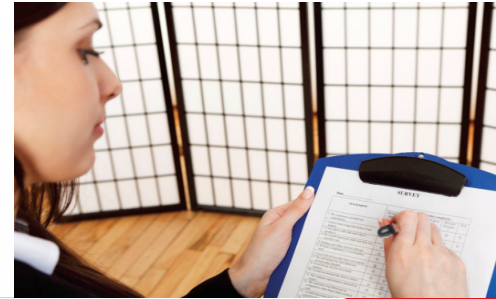


# Chapter Twelve Q & A

## Questionnaire Design



### LEARNING OBJECTIVES

1. Understand the role of the questionnaire in the data-collection process.
2. Become familiar with the criteria for a good questionnaire.
3. Learn the process for questionnaire design.
4. Understand how software, the Internet, and mobile devices are influencing questionnaire design.
5. Understand the impact of the questionnaire on data-collection costs.

# Question

**What's wrong with the following questions?**

*a. How do you like the flavor of this high-quality Maxwell House coffee?*

*b.b. What do you think of the taste and texture of this Sara Lee coffee cake?*

*c. We are conducting a study for Bulova watches. What do you think of the quality of Bulova watches?*

# Answer

- a. How do you like the flavor of this high-quality Maxwell House coffee?* bias - leading question
- b. What do you think of the taste and texture of this Sara Lee coffee cake?* Double-Barreled questions
- c. We are conducting a study for Bulova watches. What do you think of the quality of Bulova watches?* Client introduced - bias

# Question

- **Give examples of poor questionnaire wording and explain what is wrong with each question.**

# Answer

- “Have you recently tried and enjoyed the new Burger King Big King sandwich?” Double questions and is leading (biased).
- “Many people have recently watched the movie, Titanic. Have you seen it?” Leading to bias
- “How satisfied were you with the all new and improved Clean-O laundry detergent?” Introduced bias.
- “How many days do you sleep until 8:00 a.m.?” Vague.

# Question

- **Design three open-ended and three closed-ended questions to measure consumers' attitudes toward BMW automobiles.**

# Answer

## **Open-ended:**

How comfortable is the driver's seat in the BMW?

What is your opinion of the body style of the two-door coupe?

What did you think of the sound system in the BMW?

## **Closed-ended:**

1.What exterior color do you like most of those offered by BMW?

Forest Green White Navy Burgundy Taupe

2.How would you judge the quality of the ride in the BMW?

Very smooth Somewhat smooth No Opinion Somewhat bumpy Very bumpy

# Answer(Cont'd)

## **Closed-ended:**

Please rank the following features (with 1 being the most important and 8 being the least important) in their importance to you in buying a new car.

Gas Mileage Automatic Transmission

Body style Special feature (power doors, windows, etc.)

Sound system Acceleration speed

Interior color Exterior color



# Question

Which of the following would *not* be a good practice regarding question sequencing?

- general questions at the end
- general questions at the beginning
- sensitive questions at the end
- questions requiring work in the middle
- none of these

# Answer

- Ans: A

# Question

What type of question is the following?

Which of the following age categories best describes your age?

\_\_\_\_\_ 0-18 \_\_\_\_\_ 19-24 \_\_\_\_\_ 25-34 \_\_\_\_\_ 35 and over

- dichotomous question
- open-ended question
- multiple choice question
- scaled question
- none of these

# Answer

Ans: C