**Notebook Questions – Demographics**

1. If the target market for hiking boots were the extreme hiker, name one medium and one promotion that would allow you to target that group specifically.



Medium:

Promotion:

1. Describe your personal demographic as much as you can.

Age:

Gender:

Family Life Cycle:

Income Level:

Ethnicity and Culture:

1. Name 3 products that you buy that you think reflect your demographic group. Explain your choices briefly in one or two sentences.

Product 1:

Product 2:

Product 3:

1. Given the following products, try to specify the appropriate consumer segment

Can-Am ATV -

Covergirl Mascara –

Depends –

Red Bull Energy Drink –

Mercedes Benz –

Kellogg’s Vector Cereal –

Life Insurance Agent –

Organic Apples –

Disney Pixar Movie –