ToolGPA

NOVEMBER 2026

SurveyRock

The Insider's Guide

Survey builder with AI drafting and open-text analysis



Every plan, grade, refund rule and rival among form and survey tools, read from SurveyRock's own pages.

Made by Oak Mountain Digital LLC · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



Surveys that turn answers into decisions.

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from SurveyRock's own pages, its app-store listings and our grades. Every fact in it is on SurveyRock's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 56 of the 148 other form and survey tools we grade

SurveyRock is a web survey tool that drafts questions with AI, analyzes open-text answers into topics and summaries, and runs workflows when responses arrive. Plans are flat monthly or annual prices set by monthly response volume rather than a charge per response.

To get you started, here are **9 things to know about SurveyRock**, taken from its own pages and our grades.

> "
>
> **You build each survey and its workflows yourself.**
>
> From our grade for ease of use

1 **Best for AI-drafted surveys with text analysis**

SurveyRock drafts questions with AI and sorts open-text answers into topics.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month, billed annually ($35 billed monthly).

3 **There is a free plan**

100 responses a month, 3 surveys of up to 10 questions, 1 workspace and 1 seat.

4 **It runs on Web**

Web.

5 **AI survey drafting**

Describe what you want to learn and it drafts questions, choices and logic that you accept or discard one by one.

6 **Open-text analysis**

Word frequency comes with Team; automatic theme detection and AI executive summaries start on Growth.

7 **Workflows and actions**

Rules can post to Slack or open tickets when, for example, an NPS score is low. Workflows start on the Team plan.

8 **A 2.2 GPA, above 56 of 148**

That is against the other form and survey tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace SurveyRock you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

SurveyRock at a glance

PRICING
Free plan, from $29 per month, billed annually ($35 billed monthly)

FREE PLAN
Yes

FREE TRIAL
Paid plans list a free trial; the Pro plan offers a 14-day Growth trial.

RUNS ON
Web

MADE BY
Oak Mountain Digital LLC, since 2012

CATEGORY
Forms & Surveys

OUR GRADE
2.2 GPA, fair

The report card

Best for AI-drafted surveys with text analysis

SurveyRock drafts questions with AI and sorts open-text answers into topics. The free plan stops at 100 responses and 3 surveys, and the AI summaries and theme detection start on Growth at $149 a month.

TOOLGPA REPORT CARD	SurveyRock	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Solo is $29 a month billed yearly, between the forms category's $19 middle and $39. The analysis features sit on Growth at $149.
Free plan and trial	C	Free: 100 responses a month, 3 surveys of up to 10 questions, 1 seat. You'll hit that fast.
Features	C	AI drafting, skip logic, open-text analysis and workflows. But theme detection, AI summaries and cross-tabs need Growth, and Teams, Google Sheets and Make connectors aren't available yet.
Ease of use	C	No store rating on record. You build each survey and its workflows yourself.
Platforms and integrations	B	Web only, with Slack, HubSpot, Zendesk, Freshdesk, Zapier, Claude and an API from Solo.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who SurveyRock is for

- ✓ Fits if you run small surveys and want AI to draft the questions
- ✓ Works for teams that want responses to trigger a Slack or helpdesk action

Who it is not for

- ✗ Tight if you stay free: 100 responses a month and 3 surveys of 10 questions
- ✗ Pricey if you want the AI summaries, as those start at $149 a month billed yearly
- ✗ Watch out: extra responses cost $20 a month per 5,000 and aren't sold on Free
- ✗ Watch out: Microsoft Teams, Google Sheets and Make connectors are listed as not yet available

Good to know

Good for

- ✓ Teams collecting thousands of open-text answers who want them grouped into topics
- ✓ Agencies and consultants running surveys for several clients
- ✓ Buyers who prefer flat plan prices over per-response charges

Worth knowing

- ⓘ The free plan stops at 100 responses a month and 3 surveys.
- ⓘ Theme detection, AI summaries and cross-tabs need Growth, which is $149 a month billed annually.
- ⓘ Extra responses cost $20 a month per 5,000 and cannot be added on the Free plan.
- ⓘ Microsoft Teams, Google Sheets and Make connectors are listed as not yet available.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$29

A month to start. There is a free plan too

SurveyRock has a free plan. Paid plans start at $29 per month, billed annually ($35 billed monthly).

FREE

$0

100 responses a month, 3 surveys with 10 questions each, 1 workspace and 1 seat.

SOLO

$29

per month, billed annually ($35 billed monthly)

2,500 responses a month, unlimited surveys, skip logic, branding removal, API access and 100 AI credits.

TEAM

$66

per month, billed annually ($79 billed monthly)

10,000 responses a month, 5 staff and 2 client seats, PDF reports, workflow automation and 500 AI credits.

GROWTH

$149

per month, billed annually ($179 billed monthly)

50,000 responses a month, 10 staff seats, AI theme detection and summaries, audit logs and 1,500 AI credits.

PRO

$291

per month, billed annually ($349 billed monthly)

100,000 responses a month, 25 staff seats, SSO, HubSpot, Zendesk and Freshdesk integrations and 4,000 AI credits.

ENTERPRISE

Custom

Custom limits, a dedicated account manager and custom integrations; sold through sales.

The free plan

100 responses a month, 3 surveys of up to 10 questions, 1 workspace and 1 seat.

Trying it first

Paid plans list a free trial; the Pro plan offers a 14-day Growth trial.

Read from surveyrock.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free on annual billing

SurveyRock's pricing page badges annual billing as two months free; the annual per-month prices shown are lower than the monthly ones.

Stated on surveyrock.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Survey builder with AI drafting and open-text analysis. Here is what it does, as its own site describes it, and what it covers: public API, AI features, workflow automation, forms, surveys, reports.

> **AI drafting, skip logic, open-text analysis and workflows.**
>
> From our grade for features

AI survey drafting

Describe what you want to learn and it drafts questions, choices and logic that you accept or discard one by one.

Open-text analysis

Word frequency comes with Team; automatic theme detection and AI executive summaries start on Growth.

Workflows and actions

Rules can post to Slack or open tickets when, for example, an NPS score is low. Workflows start on the Team plan.

Survey logic and types

Skip and display logic, NPS and MaxDiff questions, multi-language surveys and email campaigns are on the site's feature list.

Analysis tools

Cross-tabulation, key driver analysis and SPSS export arrive on Growth; response weighting is on Pro.

API and connectors

A REST API, webhooks, Zapier and a Claude connector are listed, plus Slack, HubSpot, Zendesk and Freshdesk on higher plans.

Where it runs

Web

What it works with

Slack · HubSpot · Zendesk · Freshdesk · Zapier · Claude

SurveyRock is made by Oak Mountain Digital LLC, and has been around since 2012.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

56/148

Other form and survey tools it is graded above

SurveyRock's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

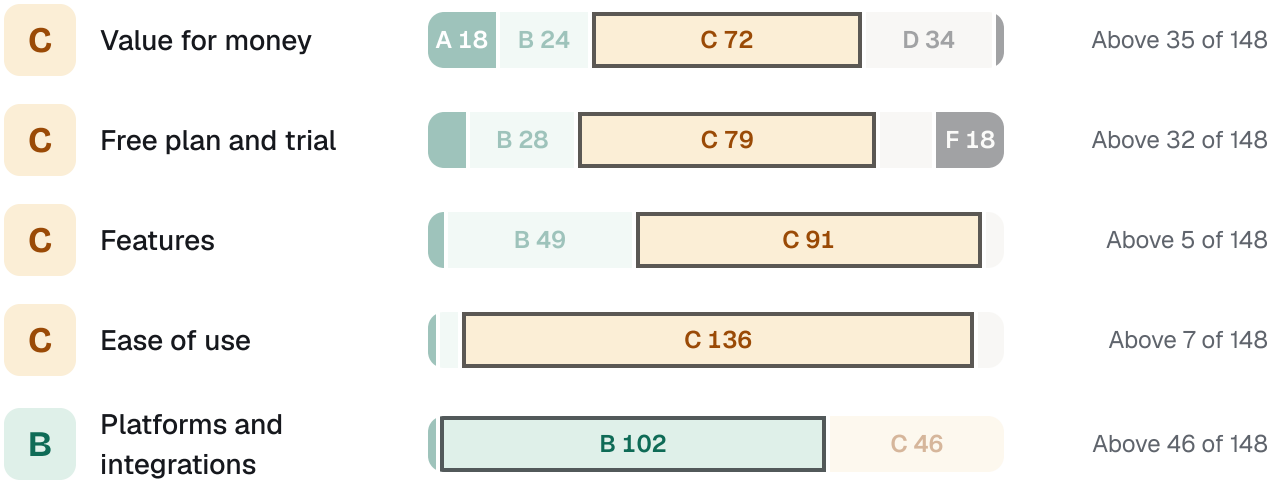
It stands best on platforms and integrations (B, above 46 of 148) and worst on features (C, above 5).

Its paid plans start at $29 a month, against a middle price of $20 for the category: 71 of the 114 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 27 tools score higher and cost less.

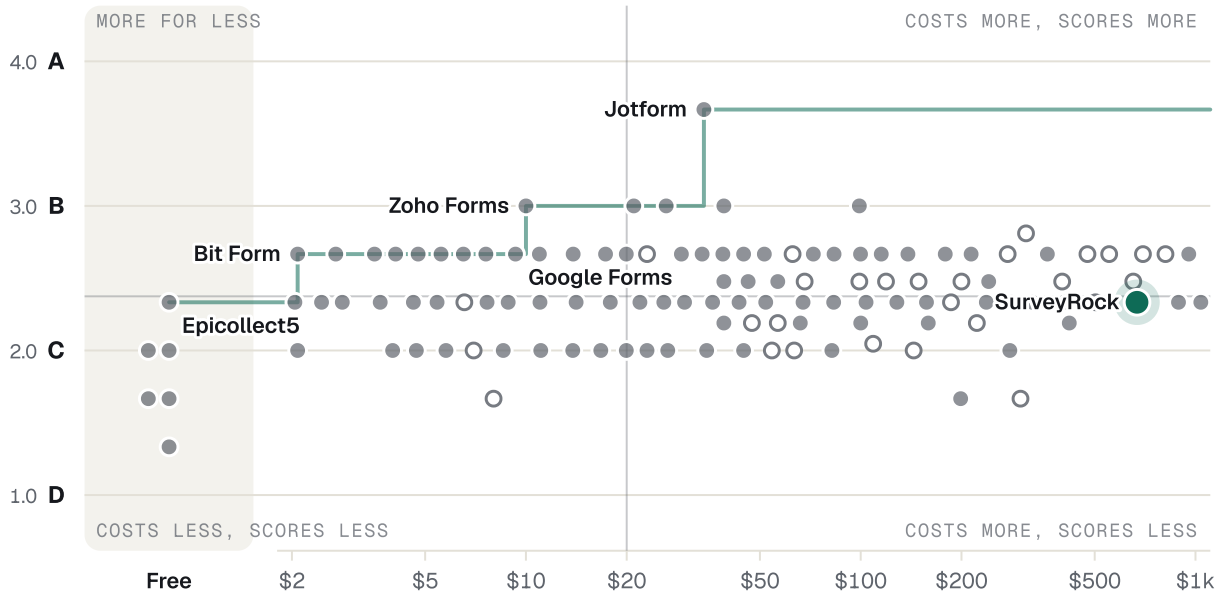
Each grade against the category

Every bar is all 149 form and survey tools we grade, cut by the letter each got. SurveyRock's own letter is outlined.



Price against what you get

Each dot is one of 121 form and survey tools. Further left costs less; higher up scores better on features, ease of use and platforms. SurveyRock is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace SurveyRock you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

It costs $348 a year.

What you could make

- Surveys, forms and reports: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.

	✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. SurveyRock's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



SurveyMonkey, Typeform, SurveySparrow, Alchemer and QuestionPro

The 5 tools SurveyRock is most often weighed against, with where each one differs from it.

SurveyMonkey

2.4 GPA

Free plan · from $39/mo

Online survey and form platform with built-in analysis tools.

- Only SurveyMonkey lists iOS and Android apps.
- SurveyRock also covers workflow automation.
- SurveyMonkey also covers templates.

SurveyRock and SurveyMonkey compared in full

Typeform

2.4 GPA

Free plan · from $28/mo

Form, survey and quiz builder with logic, AI and video questions.

- Typeform also covers templates.

SurveyRock and Typeform compared in full



2.4
GPA

SurveySparrow

Free plan · from $19/mo

Chat-style survey and customer feedback platform with AI analysis.

- Only SurveySparrow lists iOS and Android apps.
- SurveySparrow also covers templates.

SurveyRock and SurveySparrow compared in full



2.4
GPA

Alchemer

Free plan · from $315/yr

Survey platform with advanced logic and market research questions.

- SurveyRock also covers forms.

SurveyRock and Alchemer compared in full



2.4
GPA

QuestionPro

Free plan · from $99/mo

Survey and market research platform with a free plan.

- Only QuestionPro lists iOS and Android apps.
- SurveyRock also covers workflow automation and forms.
- QuestionPro also covers templates.

SurveyRock and QuestionPro compared in full

Quick answers

The questions people ask about it, each answered in a line or two

15

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is SurveyRock free?

SurveyRock has a free plan. 100 responses a month, 3 surveys of up to 10 questions, 1 workspace and 1 seat.

How much does SurveyRock cost?

SurveyRock lists 6 plans. Free: $0.

What platforms does SurveyRock work on?

SurveyRock is available on Web.

Does SurveyRock offer any discounts?

SurveyRock publicly lists the following: Two months free on annual billing.

Does SurveyRock have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. SurveyRock is listed for Web.

Does SurveyRock have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. SurveyRock is listed for Web.

Is SurveyRock open source?

SurveyRock is not described as open source on its own site, as read on Nov 13, 2026.

Does SurveyRock have an API?

Yes. SurveyRock offers a public API, according to its own site.

What does SurveyRock integrate with?

SurveyRock's listing names Slack, HubSpot, Zendesk, Freshdesk, Zapier and Claude.

Does SurveyRock have a free trial?

Yes. Paid plans list a free trial; the Pro plan offers a 14-day Growth trial.

Who makes SurveyRock?

SurveyRock is made by Oak Mountain Digital LLC. It dates from 2012.

What are the alternatives to SurveyRock?

The closest alternatives to SurveyRock in our directory are SurveyMonkey, Typeform, SurveySparrow, Alchemer and QuestionPro.

How does SurveyRock compare with other form and survey tools?

SurveyRock's GPA of 2.2 is higher than 56 of the 148 other form and survey tools we grade, and level with 31.

Is SurveyRock good value for money?

ToolGPA grades SurveyRock C for value for money. Its paid plans start at $29 a month, against a middle price of $20 for the category: 71 of the 114 others that charge start lower.

Could I make my own version of SurveyRock?

To replace SurveyRock you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from SurveyRock's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from SurveyRock's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Oak Mountain Digital LLC. Prices change, so check surveyrock.com before you buy.

surveyrock.com/pricing
surveyrock.com/integrations
surveyrock.com/
surveyrock.com/terms

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SurveyRock, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/surveyrock

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "SurveyRock: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/surveyrock
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Know someone choosing between form and survey tools?

Send them this guide:
toolgpa.com/tools/surveyrock/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded form and survey tools after SurveyRock, each with an Insider's Guide of its own.

Forms & Surveys Insider's Guide

Every one of the 149 form and survey tools we grade, compared

Formester Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Formgrid Insider's Guide

Form builder with unlimited forms and responses on the free plan

3.2 GPA

Google Forms Insider's Guide

Form, survey and quiz builder that comes with a Google Account

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what SurveyRock's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. SurveyRock is a trademark of its owner, and this guide is not made, paid for or approved by Oak Mountain Digital LLC. Prices and plans change: check surveyrock.com before you buy.