**[](https://www.smartsheet.com/try-it?trp=12065&utm_source=template-word&utm_medium=content&utm_campaign=Target+Audience+Customer+Profile-word-12065&lpa=Target+Audience+Customer+Profile+word+12065)Target Audience   
Customer Profile Template**

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| --- | --- | --- |
|  | CUSTOMER DEMOGRAPHICS |  |
| 1 | Age range of this customer group? |  |
| 2 | Gender or all genders? |  |
| 3 | Level of education (this will be different for different profiles)? |  |
| 4 | Career or job? Add a specific occupation or include a category, such as customer service, healthcare, etc. |  |
| 5 | Where do they live? City? Neighborhood? Apartment? House? |  |
| 6 | Household composition? Single? Married? Children? Pets? How many and how old? |  |
| 7 | Race or ethnic origin, if pertinent to product, such as certain food brands or dishes? |  |
| 8 | Other details? |  |

|  |  |  |
| --- | --- | --- |
|  | CUSTOMER PSYCHOGRAPHICS | |
| 1 | Hobbies and cultural or sports interests? |  |
| 2 | Favorite movies, websites, TV shows, magazines? |  |
| 3 | What is the obstacle that your product or service helps them overcome? |  |

|  |  |  |
| --- | --- | --- |
|  | CUSTOMER PSYCHOGRAPHICS  continued | |
| 4 | Why would a customer hesitate to try your product or business? Lack of familiarity? Travel distance? |  |
| 5 | What specific concerns would prevent a customer from returning to your business? Rude clerk? Long wait? Dirty floor? |  |
| 6 | Why would someone recommend your business? |  |
| 7 | How much do customers spend on products similar to yours? How often do they purchase such products? |  |
| 8 | Additional observations? |  |

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| --- | --- | --- |
|  | MARKETING DIRECTION |  |
| 1 | What channels will best reach this customer profile? |  |
| 2 | Will promotions entice this customer, and, if so, what kind of promotions? |  |
| 3 | What specific channels and promotions are not suited to this customer? |  |
| 4 | What new products, services, or updates will attract this customer? |  |
| 5 | Other details? |  |

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