



## HANDOUT MODULE 23, 24 AND 25

### **DEMOGRAPHICS** - Who is buying?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **PSYCHOGRAPHIC** - Why are people buying

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **GEOGRAPHICS** - Where are they buying/ where can will they see your adverts

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_