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# Difference Between Survey and Questionnaire

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Survey and questionnaire are the two methods of acquiring data, from the respondents, based on interrogation. Both of them are methods used in the gathering primary data, whether it is for the marketing of a product, or collecting information from people on social issues. **Surveys** are the conventional way of carrying out research in which the respondents are questioned, with respect to their behaviour, awareness, motivations, demographics, and other characteristics.

Conversely, **Questionnaires** are a tool of acquiring data on a particular topic, which involves distributing forms that comprise of questions relating to the topic under study. This article is presented for you to know the differences between survey and questionnaire.

## Content: Survey Vs Questionnaire

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## Comparison Chart

<b>BASIS FOR COMPARISON</b>	<b>SURVEY</b>	<b>QUESTIONNAIRE</b>
Meaning	Survey refers to the collection, recording and analysis of information on a particular subject, an area or a group of people.	Questionnaire implies a form containing a list of ready made questions, delivered to people for obtaining statistical information.
What is it?	Process of collecting and analyzing data	Instrument of data collection
Time	Time consuming process	Fast process
Use	It is conducted on the target audience.	It is distributed or delivered to the respondents.
Questions	Open/close ended	Closed ended
Answers	Subjective or Objective	Objective

## Definition of Survey

By the term survey, we mean a research process, used for orderly collection and analysis of information, from a group of people to measure opinions, thoughts, experiences, etc. It is not confined to gathering information using questions, but it also encompasses observations, measurement, evaluation of data and judgment of the researcher.

A survey can have different forms like a survey of the whole population is known as the census, but it can also be conducted on a representative sample of a group with a view to drawing conclusions on a larger population. A sample survey is a widely used method because of its cost effectiveness, speed, and practical approach. There are many modes of carrying out surveys:

- Face to face survey (Interview)
- Questionnaire
- Telephonic survey
- Postal or mail out survey
- Internet-based survey
  - Email survey
  - Web-based survey

## Definition of Questionnaire

The term questionnaire refers to a form, which contains a set of survey questions, so designed, with a view to extracting certain information from the respondent. The instrument includes questions, instructions, and spaces for answers. The questions to be asked are so framed, to obtain straightforward information from the respondents.

A questionnaire has a written and printed format, delivered or distributed to people to provide responses to facts or opinions. The surveyor uses these responses for statistical analysis. It is mainly used for gathering factual information, with an intention to bifurcate people and their circumstances.

## Key Differences Between Survey and Questionnaire

The difference between survey and questionnaire can be drawn clearly on the following grounds:

1. The term survey, means the collection, recording, and analysis of information on a particular subject, an area or people's group. Questionnaire implies a form containing a series of ready-made questions, delivered to people for to obtain statistical information.

2. The survey is a process of collecting and analysing data, from the population. On the contrary, the questionnaire is an instrument used in the acquiring data.
3. The survey is a time-consuming process, whereas questionnaire is the least time-consuming method of data acquisition.
4. The survey is conducted while questionnaire is delivered, distributed or mailed to the respondents.
5. In a survey, the questions asked in the survey can be open ended or closed ended, which depends on the topic, for which the survey is carried on. On the other hand, in the questionnaire the may include close ended questions only.
6. The answer provided by the respondents during the survey can either be subjective or objective depending on the question. In contrast, the respondents provide objective answers to the questionnaire.

## Conclusion

‘Survey’ is an umbrella term that includes a questionnaire, interview, observation method as a tool for collecting information. Although, the best, quickest and inexpensive way of conducting a survey, is the questionnaire. Surveys are usually conducted for research or studies, while questionnaire is used just to collect information such as job application or patient history form, etc.

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