

TURN YOUR DREAM INTO A CAREER



Target Market Career and Technical Education

TARGET MARKET

Geographic's:
-Jordan High school
-Sandy/ Sugar house community

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Demographics:
-High school student grades 9-12
Ages 14-18
-Target females in the Sandy/ Sugar house area
-Any relations with sexual violence

Psychographics:
(You can't always tell who has been affected by sexual violence)
Some common signs include:
-Loss of interest in activities
-Depression
-Distance themselves from friends and family
-Grades start to slip in school



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