

Survey research is particularly valuable when collecting data from a large population, as it allows researchers to efficiently gather information on attitudes, opinions, or behaviors. Finally, surveys are a practical choice when resources, such as time and money, are limited, as they provide a more efficient alternative to in-depth qualitative research. This method is well-suited for descriptive or exploratory research, especially when standardized data collection is important for ensuring consistency across responses. Additionally, surveys are effective for tracking trends over time through longitudinal studies, making them ideal for observing changes in public sentiment or behavior. When generalizability is a key research goal, surveys provide a way to draw conclusions that can be applied to a broader population.