Handout 12: Questionnaires

Questionnaires are a central part of a survey. A survey is only as good as its questionnaire. In designing a questionnaire the following things must be considered:

1. Layout
   - logical organisation
   - avoid clutter
   - leave at least one wide margin
   - make sure its easy to read
   - place the easy question first.

2. Content
   - keep it brief
   - keep it simple
   - avoid repetition
   - ask only necessary questions.

3. Sequence Questions
   - group questions relating to a similar topic
   - begin with easy questions
   - be thoughtful about the most appropriate place to put the questions.

4. Wording
   - avoid loaded or emotional questions
   - be exact
   - keep you language simple
   - avoid being vague
   - quantify words like never and sometimes
   - be wary of bias.

5. Question Structure
   - short and simple
   - response categories should include a full range of possible answers
   - questions can be open or have precoded responses.