

Market Analysis Worksheet

Give an overview of your market including things they frequently have in common as well as unique qualities that make some market sub-sections quite different. Be sure to include a variety of their problems, concerns, fears, etc.

Market Overview:

Ideal Customer Target Market Info

Envision your ideal customers and your target market. Use the demographics below to help you define your target in more depth and focus on the people you can help best.

Location	State/Province:	Country:
Language – Speaks/Writes	English	Spanish
	French	Other: _____
		–
Gender	Male	Female
Age	Under 25	45-55
	25-35	55-65
	35-45	_____
		–
Marital/Family Status	Single	Married * with child(ren)
	Single with child(ren)	Grandparent (has grandchildren)

		–
Education	Less than a high school diploma	Some college/ 2-year degree
	High school graduate	College graduate to Post Graduate (Masters, etc.)

		–
Interests	_____	_____
	–	–
	_____	_____
	–	–
	_____	_____
	–	–
Buying Motivations	Comfort/Convenience	Prestige/Pride
	Money/Security	Emotional/Pleasure
	Health/Wellness	Other: _____
	Other: _____	–
	–	Other: _____
	Other: _____	–
	–	Other: _____
	–	–

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Describe and explain how you intend to meet the wants and needs of your market.

