

Makeup Products Survey Template

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

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

Think about makeup products used in the past seven days and the category used most often. It is fine if you used none or did not buy a new product. All seven questions are optional; choose one answer unless the question says choose all that apply. Do not include personal medical details.

1. Which makeup products did you use in the past seven days?

- ☐ Foundation or skin tint
- ☐ Concealer
- ☐ Blush or bronzer
- ☐ Eye makeup
- ☐ Lip makeup
- ☐ Nail product
- ☐ Another product
- ☐ None

2. How often did you use the product category you selected most often in the past seven days?

- ☐ Every day
- ☐ 4–6 days
- ☐ 2–3 days
- ☐ Once
- ☐ I did not use makeup in this period

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3. When choosing a new product in that category, which factor usually matters most?

- ☐ Shade or color match
- ☐ How it wears or feels
- ☐ Ingredient information
- ☐ Price
- ☐ Packaging or applicator
- ☐ Recommendation or review
- ☐ I am not considering a new product

4. Where do you usually look for information before choosing that kind of product?

- ☐ Product label or brand site
- ☐ In-store display or staff
- ☐ Independent reviews
- ☐ Social media creator
- ☐ Friends or family
- ☐ I do not look for information
- ☐ Another source

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5. What has been hardest to judge before buying a product in this category?

- ☐ Shade or color
- ☐ Texture or finish
- ☐ Wear over time
- ☐ Ingredients or claims
- ☐ How to use it
- ☐ Total cost
- ☐ Nothing in particular
- ☐ I have not bought one

6. If you used a recently purchased product in this category, how closely did it meet the expectation that mattered most?

- ☐ Much less than expected
- ☐ Somewhat less
- ☐ About as expected
- ☐ Somewhat more
- ☐ Much more
- ☐ I have not used a recently purchased product

7. What one change to the product information or shopping experience would help you choose more confidently?
