no trial (A1)	/	UX/CX	781	2004	sub-100k
411	Solkie	solkie.nl	Working, no trial (A1)	/	HR tool	2,157	2017	sub-100k
412	SonicLM	soniclm.com	Working, no trial (A1)	/	Survey tool	–	2025	sub-100k
413	SparkChart	sparkchart.com	Working, functional (A2.1)	/	Survey tool	2,398	2010	sub-100k
414	Spotler	spotler.com	Working, no trial (A1)	/	Business	1,537,233	2014	Top 100k+
415	Sprig	sprig.com	Working, others (A2.2)	No pricelist	Survey tool	286,396	1996	Top 100k+
416	Staffino	staffino.com	Working, no trial (A1)	/	UX/CX	206,378	2013	Top 100k+
417	STAR 360 Feedback	star360feedback.com	Working, no trial (A1)	/	HR tool	2,142	2004	sub-100k
418	StartQuestion	startquestion.com	Working, functional (A2.1)	/	Survey tool	138,344	2016	Top 100k+
419	Stickybeak	stickybeak.co	Working, others (A2.2)	Insufficient functionality	General research	29,228	–	sub-100k
420	Stratics Networks	straticsnetworks.com	Working, no trial (A1)	/	Survey tool	14	2012	sub-100k
421	Streamline Surveys	streamlinesurveys.com	Working, no trial (A1)	/	General research	622	1997	sub-100k

422	Strella	strella.io	Working, no trial (A1)	/	UX/CX	60,788	2024	sub-100k
423	StudentPulse	studentpulse.io	Working, no trial (A1)	/	Survey tool	4,283	2020	sub-100k
424	Suggestion Ox	suggestionox.com	Working, no trial (A1)	/	HR tool	4,187	2012	sub-100k
425	Super Simple Survey	peoplelytics.co	Working, no trial (A1)	/	HR tool	1,096	2011	sub-100k
426	Super Survey	supersurvey.com	Working, others (A2.2)	Insufficient functionality	Survey tool	57,807	1999	sub-100k
427	Surva.ai	surva.ai	Working, no trial (A1)	/	Business	348	–	sub-100k
428	Survalyzer	survalyzer.com	Working, no trial (A1)	/	General research	23,966	2010	sub-100k
429	Survey	obiye.com	Working, no trial (A1)	/	Business	–	2026	sub-100k
430	Survey Analytica	surveyanalytica.com	Working, no trial (A1)	/	General research	–	2021	sub-100k
431	Survey Crafter Professional	surveycrafter.com	Working, no trial (A1)	/	Survey tool	–	2000	sub-100k
432	Survey Funnel	surveyfunnel.io	Working, others (A2.2)	Insufficient functionality	Survey tool	354	2014	sub-100k
433	Survey Kiwi	surveykiwi.com	Working, others (A2.2)	Insufficient functionality	Survey tool	64,685	2013	sub-100k
434	Survey Pal	surveypal.com	Working, no trial (A1)	/	Business	237,519	2006	Top 100k+
435	Survey Planet	surveyplanet.com	Working, others (A2.2)	Insufficient functionality	Survey tool	307,784	1999	Top 100k+
436	Survey Point	surveypoint.ai	Working, no trial (A1)	/	Survey tool	5,717	–	sub-100k
437	Survey Project Management Solution	surveybackoffice.com	Working, no trial (A1)	/	Survey tool	34,349	2015	sub-100k
438	Survey Said	surveysaid.com	Working, no trial (A1)	/	Survey tool	–	1996	sub-100k
439	Survey Software CIS	ifad.de	Working, no trial (A1)	/	Survey tool	2,323	–	sub-100k
440	Survey Solutions	mysurvey.solutions	Working, others (A2.2)	Not a SaaS	Survey tool	35,898	–	sub-100k
441	Survey123	survey123.arcgis.com	Working, no trial (A1)	/	Other	1,423,308	1999	Top 100k+
442	Surveyapp - Smiley Feedback Surveys and Kiosk	surveyapp.io	Working, others (A2.2)	Not a SaaS	HR tool	10,201	2016	sub-100k
443	SurveyBot	surveybot.io	Working, others (A2.2)	Insufficient functionality	Chatbot	2,771	2016	sub-100k
444	Surveybox	surveybox.ai	Working, functional (A2.1)	/	Survey tool	1,460	–	sub-100k
445	Surveycrest	surveycrest.com	Working, functional (A2.1)	/	Survey tool	2,909	2012	sub-100k
446	SurveyCTO	surveycto.com	Working, no trial (A1)	/	Survey tool	306,995	2011	Top 100k+
447	Surveyed	surveyed.com	Working, others (A2.2)	No pricelist	Survey tool	–	1999	sub-100k

448	SurveyExpression	surveyexpression.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	–	sub-100k
449	SurveyExtreme	surveyextreme.com	Working, functional (A2.1)	/	Survey tool	–	2026	sub-100k
450	SurveyFace	surveyface.com	Working, functional (A2.1)	/	Survey tool	126	2012	sub-100k
451	Surveygoo	surveygoo.com	Working, no trial (A1)	/	General research	2,931	2011	sub-100k
452	Surveyheart	surveyheart.com	Working, others (A2.2)	Insufficient functionality	Survey tool	2,061,789	2018	Top 100k+
453	SurveyHero	surveyhero.com	Working, functional (A2.1)	/	Survey tool	215,181	2005	Top 100k+
454	SurveyJS	surveyjs.io	Working, others (A2.2)	Insufficient functionality	Survey tool	131,164	2016	Top 100k+
455	Surveyking	surveyking.com	Working, functional (A2.1)	/	Survey tool	37,686	2002	sub-100k
456	SurveyLab	surveylab.com	Working, functional (A2.1)	/	Survey tool	102,423	2002	Top 100k+
457	SurveyLegend	surveylegend.com	Working, functional (A2.1)	/	Survey tool	128,829	2010	Top 100k+
458	Surveymars	surveymars.com	Working, functional (A2.1)	/	Survey tool	1,030,888	2024	Top 100k+
459	SurveyMe	survey-me.com	Working, no trial (A1)	/	Survey tool	1,024	2012	sub-100k
460	SurveyMethods	surveymethods.com	Working, others (A2.2)	Insufficient functionality	UX/CX	29,653	2005	sub-100k
461	SurveyMonkey	surveymonkey.com	Working, functional (A2.1)	/	Survey tool	41,011,964	1999	Top 100k+
462	Surveyninja	surveyninja.io	Working, others (A2.2)	Insufficient functionality	UX/CX	4,233	2022	sub-100k
463	SurveyNoodle	surveynoodle.com	Working, no trial (A1)	/	Survey tool	959	2023	sub-100k
464	SurveyNuts	surveynuts.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2014	sub-100k
465	SurveyOcean	surveyocean.com	Working, others (A2.2)	Insufficient functionality	Survey tool	2,242	2019	sub-100k
466	Surveyol	surveyol.com	Working, functional (A2.1)	/	UX/CX	1,355	2016	sub-100k
467	SurveyPie	surveypie.com	Working, functional (A2.1)	/	Survey tool	10,131	2007	sub-100k
468	Surveypro.com	surveypro.com	Working, no trial (A1)	/	Survey tool	1,878	1996	sub-100k
469	SurveyRock	surveyrock.com	Working, others (A2.2)	Insufficient functionality	Survey tool	4,506	2011	sub-100k
470	SurveySensum	surveysensum.com	Working, no trial (A1)	/	UX/CX	81,387	2019	sub-100k

471	SurveyShare	surveyshare.com	Working, functional (A2.1)	/	Survey tool	2,570	2001	sub-100k
472	Surveysides	surveysides.com	Working, no trial (A1)	/	Survey tool	–	2024	sub-100k
473	Surveyslack	surveyslack.com	Working, functional (A2.1)	/	Survey tool	441	2022	sub-100k
474	SurveySparrow	surveysparrow.com	Working, functional (A2.1)	/	Survey tool	1,974,390	2016	Top 100k+
475	SurveyStance	surveystance.com	Working, functional (A2.1)	/	Survey tool	4,208	2017	sub-100k
476	SurveyVista	surveyvista.com	Working, no trial (A1)	/	Business	8,866	2019	sub-100k
477	Surveywell	surveywell.io	Working, others (A2.2)	Insufficient functionality	Survey tool	532	2025	sub-100k
478	Surveywriter	surveywriter.com	Working, no trial (A1)	/	Survey tool	–	1998	sub-100k
479	SurveyXact	surveyxact.com	Working, no trial (A1)	/	HR tool	–	2002	sub-100k
480	Survgo	survgo.com	Working, others (A2.2)	Insufficient functionality	Business	7,565	2017	sub-100k
481	Survia	survia.io	Working, others (A2.2)	Insufficient functionality	Survey tool	190	2024	sub-100k
482	Survicate	survicate.com	Working, functional (A2.1)	/	Survey tool	449,403	2013	Top 100k+
483	Survio	survio.com	Working, functional (A2.1)	/	Survey tool	819,835	2003	Top 100k+
484	Survs	survs.com	Working, others (A2.2)	Insufficient functionality	Survey tool	7,177	2006	sub-100k
485	Survser	survser.com	Working, others (A2.2)	Insufficient functionality	UX/CX	–	2023	sub-100k
486	Survtapp	survtapp.com	Working, functional (A2.1)	/	UX/CX	490	2015	sub-100k
487	sutisurvey	sutisurvey.com	Working, no trial (A1)	/	Survey tool	–	2011	sub-100k
488	Suzy	suzy.com	Working, no trial (A1)	/	UX/CX	48,629	1996	sub-100k
489	Swayable	swayable.com	Working, no trial (A1)	/	General research	12,560	2010	sub-100k
490	Swift Digital Suite	swiftdigital.com.au	Working, no trial (A1)	/	Email marketing	11,154	–	sub-100k
491	Swytchback	swytchback.com	Working, no trial (A1)	/	General research	6,828	2016	sub-100k
492	Tabsurvey	tabsurvey.com	Working, others (A2.2)	Insufficient functionality	HR tool	31	2011	sub-100k
493	TailorBuilder	tailorbuilder.com	Working, no trial (A1)	/	Survey tool	–	2005	sub-100k
494	talksprout	talksprout.com	Working, no trial (A1)	/	UX/CX	–	2023	sub-100k
495	Tally	tally.so	Working, functional (A2.1)	/	Form tool	11,557,914	2020	Top 100k+
496	Tandem Surveys	tandemsurveys.com	Working, no trial (A1)	/	Survey tool	–	2022	sub-100k
497	Tatvam	tatvamanalytics.com	Working, no trial (A1)	/	UX/CX	516	2015	sub-100k

498	teamecho	teamecho.com	Working, no trial (A1)	/	HR tool	5,350	–	sub-100k
499	Teamscope	teamscopeapp.com	Working, others (A2.2)	No pricelist	General research	6,307	–	sub-100k
500	Tellody	tellody.com	Working, no trial (A1)	/	Survey tool	808	–	sub-100k
501	Theysaid	theysaid.io	Working, others (A2.2)	No pricelist	Voting tool	24,575	2022	sub-100k
502	Thrive Quiz Builder	thrivethemes.com/quizbuilder	Working, no trial (A1)	/	Survey tool	–	2013	sub-100k
503	Tiger Form	form-qr-code-generator.com	Working, others (A2.2)	Insufficient functionality	Form tool	67,627	2024	sub-100k
504	Told	told.club	Working, others (A2.2)	Insufficient functionality	Survey tool	4,247	2022	sub-100k
505	TolunaStart	tolunastart.com	Working, no trial (A1)	/	General research	2,087,504	2020	Top 100k+
506	Touchwork Platform	touchwork.com	Working, no trial (A1)	/	Business	66,419	2005	sub-100k
507	Trakstar Perform	trakstar.com	Working, no trial (A1)	/	HR tool	684,782	2003	Top 100k+
508	Tripetto	tripetto.com	Working, functional (A2.1)	/	Form tool	25,277	2012	sub-100k
509	TrueDot	truedot.ai	Working, no trial (A1)	/	Survey tool	32,709	–	sub-100k
510	TruRating	trurating.com	Working, no trial (A1)	/	UX/CX	67,168	2011	sub-100k
511	Trustcruit	trustcruit.com	Working, no trial (A1)	/	HR tool	59,161	2016	sub-100k
512	Typeform	typeform.com	Working, functional (A2.1)	/	Survey tool	34,722,420	2002	Top 100k+
513	UmfrageOnline	umfrageonline.com	Working, functional (A2.1)	/	Survey tool	268,716	2007	Top 100k+
514	Ungapped	ungapped.com	Working, others (A2.2)	Insufficient functionality	Survey tool	14,272	2014	sub-100k
515	Unifocus	unifocus.com	Working, no trial (A1)	/	Business	110,882	1998	Top 100k+
516	Unipark	unipark.com	Working, no trial (A1)	/	Survey tool	60,856	–	sub-100k
517	Upsiide	upsiide.com	Working, others (A2.2)	No pricelist	General research	79,958	2014	sub-100k
518	uQuiz	uquiz.com	Working, no trial (A1)	/	Survey tool	5,959,714	2008	Top 100k+
519	Useberry	useberry.com	Working, others (A2.2)	Insufficient functionality	UX/CX	186,209	2018	Top 100k+
520	Usehubble	usehubble.io	Working, others (A2.2)	No pricelist	General research	9,328	2023	sub-100k
521	Userflow	userflow.com	Working, others (A2.2)	Insufficient functionality	Form tool	95,900	2002	sub-100k
522	Userpilot	userpilot.com	Working, no trial (A1)	/	UX/CX	140,226	2011	Top 100k+
523	Userreport	userreport.com	Working, others (A2.2)	Insufficient functionality	UX/CX	152,716	2005	Top 100k+

524	Uxtweak	uxtweak.com	Working, others (A2.2)	Insufficient functionality	UX/CX	149,248	2017	Top 100k+
525	ValiSurvey	valisurvey.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2025	sub-100k
526	Verint	verint.com	Working, no trial (A1)	/	UX/CX	190,760	2000	Top 100k+
527	Vevox	vevox.com	Working, others (A2.2)	Insufficient functionality	General research	185,658	2000	Top 100k+
528	Viewlet Quiz by Qarbon	qarbon.com	Working, no trial (A1)	/	Survey tool	563	1999	sub-100k
529	ViewPoint Feedback	viewpointfeedback.com	Working, no trial (A1)	/	UX/CX	25,935	2019	sub-100k
530	VirtlX	virtlx.com	Working, no trial (A1)	/	HR tool	2,713	2016	sub-100k
531	Visme	visme.co	Working, others (A2.2)	Insufficient functionality	Business	1,413,330	–	Top 100k+
532	Voiceform	voiceform.com	Working, no trial (A1)	/	Survey tool	148,154	2006	Top 100k+
533	Voicepanel	voicepanel.com	Working, no trial (A1)	/	Survey tool	6,030	2006	sub-100k
534	VoteGenerator	votegenerator.com	Working, others (A2.2)	Insufficient functionality	Survey tool	–	2025	sub-100k
535	Voxaly	voxaly.com	Working, no trial (A1)	/	Voting tool	54,028	2006	sub-100k
536	VOXCO	voxco.com	Working, no trial (A1)	/	General research	1,097,620	1999	Top 100k+
537	Voxvote	voxvote.com	Working, others (A2.2)	Insufficient functionality	Voting tool	18,685	2013	sub-100k
538	VWO Insights - Web	vwo.com	Working, no trial (A1)	/	UX/CX	315,850	2000	Top 100k+
539	Walla	paprikadatalab.com	Working, functional (A2.1)	/	Form tool	1,355	2022	sub-100k
540	Weavely	weavely.ai	Working, functional (A2.1)	/	Form tool	76,513	–	sub-100k
541	Webquest	webquest.fr	Working, others (A2.2)	Insufficient functionality	Business	25,601	1999	sub-100k
542	Webropol Surveys	webropol.com	Working, no trial (A1)	/	Survey tool	17,401	2000	sub-100k
543	websitegear	websitegear.com	Working, others (A2.2)	Insufficient functionality	Survey tool	758	2003	sub-100k
544	WeThrive	wethrive.net	Working, no trial (A1)	/	HR tool	12,540	2015	sub-100k
545	WinCati	sawtooth.com	Working, no trial (A1)	/	General research	169	1994	sub-100k
546	Winningtemp	winningtemp.com	Working, no trial (A1)	/	HR tool	68,990	2014	sub-100k
547	Wisepops	wisepops.com	Working, no trial (A1)	/	Business	99,550	2012	sub-100k
548	Wispform	wispform.com	Working, others (A2.2)	Insufficient functionality	Form tool	33,125	2016	sub-100k
549	Woliba	woliba.io	Working, no trial (A1)	/	Business	4,225	2020	sub-100k

550	Wooclap	wooclap.com	Working, others (A2.2)	Insufficient functionality	Business	3,464,129	2014	Top 100k+
551	Woorise	woorise.com	Working, others (A2.2)	Insufficient functionality	Survey tool	113,093	2016	Top 100k+
552	Wootric	wootric.com	Working, no trial (A1)	/	UX/CX	39,788	2013	sub-100k
553	WordPress Quiz Maker Plugin	ays-pro.com	Working, no trial (A1)	/	Survey tool	22,228	2014	sub-100k
554	WorkBuzz	workbuzz.com	Working, no trial (A1)	/	HR tool	19,674	2008	sub-100k
555	Worksmile	worksmile.com	Working, no trial (A1)	/	HR tool	126,922	2013	Top 100k+
556	WorkStep	workstep.com	Working, no trial (A1)	/	HR tool	72,584	2001	sub-100k
557	WorkTango	worktango.com	Working, no trial (A1)	/	HR tool	62,654	2016	sub-100k
558	Wrenly	wrenly.ai	Working, no trial (A1)	/	HR tool	10,524	–	sub-100k
559	Wufoo	wufoo.com	Working, others (A2.2)	Insufficient functionality	Form tool	3,578,746	2006	Top 100k+
560	Wyapy	wyapy.com	Working, others (A2.2)	Insufficient functionality	Survey tool	1,884	2025	sub-100k
561	Wyng	wyng.com	Working, no trial (A1)	/	UX/CX	352,989	2006	Top 100k+
562	Wynter	wynter.com	Working, no trial (A1)	/	Business	83,546	2002	sub-100k
563	Wyzetalk	wyzetalk.com	Working, no trial (A1)	/	Business	1,956	2013	sub-100k
564	XEBO.ai	xebo.ai	Working, no trial (A1)	/	HR tool	131,369	–	Top 100k+
565	Xoxoday	xoxoday.com	Working, no trial (A1)	/	Business	478,044	2016	Top 100k+
566	Yayforms	yayforms.com	Working, functional (A2.1)	/	UX/CX	79,186	2022	sub-100k
567	YesInsights	yesinsights.com	Working, no trial (A1)	/	UX/CX	–	2016	sub-100k
568	Youengage	youengage.me	Working, others (A2.2)	Insufficient functionality	Voting tool	54,099	–	sub-100k
569	Youform	youform.com	Working, functional (A2.1)	/	Form tool	533,305	2007	Top 100k+
570	YourOpinion	youropinion.is	Working, others (A2.2)	Insufficient functionality	Survey tool	1,333	2012	sub-100k
571	Zappi	zappi.io	Working, no trial (A1)	/	UX/CX	596,822	2018	Top 100k+
572	zenloop	zenloop.com	Working, no trial (A1)	/	UX/CX	258,800	2001	Top 100k+
573	Zest	zestmeup.com	Working, no trial (A1)	/	HR tool	18,357	2015	sub-100k
574	Zigpoll	zigpoll.com	Working, others (A2.2)	Insufficient functionality	UX/CX	135,942	2019	Top 100k+

575	Zinklar	zinklar.com	Working, functional (A2.1)	/	General research	72,232	2018	sub-100k
576	ZipSurvey	zipsurvey.com	Working, functional (A2.1)	/	Survey tool	883	2002	sub-100k
577	Zoho	zoho.com	Working, functional (A2.1)	/	Business	71,250,865	–	Top 100k+
578	Zondera	zondera.com	Working, no trial (A1)	/	Business	5,751	1999	sub-100k
579	Zonka Feedback	zonkafeedback.com	Working, no trial (A1)	/	UX/CX	31,404	2014	sub-100k

Appendix Table A6. Functional tools (A2.1): type, monthly visits (Q2 2026) and creation year, sorted by visitation; adapted from Bevec & Vehovar (2021), Table 13. (n = 101)

#	Tool	URL	Type	Monthly visits Q2 2026	Creation	Traffic band
1	Microsoft Forms	https://forms.office.com	Form tool	146,046,296	1999	Top 100k+
2	Zoho	zoho.com	Business	71,250,865	–	Top 100k+
3	JotForm	jotform.com	Form tool	43,241,187	2005	Top 100k+
4	SurveyMonkey	surveymonkey.com	Survey tool	41,011,964	1999	Top 100k+
5	Typeform	typeform.com	Survey tool	34,722,420	2002	Top 100k+
6	Tally	tally.so	Form tool	11,557,914	2020	Top 100k+
7	Fillout	fillout.com	Form tool	4,498,843	2001	Top 100k+
8	Cognitoforms	cognitoforms.com	Form tool	4,427,879	2013	Top 100k+
9	QuestionPro	questionpro.com	Survey tool	3,749,510	2000	Top 100k+
10	SurveySparrow	surveysparrow.com	Survey tool	1,974,390	2016	Top 100k+
11	Formsite	formsite.com	Form tool	1,846,365	1998	Top 100k+
12	Paperform	paperform.co	Form tool	1,575,089	–	Top 100k+
13	Forms.app	forms.app	Form tool	1,218,980	–	Top 100k+
14	SmartSurvey	smartsurvey.co.uk	Survey tool	1,137,827	–	Top 100k+
15	Surveymars	surveymars.com	Survey tool	1,030,888	2024	Top 100k+
16	Survio	survio.com	Survey tool	819,835	2003	Top 100k+
17	123FormBuilder	123formbuilder.com	Form tool	656,970	2013	Top 100k+
18	Featurebase	featurebase.app	UX/CX	561,828	–	Top 100k+
19	Youform	youform.com	Form tool	533,305	2007	Top 100k+
20	Survicate	survicate.com	Survey tool	449,403	2013	Top 100k+
21	SnapSurveys	snapsurveys.com	Survey tool	433,058	1997	Top 100k+
22	LimeSurvey	limesurvey.org	Survey tool	329,479	2006	Top 100k+
23	SimpleSAT	simplesat.io	UX/CX	312,760	2016	Top 100k+
24	Riddle	riddle.com	Survey tool	303,038	2017	Top 100k+
25	UmfrageOnline	umfrageonline.com	Survey tool	268,716	2007	Top 100k+
26	Lyssna	lyssna.com	UX/CX	268,299	2003	Top 100k+
27	Iterate	iteratehq.com	UX/CX	254,690	2016	Top 100k+
28	Aidaform	aidaform.com	Form tool	252,556	2018	Top 100k+
29	OpinionX	opinionx.co	UX/CX	251,897	2019	Top 100k+
30	SurveyHero	surveyhero.com	Survey tool	215,181	2005	Top 100k+
31	Makeform	makeform.ai	Form tool	204,783	–	Top 100k+
32	Formbricks	formbricks.com	Form tool	190,782	2022	Top 100k+
33	Outgrow	outgrow.co	Form tool	175,064	–	Top 100k+
34	1KA	1ka.si	Survey tool	160,747	2008	Top 100k+
35	Eval&Go	evalandgo.com	Survey tool	148,968	2009	Top 100k+
36	Noteforms	noteforms.com	Form tool	139,530	2023	Top 100k+
37	StartQuestion	startquestion.com	Survey tool	138,344	2016	Top 100k+
38	SurveyLegend	surveylegend.com	Survey tool	128,829	2010	Top 100k+

39	Drag n survey	dragnsurvey.com	Survey tool	118,956	2014	Top 100k+
40	Freeonlinesurveys	freeonlinesurveys.com	Survey tool	114,988	2000	Top 100k+
41	FastField	fastfieldforms.com	Form tool	110,470	2013	Top 100k+
42	Shout	shout.com	Form tool	107,299	1995	Top 100k+
43	SurveyLab	surveylab.com	Survey tool	102,423	2002	Top 100k+
44	Conjoint.ly	conjointly.com	Survey tool	84,312	2013	sub-100k
45	Yayforms	yayforms.com	UX/CX	79,186	2022	sub-100k
46	Weavely	weavely.ai	Form tool	76,513	–	sub-100k
47	Zinklar	zinklar.com	General research	72,232	2018	sub-100k
48	EncuestaFacil	encuestafacil.com	Survey tool	70,079	2004	sub-100k
49	Antforms	antforms.com	Business	70,061	2026	sub-100k
50	CrowdSignal	crowdsignal.com	Survey tool	65,416	2005	sub-100k
51	Formaloo	formaloo.com	Form tool	44,364	2017	sub-100k
52	Porsline	porsline.com	Survey tool	44,024	2015	sub-100k
53	Marquiz	marquiz.io	Business	43,902	2018	sub-100k
54	Fairing	fairing.co	Survey tool	41,012	–	sub-100k
55	Surveyking	surveyking.com	Survey tool	37,686	2002	sub-100k
56	Formnx	formnx.com	Form tool	37,049	2023	sub-100k
57	Pollmill	pollmill.com	Survey tool	34,650	2007	sub-100k
58	Qzzr - the free quiz maker	qzzr.com	Form tool	32,229	2022	sub-100k
59	Nativeforms	nativeforms.com	Form tool	28,278	2019	sub-100k
60	Tripetto	tripetto.com	Form tool	25,277	2012	sub-100k
61	Proprofssurvey	proprofssurvey.com	Survey tool	24,632	2020	sub-100k
62	Opnform	opnform.com	Form tool	23,887	2022	sub-100k
63	Deformity	deformity.ai	Business	20,151	–	sub-100k
64	Centiment	centiment.co	Survey tool	19,905	–	sub-100k
65	QuestionStar	questionstar.com	Survey tool	19,251	2006	sub-100k
66	MightyForms	mightyforms.com	Business	17,966	2012	sub-100k
67	Responsly	responsly.com	HR tool	16,075	2017	sub-100k
68	Heyform	heyform.net	Form tool	15,233	2020	sub-100k
69	Pollpe	pollpe.com	Survey tool	14,294	2021	sub-100k
70	Formsort	formsort.com	Business	13,946	2018	sub-100k
71	Merren	merren.io	General research	12,192	2020	sub-100k
72	SurveyPie	surveypie.com	Survey tool	10,131	2007	sub-100k
73	informizely	informizely.com	Voting tool	7,250	2015	sub-100k
74	QuestionScout	questionscout.com	Survey tool	6,585	2019	sub-100k
75	GoSurvey	gosurvey.in	Survey tool	5,216	–	sub-100k
76	SurveyStance	surveystance.com	Survey tool	4,208	2017	sub-100k
77	Rapidoform	rapidoform.com	Form tool	4,072	2024	sub-100k
78	SARE	sare.pl	Email marketing	3,196	2003	sub-100k
79	Surveycrest	surveycrest.com	Survey tool	2,909	2012	sub-100k

80	Enquete.com	enquete.com	Survey tool	2,686	1997	sub-100k
81	SurveyShare	surveyshare.com	Survey tool	2,570	2001	sub-100k
82	KwikSurveys	kwiksurveys.com	Form tool	2,407	2007	sub-100k
83	SparkChart	sparkchart.com	Survey tool	2,398	2010	sub-100k
84	2ask	2ask.com	Survey tool	1,691	2010	sub-100k
85	Surveybox	surveybox.ai	Survey tool	1,460	–	sub-100k
86	Surveyol	surveyol.com	UX/CX	1,355	2016	sub-100k
87	Walla	paprikadatalab.com	Form tool	1,355	2022	sub-100k
88	BrewSurvey	brewsurvey.com	Survey tool	1,287	2017	sub-100k
89	IziSurvey	izisurvey.com	Survey tool	1,189	2013	sub-100k
90	AkioSurvey	akiosurvey.com	Survey tool	1,108	–	sub-100k
91	ZipSurvey	zipsurvey.com	Survey tool	883	2002	sub-100k
92	Formhug	formhug.ai	Form tool	854	–	sub-100k
93	CreateSurvey	createsurvey.com	Survey tool	688	1999	sub-100k
94	QPoint Survey	qpointsurvey.com	Survey tool	637	2014	sub-100k
95	Survtapp	survtapp.com	UX/CX	490	2015	sub-100k
96	Aliveforms	aliveforms.com	Form tool	460	2022	sub-100k
97	Surveyslack	surveyslack.com	Survey tool	441	2022	sub-100k
98	SurveyFace	surveyface.com	Survey tool	126	2012	sub-100k
99	Revuloop	revuloop.com	UX/CX	–	2024	sub-100k
100	Simsurveys	simsurveys.ai	General research	–	–	sub-100k
101	SurveyExtreme	surveyextreme.com	Survey tool	–	2026	sub-100k

Appendix Table A7. The 30 most-visited tools: pricing and positioning (Q2 2026); same methodology as Bevec & Vehovar (2021), Table 15.

Note: All prices are normalised to EUR at ECB reference rates (16 July 2026; USD 0.8721, GBP 1.17, INR 0.011, CAD 0.68). Entry and ceiling prices reflect the cheapest paid tier and the most expensive non-custom tier, respectively, on a month-to-month basis; free tiers, custom/enterprise tiers, add-ons, and promotional or introductory prices are excluded. Where a monthly/annual toggle was available, the month-to-month price was used (annual-billed prices were used only where no monthly option existed). Full methodology in §1.5.

#	Tool	Monthly visits Q2 2026	Creation	Individual plan (EUR/mo)	Group plan (EUR/mo)	Pricing model	Slogan 2026
1	Google Workspace (Google Forms)	219,742,112	1997	–	–	None	The better way to work Learn how the suite of secure, online tools from Google Workspace empowers teams of all sizes to do their best work.
2	Microsoft Forms	146,046,296	1999	–	–	None	
3	Zoho	71,250,865	–	35	109	flat	Your life's work, powered by our life's work A unique and powerful software suite trusted by millions of businesses worldwide. Zoho covers your end-to-end business needs, from sales and marketing to finance, HR, and beyond.
4	JotForm	43,241,187	2005	39	129	flat	EASIEST ONLINE FORM BUILDER Create forms and surveys easily with Jotform's drag-and-drop form builder. Start collecting registrations, applications, orders, and payments for free.
5	SurveyMonkey	41,011,964	1999	39	39	per_unit	Turn curiosity into clarity Easily create surveys and forms with AI and templates for employee and customer feedback, market research, event registrations and more. Get started free.
6	Typeform	34,722,420	2002	25	242	flat	Build AI-powered forms that get 3.5x more data — then trigger automated workflows to enrich leads, follow up, and grow revenue. No code. Start free.
7	Odoo Survey	28,347,160	2001	14.9	22.4	per_unit	All your business on one platform. From ERP to CRM, eCommerce and CMS. Download Odoo or use it in the cloud. Grow Your Business.
8	Tally	11,557,914	2020	20	65	flat	The simplest way to create forms The simplest way to create beautiful, professional forms in seconds. Unlimited forms, unlimited submissions, forever free. Just start typing - no coding needed.
9	Alchemer	11,065,988	2015	47.97	239.83	per_unit	
10	beehiiv	10,911,491	2020	37.54	83.7	flat	POWERING THE INTERNET'S BEST NEWSLETTERS Create, grow, and monetize your newsletter with easy-to-use newsletter tools. Build email newsletters and websites without any coding.
11	Formstack	7,332,621	2010	72.42	218.03	flat	Forms, Docs, and Sign. Designed to Work Together. Formstack helps 32,000+ organizations streamline workflows with powerful online forms, document generation, and e-signature tools. Start free today.
12	uQuiz	5,959,714	2008	8.72	8.72	flat	

13	Mentimeter	4,558,504	2011	14	28	per_unit	Listen, learn, and think. Together. Engage your audience with live polls, quizzes, and Q&A. Create interactive presentations in minutes. Perfect for meetings, classes, and events.
14	Fillout	4,498,843	2001	13.08	65.41	flat	Forms that do it all Create powerful forms, surveys and quizzes your audience will answer. Store responses directly where you need them.
15	Cognitoforms	4,427,879	2013	16.59	112.52	flat	Easily Build Powerful Forms With Cognito Forms, you can build powerful online forms, collect data, and automate your business workflow - docs, file uploads, signatures, and approvals.
16	QuestionPro	3,749,510	2000	72.42	86.36	per_unit	AI-Powered insights, backed by real experts. Our free survey platform features 80+ question types, ready-made templates, and more! Discover QuestionPro, the best online survey software to create surveys in minutes!
17	Wufoo	3,578,746	2006	14.22	183.33	flat	Wufoo's online form builder helps you create custom forms in minutes. Use Wufoo to create registration forms, application forms, surveys, contact forms, payment forms and more. Sign up free!
18	Wooclap	3,464,129	2014	12	25	flat	Engage your audience. Make learning active . Engage your audience with Wooclap's free interactive presentation tool. Create dynamic and engaging presentations that keep your audience hooked.
19	Connecteam	3,359,905	2015	30.52	103.8	per_unit	Manage your team in one app Communicate, operate and train your non-desk employees with Connecteam's all-in-one employee app. Easy to use, customizable and affordable like no other!
20	ProProfs	2,675,062	2005	17.44	43.6	flat	Delightfully Smart AI Tools For Smart Employees & Happier Customers Train your team, support customers, and assess performance with ProProfs—delightful, easy-to-use tools built to help you work smarter and grow faster.
21	Surveyheart	2,061,789	2018	8.8	44	flat	Free Online Form, Survey and Poll Builder Build forms, surveys and polls free. Share by link, QR code or WhatsApp. Unlimited responses on every plan. Get the mobile app on Android and iOS.
22	SurveySparrow	1,974,390	2016	16.59	42.75	flat	Stop guessing why customers are unhappy AI that analyzes your customer experience journey. SurveySparrow powers 100K+ customers in 149 countries to power smarter CX decisions.
23	Formsite	1,846,365	1998	18.3	182.29	flat	Easily create professional online forms, surveys and workflows! Easily create online forms and surveys using our HTML form builder. Professionally collect orders, registrations, reservations and customer feedback.
24	AhaSlides	1,660,575	2019	7.2	15.2	flat	The all-in-one platform for interactive and engaging presentations The all-in-one platform for interactive engaging impactful presentations Boost audience engagement with AhaSlides. Create interactive presentations, live polls, word clouds, and quizzes for meetings and classrooms. Try it free!

25	Paperform	1,575,089	–	20.95	86.36	flat	Easiest online form builder for SMBs Create forms and surveys, take payments, automate workflows and send documents for signing, all from one easy, docâ€ style form builder FOR FREE
26	Spotler	1,537,233	2014	195	195	flat	
27	Slido	1,528,120	2011	15	150	per_unit	Slido is an easy to use Q&A and polling platform. Increase engagement at your meetings, events, and conferences.
28	Visme	1,413,330	–	10.71	21.61	per_unit	Create high-converting, engaging, branded content — faster Create professional presentations, interactive infographics, beautiful design and engaging videos, all in one place. Start using Visme today.
29	Forms.app	1,218,980	–	16	49	flat	Free form builder for growing teams with unlimited responses Create online forms effortlessly with forms.app, the optimal form builder for teams. Collect unlimited responses and invite unlimited members for free.
30	SmartSurvey	1,137,827	–	81.9	117	per_unit	Create surveys with ease and get insights faster Create and distribute surveys with our user-friendly yet advanced online survey tool, then analyse results graphically. UK-based team.

Note: We recognise that some of the highest-traffic entries – notably Google Workspace (Google Forms) and Microsoft Forms – are not dedicated survey-creation services. Their very large visit counts reflect their broader office and productivity suites rather than survey activity as such, and should not be read as a measure of survey usage. They are retained here for completeness and comparability with the most-visited tools.