

# DEMOGRAPHIC ANALYSIS WORKSHEET

This worksheet will help you define your target audience by describing its demographic characteristics. Answer all the questions on the worksheet. When you are finished. Compare your demographic profile against the demographic makeup of your market area. This will help identify the number of people or businesses in your market area that match your demographic profile, which will help you determine the viability of your business. If you are selling to more than one discrete group, describe them in different tables.

## CUSTOMER PROFILE

<p>Your customer is the person or business who pays for the product, and they must be somehow persuaded to buy it. But another person or business may actually use the product. For example, parents may buy the toy, but children play with it. The hospital purchaser buys the product, but the anesthesiologist uses it. Think about how to reach both parties and what will appeal to each of them.</p>	
<p>Are your customers individuals or business?</p>	
<input type="checkbox"/> Individuals	<input type="checkbox"/> Businesses
<p><b>Selling to individuals:</b></p>	
<p>Describe their sex, age, income level, and any other significant demographic variables.</p>	
<p><b>Selling to Businesses:</b></p>	
<p>Describe the industries, sales levels, and any other relevant descriptors of the businesses you will sell to.</p>	

**GEOGRAPHIC PROFILE**

Where are your customers located?
How many customers are there in your market?
How many unit sales are there in your market per year now?
What is the dollar value of the sales, which occur in your market each year?