

# Website Survey Questionnaire

Thank you for taking the time to answer these questions. The following questions are about to know how well known and successful is [Site Name]

## 1. Have you ever heard about [Site Name]?

Yes

No

## 2. How did you learn about [Site Name]?

## 3. Do you purchase goods from [Site Name]?

Yes

No

## 4. How old are you?

Under 18

18 - 25

25 - 45

45 or more

## 5. Gender?

## 6. How often do you visit our website?

## 7. Overall, how satisfied are you with our website?

## 8. How likely would you be to recommend [Your Website Name] to your friends or colleagues?

**9. What particular aspect(s) of our website do you like?**

**10. What particular aspect(s) of our website do you dislike?**

**11. What factors motivated you to purchase on our site?**

**12. Why do you think our site is so successful?**

**13. What is the main reason you visit our website?**

**14. How easy it to navigate our website?**

**15. How often do you buy on our site?**

**16. Was this a personal purchase for you, a gift, a company purchase or something else?**

**17. How do you pay your purchase?**

Credit card online

Cheque by mail

Paypal

Nochex

**18. How satisfied were you with the available shipping option?**

**19. Was your order complete when you received it?**

**20. Did you return any items you purchased from us?**

**21. What was the main reason for your return?**

Wrong size

Wrong colour

Not what I ordered

Damaged

Not satisfied with the item

**22. How satisfied were you with the return process?**

**23. Please rank what you look for in order of importance when selecting products on [Site Name]?**

1 - Not Important

2

3 - Maybe

4

5 - Very Important

Quality

Cost

Quantity

Brand name

Familiarity

**24. How competitive do you find the prices on [Site Name]?**

**25. Please grade the eBay website on the overall content.**