Questionnaire Design

(Click icon for audio)

Dr. Michael R. Hyman, NMSU
## Factor Analysis with Varimax Rotation—10 Willingness-to-Done Variables

<table>
<thead>
<tr>
<th>Variable and factor descriptions</th>
<th>Factor loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Factor 1</td>
</tr>
<tr>
<td><strong>Blood, skin, marrow</strong></td>
<td></td>
</tr>
<tr>
<td>I would be willing to donate <em>blood</em> at least once every two months</td>
<td>[.3807]$^{b}$</td>
</tr>
<tr>
<td>If I witnessed a traffic accident, I would not be willing to donate <em>blood</em> to a victim</td>
<td>[−.4244]</td>
</tr>
<tr>
<td>If needed, I am willing to give <em>blood</em> to a relative or close friend</td>
<td>[.6339]</td>
</tr>
<tr>
<td>I would give a piece of my <em>skin</em> to a relative who has been seriously burnt</td>
<td>[.4556]</td>
</tr>
<tr>
<td>If necessary, I would donate some <em>bone</em> marrow to be extracted from my breastbone to a relative</td>
<td>[.5377]</td>
</tr>
<tr>
<td><strong>Death donation</strong></td>
<td></td>
</tr>
<tr>
<td>I am willing to donate both my eyes to a stranger upon my death</td>
<td>.1412</td>
</tr>
<tr>
<td>I am willing to arrange an agreement to donate my heart or any other vital organ for use after my death</td>
<td>.2410</td>
</tr>
<tr>
<td><strong>Kidney donation</strong></td>
<td></td>
</tr>
<tr>
<td>I would never donate one of my <em>kidneys</em> to someone outside of my family, not even to a close friend</td>
<td>−.1669</td>
</tr>
<tr>
<td>If needed, I would donate one of my <em>kidneys</em> to a stranger at this very moment</td>
<td>.1641</td>
</tr>
<tr>
<td>If at this moment I learned that a relative desperately needed a <em>kidney</em> to survive, I would not donate one of mine</td>
<td>−.3814</td>
</tr>
<tr>
<td><strong>Explained Variance per Factor</strong></td>
<td></td>
</tr>
<tr>
<td>Explained Variance per Factor</td>
<td>36.9%</td>
</tr>
<tr>
<td>Cumulative</td>
<td>36.9</td>
</tr>
</tbody>
</table>

* 377 respondents.

$^{b}$ [ ] indicates the highest loading in each row.

A Good Questionnaire

• Appears as easy to compose as a good poem
• But, usually the result of long, painstaking work
Developing a Questionnaire

• No hard and fast rules
• Only guidelines
Major Decisions in Questionnaire Design

- What should be asked?
- How should each question be phrased?
- In what sequence should the questions be arranged?
- What questionnaire layout will best serve the research objectives?
- How should the questionnaire be pre-tested? Should it be revised?
Screener and Filter Questions
Screener Questionnaire: Soft Drinks

Carbonated Soft Drinks
(Screening Questionnaire)

Time Interview Begins: ____________ 1/5-1
Time Interview Ends: ____________
Total Time: ____________ 1/6-____ 1/7-____

Hello, I'm ____________ from Dimensions III, a national market research company. We're conducting a study among women in your area and I would like to ask you a few questions.

1. Do you know me at all?
   Yes [ ] [Terminate and record in “Col. 1” on Call Record Sheet. Erase and reuse Questionnaire.] No [ ] [Ask Q. 2.]

2. Are you the lady of the house?
   Yes [ ] No [ ] [Terminate and record in “Col. 2” on Call Record Sheet. Erase and reuse Questionnaire.]

3. Are any members of your family or any of your close friends employed in any of the following occupations? [Read list.]

   Soft drink manufacturer or distributor [ ] [ ]
   Selling soft drinks, vegetables or fruit (wholesale or retail) [ ] [ ]
   Advertising, sales promotion, public relations or marketing research [ ] [ ]
   Any form of radio or TV advertising [ ] [ ]
   Editing or publishing [ ] [ ]

   [If “Yes” to any of the above occupations, terminate and record in “Col. 3” on Call Record Sheet. Erase and reuse Questionnaire.]
   [Otherwise, continue with Q. 4.]

4. Have you participated in any market research studies in the past 3 months?
   Yes [ ] [Terminate and Record in “Col. 4” on Call Record Sheet. Erase and reuse Questionnaire.] No [ ] [Ask Q. 5.]

5. Which, if any, of the following products have you, yourself, consumed at home in the past month?
Screener Questionnaire: Soft Drinks—cont’d

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instant coffee</td>
<td>1/9</td>
<td>2</td>
</tr>
<tr>
<td>Frozen orange juice</td>
<td>1/10</td>
<td>2</td>
</tr>
<tr>
<td>Carbonated soft drink</td>
<td>1/11</td>
<td>2</td>
</tr>
</tbody>
</table>

[Terminate and Record in “Col. 5” on Call Record Sheet. Erase and reuse Questionnaire.]

6. As you know, there are several brands of carbonated soft drinks. During the past three months, what specific brands of carbonated soft drinks have you, yourself, consumed at home? [Do not read list.]

Coca-Cola 1/12
Pepsi-Cola [ ]-2
Dr Pepper [ ]-3
Sunkist Orange [ ]-4
7UP [ ]-5
Sprite [ ]-6
Hire’s Root Beer [ ]-7
None [ ]-8

7. Which other brands of noncarbonated soft drinks have you, yourself, consumed during the past three months? [specify.]

_________________________ ___________________________ __________________________ 1/13-
_________________________ ___________________________ __________________________ 1/14-
_________________________ ___________________________ __________________________

[INTERVIEWER’S INSTRUCTIONS:

1. If respondent mentioned any of the soft drink brands in Q. 6, continue to blue questionnaire and count toward soft drink quota.

2. If respondent did not mention any soft drink brand in Q. 6 but mentioned other soft drink brands in Q. 7, continue to yellow questionnaire and count toward diet soft drink quota.

3. If any of the above quotas have been filled, terminate and record in appropriate over quota “Col. 6” on Call Record Sheet.]
Filter Question

Start

Identification Questions

Type of Respondent

Aware nontriers
Heard about brand but have not used in the last year.

Why have you not tried the brand in the last year?

Current users
past 30 days

Brand likes and dislikes

Triers-rejectors
Used in last year but not in past 30 days.

Why did you stop using the brand?

In this instance, answers to awareness and usage questions are used to ensure that all segments of the sample fall into one and only one question sequence.
Skip Patterns
A Questionnaire Skip Pattern

4a. Do you usually use a cream rinse or a hair conditioner on your child's hair, or not?

No (Skip to 5)  Yes (Ask Q 4b)

4b. About how often do you use a cream rinse or a hair conditioner on your child's hair?
Would you say less than once a week, once a week, or more than once a week?

A. [ ] Less than once a week
B. [ ] Once a week
C. [ ] More than once a week

5. Thinking of the texture of your child's hair, is it . . . (READ LIST)

A. [ ] Fine
B. [ ] Course
C. [ ] Regular
Skip Pattern

Q.4 Have you heard of brand X?
   Yes (ask A)  
   No (skip to Q.5)  
   Not sure (skip to Q.5)  

  33-1  
  -2  
  -3

If Yes
   A. Have you used brand X in the last 30 days?
      Yes (skip to Q.6)  
      No  

  34-1  
  -2

   B. Have you used brand X in the last 6 months?
      Yes (skip to Q.6)  
      No  

  35-1  
  -2
Use multiple visual elements to improve skip pattern compliance.
Questionnaire Organization

- Logical flow
- Usually go from general to specific
- Ask sensitive questions later
Example of funnel questions

Question 1.
Have you heard or seen any advertisements for automobiles recently?

Yes

Question 2.
Were any of these advertisements for foreign automobiles?

No

Go to Question ____.

Yes

Question 3.
Were any of these advertisements on television?

No

Go to Question ____.

Yes

Question 4.
Were any of these advertisements for a Sevarra?

No

Go to Question ____.

Yes

Question 5.
What did the advertisements say?

Go to Question ____.
Selecting the first question for a questionnaire

Unacceptable first questions:

1. Please think about all the things that make this community a pleasant place to live. Then please write down the five most important aspects of community that make this community a pleasant place to live, and rank them from 1 (meaning most important) to 5 (the least important of the five attributes).

1. Please describe in your own words what you consider good about living in this community?

1. What year were you born?

_______ year born

Better first questions:

1. Thinking about this community, how would you rate it as a place to live?

☐ Excellent
☐ Good
☐ Fair
☐ Poor

1. How long have you lived in this community?

☐ More than six months
☐ Less than six months

If less than six months, it is not necessary for you to complete the remainder of this questionnaire. However, please return it so that we can check your name off of the mailing list. That will help us a great deal.
# How A Questionnaire Should Be Organized

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TYPE</th>
<th>EXAMPLES</th>
<th>RATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screeners</td>
<td>Qualifying questions</td>
<td>&quot;Have you been snow skiing in the past twelve months?&quot;</td>
<td>To identify target respondents. Survey of ski owners who have skied in the past year.</td>
</tr>
<tr>
<td>First few questions</td>
<td>Warm-ups</td>
<td>&quot;What brand of skis do you own?&quot;</td>
<td>Easy to answer shows respondent that survey is simple.</td>
</tr>
<tr>
<td>First third of questions</td>
<td>Transitions</td>
<td>&quot;What features do you like best about the skis?&quot;</td>
<td>Relate to research objectives, slightly more effort needed to answer.</td>
</tr>
<tr>
<td>Middle half to second third</td>
<td>Difficult and complicated</td>
<td>Following are ten characteristics of snow skis. Please rate your skis on each characteristic using the scale below.</td>
<td>Respondent has committed to completing questionnaire and can see that just a few questions are left.</td>
</tr>
<tr>
<td>Last section</td>
<td>Classification and demographic</td>
<td>&quot;What is the highest level of education you have attained?&quot;</td>
<td>Some questions may be considered &quot;personal&quot; and respondent may leave them blank, but they are at the end of the survey.</td>
</tr>
</tbody>
</table>
Layout Considerations

- Use of booklets
- Color coding
- Question numbering
- Fitting questions on a page
- Instructions (skip and otherwise)
- Use of typeface and blank space
- Pre-coding
The importance of clear and unambiguous instructions cannot be over-emphasized in data collection device design. Incomplete instructions, particularly on scaled questions, tend to result in data which are inaccurate or are not internally comparable. (B.C. by permission of Johnny Hart and Field Enterprises, Inc.)
Problem: Instructions placed in a separate section at beginning of questionnaire:

- Thank you for taking the time to complete this important questionnaire. The directions for filling it out are provided with each question. Because not all questions will apply to everyone, you may be asked to skip certain questions.
- In order to get comparable data, we will be asking you to refer to the week of April 15, 1993, when answering most questions.
- If no "Skip" instruction is provided, you should continue to the NEXT question.
- Either a pen or pencil may be used.
- When answering questions that require marking a box, please use an "X."
- If you need to change an answer, please make sure that your old answer is either completely erased or clearly crossed out.

A revision: Placing instructions exactly where they are needed:

1. Were you working for pay (or profit) during the week of April 15, 1993? This includes being self-employed or temporarily absent from a job (e.g., illness, vacation, or parental leave), even if unpaid. Mark your answer in the box ☐ with a pen or pencil.
   
   - □ Yes → SKIP to 7
   - □ No
   
   → 2. (If No) Did you look for work at anytime during the four weeks preceding April 15?

   - □ Yes
   - □ No
Problem:

5. How many months have you worked in your current job?

_________ Number of months

Please be as specific as possible in answering the next question, including any area of specialization. Example: High school teacher–Math. If you had more than one job, answer for the job for which you worked the most hours.

6. What kind of work do you do in your current job?

________________________________________________ Kind of work

A revision:

5. How many months have you worked in your current job?

_________ Number of months

6. What kind of work do you do in your current job? Please be as specific as possible in answering. Include any area of specialization, for example: “High school teacher–Math.” If you had more than one job, answer for the job for which you worked the most hours.

________________________________________________ Kind of work
Poor information organization with unclear navigational path

Poor information organization and lack of navigational path:

Better information organization and creation of clear navigational path:

1. How many acres of land did you own in 1990? You should report all land (crop land, pasture land, rangeland, woodland, idle land, house lots, etc.), regardless of location, owned by you, your spouse, or by the partnership, corporation or organization for which you are reporting. (If the acres you operated in 1990 changed during the year, refer to the information sheet, Section 1.)

Number of acres owned

From 1993 Census of Agriculture conducted by U.S. Bureau of the Census.
Mitigating a Response Problem with Questionnaire Design

5. Of your work that is typed on a word processor, what percentage consists of
   (Your answers should equal 100%)
   A. Memos and short letters
   B. Reports (3+ pages)  
   C. Other

   Check your responses to A, B, and C. They must equal 100%.

6. Estimate how many hours in an average week you spend making copies.
   Include time spent walking to and from the copier, waiting to use it, and actually
   making copies.

   The next three responses must equal 100%.
   Estimate what percentage of your total copying time is spent

7. Walking to and from the copier
8. Waiting to use the copier
9. Making copies

   Check your responses to 7, 8, and 9. They must equal 100%.
Typeface and Blank Space
Maintain simplicity, regularity, and a consistent figure/ground format to make respondent’s task easier.

Problem:

1) Do you personally drive a car or other vehicle to work?  Yes No

2) Which of these parking policies do you most prefer:
   ( ) pay each day
   ( ) pay weekly
   ( ) pay monthly

3) Do you prefer a hanging parking sticker or a decal that attaches to the windshield of your car:
   □ prefer hanging sticker
   □ prefer decal on windshield

A revision:

1) Do you personally drive a car or other vehicle to work?
   □ Yes
   □ No

2) Which of these parking policies do you most prefer?
   □ Pay each day
   □ Pay weekly
   □ Pay monthly

3) Do you prefer a hanging parking sticker or a decal that attaches to the windshield of your car?
   □ Prefer hanging sticker
   □ Prefer decal on windshield
Problem:

Start Here:

1. Which of the following is your main work activity?

- Research
- Teaching
- Administration
- Something else. (Please Specify)

A revision:

START HERE:

1. Which of the following is your main work activity?

- Research
- Teaching
- Administration
- Something else (Please specify)
Emphasize words and phrases in questions consistently, but sparingly

**Problem:**

8. During the LAST THREE WEEKS, did you ever experience pain but decide it wasn’t bad enough to call a doctor?

**Still a problem:**

8. During the last three weeks, did you ever experience pain but decide it wasn’t bad enough to call a doctor?

**Another revision:**

8. During the last three weeks, did you ever experience pain but decide it wasn’t bad enough to call a doctor?
Change spacing and similarity to identify appropriate groupings of visual elements

**Problem:**

1. Thinking about the last time you were enrolled in classes, were you primarily interested in obtaining a degree or certificate, or were you primarily interested in learning a new skill or both? Mark one answer: △ Obtaining a degree or certificate; ◊ Learning a new skill; ♦ Both a degree or certificate and learning a new skill.

2. What year were you last enrolled in classes? _____

**Revision:**

1. Thinking about the last time you were enrolled in classes, were you primarily interested in obtaining a degree or certificate, learning a new skill, or both of these?
   - [ ] Obtaining a degree or certificate
   - [ ] Learning a new skill
   - [ ] Both of these

2. What year were you last enrolled in classes?

   ___________ Year enrolled
Answer Format
Answer categories in the conventional left-side position:

1. To get to work do you normally ride a bus?
   □ Yes
   □ No → (Skip to Question 5)

2. (If Yes) Which one of the following best describes why you normally ride a bus?
   □ It’s convenient
   □ It costs less
   □ I can’t find anyone to car pool with
   □ I do it for environmental reasons
   □ Some other reason (Please explain)

Answer categories in the right-side position:

1. To get to work do you normally ride a bus?
   Yes ...... □
   No ...... □ → (Skip to Question 5)

2. (If Yes) Which one of the following best describes why you normally ride a bus?
   □ It’s convenient
   □ It costs less
   □ I can’t find anyone to car pool with
   □ I do it for environmental reasons
   □ Some other reason (Please explain)

Answer categories placed in a different style so dotted leaders are not required:

2. (If Yes) Which one of the following best describes why you normally ride a bus?
   □ It’s convenient
   □ It costs less
   □ I can’t find anyone to car pool with
   □ I do it for environmental reasons
   □ Some other reason (Please explain)
An inefficient structure:

7. To what extent do you consider a lack of rental housing to be a problem in this community?
   - Not a Problem
   - Small Problem
   - Moderate Problem
   - Serious Problem

8. To what extent do you consider poor road and street repair to be a problem in this community?
   - Not a Problem
   - Small Problem
   - Moderate Problem
   - Serious Problem

Etc.

A revision that places questions into an item-in-a-series format:

7. Do you consider each of the following to be a Serious Problem, Moderate Problem, Small Problem, or Not a Problem in this community? (Please circle one answer for each.)

Extent to which situation is a problem in this community

<table>
<thead>
<tr>
<th>A lack of rental housing</th>
<th>Serious</th>
<th>Moderate</th>
<th>Small</th>
<th>Not a Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor road and street repair</td>
<td>Serious</td>
<td>Moderate</td>
<td>Small</td>
<td>Not a Problem</td>
</tr>
</tbody>
</table>

Etc.
Consistently run scales in one direction (e.g., negative to positive) throughout the questionnaire to overcome separation of answer box from descriptor.

1. To what extent do you agree or disagree with this statement: “This company pays fair wages to its employees.”

- □ Strongly Agree
- □ Somewhat Agree
- □ Neither Agree nor Disagree
- □ Somewhat Disagree
- □ Strongly Disagree

2. To what extent do you favor or oppose each of these proposals?

<table>
<thead>
<tr>
<th>Strongly Favor</th>
<th>Somewhat Favor</th>
<th>Somewhat Oppose</th>
<th>Strongly Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requiring all employees to complete travel expense forms on-line</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Being allowed to use sick leave when a family member is ill and needs care</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Working four, 10-hour days per week</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
Problem:

27. Which of the following characteristics would you like to see your child develop as he/she grows up? Please check all that apply.

- An interest in sports
- An interest in music
- An appreciation of art
- An interest in science
- An interest in business

A revision:

27. Is each of the following characteristics one that you would like for your child to develop as he/she grows up?

<table>
<thead>
<tr>
<th>An interest in sports</th>
<th>Like</th>
<th>Not like</th>
</tr>
</thead>
<tbody>
<tr>
<td>An interest in music</td>
<td>Like</td>
<td>Not like</td>
</tr>
</tbody>
</table>

Etc.

Another revision:

27. To what extent would you like for your child to develop each of these characteristics as he/she grows up?

<table>
<thead>
<tr>
<th>An interest in sports</th>
<th>Very Great Extent</th>
<th>To Some Extent</th>
<th>A Small Extent</th>
<th>Not At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>An interest in music</td>
<td>Very Great Extent</td>
<td>To Some Extent</td>
<td>A Small Extent</td>
<td>Not At All</td>
</tr>
</tbody>
</table>

Etc.

Still another revision:

27. Which of these qualities would you most like for your child to develop when he/she grows up? Put a 1 in the box for most like, 2 in box for second most like, and go on until you have ranked all five qualities.

<table>
<thead>
<tr>
<th>An interest in sports</th>
<th>□</th>
</tr>
</thead>
<tbody>
<tr>
<td>An interest in music</td>
<td>□</td>
</tr>
</tbody>
</table>

Etc.
Reducing Complexity by Providing Fewer Responses

Mail Form:
How satisfied are you with your community?

1. Very satisfied
2. Quite satisfied
3. Somewhat satisfied
4. Slightly satisfied
5. Neither satisfied nor dissatisfied
6. Slightly dissatisfied
7. Somewhat dissatisfied
8. Quite dissatisfied
9. Very dissatisfied

Revised for Telephone:
How satisfied are you with your community? Would you say you are very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>1</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>2</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>4</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>5</td>
</tr>
</tbody>
</table>
Traditional mail format:

27. To what extent do you favor or oppose a policy allowing free trade with all countries of the world, no matter what their human rights record?

- Strongly favor
- Somewhat favor
- Somewhat oppose
- Strongly oppose

Traditional telephone format:

27. To what extent do you favor or oppose a policy allowing free trade with all countries of the world, no matter what their human rights record? Would you say that you Strongly favor, Somewhat favor, Somewhat oppose or Strongly oppose this policy?

- Strongly favor
- Somewhat favor
- Somewhat oppose
- Strongly oppose
- No opinion
- Refused

Unimode format for both mail and telephone:

27. To what extent do you favor or oppose a policy allowing free trade with all countries of the world, no matter what their human rights record? Do you Strongly favor, Somewhat favor, Somewhat oppose, Strongly oppose, or have No opinion on this policy?

- Strongly favor
- Somewhat favor
- Somewhat oppose
- Strongly oppose
- No opinion
Pre-coded Questionnaire

1a. How many years have you been playing tennis on a regular basis?
   Number of years: __________

   b. What is your level of play?

   Novice .................. [ ] -1       Advanced ........ [ ] -4
   Lower Intermediate .... [ ] -2       Expert ............ [ ] -5
   Upper Intermediate ..... [ ] -3       Teaching Pro .... [ ] -6

   c. In the last 12 months, has your level of play improved, remained the same or decreased?

   Improved. ............... [ ] -1       Decreased. ........ [ ] -3
   Remained the same ...... [ ] -2
2a. Do you belong to a club with tennis facilities?  
Yes ........ [ ] -1  
No ........ [ ] -2

b. How many people in your household - including yourself - play tennis?  
Number who play tennis ___________

3a. Why do you play tennis? (Please “X” all that apply.)

To have fun ........ [ ] -1  
To stay fit ........ [ ] -2  
To be with friends .... [ ] -3  
To improve my game ... [ ] -4  
To compete ........ [ ] -5  
To win ........ [ ] -6

b. In the past 12 months, have you purchased any tennis instructional books or video tapes?  
Yes ........ [ ] -1  
No ........ [ ] -2
Dear Passenger:

American Airlines is pleased to have you on board today.

To help us provide the best service possible, we need to know more about you and your opinions of our service. If you are over 11 years old, we would appreciate it if you would complete this questionnaire.

Your flight attendant will pick up your completed questionnaire shortly.

Thank you.
1. Please indicate: Flight number ___________ Date _______________

2a. At the city where you boarded this particular plane, did you make a connection from another flight?
   Yes, from American . . . . 1
   Yes, from Other Airline . . 2
   No . . . . . . . . . . . . . . 3

   b. Did you board this plane at the airport from which it just took off, or were you a through passenger for which that was an intermediate stop?
      Boarded here . . . . . . . . . . . 1
      Through passenger . . . . . . . . . . . 2

3. How would you rate the overall service from American for this flight, all things considered, from your arrival at the airport terminal until now?

   Overall Service . . . . . . . . . . .
   Excellent 1  Good 2  Fair 3  Poor 4
4. Please rate each of the following with regard to this flight, if applicable.

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy and Treatment from the:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skycap at airport</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Airport Ticket Counter Agent</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boarding Point (Gate) Agent</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flight Attendants</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Meal or Snack</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beverage Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seat Comfort</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carry-On Stowage Space</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cabin Cleanliness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video/Stereo Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Time Departure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sample Questionnaire Layouts
1) During the past 30 days, how often did pain interfere with your daily activities such as your job, working around the home, or social activities?

   1) All of most of the time  2) Some of the time  3) A little of the time  4) None of the time

2. During the past 30 days, how often have you had pain?

   1) Every day  2) Between 4 and 6 days a week  3) Between 1 and 3 days a week  4) Less than once a week  5) Never

3) Did you feel any pain last week?

   □ yes  □ no

4) Do you wear eye glasses?

   1) Virtually all of the time  2) Usually just to read  3) Rarely  4) Never

5) Is it difficult for you to walk?

   ____always   ____sometimes   ____occasionally   ____never

6. What is the furthest you could probably walk without sitting down and resting?

   △ once across the room and back; △ several times across the room and back; △ up a flight of stairs; △ up several flights of stairs; △ further

7. When was the last time you were in a doctor’s office?

   □ this week  □ last week  □ before that

8. On average, how often do you visit a doctor’s office?

   a) every week  b) 2–3 times per month  c) once a month  d) less than once a month
Pain and How It Influences Daily Activities: A Research Study

START HERE

1. During the past 30 days, how often did pain interfere with your daily activities such as your job, working around the home, or social activities?
   - All of the time
   - Some of the time
   - A little of the time
   - None of the time

2. During the past 30 days, how often have you had pain?
   - Every day
   - Between 4 and 6 days a week
   - Between 1 and 3 days a week
   - Less than once a week
   - Never

3. Did you feel any pain last week?
   - Yes
   - No

4. Do you wear eye glasses?
   - Virtually all of the time
   - Usually just to read
   - Rarely
   - Never

5. Is it difficult for you to walk?
   - Always
   - Sometimes
   - Occasionally
   - Never

6. What is the furthest you could probably walk without sitting down and resting?
   - Once across the room and back
   - Several times across the room and back
   - Up a flight of stairs
   - Up several flights of stairs
   - Further

7. When was the last time you were in a doctor’s office?
   - This week
   - Last week
   - Before that

8. On average how often do you visit a doctor’s office?
   - Every week
   - 2–3 times per month
   - Once a month
   - Less than once a month
A Good Format for a Self-Administered Questionnaire

InfoTrac®
QUESTIONNAIRE

The InfoTrac system is currently at your library on a trial basis. This gives you the opportunity to learn through hands-on experience whether or not InfoTrac will be a valuable reference tool for your library.

We would appreciate hearing your opinion regarding InfoTrac and ask that you fill out the survey below along with any additional comments you feel would be helpful. Thank you for your cooperation.

<table>
<thead>
<tr>
<th>Agree strongly</th>
<th>Agree somewhat</th>
<th>Neither agree nor disagree</th>
<th>Disagree somewhat</th>
<th>Disagree strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

InfoTrac can be used without formal training or instructions.

HELP screens provide valuable information for using InfoTrac.

I successfully answered my research question using InfoTrac.

Overall, InfoTrac is easy to use.

I prefer to use InfoTrac over comparable reference tools.

Time required to answer my research question using InfoTrac: _____

Estimated time required to answer some question using a comparable reference tool: _____

COMMENTS: ____________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

OCCUPATIONAL STATUS:

☐ Student  ☐ Business Person  ☐ Library Staff  ☐ Faculty

☐ Other (specify) ____________________________________________________

Please Return this Questionnaire to the Reference Desk when completed.
Page from a double-column formatted questionnaire on letter size paper

Please help plan AAPOR's future!

A 1995 survey of interests and concerns of members of the American Association for Public Opinion Research

Your Relationship to AAPOR

1. Please indicate how valuable each of these aspects of AAPOR is to you as a member, where 5 means "very valuable" and 1 means "Not at all valuable."

<table>
<thead>
<tr>
<th>Value</th>
<th>Very</th>
<th>Not</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Public Opinion Quarterly</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>B. AAPOR News, the newsletter</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>C. The annual conference</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>D. Your local chapter</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>E. The Blue Book</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>F. The code of ethics</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>G. The membership directory</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

2. In what year did you first join AAPOR?
   - 1995
   - 1994
   - 1990-1993
   - 1985-1989
   - 1980-1984
   - 1970-1979
   - Before 1960

3. Who paid your AAPOR dues in 1995?
   - I did
   - My employer did
   - Honorary Life Member (no dues)

4. Are you a member of any other professional association(s)?
   - Yes
   - No (SKIP to Q6)

5. (If yes) To which types of professional associations do you belong? (circle all that apply)
   - Disciplinary associations (e.g., Amer. Statistical Assn., Amer. Sociological Assn.)
   - Professional associations (e.g., Amer. Marketing Assn., Advertising Research Foundation)
   - Your clients' professional interest associations
   - Other types of associations

6. In a typical year, how many other associations' annual meetings do you attend?
   - None
   - One
   - Two
   - Three
   - Four or more

7. Thinking about all the professional associations in which you participate, which do you think of as your primary association?
   - AAPOR
   - AAPOR and another equally
   - Another association
   - Don't know
Facing pages from a single column, full-page format using folded legal size paper

**Q1.** The following questions address perceptions about the general work environment and interactions among co-workers. To what extent do you agree or disagree with each of the following statements about the work environment in your unit or department within your college? (Please circle your answer.)

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Co-workers listen to my ideas</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Co-workers appreciate my contributions</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Co-workers treat me with respect</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>I am given the opportunity for professional growth and success in my working environment</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>My co-workers generally go out of their way to help new workers succeed and excel in their position</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Perks and benefits are distributed equally and fairly in my unit</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Hiring practices in my unit/department have promoted equality among workers</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>All qualified candidates have an equal chance of being promoted in my unit/department</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Focusing on equity issues has a negative impact upon teamwork</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>My co-workers constructively confront problems</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Supervisors show respect to employees</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Decisions in my unit/department are often influenced by social relationships with key persons</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Problems or issues in my unit/department are handled openly rather than covertly</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>I am satisfied with the opportunities I have for promotion</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

**Q2.** To what extent do you agree or disagree with each of the following statements about the management of your unit/department? (Please circle your answer.)

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I would be comfortable approaching my immediate supervisor about concerns of discrimination or harassment</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>I would be comfortable approaching higher level supervisors (e.g., Department Chair, Director, Dean) about concerns of discrimination or harassment</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>In my work environment, supervisors have made it clear that they will not tolerate harassment or discrimination</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>I believe managers in my unit give preferential treatment to individuals who are similar to them</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>I believe that my supervisors would actively intervene to stop conduct that constitutes harassment or discrimination in my work environment</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

**Q3.** In the past five years, have you felt discriminated against within this college?

- 1 Yes, I have experienced a lot of discrimination.
- 2 Yes, I have experienced some discrimination.
- 3 Yes, I have experienced a little discrimination.
- 4 No, I have not experienced discrimination. → GO TO Q5

**Q4.** (If Yes) During these last five years in this college, have you experienced discrimination based upon: (Please circle yes or no.)

- a. gender ................. Yes  No
- b. race/ethnicity ........... Yes  No
- c. disability ................. Yes  No
- d. age ........................ Yes  No
- e. sexual orientation ....... Yes  No
- f. religion .................... Yes  No
Cover Letters
### Possible Cover Letter Appeals

<table>
<thead>
<tr>
<th>Type</th>
<th>Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social utility</td>
<td>“Your assistance is needed!! Your attitudes and opinions can provide information that contributes to understanding how consumers can be better served by local retail shopping facilities. . . . Your cooperation is truly appreciated.”</td>
</tr>
<tr>
<td>Help-the-sponsor</td>
<td>“We need your assistance!! Your attitudes and opinions are very important to our successful completion of this study. . . . We truly appreciate your cooperation.”</td>
</tr>
<tr>
<td>Egoistic</td>
<td>“Your opinions are important!! It’s important for you to express your opinion so Madison’s retailers will know the type of products and shopping facilities you would like to have available. . . . Thanks for expressing your opinions.”</td>
</tr>
<tr>
<td>Combined appeal</td>
<td>“Your opinions are important and useful!! Your attitudes and opinions are important for three reasons: (1) they can provide information that leads to an understanding of how consumers can be better served by local retail shopping facilities; (2) they will enable Madison’s retailers to know the types of products and shopping facilities you would like to have available; and (3) they will help us successfully complete this study. . . . Thank you for your cooperation.”</td>
</tr>
</tbody>
</table>
## Response Rates for Different Appeals

<table>
<thead>
<tr>
<th>Appeal</th>
<th>Sponsor</th>
<th>University</th>
<th>Percent</th>
<th>Commercial</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Your Assistance is Needed”</td>
<td>118</td>
<td>47.2%</td>
<td></td>
<td>97</td>
<td>38.8%</td>
<td></td>
</tr>
<tr>
<td>“We Need Your Assistance”</td>
<td>112</td>
<td>44.8%</td>
<td></td>
<td>92</td>
<td>36.8%</td>
<td></td>
</tr>
<tr>
<td>“Your Opinions are Important”</td>
<td>89</td>
<td>35.6%</td>
<td></td>
<td>117</td>
<td>46.8%</td>
<td></td>
</tr>
<tr>
<td>Combined</td>
<td>104</td>
<td>41.6%</td>
<td></td>
<td>98</td>
<td>39.2%</td>
<td></td>
</tr>
<tr>
<td>Overall</td>
<td>423</td>
<td>42.3%</td>
<td></td>
<td>404</td>
<td>40.4%</td>
<td></td>
</tr>
</tbody>
</table>
Guidelines for Cover Letters

- Indicate bona fide survey
- Identify ‘sponsor’ early in process
- Describe survey’s purpose clearly and simply
- Indicate how prospective respondents selected
- Solicit prospective respondent’s help
Sample Letters for University-sponsored Survey
Dear Sir or Madam:

As doctoral candidates at Purdue University we are currently engaged in a research project on people's attitudes toward certain crucial societal issues such as blood donation and organ transplants. We hope you will express your opinion on some important aspects of these topics by completing the enclosed questionnaire.

Despite the fact that some questions are related to religious or ethical values, we have no direct interest in these issues. In fact, the principal focus of this work is on selected methods of data collection and analysis. This project is carried out under the supervision of Professor Edgar A. Pessemier.

Please take about ten minutes to answer all the questions. If you prefer you may also ask a member of your family to fill out the questionnaire, but it is important to us that only one person answer the questions. When you return the questionnaire in the enclosed self-addressed stamped envelope, we will NOT know your identity.

We hope you will help us in our study. If you have any questions, or if you would like to receive a copy of the results later on, please write or call Albert Bemmaor at (317) 493-2655.

Sincerely,

[Signature]

Albert Bemmaor and Dominique Hanssens

DEPARTMENT OF MANAGEMENT
Krannert Building
West Lafayette, Indiana 47907
Marketing Department  
College of Business Administration  

August 8, 1995  

Dear Consumer:  

The College of Business at the University of North Texas is studying consumer attitudes and lifestyles in the North Texas area. We have undertaken this study because a comprehensive understanding of consumer attitudes is of substantial interest to researchers, businesses and the government. We hope to publish the findings of this research in professional journals.  

Yours is one of a small number of households that are being asked for their opinions. It was drawn in a random sample of North Texas households. Hence, in order for the results to truly represent all of them, your participation in this effort is critical. The enclosed questionnaire should be completed and returned by the male or female head of your household in the postage-paid return envelope. You may keep this cover letter for your records.  

While developing this questionnaire, we asked several people to try it out, helping us improve its content and clarity. Most of them reported taking about 30 minutes to fill it out; further, none reported any major difficulty with any of the questions.  

You can be assured of complete confidentiality. The number stamped on the back of the return envelope is for mailing purposes only. This is so that we may check your name off the mailing list when your questionnaire is returned and save some mailing costs. We will destroy the return envelopes and the mailing list at the conclusion of the survey and your name will never be placed on the questionnaire.  

Your participation is voluntary. If you prefer not to answer a question, just skip it and go on to the next one. We do hope to get all of your answers, but we would rather have some than none.  

We would like to show our deep appreciation of your participation in this survey, by sending you a “bird’s eye view” summary of the results of this research. If you would like to receive this summary, please write “copy of results requested” on the back of the return envelope and print your name and address below it. Please do not put this information on the questionnaire itself. You might find it interesting to compare your views with those of others!  

This project has been reviewed and approved by the UNT Committee for the Protection of Human Subjects. If you have questions, you may call them directly at (817) 565 - 3940.  

In closing, we sincerely hope that you would participate in this effort. If you have any other questions about the survey, please call me at the University of North Texas at (817) 565-3120. Thank you for your assistance. We are very grateful for your cooperation.  

Sincerely,  

Gopala K. GANESH, Ph.D.  
Associate Professor of Marketing  
Project Director  

P.O. Box 13677 • Denton, Texas 76203-6677  
817/565-3120 • FAX 817/565-3837 • TDD 800/735-2989
Example of Cover Letter

College of Business

Colorado State University
Fort Collins, Colorado
80523

May 28, 1976

Dear Parent(s) of CSU Student:

A problem facing many rural Colorado communities is—What can be done to entice 18-25-year-olds to remain in rural areas? The purpose of this questionnaire by the College of Business is to provide some answers to this question.

You were selected for this survey because: (1) Your family residence is in rural Colorado, and (2) you have a child at CSU who soon will have to decide where he/she will live and pursue a career. Last month a similar questionnaire was sent to your son/daughter at CSU, and their responses are presently being tabulated. We intend to compare the students’ answers (as a group) to parents’ answers to see whether the two generations differ in their attitudes towards rural life and their suggestions for improving it.

Due to limited finances, a fairly small sample (less than 300 families) was selected to receive this questionnaire. Thus, your response is very important to the project’s success. A self-addressed return envelope is enclosed for your convenience. Thank you for your help.

Sincerely yours,

George Kress
Professor of Marketing
WASHINGTON STATE UNIVERSITY
PULLMAN, WASHINGTON 99043

DEPARTMENT OF RURAL SOCIOLOGY
ROOM 23, Wilbur Hall

April 19, 20XX

Oliver Jones
2190 Fontaine Road
Spokane, Washington 99467

Bills have been introduced in Congress and our State Legislature to encourage the growth of rural and small town areas and slow down that of large cities. These bills could greatly affect the quality of life provided in both rural and urban places. However, no one really knows what kinds of communities people like you want to live in or what is thought about these proposed programs.

Your household is one of a small number in which people are being asked to give their opinion on these matters. It was drawn in a random sample of the entire state. In order that the results will truly represent the thinking of the people of Washington, it is important that each questionnaire be completed and returned. It is also important that we have about the same number of men and women participating in this study. Thus, we would like the questionnaire for your household to be completed by an adult female. If none is present, then it should be completed by an adult male.

You may be assured of complete confidentiality. The questionnaire has an identification number for mailing purposes only. This is so that we may check your name off of the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire.

The results of this research will be made available to officials and representatives in our state's government, members of Congress, and all interested citizens. You may receive a summary of results by writing "copy of results requested" on the back of the return envelope, and printing your name and address below it. Please do not put this information on your questionnaire itself.

I would be most happy to answer any questions you might have. Please write or call. The telephone number is (509) 335-8623.

Thank you for your assistance.

Sincerely,

Don A. Dillman
Project Director
Figure 4.1  Example of preletter to sample of new state residents who turned in out-of-state driver’s licenses to get a Washington driver’s license.

Washington State University
Social and Economic Sciences Research Center

Date → July 1, 1999

Inside address → L. T. Hansen
2121 Lincoln Way East
Uniontown, WA 99962-2056

What will happen → A few days from now you will receive in the mail a request to fill out a brief questionnaire for an important research project being conducted by Washington State University.

What it is about → It concerns the experience of people who have moved to Washington state, and how they feel about living here.

Usefulness of survey → I am writing in advance because we have found many people like to know ahead of time that they will be contacted. The study is an important one that will help government agencies as well as employers in Washington understand who is moving to Washington, and whether their expectations are being met.

Thank-you → Thank you for your time and consideration. It’s only with the generous help of people like you that our research can be successful.

Sincerely,

Real signature → Don A. Dillman
Professor and Deputy Director

Token incentive → P.S. We will be enclosing a small token of appreciation with the questionnaire as a way of saying thanks.
Figure 4.2  Example of cover letter (second contact) to sample of new state residents; to follow preletter.

[Letter Content]

Washington State University
Social and Economic Sciences Research Center

Inside address → L. T. Hansen
2121 Lincoln Way East
Unrouta, WA 99662-2056

The request → I am writing to ask your help in a study of new residents being conducted for the state of Washington. This study is part of an effort to learn what draws people to the state, and whether they are happy or unhappy with what they find here.

Why you were selected → It's my understanding that you may have moved to Washington state sometime in the last few years. We are contacting a random sample of new residents from every county in the state to ask why they moved, what their employment experience has been, and whether services are meeting their needs.

Usefulness of survey → Results from the survey will be used to help state and local government make Washington a better place for new residents like you. By understanding what people want when they move here, public officials can do a better job providing services and improving the state's quality of life. And by knowing more about the job skills of new residents, public agencies and private businesses can help make the most of what new residents contribute to the state's economy.

Confidentiality → Your answers are completely confidential and will be released only as summaries in which no individual's answers can be identified. When you return your completed questionnaire, your name will be deleted from the mailing list and never connected to your answers in any way. This survey is voluntary. However, you can help us very much by taking a few minutes to share your experiences and opinions about Washington state. If for some reason you prefer not to respond, please let us know by returning the blank questionnaire in the enclosed stamped envelope.

Token of appreciation → We have enclosed a small token of appreciation as a way of saying thanks for your help.

Willingness to answer questions → If you have any questions or comments about this study, we would be happy to talk with you. Our toll-free number is 1-800-833-0867, or you can write to us at the address on the letterhead.

Thank-you → Thank you very much for helping with this important study.

Sincerely,

Real signature → Don A. Dillman
Professor and Deputy Director

P.S.  If, for some chance we made a mistake and you have not moved to Washington (or back to Washington after living somewhere else) since January 1990, please answer only the first question in the questionnaire and return the rest of it blank. Many thanks.
Figure 4.5 Example of cover letter with first replacement questionnaire (fourth contact).

Washington State University
Social and Economic Sciences Research Center
Wilson Hall 123
360-427-4404
Pullman, WA 99164-4014
FAX 509-335-0118

Date → July 29, 1999

Inside address → L. T. Hansen
2121 Lincoln Way East
Uniontown, WA 99662-2056

Feedback: We've not heard from you → About three weeks ago I sent a questionnaire to you that asked about your experiences of living in Washington state. To the best of our knowledge, it's not yet been returned.

Others have responded → The comments of people who have already responded include a wide variety of reasons for moving to (or back to) Washington. Many have described their experiences, both good and bad, in trying to find work. We think the results are going to be very useful to state leaders and others.

Usefulness of your response → We are writing again because of the importance that your questionnaire has for helping to get accurate results. Although we sent questionnaires to people living in every county in the state, it's only by hearing from nearly everyone in the sample that we can be sure that the results are truly representative.

Are you eligible?: → A few people have written to say that they should not have received the questionnaire because they no longer live in Washington or that they moved here before 1990. If either of these concerns apply to you, please let us know on the cover of the questionnaire and return it in the enclosed envelope so that we can delete your name from the mailing list.

Confidentiality → A comment on our survey procedures. A questionnaire identification number is printed on the back cover of the questionnaire so that we can check your name off of the mailing list when it is returned. The list of names is then destroyed so that individual names can never be connected to the results in any way. Protecting the confidentiality of people's answers is very important to us, as well as the University.

Voluntary → We hope that you will fill out and return the questionnaire soon, but if for any reason you prefer not to answer it, please let us know by returning a note or blank questionnaire in the enclosed stamped envelope.

Sincerely,

Real signature → Don A. Dillman
Professor and Deputy Director

P.S. If you have any questions, please feel free to contact me. The toll-free number where I can be reached in Pullman is 1-800-833-0867.
<table>
<thead>
<tr>
<th><strong>Date</strong></th>
<th>September 5, 1999</th>
</tr>
</thead>
</table>
| **Inside address** | L. T. Hansen  
2121 Lincoln Way East  
Uniontown, WA 99962-2056 |
| **Connection to previous mailings** | During the last two months we have sent you several mailings about an important research study we are conducting for the state of Washington. |
| **Purpose and usefulness** | Its purpose is to help state agencies understand the reasons people are moving to Washington state, and their experiences after coming here that might be relevant to improving state services. |
| **Time is running out** | The study is drawing to a close, and this is the last contact that will be made with the random sample of people who we think, based on driver’s license records, moved here in the last year. |
| **Explanation for special contact** | We are sending this final contact by priority mail because of our concern that people who have not responded may have had different experiences than those who have. Hearing from everyone in this small statewide sample helps assure that the survey results are as accurate as possible. |
| **Confidentiality** | We also want to assure you that your response to this study is voluntary, and if you prefer not to respond that’s fine. If you are not a recent mover to Washington state, and you feel that we have made a mistake including you in this study, please let us know by returning the blank questionnaire with a note indicating so. This would be very helpful. |
| **Thank you** | Finally, we appreciate your willingness to consider our request as we conclude this effort to better understand job, living, and other issues facing new Washington state residents. Thank you very much. |
| **Real signature** | Sincerely,  
Don A. Dillman  
Professor and Deputy Director |
September 15, 2000

Michael R Hyman
New Mexico State Univ
Marketing/General Business
P O Box 30001
Las Cruces, NM 88003

Dear Michael R Hyman:

About a week ago, you should have received a letter introducing you to a study focusing on the effects of new electronic forms of scholarly communication on American higher education. This in-depth analysis of faculty perspectives is one of several such studies supported by grants from the Mellon Foundation to track perceptions and usage patterns of electronic resources.

The enclosed questionnaire, prepared by Odyssey, a research firm specializing in understanding the impact of the new media, seeks your perspective on the usefulness of relevant materials in scholarly communication at both your institution and in your discipline. One objective is to explore the characteristics that faculty value most as they use these resources. We hope this study will provide further information on how scholarly resources are used and will help us all to make the most effective use of new technologies for the benefit of scholarship.

It is extremely important that all points of view be represented in the study, including not only those of you who make substantial use of online publications, but also those of you who do not. The findings of this study cannot be representative if those who are extremely busy do not take a few moments to respond. We recognize that time is precious, but your feedback, when aggregated with that of your colleagues, will provide us with an important perspective on what kinds of effects these technologies are having on our scholarly communities. Please take the time now to answer the questions and mail back your completed questionnaire in the enclosed pre-paid envelope.

We will appreciate greatly your participation in this important project. Thank you in advance for your help.

Sincerely,

William J. Bern
# Cover Letter Appraisal Checklist

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the letter give the reader enough information to provoke the desired response?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does it answer all potential questions?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are only essential facts included?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have all unnecessary words been eliminated?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is language clear and easy to understand on the first reading?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has all factual information been double-checked for accuracy?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has the letter been proofread by a qualified person for grammatical, spelling, and punctuation errors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the letter clean (e.g., no typing errors)?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is it formatted for a pleasing appearance?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have all “ten-dollar” words been replaced by shorter words having the same meaning?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Continue reworking your cover letter until all of the above questions have been answered “yes.”
Pre-testing is Important
Pre-testing Decisions

- What items should be pre-tested?
- How should pre-test be conducted?
- Who should conduct pre-test?
- Who should be respondents in pre-test?
- How large should sample be for pre-test?
Internet Surveys
Layout for Internet Questionnaires

- Graphical User Interface (GUI)
- *Paging* layout going from screen to screen
- *Scrolling* layout gives the respondent the ability to scroll down
- Push buttons
- Status bar
Common Question Displays on a Computer Screen

- Radio button
- Drop-down box
- Check box
- Open-ended boxes
Welcome Screen

• Welcome Screen like a cover letter
• It contains the name of the research company and how to contact the organization if there is a problem or concern.
• "If you have any concerns or questions about this survey, or if you experience any technical difficulties, please contact (NAME OF RESEARCH ORGANIZATION)."
Welcome Screen Should Ask for Password and Give Instructions

• Please enter your personal password from your invitation. Then, press the "enter" key to begin the survey or simply click on the right arrow at the bottom of the page to begin the survey (after you have read the remaining instructions):
  • During the survey, please do not use your browser's FORWARD and BACK buttons.
  • Use the arrows on the lower right to move backward and forward through the survey.
Online Survey Demo

9a. How satisfied are you with the following magazine:

TIME

Very Dissatisfied: 1, 2, 3, 4, 5, 6, 7

Very Satisfied: 1

9b. How satisfied are you with the following magazine:

NEWSWEEK

Very Dissatisfied: 1, 2, 3, 4, 5, 6, 7

Very Satisfied: 1
U.S. Mint Customer Survey

We want to know how to improve the site to serve you better. So, from time to time, we will be asking questions that will help us determine how to make the site more useful.

1. How many times have you visited the U.S. Mint Web site?
2. How did you hear about our Web site?
   2a. If other, how?
3. Which response best describes you?
   3a. If other, who?
4. Overall, how are we doing?
   4a. Please tell us why:
5. Have you purchased anything on the Mint Web site?
6. How would you describe your online shopping experience?
www.swcollege.com Evaluation

1) How often do you visit our site?

- Every day
- Several times a week
- About once a week
- Several times a month
- Less than once a month
- This is my first visit here

2) When do you visit the swcollege.com site? Is it during the:

- Mornings
- Afternoons
- Evenings
- After Midnight
- Other (please specify)
3) How would you rate www.swcollege.com in the following areas?

<table>
<thead>
<tr>
<th></th>
<th>One of the Best</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>One of the Worst</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1) Ease of navigation</td>
<td></td>
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<td>3.2) Speed of loading</td>
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<tr>
<td>3.3) Quality of content</td>
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<tr>
<td>3.4) Quantity of content</td>
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<tr>
<td>3.5) Visual attractiveness</td>
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<tr>
<td>3.6) Advertising banners</td>
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</tbody>
</table>
5) What do you like most about this site?

6) What do you like least about this site?

7) What features would you like added or changes you would like made to this site?

8) How frequently do you surf the Web?
Software that Makes Questionnaires Interactive

- Boolean skip and branching logic
  - Hidden skip logic
- Variable piping software
- Error trapping - forced answering software
- Interactive help desks