

Demographics- A statistic characterising human populations (or segments of human populations broken down by age or sex or income etc.)

Psychographics – analysis of consumer lifestyles to create a detailed customer profile. Market researches conduct psychographic research by asking consumers to agree or disagree with activities interests, opinions statements.

Geodemographics – process of analysing survey data of a specific geographical area to profile economic and demographic characteristics of population living there. Commonly used in advertising and marketing strategies.

Qualitative data:

Is the numeric value such as sales.

It could be valued as numbers, percentages statistics and figures.

It could be researched in many different ways such as public questioning, grouping, audience profiling and interviews.