# Online Shopping Questionnaire

## [XYZ Survey Company]

Please check all that apply

|  |  |  |  |
| --- | --- | --- | --- |
| 1. Are you | | 1. Age group | |
|  | Male |  | 18 – 30 |
|  | Female |  | 31 – 39 |
|  | Prefer not to say |  | 40 – 49 |
|  |  |  | 50 or over |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Marital Status | | | 1. Ages of children living at home | |
|  | Married | |  | No children at home |
|  | Single | |  | Under 5 |
|  | Divorced | |  | 5 – 12 |
|  | Separated | |  | 13 – 19 |
|  | Widowed | |  |  |
|  | Living with partner | |  |  |
|  | Other |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. What is your annual income? | | 1. Where do you mainly utilize the Internet? | | |
|  | Less than $30,000 |  | Home | |
|  | $30,000 – $50,000 |  | Work | |
|  | $51,000 – $60,000 |  | School | |
|  | More than $60,000 |  | Library | |
|  |  |  | Other |  |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. What is your main reason for using the Internet? | | 1. What is the average amount spent on monthly online shopping? | |
|  | Shopping |  | $0 – $50 |
|  | Work |  | $51 – $99 |
|  | Education |  | $100 – $150 |
|  | Fun |  | Over $150 |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. What is your Internet connection like? | | 1. What kind of connection do you use for the Internet? | |
|  | Terrible |  | Broadband |
|  | Good |  | Dial-up |
|  | Very good |  | Other |
|  | Exceptional |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. How often do you shop online? | | 1. Which of these marketing approaches that are commonly used by websites do you think is best? | |
|  | Daily |  | Billboards |
|  | Weekly |  | Magazines |
|  | Monthly |  | Newspapers |
|  | Yearly |  | Search engines |
|  | Never |  | Other |

1. If you have never shopped online, why is that?

|  |
| --- |
|  |
|  |
|  |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| 1. What is your usual method of payment when shopping online? | | 1. What do you think is the most important aspect of an online shopping site? | |
|  | PayPal |  | Security |
|  | Check |  | Trust |
|  | Debit Card |  | Privacy |
|  | Credit Card |  |  |
|  | Money order |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. What method of shopping do you prefer? | | 1. When you shop online, what do you mostly shop for? | | |
|  | Online |  | Books | |
|  | Brick and mortar |  | Music | |
|  |  |  | Movies | |
|  |  |  | Electronics | |
|  |  |  | Computers | |
|  |  |  | Musical instruments | |
|  |  |  | Concert tickets | |
|  |  |  | Clothing and accessories | |
|  |  |  | Footwear | |
|  |  |  | Cell phone / accessories | |
|  |  |  | Flowers | |
|  |  |  | Travel (airline tickets, hotels, car rentals) | |
|  |  |  | Other |  |

1. Which of the following websites have you used for online shopping?

|  |  |  |
| --- | --- | --- |
|  | Amazon | |
|  | eBay | |
|  | Hautelook | |
|  | Sneakpeeq | |
|  | Sole Dazzle | |
|  | Birchbox | |
|  | Other |  |
|  | I have never used these websites. | |

1. Below are some statements that have been used to describe how people feel about online shopping. Please indicate yes or no to reflect how the statement describes you.

|  |  |  |
| --- | --- | --- |
| Yes | No | I believe shopping online is a fun way to shop. |
| Yes | No | I enjoy the assistance I get at my local stores. |
| Yes | No | In my opinion, online shopping is much easier than local store shopping. |
| Yes | No | I think local stores have better pricing and sales than online shops. |
| Yes | No | I think it is difficult to find what I need when shopping online. |
| Yes | No | I don't believe that online stores have everything I need compared to local shopping. |
| Yes | No | I believe the hassles of shipping and returns in the world of online shopping are just not worth it. |
| Yes | No | I do not like having to provide my credit card number when shopping online. |