

# Customer profile survey

Tell us a little about you and how you like to buy. It takes about four minutes.

Business

Date

1 Which age group are you in?

☐ Under 25 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 or older

2 How did you first find out about us?

☐ Online search ☐ A friend ☐ Social media ☐ An ad ☐ Review site

3 What was happening that made you start looking for something like this?

4 If you had not found us, what would you have done?

☐ Another brand ☐ Done it myself ☐ Stayed as I was ☐ Not sure

5 Which of these mattered most when you decided to buy? (tick all that apply)

☐ Price ☐ Quality ☐ Service ☐ Speed ☐ Reviews ☐ Referral

6 How often do you buy or use products like ours?

☐ Weekly ☐ Monthly ☐ Quarterly ☐ Yearly or less ☐ First time

7 Who else has a say when you buy something like this?

☐ Just me ☐ Family ☐ My manager ☐ My team ☐ Someone else

8 About how much do you spend on products like ours in a year?

☐ Under \$50 ☐ \$50-199 ☐ \$200-499 ☐ \$500-1,999 ☐ \$2,000+

9 Where do you look for advice before buying something like this? (tick all that apply)

☐ Search ☐ Reviews ☐ Friends ☐ YouTube ☐ Social media

10 What almost stopped you from buying?

☐ Price ☐ Might not work ☐ Hard to compare ☐ Timing ☐ Nothing

11 How would you describe what we do to a friend?

## Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### Media and content habits

**12** Which of these do you use at least once a week? (tick all that apply)

- ☐ Instagram ☐ TikTok ☐ YouTube ☐ Facebook ☐ LinkedIn ☐ Podcasts ☐ Email newsletters

**13** How do you prefer to learn about a new product?

- ☐ Short videos ☐ Written articles ☐ A live demo ☐ Podcasts ☐ Talking to someone

**14** When do you usually have time to read or watch something about a purchase?

- ☐ Early morning ☐ Work breaks ☐ Evenings ☐ Weekends ☐ No set time

**15** How often would you like to hear from a brand you buy from?

- ☐ Weekly ☐ Every two weeks ☐ Monthly ☐ Only for real news ☐ Never

**16** Which websites, creators or newsletters do you trust for advice in this area?

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### For business buyers

**17** What is your role in your organization?

- ☐ Owner or founder ☐ Manager ☐ Team member ☐ Buyer or procurement ☐ Consultant

**18** How many people work at your organization?

- ☐ Just me ☐ 2 to 10 ☐ 11 to 50 ☐ 51 to 250 ☐ More than 250

**19** Which industry is your organization in?

- ☐ Retail or hospitality ☐ Professional services ☐ Technology ☐ Health or education  
☐ Manufacturing ☐ Something else

Thank you. Your answers are anonymous.

[poll-maker.com/customer-profile](https://poll-maker.com/customer-profile)

## Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

### For business buyers (continued)

20 What problem were you asked to solve when you started looking?

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21 How long did it take from first looking to buying?

- ☐ Under a week   ☐ 1 to 4 weeks   ☐ 1 to 3 months   ☐ Over 3 months   ☐ Still deciding

### Food and drink customers

22 How often do you buy food like ours?

- ☐ Every day   ☐ A few times a week   ☐ Once a week   ☐ A few times a month   ☐ Less often

23 Which of these describe how you eat? (tick all that apply)

- ☐ Vegetarian   ☐ Vegan   ☐ Gluten-free   ☐ Low sugar   ☐ High protein   ☐ No special diet

24 Where do you usually buy food like ours?

- ☐ Supermarket   ☐ Convenience store   ☐ Online delivery   ☐ Farmers market   ☐ Specialty shop

25 What do you check on the pack before you buy? (tick all that apply)

- ☐ Price   ☐ Ingredients   ☐ Nutrition label   ☐ Where it is made   ☐ Brand   ☐ Nothing

26 Who do you usually buy food for?

- ☐ Just me   ☐ Me and a partner   ☐ A family with children   ☐ Housemates   ☐ Work or events

### Buying style and values

| STATEMENT                                        | STRONGLY<br>DISAGREE  |                       |                       |                       | STRONGLY<br>AGREE     |
|--------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 27 I research a purchase carefully before I buy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Thank you. Your answers are anonymous.

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# Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

## Buying style and values (continued)

| STATEMENT                                           | STRONGLY DISAGREE                           |                                           |                                           | STRONGLY AGREE                              |                            |  |
|-----------------------------------------------------|---------------------------------------------|-------------------------------------------|-------------------------------------------|---------------------------------------------|----------------------------|--|
| 28 I will pay more for something that lasts.        | <input type="checkbox"/> 1                  | <input type="checkbox"/> 2                | <input type="checkbox"/> 3                | <input type="checkbox"/> 4                  | <input type="checkbox"/> 5 |  |
| 29 I like to try new products before my friends do. | <input type="checkbox"/> 1                  | <input type="checkbox"/> 2                | <input type="checkbox"/> 3                | <input type="checkbox"/> 4                  | <input type="checkbox"/> 5 |  |
| 30 Once a brand works for me, I stick with it.      | <input type="checkbox"/> 1                  | <input type="checkbox"/> 2                | <input type="checkbox"/> 3                | <input type="checkbox"/> 4                  | <input type="checkbox"/> 5 |  |
| 31 I prefer brands whose values match mine.         | <input type="checkbox"/> 1                  | <input type="checkbox"/> 2                | <input type="checkbox"/> 3                | <input type="checkbox"/> 4                  | <input type="checkbox"/> 5 |  |
| 32 I compare prices before anything else.           | <input type="checkbox"/> 1                  | <input type="checkbox"/> 2                | <input type="checkbox"/> 3                | <input type="checkbox"/> 4                  | <input type="checkbox"/> 5 |  |
| 33 Which sounds most like you when you shop?        |                                             |                                           |                                           |                                             |                            |  |
| <input type="checkbox"/> I plan and compare         | <input type="checkbox"/> I buy what I trust | <input type="checkbox"/> I hunt for deals | <input type="checkbox"/> I buy on impulse | <input type="checkbox"/> I ask others first |                            |  |

## About you (optional)

34 How do you spend most of your working week?

☐ Full time   ☐ Part time   ☐ Self-employed   ☐ Student   ☐ Retired

35 How many people live in your household?

☐ 1   ☐ 2   ☐ 3 to 4   ☐ 5 or more

36 Which best describes where you live?

☐ A big city   ☐ A suburb   ☐ A small town   ☐ A rural area

37 Which band is your household income before tax?

☐ Under \$25,000   ☐ \$25,000 to \$49,999   ☐ \$50,000 to \$99,999   ☐ \$100,000 to \$149,999

☐ \$150,000 or more   ☐ Prefer not to say

38 How do you describe your gender?

☐ Woman   ☐ Man   ☐ Non-binary   ☐ I use another term   ☐ Prefer not to say