

## Survey Template Example Questions

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[For more guidance and details please visit our blog post:  
[Questions Every Online Customer Experience Survey Should Ask](#)]

### 1. What is your familiarity with this site?

- This is my first visit to this site
- I have visited this site in the past, but not purchased
- I have visited and purchased from this site in the past

### 2. How did you first hear about this site?

- Search engine (such as Google, Yahoo!, etc.)
- Online banner advertisement
- TV advertisement
- Newspaper / magazine advertisement
- Referral from a friend, relative, or colleague
- I clicked through a link on another website
- I clicked through a link on an email
- Other (Please specify): \_\_\_\_\_ (ANCHOR)

### 3. Overall, how satisfied were you with this site today?

- 1 = Not at all satisfied
- 2
- 3
- 4 = Neutral
- 5
- 6
- 7 = Extremely satisfied

### 4. How easy or difficult was it to use this site today?

- 1 = Extremely difficult
- 2
- 3
- 4 = Neutral
- 5
- 6
- 7 = Extremely easy

**5. Which of the following frustrations, if any, did you encounter on the site today? [TO BE CUSTOMIZED]**

- Pages were slow to load
- Unclear what site I was on or where I was in the site
- Taken to another site unexpectedly
- Unclear how to navigate back to the home page
- Could not find what I wanted / information I needed was not available
- Received an error page
- Not enough pictures / imagery
- Information was not accurate
- Difficult to scan for information
- Search engine not helpful
- Unclear where to find desired information
- Too much information on the site
- Too little information on the site
- Unclear labeling / titles
- I didn't encounter any frustrations
- Other: \_\_\_\_\_

**6. Which of the following words would you use to describe this site? [TO BE CUSTOMIZED]**

- Engaging
- Inspiring
- Trendy
- Up-to-date
- Informative
- Helpful
- Other: \_\_\_\_\_

**7. Based on your experience, how likely are you to do the following?**

**Choices:**

- Return to this site
- Recommend this site to a friend, relative or colleague
- Make a purchase on this site

**Rating Choices:**

- 1 = Not at all likely
- 2
- 3
- 4 = Neutral
- 5
- 6
- 7 = Extremely likely

**Now just a few more questions about you...**

**8. What is your gender?**

- Male
- Female

**9. Which of the following best describes your age?**

- Under 18 [screen out]
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**10. What is your highest level of education?**

- Less than high school
- High school graduate
- Some college
- Associate's degree
- Bachelor's degree
- Advanced degree
- Other (please specify): \_\_\_\_\_

**Thank you for your time and feedback!**