

Shopper Insights 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 visit to the named store in the past seven days. Choose the closest answer; skip anything you cannot remember. Do not include payment details.

1. What was the main goal of that store visit?

- ☐ Buy a specific item
- ☐ Stock up on routine items
- ☐ Browse a category
- ☐ Compare prices or options
- ☐ Pick up an order
- ☐ Another goal
- ☐ Not sure

2. Before arriving, how specific was your shopping plan?

- ☐ Exact products listed
- ☐ Categories planned but brands open
- ☐ General need in mind
- ☐ No plan
- ☐ Cannot remember

3. Where did you first look for information about an item on this trip?

- ☐ Before visiting online
- ☐ Store app or website in store
- ☐ Shelf sign or label
- ☐ Store employee
- ☐ Product packaging
- ☐ I did not need information
- ☐ Something else

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4. Did you find the item or category you came for?

- ☐ Yes, the exact item
- ☐ Yes, a suitable alternative
- ☐ No
- ☐ I came to browse
- ☐ Cannot remember

5. What most affected your final choice on this visit?

- ☐ Availability
- ☐ Price or promotion
- ☐ Product information
- ☐ Familiar brand
- ☐ Shelf location
- ☐ Advice from someone
- ☐ I did not choose an item
- ☐ Something else

6. Did you buy anything that was not part of your original plan?

- ☐ Yes
- ☐ No
- ☐ I had no original plan
- ☐ Prefer not to say
- ☐ Cannot remember

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7. What specific point in the trip could the store make clearer or easier?
