





- Are my suggested questions leading or loaded?
- Can I make my questions clearer and simpler?
- Do any of my questions have vague words, i.e. “do you regularly attend this service? To some people regular could mean once a week to others twice a year. Other vague questions may include, i.e. do you like the accessibility and effectiveness of this service? Some responders may like the ease of accessing the service but not the effectiveness.
- Are my questions relying too much on the responders memory?

### Step 6: Putting questions into meaningful order

#### Opening Question:

The first question is crucial because it sets the tone for the questionnaire. If they find the first question difficult to understand, or beyond their knowledge and experience, or embarrassing in some way, they are likely to break off immediately. If, on the other hand, they find the opening question easy and pleasant to answer, they are encouraged to continue. Ample space should be provided to allow responders to record their responses.

#### Question Flow:

Each question should have a natural flow; all questions that relate to the same subject should be placed together. Keep important questions to the middle of the survey to promote uptake.

#### Question Variety:

Keep the number of questions to a minimum, less is more. Try to break up the questions in terms of open, closed and response option based. You may want to consider using visual graphics or images to support individuals responding to the questionnaire. When using closed questions i.e. Yes/No responses, allow a suitable space for responders to explain why they have selected Yes/No.

### Step 7: Physical appearance of the questionnaire:

Avoid confusing layouts, have adequate space between question and response options. Label questions numerically, use the same font size and style throughout your questionnaire. Try and keep your questionnaire to one or 2 pages max, avoid using staple pages as these can be lost easily. The best questionnaires are usually short and concise.

### Step 8: Pilot your questionnaire:

It is impossible to know that the questionnaire will deliver on the required outcome you want. We suggest you consider piloting the draft questionnaire with a small number of responders first and make any tweaks or changes when required following there feedback. You may want to ask them such feedback questions as;

- Was the layout of the survey easy to follow?
- Where the questions worded clearly enough?
- Does the questionnaire flow?
- Are we missing any questions that need to be included?

### Step 9: You're done:

A well designed questionnaire provides you with complete and accurate information; it is easy experience for both you and the responder. For equality and monitoring purposes, it is important you provide responders an opportunity to complete a Section 75 form.

For more information on Involvement, Co-Production and Partnership Working please visit the Engage website.

<http://engage.hscni.net>

KEY

Planning

Doing

Reviewing



PPI - Involving you, improving care

