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Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research (Market Research in Practice Series)

Ian Brace

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* A guide that focuses on core skills * Written by one of the most experienced market researchers in the field of questionnaire design * Includes a free CD-ROM containing questionnaire-writing software Questionnaires are a vital tool for the market researcher: they draw accurate information from respondents, give structure to interviews, facilitate data processing and provide a standard form on which facts, comments and attitudes can be recorded. ""Questionnaire Design"" explains the role of questionnaires in market research, and looks at different types of questions and questionnaires and when and how they should be used. The book also explains how to plan, structure and write the right questionnaire for the research you are running. Contents are as follows: * Objectives in writing questionnaires * Differences between data collection media * Planning your questionnaire * Writing the questions * types of questions * Using prompt material * Laying it out * Piloting * Ethical issues * Social desirability bias and how to avoid it * Issues in multi-national surveys

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