

When to Use a Survey

excerpted from Tague, N. R. (2007). *The Quality Toolbox* (2nd Edition). Milwaukee, WI: ASQ Quality Press.

obtained via <http://asq.org/learn-about-quality/data-collection-analysis-tools/overview/survey.html>

[Outside of psychological science research]

Surveys are commonly used with key stakeholders, especially customers and employees.

- When identifying customer requirements or preferences.
- When assessing customer or employee satisfaction, such as identifying or prioritizing problems to address.
- When evaluating proposed changes.
- When assessing whether a change was successful.
- Periodically, to monitor changes in customer or employee satisfaction over time.