

**Demographic Description****CONSUMER**

Age Range: _____

Income Range: _____

Gender: _____

Occupation: _____

Marital Status: _____

Family Size: _____

Ethnic Group: _____

Level of Education: _____

Home Ownership: _____

Other: _____

BUSINESS

Industries: _____

Sector: _____

Years in Business: _____

Company Revenues: _____

Number of Employees: _____

Number of Branches: _____

Square Footage: _____

Company Ownership: _____

Other: _____
