Worksheet 5b

Who’s Buying? (For Consumer Products or Services)

Describe your CUSTOMERS in these demographic terms: (If you already have customers ask them questions or guess; if you don’t yet have a customer base, imagine. Update this as you gain more information through your market research.)

Age:

Gender:

Occupation:

Income range:

Ethnicity:

Religion and/or political party (if relevant):

Education:

Marital status (if relevant):

Number of children & age range:

Describe your customer in these geographic terms:

City/Town:

Country:

Size of potential customer population:

Climate:
Describe your customer in **psychographic terms** (how your customer thinks):

**Motivations:**

**Interests:**

**Attitudes:**

**Values:**

**Fears:**

**Activities:**

**Behaviors:**

**Personalities:**

**Brand-consciousness:**

**Lifestyle:**

Examine your product or service and decide if it possesses characteristics that might appeal to certain types of personalities. For instance, is the product or service **avant garde**, or **state of the art**? Does it fit into a **cutting edge** category that points you toward adventurous and open-minded people? Are you selling something that would appeal to the security-minded, the pleasure-seeker, the technology junkie, environmentalist, new-age spiritualist, families? Give serious thought to this aspect of your market research as it may provide the clues that will give your marketing strategy a competitive advantage.

*Summarize your target market in demographic, geographic and psychographic terms. (This should be included in your Marketing Plan):*