

# Target customer demographics

Use this template to build a picture of your ideal customer.



If your business is B2B (Business to Business), consider the type of industry, size of the business, location, proximity to you, physical or online, etc.

## AGE

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75+ years
- All ages

## GENDER

- Male  %
- Female  %
- Gender neutral  %

## EDUCATION LEVEL

- High school
- Matric
- Tertiary
- Postgraduate

## EMPLOYMENT

- Employed full time
- Employed part time
- Self employed
- Business owners
- Other

## LIFESTYLE

- Travel
- Homeowners
- Leisure & Sport
- Tech Savvy
- Other

## MONTHLY INCOME

- Less than R5K
- R5K to R10K
- R10K to R25K
- R25K to R50K
- R50K to R75K
- More than R75K

## TRANSPORT

- Own car
- Public transport

## CLIMATE

- Hot & humid
- Cold & Windy
- Other

## LOCATION

- They live or work within a radius from my business
- They are physical shoppers
  - They shop online
  - Urban
  - Township
  - Rural

## FAMILY SIZE

Average family size:   
1,2,3,4



## GEOGRAPHIC

- Eastern Cape
- Free State
- Gauteng
- Limpopo
- Kwa-Zulu-Natal
- Mpumalanga
- Limpopo
- Northern Cape
- North-West
- Western Cape

Size of city or town (*you can Google this*)

## OCCUPATION

- Student
- Housewife
- Retired
- Other
- Manager
- Owner

## PERSONALITY

- Outgoing
- Impulsive
- Other
- Optimistic
- Cautious

## ATTITUDE

*Perceptions, impressions and feelings are important to consider as this occupies your customers minds when they consider similar products/ services.*

- Positive
- Loyal to product or service
- Other
- Neutral
- Negative

## RACE

- Caucasian
- African
- Coloured
- Asian
- Indian

## FAMILY CYCLE

- young married couples
- married couples
- single parents
- with children
- without children

## RELIGION

- Catholic
- Jewish
- Muslim
- Hindu
- Protestant
- Buddhist
- Atheist
- Agnostic

## LSM LIVING STANDARDS MEASURE

*It is a means of segmenting the South African market that cuts across race, gender, age or any other variable used to categorise people. Instead, it groups people according to their living standards. Where ten is the highest living standard level and one is the lowest level.*

- Low
- Medium
- High

## PURCHASE OCCASION

- Regular
- Special occasions only
- Other

## BENEFIT

What value they looking for?

- Economy
- Speed
- Convenience
- Quality
- Prestige
- Quantity
- Other

## READINESS

How ready are they for this product or service?

- Unaware
- Interested
- Aware
- Intending to buy
- Informed
- Other

## SUMMARISE

There are a lot of thoughts – decide who you customer is, where they are and where you will focus your efforts.

