

Why run an online survey?

1. Discover what's going on

With a survey you can learn what motivates the people who respond, and what they view as important.

2. Provide an opportunity to discuss topics

Gathering information will give you greater understanding of the issue you are addressing.

3. Take action

Sensible decisions can be made with the information gathered from a survey.

4. Benchmark

By surveying you are taking a 'snapshot-in-time' of the views and attitudes of people (your population). When you repeat another survey the new 'snapshot' can be compared to the first (the baseline), to see whether attitudes and perceptions have changed in relation to the issue the survey addresses.

Survey lessons online

This lesson is part of a collection that can be found on www.gofetch.net.nz.

If you have any questions, please leave a comment on the website so we can help you out!