

who is my target market?

What do members of my target market have in common? ...

Gender?

Age?

Income?

Interests?

Hobbies?

Style?

Shopping preferences?

Education?

Occupation?

Geographical location?

Lifestyle?

Apartment or house?

Married or single?

Children?

Grandchildren?

Urban or rural?

Buying for self or gifts?

Personality type?

Spending habits?

A list of questions to help you brainstorm ways to describe and define your target market. Not all of these questions may apply to your target market specifically.

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