Questionnaires & Surveys

There are 3 types of questioning you can do in surveys

1. a direct ‘Yes’ or ‘No’ (or ‘Don’t Know’) answer

e.g. Have you ever bought Brand X? Yes  No 

1. a scale of answers

e.g. How would you rate the cleaning power of Brand X?

Very good  Good  Fairly good  Poor  Bad  Very bad 

Or

Rate the product between 1 to 5, 5 being the best and 1 being the poorest

 5 4 3 2 1

You may want to use a 4 point system to avoid people picking the middle/satisfactory box/position.

1. a range of answers

e.g. Which of the following have you used in the last seven days? Brand X  Brand Y  Brand Z 

KEY TERMS

MARKET RESEARCH

Getting information about consumers by studying statistics and reports and gathering new data by surveys of individuals or groups.

SECONDARY DATA

Information which already exists due to other people's research.

PRIMARY DATA

First-hand information from market research surveys of the consumers.

RANDOM SAMPLE SURVEY

Surveys where those being interviewed are picked by taking names from a printed list, such as a telephone directory, at fixed gaps of say 50 or 100 names.

QUOTA SAMPLE SURVEY

Interviewees are chosen by group, for example, age, sex or social grade, in the same proportion as the number found in the total population.

Questionnaire Layout

### Section 1 – The Title

### Section 2 – The Sample

i.e. Age, gender, any general groupings i.e. social group, etc.

### Section 3 – The Questions

i.e. Direct yes or no.

Scale of answers.

Range of answers.

### Section 4 – Open Question

i.e. Leave a space if the person wishes to add any additional comments.

### Section 5 – Thank you

i.e. Add a thank you comment for their time.

Areas you may need to find out about through the questions in your survey – some pointers

Finding out type questions

1. Do they own one?

2. How many do the own?

3. What type do you own?

AB C

4. Is it high or low?

Aesthetic Opinion type questions

5. Do they like this product?

6. Do you like the colour?

7. Is shape important to you?

8. Do you like clear or solid?

Personal Opinion type questions

9. How much would you pay?

10. Would you buy one of these if it was under £5?

11. Rate the following in rank order

12. How often would you buy one?

## Writing a Questionnaire

Stage 1 – Sort out your objectives, what is it you want to find out?

Stage 2 – Rough out the questions. The questions must be clear, precise and easily understood. Care must be taken not to ask more than one question at a time

Stage 3 – Check the questions by a trail run before you start and then do any re-writes.