

Questionnaire

1. True or false?

Double barreled questions should be avoided in questionnaire development.
A questionnaire should not be used without being adequately pilot tested.

2. In which of the following interviewing methods most complex question scales can be used easily?

- personal interviews
- telephone interviews
- mail interviews
- online interviews

3. What should be avoided when developing a questionnaire?

- complex words
- ambiguous words
- leading questions
- generalizations
- all of the above

5. What types of questions are relatively hard to code?

- multiple choice
- dichotomous
- open-ended
- Likert scale based

6. Decide which scales/variables the following items are (nominal, ordinal, interval, ratio).

- You are traveling: by yourself, with your spouse, With your family and children, With friends/relatives, With business associates, With a tour group
- How high are your average sales of the product XY per day? Write the number of units.
- Your marital status: single, divorced, married, widowed
- Current occupation: management, production, student, government, retired, housewife ...
- How would you rate your overall traveling experience in Eureka Springs on a scale of 1 - 7? 1=very dissatisfied, 7=very satisfied
- Your gender: male female
- How likely that you visit Eureka Springs again in the near future? 1 – most unlikely, 7 – most likely.
- Your preference for the following soft drinks: Coca-Cola, Pepsi, Sprite, Seven-up, Fanta
1. ____ 2. ____ 3. ____ 4. ____ 5. ____
- Your total annual household income (Please provide your best estimate.): Under \$25,000, \$25,000 – \$49,999, \$50,000 – \$74,999, \$75,000 - \$99,999, \$100,000 and above
- Your primary residence: city _____
- Including you, how many persons are now living in your household:
Under 18 years old _____ 18 and older _____

7. Scales

As a part of your questionnaire for measuring the attitudes (perceptions) of the foreign students at the Faculty of Economics you would like to use the semantic differential. Propose it (at least 4 items).

8. Are the following questions correct in terms of wording etc.? If not, correct them.

How frequently do you attend movies?

Very frequently Infrequently Frequently Very frequently

Please indicate your total household income before taxes?

Less than 10 000 € 10 000 – 20 000 € 20 000 – 30 000 € 30 000 € or higher

Do you believe that private citizens have the right to own firearms to defend themselves, their families, and property from violent criminal attack?

Yes No Undecided

Should the city build a new swimming pool that includes lanes for swimming laps that is not closed for winter use?

Yes No

How many times in the last 4 years have you gone to see a doctor or health care practitioner?
_____ Number of visits in the last 4 years.

What percent of the nights spent away from home on trips during 2009 were for business reason?

About how many books have you read for leisure during the past year?
_____ Number of books.

Which one of the following do you feel is most responsible for recent outbreaks of violence in America's schools?

Irresponsible parents School policies Television programs

To what extent do you agree with the following statements.

Strongly agree somewhat agree somewhat disagree strongly disagree

Please indicate the extent to which of the following services of our organization are important to you, and for those that are very important, please indicate how frequently you have used that service during the past six months.

	How important?	Frequency of use in last 6 months
Customer credit	not somewhat very	_____ times used
Next-day delivery	not somewhat very	_____ times used
Return policy	not somewhat very	_____ times used

Have you ever shoplifted something from a store?

Yes No

9. What is a Likert scale?