Feedback questionnaire

A free questionnaire template you can edit. 12 questions in four sections, about five minutes to answer.

How to use this template

1. Keep one of the three introductions below and delete the other two.
2. Replace everything in [square brackets] with your own details.
3. Delete any question you will not act on. A shorter questionnaire is quicker to answer.
4. The table at the end lists the answer type for each question, so you can rebuild it as an online form.

Introduction (keep one)

Option A: customers

Thanks for choosing [business name]. We'd love to hear how we're doing. This questionnaire has 12 short questions and takes about five minutes. We read every answer and use them to decide what to fix first and what to keep. Please reply by [date]. Questions about it? Email [contact email].

Option B: members or a community

Hi [first name]. As a member of [group name], you help decide what we do next. These questions take about five minutes. We will share a summary of what we heard at [next meeting or in the next newsletter] and use your answers to plan [the next season]. Please reply by [date].

Option C: an event or course

Thanks for joining [event or course name] on [date]. Tell us what worked and what didn't, so the next one is better. It takes about five minutes. We will use your answers to plan [the next event or course]. Please reply by [date]. Questions? Contact [name] at [email].

Section 1: About you

1. How did you first hear about us? (pick one)

[ ] Friend or colleague [ ] Search engine [ ] Social media [ ] Event

[ ] Other: _____

2. How long have you been with us? (pick one)

[ ] Less than a year [ ] 1 to 3 years [ ] More than 3 years

Section 2: Your experience

3. Overall, how satisfied are you?

1	2	3	4	5

1 = Very unsatisfied, 5 = Very satisfied. Tick one box.

4. On a scale of 1 to 5, how easy was it to get what you needed?

1	2	3	4	5

1 = Very hard, 5 = Very easy. Tick one box.

5. What did we do well?

6. What could we do better?

Section 3: Would you recommend us?

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

0	1	2	3	4	5	6	7	8	9	10

0 = Not at all likely, 10 = Extremely likely. Tick one box.

8. Why did you give that score?

Section 4: What comes next

9. Which of these would you like more of? (tick all that apply)

[ ] Guides and tips [ ] Events [ ] Product updates [ ] Member offers

10. May we contact you about your answers? (pick one)

[ ] Yes [ ] No

11. Email address (only if you said yes)

12. Any other comments or ideas?

Thank you

Thanks for your time. [Add one line on what happens next, for example: We will share what we change in our [month] update.]

Answer types for an online version

Use this table when you rebuild the questionnaire as an online form. Delete this table before you print copies for people to fill in.

#	Question	Answer type online
1	How did you first hear about us?	Multiple choice, with an Other option
2	How long have you been with us?	Multiple choice
3	Overall, how satisfied are you?	Rating, 1 to 5 (or the CSAT faces)
4	On a scale of 1 to 5, how easy was it to get what you needed?	Rating or linear scale, 1 to 5, with end labels
5	What did we do well?	Long text
6	What could we do better?	Long text
7	How likely are you to recommend us to a friend or colleague?	Linear scale, 0 to 10 (the NPS question)
8	Why did you give that score?	Long text
9	Which of these would you like more of?	Checkboxes
10	May we contact you about your answers?	Multiple choice: Yes or No
11	Email address	Email, shown only if question 10 is Yes
12	Any other comments or ideas?	Long text