✅ Demographic Data Collection

Ensure your survey or form includes the following—and follow inclusive guidelines:

- [ ] **Age**

    - [ ] Include ranges + "Please specify: ___" + "Prefer not to say" (submittable.com, apccmpd.org)

- [ ] **Gender**

    - [ ] Options: Female, Male, Non-binary, Self-describe, Prefer not to say (apccmpd.org)

- [ ] **Income Level**

- [ ] **Education Level**

- [ ] **Location**

    - [ ] Country, region, city, or zip

- [ ] **Occupation**

- [ ] **Marital Status**

- [ ] **Ethnicity / Cultural Background**

    - [ ] Use inclusive categories + self-describe + "Prefer not to say"

- [ ] **Family Size & Structure**

- [ ] **Best Practices**:
- [ ] Always explain the purpose and protect privacy (torontohealthequity.ca, cqi.cfrc.illinois.edu)

- [ ] Provide an option to skip/multi-select where applicable (apccmpd.org)

- [ ] Keep answer options clear—don't overwhelm; include "Other: ___" (submittable.com)

🧠 Psychographic Data Collection

Use open-ended questions, rating scales, or multiple choice to capture:

- ☐ **Values & Beliefs**

- ☐ **Lifestyle**

  - ☐ Daily routines, habits, hobbies

- ☐ **Social Media Usage**

  - ☐ Platforms, content preferences, engagement frequency

- ☐ **Personality Traits**

  - ☐ E.g. Extroverted, adventurous, cautious

- ☐ **Motivations**

  - ☐ E.g. status, convenience, cost-saving

- ☐ **Buying Behavior**

  - ☐ Frequency, average spend, preferred channels

- ☐ **Pain Points**

  - ☐ Key frustrations your product can address

- ☐ **Brand Affinity**

  - ☐ Favorite brands, brand loyalty reasons

- ☐ **Media Consumption Habits**

  - ☐ Preferred formats: video, podcasts, blogs, etc.

Collection Methods:

- ☐ Surveys (especially with mixed question types) (questionpro.com, abmatic.ai, investopedia.com, hotjar.com)

- ☐ User interviews & focus groups (gmo-research.ai)

- ☐ Analytics: social media, web behavior, campaign responses

Best Practices:

- ☐ Define clear objectives before collecting (clarify.ai)

- ☐ Ensure data privacy, compliance & transparency (clarify.ai)

- ☐ Continuously review and update data—don't treat as one-time (submittable.com)

📋 Combined Checklist

✅ Field	📍 Format & Options
Age	Ranges, specify _____, prefer not to say
Gender	Female, Male, Non-binary, Other ___, Prefer not to say
Income Level	Ranges (e.g. <$30k, $30–60k, etc.)
Education Level	High school, Bachelor's, Master's, etc.
Location	Country / State / City / Zip
Occupation	Job title / sector
Marital Status	Single, Married, Other ___, Prefer not to say
Ethnicity / Cultural Background	Inclusive categories + Other ___, Prefer not to say
Family Size & Structure	
Values & Beliefs	Open/rated questions (e.g. environmentalism, innovation)
Lifestyle	Hobbies, daily habits, routines
Social Media Usage	Platforms used, engagement frequency

Personality Traits	Self-assessment (one-word traits)
Motivations	Multiple choice (e.g. Time-saving, status, price-conscious)
Buying Behavior	Frequency, amount, channels
Pain Points	Describe challenges/problems
Brand Affinity	List of brands + reasons
Media Consumption Habits	Formats (video/blog/podcast) & time spent daily

🛠️ Tips for Implementation

1. **Explain why** you're collecting each piece of data—for trust & compliance

2. **Use optional/multi-select** formats to respect privacy & identity

3. **Pilot test** with diverse groups—adjust wording or options (submittable.com, mattinglysolutions.com, abmatic.ai, questionpro.com, publicconsultinggroup.com, hotjar.com)

4. **Analyze jointly**: Demographics + psychographics = deeper audience insights (mailchimp.com)

5. **Enrich over time**: Add behavioral data or AIO profiling (activities, interests, opinions) (investopedia.com)

Let me know if you'd like shareable survey templates or question banks for tools like Google Forms, Typeform, or SurveyMonkey!