

Path to Purchase Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Think about your most recent purchase in the product category named in the invitation, made during the past 30 days. Answer about that purchase throughout. All questions are optional. If you have not made such a purchase, this version is not intended for you. Do not include order numbers or payment details.

1. What first prompted you to consider this purchase?

- ☐ Replace something
- ☐ Solve a new need
- ☐ Prepare for an event
- ☐ Buy a gift
- ☐ Act on an offer
- ☐ Try something that interested me
- ☐ Another reason
- ☐ Not sure

2. Where did you first look for information about your options?

- ☐ Search engine
- ☐ Retailer or brand website
- ☐ Physical store
- ☐ Review website
- ☐ Social media
- ☐ Friends or family
- ☐ I did not look for information
- ☐ Another source
- ☐ Not sure

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3. Which source was most useful when comparing options?

- ☐ Product details from a seller
- ☐ Customer reviews
- ☐ Independent reviews
- ☐ Advice from someone I know
- ☐ Seeing or trying the item
- ☐ Another source
- ☐ I did not compare options
- ☐ Not sure

4. How long was it from first considering the purchase to buying?

- ☐ The same day
- ☐ 2–7 days
- ☐ 8–30 days
- ☐ More than 30 days
- ☐ Not sure

5. Where did you complete the purchase?

- ☐ Brand website or app
- ☐ Retailer website or app
- ☐ Online marketplace
- ☐ Physical store
- ☐ Another channel
- ☐ Prefer not to say

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6. What, if anything, nearly stopped you from completing the purchase?

7. What information most helped you make the final decision?
