

# Niche

Demographics					
Age	<25	25-35	35-45	45-55	55-65
Sex/Orientation	Male	Female	Same sex		
Relationship	Single	De-facto	Married		
Kids	Yes	No	Trying		
Kids Ages	Newborn	Pre-school	Primary	Highschool	Adultos
Earnings	<\$50,000	\$50-100k	\$100-150k	\$150-250k	\$250+
Career	Stay at home	Part time	Full time	Executive	
Psychographics					
Moving towards	Moving Away				
Details focused	Big Picture		Strategy Focused		
Propcactive	Re-active		Procrastinator		
Educated	Not Educated		Self Educated		
Quality conscious	Cost Conscious		Time Conscious		
Demanding	Relaxed		Excitable		
Engaged	Complacent		Sceptical		
Visual	Auditory		Kinaesthetic		
Introvert	Extrovert		Activist		
Impulsive	Cautious		Social		
Rational	Emotional		Political		
Organised	Disorganised		Rebellious		
Formal	Informal		Conservative		
Accomplished	Inexperienced		Beleiver		
Competitive	Collaborative		Follower		
Individual	Team		Leader		
Skill	Strength		Aesthetics		
Reserved	Lively		Assertive		

What do they care about?

Who is important to them?

What is their pain?

What angers them?

What keeps them awake at night?