

CUSTOMER DEMOGRAPHICS

1. Which age range does this customer typically fall into?	
2. Does your customer profile include one gender, multiple genders, or all genders?	
3. What level of education does this customer usually have (high school, trade school, college, etc.)?	
4. What type of work do they do? <i>(List specific job types, industries, income ranges, or work environments—e.g., teachers, skilled trades, healthcare workers, etc.)</i>	

CUSTOMER PROFILE QUESTIONNAIRE

5. Where do they live? <i>(City/town size, suburban vs. rural area, type of housing, age of home, rental vs. homeowner.)</i>	
6. Who lives in their household? <i>(Single, couple, family with children, number of residents, pets, age of children.)</i>	
7. Are there cultural, language, or community considerations that impact communication or service? <i>(Avoid assumptions—focus on relevance: e.g., bilingual marketing or neighborhood cultural norms)</i>	
8. What is their approximate household income or spending ability related to home maintenance and repairs?	

CUSTOMER PROFILE QUESTIONNAIRE

9. Any other lifestyle or demographic factors that affect how they make HVAC decisions (e.g., elderly parents at home, allergies, home office use)?

CUSTOMER PSYCHOGRAPHICS

1. What hobbies, activities, or interests influence how they spend money or maintain their home?

**2. Where do they get information?
(Favorite websites, social media, magazines, home improvement shows, podcasts, etc.)**

CUSTOMER PROFILE QUESTIONNAIRE

3. What problem does your HVAC service help them solve? <i>(Examples: safety concerns, indoor air quality, unreliable heating/cooling, high utility bills.)</i>	
4. What might make someone hesitate to contact an HVAC company? <i>(Examples: fear of high prices, distrust of contractors, uncertainty about what services they need.)</i>	
5. What negative experiences might keep them from using a business again? <i>(Examples: upselling pressure, unclear pricing, long arrival windows, lack of communication, mess left behind.)</i>	
6. What would motivate them to recommend your company? <i>(Examples: honesty, fast service, clean work, fair pricing, friendly techs, clear explanations.)</i>	

CUSTOMER PROFILE QUESTIONNAIRE

7. How much do they typically spend on HVAC services, maintenance, or upgrades? How often do they purchase these services?	
8. How does this customer make decisions about home repairs? <i>(Do they research heavily first? Ask friends? Choose the cheapest? Pay for reliability? Delayed decisions until urgent?)</i>	
9. What beliefs or values does this customer have about their home? <i>(Examples: “comfort first,” “energy efficient living,” “DIY until it breaks,” “family health comes first.”)</i>	

MARKETING DIRECTION

1. Which communication channels are most effective for reaching this customer?
(Examples: social media, direct mail, Google search, print publications, email, home shows.)

2. Are discounts, maintenance plans, or promotions attractive to this customer? If so, what kind?
(Examples: service bundles, seasonal specials, financing options, loyalty programs.)

3. Which channels or promotion types would NOT appeal to them?
(For example, luxury-focused marketing for cost-conscious segments, or discount-driven ads for premium buyers.)

4. What additional services or upgrades would appeal to this customer?
(Indoor air quality systems, smart thermostats, duct cleaning, maintenance plans, financing options.)

CUSTOMER PROFILE QUESTIONNAIRE

5. Are there customer pain points your marketing should address directly? <i>(Transparency, price clarity, fast scheduling, trustworthy techs, financing, emergency service.)</i>	
6. What messages will build the most trust with this customer? <i>(Examples: upfront pricing, no-pressure sales, licensed techs, satisfaction guarantees, clean background checks.)</i>	
7. Any other insights that could make your marketing more targeted or effective?	