

# Tips on How to Use a Community Survey

Surveying community attitudes on domestic violence can provide evidence of the public's willingness to engage in community action. This is an excellent way to engage and involve individuals at all levels. A survey can be used in the following ways:

- ◆ **In Community Presentations**

As an introduction to a community presentation, volunteers may choose to distribute an 8-10 question survey. The survey can be answered in under five minutes. A volunteer can then use the questions as an outline for the presentation with participants quickly gaining individual and group perspective on the local domestic violence issue.

- ◆ **As Part of a Campaign**

The survey can be administered in conjunction with Domestic Violence Awareness Month, or during a specific community-generated campaign. Information gathered provides volunteers with a powerful organizing tool for education, outreach and recruitment.

- ◆ **In Media**

Statistics can be calculated out of the survey results and used in press releases or in response to local domestic violence-related reports. "According to a recent poll conducted in (your town), 85% of residents believe domestic violence is a problem in their community."

- ◆ **Launch a Community-Wide Mobilization Project**

The results of a public opinion survey can be used to launch a new initiative in the community.

- ◆ **For Pre-Post Evaluation**

Surveys can be used to assess changes in community attitudes over time. When administered at the beginning and then at the end of a project, the survey of public attitudes can measure the success of the campaign. This data is useful in evaluation, for trainers, facilitators and agencies, and for funding purposes.

