**Customer Demographic Marketing**

**General Information**

* **Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Age Range:  
  ☐ 18-24  
  ☐ 25-34  
  ☐ 35-44  
  ☐ 45-54  
  ☐ 55+**
* **Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Location (City/State): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Consumer Behavior**

* **How did you hear about us?  
  ☐ Social Media  
  ☐ TV/Radio  
  ☐ Word of Mouth  
  ☐ Online Ads**
* **What drives your purchase decisions?  
  ☐ Quality  
  ☐ Price  
  ☐ Brand Reputation  
  ☐ Convenience**

**Marketing Preferences**

| **Marketing Channel** | **Preferred (Check)** |
| --- | --- |
| **Email Newsletter** | **☐ Yes ☐ No** |
| **Social Media Updates** | **☐ Yes ☐ No** |
| **SMS Notifications** | **☐ Yes ☐ No** |
| **Direct Mail** | **☐ Yes ☐ No** |

**Product Preferences**

| **Product Type** | **Interested (Check)** |
| --- | --- |
| **Clothing** | **☐** |
| **Electronics** | **☐** |
| **Health & Beauty** | **☐** |
| **Home & Garden** | **☐** |
| **Sports Equipment** | **☐** |
| **Travel Services** | **☐** |
| **Food & Beverages** | **☐** |

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**