

Copyright © 2004 by John Wiley & Sons, Inc. All rights reserved.

Published by Jossey-Bass

A Wiley Imprint

989 Market Street, San Francisco, CA 94103-1741    [www.josseybass.com](http://www.josseybass.com)

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, 978-750-8400, fax 978-646-8600, or on the web at [www.copyright.com](http://www.copyright.com). Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, 201-748-6011, fax 201-748-6008, e-mail: [permcoordinator@wiley.com](mailto:permcoordinator@wiley.com).

Jossey-Bass books and products are available through most bookstores. To contact Jossey-Bass directly call our Customer Care Department within the U.S. at 800-956-7739, outside the U.S. at 317-572-3986, or fax 317-572-4002.

Jossey-Bass also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

---

#### Library of Congress Cataloging-in-Publication Data

Bradburn, Norman M.

Asking questions : the definitive guide to questionnaire design—for market research, political polls, and social and health questionnaires / Norman M. Bradburn, Brian Wansink, Seymour Sudman.—Rev. ed.

p.    cm.

Earlier ed. by Sudman and Bradburn with Sudman named first.

Includes bibliographical references (p.    ) and index.

ISBN 0-7879-7088-3 (alk. paper)

1. Social sciences—Research. 2. Questionnaires. I. Wansink, Brian.

II. Sudman, Seymour. III. Title.

H62.B63 2004

300'.72'3—dc22

2004001683

---

Printed in the United States of America

FIRST EDITION

PB Printing    10 9 8 7 6 5 4 3 2 1