Questionnaire Question Examples

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Adapted from Gray, D.E, (2014) Doing Research in the Real World, Sage Publishing

Specified Response Question

What aspects of the Milford Haven master plan do you find the most appealing?..............

List Questions

What do you think are the most important issues influencing the success of the town? Please tick as many responses as you think accurate.

	Lack of affordable housing.
	Expensive and infrequent public transport.
	Number of vacant shops on the High Street
	Decline in secondary industry in town

Category Question

How often in an average week do you use the green-space within the town?

	Never
	Once
	2-3 times
	4-5 times
	6 time or more

Open Question

Why is that so important to you?

Ranking Question

Please indicate in the boxes provided which features of the arts based regeneration scheme in Haverfordwest are important to you. (1 is most important)
Please leave blank those features that have no importance at all to you.

	Festival Flags
	Renovation of derelict building to create temporary workshop, meeting and exhibition space.
	Random Story Generator
	The Big Map
	River of Lights Lantern Procession

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Scale Question- Ordinal

	Strongly Agree	Agree	Disagree	Strongly Disagree
I am happy with the access to the beach				

Scale Question- Continuum

Please circle one number that reflects your opinion on the street furniture on Newcastle Quayside.

Sparse	1	2	3	4	5	Plentiful
Inappropriate	1	2	3	4	5	Appropriate
Characterless	1	2	3	4	5	Adds character

Gathering Respondents

Sampling Strategies

Probability sampling

The aim of probability sampling is to select a sample which is representative of the population. There are three techniques:

Random sampling This is where each member of the population is equally likely to be included.

Stratified sampling This is where a proportionate number of observations is taken from each part of the population.

Systematic sampling This is where observations are taken at regular intervals, such as every 10 metres or every 5th person.

Non-probability sampling

For some qualitative methods like interviews, it may be impractical to select a representative sample. In non-probability sampling, the sample is selected through the subjective judgment of the researcher. There are three techniques:

Convenience sampling Select people who are easy to reach, e.g. giving out a questionnaire to the first 100 people you see in the High Street on a particular morning.

Snowball sampling Select at least two people. Ask each person to help you find more interviewees. Continue finding new people until you have achieved your desired sample size.

Quota sampling Deliberately select a proportionate number of people from each part of the population.

Mode of Delivery

Face to Face

Through the Letterbox

Web/Social Media

Invitation Focus Group

Calculating Response Rate

$$\% \, response \, rate = \left(\frac{Number \, of \, completed \, questionnaires}{Total \, number \, invited} \right) x100$$

Designing Questionnaires: Checklist

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- Can the question be misunderstood? Are any of the words difficult to understand or lack clarity?
- Are the questions emotionally biased?
- Are any questions asking the same thing?
- Are there any leading questions?
- Do questions avoid taxing respondents memory?
- Have any potentially overlapping categories been removed?
- Will the wording of the question have the same meaning for all respondents, regardless of age, gender, nationality, culture.
- Can questions be shortened to aid with focus and clarity of the question.
- Do questions artificially create opinions on subjects where respondents may not have any?
- If asking how often, are there a range of possible options?
- Are all questions needed? Are you collecting any information you don't need?

! Demographic questions such as **age/gender/ethnicity/employment status** may seem crucial questions to include on questionnaires. **Consider if you are actually going to use answers** to these to inform your investigation. Otherwise are you collecting **unnecessary sensitive information** that may be more complex to answer than it first seems. **Ethical consideration** is important in questionnaire design.

! Make sure that the people you ask to answer the questions have the **knowledge** to actually do so. Is **background information required** or do participants need to be **selected carefully**.

Key Point to be considered	Why?	Example
Assumptions	Avoid questions that make assumptions about people' beliefs or behaviours.	How often do you use the Park & Ride Scheme?
Questions within Questions	These are impossible to answer.	Do you like the new artwork and the new street furniture on New Street?
Leading Questions	These may suggest a possible answer and promote bias.	Why do you think the rebranding scheme has struggled to be a success?
Imprecision	Avoid vague words that may be interpreted differently by different people.	Average, regularly
Prejudicial Language	A question that annoys or insults a respondent will affect the way they respond to the rest of the questions.	

Questionnaire Design Process

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1. Justify
- What information do I want to find out? What do I need?
- Is a questionnaire the best method to get this information?
- What resources are available to me?
- Do any constraints exist that may have an impact? E.g. time

2. Sampling
- How do I get people to answer the questionnaire?
- Where are those people who have the knowledge to answer the questions?
- How much data do I need to make any conclusions reliable and representative?

3. How will it be used?
- How am I going to present information collected from the questionnaire?
- How am I going to analyse information collected from the questionnaire?

Based on feedback from the Pilot. Go back to Step 2 if required.

4. Design
- What question types are appropriate?
- Write the wording of questions.
- Consider the flow, order and layout of the questionnaire.
- Use a checklist to evaluate the questionnaire.
- How are you ensuring informed consent of respondents?

5. Pilot
- Pilot the questionnaire.
- How do respondents react to the questionnaire?
- What is the success rate of the questionnaire?

6. Collection
- Collect and store questionnaire data.