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