

Questionnaire Design – Top Tips

- **Use your layout and structure to help guide the respondent and keep them interested**
 1. Give your survey a **title**
 2. Provide a brief **introduction** with **privacy policy** (if appropriate)
 3. Ensure questions are **numbered**
 4. Questions should go from **general to specific** (except demographic questions – leave these until the end) in an order that is **not leading**.
 5. Finish with a **thank you** to respondents for participating and provide your contact information. Do you need to create a (GDPR-appropriate) mailing list so they can receive any follow up information?
- Use **appropriate language**: be **consistent** in phrasing, with **plain**, easy-to-understand language and ensure questions and responses are **clear**. Consider **piloting** your evaluation to ensure this. Ensure questions do not give **unintended cues** – i.e. **not leading or biased**.
- **Use clear formatting and layout**: including a legible font size and consistency with bold/italics/colour etc. Use colour/logos to make it look interesting and professional. Do not put too many questions on one page so that it looks intimidating. Consider any questions you want to make clear it is **optional**
- **Use a combination of quantitative & qualitative questioning**: to gather a range of data and more detail. Use both standalone qualitative questions and follow-on questions e.g. ‘If yes, why?’ or ‘Is there anything else you would like to add?’
 - For **quantitative questions**, ensure answer options are **exhaustive** (e.g. a ‘neutral’ or ‘other box’) possibly with a follow-on qual. question and mutually exclusive (i.e. categories don’t overlap). Types of questions you use might include **multiple, Likert scale, ranked and demographic questions** (gender, age etc).
 - For **qualitative questions** ensure you draw out the full **range of information** that has actually come up, not just what you were expecting/interested in. If you use qualitative questioning verbally (e.g. semi-structured interview) ensure you **have a clear question order laid out in front of you** with clustered sub-questions to help you guide the interview systematically and delve deeper into respondent answers where appropriate. Consider taking a **recording/transcription** as well as notes.