TABLE 8.7 Logical Sequence of Survey Questions

Question Type	Order	Examples	Rationale
Screens	First questions asked	"Have you shopped at Old Navy in the past month?" "Is this your first visit to this store?"	Used to select the respondent types desired by the researcher to be in the survey
Warm-ups	Immediately after any screens	"How often do you go shopping for casual clothes?"	Easy to answer; shows respondent that survey is easy to complete; generate interest
		"On what days of the week do you usually shop for casual clothes?"	
Transitions (statements and questions)	Prior to major sections of questions or changes in question format	"Now, for the next few questions, I want to ask about your family's TV viewing habits."	Notifies respondent that the subject or format of the following questions will change
		"Next, I am going to read several statements and, after each, I want you to tell me if you agree or disagree with this statement."	
Complicated and difficult-to-answer questions	Middle of the question-naire; close to the end	"Rate each of the following 10 stores on the friendliness of their salespeople on a scale of 1 to 7."	Respondent has committed himself or herself to completing the questionnaire; can see (or is told) that there are not many questions left
		"How likely are you to purchase each of the following items in the next three months?"	
Classification and demographic questions	Last section	"What is the highest level of education you have attained?"	Questions that are "personal" and possibly offensive are placed at the end of the questionnaire

The more complicated and difficult-to-answer questions are placed deep in the questionnaire.

is in its final stages. Also, experienced interviewers can sense when respondents interest levels sag, and they may voice their own prompts, if permitted, to keep respondents engaged.

Online surveys often have a "% complete" barometer that