

Domestic Geographic Description

Area Served (city, region, nation, etc.): _____

Density (urban, rural, suburban, etc.): _____

Nature of Location (mall, strip center, business district, etc.): _____

Climate Conditions: _____

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: _____
