

DEMOGRAPHIC ANALYSIS WORKSHEET

This worksheet will help you define your target audience by describing its demographic characteristics. Answer all the questions on the worksheet. When you are finished, compare your demographic profile against the demographic makeup of your market area. This will help identify the number of people or businesses in your market area that match your demographic profile, which will help you determine the viability of your business. If you are selling to more than one demographic group, describe them in different worksheets.

Customer Profile

Your customer is the person or business who pays for the product, and they must be somehow persuaded to buy it. But another person or business may actually use the product. For example, the IT manager might purchase the product, but the programmers use it. Think about how to reach both parties and what will appeal to each of them.

Are your customers individuals or businesses?

Selling To Individuals

Describe their sex, age, social status, instruction level, occupation, income level, religion, lifestyle, personality, buying habits, and any other significant demographic variables.

Selling To Businesses

Describe the industries, sales levels, and any other relevant descriptors of the businesses you will sell to.

Geographic Profile

Where are your customers located?

How many customers are there in your market?

How many unit sales are there in your market each year?

What is the dollar value of the sales that occur in your market each year?

TARGET MARKET WORKSHEET

DESCRIBE THE IDEA:

WHAT WILL THE CONCEPT BE USED FOR?

WHERE ARE SIMILAR CONCEPTS USED AND SOLD?

WHAT PLACES DO MY PROSPECTS GO TO FOR RECREATION?

WHERE DO MY PROSPECTS GO FOR EDUCATION?

WHERE DO MY PROSPECTS DO THEIR SHOPPING?

WHAT TYPES OF NEWSPAPERS, MAGAZINES, NEWSLETTERS DO MY PROSPECTS READ?

WHAT TV AND RADIO STATIONS DO MY PROSPECTS WATCH AND LISTEN TO?

WHAT INTERNET SITES DO MY PROSPECTS VISIT?

WHAT PRICE CAN MY PROSPECTS AFFORD? WHAT VALUE DO THEY EXPECT FOR THAT PRICE?
