Example Questionnaire Checklist

**1. The Outline and Format**

**A. Introduction to the questionnaire**

* Title of the study
* Purpose
* Duration of survey and length of questionnaire
* Guarantee of confidentiality
* Brief information about the company or organization
* Incentive information (if any)

**B. Demographic data**

* Respondent’s name (could be optional.)
* Age, gender, etc.

**C. Question format**

* The first question is a closed-ended question (answerable by Yes or No)
* Questions are arranged from general to specific
* Sensitive questions are at the end of the questionnaire
* Questions are grouped together according to the topic
* The directions on how to answer are placed before the questions
* The rating scale is written before the questions
* The response options are placed vertically, except for tabulated questions

**D. End of questionnaire**

* A “Thank You” or any expression of gratitude to the respondent
* Information on knowing the survey results

**2. The Questions**

* The questions are concise and simple
* All the questions do not contain any terminologies, acronyms or jargons that are unfamiliar to the respondents
* The first five questions verify whether the respondent is eligible to continue the survey or not
* All questions point to the survey goals
* All possible response options or an “Other” option are included in each question
* The respondent may or may not answer sensitive questions by placing a “Prefer not to answer” option
* A midpoint response option such as “Average”, “Sometimes” or “Neutral” is included on the rating scale used
* Most questions are closed-ended
* Open-ended questions are voluntary

**3. Pre-Test**

* The survey questionnaire has been sent to friends, colleagues or experts to validate the wording and timing
* The survey questionnaire has been answered by few survey respondents from the target population
* Five close-ended questions are answerable within 1 minute, while two open-ended questions are answerable within 1 minute
* The survey takes a maximum of 10 minutes to complete
* Appropriate revisions of the questionnaire are done

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