**DEMOGRAPHIC ANALYSIS.**

This sheet will help you define your target audience by describing its demographic characteristics.

Answer all the questions on the sheet and when completed you can compare your demographic profile with the demographic makeup of your market area.

By comparing it will help identify the number of people or businesses in your market area that match your demographic profile. In turn, this will help 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. They must be somehow persuaded to buy it.

However, another person or business may be the ones who use the product. For example, the IT manager might purchase the product, but the programmers use it.

Explore 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 be selling 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 monetary [STATE IN CURRENCY] value of the sales that occur in your market each year?