

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	<input type="checkbox"/> Yes <input type="checkbox"/> No
Social Media Updates	<input type="checkbox"/> Yes <input type="checkbox"/> No
SMS Notifications	<input type="checkbox"/> Yes <input type="checkbox"/> No
Direct Mail	<input type="checkbox"/> Yes <input type="checkbox"/> No

Product Preferences

Product Type	Interested (Check)
Clothing	<input type="checkbox"/>
Electronics	<input type="checkbox"/>
Health & Beauty	<input type="checkbox"/>
Home & Garden	<input type="checkbox"/>
Sports Equipment	<input type="checkbox"/>
Travel Services	<input type="checkbox"/>
Food & Beverages	<input type="checkbox"/>

Signature: _____

Date: _____