1: **Write the Cover Letter and Questionnaire**

1. Make sure the questionnaire is consistent with the type of survey required: on-line survey delivered to a random sample of the target market.

2. Start with a Cover Letter: what should be in it? At a minimum include the following in the cover letter:
   - Survey sponsor
   - Survey purpose
   - How respondents were selected
   - Promise of anonymity/confidentiality
   - Request for respondent’s participation/provision of incentive (if any)
   - Screening question
   - URL to access survey

3. Develop a question or questions that measures each of the research objectives as described in the Case.

4. Make sure each scale/question measures the construct correctly:
   - (1) Face validity?
   - (2) Scale endpoints make sense?,
   - (3) Scale construction (e.g., 1-7) O.K.?
   - (4) Wording clear and concise?
   - (5) etcetera

5. Limit open-end questions to ratio data.

6. Make sure and use the question order as specified in the text and Blue Book (e.g. easy questions first)

**2. Question Format:** Justify your choice of the type of question response format for each question. In other words, first identify the format for each question (e.g., Likert scale, semantic differential) and then explain WHY you chose that format.

**3. Questionnaire Organization:** Identify all screening questions, warm-ups, transition questions, and skip questions that you have used

**General Comments**

- 5 points off if more than three spelling or grammatical errors
- Be prepared to share survey with class using the document camera