

Survey Flowsheet

Do you need to collect primary (original) data?

YES if at least one of these is true:

- There are no or insufficient secondary data available on the intended population group.
- You need to tailor program efforts to the intended population group.
- You need direct feedback from the intended population group.

NO if:

There are sufficient secondary data (previously collected information) available on the intended population group that tell you everything you need to know about your intended population group.

There is no need to conduct a survey.

Do you want quantitative data about your intended population group?

YES if at least one of these is true:

- You want quantitative facts about your intended population group.
- You want to collect data from a representative sample of a large group.
- You want a lower cost option for collecting a large amount of data.
- You want to make comparisons between your intended population group and other similar groups or the general population.
- You want to compare differences among your participants before and after implementing an effort or program.

NO if:

You only want qualitative (narrative) in-depth information or feedback about perceptions, opinions, beliefs and attitudes from a subset of your intended population group.

There is no need to conduct a survey.