

10 Questions To Help Define Your Target Consumer

Demographics

What is the age range of your target consumer?

What is the Income level of your target consumer?

Is your target consumer confined to a geographic location?

What is your target consumer's buying habits (think frequency and amount spent)?

Where do your target consumers like to shop?

Psychographics

What does your target consumer value?

What are some of the core beliefs of your target consumers might have in common?

What is the typical attitude of your target consumer?

Does your target consumer have a shared hobby or interest?

Does your target consumer share a typical emotional disposition?