

Module #6

Demographics and Psychographics are used by marketers to help define characteristics common to a group of likeminded consumers.

Once marketers can define a subset, they can figure out the best ways to get a message to them.

Demographics

Race
Ethnicity
Gender
Age
Education
Profession
Occupation
Income Level
Marital Status

Psychographics

Personality
Buyer habits
Hobbies
Spending habits
Opinions
Interests
Lifestyles