

Constructing a questionnaire

The decision to use a questionnaire requires consideration of questions such as:

- Will the questionnaire be completed by the respondent, or by someone asking them the questions?
- Will the responses be anonymous to the researcher?
- How many questions can be asked (within an acceptable amount of the respondents' time)?
- How many questions can be asked (in order that answers can be analysed within the researcher's available time)?
- What types of question structure are most likely to reveal the information required by the research question?
- Are the questions 'sensitive' enough to limit responses to those intended?
- Do the questions lead the respondents towards a particular answer? (If so, they will need to be rewording.)
- How will responses be analysed?
- How many questionnaires should be distributed?
- What response rate can be expected?