**Customer profile chart**

**TEMPLATE**

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# 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.