Exercise

# 4. Who They Are

Teresa specializes in custom built gaming computers. What demographics might her ideal clients fall under?

Choose the correct option below and expand your answer with some relevant points.

a. Ages 30 to 45, married, family size of 4 or more.

b. Ages 16 to 25, single, shared housing.

c. Ages 10 to 12, lives with parents, household income $50k.