



KEYSTONE HOSPITALITY PROPERTY DEVELOPMENT

#MakeTheirExperience

Demographic and Psychographic Questions

These questions are designed to help you determine what factors may influence a respondent's answers, interests, and opinions.

20 questions to consider for your consumer market research survey.

Demographic Questions

- What is your age?
- What is your gender?
- What is your household size?
- What is your household income?
- What is your profession?
- What is your education level?
- Where do you live?

Psychographic Questions

You may want to ask about their interests, hobbies, opinions or anything else that will help you learn more about your customers.

Buying Pattern Questions

- *Do you ever purchase _____?*

- *If so, who in your household makes the buying decision?*

- *Where do you go when you are looking for _____?*
- *How often do you purchase _____?*
- *How long does it take you to make a buying decision?*
- *What is your typical budget for _____?*
- *How far would you travel to make the purchase?*

Benefit Questions

- *What features do you look for when you purchase _____?*
- *What specific benefits do you look for in _____?*
- *What problems motivate you to purchase _____?*
- *What needs are you trying to meet when you purchase _____?*
- *How do you hope _____ will make your life better?*

These questions can provide a jumping point for your target customer research efforts.



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