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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

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**Market and social research-Guidelines for the questionnaire
development**

市场和社会调查 调查问卷编制指南

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

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Guidelines for Compilation of Market and Social Survey Questionnaires

1 Scope

This document provides the general principles for compiling market and social survey questionnaires, and provides information on questionnaire types, questionnaire structure

design, and survey questions.

Guidance on the main types, steps for preparing questionnaires, etc.

This document is applicable to activities related to the compilation of market and social survey questionnaires.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 Research

The process of collecting, organizing, analyzing and presenting information based on specific purposes and in accordance with certain standards.

Note. Research is also called "study" or "investigation" in practical applications. Compared with survey, research also includes the analysis process.

[Source. GB/T 26315-2010, 3.1]

3.2 investigator

Personnel who carry out questionnaire surveys.

3.3 Respondent

Individuals or organizations from whom data is collected for market research purposes.

[Source. GB/T 26316-2023, 3.62]

3.4 Questionnaire

A structured or partially structured tool or means of data collection consisting of a series of questions.

[Source. GB/T 26316-2023, 3.74]

3.5 [Source. GB/T 26315-2010, 5.1.6, modified]

A research method that collects information by posing written questions.

Note. The researcher compiles the questions to be studied into a questionnaire and answers it by mail, in person or through follow-up visits.

4.1 Functionality

The questionnaire should be designed in a standardized manner and be designed to meet the needs of the survey subjects.

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