



## customer demographics

CUSTOMER ATTRIBUTES: CONSUMERS (circle the best responses)				
Location:	City	Occupation:	Managerial	
	County		Professional	
	State		Technical	
	Regional		Sales	
	National		Administrative	
	International		Service Occupations	
				Production
Age:	Under 6 years	Repair		
	6 - 11 years	Operators / Fabricators / Laborers		
	12-19 years	Retired		
	20-34 years	Students		
	35-49 years	Housewives		
	50-64 years	Education:	Some High School	
	65-70 years		High-School Graduate	
	70-75 years		Some College	
75 years and over	College Graduate			
Gender:	Male	Advanced Degree		
	Female	Family Life Cycle:	Young, Single	
Income Range:	Under \$20,000		Young, Married, No Children	
	\$20,000 to \$30,000		Young, Married, Children Under 6	
	\$30,000 to \$40,000		Young, Married, Children Over 6	
	\$40,000 to \$50,000		Older, Married, With Children	
	\$50,000 to \$75,000		Older, Married, Children 18+	
	\$75,000 to \$100,000		Older, Single , Widowed	
	\$100,000 and over			