

# Online store feedback survey

11 questions. About 3 min to answer.

## About the shopper

---

### 1. Is this your first purchase in our store?

Choose one answer.

- ☐ Yes ☐ No

### 2. How often do you shop online?

Choose one answer.

- ☐ Less than one purchase per month ☐ Two to four purchases per month  
☐ One or two purchases per month ☐ Five or more purchases per month

### 3. What have you purchased now?

Choose all that apply.

- ☐ Clothing ☐ Self-care products  
☐ Electronics ☐ Other: \_\_\_\_\_  
☐ Household goods

## What matters online

---

### 4. Which of these factors are the most important for you when shopping online?

Choose all that apply.

- ☐ Low prices ☐ Discounts  
☐ Cost/quality ratio ☐ Delivery methods  
☐ Wide product range ☐ Payment methods

### 5. How concerned are you about privacy and security when shopping online?

### 6. Which payment method do you prefer when shopping?

Choose one answer.

- ☐ Card ☐ Digital wallet  
☐ Cash ☐ Other: \_\_\_\_\_

## Your store

---

7. How easy was it to shop online on our website?

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

8. How satisfied are you with the quality of our customer support team during and after the purchase?

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

9. How satisfied are you with the returns policy in our store?

|   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

## Ideas and recommendation

---

10. Do you have any suggestions to help us improve our shop and make it easier for you to use?

---

---

---

11. How likely is it that you would recommend our shop to a friend or colleague?

|   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

### 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/online-store-feedback](https://survey ninja.io/templates/online-store-feedback)