



In the past month, how many times have you visited [our website]? I have visited [the website]....

Answers:	Responses:
0 times in the last month	<input checked="" type="checkbox"/>
1 to 3 times in the last month	<input type="checkbox"/>
4 to 6 times in the last month	<input type="checkbox"/>
7 to 9 times in the last month	<input type="checkbox"/>
More than 10 times in the last month	<input type="checkbox"/>

How satisfied are you with [our website]? Please use a 10-point scale, where 10 is Extremely Satisfied and 0 is Not Satisfied.

Answers:	Responses:
10	<input type="checkbox"/>
9	<input type="checkbox"/>
8	<input type="checkbox"/>
7	<input type="checkbox"/>
6	<input type="checkbox"/>
5	<input type="checkbox"/>
4	<input type="checkbox"/>
3	<input type="checkbox"/>
2	<input type="checkbox"/>
1	<input checked="" type="checkbox"/>
0	<input type="checkbox"/>

How likely are you to recommend [our website] to your friends or colleagues? Please use a 10-point scale, where 10 is Extremely Likely and 0 is Not Likely.


Answers:	Responses:
10	<input type="checkbox"/>
9	<input type="checkbox"/>
8	<input type="checkbox"/>
7	<input type="checkbox"/>

6	
5	
4	
3	
2	
1	
0	

Why do you say that about [our website]?

Answer:
Answer not supplied

On your last visit to [our website], did you make a purchase?

Answers:	Responses:
Yes	
No	
Not sure	

Please choose the types of products you purchased from [our website] during your last visit. (Please select all that apply)

Answers:	Responses:
Books	
Electronics	
Toys	
Clothing	
Jewelry	
Pet supplies	
Music	
Kitchen supplies	
Gift cards	
Other, please specify	

How much did you spend in total, including shipping for your last purchase at [our website]. (Please supply your best estimate of the amount spent.)

Answer:
Answer not supplied

When it comes to purchasing the item or items that you purchased at [our website] again, how likely are you to visit [our website]? Please use a 10-point scale, where 10 is Extremely Likely and 0 is Not Likely.

Answers:	Responses:
10	
9	
8	
7	
6	
5	
4	
3	
2	
1	
0	

Why didn't you make a purchase from [our website] the last time you visited?
(Please select all that apply)

Answers:	Responses:
The item I wanted was not in stock	
I was just doing product research	
The item I wanted was too expensive	
I did not want to pay the shipping costs	
The item would not arrive on time	
Other, please specify	

How likely are you to...

	1	2	3	4	5	6	7	8	9	10
Use us in the future?										
Use a competitor?										

Please order these services by which you value the most (top) to you to which you value the least (bottom).

	1	2	3	4	5
Phone support					✓
Expedited shipping	✓				
Promotional offers		✓			
Frequent buyer rewards				✓	
Online chat support			✓		

Please tell us how we can improve the services offered by [our website] to make your experience better.

Answer:
0

What is your gender?

Answers:	Responses:
Male	✓
Female	

Please select your age.

Answers:	Responses:
Less than 18	
18 to 24	
25 to 34	
35 to 54	✓
55+	

What is the highest degree of education that you achieved?

Answers:	Responses:
12th grade or less	
Graduated high school or equivalent	✓
Some college, no degree	
Associate degree	
Bachelor's degree	
Post-graduate degree	

