Determining Demographics

Determine your target market questions by asking street fair participants the kind of people they have as customers, members or who they want at the fair. Ask businesses in the district, neighbors, sponsors, vendors and community groups.

Determining your target market will help narrow your marketing choices, therefore reducing expenses. By knowing who they are, it will be easier, and cheaper, to advertise or promote to them. Knowing your attendee’s demographics will help you decide what media to use and how often. It will also help you use low‐cost methods such as schools, contest incentives, word of mouth and network of friends to get the most out of your promotional budget.

You may have more than one target market. Identify the most important groups. Then, for each group, construct what is called a demographic profile in order to pick the best marketing tools to reach them.

Start with these basic questions to identify their characteristics:

1. Age
2. Gender
3. Location
4. Income level
5. Social class
6. Education
7. Single/Partnered
8. Family
9. Technology
10. Race
11. Occupation