

One of the critical pieces of any survey is the questionnaire which collects data from the sample units. This introductory overview lecture will discuss the steps involved in designing and testing a business survey questionnaire, from defining the data user needs, identifying the relevant survey design elements, operationalizing the survey concepts, writing questions and testing the questionnaire. Good survey estimates are only possible with complete and accurate data on a questionnaire. A well designed questionnaire instrument makes this possible.

General questionnaire design principles used to collect accurate data will be discussed, as well as considerations unique to establishment surveys. Establishment survey specific issues can include identification of the reporting unit and respondents, the nature of information collected from establishments, the impact of business record keeping, and the nature of business populations. The lecture will also briefly discuss additional considerations for internet based questionnaires. As more data is collected with online instruments, the benefits of electronic questionnaires can be more fully realized. The importance of questionnaire testing will also be addressed. Attendees of the lecture will come away with a basic understanding of the steps in business survey questionnaire design and areas where there may be differences in questionnaire design between surveys of establishments and survey of households or individuals.