

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):