

Target Audience:

DEMOGRAPHICS

Location	
Marital Status	
Children	
Age	
Avg. Household Income	
Gender	
Occupation	
Beliefs	
Lifestyle	
Marketing Channels	

PSYCHOGRAPHICS



Pain Points / Concerns

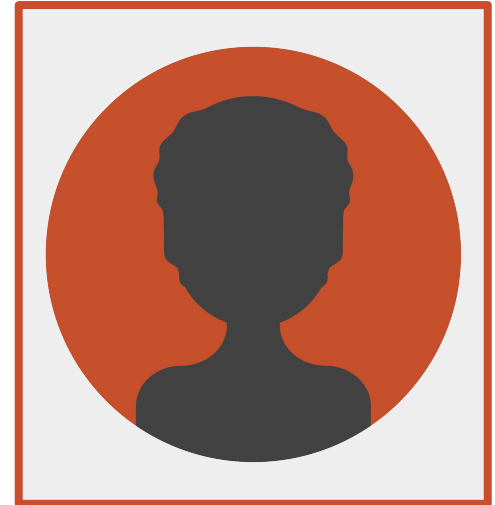
Blank area for notes or text.

Secondary Audience:

DEMOGRAPHICS

Location	
Marital Status	
Children	
Age	
Avg. Household Income	
Gender	
Occupation	
Beliefs	
Lifestyle	
Marketing Channels	

PSYCHOGRAPHICS



Pain Points / Concerns

Blank area for notes on pain points or concerns.

Flanker Audience:

DEMOGRAPHICS

Location	
Marital Status	
Children	
Age	
Avg. Household Income	
Gender	
Occupation	
Beliefs	
Lifestyle	
Marketing Channels	

PSYCHOGRAPHICS



Pain Points / Concerns

Blank area for notes on pain points and concerns.