**Customer Demographic in Retail**

**Personal Information**

* **Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Age Group (Select one):  
  ☐ 18-24  
  ☐ 25-34  
  ☐ 35-44  
  ☐ 45-54  
  ☐ 55+**
* **Gender:  
  ☐ Male  
  ☐ Female  
  ☐ Non-Binary  
  ☐ Prefer not to say**

**Contact Information**

* **Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Residential Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Shopping Preferences**

* **How often do you shop at our store?  
  ☐ Weekly  
  ☐ Monthly  
  ☐ Occasionally**
* **What products do you usually purchase?  
  ☐ Clothing  
  ☐ Electronics  
  ☐ Groceries  
  ☐ Home Goods  
  ☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Preferred Payment Method:  
  ☐ Credit Card  
  ☐ Cash  
  ☐ Digital Wallet**

**Feedback & Suggestions**

| **Question** | **Response** |
| --- | --- |
| **What do you like most?** |  |
| **What can we improve?** |  |
| **Favorite brands?** |  |
| **Preferred shopping time?** |  |

**Consent for Marketing Emails  
☐ Yes, I would like to receive promotional emails  
☐ No, thank you**

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