

Alcohol Impact

Central survey guidance for partnerships



Tips and tools for promoting the survey

1. **Email directly** - send the survey direct to students' inboxes where possible.
2. **Personalise your survey invitation** – use individual's names to invite them to complete the survey, and sign the invitation off with a name (someone well known such as the SU president or welfare officer can help).
3. **Set a deadline for students to respond** – the deadline for completing the survey is 4th December 2016.
4. **Don't be afraid of reminders** - but try not to bombard students.
5. **Tell students about the incentives** - £100 first prize and 10 £25 prizes!
6. **Use social media to advertise the survey** – use Twitter, facebook pages and your website to direct students to the survey.
7. **Recruit teams of student researchers** – using tablets to gather responses from students around campus.
8. **Use existing networks and mailing lists** – such as course rep networks, and clubs and societies lists.

If you have any questions about the research, please contact Rachel Drayson, Insight manager at NUS – rachel.drayson@nus.org.uk

Initial email template

Win £100 by completing our short survey!

Dear [Insert name]

Your union and NUS are conducting a short and confidential survey with students to find out your views and experiences of drinking alcohol. **You don't have to drink alcohol to take part.**

To thank you for taking part in this survey you are in with a chance of winning a top cash prize of £100 or one of ten £25 runner up prizes!

Click here [insert link] to complete the survey!

The survey should take around 10 – 15 minutes to complete. The deadline for taking part is [insert date] so make sure you have your say.

Thanks for your time,

[Insert name]

Reminder email template

Dear [insert name],

Just a reminder, if you haven't already completed the survey, to tell us what you think and you could win **£100 in cash!**

Just click the link below to take part in our confidential online survey and enter our prize draw that will take place in December 2016.

Click here to take the survey! [Insert hyperlink]

More about the survey...

This survey will take no more than 15 minutes. In it, we ask about views and experiences of drinking alcohol. All responses are strictly confidential and you do not need to be an alcohol drinker to take part.

The deadline for taking part is [insert date] so make sure you have your say.

Thanks for your time,

[Insert name]

How many responses?

- A good target is at least 95% confidence level, with a 5% margin of error.
- This means that 95 times out of 100, if the survey was repeated, the true value would lie within a 5% range of the value seen in our research.
- You can calculate how many responses are required at 95% confidence level by using this online tool: <http://www.raosoft.com/samplesize.html>
- To calculate your response target, input the number of students currently at your institution in the part of the form highlighted by the red box.

Raosoft®		Sample size calculator
What margin of error can you accept? <small>5% is a common choice</small>	<input type="text" value="5"/> %	The margin of error is the amount of error that you can tolerate. If 90% of respondents answer <i>yes</i> , while 10% answer <i>no</i> , you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.
What confidence level do you need? <small>Typical choices are 90%, 95%, or 99%</small>	<input type="text" value="95"/> %	The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer <i>yes</i> would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.
What is the population size? <small>If you don't know, use 20000</small>	<input type="text" value="20000"/>	How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.
What is the response distribution? <small>Leave this as 50%</small>	<input type="text" value="50"/> %	For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under More information if this is confusing.
Your recommended sample size is	377	This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

- Your responses should still be reflective of the overall make up of the student population at your university. For example, if 60% of your students are female, ideally 60% of your respondents would be too.
- Updates will be provided by NUS throughout the fieldwork period so you can see if particular groups are underrepresented and target further promotions accordingly.