



Your guide to... Online questionnaires

www.online-market-research.netetude.co.uk



Harness the web's potential
for your marketing studies.

The project profile: an essential step.

Preparing your market study properly is never time wasted. It also couldn't be easier with our step-by-step guide:

1. Name of study _____
2. Aims and objectives of study _____
3. Panel sample target (profile, age group, geographic area, socio-economic class, etc.) _____
4. Origin of your respondents _____
5. Number and type of questions, filters _____
6. Multimedia elements needed (sounds, images, video, etc.) _____
7. Timescale and budget _____

The questionnaire: let's build it online!

1. Development and optimisation of your questionnaire according to your profile (choice of questions, filters etc.)
2. Online editing, testing and validating
3. Sending out the questionnaire to the respondents of your choice (your own database or Netetudes' panels)
4. Reception and validation of respondents' answers
5. Results delivery, strategic recommendation and follow-up.



Questions/comments

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