

Sir John A. Macdonald High School

Creating a Questionnaire



Name: _____

Teacher: Mrs. J. McKinnon

Date : _____

Title of Work: _____

Outcomes	Criteria				Points
	1	2	3	4	
Asked questions obtaining desired outcomes (i.e. target Audience)	Did not ask any questions gaining insight regarding target audience.	Asked only open ended and close ended questions and Responses were not always made available for respondents.	Asked questions in open ended and close ended forms. Responses were not always made available for respondents.	Asked questions in open ended and close ended forms. Responses were available for respondents.	—
Structure of Questionnaire is related to one of the outlined structures (i.e. Funnel)	No structure to Questionnaire	Some structure to Questionnaire	Structure to Questionnaire	Very clear structure identified and used with purpose	—
Questionnaire is able to read clearly used in conducting survey	Questions are not written in form of a clearly readable sentence.	Questions are written in form of a sentence .	Questions are written in form of a clearly readable sentence that the respondent may not understand.	Questions are written in form of a clearly readable sentence that the respondent can understand.	—
Questions related to product	Product is not address in Questionnaire.	Questions do not relate to product.	Questions do not clearly and effectively relate to product.	Questions clearly and effectively relate to product.	—
Total---->					—

Teacher Comments: