

## Defining the Customer Worksheet - INDIVIDUALS

Using the categories below, define to the best of your knowledge, your primary customers.

**Type:** \_\_\_\_\_ Business-to-Business  
\_\_\_\_\_ Individuals  
\_\_\_\_\_ Both

**Demographics:** Clearly define the major customer category by demographics.

Age: \_\_\_\_\_ - \_\_\_\_\_

Sex: \_\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_ Both

Marital Status: \_\_\_\_\_ Married \_\_\_\_\_ Single \_\_\_\_\_ Divorced

Income: \$ \_\_\_\_\_ to \$ \_\_\_\_\_

Education: \_\_\_\_\_ HS \_\_\_\_\_ College \_\_\_\_\_ Advanced Degree

**Location:** Are there specific locations where they?

Live? \_\_\_\_\_

Work? \_\_\_\_\_

Play? \_\_\_\_\_

Driving Routes? \_\_\_\_\_

\_\_\_\_\_

**Behavior:** Is there something about their behavior that makes them interesting?

Hobbies? \_\_\_\_\_

\_\_\_\_\_

Interests? \_\_\_\_\_

\_\_\_\_\_

Political/Religious Beliefs? \_\_\_\_\_

\_\_\_\_\_

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Buying Habits? \_\_\_\_\_

\_\_\_\_\_

School/Athletic Supporter? \_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

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