**Customer Demographic Profile**

**Basic Information**

* **Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Age: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Gender:  
  ☐ Male  
  ☐ Female  
  ☐ Non-Binary  
  ☐ Prefer not to say**
* **Marital Status:  
  ☐ Single  
  ☐ Married  
  ☐ Divorced  
  ☐ Widowed**

**Lifestyle Information**

* **Employment Status:  
  ☐ Employed  
  ☐ Self-Employed  
  ☐ Student  
  ☐ Retired**
* **Household Income (per year):  
  ☐ Less than $25,000  
  ☐ $25,000-$50,000  
  ☐ $50,000-$75,000  
  ☐ $75,000+**
* **Do you own or rent your home?  
  ☐ Own  
  ☐ Rent**

**Shopping Preferences**

| **Category** | **Frequency (Select One)** |
| --- | --- |
| **Online Shopping** | **☐ Weekly ☐ Monthly ☐ Occasionally** |
| **In-Store Shopping** | **☐ Weekly ☐ Monthly ☐ Occasionally** |
| **Preferred Brands** |  |
| **Top Interests/Hobbies** |  |

**Consent for Market Research  
☐ I agree to participate in surveys  
☐ No, thank you**

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