

Who's Watching the Race?

Get to Know the Check `n Go Target Customer



Purpose

Not all products and services appeal to all people. When executing any marketing initiative, your goal is to "target" the right audience. On this page, you will learn about Check `n Go's target audience.

The average Check `n Go customer resembles the description below. Of course, some of your customers may be different. Keep in mind, not all customers have all of the characteristics listed. These are just guidelines to help you.

Customer Stats

- Men & women
- Ages 18-49
- Employed full- or part-time
- Income of \$20,000-\$50,000
- Education level of high school or higher
- Own home or rent
- Single-parent household with multiple children

Lifestyle Stats

- Busy daily life
- "Sales" savvy
- Discount shopper
- Financially stretched