

Business Demographic Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Answer for the organization you represent, using broad categories. Skip anything you do not know or cannot share. Do not include company names, confidential revenue, client information or personal details.

1. Which sector best describes your organization's primary work?

- ☐ Manufacturing
- ☐ Retail or wholesale
- ☐ Professional services
- ☐ Technology
- ☐ Healthcare or care
- ☐ Education
- ☐ Government or public service
- ☐ Nonprofit
- ☐ Another sector
- ☐ Not sure

2. In which broad region does the organization mainly operate?

- ☐ North America
- ☐ Europe
- ☐ Asia-Pacific
- ☐ Latin America or Caribbean
- ☐ Middle East or North Africa
- ☐ Sub-Saharan Africa
- ☐ Multiple regions
- ☐ Prefer not to say

Business Demographic Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

3. About how many people work for the organization?

- ☐ 1 to 9
- ☐ 10 to 49
- ☐ 50 to 249
- ☐ 250 to 999
- ☐ 1,000 or more
- ☐ Not sure
- ☐ Prefer not to say

4. What kind of organization is it?

- ☐ Privately held business
- ☐ Publicly traded business
- ☐ Nonprofit
- ☐ Public agency
- ☐ Educational institution
- ☐ Another structure
- ☐ Not sure
- ☐ Prefer not to say

5. Which best describes your involvement in selecting suppliers?

- ☐ Final decision-maker
- ☐ Evaluates or recommends
- ☐ Defines requirements
- ☐ Uses purchased products
- ☐ No involvement
- ☐ Prefer not to say

Business Demographic Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

6. How often did your organization purchase in the named category during the past year?

- ☐ Monthly or more
- ☐ Several times
- ☐ Once
- ☐ Not at all
- ☐ Not sure
- ☐ Prefer not to say

7. Which practical need most shapes your organization's choices in this category?
