**Market Research Survey Rubric**

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|  | **A (10)** | **B (8.5)** | **C (7)** | **D (5.5)** | **F (4.5)** |
| **Clarity** | Questions are easy to understand and targeted toward the desired information. | Questions are mostly clear and targeted toward the desired information. | Some questions unclear; a survey respondent might have to ask for clarification. | Many questions are unclear and require further clarification. | The student does not meet the standards described. |
| **Content** | Questions are designed to yield much relevant information about the respondents’ social media habits, and tailored to the specific target audience subgroup. | Questions are designed to yield some relevant information about the respondents’ social media habits, but may not be completely tailored to the target audience subgroup. | Questions are designed to yield information about the respondents’ social media habits, but not all information may be relevant to a media organization. Questions are generic and not tailored to the subgroup. | Some questions may be off-topic and few are tailored to the subgroup. This survey may not yield relevant information for a media organization and market researchers would likely have to conduct follow-ups. | The student does not meet the standards described. |
| **Design** | Survey is easy to read and follow. | Survey is usually easy to read and follow. | Survey is sometimes easy to read and follow. | Survey is rarely easy to read and follow. | The student does not meet the standards described. |
| **Utility** | Questions are ordered appropriately and do not lead the respondent to particular answers. All types of bias are generally avoided. | Questions are ordered appropriately, but some level of leading questions or bias may be present. | Questions may seem out of order and there are some leading questions and bias present. | Questions are haphazardly ordered and clearly lead the respondent to particular answers. There is considerable bias. | The student does not meet the standards described. |
| **Mechanics** | No spelling or grammar errors are present. | One or two spelling or grammar errors may be present, but they are minor. | Several spelling or grammar errors are present and obvious. | Many spelling or grammar errors are present and obvious. | The student does not meet the standards described. |