



# THE SURVEY

## Basic Demographics

Gender:

Age:

Location:

Ethnicity:

Education level:

Income level:

Industry/job:

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## Preferences and Habits

Interests:

Hobbies:

Passions:

Personality:

Types of blogs she is likely to read:

Which magazines does she read?

What would make her trust a new source/blog/brand?

Which social issues are likely to affect her?

Does her job satisfy her? Y/N

What is her primary need/concern in life?

What's her general disposition? How does she view the world?

Favorite book:

Favorite type of restaurant/food:

If she had a completely free day, what would she spend it doing?

Does she enjoy traveling? Where is she most likely to go in the next year?

What type of computer does she use? What type of device will she likely first access your brand on?

## Social Habits (Does she use these networks? If so, how often?)

Pinterest:

Twitter:

Google+:

Facebook:

LinkedIn:

Instagram:

YouTube:

Other social networks:

Email:

On which network(s) or email platform is she most likely to share information or recommendations with her friends?

Does she have a smartphone? Y/N

How often does she "go out" in her city?

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## Money Habits

What's her biggest expense each month?

Second biggest?

What does she enjoy spending money on that she can afford?

What is she likely to splurge on?

From which stores would she like to receive a gift card?

If she buys your product, reads your blog, or enlists your services, how will she feel about your content?

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## Good to Know

List the top three reasons she might “follow you” or read your content regularly:

What would make her share your blog with others?

List five questions she is most likely to have about you or your blog: