

CONSUMER PROFILE

Knowing your target audience is at the heart of any marketing strategy. This list, although not exhaustive, will help you define your ideal customer(s).

Demographic

- Age
- Gender
- Family size
- Family life cycle
- Household Income
- Occupation
- Education
- Religion
- Ethnicity
- Nationality

Psychographic

- Interests
- Lifestyle
- Personality (values, opinions, attitudes)
- Occupation (not a duplication; occupation may be a reflection of a person's mindset as well)

Behavior

- Use occasion (i.e., special occasion)
- Benefits sought (quality, service, economy)
- Price sensitivity
- User status (i.e., first time)
- Usage rate
- Loyalty
- Readiness
- Attitude toward product

Geography

- Local
- State
- Regional
- National
- International