

Target Market

Directions:

For each of the following products, list the *specific* target market.

1. Strawberry flavored toothpaste

- a. demographics
- b. psychographics
- c. geographics

2. An expensive picture frame

- a. demographics
- b. psychographics
- c. geographics

3. A fishing pole

- a. demographics
- b. psychographics
- c. geographics

4. Arthritis medicine

- a. demographics
- b. psychographics
- c. geographics

5. A country music CD

- a. demographics
- b. psychographics
- c. geographics

6. A Rolex® watch

- a. demographics
- b. psychographics
- c. geographics

7. A baby stroller

- a. demographics
- b. psychographics
- c. geographics

Target Market

8. A pair of ballet shoes
 - a. demographics
 - b. psychographics
 - c. geographics
9. Spray deodorant
 - a. demographics
 - b. psychographics
 - c. geographics
10. Skim milk
 - a. demographics
 - b. psychographics
 - c. geographics
11. A digital camera
 - a. demographics
 - b. psychographics
 - c. geographics
12. A four-wheeler or TV
 - a. demographics
 - b. psychographics
 - c. geographics
13. A biology textbook
 - a. demographics
 - b. psychographics
 - c. geographics
14. A sketch pad
 - a. demographics
 - b. psychographics
 - c. geographics
15. A laptop computer
 - a. demographics
 - b. psychographics
 - c. geographics