

Collecting demographic information about your personas will help you perform more targeted offline and online marketing, but it also helps paint a picture of who your personas are.

Are they married? What's their annual household income? Where do they live? Are they male or female? How old are they? Do they have children? Collecting demographic information is a great place to begin drafting your personas because it's easy to obtain and starts to paint a clearer, more personal picture of your customer.

