Questionnaire examples pack

10 sample questionnaires you can copy, edit and print, or turn into an online form.

How to use this pack

- Pick the example closest to your job and delete every question you won't act on.
- Replace everything in [square brackets] with your own words.
- Keep the introduction: who is asking, why, how long it takes, and what happens next.
- Test it on five people before you send it to everyone, and fix any question they stumble on.
- ○ means pick one answer. □ means tick all that apply.

What's inside

#	Questionnaire	Questions	Time
1	Customer satisfaction questionnaire	10	3 min
2	Event feedback questionnaire	8	3 min
3	Course evaluation questionnaire	8	4 min
4	Market research questionnaire	9	4 min
5	Community needs questionnaire	8	5 min
6	Employee pulse questionnaire	6	2 min
7	Student questionnaire: study habits	6	3 min
8	Website feedback questionnaire	6	2 min
9	Product feedback questionnaire	7	3 min
10	Health and lifestyle questionnaire (CDC BRFSS items)	5	2 min

Basic questions almost every questionnaire needs

Job	Question	Tip
Who is answering?	A screening or "which best describes you" question	Only when you need to split results
The big picture	An overall rating	Ask it before the detail questions
The reason	"Why did you give that score?"	Straight after any score that matters
The fix	"What one thing should we change?"	One open box beats five
Who they are	Age band, role or area, with "Prefer not to say"	Only what you will use, near the end
Follow-up	"May we contact you?" then an email line	Only ask for contact details with a yes
The catch-all	"Anything else you'd like to tell us?"	Last question, always optional

1. Customer satisfaction questionnaire

Use it: A day or two after a purchase, a visit or a finished job. About 3 minutes, 10 questions.

Introduction

Thanks for choosing [business name]. These 10 short questions take about three minutes. We read every answer and use them to decide what to fix first. Please reply by [date].

1. Overall, how satisfied are you with us?

Very dissatisfied ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very satisfied

2. How satisfied are you with the help you got from our team?

Very dissatisfied ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very satisfied

3. How likely are you to recommend us to a friend or colleague?

Not at all likely ○ 0 ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10 Extremely likely

4. Why did you give that score?

5. Which of these did you use? (Tick all that apply.)

□ Website □ Phone □ Email □ In person

6. How did you first hear about us?

○ Friend or family ○ Search engine ○ Social media ○ Walked past ○ Other

7. Would you use us again?

○ Yes ○ No ○ Not sure

8. Any other comments?

9. May we contact you about your answers?

○ Yes ○ No

10. Email address (only if you said yes)

Thank you. We read every answer, and we will share what we change on [where].

2. Event feedback questionnaire

Use it: At the end of an event, or in the thank-you email the next morning. About 3 minutes, 8 questions.

Introduction

Thanks for coming to [event name] on [date]. Tell us what worked and what didn't, so the next one is better. Eight questions, about three minutes.

1. Overall, how would you rate the event?

Poor ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Excellent

2. Which sessions did you attend? (Tick all that apply.)

□ [Session 1] □ [Session 2] □ [Session 3] □ [Session 4]

3. Which part was most useful to you, and why?

4. How would you rate the venue and the timing?

Poor ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Excellent

5. Was the event the right length?

○ Too short ○ About right ○ Too long

6. How likely are you to come to the next one?

Not at all likely ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very likely

7. What one thing should we change next time?

8. May we email you about future events?

○ Yes ○ No

Thanks for your time. See you at the next one.

3. Course evaluation questionnaire

Use it: In the last session of a course, or halfway through while there is still time to adjust. About 4 minutes, 8 questions.

Introduction

This questionnaire asks about [course name] this term. It takes about four minutes. [Instructor name] reads every answer and uses them to plan the next run of the course.

1. How clear were the goals of this course?

Not at all clear ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very clear

2. How useful were the course materials?

Not at all useful ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very useful

3. How was the pace of the course?

○ Too slow ○ About right ○ Too fast

4. Outside class, about how many hours a week did you spend on this course?

○ 0 to 2 ○ 3 to 5 ○ 6 to 8 ○ 9 or more

5. How well did the assignments help you learn?

Not at all ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very well

6. What helped you learn the most?

7. What one change would improve this course?

8. Overall, how would you rate this course?

Poor ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Excellent

Thank you. Your answers shape the next run of this course.

4. Market research questionnaire

Use it: Before you launch a product or service, to learn how people handle the problem today. About 4 minutes, 9 questions.

Introduction

We're building [product or service] for people who [do the task]. We'd like to learn how you handle it today. Nine questions, about four minutes. We won't try to sell you anything.

1. Which best describes you?

○ [Group A] ○ [Group B] ○ [Group C] ○ Other

2. How often do you [do the task]?

○ Daily ○ Weekly ○ Monthly ○ Less often

3. How do you handle it today?

○ By hand or on paper ○ A spreadsheet ○ A paid tool ○ Someone else does it ○ Other

4. How frustrating is the way you handle it now?

Not at all ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Extremely

5. What is the hardest part?

_____

_____

_____

6. In the past year, have you paid for anything to help with this?

○ Yes ○ No ○ Not sure

7. Which of these would help most? (Tick up to two.)

□ [Idea 1] □ [Idea 2] □ [Idea 3] □ [Idea 4]

8. May we contact you when we have something to try?

○ Yes ○ No

9. Email address (only if you said yes)

_____

Thanks. Your answers help us decide what to build first.

5. Community needs questionnaire

Use it: When a group, library, school or council wants to know what local people need most. About 5 minutes, 8 questions.

Introduction

[Organization] is asking people who live or work in [area] what would make life here better. It takes about five minutes. We will share what we heard at [meeting or place] on [date].

1. How long have you lived or worked in [area]?

○ Less than 1 year ○ 1 to 5 years ○ 6 to 10 years ○ More than 10 years

2. Which issues matter most to your household? (Tick up to three.)

□ Housing costs □ Food access □ Transport □ Jobs □ Activities for young people □ Getting health care □ Safety

3. How easy is it for you to get to a grocery store?

Very hard ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very easy

4. What does [area] do well that we should keep?

_____

_____

_____

5. What is one thing that would make [area] a better place to live?

_____

_____

_____

6. Which language would you like updates in?

○ English ○ [Language 2] ○ [Language 3]

7. Would you like to hear about the results?

○ Yes ○ No

8. Email or phone (only if you said yes)

_____

Thank you for helping plan what comes next for [area].

6. Employee pulse questionnaire

Use it: Every two to four weeks, to spot workload or clarity problems early. About 2 minutes, 6 questions.

Introduction

Six quick questions about the last two weeks. It takes about two minutes. We'll share what we heard, and what we'll change, at the next team meeting.

1. How clear are your priorities for the next two weeks?

Not at all clear ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very clear

2. How is your workload right now?

○ Far too light ○ A bit light ○ About right ○ A bit heavy ○ Far too heavy

3. How supported do you feel by your team?

Not at all ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very supported

4. How easy is it to get the information you need to do your job?

Very hard ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very easy

5. What is one thing getting in the way of your work?

6. What is one thing we should keep doing?

Thanks. Look out for the summary at the next team meeting.

7. Student questionnaire: study habits

Use it: For a class project or a school club that wants to learn how students study. About 3 minutes, 6 questions.

Introduction

Hi, I'm [name] from [class]. For a class project, I'm asking students how they study. It takes about three minutes. I'll share the results in class on [date].

1. Which grade or year are you in?

○ [Year 1] ○ [Year 2] ○ [Year 3] ○ [Year 4]

2. On a school night, about how long do you spend on homework?

○ Less than 1 hour ○ 1 to 2 hours ○ 2 to 3 hours ○ More than 3 hours

3. Where do you usually study?

○ My bedroom ○ Kitchen or living room ○ Library ○ At school ○ Somewhere else

4. What gets in the way of studying? (Tick all that apply.)

□ My phone □ Noise □ Feeling tired □ Other activities □ Nothing much

5. How well do your study habits work for you?

Not well at all ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very well

6. What one study tip would you give a younger student?

Thanks for helping with my project.

8. Website feedback questionnaire

Use it: As a short pop-up or a link at the bottom of key pages. About 2 minutes, 6 questions.

Introduction

Got two minutes? Tell us why you came to our site today and whether you found it.

1. What did you come here to do today?

○ Find information ○ Buy something ○ Get help ○ Contact someone ○ Something else

2. Were you able to do it?

○ Yes ○ Partly ○ No

3. How easy was our site to use?

Very hard ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very easy

4. What, if anything, got in the way?

5. How did you find our site?

○ Search engine ○ Social media ○ A link from another site ○ Typed the address ○ Other

6. Anything else you'd like to tell us?

Thanks. We use these answers to fix the pages that get in the way.

9. Product feedback questionnaire

Use it: For people who have used your product or app for at least a few weeks. About 3 minutes, 7 questions.

Introduction

You've been using [product] for a while, and we'd like to know how it's going. Seven questions, about three minutes.

1. How often do you use [product]?

○ Every day ○ A few times a week ○ A few times a month ○ Rarely

2. Which features do you use? (Tick all that apply.)

□ [Feature 1] □ [Feature 2] □ [Feature 3] □ [Feature 4]

3. Overall, how satisfied are you with [product]?

Very dissatisfied ○ 1 ○ 2 ○ 3 ○ 4 ○ 5 Very satisfied

4. How would you feel if you could no longer use [product]?

○ Very disappointed ○ Somewhat disappointed ○ Not disappointed

5. What is the main benefit you get from [product]?

6. What should we improve first?

7. May we follow up with you about your answers?

○ Yes ○ No

Thank you. Your answers go straight into our plans for [product].

10. Health and lifestyle questionnaire (CDC BRFSS items)

Use it: For a class project, a wellness program or a community health check-in that wants questions a national survey already uses. About 2 minutes, 5 questions.

Introduction

[Organization] is asking five short questions about your health over the past month. It takes about two minutes. You can skip any question. We will use the answers to [purpose].

1. Would you say that in general your health is: (CHS.01)

○ Excellent ○ Very Good ○ Good ○ Fair ○ Poor

2. Now thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good? (CHD.01)

Number of days (1 to 30): _____ ○ None

3. Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good? (CHD.02)

Number of days (1 to 30): _____ ○ None

4. During the past 30 days, for about how many days did poor physical or mental health keep you from doing your usual activities, such as self-care, work, or recreation? (CHD.03)

Number of days (1 to 30): _____ ○ None

5. During the past month, other than your regular job, did you participate in any physical activities or exercises such as running, calisthenics, golf, gardening, or walking for exercise? (CEX.01)

○ Yes ○ No

Thank you for your answers.

Question wording from the US Centers for Disease Control and Prevention (CDC), 2024 BRFSS Questionnaire, items CHS.01, CHD.01, CHD.02, CHD.03 and CEX.01. We left out the interviewer notes and the "Don't know" and "Refused" codes (a written form can let people skip instead) and the trailing dash after CHS.01. Source: https://www.cdc.gov/brfss/questionnaires/pdf-ques/2024-BRFSS-Questionnaire-508.pdf (accessed 28 October 2026). This is a general questionnaire, not medical advice or a health assessment.

Turn any example into an online form

Each printed answer style has a matching online question type:

On paper	Online question type
Pick one (circles)	Multiple choice, or a dropdown for long lists
Tick all that apply (squares)	Checkboxes
1 to 5 scale with end labels	Rating, or a linear scale with labelled ends
0 to 10 "how likely to recommend"	The NPS preset (scored for you)
Written answer (lines)	Long text
One line (email, phone)	Email, phone or short text
Number of days	Number (whole numbers, 0 to 30)

The customer satisfaction example also comes as a CSV file (questionnaire-examples-customer-satisfaction-import.csv). Import it in HornetForms and each column becomes a question with the right type. Details: https://hornetforms.com/blog/questionnaire-examples

Example 10 uses question wording from CDC, 2024 BRFSS Questionnaire. HornetForms wrote everything else in this pack. Copy, change and share it freely.