

# CUSTOMER PROFILE QUESTIONNAIRE TEMPLATE

CUSTOMER DEMOGRAPHICS	
1	Age range of this customer group?
2	Gender or all genders?
3	Level of education (this will be different for different profiles)?
4	Career or job? Add a specific occupation or a category, such as customer service, health care.
5	Where do they live? City, neighborhood, type of housing?
6	Household composition? Single? Married? Children? Pets? How many and how old?
7	Race or ethnic origin, if pertinent to product, such certain food brands or dishes?
8	Other details?

CUSTOMER PSYCHOGRAPHICS	
1	Hobbies and cultural or sports interests?
2	Favorite movies, websites, TV shows, magazines?
3	What is the obstacle that your product or service helps them overcome?

4	Why would a customer hesitate to try your product or business? Lack of familiarity? Travel distance?	
5	What specific concerns would prevent a customer from returning to your business? Rude clerk? Long wait? Dirty floor?	
6	Why would someone recommend your business?	
7	How much do customers spend on products similar to yours? How often do they purchase such products?	
8	Additional observations?	

MARKETING DIRECTION		
1	What channels will best reach this customer profile?	
2	Will promotions entice this customer, and if so, what kind of promotions?	
3	What specific channels and promotions are not suited to this customer?	
4	What new products, services, or updates would attract this customer?	
5	Other details?	

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.