



Community Name

DESCRIBE THE COMMUNITY IN ONE SENTENCE

YOUNGEST

AVERAGE AGE

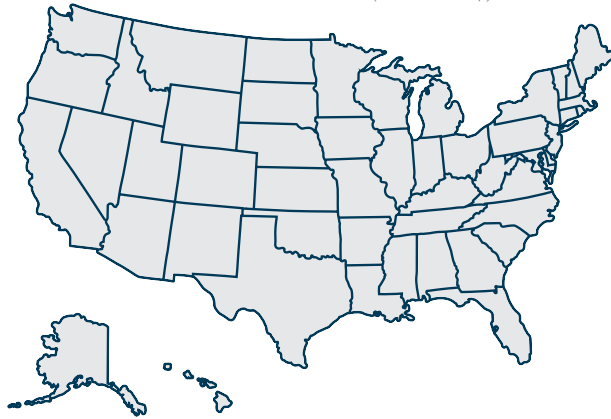
OLDEST

Demographics & Characteristics *(objective)*

	%		<input type="text"/>
MALE		FEMALE	
	%		%
SINGLE		COUPLE	
		FAMILY	

GEOGRAPHY

NON-GEO SPECIFIC, OR MILES FROM *(indicate on map)*



INCOME LEVEL

Poverty
 Low
 Middle
 Upper Middle
 High

OCCUPATION DESCRIPTION

industry, title, or other identifier

OBJECTIVE OTHER(S)

religion, ethnicity, nationality, etc.

Psychographics & Interests *(subjective)*

PRIMARY INFLUENCE

Values-Driven
 Money-Motivated

CORE VALUE(S)

IN-MARKET SEGMENTS

- Apparel and Accessories
- Autos & Vehicles
- Baby & Children's Products
- Beauty Products & Services
- Business Services
- Computers & Peripherals
- Consumer Electronics
- Consumer Software
- Dating Services
- Education
- Employment
- Financial Services
- Gifts & Occasions
- Home & Garden
- Real Estate
- Sports & Fitness
- Telecom
- Travel

AFFINITY CATEGORIES

- Art & Theater Aficionados
- Auto Enthusiasts
- Avid Investors
- Beauty Mavens
- Business Professionals
- Business Travelers
- Comics & Animation Fans
- Cooking Enthusiasts
- Do-It-Yourselfers
- Family-Focused
- Fashionistas
- Fast Food Cravers
- Foodies
- Gamers
- Green Living Enthusiasts
- Health & Fitness Buffs
- Home Decor Enthusiasts
- Light TV Viewers
- Mobile Enthusiasts
- Movie Lovers
- Music Lovers
- News Junkies & Avid Readers
- Nightlife Enthusiasts
- Outdoor Enthusiasts
- Pet Lovers
- Political Junkies
- Shoppers
- Shutterbugs
- Social Media Enthusiasts
- Sports Fans
- Technophiles
- Thrill Seekers
- Travel Buffs
- TV Lovers

SUBJECTIVE OTHER(S)

strong opinions, attitudes, perceptions, etc.

PREFERRED DEVICE

DESKTOP
 LAPTOP
 TABLET
 PHONE

PREFERRED SOCIAL NETWORK(S)

FACEBOOK
 LINKEDIN
 INSTAGRAM
 TWITTER

SUCCESS FACTOR(S)

What the community does *(objective)*

I know this is the community because ...

What the community believes *(subjective)*

I know this is the community because they believe in and value ...

Sources of Influence



OWN INFLUENCES

e.g. negative past experience, upbringing



OTHERS INFLUENCES

e.g. online reviews, word-of-mouth



OUTER INFLUENCES

e.g. advertising, media, influencer

What the community does not do *(objective)*

This is clearly not the community because they do not ...

What the community does not believe *(subjective)*

This is clearly not the community because they do not believe in or value ...