A close up of a logo

Description automatically generated Research – Questionnaire Template



[EXAMPLE INTRODUCTION]

Thank you for taking part in the survey!

As a thank you for your participation, you’ll [INSERT INCENTIVE TO TAKE PART, WHETHER ACCESS TO INFORMATION, PAYMENT IN GIFT CARDS OR CASH, DONATION TO A CHARITY OF YOUR CHOICE ETC.]

The feedback that you provide plays an important role in [INSERT DETAILS AS TO THE PURPOSE OF THE SURVEY, HOW THE INFOMRATION IS TO BE USED, WHAT DECISIONS IT WILL INFORM].

Any feedback that you provide will remain strictly confidential, in compliance with Australia’s Privacy Act[[1]](#footnote-0) and The Research Society code of conduct guidelines[[2]](#footnote-1).

Please note: there is no obligation to complete the survey, you can exit at any time.

If you have any questions or concerns, please do not hesitate to contact [INSERT CONTACT DETAILS].

OK, let’s get started! We’d now like to ask you a few questions to ensure that you qualify for the survey.

[SCREENING QUESTIONS]

[CONSIDER WHO CAN LEGALLY TAKE PART IN THE SURVEY – AGE, RESIDENCY, DECISION-MAKING CAPACITY ETC.]

[CONSIDER WHO HAS AN UNBIASED / EVERYDAY VIEW – INDUSTRY / SECTOR CONNECTIONS, PREVIOUS EXPERIENCES ETC.]

[CONSIDER WHO HAS A RELEVANT PERSPECTIVE TO SHARE – DEMOGRAPHIC, ATTITUDINAL, BEHAVIOURAL DIMENSIONS, RECENCY OF BEHAVIOURS / EXPERIENCES, ROLE / EXPERTISE ETC.]

For further information / guidance: <https://www.abs.gov.au/websitedbs/d3310114.nsf/home/Basic+Survey+Design+-+Questionnaire+Design>

<https://www.abs.gov.au/statistics/standards/abs-forms-design-standards/2023/general-forms-design-principles-question-type>

[THE BODY OF THE QUESTIONNAIRE]

[A NUMBER OF QUESTIONS CAN BE DEVELOPED TO OBTAIN THE DESIRED INFORMATION AND INSIGHTS]

[THESE ARE TYPICALLY EITHER SINGLE RESPONSE (ONE OPTION), MULTIPLE RESPONSE (MULTIPLE OPTIONS CAN BE SELECTED), OR OPEN RESPONSE (THEIR OWN INFORMATION CAN BE PROVIDED – THIS CAN BE WRITTEN, OR VIA AUDIO OR VIDEO CAPTURE (DEPENDING ON THE SURVEY PLATFORM CAPABILITIES]

| **[INSERT QUESTION THEME]** | |
| --- | --- |
| **[QUESTION NUMBER].** QUESTION  (*Please select one response only*)  **SINGLE RESPONSE** | |
|  | **CODE** |
| [OPTION 1] | 1 |
| [OPTION 2] | 2 |
| [OPTION 3] | 3 |
| Other (please specify) | 95 |
| Unsure / Don’t know | 98 |
| Prefer not to say | 99 |

| **[INSERT QUESTION THEME]** | |
| --- | --- |
| **[QUESTION NUMBER].** QUESTION  (*Please select all options that apply*)  **MULTIPLE RESPONSE** | |
|  | **CODE** |
| [OPTION 1] | 1 |
| [OPTION 2] | 2 |
| [OPTION 3] | 3 |
| Other (please specify) | 95 |
| All of the above | 96 |
| None of the above | 97 |
| Unsure / Don’t know | 98 |
| Prefer not to say | 99 |

| **[INSERT QUESTION THEME]** |
| --- |
| **[QUESTION NUMBER].** QUESTION  (*Please provide as much detail as possible*)  **OPEN RESPONSE** |
|  |

[WHERE RELEVANT, VARIOUS SCALES CAN BE APPLIED – NOMINAL (CAT, DOG ETC.), ORDINAL (SMALL CAT, LARGE CAT ETC.), INTERVAL (1 CAT, 2 CATS ETC.) OR RATIO (PERCENTAGE OF CATS VS. DOGS)]

For further information / guidance: <https://www.abs.gov.au/websitedbs/d3310114.nsf/home/Basic+Survey+Design+-+Questionnaire+Design>

<https://www.abs.gov.au/statistics/standards/abs-forms-design-standards/2023/general-forms-design-principles-question-type>

<https://www.science.org/doi/10.1126/science.103.2684.677>

[PROFILING]

[KEY DIMENSIONS INCLUDE: AGE, GENDER, LIFESTAGE, HOUSEHOLD STATUS, EMPLOYMENT STATUS, HOUSEHOLD / PERSONAL INCOME, LOCATION (TYPICALLY POSTCODE)]

For further information / guidance: <https://www.abs.gov.au/websitedbs/d3310114.nsf/home/Basic+Survey+Design+-+Questionnaire+Design>

<https://www.abs.gov.au/statistics/standards/abs-forms-design-standards/2023/general-forms-design-principles-question-type>

<https://www.abs.gov.au/statistics/detailed-methodology-information/concepts-sources-methods/personal-safety-survey-user-guide/2021-22/household-and-demographic-characteristics>

[EXAMPLE WRAP UP]

That’s it, you’ve completed the survey!

Thank you again for taking part.

Your [INSERT INCENTIVE TO TAKE PART, WHETHER ACCESS TO INFORMATION, PAYMENT IN GIFT CARDS OR CASH, DONATION TO A CHARITY OF YOUR CHOICE ETC.] will be provided in [INSERT METHOD AND TIMEFRAME FOR THE DELIVERY OF THE INCENTIVE]

If you have anything further that you would like to discuss, please do not hesitate to contact [INSERT CONTACT DETAILS].

1. https://www.legislation.gov.au/C2004A03712/2019-08-13/text [↑](#footnote-ref-0)
2. https://www.researchsociety.com.au/stay-informed/the-code/ [↑](#footnote-ref-1)