

Target Questionnaire

Market

1

Look at the age and gender of the people who use your product.
What age group does your product of service help? Why?

2

Find out your consumers' education and income levels. You may be able to market differently to those who have earned a college degree versus those who haven't and to those who are in a high income bracket versus those who aren't.
What income level does your business cater to? Explain Why?

Which education level does your business relate? Explain Why?

3

Notice the marital status and family life cycle of your target consumers. Find out whether they are single, newlyweds, have been married for many years, or have children or grandchildren. Each type spends money differently.

Is your Target Market single or married? Explain Why?

4

Look at the ethnic and religious background of the people who use your product. This may not make a difference in many cases, and is often good to know.

Does your product or service catered to a specific ethnic or religious group? Explain who it is?

6

Look at the target consumers' lifestyle. See whether they are conservative, trendy, enjoy traveling or drive a minivan. Every little detail can tell you the type of people they are.

What lifestyle your target market have? Please be detailed.

7

Figure out what social class your consumers belong to, whether lower, middle or upper class. This tells you how much extra money they may have to spend and whether or not they spend it. Explain the social class you looking to attack and state what you have to offer them

8

See whether your consumers are opinion leaders or followers. Find out whether they tell others what products they should use or need others to tell them what is trendy and what works. Does your target marketing create trends or follow the trend? Be specific in the trends they effect or the trends that effect them.

9

Look at their activities, interests, attitudes and beliefs. Find out what they like to do in their spare time, what their hobbies are, what sort of music they listen to and whether they are interested in environmental issues or politics.

What does your target market do in their spare time?

10

List any other information that help narrow your target market down? The more specific you are the easier it is to the right group to talk to about your product.

Call 604-220-0399 for a free review of your target market