



It is important to determine your target demographic. Understanding who your target clients are enables you to streamline your services and marketing plan towards their individual needs and expectations. CEO Systems recommends scheduling thirty minutes to work through this questionnaire and identify your target clients. Think about each question carefully and respond with as much detail as possible.

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## Questions To Consider When Establishing Your Target Demographic

What is their education level?

Are they home owners or renters?

Are they business owners/employees/unemployed?

What is their race?

What is their ethnicity?

What is their average income?

Do they have children/grandchildren?

Are they married/divorced/single?

Do they use the internet?

Do they have a means of transportation? What is it?

Where do they live?

What is their average age?

What Generation do they belong to?

\_\_\_ Generation I – Born between mid 1990s and late 2000s

\_\_\_ Generation Y – Born between mid/late 1970s to early/mid 1990's

\_\_\_ Generation X – Born between 1961 to the latest 1981

\_\_\_ The Baby Boomer Generation – Born during World War II and up to the 1960s

\_\_\_ The Silent Generation- Born between 1926 and 1938

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