# Product Satisfaction Survey Questionnaire Format

1. How long have you been using this shampoo?
   1. More than one year
   2. Between six months and one year
   3. Between one and six months
   4. Less than one month
2. How did you first learn about the shampoo?
   1. Display in the salon
   2. Friend or family member
   3. Recommended by my stylist
   4. Other
3. In an average month, how many bottles of this shampoo do you normally buy?
   1. One
   2. Two
   3. Three
   4. Four or more
4. In an average month, how many bottles of other shampoos do you normally buy?
   1. One
   2. Two
   3. Three
   4. Four or more
5. How satisfied are you with the quality of our product?
   1. Very satisfied
   2. Somewhat satisfied
   3. Somewhat unsatisfied
   4. Very dissatisfied
6. Overall, do you feel this product is a good value for the money?
   1. Yes, an extremely good value
   2. Yes, somewhat of a good value
   3. No, not a good value at all
7. How likely are you to recommend our shampoo to others?
   1. Very likely
   2. Possibly would
   3. Probably would not
   4. Definitely would not
8. How likely are you to continue using this shampoo?
   1. Very likely
   2. Somewhat likely
   3. Not likely
   4. Undecided
9. When compared to other shampoos on the market, which benefits are more noticeable with our brand? Check all that apply.

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| --- | --- | --- | --- |
| Shine |  | Fullness |  |
| Split ends |  | Frizziness |  |
| Dryness |  | Manageability |  |
| Cleanliness |  |  | |

1. What have you enjoyed most about our shampoo?

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1. What have you enjoyed least about this product?

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1. What would you like to see different about this shampoo?

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1. What do you hope never changes about this shampoo?

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1. Are there any other comments or suggestions you would like to add?

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