Consumer Market Research
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How to identify my ideal client

- What is their age?
- What is their income level?
- What language do they speak?
- What is their political party affiliation?
- What is their marital status?
- Do they have children?
- What is their gender?
- Where do they live?

In order to

- Determine if there is a market for my business
- Determine the best location for my business
- Determine who to target for marketing purposes
- Determine what marketing voice to use to target my ideal clients
- Develop business strategy for management and growth
Case Study:
Opening a Gourmet Food Restaurant in Arlington, VA.
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Baseline search
Using the Advanced Search in the Consumer/Lifestyles module filter for geography and view the results. Press the summary button on the top of the results page.

Below shows Arlington, VA
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In the summary tool begin looking at the demographic breakdowns of the sample.

Below are charts for age and marital status in Arlington, VA.
Go back to the search filters and revise the search to include the lifestyle selection. Select View Results to see the new results. On the results page select the Summary button.

Below shows Gourmet Food and Wine enthusiasts in Arlington, VA.
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Again use the summary tool to look at the demographics of your market.

Below are charts for age, and marital status for purchasers of gourmet food and wine in Arlington, VA
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Analysis: Baseline vs. Market
Compare and analyze the baseline vs. the results for your market.

The results for Arlington, VA are below

<table>
<thead>
<tr>
<th>Baseline</th>
<th>My market</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Most people in Arlington are 30-34.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Most people buying gourmet food in Arlington are 50-54.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Most people in Arlington are single.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Most people buying gourmet food in Arlington are married.</td>
</tr>
</tbody>
</table>
Ideal Client Research
Revising the search again by adding consumer snapshot elements that were determined to be the ideal client through the previous analysis. When you press view results you will be taken directly to the summary tool.

Below shows filters for Gourmet Food and Wine enthusiasts in Arlington, VA who are 50-54.
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Again use the summary tool to look at the demographics of your ideal client.

Below shoes charts for the gender, zip codes and political party affiliation of people aged 50-54 who purchase gourmet food and live in Arlington, VA.

<table>
<thead>
<tr>
<th>Political Party</th>
<th>Record Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democratic</td>
<td>40</td>
</tr>
<tr>
<td>Independent</td>
<td>2</td>
</tr>
<tr>
<td>Non-declared</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
<tr>
<td>Independence</td>
<td>1</td>
</tr>
<tr>
<td>Republican</td>
<td>15</td>
</tr>
<tr>
<td>Unknown</td>
<td>18</td>
</tr>
</tbody>
</table>
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Compare and analyze: Baseline vs. Market vs. Ideal Client

Results from Arlington are below.

**Arlington VA- Baseline**
- Most people in Arlington are 30-34.
- Most people in Arlington are single.
- Most people live in the zip code 22204

**Gourmet Food Purchasers in Arlington, VA- My Market**
- Most people buying gourmet food in Arlington are married.
- They are 50-54.
- Live in the zip code 22207

**Ideal Clients**
- Most 50-54 year olds who purchase gourmet food are female.
- People who purchase gourmet food who are 50-54 and live in the zip code 22207 and have home incomes of $300,000 to $399,999
- The majority of 50-54 year old, married females, in Arlington, VA who purchase gourmet food and live in the zip code 22207 have children.