SWAT 7: Impact of questionnaire design on response rates and satisfaction of the participants

Objective of this SWAT
To determine the effects of different questionnaire designs on response rates and satisfaction of the participants.

Study area: Follow-up.
Sample type: Participant.
Estimated funding level needed: Medium.

Background
A relevant aspect of designing questionnaires is the impact of their layout and appearance on completion rates.[1,2,3] Low response rates to surveys may cause bias in survey research.[4] Short surveys save on the costs of printing or copying, and may make it easier for participants to complete them.

Interventions and comparators
Intervention 1: Questionnaire is presented with a large font size and many spaces between the questions.
Intervention 2: Questionnaire is presented with a smaller font size, the questions are close together and the number of pages is reduced by 25-40%.

Index Type: Questionnaire Format

Method for allocating to intervention or comparator
Randomisation.

Outcome measures
Primary outcomes: Return of the questionnaire.
Secondary outcomes: Time to return of the questionnaire; completeness of the returned questionnaire; satisfaction of the participants and time taken to complete the questionnaire.

Analysis plans
Descriptive analysis will be done for the primary and the secondary outcomes. Bivariate analysis will be used to compare the randomised groups. Multivariate analysis will be done with the primary and the secondary outcomes as dependent variables and the length of the questionnaire and socio-demographic variables as covariates.

Possible problems in implementing this SWAT
The addition of the questions needed for the outcome analyses (participant satisfaction and time taken to complete the questionnaire) might influence the response rate.

References

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