

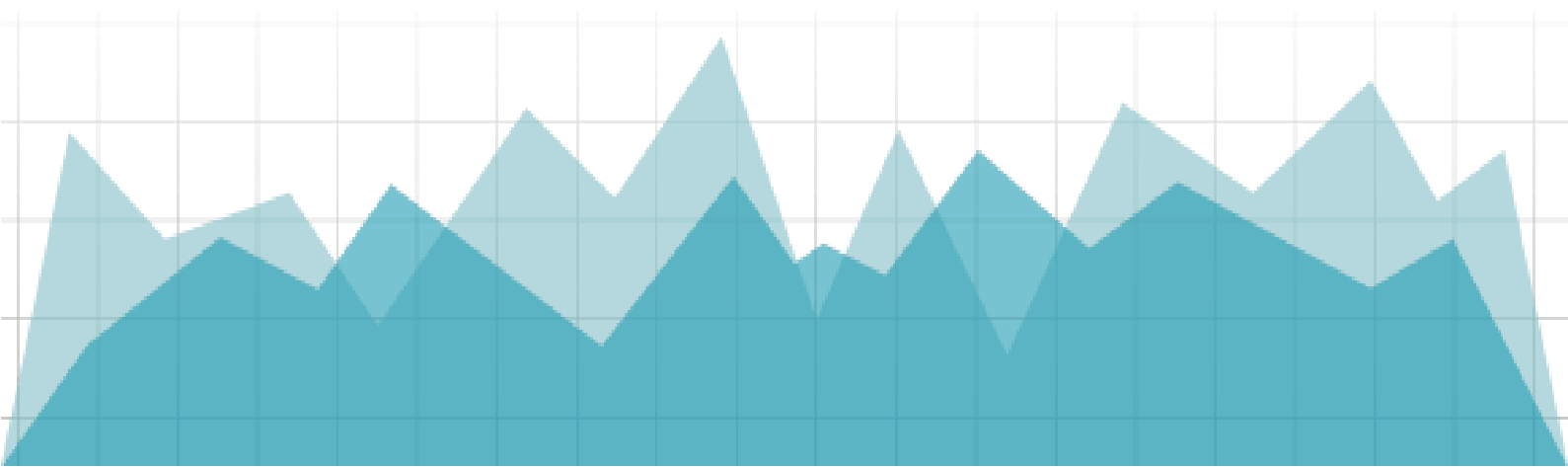


Food and Agriculture Organization
of the United Nations

Statistical Standard Series

Questionnaire Design for Data Collection from National Institutions

Endorsed by the IDWG-TTF on Statistics
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This document provides guidance on how to design a FAO questionnaire to collect statistical data from national authorities in spreadsheet format. It includes key definitions, general recommendations on questionnaire design and question formulation, technical recommendations on the content and different sections of the questionnaire, and the governance procedures to be followed for the questionnaire clearance process.

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Questionnaire Design for Data Collection from National Institutions

BACKGROUND

The technical recommendations included in this document focus on the sub-processes 2.2 and 2.3 of the Generic Statistical Business Process Model (GSBPM), namely *design variable descriptions* and *design collection*.

The **design collection sub-process** determines the most appropriate collection method(s) and instrument(s) [...] this sub-process includes the design of collection instruments, questions and response templates - in conjunction with the variables and statistical classifications designed in sub-process 2.2 (**design variable descriptions**).¹

A well-designed questionnaire contributes to ensuring high quality statistical outputs by reducing the measurement error. It is well-known that poorly designed questionnaires have a negative impact on the accuracy of the information collected and, consequently, on data quality. The bias introduced by this type of measurement error is difficult to quantify and correct.

The following definitions and recommendations are meant to minimize this kind of error in FAO questionnaires and ensure that the statistical outputs published by the Organization are of high quality.

DEFINITIONS

- **Data collection:** “the process of gathering the required information for each selected unit in the survey. The basic methods of data collection are self-enumeration, where the respondent completes the questionnaire without the assistance of an interviewer, and interviewer-assisted”².
- **Questionnaire:** “a group or sequence of questions designed to obtain information on a subject from a respondent. Questionnaires play a central role in the data collection process since they have a major impact on data quality and influence the image that the statistical agency projects to the public”³.
- **Questionnaire design:** “Questionnaire design include deciding what questions to ask, how to best word them and how to arrange the questions to yield the information required. The goal is to obtain information in such a way that survey respondents understand the questions and can provide the correct answers easily in a form that is suitable for subsequent processing and analysis of the data. While there are well-established principles for questionnaire design, drafting a good questionnaire remains an art requiring ingenuity, experience and testing. If the

¹ <https://unstats.un.org/unsd/nationalaccount/workshops/2015/gabon/bd/GSBPM-ENG.pdf>

² **Statistics Canada** (2003). *Survey methods and practices* [online]. [accessed 19 April 2019]. <http://www.statcan.gc.ca/pub/12-587-x/12-587-x2003001-eng.pdf>

³ *Ibid.*

data requirements are not properly transformed into a structured data collection instrument of high quality, a 'good' sample can yield 'bad' results"⁴.

GENERAL RECOMMENDATIONS

A well-designed questionnaire limits the response burden, is easy to understand and facilitates data reporting. It asks relevant questions and permits data to be collected efficiently and with minimal measurement errors. It facilitates data capture and coding while minimizing the amount of editing and imputation that is required⁵.

In order to develop a well-designed questionnaire, the general recommendations below should be followed:

- the formulation of the questions should be as simple as possible, short and precise;
- the terminology used should be clear and unambiguous;
- the sequence of questions should follow a logical stream;
- the layout should be attractive and easy to fill in by the respondents;
- clear and comprehensive documentation and instructions should be provided;
- the structure of the questionnaire should be articulated in separate worksheets according to the topics covered, with standard layout and titles; and
- new or significantly revised questionnaires should always be tested in a limited number of pilot countries before starting the data collection campaign. This will help ensure that the data collected are in line with the requirements and that respondents can fill in the questionnaire within a reasonable timeframe.

TECHNICAL RECOMMENDATIONS

The following technical recommendations are intended to serve as common standard for the design of FAO questionnaires. More detailed guidelines on the questionnaire design are provided in **Annex 1**, while **Annex 2** contains a clearance checklist to be used as a reference for ensuring the compliance of the design with this standard.

1. The **cover** worksheet is meant to explain the objectives of the data collection and introduce the questionnaire. It should be exhaustive, clear and self-contained. It should encourage respondents to complete the questionnaire as accurately as possible.
2. The **instructions** worksheet aims to provide the respondents with a handy and exhaustive guide to quickly compile the questionnaire in all its sections. Instructions should be short, clear and facilitate accurate responses.
3. The **definitions** worksheet describes each variable and item for which data is collected. The terminology used should be simple, clear and straight to the point.

⁴Ibid.

⁵Statistics Canada (2009). Questionnaire Design in "Statistics Canada Quality Guidelines - Fifth Edition". [online]. [accessed 19 April 2019]. <http://www.statcan.gc.ca/pub/12-539-x/2009001/steps-etapes-eng.htm>

4. The **data** worksheet(s) is the core of the questionnaire as it collects the required data. It is designed in a respondent-friendly way in order to reduce the response burden and facilitate the collection of accurate information. Optimal questionnaires should not contain more than three data sheets. If more than three data sheets are included, proper justification should be provided when clearance is sought.
5. The **metadata** worksheet contains meta information to improve the understanding of the data collected and the quality of the entire data collection process.
6. The **feedback** worksheet aims to identify the main problems encountered in the compilation of the questionnaire and suggest relevant improvements. Feedback should be requested on the duration of the interview, on the questionnaire formulation and on the clarity of the instructions.

GOVERNANCE PROCEDURES

According to the Administrative Circular 2015/22 “*Accountability Framework for Statistical Activities*”, all statistical questionnaires and data requests, before their dispatch to countries and other organizations, must be approved by the Chief Statistician. This procedure should be followed whenever a new data request is sent to countries, even if the questionnaire is unchanged with respect to previous already approved version. Moreover, it is recommended that both the Division Director of the relevant Unit and the Chief Statistician sign off the cover letter that introduces the data request.

The clearance procedure is detailed below:

1. The questionnaire is submitted for clearance, along with the cover letter and supporting information (the reference to the statistical activity in the FAO Statistical Programme of Work, the list of national correspondents and a brief explanation of the questionnaire) to the Office of the Chief Statistician (OCS) through the following address: statistics-request@fao.org (please do not copy the Chief Statistician).
2. In case the data collection refers to a **new statistical activity** not included in the Quality Assessment and Planning Survey (QAPS) for the relevant biennium, please ensure that the supporting information submitted to OCS includes: the approval for the new statistical activity⁶, the list of national correspondents and a brief explanation of the questionnaire.
3. The clearance is normally provided within five working days.
4. A **fast-track clearance procedure** applies to already approved questionnaires which do not include any amendment with respect to the approved version. In this case, the questionnaire sent via email to statistics-request@fao.org will be approved within maximum three working days.
5. In case the questionnaire sent for clearance does not comply with the technical recommendations stated in this document, it will be sent back to the responsible unit,

⁶ According to Principles and procedures for the implementation of Admin Circular 2015/22, **new statistical activities** not planned in the FAO Statistical Programme of Work should be submitted to OCS for clearance before its implementation.

together with the Evaluation grid where improvements required will be specified (see Annex 2).

6. In order to ensure a swift questionnaire clearance, data collection activities **must always be reported** to the IDWG on Statistics and the Chief Statistician, **through the Quality Assessment and Planning Survey (QAPS)**.

Annex 1: Detailed Guidelines on Questionnaire Design for Excel questionnaires

File name

The questionnaire file name is self-explanatory and standardized. The structure of the suggested file name should be as follows:

000	FAOXXX_	XXXXXXXX_	QUEST or INSTR or DEFIN_	0000_	XX
3 digits	FAO followed by 3 letters	8 letters max.	5 letters	4 digits	2 letters
M49 country code	FAO and FAO division	survey name	questionnaire/instructions/d éfinitions	year of data collection	language

Example: 120FAOESS_LANDUSE_QUEST_2019_EN.xlsx

FAO logo

The use of the FAO logo as well as logos belonging to external entities is regulated by the applicable internal policies and procedures. Specific rules and procedures are detailed in the [FAO Logo Policy and Guidelines](#).

Questionnaire template

The questionnaire template aims to guarantee the homogeneity of all FAO questionnaires dispatched to countries. The standard template is presented below:

1 COVER	one sheet	Tell the respondent which information they will have to provide and why; it provides the broader context.
2 INSTRUCTIONS	one sheet	Inform the respondent on how the information should be provided.
3 DEFINITIONS	one sheet	Define concepts, variables and items.
4 DATA SECTION <1-N> <NAME>	one or more sheets: insert the section number and topic/section name	Get the data from respondents.
5 METADATA	one sheet	Get additional information from respondents to describe their data.
6 FEEDBACK	one sheet	Get feedback from respondents on the questionnaire quality.

Questionnaire layout

The instructions on the layout ensure an optimal presentation of the questionnaire for the respondent. All the worksheets should be designed following the same standard rules:

1. Use the same graphical resources in all worksheets (consistency).
2. Use font size, styles and colour to attract the respondent's attention (reader-friendly).
3. Wording should be clear, simple and straight to the point.
4. In tables, protect the non-editable cells.
5. Prefer the use of color-blind proof colors.

I. Cover worksheet

The cover worksheet is meant to explain the objectives of the data collection and introduce the questionnaire. It should be exhaustive, clear and self-contained. It should encourage respondents to complete the questionnaire as accurately as possible.

It includes the following elements:

1. Logo(s): FAO logo and other partner organizations logo. Specific rules and procedures are detailed in the [FAO Logo Policy and Guidelines](#).
2. Contacts: FAO Division contact details and the respondent contact details (to be filled in by respondents).
3. Title of the survey, brief description of the survey and its objectives (what the survey is about, how the data will be used, how important the respondent's cooperation is for FAO).
4. Reference period for which the data are collected: if annual, the reference period should be the calendar year (e.g. 2015, 2016, 2017).
5. Synthetic presentation of the questionnaire structure.
6. Any other key information that provides the broader context.

If different sections of the questionnaire are to be filled out by different respondents, this should also be mentioned in the Cover.

A similar, but shorter, cover letter signed by the Chief Statistician is sent in .pdf and enclosed in the questionnaire's dispatch.

II. Instructions worksheet

The instructions worksheet aims to provide the respondents with a handy and exhaustive guide to quickly compile the questionnaire in all its sections. Instructions should be short, clear and facilitate accurate responses.

This worksheet includes the following elements:

1. Specify the reference period (for example, if annual, the reference period is the calendar year i.e. 1 December–31 January). To ensure data comparability across countries, avoid using the

crop or fiscal year (e.g. 2015/2016), and prefer the calendar year (e.g. 2015, 2016). If needed, please convert the crop calendar into calendar year.

2. Insert magnitude of values (e.g. millions, thousands, etc.) and unit of measurement (e.g. kg, m).
3. Symbols and acronyms should always be defined in full the first time they are used in a document: e.g. the World Health Organization (WHO). Use [TERM PORTAL](#) for abbreviations and acronyms, as well as for names of organizations and specific technical terms.
4. Specific instructions concerning variables and items should follow. They follow the worksheets order (from left to right) and the sequence of variables or items (from top to bottom or from left to right depending on the way the sheets are organized). The location where the related variable or item is located should be indicated next to each piece of instruction (worksheet name, row number, column letter). Similarly, short instructions can also be written when necessary next to the variable or item they refer to in the proper thematic worksheet.
5. Notation keys (text value to be used in data cells) to be used by respondents for:
 - absolute zero, rounded zero or non-relevant: “0”
 - confidentiality issues: “C”
 - missing data (meaning data that exist but are not reported for several reasons, excluding confidentiality for which “C” should be used): “NA”
 - non-applicable, data cannot exist (e.g. production of bananas in Norway) “.”

Note of caution: notation keys are the same across all FAO questionnaires⁷ and are mapped to flags in dissemination according to the table below:

Mapping from zero and missing values to dissemination flags

Value	Flag in dissemination
0	Blank if absolute zero or N if rounded zero (N stands for “negligible”: an observation is below the unit precision level)
NA (not available)	O (“missing value”)
C (confidential)	Q (“missing value; suppressed” for confidentiality issues)
:	M (“missing value, data cannot exist”)

III. *Definitions worksheet*

The definitions worksheet describes each variable and item for which data is collected. The terminology used should be simple, clear and straight to the point.

The provision of relevant definitions is particularly important to minimize non-responses and measurement errors. Definitions should be listed following the same order in which they appear in the data worksheet.

⁷This recommendation may affect the imputation procedures, but in the long run will facilitate respondent’s task and comparison among data.

The statistical classifications used is the first piece of information presented; for ease of reference the hyperlink(s) to the classification schemes used is provided. Before sending out the questionnaire, all hyperlinks should be checked to ensure that they work properly.

The location where the related variable or item is located should be indicated next to each piece of definition (e.g. worksheet name, row number, column letter). Similarly, short definitions can also be written, when necessary, next to the variable or item they refer to in the proper thematic worksheet.

Please note that definitions should be included in the spreadsheet file to the extent possible. However, even when definitions are placed in separate files, the definition worksheet have still to be created in the questionnaire where the link to separate files is provided.

IV. Data worksheet(s)

The data worksheet is the core of the questionnaire as it collects the required data. It is designed in a respondent-friendly way in order to reduce the response burden and facilitate the collection of accurate information. Optimal questionnaires should not contain more than three data sheets. If more than three data sheets are included, proper justification should be provided when clearance is sought.

If different topics are surveyed, one worksheet for each topic (or section) can be created. However, in order to minimize response burden, it is recommended to focus on core variables and items and to organize them in a way to limit the number of data worksheets between one and three. It is recommended to condense different variables within the same worksheet, avoiding the creation of too many worksheets to the extent possible.

It is critical that information asked in the questionnaire does not overlap with what is already collected by other FAO Divisions and other international organizations. To this end, consultation with all concerned parties must be undertaken to avoid duplications, response burden and data discrepancies. If decision will be taken to conduct two or more data collection processes on the same variable/indicator, it is critical that the same definitions, classifications and units of measurement are used to collect the data as this will increase data comparability. In addition, justification on why the data collection is still needed should be provided when clearance is sought with the OCS. Explanations should also be provided to the users during dissemination.

Short instructions and definitions that are critical and relevant to that specific topic are included at the beginning of each thematic worksheet. Similarly, short key definitions and instructions may be inserted right next to the relevant variable or item.

To make the layout more appealing, colour coding can help in the administration of the questionnaire. Select a readable font size and apply a corresponding line spacing.

The data worksheet includes, as a minimum:

- Identification of the variable to be measured (e.g. production)

- Identification of the items (e.g. list of crops)
- When a statistical classification is used, codes should also be indicated in the data sheet
- Specification of the reference period, as explained in the “Instructions” section above
- Unit of measurement, including magnitude of values. Respondents are clearly asked to indicate the unit of measurement if different from what requested in the instructions worksheet and specify the conversion coefficient if necessary.
- Currencies (as applicable)
- Quick guideline on the notations keys to be used by respondents (as indicated in the “Instructions” worksheet)

V. *Metadata worksheet*

The metadata worksheet contains meta information to improve the understanding of the data collected and the quality of the entire data collection process.

Information in this worksheet is provided by the respondent and helps the FAO officer understanding the reported data. Metadata can also help enhancing the questionnaire design for the following survey’s round. Information is reported according to a standard template that can be adapted depending on each specific survey’s needs.

Examples of metadata to be collected:

1. Data completeness (country coverage).
2. Data sources.
3. In case source data are in different units of measurement, the original units of measurement are provided in the metadata sheet along with coefficients of conversion. To reduce response burden and speed up data conversion during the editing phase, a predefined list may be provided in the metadata section.
4. Frequency of data collection.
5. Dissemination method.
6. Timeliness of data dissemination.
7. Survey methods and errors.
8. Reliability.
9. In some cases, information on classification is also included in the metadata worksheet together with pieces of metadata that are peculiar of each statistical domain and data collection process.

This step can be skipped in the case of quarterly or monthly surveys where it is added in the questionnaire of the first or last survey wave exclusively.

VI. *Feedback worksheet*

The feedback worksheet aims to identify the main problems encountered by the respondent in the compilation of the questionnaire and suggest relevant improvements. Feedback should be requested on the duration of the interview, on the questionnaire formulation and on the clarity of the instructions.

Examples of closed-ended pre-coded questions:

- Time spent to complete the questionnaire.
- Time spent to retrieve data.
- Difficulties experienced by the respondent and reasons.
- Clarity of the instructions provided.
- Indicate the offices within the respondent organization that have participated in the survey.
- Number of staff required to fill out the questionnaire.
- Confirm if the questionnaire has been sent directly to the right person/office.
- Indicate relevant variable or items that should be added.
- Any other suggestion for improvement.

In case the suggestions are implemented in the next data collection round, the respondent's contribution is acknowledged in the cover letter, where the explanation of the changes introduced is also provided.

Annex 2: Detailed Guidelines on Questionnaire Design for CAWI Questionnaires

Introduction

The use of Computer Assisted Web Interviewing (CAWI) has many advantages over Excel based questionnaires for collecting data from national institutions including:

1. Automated data parsing from questionnaire into a structured database decreasing time to edit, and process data.
2. Built-in skip patterns, and validation checks resulting in easier questionnaire navigation and higher data quality.
3. Survey monitoring tools that allow managers to monitor response rates in real time.
4. Real-time cloud-based database updates during data entry eliminating the risk of lost data and versioning issues.

Together these advantages not only improve data quality, but lower costs by eliminating the need to (in many cases) manually parse data from Excel-based forms into some type of relational database. Accordingly, it is anticipated that the application of CAWI based tools will grow for administering country questionnaires. Despite the advantages, adopting CAWI requires survey managers accustomed to Excel based surveys to adopt different practices. CAWI changes every part of data collection and requires survey managers to be aware of some important considerations.

This annex provides survey managers with some general recommendations on selecting a CAWI tool, and adapts each section of Annex 1 for surveys administered using Survey Solutions. When the corresponding section of Annex 1 is sufficient, it is noted.

Overview of common CAWI software

The three most widely used CAWI tools are Survey Monkey, Google Forms, and Survey Solutions. Each have advantages, and disadvantages which are outlined in the table below.

Survey tool	Costs	Advantages	Disadvantages
Google Forms	Free	<ul style="list-style-type: none"> • Stores data in Google sheet with API • Unlimited questions • Unlimited respondents • Generates unique URL for accessing questionnaire 	<ul style="list-style-type: none"> • Does not allow for hierarchical data structure • No cross-question validation • Cannot insert photos • Cannot use HTML tags for formatting • Multi-language questionnaire not supported
Survey Monkey	Free <i>with restrictions</i>	<ul style="list-style-type: none"> • Nice intuitive UI • Due to widespread adoption, many people are familiar with it. 	<ul style="list-style-type: none"> • Up to 10 questions • Up to 100 respondents • No microdata access without paying.
Survey Solutions	Free	<ul style="list-style-type: none"> • Data accessible in multiple formats through API. 	<ul style="list-style-type: none"> • Designed primarily for CAPI surveys

Survey tool	Costs	Advantages	Disadvantages
		<ul style="list-style-type: none"> • Unlimited questions • Unlimited respondents • Generates unique URL for accessing questionnaire • Allows hierarchical data structures • Allow complex validation and skip patterns • Use of HTML tags for text formatting • Multi-language questionnaire not supported 	<ul style="list-style-type: none"> • Non-user friendly representation of grids

Notes: Based on author's own research.

Among these tools, the only one that is completely free of charge, and has all of the features required to implement most country questionnaires is Survey Solutions. For this reason and its widespread use in FAO, the rest of the annex will provide examples with of Survey Solutions.

Survey Solutions is CAPI/CAWI software freely available at <https://mysurvey.solutions>. It is in use for surveys in more than 150 countries, and within OCS to carry out the Quality Assurance and Planning (QAPS), User Consultation (UC), and the Corporate Outcome Assessment (COA) surveys uses it. Furthermore, ESS uses Survey Solutions to implement the questionnaire on the Impact of Disasters on Agriculture, and the AGRISurvey which is a farm-level survey, not a country questionnaire. Free training materials, and user forum is available at <https://support.mysurvey.solutions>.

Questionnaire name

The questionnaire name should follow the same format as shown in Annex 1.

FAO logo

The logo name should follow the same format as shown in Annex 1.

Questionnaire template and design issues

The questionnaire template aims to guarantee the homogeneity of all FAO questionnaires dispatched to countries and also tries to minimize respondent burden by being as user friendly as possible. The questionnaire design in CAWI requires some considerations that are not applicable to Excel based surveys so CAWI questionnaire template deviates from the structure in Annex 1. More details are provided in the following sections, and a template has been created in Survey Solutions which is publicly available under Public Questionnaires/Questionnaires from International Development Agencies/UN Food and Agriculture Organization/FAO_OCS_TEMPLATE_2019_EN.

Variable naming

As questions are added to a questionnaire, the corresponding variable names which appear as columns in the resulting datasets are defined. It is recommended to use intuitive names for variables that will allow the analyst later to query data easily with minimal key strokes. If a group of variables has

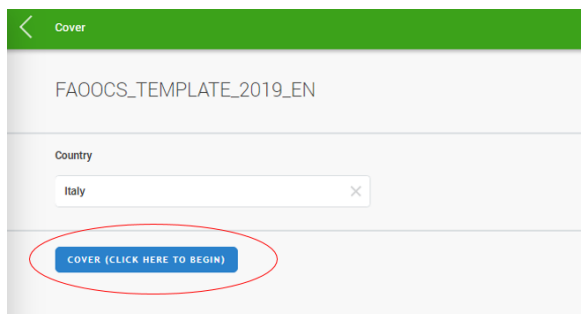
something in common, then it is recommended to define a prefix to allow easy sub-setting and filtering. It is also not recommended to use question numbers for the variable names. The reason is that the addition, or removal of a single question will necessitate renumbering all subsequent variable names and correcting any dependencies in validation, or enabling conditions. Accordingly, this practice is not only burdensome to maintain, but can result in errors which lower data quality.

Data editing, skip patterns, and validation

Typical data editing procedures are built into the design of electronic surveys, and it is therefore imperative that every skip pattern and possible validation be programmed into the questionnaire. An error in a skip pattern in a CAWI survey can have severe consequences such as inaccurate data, and respondent confusion. Also, potential answers to every single question must be considered, and validations defined which prohibit values that are impossible. It follows that validation, and skip patterns must be thoroughly tested prior to dispatch.

Questionnaire layout (navigation)

For CAWI surveys, the main difficulty that respondents face is navigation, so a clean layout is important for minimizing respondent burden. Sections and subsections require the respondent to navigate to different webpages, so their use should be limited as much as possible to avoid the respondent getting lost in the questionnaire and inadvertently skipping questions. Also, to make navigation easier, it is recommended to use the Section title to inform respondents that they must click to navigate to the next section. For example, by titling the Cover section, “Cover (CLICK HERE TO BEGIN)” as in the example below, you can ensure that respondents understand that they must click the button to begin the survey.



Text formatting

Text formatting using HTML tags are recommended to maximize readability of long texts. For questions, HTML tags should be used to emphasize important components such as year, unit of measure, etc. Bold (“”), big (“<big></big>”), breaks (“
”), underline (“<u></u>”) and italics (“<i></i>”) are recommended over colors for potential color blind respondents. Moreover, piping should be used whenever a piece of text is repeated across multiple questions. For example, if the reference period (i.e. year) is repeated across the text of multiple questions, then it should be recorded in a pre-filled question, and piped into each question using the “%variable_name%” syntax. This practice eliminates the risk of typos in reference periods, and makes the questionnaire easier to re-use in future rounds of data collection. When used in combination with rosters, it also makes the questionnaire easier to read for the respondent.

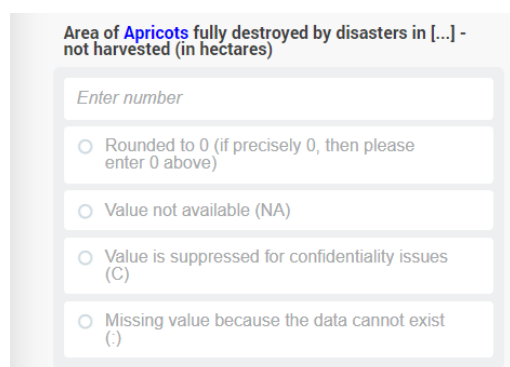
Cover

In some CAWI software, a cover sheet is automatically generated which includes identification information about the respondent. In Survey Solutions, you cannot edit this page, so you must generate another section which includes the information specified for the cover worksheet in Annex 1.

Instructions

One section which summarize the instructions for the survey, as outline in Annex 1 maybe applicable in CAWI if there are general instructions which apply to the entire questionnaire. However, in general, it is highly encouraged to insert the relevant instructions directly above, below, or within questions, they pertain too. Additionally, for instructions regarding units of measure, special classification, etc., HTML tags should be used. Deviations from Annex 1 are listed below.

- Notation keys: CAWI will use validation checks to ensure that values entered fall within reasonable limits, so the field which collects these values should not contain non numeric characters. However, as noted in Annex 1, there are specific cases in which a non-numeric character should be entered to provide context for a specific value (e.g. 0), or missing value (see table on page 11). This can be implemented by adding a single-select options to a numerical question. A visual representation of this approach is shown below:



Area of **Apricots** fully destroyed by disasters in [...] - not harvested (in hectares)

Enter number

Rounded to 0 (if precisely 0, then please enter 0 above)

Value not available (NA)

Value is suppressed for confidentiality issues (C)

Missing value because the data cannot exist (:)

VII. Definitions

As with the principle of instructions, unless there are definitions that cover large sets of questions, or sections, then the definitions should be displayed above, below, or within the questions, they pertain too.

VIII. Section(s) collecting data

All the principles of Annex 1 apply, but instead of worksheets, CAWI survey have sections. Aforementioned challenges in respondent navigation of the CAWI questionnaires exacerbates the need for a limited number of sections.

In order to reduce the number of sections, subsections, it is generally recommended to use static text to communicate to the respondent that the topic of inquiry is changing. Furthermore, unless there are instructions which apply to the entire section, instructions should be inserted at the level of the question they pertain too.

IX. Metadata Section

All principles of this section in Annex 1 apply. The metadata worksheet contains meta information to improve the understanding of the data collected and the quality of the entire data collection process.

X. Feedback worksheet

All principles of this section in Annex are applicable, except it is unnecessary to ask respondents to insert the “Time spent to complete the questionnaire”. Response latencies can be calculated, and summed to compute this indicator from the paradata.

Annex 3: Evaluation grid

This evaluation grid is used by the Office of Chief Statistician as a clearance checklist for evaluating the compliance of questionnaires submitted by the different units. In case the questionnaire sent for clearance does not comply with the technical recommendations stated in this document, it will be sent back to the responsible unit, together with the Evaluation grid below where improvements required will be specified.

Division

Focal point

Questionnaire Name

Format

Spreadsheet	Web	Text**	Others (please specify)

**If text, format should be converted into spreadsheet.

Questionnaire Content

List all variables/indicators asked in the questionnaire	Is the data already available in FAO?	Is the data already available in other international organizations?

Questionnaire Structure

	Yes	Yes, to be improved	No	Not applicable
<i>File title is in standard format</i>				
<i>Cover letter in .pdf available</i>				
<i>Cover letter is signed by the CS</i>				
<i>Number of sheets: between 6-8 (if more than 8, please specify how many)</i>				
Worksheet 1: Cover				
<i>Sheet 1 «Cover» available</i>				
<i>Logo is included (logo should follow corporate regulation)</i>				
<i>FAO Division contact details included</i>				
<i>Respondent contact details are asked</i>				
<i>Title of the survey included</i>				
<i>Brief description of the survey and its objectives included</i>				
<i>Reference period for which the data are collected specified</i>				
<i>Synthetic presentation of the questionnaire structure provided</i>				
Worksheet 2: Instructions				
<i>Sheet 2 «Instructions» available</i>				
<i>Reference period specified</i>				
<i>If annual data, the reference year is the calendar year</i>				
<i>Magnitude of values to be inserted specified</i>				
<i>Unit of measurement specified</i>				
<i>Notation keys to be used by respondents are specified</i>				

<i>Notation keys used: 0, C, NA:</i>				
Worksheet 3: Definitions				
<i>Sheet 3 «Definitions» available (if the definitions worksheet is not available BUT definitions are provided in other sheets, please indicate where)</i>				
<i>Definitions of variables available</i>				
<i>Definitions of items available</i>				
<i>Classification specified</i>				
<i>Link to classification provided</i>				
Worksheet 4: Data (overall)				
<i>Sheet 4 «Data» available</i>				
<i>Data sheets are between 1 – 3 (if more than 3 please specify how many)</i>				
Worksheet 4: Data				
<i>Variable is specified</i>				
<i>Items are specified</i>				
<i>Classification codes are indicated</i>				
<i>Reference period is specified</i>				
<i>If annual data, the reference year is the calendar year</i>				
<i>Unit of measure is specified</i>				
<i>Currency is specified</i>				
<i>Quick guide to notation keys is provided</i>				
<i>Comments</i>				

Worksheet 5: Metadata

<i>Sheet 5 «Metadata» available</i>				
<i>Data completeness (country coverage) is asked</i>				
<i>Data sources are asked</i>				
<i>The original unit of measure is asked</i>				
<i>Unit of Measure conversion list provided</i>				
<i>Data collection frequency is asked</i>				
<i>Dissemination method is asked</i>				

Worksheet 6: Feedback

<i>Sheet 6 « Feedback » available</i>				
<i>Asking time spent to fill out</i>				
<i>Asking if instructions are clear</i>				
<i>Asking if questionnaire was sent to the right person/office</i>				
<i>Asking if other relevant variables or items should be added</i>				

Annex 4: Document history (for internal purposes)

Revision Version	Revision Date	Author	Description of changes/status
Ver 1	July-August 2016	V. Ramaschiello based on M. Murgia	The document is drafted based on the work done by the ISTAT expert Ms. Manuela Murgia (June 2016).
	August-October 2016		The draft is circulated for preliminary comments to IDWG TTF sub-group on data collection, the ESS team leaders and FIPS. The document is revised according to comments received.
	November 2016		The document is shared with the IDWG for comments and endorsement.
	December 2016		The document is endorsed as FAO standard.
Rev 1	April 2019	V. Ramaschiello/ S. Sorrenti/ P. Gennari	Further expanded to make the governance component clearer Added the questionnaire design checklist Reformatted according to new Statistical Standard series template
Ver 2	December 2019		Endorsed by IDWG on Statistics