

## Target Group:

To have a truly representative sample, you must be sure that every member of the group you want to survey has an equal chance of being in the sample. It's important to make sure that the sample size you choose is adequate and not excessively large or small.

## Aim of the Method:

Collecting information about the behaviors, needs, and opinions. It can be used in any topics: alcohol usage, drug usage, mental health, physical activity etc.

## Level of Participation:

High

## DESCRIPTION

Questionnaire is a way of collecting information that you hope can represent the views of the whole community or group in which you are interested.

Questionnaire is the best option when:

- ▶ You need a quick and efficient way of getting information.
- ▶ You need to reach a large number of people.
- ▶ You need statistically valid information.

## TIPS FOR THE USERS

There are several ways for distributing surveys:

- ▶ **Direct mailing** your survey to people whose addresses are known is the most common strategy for PHAs. Distributing a survey by mail has a high percentage of non-responders (av. 10%).
- ▶ **Online questionnaires** are a very useful tool in your information-gathering bag of tools. It's a much cheaper alternative to direct mailing and it allows you to get information from many people across long distances without paying extremely high phone or post office bills (av. up to 30%).

## GOOD TO KNOW:

- Decide the purpose.
- Sampling - identify a section of your population that covers the metrics you're trying to survey
- Decide what method you will use to collect your data: written or oral
- Write your questions: open-ended, closed-ended, multiple choice...

## MORE ABOUT THE METHOD:

[\*A guide for the design and conduct of self-administered surveys\*](#)