



Learning support - Business reports

Surveys or questionnaires

One way of getting information for a report is through surveys or questionnaires.

This can be done through:

- Telephone interviews
- Face-to-face interviews
- Asking people to fill out a form

In order to limit the range of answers from surveys or questionnaires it is a good idea to restrict your questions to relevant and distinct closed questions. This makes it easier for you to quantify the data you receive from your survey.

Different types of closed questions are:

- Those that require ticks
E.g. Are you a full-time or a part-time staff member ? (*please tick*)
- Those that require yes / no / don't know choices.
E.g. Would you be prepared to participate in a car-pooling scheme?
- Rank-order, where respondents have to put multiple alternatives in a sequence.
E.g. Rank the following three items in order of importance, from most important to least important (3).
 Car parks must be close to the building where I work.
 Car parks must be under cover.
 I must be guaranteed a car park.
- Scale questions
E.g. The parking at Otago Polytechnic is adequate. (*please circle*)
Strongly agree; neutral; disagree strongly or Agree; disagree

Open-ended questions are a good way to give people an opportunity to express their own opinions.

E.g. What do you think of the parking situation at Otago Polytechnic?

However, if there are too many of them, people may get impatient and might answer them without much thought. It is also difficult to organise and quantify the data from these sorts of questions if you have a large number of respondents.

Some useful resources on using questionnaires in research

Oppenheim, Abraham Naftali. *Questionnaire design and attitude measurement*.

London : Heinemann, 1968.

ISBN: 0-435-82676-X. Description: ix, 298 p. : ill. ; 22 cm.

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Veal, Anthony James. *Research methods for leisure and tourism : a practical guide /*

New York : Financial Times, Prentice Hall, 2005.

Contents: Introduction to research : what, why and who? - Approaches to leisure and tourism research -Starting out : research plans and proposals - The range of research methods - Reviewing the literature -Secondary data : sources and analysis -- Observation - Qualitative methods - Questionnaire surveys - Sampling - Survey analysis - Statistical analysis - Preparing a research report.

ISBN: 0273682008 pbk. Description: xxiii, 421 p. : ill. ; 25 cm. Edition: 3rd ed.

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