

Customer Persona Survey Template

Customer Persona Survey: Help Us Understand You Better

“We’re gathering insights to better serve your needs. This survey will help us understand your preferences, behaviors, challenges, and goals. It will take about 10 minutes to complete, and your responses will remain confidential. Thank you for your valuable input!”

Section 1: Demographic Information

1. **Age:**

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

2. **Gender:**

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say
- ☐ Other: [_____]

3. **Location:**

(City, region, or country)

4. **Occupation:**

- ☐ Student
- ☐ Full-time Employee
- ☐ Part-time Employee
- ☐ Freelancer
- ☐ Self-employed
- ☐ Unemployed

- ☐ Retired
- ☐ Other: [_____]

5. Income Level:

- ☐ Under \$30,000
- ☐ \$30,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000+
- ☐ Prefer not to say

6. Education Level:

- ☐ High School
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctorate
- ☐ Other: [_____]

7. Marital Status:

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

8. Household Size:

- ☐ 1
- ☐ 2
- ☐ 3-4
- ☐ 5 or more

Section 2: Psychographics (Values, Interests, and Personality)

1. What are your core values?

(Select up to 3 values that resonate most with you.)

- ☐ Sustainability
- ☐ Innovation
- ☐ Family
- ☐ Health and Wellness
- ☐ Freedom
- ☐ Education
- ☐ Financial Security
- ☐ Creativity
- ☐ Social Responsibility
- ☐ Other: [_____]

2. What are your main hobbies and interests?

(Check all that apply)

- ☐ Fitness and Exercise
- ☐ Technology/Gadgets
- ☐ Traveling
- ☐ Reading
- ☐ Cooking
- ☐ Art and Design
- ☐ Gaming
- ☐ Fashion
- ☐ Socializing
- ☐ Other: [_____]

3. How would you describe your personality?

(Select the top 3 adjectives that describe you)

- ☐ Ambitious
- ☐ Detail-Oriented
- ☐ Optimistic
- ☐ Practical
- ☐ Creative
- ☐ Family-Oriented
- ☐ Independent
- ☐ Sociable
- ☐ Risk-Averse
- ☐ Introverted
- ☐ Extroverted

4. What are your biggest challenges or pain points?

(Select all that apply)

- ☐ Time Management
- ☐ Stress/Work-Life Balance
- ☐ Financial Concerns
- ☐ Health Issues
- ☐ Finding Reliable Products/Services
- ☐ Keeping up with Technology
- ☐ Lack of Personal Time
- ☐ Job Uncertainty
- ☐ Other: [_____]

5. What is your top goal in life right now?

- ☐ Achieve work-life balance
- ☐ Build financial security
- ☐ Improve health and fitness
- ☐ Grow my career or business
- ☐ Travel and experience new cultures
- ☐ Learn new skills or further education
- ☐ Other: [_____]

Section 3: Behavioral Information

1. How often do you purchase products/services in this category?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally
- ☐ Rarely

2. What factors influence your purchasing decisions the most?

(Select up to 3 factors)

- ☐ Price
- ☐ Quality
- ☐ Brand Reputation
- ☐ Product Reviews
- ☐ Social Media Influence
- ☐ Recommendations from Friends/Family
- ☐ Customer Support/Service
- ☐ Sustainability or Ethical Considerations
- ☐ Other: [_____]

3. What is the most important feature when purchasing a product/service?

- ☐ Durability
- ☐ Ease of Use
- ☐ Affordability
- ☐ Customization Options
- ☐ Time-Saving Features
- ☐ Design and Aesthetics
- ☐ Customer Support
- ☐ Eco-friendliness

4. How do you prefer to shop?

- ☐ Online shopping (direct websites, e-commerce platforms)
- ☐ In-store shopping
- ☐ A mix of both (click-and-collect, etc.)

5. How do you usually find out about new products or services?

- ☐ Social Media (Instagram, Facebook, etc.)
- ☐ Word of Mouth/Recommendations
- ☐ Online Reviews and Forums
- ☐ Email Newsletters
- ☐ Online Ads (Google, Facebook)
- ☐ In-store Promotions
- ☐ Other: [_____]

6. What's your preferred method of communication with brands?

- ☐ Email
 - ☐ SMS/Text
 - ☐ Social Media (Facebook, Instagram, etc.)
 - ☐ Phone
 - ☐ In-store/Face-to-Face
 - ☐ Other: [_____]
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Section 4: Media Consumption

1. Which social media platforms do you use most frequently?

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ Twitter
- ☐ Pinterest
- ☐ YouTube
- ☐ TikTok
- ☐ Snapchat
- ☐ None

2. What type of content do you engage with the most?

- ☐ Articles and Blogs
- ☐ Videos (YouTube, Instagram stories, etc.)
- ☐ Podcasts
- ☐ E-books/Whitepapers
- ☐ Webinars
- ☐ Infographics
- ☐ Social Media Posts
- ☐ Reviews and Testimonials

3. What kind of influencers or thought leaders do you follow?

(Select all that apply)

- ☐ Fitness Influencers
 - ☐ Health & Wellness Experts
 - ☐ Business & Entrepreneurship Coaches
 - ☐ Technology Bloggers
 - ☐ Lifestyle & Fashion Influencers
 - ☐ Environmental Advocates
 - ☐ Other: [_____]
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Section 5: Product Usage and Preferences

1. What product categories do you typically purchase within?

- ☐ Fashion/Clothing
- ☐ Health & Wellness
- ☐ Technology & Gadgets
- ☐ Home Goods
- ☐ Food & Beverages
- ☐ Beauty & Personal Care
- ☐ Education/Training
- ☐ Travel & Leisure
- ☐ Other: [_____]

2. Which of these brands do you currently purchase from?

- ☐ Brand A: _____
- ☐ [Brand B: _____]
- ☐ Brand C: _____
- ☐ Other: [_____]

3. What would make you switch brands?

- ☐ Better pricing
- ☐ Higher quality
- ☐ More sustainable practices
- ☐ Better customer service
- ☐ More features or benefits
- ☐ More attractive design/packaging

Section 6: Feedback and Final Thoughts

1. What would make you more likely to purchase from us?

2. What's your biggest frustration when shopping for products in this category?

3. Any other comments, suggestions, or insights you'd like to share?

