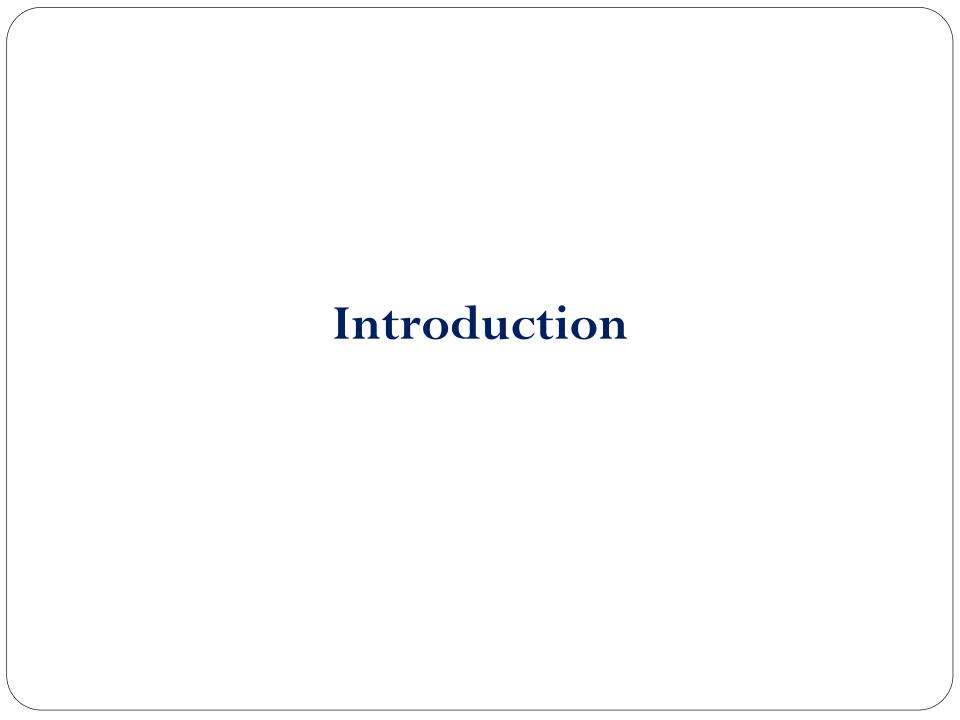
HOW TO DESIGN A QUESTIONNAIRE



OA 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

oHow would you describe the flavor of this ice cream?

Closed-ended

ODo you think this ice cream is too rich?

☐ Yes

 \square 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

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

□ Vanilla

☐ Chocolate

□ Strawberry

□ Butter Scotch

☐ Coffee

Short answer questions

oIn the past month, how many times did you buy ice cream in the supermarket?

oIn 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.

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.

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

OHow do you perceive people who do not smoke?

Cool In fashion Normal Too idealistic Outdated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 <u>teachers</u> at your school reacted to the new 45-minute lunch period?
 - () Satisfied
 - () Unsatisfied
- How have <u>students</u> 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?

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() Yes
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- () 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