# Business Demographic Questionnaire

**[ABC Cooking Supplies]**

Demographic Questionnaire

Please fill in the blanks or place an X or check mark next to the word or phrase that best matches your response.

Date: [Date here]

|  |  |  |  |
| --- | --- | --- | --- |
| What is your gender? | | What is your age? | |
|  | Male |  | Under 16 |
|  | Female |  | 17 – 25 |
|  |  |  | 26 – 35 |
|  |  |  | 36 – 50 |
|  |  |  | 51 – 65 |
|  |  |  | Over 65 |

|  |  |  |  |
| --- | --- | --- | --- |
| What is your marital status? | | How many children are there in your family? | |
|  | Married |  | 0 |
|  | Widowed |  | 1 – 2 |
|  | Separated |  | 3 – 4 |
|  | Divorced |  | 5 – 6 |
|  | Living with Partner |  | More than 6 |
|  | Single |  |  |
|  | Prefer not to say |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| How would you describe your race or ethnicity | | What is your highest level of education? | |
|  | Native American |  | Attended high school but did not finish |
|  | Asian |  | High School Diploma |
|  | African American / Black |  | Attended college but did not finish |
|  | Caucasian / White |  | Vocational/Technical degree or certificate |
|  | Hispanic / Latino |  | Associates Degree |
|  | Pacific Islander |  | Bachelor’s Degree |
|  | Multiracial |  | Master’s Degree |
|  | Racial |  | Doctorate Degree |

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| --- | --- | --- | --- |
| How would you describe your current employment status? | | What do you expect your combined family income to be, this year? | |
|  | Unemployment |  | Under $25.000 |
|  | Disable |  | $25,001 – $40,000 |
|  | Employed – Full Time |  | $40,001 – $50,000 |
|  | Employed – Part Time |  | $50,001 – $75,000 |
|  | Looking for Employment |  | $75,001 – $100,000 |
|  | Student |  | $100,001 – $125,000 |
|  | Homemaker |  | $125,001 – $150,000 |
|  | Retired |  | $150,001 – $175,000 |
|  |  |  | $175,001 – $200,000 |
|  |  |  | Over $200,000 |

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| --- | --- | --- | --- | --- |
| In which of the following areas do you live? | | What type of internet connection do you have? | | |
|  | Urban/City |  | Dial up modem | |
|  | Suburban |  | Cable or ISDN | |
|  | Rural |  | DSL or WiFi | |
|  |  |  | T1 or faster | |
|  |  |  | None | |
|  |  |  | Other |  |

|  |  |  |  |
| --- | --- | --- | --- |
| How comfortable are you using a computer? | | How long have you been using the internet? | |
|  | Very comfortable |  | Less than 1 year |
|  | Somewhat comfortable |  | 1 – 2 years |
|  | Not very comfortable |  | 3 – 4 years |
|  | Completely uncomfortable |  | More than 4 years |

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| How often do you use the internet? | | How would you describe your proficiency on the internet? | |
|  | Never |  | Novice – just learning |
|  | Rarely |  | Intermediate – comfortable using the internet |
|  | Several times a month |  | Advanced – able to use most internet services |
|  | Several times a week |  |  |
|  | Several times a day |  |  |
|  | Frequently throughout the day |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Have you personally purchased anything from an internet site in the last 6 months? | | What types of items do you purchase on the internet? | | |
|  | Yes |  | Home appliances and accessories | |
|  | No |  | Books or other reading material | |
|  |  |  | Software | |
|  |  |  | Music, CDs | |
|  |  |  | Videos, DVDs | |
|  |  |  | Tickets (concerts, movies, etc.) | |
|  |  |  | Electronics | |
|  |  |  | Services | |
|  |  |  | Travel arrangements (airline tickets, hotels, etc.) | |
|  |  |  | Clothing | |
|  |  |  | Medications | |
|  |  |  | Flowers | |
|  |  |  | Others |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Select an approximate amount you would spend on a single online purchase: | | How often do you cook at home? | |
|  | $5 – $50 |  | Rarely |
|  | $51 – $100 |  | 2 – 3 days a week |
|  | $101 – $200 |  | 4 – 5 days a week |
|  | $201 – $500 |  | Almost every day |
|  | Over $500 |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Do you consider yourself a gourmet cook? | | Have you ever purchased cooking appliances from an internet site? | |
|  | Yes |  | Yes |
|  | No |  | No |

|  |  |  |  |
| --- | --- | --- | --- |
| How often do you order merchandise through an online site for delivery to your door? | | How often have you purchased cooking appliances and other kitchen accessories on the internet? | |
|  | Never |  | Once |
|  | Rarely |  | 1 – 3 times |
|  | Occasionally |  | 4 – 6 times |
|  | Often |  | More than 6 times |
|  | Very Frequently |  |  |