

market analysis

Identify your geographic market boundaries and key target segments within them through a review of demographic and other defining data points and characteristics.

I

Identify and profile each geographic market in which you operate or wish to operate.
Complete one worksheet for each market (three are provided).

MARKET 1:

DEMOGRAPHICS

SOCIAL
CHARACTERISTICS

ECONOMIC
CHARACTERISTICS

HOUSING
CHARACTERISTICS

PHYSICAL
DESCRIPTION

AREA
DISTINCTIONS

SUMMARY

market analysis continued

MARKET 2:

DEMOGRAPHICS

SOCIAL
CHARACTERISTICS

ECONOMIC
CHARACTERISTICS

HOUSING
CHARACTERISTICS

PHYSICAL
DESCRIPTION

AREA
DISTINCTIONS

SUMMARY

market analysis continued

MARKET 3:

DEMOGRAPHICS

SOCIAL
CHARACTERISTICS

ECONOMIC
CHARACTERISTICS

HOUSING
CHARACTERISTICS

PHYSICAL
DESCRIPTION

AREA
DISTINCTIONS

SUMMARY

market analysis continued

2

Identify and briefly describe potential target customer segments within each geographic market. There may be duplications. Then, place a checkmark next to the segments you plan to target.

MARKET 1

Three horizontal lines for describing Market 1 segments.

MARKET 2

Three horizontal lines for describing Market 2 segments.

MARKET 3

Three horizontal lines for describing Market 3 segments.

3

Review the checked segments above and combine them into one to five key target segments you want to attract, grow, or retain.

TARGET SEGMENTS

Five numbered horizontal lines for describing target segments.

market analysis continued

4

Profile and summarize each target segment in order to identify unique characteristics to build strategies on. Complete one worksheet for each segment (five are provided). The summaries can then be copied into your final document.

SEGMENT 1:

DEMOGRAPHICS	SOCIAL CHARACTERISTICS
ECONOMIC CHARACTERISTICS	HOUSING CHARACTERISTICS
LIFESTYLE OR PSYCHOGRAPHICS	UNIQUE NEEDS
SUMMARY	

market analysis continued

SEGMENT 2:

DEMOGRAPHICS

SOCIAL
CHARACTERISTICS

ECONOMIC
CHARACTERISTICS

HOUSING
CHARACTERISTICS

LIFESTYLE OR
PSYCHOGRAPHICS

UNIQUE NEEDS

SUMMARY

SEGMENT 3:

DEMOGRAPHICS

SOCIAL
CHARACTERISTICS

ECONOMIC
CHARACTERISTICS

HOUSING
CHARACTERISTICS

LIFESTYLE OR
PSYCHOGRAPHICS

UNIQUE NEEDS

SUMMARY

market analysis continued

SEGMENT 4:

DEMOGRAPHICS

SOCIAL
CHARACTERISTICS

ECONOMIC
CHARACTERISTICS

HOUSING
CHARACTERISTICS

LIFESTYLE OR
PSYCHOGRAPHICS

UNIQUE NEEDS

SUMMARY

SEGMENT 5:

DEMOGRAPHICS	SOCIAL CHARACTERISTICS
ECONOMIC CHARACTERISTICS	HOUSING CHARACTERISTICS
LIFESTYLE OR PSYCHOGRAPHICS	UNIQUE NEEDS
SUMMARY	