



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

Ian Brace

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Questionnaires are vital for the market researcher: they draw accurate information from respondents; give structure to interviews; provide a standard form on which facts, comments and attitudes can be recorded; and facilitate data processing.

Questionnaire Design explains the role of questionnaires in market research and looks at how and when certain kinds of questionnaires should be used. It explains how to compose the right questionnaire for the research.

The new edition includes information about online questionnaires and interviews, their problems and potential, and other useful advice about avoiding common errors.

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