

Market Research

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How to design and use a questionnaire

Ask yourself the following questions

- ① **What** do I want to find out?
- ② **Who** do I need to ask? (age group, gender, particular income or occupation etc.)
- ③ **Where** will I carry out my questionnaire?



Writing the questions

- No more than 10 questions
- Keep the questions/answers short and clear
- Give a choice of age groups if you want to know the age of the interviewee, e.g. 21-40
- Avoid open-ended questions unless people's opinions are sought
- Be careful not to lead the interviewee into an answer that may not be true by asking too direct a question. E.g. 'Would you buy this product?' often leads the interviewee to answer 'yes'
- Think about the order in which you ask the questions. Be logical!

Dichotomous questions

Please select whether the following statement is true or false:
I enjoy eating ice cream at Fictionals.

☒ True ☐ False

Do you like eating ice cream at Fictionals?

☐ Yes ☒ No

Do you ever eat ice cream at Fictionals Ice Cream Parlour?

NO

Why don't you eat ice cream at Fictionals Ice Cream Parlour?
(Choose at least one answer.)

YES

How often do you eat ice cream at Fictionals? (Choose one.)

- ☒ Every day
- ☐ Several times a week
- ☐ Once a week
- ☐ 1-3 times a month
- ☐ Less than once a month

- ☒ I don't like the flavours
- ☐ It's too expensive
- ☐ The service is bad
- ☒ I don't like the ice cream
- ☐ It's too far from my house
- ☐ I don't know
- ☐ Other (please explain)

Scaled questions

Likert Scale

In general, how you would you rate the quality of Fictionals chocolate ice cream?

☐ Poor ☐ Fair ☒ Good ☐ Very Good ☐ Excellent

Slider Scale

In general, how you would you rate the quality of Fictionals chocolate ice cream?

Poor  Excellent

1 2 3 4 5

Scaled questions

- **Opinions and attitudes:** “How much do you agree with...?”
Possible answers: strongly agree, agree, neither agree or disagree, disagree, strongly disagree
- **Frequency:** “How often do you...?”
Possible answers: always, often, sometimes, rarely, never
- **Quality:** “In general, how do you rate the quality of...?”
Possible answers: excellent, very good, good, fair, poor
- **Importance:** “How important would you say {topic} is...”
Possible answers: very important, important, somewhat important, not at all important

Structure

- **Introduction:** Always start your survey with a brief introduction which explains:
 - the purpose of the survey
 - who is conducting it
 - the voluntary nature of the participant's involvement
 - the respect for confidentiality
 - the time required to complete the survey
- **Conclusion:**
 - Thank the participants for their contribution and explain how it has been valuable to the project.
 - Reiterate that their identities will be kept confidential and that results will be anonymized.
 - If you wish, you can also include your contact information in case they have any additional questions related to the survey and also ask for their contact information if you are offering an incentive for completing the survey.

Carry out the questionnaire

- How many people you are going to ask?
- At what time of the day you are going to carry out the questionnaire. Will this affect who will answer the questions?
- Where you are going to carry out the questionnaire? Will this have an influence on who you ask?
- Last but not least, you need to analyze the data.

Group work

Design a questionnaire. Clearly state the purpose and how you plan to distribute it.

