**Audience Definition Questionnaire Feb 3, 2016**

1. **What is the desired action of your target audience?**  
   We would like our target audience members to join our site (via their social networking accounts, or by creating a local account).
2. **What demographic groups are most likely to take the desired action?**We are generally seeking gun-owners and/or enthusiasts with the intent of contributing to the market we provide through our site. Users must be at least 18 years of age to join our site and participate, but there is no upper bound on age. Our users can be geographically-situated anywhere, however we’d like to segment our users by geographic proximity to a central location (i.e. Pittsburgh-area, greater-Chicago, etc…).
3. **How do they think?**Our audience is most-likely pro-gun with conservative/constitutional values driving their decisions. Many will be hunters, perhaps law-enforcement, and gun collectors.
4. **What needs, challenges, and frustrations do they have?**Gun sellers/buyers/traders are becoming more and more outcast as the national opinion on firearms and ammunitions changes towards the more progressive/liberal school of thought. As such, it is increasingly difficult to find havens where these people can come together and bargain with each other.
5. **How does your idea, service, or product help your target audience?**This site is a direct response to Facebook instituting a ban on groups and/or pages where firearms can be openly bought or sold. Seen as a violation of their rights to freedom, many involved members have resorted to gaming the Facebook system. We hope to give them a better platform where they can continue to congregate.
6. **What drives them to make purchasing decisions?**We are not selling to our audience; we are facilitating their buy/sell/trade activity. Hence, our conversion isn’t a sale, but a registration. Because our audience has been chased out of familiar places such as Facebook, we believe they will be inclined to join this community in order to continue their activities in this specialized market.
7. **Do they currently use (or support) a product or service of your organization or that of a similar organization?**Currently, our target audience is using Facebook and forum sites like PAFOA.org (Pennsylvania Firearms Owners Association) to conduct their transactions. While PAFOA.org will ultimately always support gun ownership and open sales thereto, Facebook has removed support and threatened account suspension for violators of their new policy forbidding pages/groups where users can deal firearms and ammunition.
8. **What media do they currently use?**Gun owners/buyers/sellers converse through social media, forums such as PAFOA.org. Hunters subscribe to a wide rash of related print magazines. Television stations catering to the firearms enthusiast is limited to the Outdoor Channel or similar TV stations. Because I believe firearms enthusiasm centers itself on the conservatives in this country, it’s also worth mentioning that talk radio – which has a deep following with conservatives – is another media stream utilized by our target audience.
9. **How can you best reach your target audience?**While Facebook has modified it’s terms of use to forbid pages/groups where firearms sales are happening, they have not banned pages/groups that enjoy talking about them. Virally-marketing via social media is probably the best way to reach our audience. A close second would be via the forums and online discussion groups our users frequent outside of Facebook. A good example here would be the PAFAO (Pennsylvania Firearms Owners Association) forum site
10. **Are you confident you picked the right target audience?**There is only one audience for the service we plan to provide.