# Target Audience

**Business or Brand Name:** Shooters Indoor Sportsplex (www.shootersindoor.com)

**Description:** Shooters Indoor Sportsplex is a local family-owned indoor sporting venue that is primarily used for indoor roller hockey. In addition, Shooters Indoor Sportsplex has been used for activities such as indoor field hockey, basketball, roller derby, and box lacrosse. Most business for shooters is repeat customers or spread by word of mouth. Being around for over 20 years, the owners and managers are looking to spread their business online through an updated website and better social media awareness.

## Characteristics

Average Age/Range: 14-60

Education level: HS – advanced degree

Median income: 50,000

Race: N/A

Ethnicity: N/A

Gender: N/A

Primary spoken language: English

Unifying characteristics: sports (hockey, basketball, lacrosse, field hockey), birthday parties, events, American cuisine