**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.

[](http://www.google.ca/url?sa=i&rct=j&q=hiking+bhoots&source=images&cd=&docid=L7xRuYEL9zQJOM&tbnid=H9jYuanf_GyT0M:&ved=0CAUQjRw&url=http%3A%2F%2Fwww.mec.ca%2FAST%2FShopMEC%2FFootwear%2FDayHiking%2FPRD~5020-981%2Fkeen-oregon-pct-day-hiking-boots-womens.jsp&ei=lb1iUdXZJoq42wXdloDIBg&bvm=bv.44770516,d.b2I&psig=AFQjCNEP_zTfz9Q11BdctXnSN9HD-h790A&ust=1365511951339329)

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 –