SurveyNinja

Advertising trust survey

11 questions. About 2 min to answer.

Where people get information

1. What sources of information do you use when choosing a product/service?

Choose all that apply.

- ☐ Manufacturer's information
- ☐ Personal experience
- ☐ Customer reviews
- ☐ Ads
- ☐ Recommendations from friends/relatives
- ☐ Expert advice
- ☐ Other: _____

2. Do you pay attention to commercials for products/services?

Choose one answer.

- ○ Yes
- ○ No

3. Where do you most often see ads for products?

Choose all that apply.

- ☐ Ads in search engines
- ☐ Ads in social media
- ☐ TV ads
- ☐ Outdoor ads
- ☐ Newspaper and magazine ads
- ☐ Promotional merchandise
- ☐ Radio
- ☐ Ads on public transport
- ☐ Other: _____

Attitude to advertising

4. How do you feel about ads in general?

Choose one answer.

- ○ Positive
- ○ Fairly positive
- ○ Neutral
- ○ Fairly negative
- ○ Negative

5. Have you purchased products/services based on ads?

Choose one answer.

- ○ Yes
- ○ No

6. How often does this happen?

Choose one answer.

- ○ Quite often
- ○ Sometimes
- ○ Rarely

Your ads and profile

7. Have you ever seen ads for our company?

Choose one answer.

- ○ Yes
- ○ No

8. Did this ad build your trust in our company?

Choose one answer.

- ○ Yes
- ○ Probably
- ○ Unlikely
- ○ No

9. Select the appropriate characteristics for this ad:

Choose all that apply.

- ☐ Boring
- ☐ Interesting
- ☐ Funny
- ☐ Sad
- ☐ Memorable
- ☐ Irritating
- ☐ Meaningless
- ☐ Informative
- ☐ Stylish

10. Is there anything that can be improved in the ad?

11. 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/measuring-trust-in-ads

Survey template from SurveyNinja: surveyninja.io