

MARKET PROFILER – WHAT ARE THEY LIKE?

TARGET AUDIENCE/MARKET: Who do you want to attract?

Age range:

<18 18-24 25-35 35-45 45-55 55+

Business Size:

Small	Small - Medium	Medium	Medium – Large
1-10 employees	11-50 employees	50-200 employees	200+ employees
\$1mil or less	\$1-10 mil	\$10-50 mil	\$50+ mil

Gender:

Female Male

Ethno-cultural:

Africa Arab States Asia-Pacific Europe & North America Latin America & Caribbean Other

Religion:

Any Atheist Buddhist Christian Hindu Islam Jewish Other

Geographical region:

International US NE SE NCentral SCentral NW SW Other

Household income level:

<\$30K \$30K-50K \$50K-75K \$75K-100K \$100K-150K \$150K+

Other Specifics:

Occupation/Position

Family specifics

Hobbies/interests

Other