

# Sample Consumer Questionnaire

Company Name, Street, City, State, Zip Code  
Phone: 000-000-0000 • Fax: 000-000-0000

## Help Us Serve You Better and Receive 25% Off on Your Next Purchase

Please take a few minutes to fill out the following questionnaire to the best of your ability and provide us with information to understand you better, and we will give you 25% off on you next purchase. After you complete the survey please return it with the self addressed postage paid envelope or fax it to 000-000-0000. This questionnaire is also available online at <http://yoururl.com>. Thank You in advance for your time and participation.

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### Personal Demographic Information

Check the boxes that describe you.

1. Sex:

- ☐ Male
- ☐ Female

2. Age:

- ☐ Under 6
- ☐ 6 to 11
- ☐ 12 to 17
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 & over

3. Marital Status:

- ☐ Married
- ☐ Single (never married)
- ☐ Widowed
- ☐ Divorced or separated

4. Education:

- ☐ Grade School or less (grades 1-8)
- ☐ Some high school
- ☐ Graduated from high school (grades 9-12)
- ☐ Some college
- ☐ Graduated from college
- ☐ Some postgraduate college

5. Principal language spoken at home:

- ☐ English
- ☐ Spanish
- ☐ Other

6. Cultural group:

- ☐ Asian
- ☐ Black
- ☐ Asian
- ☐ Hispanic
- ☐ Other

7. Employment:

- ☐ Employed full time (30 hours per week or more)
- ☐ Employed part time (less than 30 hours per week)

☐ Not employed – looking for work

☐ Self employed

8. Occupation:

- ☐ Professional
- ☐ Technical
- ☐ Manager, official, or proprietor, except farm
- ☐ Clerical
- ☐ Sales
- ☐ Craftsman
- ☐ Foreman
- ☐ Nonfarm laborer
- ☐ Service worker
- ☐ Creative
- ☐ Private household worker
- ☐ Farm manager
- ☐ Farm laborer
- ☐ Farm foreman
- ☐ Armed Service
- ☐ Retired
- ☐ Student
- ☐ Other

9. Geographic Region:

- ☐ Northeast
- ☐ Metropolitan NY
- ☐ Mid-Atlantic
- ☐ East Central
- ☐ Metropolitan Chicago
- ☐ West Central
- ☐ Southeast
- ☐ Metropolitan Atlanta
- ☐ Southwest
- ☐ Metropolitan Los Angeles
- ☐ Remaining Pacific
- ☐ Other

10. Geographic Area:

- ☐ Central city
- ☐ Urban fringe
- ☐ Town
- ☐ Rural

11. Population of city or town:

- ☐ 4 million or over
- ☐ Between 4 and 1 million
- ☐ Between 1 million and 500 thousand

☐ Between 500 thousand and 250 thousand

☐ Between 250 thousand and 50 thousand

☐ Between 50 thousand and 35 thousand

☐ Under 35 thousand

12. County size:

- ☐ A County – one of the largest markets
- ☐ B County – not included in A but area over 150,000 population
- ☐ C County – not included in A or B but area over 35,000 population
- ☐ D County – all remaining counties under 35,000

### Household Demographic Information

Check all of the boxes that describe your family:

13. Household size:

- ☐ 1 or 2 members
- ☐ 3 or 4 members
- ☐ 5 or more

14. Number of children:

- ☐ None
- ☐ One
- ☐ Two
- ☐ Three or more

15. Ages of Youngest Child:

- ☐ No child under 18
- ☐ 12 to 17
- ☐ 6 to 11
- ☐ 2 to 5
- ☐ Under 2

16. Household income:

- ☐ Under \$10,000
- ☐ \$10,000 to \$14,999
- ☐ \$15,000 to \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$85,000 and over

17. Wage earners in the family:

- ☐ Male head of household
- ☐ Female head of household
- ☐ Wife (non-head of household)
- ☐ One child
- ☐ Two children
- ☐ Over three children

18. Home ownership:

- ☐ Own home
- ☐ Rent home

5 years prior to survey date:

- ☐ Lived in same home
- ☐ Lived in different home
- ☐ In same county
- ☐ In different county

19. Dwelling type:

- ☐ House (unattached)
- ☐ Attached home
- ☐ Apartment
- ☐ Mobile home or trailer
- ☐ Single family dwelling unit
- ☐ Multiple family dwelling unit

### Social Class Information

20. Check the group your family belongs to:

- ☐ The local elite with inherited wealth and family tradition
- ☐ Top executive or professional manager or owner
- ☐ Business, industrial, or professional manager or owner
- ☐ White-collar worker in industry or government and small business owner
- ☐ Semi-skilled worker in construction or industry. Probably blue-collar union member
- ☐ Unskilled worker, perhaps unemployed

### Psychographic information

Check all of the accurate statements about yourself.

It is my nature to:

- 21. ☐ Want to rival and suppress others
- 22. ☐ Accept leadership and follow willingly
- 23. ☐ Want things arranged, organized, secure, and predictable
- 24. ☐ Want to be the center of attention
- 25. ☐ Seek freedom, resist influence, and do things my own way
- 26. ☐ Form friendships and participate in groups
- 27. ☐ Want to understand others, examine their motives and my own
- 28. ☐ Seek aid, help, and advice from others
- 29. ☐ Want to control others and be the

leader of groups

- 30. ☐ Feel inferior, guilty, and accept blame easily
- 31. ☐ Want to help others, be sympathetic and protective
- 32. ☐ Look for new and different things to do
- 33. ☐ Stick to the task and work hard to complete a job
- 34. ☐ Am attracted by the opposite sex, go out and enjoy company
- 35. ☐ Belittle, blame, attack, and want to punish people
- 36. ☐ Have frequent daydreams and fantasies
- 37. ☐ Experience times of intenseness, self pity, and am restless or excitable
- 38. ☐ Am self-confident in social, professional, and personal dealings

### Life-Style Preferences and attitudes

Check all of the answers that fit you best:

- 39. ☐ Enjoy entertaining formally and going to movies, concerts, plays, dances, or dinner
- 40. ☐ Habitually read newspapers, magazines, and books
- 41. ☐ Spend a lot of time listening to music (not just as a background)
- 42. ☐ Think I have the right to do absolutely nothing some of the time
- 43. ☐ Anxious to be busy, go out and see people, participate in sports and other activities
- 44. ☐ Would rather study or work than "waste time" playing

### Cooking

- 45. ☐ Want to prepare good, healthy meals and think I am good at it
- 46. ☐ Like convenience foods that are frozen, in cans, or packaged mixes
- 47. ☐ Judge my achievements on the basis of compliments I receive for enjoyable meals
- 48. ☐ Try to stay out of the kitchen as much as possible and hate the drudgery of cooking
- 49. ☐ Enjoy preparing fancy, exotic, or unusual dishes "from scratch" and serving them in an unusual way

### Family

- 50. ☐ Think the man should be the boss and run the family
- 51. ☐ Think the woman should be the boss and run the family
- 52. ☐ Believe marriage should be a partnership with no bosses
- 53. ☐ Think children should be considered

in most family decisions

- 54. ☐ Believe parents should make an effort to teach children and spend time with them

### Dress

- 55. ☐ Like to wear casual, comfortable clothes
- 56. ☐ Want to look fashionable and stylish

### Physical condition

- 57. ☐ Am in good health
- 58. ☐ Have an over weight problem
- 59. ☐ Always on some kind of diet
- 60. ☐ Watch the scale, eat intelligently, and exercise
- 61. ☐ Feel sickly most of the time
- 62. ☐ Use over-the-counter drugs for minor ailments
- 63. ☐ Seldom take anything for a headache or an upset stomach

### Finances

- 64. ☐ Have money in the bank and feel secure
- 65. ☐ Just about break even every month
- 66. ☐ Am in debt but believe the bills can be paid
- 67. ☐ Am not optimistic about the financial future

### Risk

- 68. ☐ Am conservative and do not take chances
- 69. ☐ Will take a calculated risk
- 70. ☐ Take chances just to see what will happen

### Buying style

- 71. ☐ Pick the same brand of product habitually
- 72. ☐ Think about the products I buy and select them because they satisfy
- 73. ☐ Look for bargains, deals, premiums, and usually compare prices
- 74. ☐ Want quality and will pay extra to get it
- 75. ☐ Choose advertised brands and do not take chances on unknown products or manufacturers
- 76. ☐ Keep trying new products to see what they are like
- 77. ☐ Buy what I need when I need it and when a store is handy
- 78. ☐ Plan shopping carefully with a list of needs and make an excursion out of the trip
- 79. ☐ Judge brands on the basis of ingredients, weight, and package size
- 80. ☐ Never read the information on a

- package to find out what it contains
81. ☐ Am attracted to brand by its name, color of the package, and its design
82. ☐ Usually buy what friends say is good
83. ☐ Pay attention to advertisements and study them to make up my mind about what to buy

84. ☐ Do not check into low-cost items much, but do shop intelligently and compare prices for high-priced products

- ☐ Radio
- ☐ Magazine
- ☐ Television
- ☐ Internet

85. Respond to advertisements in/on:
- ☐ Newspaper

## Media use and interest

I view media at these times		Newspaper		Magazines		Radio		Television		Internet		Outdoor	
		day	wkend	day	wkend	day	wkend	day	wkend	day	wkend	day	wkend
86.	6 am to 10 am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
87.	10 am to 3 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
88.	3 pm to 7 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
89.	7 pm to midnight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
90.	midnight to 6 am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I pay attention to these types of stories or programs

	Newspaper	Magazines	Radio	Television	Internet	Outdoor
91. Local news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
92. National news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
93. Weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
94. Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
95. Business and financial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
96. Editorials and interviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
97. Classified	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
98. Daytime serials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
99. Comics or comedy shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100. Crime news or programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
101. Adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102. Quizzes or game shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103. Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104. Self-help stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105. How-to-do-it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106. Theater arts and entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107. Travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108. Police shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109. Romantic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110. Sexy stories and pictures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111. Cooking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

112. What are a few of your favorite Newspapers

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113. What are a few of your favorite magazines

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114. What are a few of your favorite radio stations

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115. What are a few of your favorite Television programs

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116. What are a few of your favorite websites

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## Use of a particular product or service

(Statement must be adapted)

117. I am a:

- ☐ Light ☐ Medium ☐ Heavy
- ☐ Or non user

118. I use you product/service:

- ☐ Daily ☐ Once a week
- ☐ Once a month ☐ Once a year

119. I have used you product for a:

- ☐ Short time ☐ Many years

120. I have tried similar products. The names are:

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121. I use you product in combination with:

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122. I buy your product at the:

- ☐ website
- ☐ supermarket
- ☐ drugstore
- ☐ Department store
- ☐ Discount store
- ☐ Hardware store
- ☐ Or other

123. I quantity I buy at one time is:

- ☐ a single package
- ☐ Several packages
- ☐ many packages

### Trade with a particular store

124. I shop in your store:

- ☐ more than once a week \_\_\_\_\_
- ☐ At least once a week \_\_\_\_\_
- ☐ Every two weeks \_\_\_\_\_

☐ Once a month \_\_\_\_\_

☐ Once a year \_\_\_\_\_

125. I visit your website store from:

- ☐ my work place \_\_\_\_\_
- ☐ My home \_\_\_\_\_
- ☐ The library \_\_\_\_\_
- ☐ A friends house \_\_\_\_\_

126. I usually buy these types of products from your store:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

127. The part of my shopping I do at your store:

- ☐ All \_\_\_\_\_
- ☐ Most \_\_\_\_\_
- ☐ Some \_\_\_\_\_

128. My favorite stores/websites that are similar to (your store name) are:

First choice \_\_\_\_\_

Second choice \_\_\_\_\_

Third choice \_\_\_\_\_

129. Each year I spend this amount in your store:

\$ \_\_\_\_\_