

# Girl Scout Cookie Survey

Why do your customers buy Girl Scout Cookies? Because they enjoy eating them, want to help girls, or like to give cookies as gifts?

Where do they usually buy cookies? At a cookie booth, in the mall, or at their place of worship?

How often do they buy cookies during cookie season? Just once, a couple times, or every week?

What makes them decide to add “just one more box” to their order? Because they want to donate boxes, put some cookies in the freezer to eat in July, or help girls reach their goals?

When you can answer those questions, you’ll know more about your customers and can make your business better.

As you talk to your customers, use this chart to jot down notes so you have a record of what you’ve learned.

Why do you buy Girl Scout Cookies?	Where do you usually buy cookies?	How many boxes do you usually buy each year?	What makes you decide to add “just one more box” to your order?