A Viral Questionnaire for Marketing Research

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Questionnaire

Your personality

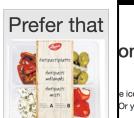
Question 5 of 15

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Prefer this

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Product information comes from Migros database



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Your personality

A Conscientious Eater

You watch what you eat. You need to know what's in your food. The calories in your food are important to you, as are the vitamins and minerals



Infer personality from mix of responses and customer information

Chemicals a **Acceptable Tradeoff**

> You are ambivalent toward organic food. You know that Nature is there primarily to defend herself and not to feed you. And you acknowledge that agriculture didn't get where it is today without advancements in the chemicals industry.

Obtain customer preferences

177K+

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Ein stolzer Sch

Customer compares himself with all other Migros customers

Danke Schön