



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 marketing research and looks at different types of questionnaire, examining when and how they should be employed.

The book shows students and practitioners how to plan, structure and compose the right questionnaire for the research being done. Fully updated with new content on encouraging respondent involvement through the gamification of questionnaires, the third edition also includes the latest information on online questionnaires and interviews, their problems and potential.

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