SurveyNinja

Ad preferences survey

8 questions. About 1 min to answer.

What people prefer

1. What ad type is the most attractive to you?

Choose one answer.

- ○ Ads on social media
- ○ Ads in search engines
- ○ TV ads
- ○ Radio ads
- ○ Outdoor advertising

Your campaign

2. Have you seen the ads about our social network?

Choose one answer.

- ○ Yes
- ○ No

3. Where did you see the ads about our social network?

Choose all that apply.

- ☐ Search engine
- ☐ TV
- ☐ Radio
- ☐ Outdoor banner
- ☐ Other: _____

4. Did you visit our site after watching the ad?

Choose one answer.

- ○ Yes
- ○ No

5. Why not?

_____

_____

_____

Ad style and profile

6. Which style of ad attracts you the most?

Choose one answer.

- ○ Creative ads
- ○ Viral ads
- ○ Recommended by friends or relatives
- ○ Social ads
- ○ Other: _____

7. What's your gender?

Choose one answer.

- ○ Male
- ○ Female

8. What's your age?

Choose one answer.

- ○ Younger than 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 and older

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/ad-preferences

Survey template from SurveyNinja: surveyninja.io