**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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**