SurveyNinja

Customer profile survey

12 questions. About 2 min to answer.

As your customer

1. Do you buy the products or services of our company? If yes, how often?

Choose one answer.

- ○ Once a day
- ○ Once a week
- ○ Once a month
- ○ Several times a year
- ○ Once a year
- ○ Once every 3–5 years
- ○ No, I've never bought your products or services

2. Which products and services of our company do you regularly use?

Choose all that apply.

- ☐ Product/service 1
- ☐ Product/service 2
- ☐ Product/service 3
- ☐ Product/service 4
- ☐ Other: _____

Who they are

3. What's your gender?

Choose one answer.

- ○ Male
- ○ Female
- ○ Would rather not say

4. What's your age?

Choose one answer.

- ○ Younger than 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 and older
- ○ Would rather not say

5. What's your marital status?

Choose one answer.

- ○ Single
- ○ Married
- ○ Living with a partner
- ○ Divorced
- ○ Widowed

6. Do you have children under 18 years of age?

Choose one answer.

- ○ Yes
- ○ No

7. Do you work or study at the moment?

Choose one answer.

- ○ Study
- ○ Work
- ○ Study and work
- ○ Neither

8. What's your educational background?

Choose one answer.

- ○ No schooling completed
- ○ Nursery school to 8th grade
- ○ Some high school, no diploma
- ○ High school graduate
- ○ Some college credit, no degree
- ○ Trade/technical/vocational training
- ○ Associate degree
- ○ Bachelor's degree
- ○ Master's degree
- ○ Professional degree
- ○ Doctorate degree

9. What is your race?

Choose one answer.

- ○ White
- ○ Black or African-American
- ○ American Indian or Alaskan Native
- ○ Asian
- ○ Multiple races
- ○ Other
- ○ Would rather not say

Work, income and home

10. Which of the following categories best describes your employment status?

Choose one answer.

- ○ Employed, working 1–39 hours per week
- ○ Employed, working 40 or more hours per week
- ○ Not employed, looking for work
- ○ Not employed, NOT looking for work
- ○ Retired
- ○ Disabled, not able to work

11. How much total combined money did all members of your household earn last year?

Choose one answer.

- ○ $0 – $9,999
- ○ $10,000 – $19,999
- ○ $20,000 – $29,999
- ○ $30,000 – $39,999
- ○ $40,000 – $49,999
- ○ $50,000 – $59,999
- ○ $60,000 – $69,999
- ○ $70,000 – $79,999
- ○ $80,000 – $89,999
- ○ $90,000 – $99,999
- ○ $100,000 or more
- ○ Would rather not say

12. Where is your home located?

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Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/customer-profile-survey

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