

# Demographics worksheet B2C – Example

	B2C DEMOGRAPHICS – CHILD CARE PROVIDER
Gender	Male & Female
Age	21 to 45 years old
Income Level	£25,000 to £250,000
Children	1 to 3
Employment Status	Employed outside the home
Marital Status	Single or Married
Education Level	N/A
Culture/ Ethnicity	N/A

# Demographics worksheet B2C

	B2C DEMOGRAPHICS
Gender	
Age	
Income Level	
Children	
Employment Status	
Marital Status	
Education Level	
Culture/ Ethnicity	

# Demographics worksheet B2B – Example

	<b>B2B DEMOGRAPHICS – BUSINESS ACCOUNTANT</b>
<b>Annual Turnover</b>	<b>Zero to multimillion</b>
<b>Business Location or Locations</b>	<b>Single or multiple</b>
<b>No. of Branches</b>	<b>Any</b>
<b>Number of Employees</b>	<b>1 to 100</b>
<b>Type of Products or Services Sold</b>	<b>Any product or service</b>
<b>Type of Business</b>	<b>Sole Traders or Limited Companies</b>
<b>Business Structure (Who makes decisions?)</b>	<b>Owner or CFO or CEO</b>

# Demographics worksheet B2B

	B2B DEMOGRAPHICS
Annual Turnover	
Business Location or Locations	
No. of Branches	
Number of Employees	
Type of Products or Services Sold	
Type of Business	
Business Structure (Who makes decisions?)	