

# HOW TO DESIGN A QUESTIONNAIRE

# Introduction

○ A tool of survey which is a method of data collection

❖ Characteristics

- Sample size is broad.
- Wide geographical coverage
- A large no of people have to be contacted

- **Very low cost.**
- **Good for gathering either simple or highly detailed data.**
- **Response rate is relatively low.**
- **Turnaround time is slow.**

# Type of questions

- ✓ **Open-ended**
- ✓ **Closed-ended**
- ✓ **Multiple Choice**
- ✓ **Checklist**
- ✓ **Ranking**
- ✓ **Short answer questions**
- ✓ **Scale**

# Open-ended

○ How would you describe the flavor of this ice cream?

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## Closed-ended

○ Do you think this ice cream is too rich?

☐ Yes

☐ No



# Multiple Choice

○ Which description best fits the taste of ice cream?

- ☐ Delicious
- ☐ Too fruity
- ☐ Too sweet
- ☐ Too intensely flavored
- ☐ Bland
- ☐ Stale

# Checklist

○ Which flavors of ice cream have you had in the past 12 months?  
(Check all that apply.)

- ☐ Vanilla
- ☐ Chocolate
- ☐ Strawberry
- ☐ Butter Scotch
- ☐ Coffee

# Ranking

○ Rank these flavors in order of your preference, from 1 (most preferred) to 5 (least preferred).

- ☐ Vanilla
- ☐ Chocolate
- ☐ Strawberry
- ☐ Butter Scotch
- ☐ Coffee

## Short answer questions

- In the past month, how many times did you buy ice cream in the supermarket? \_\_\_\_\_
- In the past month, how many times did you buy ice cream in ice creams, shops / parlours? \_\_\_\_\_

## Scale ( *Likert* )

**Q. Vanilla is the best ice cream flavor.**

*Please make an × on the scale to indicate your choice.*

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Strongly agree   Agree   Don't know   Disagree   Strongly disagree

## Scale (*Likert Item Type*)

✓ Please make an × on the scale to indicate how you perceive the texture of this ice cream.

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Too light   Light   Can't say   Creamy   Too Creamy

- **most preferred to least preferred**
- **most favorite to least favorite**
- **most satisfied to least satisfied**
- **most identified to least identified**
- **most applicable to least applicable**
- **most important to least important**
- **most desirable to least desirable**

# **Examples of Bad Questions**



## Scale

○ How do you perceive people who do not smoke?

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Cool   In fashion   Normal   Too idealistic   Outdated

# A Bad Question With an Irrelevant Answer Choice

- Which subject do you enjoy the most at school?

☐ Math

☐ Science

☐ English

☐ Foreign Language

☐ History

☐ Government

☐ Art / Music

☐ Football Practice

☐ Other

# A Bad Question With an Inconsistent Answer Choices

- How many hours a day do you spend doing homework?

☐ 0 to 1 hour

☐ 120 to 180 minutes

☐ 4 to 5 hours

☐ more than 5 hours

# Bad Question: Double-barreled Question

- How have teachers and students at your school responded to the new 45-minute lunch period?  
☐ Satisfied  
☐ Unsatisfied

# Good Question

- How have teachers at your school reacted to the new 45-minute lunch period?  
☐ Satisfied  
☐ Unsatisfied
- How have students at your school reacted to the new 45-minute lunch period?  
☐ Satisfied  
☐ Unsatisfied

# Bad Question: Leading

- Do you think that the new cafeteria lunch menu offers a better variety of healthy foods than the old one?  
☐ Yes  
☐ No  
☐ No Opinion

# Good Question: Neutral

- How do you feel about the new cafeteria lunch menu compared to the old one?
  - ( ) The new menu offers a better variety of healthy foods
  - ( ) The old menu offers a better variety of healthy foods
  - ( ) The selections are similar
  - ( ) No opinion