



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

By 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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Editorial Review

Review

"A useful reference for those in the market research industry and a comprehensive introduction for those interested in mastering the intricacies of questionnaire development.... Highly recommended." --**CHOICE**

About the Author

Ian Brace is Research Director at TNS UK. He has been a market researcher for over 30 years. He is a Visiting Fellow in market research at Bristol Business School (UK), and holds leadership positions within the British Market Research Society. He is also co-author of *An Introduction to Market and Social Research*, published by Kogan Page.

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