

Questionnaire Quality Control Audit

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AtHeath offers Questionnaire Quality Control (QQC) audits as part of our broad band of research audit and improvement services.

Our QQC audit has three parts:

1. A standardized audit, which includes 30 checks on quality
2. A QQC score based on the results of the standardized portion of the audit
 - a. We use a weighted item scoring system that generates a score based on a scale of 0-100.
3. Additional expert review to examine unique aspects of the questionnaire and identify issues or problems that might need attention, correction, or enhancement

The QQC audit identifies problems and errors commonly encountered during the task of questionnaire design. In our experience, after providing a review of a questionnaire and telling the author it needs work, the person frequently asks, "What's wrong with my Questionnaire? It seemed perfectly fine to me."

No one wants to hear that what he or she has created is less than masterful, but there is more to Questionnaire Design than asking questions the way you do in everyday discourse.

We have structured our audit to be helpful and provide actionable guidance to the author(s) of research instruments. It always helps to receive an impartial review.

Table 1 How to Interpret Your Audit QC Score

Audit QC Score	Recommendations
Scores of 95 or higher	You're a Pro – let's make it perfect!
Scores of 85 to 94	Great Job – no sense in stopping now go for perfection
Scores of 75 to 84	You're clearly doing a number of things right, but have a couple of blind spots – let's shine some bright lights in those areas
Scores of 65 to 74	There are several areas where improvements can and probably should be made before you go any further
Scores of 55 to 64	If this is the final version, you may want to consider seeking help.
Scores below 55	Perhaps this is not a final version, but if it is we strongly recommend you seek help.

Questionnaire Design Problems

Are you having trouble designing your questionnaire? If you think you are alone, think again, because you are definitely not alone.

Three Examples:

1. Director of Research from a well known University, had a QQC score of 65
2. Owner of a LinkedIn Group related to market research had a QQC score of 67 (and the questionnaire had less than 10 questions)
3. Owner of a market research company repeating a study done more than five times scored 58 on the QQC audit

No, you are definitely not alone.

”What’s Wrong with my Questionnaire?”

[Partial list of issues]

- Answers Not Mutually Exclusive
- Double Barrel Questions
- Unbalanced Scales
- Lack of Parallel Construction
- Terminology that Creates Ambiguity
- Definition Problems
- Scary Matrix Questions
- Lack of Instructions
- Poor or Confused Wording
- Inventory Question Overload
- High Respondent Burden [e.g., too much math]
- The Overly Long RI

Questionnaire design is not an end in its self it is a means to an end. Its purpose is to illuminate the subject under investigation, to bring forth content that one can use to develop insights into the marketplace. It should help decision makers make better decisions than they otherwise would make if the information were not available. To accomplish this goal, practitioners must construct questionnaires with great care and skill – avoiding errors throughout the process.

“We can't solve problems by using the same kind of thinking we used when we created them.” Albert Einstein (1879-1955)

Learn More

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