4. Target Markets Worksheet

Ridership Target Markets

For each potential target group, ask yourself:

• Can your system meet their transportation needs (destinations, hours, reliability)?

• Does your service offer them a relevant benefit (mobility, convenience, money savings, time savings, independence)?

If the answer to both questions is “yes” then they are a potential target market for increasing ridership.

Which groups are your target markets?

☐ Low-income families
☐ Local retail and other low-wage workers
☐ Local white collar workers
☐ Longer distance commuters
☐ Job seekers
☐ College students
☐ Secondary students (high school and middle school)

☐ Older adults/retirees
☐ Persons with physical disabilities
☐ Persons with cognitive or emotional disabilities
☐ Persons with limited English proficiency
☐ Visitors or tourists
☐ Special event attendees

You can prioritize your target markets by asking yourself:

• How important is serving this group to the goals and objectives of your organization?

• How much ridership potential does this group offer in relation to the amount of resources required to market to it?

Non-Rider Target Markets

Ask yourself:

• What groups make decisions that impact your funding and support within the community?

• What organizations can be valuable marketing partners in promoting ridership among the target ridership groups you’ve identified?

These are important non-rider target markets and might include:

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<td>☐ Other Gatekeepers</td>
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