**Notebook Questions – Psychographics**

1. What are your psychographic groups? (Lifestyle, attitudes and values, birth cohort)
   1. Lifestyle:
   2. Attitudes and values:
   3. Birth cohort:
2. Name three products that you buy that reflect your psychographics. Explain your choices briefly in one or two sentences for each.

i.

ii.

iii.

1. For each of the birth cohorts, name 1 product that you think that they would want to buy and explain briefly how you would try to sell it to them.

The Silent Generation:

Baby Boomer Cohort #1:

Baby Boomer Cohort #2:

Generation X:

Generation Y:

Generation Z: