

The background features abstract green geometric shapes. On the left, a solid green trapezoid points towards the center. On the right, a complex arrangement of overlapping translucent green triangles and polygons creates a layered, dynamic effect. The word "Questionnaires" is centered in a green, sans-serif font.

Questionnaires

Concept, aims and types of questionnaires

Concept:

- A method to collect data
- We are interested in the opinion or knowledge of persons regarding the object of our research

Objectives:

- Characterizing a phenomenon based on data obtained from the questionnaire
- Keeping or discarding a hypothesis → sets the direction of further research

Types:

- 1 occasion
- Repeated once
 - Repeated at any time
 - Repeated according to a schedule
- Repeated multiple times
 - Repeated with irregular intervals
 - Repeated with regular intervals

Tasks and stages of conducting a questionnaire study

1. Orientation, literature search, raise research questions
2. Determine basic concepts and indicators of the research topic
3. Decide:
 - ▶ number and characters of persons to be interviewed
 - ▶ method of filling in the questionnaire
4. Plan and set up the questionnaire
5. Distribute the questionnaire to collect answers
6. Data evaluation, draw conclusions

Questionnaires – possible mistakes

- ▶ Raising the problem: finding not the most important concepts, not the most appropriate **indicators**
- ▶ How to ask questions....
 - ▶ ... politely but effectively?
 - ▶ The question should not be too complicated or easy to misunderstand
 - ▶ Possible mistake: content, format, length of question
- ▶ Determining the population participating
- ▶ Questionnaire: e.g. not a logical order of questions, not the most important questions
- ▶ Other possible mistakes: e.g. site or time of questioning is not suitable, not pleasant atmosphere etc.

Indicators: characters of an issue that can be measured

Structure of a questionnaire

Introduction:

- ▶ Title of questionnaire
- ▶ Aims of the questionnaire
- ▶ Age, gender, profession, place of living of the person asked

Main part:

- ▶ Questions arranged in question groups

Final part:

- ▶ Option to provide his/her opinion, summarize thoughts related to questionnaire topic
- ▶ Saying thanks

Types of questions

According to aim of question:

- ▶ Main questions: from which we can draw conclusions
- ▶ Motivating questions: maintains the interest of the person filling in the questionnaire
- ▶ Complementary questions: not closely related to our main topic, discussing further aspects of the main questions

According to possible answers:

- ▶ Open question: free answers (number, length, content)
- ▶ Closed question: pre-formed answers (simple choice and multiple choice questions)
- ▶ Rank questions: things have to be arranged according to an order
- ▶ Questions on frequency, degree of preference

Types of questions

According to form:

- ▶ Wh-questions: e.g. Who....? What? Why....? When.....?
- ▶ Yes/No questions:
- ▶ Option: e.g. Do you prefer the chemical or biological method of water purification?

Possible answers for questions on:

- ▶ Frequency: never, rarely, sometimes, frequently, always
- ▶ Intensity: not at all, hardly, to a medium degree, substantially, very much
- ▶ Probability: no way, not likely, perhaps, quite possible, sure

Questions often appear in the form of a task (e.g. Choose....., Characterize....)

Preparing surveys online





Log in

Sign up

Get answers with surveys

Be the person with great ideas. Surveys give you actionable insights and fresh perspectives.

Go premium

Sign up free



98% of the Fortune 500 rely on SurveyMonkey



LOG IN

Create a FREE account

Already have an account? [Log In »](#)

Create an account

Username

Please enter a username without spaces.

Password

Email

First name

Last name

Create account

or sign up with



By clicking 'Create account' or signing up, you agree to the [Terms of Use](#) and [Privacy](#)





Get better research data with advanced features

Include survey logic, conduct A/B tests, or add more question types with an upgraded plan.

SEE ALL PLANS

Welcome, Agnes!

✓ You've completed 2 of 6 tasks. [Explore your account](#)



Create an account



Complete your profile



Design a survey



Send a survey



Analyze responses



Share survey

Open ⓘ

0

Draft ⓘ

1

Total responses ⓘ

0

Average completion rate ⓘ

—

Typical time spent ⓘ

—

Help

Feedback

Name your survey

Survey name

Survey category

☐ My questions are already written.

Choose how to collect responses

☐ Purchase a panel

☒ Use my own contacts

Choose a survey format (Optional)

Which format is right for me?



One question at a time
Automatically scroll to the next question



Classic
Show all questions on a page at once



Conversation BETA
Turn your survey into a chat conversation

Honey purchasing customs in Hungary

UPGRADE

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

NEXT →

QUESTION BANK

Page Logic ▼

More Actions ▼

Search for questions



Recommended Questions >

Previously Used Questions >

All Categories >

Community >

Customer Feedback >

Customer Satisfaction >

Demographics >

Education >

Honey purchasing customs in Hungary

⊕ PAGE TITLE

Q1

Enter your question

Multiple Choice ▼



Copy and paste questions

Done

Help!

Feedback

Honey purchasing customs in Hungary

UPGRADE

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

NEXT →

QUESTION BANK

Page Logic ▼

More Actions ▼

Search for questions

Recommended Questions >

Previously Used Questions >

All Categories >

Community >

Customer Feedback >

Customer Satisfaction >

Demographics >

Education >

1. How often do you buy honey?

☐ Once a year.

☐ Twice a year.

☐ Each month.

☐ Every week.

☐ Other (please specify)

+ NEW QUESTION ▼

or Copy and paste questions

Help!

Feedback

Honey purchasing customs in Hungary

UPGRADE

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

NEXT →

QUESTION BANK

Page Logic ▼

More Actions ▼

Search for questions

Recommended Questions >

Previously Used Questions >

All Categories >

Community >

Customer Feedback >

Customer Satisfaction >

Demographics >

Education >

3. What is the most important for you when you buy honey

EDIT

OPTIONS

MOVE

COPY

DELETE

The price of honey.

The taste of the honey.

The colour of the honey.

The consistency of the honey.

The odour of the honey.

+ NEW QUESTION

or Copy and paste questions

Help!

Feedback

How would you like to collect responses to your survey?



Send surveys your way

Send your surveys by email, embed them on your website, share a link on social media or a web page, and more.



Target your ideal respondents

Buy responses from the right demographics on our global survey panel, SurveyMonkey Audience. Get results in minutes.