

> TIP SHEET

SUCCESSFUL QUESTION FRAMING

- Avoid questions that require a simple 'yes' or 'no' response. Instead, create questions that require the respondent to choose an answer from a menu of suggestions that range from one to ten: one being your base (or default) choice and ten being your most extreme one.
- Ask questions that require respondents to supply you with a first person statement which offers up a more emotional and subjective response. For example: 'Which of the following statements do you MOST agree with?' — followed by a range of answers written as quotes or personal statements.
- Once the overall responses for the above have been tabulated and averaged out, you will be able to allocate percentages for each one.
- Instead of asking questions consider using images and ask people to rate them. For example, ten types of house, car, interior item, etc. This allows you to define a group's taste as well as understanding their hierarchies of aesthetic choices in relation to their income, social values, regional, and global spread.
- Other ways of asking questions allow you to create a series of typologies (as in a consumer who embodies the characteristics typical of a particular group of people). For example, this can be done by asking respondents to determine which of the following statements most resembles their attitude and outlook on a particular subject.
- Unseen by the respondent, you can also 'embed' a typology next to the statements.

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