

# Leveraging the Net

A bulletin for Association Professionals

Issue 3 - On-line Surveys

## Collect Information Quickly and Effectively Using the Internet

The Internet provides a preferred method for obtaining information in an efficient and cost effective environment that reduces the need for mail-outs, faxes, printing and data-entry. An Internet survey is typically easier to complete and effortless to submit.

Many associations collect information from members, related organizations and individuals or the general public.

Information collected through surveys can help define an association's position on an issue or policy, support planning efforts, identify important industry and sector trends, and help to deliver a stronger advocacy message. Traditional surveys can cost many thousands of dollars and involve a slow and cumbersome process. The dynamics of the Internet have changed the way associations are conducting their operations including information collection.

Some typical surveys conducted by associations include:

- Member evaluation of association services
- Industry sector organization and performance analysis
- Salary surveys
- Consensus gathering

There are two main types of surveys that can be conducted. One is a poll that generally consists of only one or a few questions and does not allow for any open text answers but rather requires one of a choice of answers to be selected. The results of a poll are often reported dynamically. For a sample of an online poll, visit our client site [Consumers Association of Canada](#). A survey is a little more involved and requires the creation of a form, a database to capture the data, and report generation. Check out [Leverus' First Annual Survey of Association Internet Usage](#) for a sample of a more complex survey.

The next time you are thinking of conducting a survey or would like to poll an audience consider the Internet as the method to achieve results. Leverus would be happy to provide you with more information on electronic surveying. Please feel free to contact Leverus any time at (613) 789-0728 or e-mail us at [info@leverus.com](mailto:info@leverus.com).

### [Leverus' First Annual Survey of Association Internet Usage](#)

Please complete this short confidential survey and we will e-mail the results to you in October. Find out how your association's Internet usage compares with others.

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For more information visit [www.leverus.com](http://www.leverus.com) or e-mail [info@leverus.com](mailto:info@leverus.com) or call 613.789.0728

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