

# 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...