SurveyNinja

Product quality survey

8 questions. About 2 min to answer.

Buying habits

1. How often do you buy products from our company?

Choose one answer.

- ○ Every day
- ○ Several times a week
- ○ Once a week
- ○ Several times a month
- ○ Once a month
- ○ Every few months or less
- ○ Never

2. Do you think that products bought in different outlets have a different level of quality?

Choose one answer.

- ○ Yes
- ○ More likely yes than no
- ○ More likely no than yes
- ○ No

Complaints

3. Have you ever had complaints about the quality of our products?

Choose one answer.

- ○ No, never
- ○ Just once
- ○ A few times
- ○ Often
- ○ Almost always

4. What were you not satisfied with?

Choose all that apply.

- ☐ Past its expiry date
- ☐ Damaged label or packaging
- ☐ Bad smell
- ☐ Bad taste
- ☐ Foreign objects inside the product
- ☐ Other: _____

5. Can you remember where you bought the poor quality product? Please list the location of the outlets

_____

_____

_____

6. If a product you bought turns out to be of poor quality, who do you report it to?

Choose one answer.

- ○ The manufacturer
- ○ The store where I bought it
- ○ A consumer protection agency
- ○ I don't report it to anyone
- ○ Other: _____

Profile

7. Your age

Choose one answer.

- ○ 18–25
- ○ 26–35
- ○ 36–45
- ○ 46–55
- ○ 56 and older

8. Which of the following best applies to your family's financial situation?

Choose one answer.

- ○ We only have enough money for food
- ○ We can afford to buy food and clothing but can't make bigger purchases
- ○ We can afford household goods (fridge, TV) but we can't buy a car or apartment
- ○ We can afford everything we want

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/product-quality-control

Survey template from SurveyNinja: surveyninja.io