Marketing Demographics Activities

Students identify and analyze MARKETING DEMOGRAPHICS

Complete digitally or printed out!

Makes Students Think Critically!

Great Classroom Discussions!

NO PREP!

Students are prompted to
THINK, ASSESS, & EVALUATE!

Four Demographic Activities included:

- Merchant Demographics
- Entertainment Marketing Demographics
- Toy Demographics
- Restaurant Demographics

Designed to be completed **AFTER** students are taught **DEMOGRAPHIC DESCRIPTORS** and the components of a **TARGET MARKET**

NO PREP!

Great Critical Thinking Activities
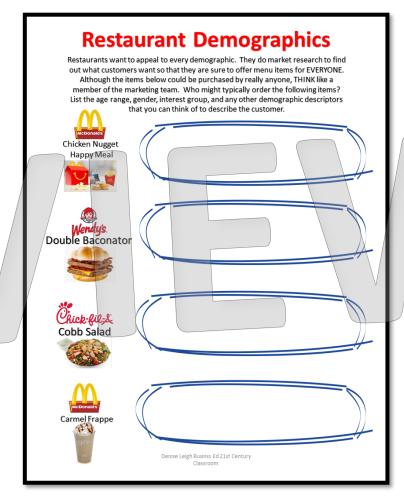
Great Class Discussions – This is one of my favorites 💗!

Merchant Demographics

Using what you know about demographics...select FIVE stores to analyze.
Think! Access! Evaluate!

Store	Gender	Age	Interest Group
Gamestop			
American Eagle			
PetSmart			
Macys			
Wal Mart			
Claire's			
Hot Topic			
Cabela's			
Bath and Body Works			

Entertainment Marketing

PPG Paints Arena in Pittsburgh, PA is the home of the Pittsburgh Penguins. When the Penguins aren't playing, the arena needs to generate revenue to operate and pay for the large amount of expenses and upkeep for such a large facility. Entertainment venues try to line-up a variety of performers that appeal to every demographic. Take a look at these up-coming performances, shows, and events. List the demographic descriptors for each audience.
If necessary, search the web for information about the event performers to make it easier to determine the demographics. SELECT FIVE TO ANALYZE

Event	Gender	Age Range	Interest Group	Additional Demographic Descriptor
The Who				
Twenty One Pilots				
Ariana Grande				
New Kids on the Block, Salt and Pepa, Naughty By Nature				
John Mayer				
Harlem Globetrotters				
Queen and Adam Lambert				
Jeff Lynn's Electric Light Orchestra				
Iron Maiden				
Shawn Mendes				
Celine Dion				
Paw Patrol Live				
Elton John				

Restaurant Demographics

Restaurants want to appeal to every demographic. They do market research to find out what customers want so that they are sure to offer menu items for EVERYONE. Although the items below could be purchased by really anyone, THINK like a member of the marketing team. Who might typically order the following items? List the age range, gender, interest group, and any other demographic descriptors that you can think of to describe the customer.

Chicken Nugget Happy Meal

Double Baconator

Cobb Salad

Carmel Frappe

Toy Demographics

Everyone LOVES toys....and toy and recreation companies try to develop toys that will appeal to consumers of all ages.
THINK AND ANALYZE
Gender-What gender MOST LIKELY would be the customer?
Age Range-What would be your educated guess as to a range of age of customer?
Socioeconomic Status-What education (preschool, middle school, high school, bachelors degree), income (middle class, upper middle class), or what occupation (student, high school graduate, college degree) would best describe the customer? SELECT THREE TO ANALYZE

Toy	Gender	Age Range	Socioeconomic Status (education, income, occupation)

Teacher Testimonials

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A **great resource** to break down the different parts of a target market.

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I can't say enough about the learning resources I have purchased from Denise Leigh. Students work well with student led instruction and I have the opportunity to facilitate some great conversations.

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This activity was perfect for my Intro to Marketing class. It provided an excellent introductory presentation on demographics and target markets. The three activities were well received by my students. Thank you for sharing!

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I like to give my students lots of practice with demographics, some when learning and some "reminder" assignments through the year. **This is perfect and "no prep" as advertised!**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

Denise Leigh