SurveyNinja

Supermarket survey

8 questions. About 2 min to answer.

Visits and satisfaction

1. How often do you shop in our supermarket? Required

Choose one answer.

- ○ Often, almost every day
- ○ Several times a week
- ○ Several times a month
- ○ Once a month
- ○ Several times a year
- ○ Once a year or less

2. How satisfied are you with your experience? Required

Choose one answer.

- ○ Very satisfied
- ○ Somewhat satisfied
- ○ Neither satisfied nor dissatisfied
- ○ Dissatisfied
- ○ Very dissatisfied

3. The supermarket made it easy for me to do my grocery shopping.

1 – Strongly disagree, 5 – Strongly agree

1	2	3	4	5

Staff and offers

4. Do the sales assistants tell you about discounts and special offers?

Choose one answer.

- ○ Yes, always
- ○ Sometimes
- ○ Don’t remember
- ○ No, never

5. Please rate the supermarket staff based on the following criteria:

1 – Poor, 5 – Excellent

	1	2	3	4	5
Knowledge of products	○	○	○	○	○
Politeness	○	○	○	○	○
Tidy presentation	○	○	○	○	○
Professionalism	○	○	○	○	○
Speed of service	○	○	○	○	○

6. **What can we do to serve you better?**

Loyalty and contact

7. **How likely are you to recommend our supermarket to a friend?**

1 – Not likely, 5 – Very likely

1 2 3 4 5

8. **Your email**

E-mail:

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/supermarket-satisfaction-survey

Survey template from SurveyNinja: surveyninja.io