Questionnaire format template

A blank layout for any paper or Word questionnaire. Replace every [bracket], then delete this first page.

How to use this format (delete this page before you print)

1. Fill in the title block and the introduction. Say who is asking, why, how long it takes and by when.
2. Keep the order: an easy question everyone can answer first, broad questions before narrow ones, the agree or disagree grid in the middle, and questions about the person last.
3. Circles mean pick one. Squares mean tick all that apply. Keep that rule on every page.
4. Number the questions 1, 2, 3 all the way through, even across sections.
5. Start each section with a heading and a short line such as "The next few questions ask about...".
6. Line up the answer boxes, leave white space and never split a question across two pages.
7. Delete any question you will not act on, then test it on five people before you print the rest.

Answer formats at a glance

Use the same answer format for the same kind of question every time. If you move the questionnaire online, these are the matching question types.

You want	Paper format	Online question type
One answer from a short list	○ circles in a row or a column	Multiple choice
Every answer that applies	□ squares, plus "None of these"	Checkboxes
A score to compare over time	Numbers 1 to 5 with both ends labelled	Linear scale or rating
Agreement with several statements	A grid: statements in rows, labels in columns	Matrix
A reason or an idea	Two or three writing lines	Long text
A short fact (a name, a number)	One writing line	Short text, number or email
An order of preference	"Write 1 next to your top choice, 2 next to..."	Ranking

[Questionnaire title]

[Organisation or group name] | [Month and year]

Survey reference	Date handed out	Return by
[Code or leave blank]	*[Date]*	*[Date]*

Introduction

[Who is asking.] We are asking [who you are asking] about [topic] because [what you will decide with the answers]. It takes about [number] minutes. Please return it by [date] to [place or person]. Questions about this questionnaire? Contact [name] at [email or phone].

How to fill it in

○ A circle means pick one answer. Fill in or tick one circle.

□ A square means tick all that apply.

- Write your answer on the lines where a question asks for words.
- If a question does not apply to you, leave it blank and go to the next one.
- [Add any extra instruction here, for example: use a blue or black pen.]

Section A: [First topic]

The next few questions ask about [first topic].

1. [An easy question everyone can answer]

○ [Option] ○ [Option] ○ [Option] ○ [Option] ○ Other

2. [A broad question about the topic]

○ Very poor ○ Poor ○ Fair ○ Good ○ Very good

3. [A question where several answers can be true] (tick all that apply)

□ [Option] □ [Option] □ [Option] □ [Option] □ None of these

4. [A more specific question]

○ Yes ○ No ○ Not sure

If you answered No, go to question 6.

5. [A follow-up for people who answered Yes]

Section B: [Second topic]

The next questions ask how much you agree or disagree. Fill in one circle in each row.

6. How much do you agree or disagree with each statement?

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
[Statement 1]	○	○	○	○	○
[Statement 2]	○	○	○	○	○
[Statement 3]	○	○	○	○	○
[Statement 4]	○	○	○	○	○

7. Overall, how [satisfied, useful, easy] was [topic]?

1	2	3	4	5
○ Not at all [word]	○	○	○	○ Extremely [word]

Section C: [Your views in your own words]

8. What is the main reason for your answer to question 7?

_____

_____

9. What one thing should we [change, keep or add]?

_____

_____

Section D: About you

10. [Age, role or group question] (optional)

○ [Range or group] ○ [Range or group] ○ [Range or group] ○ Prefer not to say

11. May we contact you about your answers?

○ Yes ○ No

If yes, your name and email or phone

_____

Thank you

Thank you for your time. We will [what you will do with the answers]. Please return this questionnaire to [place or person] by [date]. Questions? Contact [name] at [email or phone].