**Customer profile chart**

**TEMPLATE**

© The State of Queensland 2022

The Queensland Government supports and encourages the distribution of its material. The copyright in this publication is licensed under a [Creative Commons Attribution 4.0 International licence (CC BY 4.0)](https://creativecommons.org/licenses/by/4.0/).



You are free to use this publication in line with the licence terms. You must keep the copyright notice on the publication and attribute the State of Queensland as the source of the publication

# Customer profile chart

Think about what you know about your target customers. Add brief notes in the fields below to create customer profiles to help you segment your market.

|  |  |
| --- | --- |
| Key variables | Your customers |
| Demographic* age
* gender
* marital status
* income
* education
* occupation
 |  |
| Psychographic* personality (e.g., outgoing, conscientious)
* lifestyle (focus of everyday routines, e.g., work, health or family)
* values (e.g., animal welfare, fair trade or sustainability)
* interests (e.g., hobbies)
 |  |
| Behavioural* usage or buying behaviour (e.g., daily or seasonal)
* channels (e.g., buying instore or online)
* benefits valued (e.g., price, convenience or quality)
 |  |
| Geographic* country
* state
* region
* suburb
 |  |

**Your next step**: Continue to gather insights and use this information to help further understand, and connect with, your target segments.