

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 customer's 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?

The **SWOT Analysis** (www.aucklandchamber.co.nz/media/136919/swot-analysis.pdf) can also be used as an analysis.

If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: JUNE 2015

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