

TARGET MARKET EXERCISE

CATEGORY	yes	COMMENTS/DESCRIPTION
Age Range		
Gender		
Career/Job Position		
Income		
Location/Geography		
Club/Association Involvement		
Race/Ethnicity		
Education		
Birth Date (year, month)		
Hometown		
Height and Weight		
Marital Status		
Military Service		
Family Dynamics (spouse/kids)		
Children's Education		
Previous Employment		
Profession / Trade		
Offices Held / Honors		
What do they do in their spare time?		
What magazines or newsletter do they read?		
What movies or TV shows do they watch?		
What websites or portals do they visit for information?		
What do they do for vacation?		
What are their professional activities outside of work?		
What type of music do they listen to?		
What is their favorite type of food?		
What hobbies are they most interested in?		
What sports/recreations do they engage in or observe?		
What are their typical topics of conversation?		
What type of vehicles do they drive?		
What are their personal goals?		
Political Affiliation		
Religious Affiliation		
Medical History / Disabilities		
Criminal History / Activity		
Buying Decisions (conservative/impulsive) & Patterns (cost, quality, features, convenience, reliability and/or reputation)		