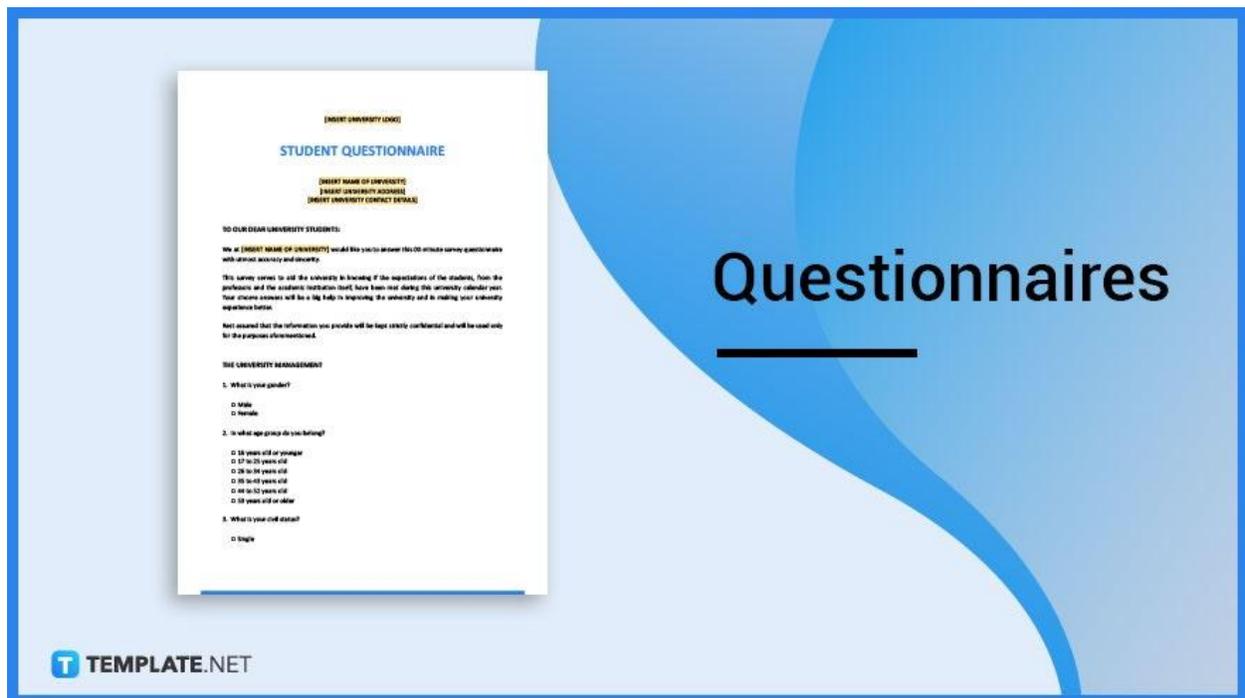


Questionnaires

Questionnaires, in whatever form they may take, have one distinct purpose, which is to gather information or responses from people who serve as respondents. Their designs or layouts usually revolve around a list or checklist of questions that can be used for academic or business purposes.



Questionnaire Definition & Meaning

A questionnaire is defined as a set of questions that are used to obtain statistically useful or personal information from individuals (i.e. research or interview respondents).

This means that it usually comes in written or printable forms with spaces for answers and the questions are usually open or close-ended.

What Is a Questionnaire?

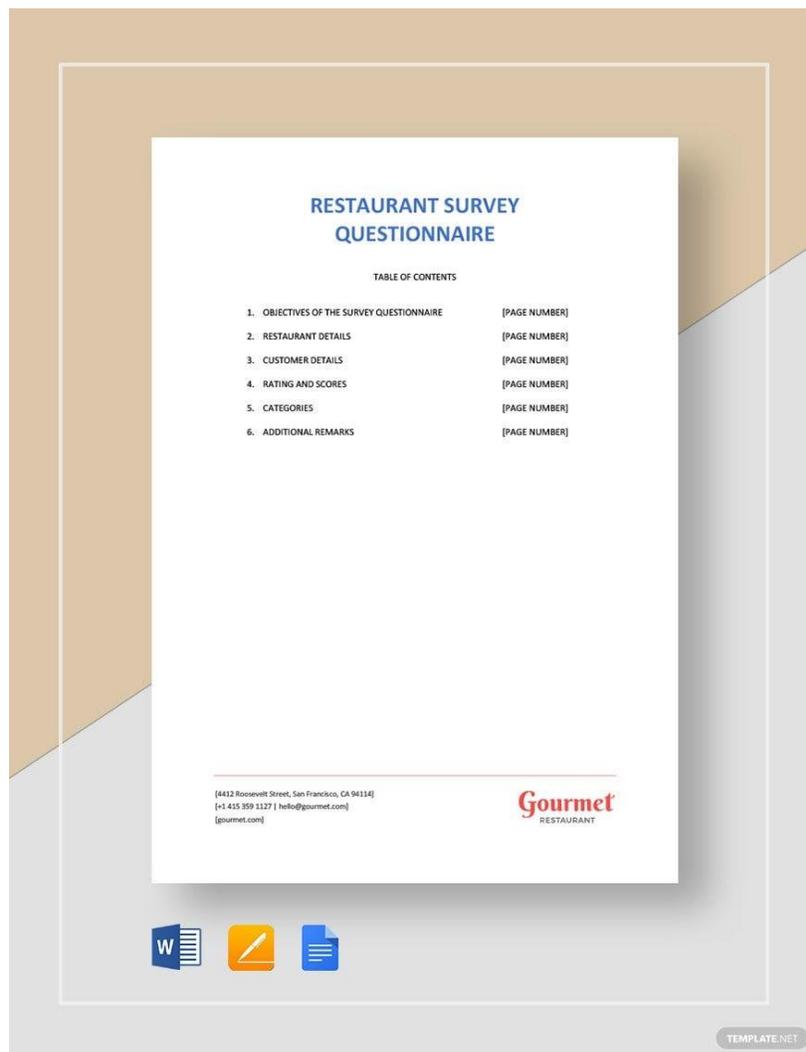
A questionnaire is a research instrument that contains questions or other prompts that are made to gather information from a sample population of respondents through a research study or a simple survey. It can be considered as a form of a written interview, wherein the

respondents write down their answers in a blank template or a blank form. The purpose of a questionnaire is also to gather qualitative or quantitative data.

10 Types of Questionnaire

Survey Questionnaire

One of the most common types of a questionnaire is a [survey questionnaire](#). Surveys involve gathering data to use for analysis and forecasting, and making use of a questionnaire is one of the best ways of doing so. A survey questionnaire typically consists of the objectives of the survey, the details of the participants, a rating/scoring system, and any additional remarks regarding the survey.



Interview Questionnaire

Another very common type of questionnaire that is used today is an [interview questionnaire](#). It usually consists of a couple of interview sheets with a list of pre-prepared questions for job candidates to fill out before a job interview takes place. The purpose of this type of questionnaire is to get the candidates to give additional details about their qualifications and interest in the role that they're going for.

[COMPANY LETTERHEAD WITH LOGO]

[INSERT NAME OF COMPANY]
[INSERT COMPLETE ADDRESS OF COMPANY]
[INSERT PHONE NUMBERS] [INSERT FAX NUMBERS]
[INSERT EMAIL ADDRESS] [INSERT WEBPAGE LINK]

INTERVIEW QUESTIONNAIRE

Applicant Name: _____
Position Applied: _____
Date of Interview: _____
Interview Conducted by: _____

A. BACKGROUND

1. Question: Tell me about your educational background.
Answer: _____

2. Question: Tell me about your work history.
Answer: _____

3. Question: How did you hear about our job opening?
Answer: _____

4. Question: Do you have any friends or close relatives working with the company?
Answer: _____

W Pencil Document

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Branding Questionnaire

Questionnaires can also have a purpose for businesses, and a [branding questionnaire](#) is one sample of it. This type of questionnaire involves qualitative research and contains a set of questions designed to obtain key information about a business to achieve the desired brand identity. Additionally, it is used to gain a better understanding of a client's needs when a company undergoes a rebranding process.

Mallard Marketing

Branding Questionnaire

Instructions

Thank you for agreeing to fill out this questionnaire. Please answer thoughtfully and truthfully. All data collected will be used anonymously and will not be sold to third parties.

General Information

NAME:

COMPANY:

WEBSITE:

PHONE:

EMAIL:

Questionnaire

- 1. What is your company's mission?**
- To provide delicious yet affordable cookies while giving back to the community.
- 2. What does your company do?**
- Bakes various delicious cookies at affordable price points.
- 3. Who is your target market?**
- Individuals with a sweet tooth and who like to eat cookies at affordable prices.
- 4. How would you best describe your brand?**
- A bakeshop specializing in selling cookies and donates a portion of profit to various charities.
- 5. How do your products / services benefit your target market?**
- It provides cookies for all (regular, vegan, gluten free) while giving back to the community.

Teacher Questionnaire

Apart from being used in a business environment, a questionnaire can also be used in an academic setting, and a [teacher questionnaire](#) is one particular example of this. A teacher questionnaire is usually directed to the teachers and contains questions regarding matters such as school education, school policies, and classroom issues. Sometimes, the questions also talk about the teacher's career, such as the teacher's long-term goals, the subjects that the teacher usually teaches, and so on.

St. Francis High School

Teacher Questionnaire

Instructions

Kindly take the time to read the instructions and questions in this form thoroughly. After understanding what each field asks, provide the best possible answer. All information we gather in this questionnaire will be considered confidential.

General Information

Name:

Birthdate:

Gender:

Email:

Contact #:

Questionnaire

1. What do you do at St. Francis High School aside from teaching?
- Aside from doing lectures, I also coach the soccer team and conduct the school's choir.
2. What are your long-term goals in working at St. Francis High School?
- My main goals are to win the soccer championship and produce the school's first musical.
3. What are the things you do to achieve these goals?
- The soccer team is planning to conduct this term's tryouts soon.
4. Give three subjects you teach at St. Francis High School.
- Gym Class, Music, and Arts
5. How long have you been teaching at St. Francis High School?
- Eight years and four months

EDITABLE & PRINTABLE

INSTANT DOWNLOAD

W [document icon] [PDF icon] X

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Buyer Questionnaire

A [buyer questionnaire](#) is a handy tool that is used by realtors for customers who are on the market for a new home. In other words, this is used by agents to learn what their buyer clients need and want from a home. When effectively done, this helps the buyers find the right home for their buyers and also helps them build a rapport with them.

Farrow Real Estate

Home Buyer Questionnaire

Instructions

Thank you for agreeing to fill out this questionnaire. Please answer thoughtfully and truthfully. All data collected will be used anonymously and will not be sold to third parties.

General Information

Name: Ms. Christa Jennings
Date of Birth: February 24, 1999
Gender: Female
Email: christa_j@zmail.net

Questionnaire

What are your top 3 motivations for buying a home?

- To live with my partner To live closer to work To start a family To live independently

How many homes have you seen over the past 6 months?

3 homes

What are your top 3 concerns when finding and buying a home?

- High down payment High interest rates Lots of repair required Type of home

What is the style/ design of your ideal home?

- Industrial Minimalist Modern Classic

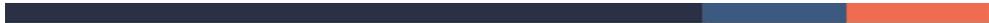
What is the range you are willing to provide for a downpayment?

- Under \$10,000 \$10,000 - \$20,000 \$20,000 - \$50,000 \$50,000 - \$75,000

TEMPLATE SET

Client Questionnaire

Another type of questionnaire used in a business setting is a [client questionnaire](#). It is used to get a new customer or client's information about their needs and goals. It's common in a business setting since it is used by businesses to ensure that their team is achieving exactly what their client wants.



CraftBox Inc.

Customer Satisfaction Questionnaire

Instructions

Thank you for agreeing to fill out this customer satisfaction questionnaire. Please answer thoughtfully and truthfully. All data collected will be used anonymously and will not be sold to third parties.

General Information

Name: Ms. Sally Goyle
Date of Birth: January 01, 2007
Gender: Female
Email: sally_g@zmail.net

Questionnaire

Question	Answer
1. Did you receive your CraftBox package on time?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. How satisfied are you with the package's shipping and delivery?	<input type="checkbox"/> Satisfied <input checked="" type="checkbox"/> Neutral <input type="checkbox"/> Not Satisfied
3. How long have you used the items in the package for?	<input type="checkbox"/> Less than a Week <input checked="" type="checkbox"/> Less than a Month <input type="checkbox"/> More than a Month
4. Have any of the items helped motivate and/or improve you in your art?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5. Will you be purchasing from CraftBox again?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> Maybe <input type="checkbox"/> No



Health Questionnaire

A [health questionnaire](#) is a tool that is used by health care professionals to diagnose disorders of a patient, particularly mental health disorders. It can also be used by psychology majors as a psychological assessment tool to assess someone's mental health condition or by dietary physicians to assess someone's nutrition levels. This questionnaire usually covers factors such as someone's loss of motivation, loss of appetite, mood swings, and so on.

Harrison Hospital

Patient Health Questionnaire

Instructions

Thank you for agreeing to fill out this questionnaire. Please answer thoughtfully and truthfully. All data collected will be used anonymously and will not be sold to third parties.

General Information

Name: Mr. Jim Mallory

Date of Birth: August 13, 2001

Gender: Male

Phone: 222 555 7777

Email: jim_mlry@zmail.net

Questionnaire

- Have you been experiencing a loss in appetite? Yes Slightly No
- Have you been experiencing extreme changes in emotion (sadness, anger, etc.)? Yes Slightly No
- Have you recently lost interest or passion in your usual hobbies? Yes Slightly No
- Have you had difficulty getting at least 6 hours of sleep? Yes Slightly No
- Have you had any suicidal thoughts recently? Yes Slightly No

School Questionnaire

A [school questionnaire](#) can be used by a student (usually for his/her thesis project) to gather relevant and required data concerning the school they're in, or a different school. It can involve course evaluations or teacher career surveys. Sometimes, it can also take the form of a pre-graduation questionnaire, in which case, students are asked about their plans after finishing their studies, such as plans for pursuing another field.

Brent High School
brent@mail.com, 222 555 7777

Pre-graduation Questionnaire

Date: June 12, 2029
Prepared By: David Noah
Prepared For: Nans Paula
Email: nans@mail.com

Instructions
Please answer all the questions below.

QUESTION	YES	NO
Do you plan to pursue higher education after graduation?	<input type="checkbox"/>	<input type="checkbox"/>
Have you thought of a career or field of study to pursue?	<input type="checkbox"/>	<input type="checkbox"/>
Is it in line with the electives you have taken during your time in school?	<input type="checkbox"/>	<input type="checkbox"/>
Were you active in co- or extra-curricular activities?	<input type="checkbox"/>	<input type="checkbox"/>
Do you plan to make use of financial aid programs?	<input type="checkbox"/>	<input type="checkbox"/>

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Customer Questionnaire

A [customer questionnaire](#) is an essential tool to use when a business performs a customer satisfaction survey. It's a tool that is used to gauge how satisfied or dissatisfied a customer is regarding a particular company's product or service (food items, cartoon comic books, internet services). This questionnaire is essential since it helps companies truly understand their customers and what they think about the company.



Customer Questionnaire Template

Personal Details

Name: _____

Age : _____

Marital Status: _____

Contact No: _____

Email: _____

What is your profession?

What kind of bank account do you have?

What is your bank account no.?

How long have you been a customer with this bank?

Does the bank provide core banking facility for the customers?

How did you become aware of this bank?

Do you think bank offers competitive interest rate?

Do you have any suggestions for the bank?

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Wedding Questionnaire

A [wedding questionnaire](#) is used by businesses that specialize in wedding planning. This is addressed to the couples that are about to be married/renew their vows. It contains general information about the couple such as their names and contact numbers, and the questions asked here generally involve the theme of their wedding, their overall budget, the place of the wedding, any special requests, and so on.



Winona Wedding
Planners

Wedding Questionnaire

INSTRUCTIONS:

Thank you for agreeing to fill out this questionnaire. Please answer thoughtfully and truthfully. All data collected will be used anonymously and will not be sold to third parties.

GENERAL INFORMATION:

Bride's Name	Ms. Celine Carrington
Groom's Name	Mr. William Johnson
Phone	222 555 7777
Email	celcks@zmail.net
Wedding Date	May 23, 2030
Budget Range	\$5,000 - \$7,000

QUESTIONNAIRE:

1. What will be the theme of your wedding?	- Vintage Garden Wedding
2. Where and when will the wedding be held?	- Wedding and reception will be at the Dubrov Hotel, Ballroom B from 4 PM - 9 PM
3. What time would you like us to arrive at the venue?	- Please be at the venue no later than 10 AM
4. What is the estimated number of the entourage?	- 1 maid of honor, 5 bridesmaids, 1 man of honor, and 5 groomsmen
5. Do you have any special requests regarding catering, floral arrangements, etc.?	- Please make sure that the venue decorations are up the eve before the wedding.

Questionnaire Uses, Purpose, Importance

Questionnaires come in different forms and can be used for quantitative or qualitative data gathering purposes. When creating this document, one needs to know how it can be used. Listed below are some of the uses and importance of this type of document.

Data Gathering

The main and most common purpose of making use of a questionnaire is to gather data from a respondent (such as a company employee). It's an advantageous method since it's a quick way to gather data even if the researcher isn't present to collect them firsthand. This advantage is especially common in self-administered questionnaires.

Standardization of Responses

Questionnaires are also important to the researchers since it allows for a standardized response from the participants. This is common when a close-ended question is asked in the questionnaire wherein all respondents are asked the same questions in the same order. Encouraging standardized responses also allows room for the questionnaire to be checked for reliability.

Online Surveys

Questionnaires are also useful tools for online surveys. In an online survey, the questionnaire is typically sent via email (usually in a PDF format) or it can be downloaded from a company/brand's social media profile. This method is cost-effective and the respondents can answer at their own leisure.

Demographic Analysis

One useful way of using questionnaires is to collect demographic information for analysis. In a demographic questionnaire, data such as the respondent's education, income, and education are collected. Demographic data allows the researchers to better understand certain background characteristics of their respondents.

Rating Scales

Questionnaires are also used to collect quantitative data through the use of rating scales. In rating scales, multiple statements or questions are presented for each variable that is being examined. Questionnaires used for this purpose also usually contain response points (such as points ranging from strongly disagree to strongly agree).

What's in a Questionnaire? Parts?

Establishment Name

This part spells out the name of the company or establishment that conducts the data gathering procedure.

Logo

This part establishes the identity of the company conducting the data gathering procedure.

Title

The title of the questionnaire establishes how it's going to be used.

Invitation

This involves identifying how the establishment is going to invite the respondent to answer the questionnaire.

Introduction

This is where the nature of the questionnaire is explained, along with the type of data being collected, how the data will be stored, used, and managed, and any incentives the respondents may receive.

Instructions

The instructions explicitly describe the methods in which the respondents will answer the questionnaire and should be written as a whole and in the questionnaire's subsections.

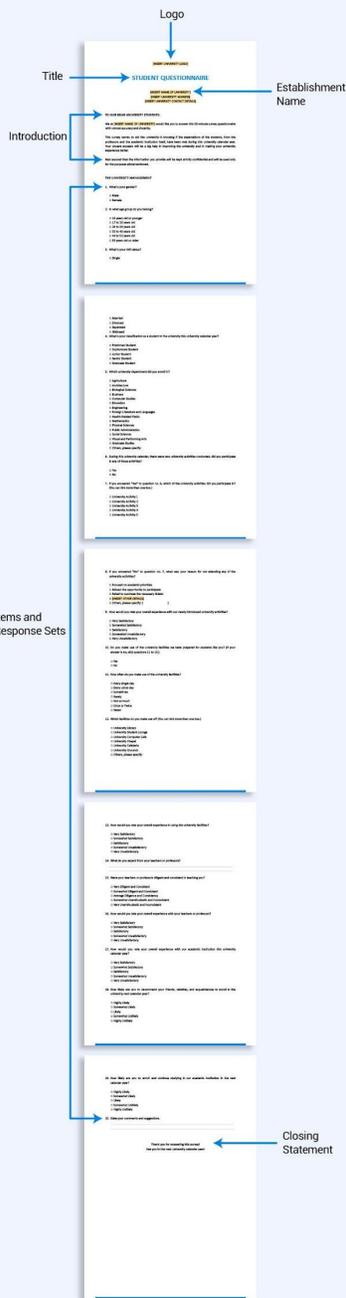
Items and Response Sets

This serves as the main part of the questionnaire and this is where the respondents will interact and give their responses.

Closing Statement

This appears at the end of the questionnaire and can simply be a "thank you" message and can also include instructions for debriefing and/or contact information of the people conducting the data gathering procedure.

Questionnaire Anatomy



How to Design a Questionnaire

1. Pick a [Questionnaire Size](#)
2. Determine the purpose of the Questionnaire
3. Select a [Questionnaire Template](#)
4. Modify the contents of the template to suit the purpose of the questionnaire
5. Decide on writing open-ended questions to solicit feedback or close-ended questions to gather specific answers
6. Add logos or supporting graphics and photos
7. Finalize the template and download

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Questionnaire vs. Survey

A questionnaire refers to a set of questions typically used for research purposes and can be both qualitative and quantitative in nature.

A survey is a sophisticated method of quantitative research, usually comprised of a questionnaire, and is usually used with the intention of efficient data gathering from a set of respondents.

What's the Difference Between a Questionnaire, Assessment, and Form?

Questionnaires are usually used when you want to survey respondents about different issues such as workplace policies, workplace harassment, and so on, and usually do not allow for right or wrong answers.

Assessments, on the other hand, are used when you want to analyze respondents on their knowledge regarding a specific topic and usually must include correct and incorrect answers since they are scored.

Forms are documents that are considered to be a superset of questionnaires, surveys, polls, and assessments since a form can either be one of these documents.

Questionnaire Sizes

Questionnaires are also documents that need to adhere to the right size according to the purpose/preference. Here are the standard [questionnaire sizes](#) that should be noted.

Questionnaire Sizes

Types of Questionnaires	Sizes(in)
Letter	8.5 × 11
A4	8.3 × 11.7

Questionnaire Ideas and Examples

Questionnaire documents have different sizes and they also have different purposes. The process of designing these printable forms should be relatively straightforward, but in the situation that difficulties are encountered, here are different [questionnaire ideas](#) and examples that can be a source of inspiration when you're assigned to create this form of document.

- Questionnaire Ideas and Examples
- Couples Questionnaire Ideas and Examples
- Job Questionnaire Ideas and Examples
- Health Questionnaire Ideas and Examples
- Tenant Questionnaire Ideas and Examples
- Student Questionnaire Ideas and Examples
- Business Questionnaire Ideas and Examples
- Satisfaction Questionnaire Ideas and Examples
- Research Questionnaire Ideas and Examples
- Discovery Questionnaire Ideas and Examples
- Food Questionnaire Ideas and Examples

FAQs

What is the format of a good questionnaire?

A good questionnaire should have the title of the questionnaire, the invitation to respond, the introduction part, the instructions on how the respondents will answer, the items and response sets where the respondents will interact with the questionnaire, and a closing statement.

How many questions should be in a questionnaire?

The minimum number of questions that one should aim for when creating a questionnaire (whether online or not) should be at least 10 questions.

How do you compile a questionnaire?

In compiling a questionnaire, take note that the question order should be logical, questions regarding the same topic should be together, the topics should follow from most important to least important, sensitive or hard questions should be at the end, and the demographic questions should also be at the end, and questions with similar parts should be together.

What is a questionnaire in a thesis?

A questionnaire is a thesis instrument that contains a set of questions that aim to collect information from the respondents.

How do I fill out a questionnaire?

You can usually fill out a questionnaire online (through websites such as survey monkey) or offline using different document editors or in person when you are handed out the form by the researcher.

How is a questionnaire used in research?

Questionnaires are used in research to gather qualitative and quantitative data and can be answered personally or online.

What is a questionnaire in business?

A questionnaire in business is used to survey a group of people such as prospective customers, existing customers, or employees.

When should a questionnaire be used?

A questionnaire should be used when data, which can be qualitative or quantitative, is to be gathered from respondents during research.

How to write an effective sales and marketing questionnaire?

To write an effective sales and marketing questionnaire, select the right size of the document, choose a sales and marketing questionnaire template, decide whether to write open-ended or close-ended questions, add logos or supporting graphics, and then finalize the content.

What is the Patient Health Questionnaire used for?

This type of questionnaire is used to provisionally diagnose depression and grade the severity of its symptoms in general medical and mental health settings.