

Proof Points Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Keep these exact options when adapting the questionnaire; replace placeholders with real context.

1. After viewing the claim, what do you think it means?

2. Which verified proof point helped you understand it?

- ☐ Evidence A [source]
- ☐ Evidence B [source]
- ☐ Evidence C [source]
- ☐ None

3. How clear was that supporting information?

- ☐ Very clear
- ☐ Somewhat clear
- ☐ Neither
- ☐ Somewhat unclear
- ☐ Very unclear

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4. How credible did you find it?

- ☐ Very credible
- ☐ Somewhat credible
- ☐ Unsure
- ☐ Somewhat doubtful
- ☐ Very doubtful

5. What made you trust or doubt it?

- ☐ Named source
- ☐ Sample or method
- ☐ Relevance
- ☐ Recency
- ☐ Wording
- ☐ Nothing
- ☐ Other

6. What question remains unanswered?

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7. Would another type of evidence be more useful?

- ☐ Numerical results
- ☐ Detailed example
- ☐ Customer story with permission
- ☐ Independent report
- ☐ No
- ☐ Not sure