TARGET AUDIENCE CUSTOMER PROFILE TEMPLATE

CUSTOMER DEMOGRAPHICS

1	Age range of this customer group?	
2	Gender or all genders?	
3	Level of education (this will be different for different profiles)?	
4	Career or job? Add a specific occupation or include a category, such as customer service, healthcare, etc.	
5	Where do they live? City? Neighborhood? Apartment? House?	
6	Household composition? Single? Married? Children? Pets? How many and how old?	
7	Race or ethnic origin, if pertinent to product, such as certain food brands or dishes?	
8	Other details?	

CUSTOMER PSYCHOGRAPHICS

1	Hobbies and cultural or sports interests?	
2	Favorite movies, websites, TV shows, magazines?	
3	What is the obstacle that your product or service helps them overcome?	

CUSTOMER PSYCHOGRAPHICS continued

4	Why would a customer hesitate to try your product or business? Lack of familiarity? Travel distance?	
5	What specific concerns would prevent a customer from returning to your business? Rude clerk? Long wait? Dirty floor?	
6	Why would someone recommend your business?	
7	How much do customers spend on products similar to yours? How often do they purchase such products?	
8	Additional observations?	

MARKETING DIRECTION

1	What channels will best reach this customer profile?	
2	Will promotions entice this customer, and, if so, what kind of promotions?	
3	What specific channels and promotions are not suited to this customer?	
4	What new products, services, or updates will attract this customer?	
5	Other details?	

DISCLAIMER