

## DEMOGRAPHIC ANALYSIS WORKSHEET

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This worksheet will help you define your target customer by describing its demographic characteristics. Review all the questions on this worksheet. Often you can check, compare with demographic data, and/or expand the demographic picture of your market area. The section titled "By Nature of Person or Business" in your market area includes your demographic profile, which will help you determine the habits of your business. If you are willing to move from one demographic group, consider them in future business.

### Customer Profile

Describe the demographic characteristics of the person or persons who purchase your product. Do not describe the person or persons who purchase your product, but describe the person or persons who purchase your product. List the person's name, age, sex, race, religion, education, and other demographic characteristics.

Describe customer's education attainment

#### Selling To Individuals

Describe their sex, age, marital status, occupation, social class, religion, ethnic, personality, background, and any other significant demographic statistics.

#### Selling To Businesses

Describe the individual, sales force, and any other relevant description of the business, yourself and so.

### Geographic Profile

Where are your customers located?

How many customers are there in your market?

How many websites are there in your market/year?

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