

30 Examples of Open-Ended Questions for Business Surveys

- 1. What are the main reasons you chose to shop today?*
- 2. How did you feel about our customer service?*
- 3. Where did you look before coming to our store?*
- 4. Would you use our [product/service] again?*
- 5. What did you like best about your experience?*
- 6. What had the biggest influence on your purchase and why?*
- 7. How did you find us?*
- 8. How would you describe your experience with us?*
- 9. What can we do to help you find what you're looking for?*
- 10. How can we make this webpage/store better?*
- 11. How did you find what you were looking for?*
- 12. How did you hear about us?*
- 13. What is stopping you from [action] today?*
- 14. What is most important to you right now?*
- 15. Why did you choose that item/service?*
- 16. What are your main questions or concerns about [product/service]?*
- 17. What persuaded you to [take action] today?*
- 18. What did you enjoy most about our site/store?*
- 19. What qualities do you look for in a product?*

20. What can we improve?

21. What process did you go through to determine your needs?

22. What are your most important purchases and why are they important?

23. What are your top priorities when it comes to online shopping?

24. How long did it take you to complete your transaction?

25. What goals would you like to accomplish?

26. Where do you turn for inspiration?

27. What challenges are you facing at this moment?

28. Why did you choose us over our competitors?

29. Tell me about your experience.

30. How soon will you be shopping with us again?