



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 different types of questionnaire, examining when and how they should be deployed. The book explains how to plan, structure and compose the right questionnaire for the research you are undertaking. Fully updated with new content on encouraging respondent involvement, this new edition also includes the latest information on online and mobile questionnaires, their problems and potential. This book will be a useful addition to the bookshelf of every student or practitioner of market research.



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