



Target Audience

Worksheet



Target Audience

Craft a target audience for your selected business

Target Audience Name: Mrs Waddington

Needs

Video conferencing Software for teachers.

Demographics

Age:

25–65

Gender: Male or Female

Household Income: 50 –100k

Education/Occupation:

School Teacher

Location: Paris, France



Interest

Children's Education

PTA

National Education

Arts & Drama

Behaviors

Using Zoom for online teaching

Missing Social Gathering

Active in the Teachers Union

