

Name: \_\_\_\_\_

## Target Market Worksheet

Read “Understanding Your Target Market” and Answer the following questions.

*This worksheet is*

*15 points*

1. As an advertiser, you must identify customers and understand, \_\_\_\_\_, what they want.

**2. True or False:**

When choosing a target audience it is important to try to reach all people all the time, and not waste resources focusing in a one specific group.

**3. True or False:**

Market research must be complex and expensive, if you expect to get accurate data.

4. Give 4 examples of demographic data.

a.

b.

c.

d.

5. Is possible to obtain free demographic data? (explain your answer)

6. Give an example of a Geographic factor.

7. Give an example of a lifestyle factor.

8. Give an example of a customer need, and a way to meet that need.

9. Pick a one of the following below businesses and circle it.

Then explain what **you** think the target market is for this business. Remember to include, age, gender, income level, and at least one customer need. (Explain your answer)

Mercedes

Wal-Mart

Gamestop

Savers

Tiffany Jewelry