

Consumer Psychographics Survey

1. Basic Information

Age

Enter your age

Gender

Select

Occupation

Enter your occupation

Education Level

Select

2. Interests & Lifestyle

Which activities do you enjoy in your free time? (Select all that apply)

Reading Sports Travel Cooking Music Technology

How do you typically spend your weekends?

Describe your typical weekend...

3. Attitudes & Motivations

I prefer to try new products over sticking to brands I know.

Strongly Disagree Disagree Neutral Agree Strongly Agree

Price is more important than brand when I shop.

Strongly Disagree Disagree Neutral Agree Strongly Agree

I am influenced by online reviews/social media before purchasing.

Strongly Disagree Disagree Neutral Agree Strongly Agree

4. Shopping Preferences

Where do you prefer to do most of your shopping?

Select

What factors matter most when making purchase decisions? (Select up to 3)

Price Quality Brand Reputation Customer Reviews Convenience Sustainability

5. Additional Comments

Share any other thoughts...