Market Segmentation and Targeting

Geographic

- **Country** e.g. USA, UK, China, Japan, South Korea, Malaysia, Singapore, Australia, New Zealand
- **Region** e.g. North, North-west, Mid-west, South, Central
- **Population density**: e.g. central business district (CBD), urban, suburban, rural, regional
- **City or town size**: e.g. under 1,000; 1,000–5,000; 5,000–10,000 ... 1,000,000–3,000,000 and over 3,000,000
- **Climatic zone**: e.g. Mediterranean, Temperate, Sub-Tropical, Tropical, Polar,

Demographic

- **Age**: e.g. Under 5, 5–8 years, 9–12 years, 13–17 years, 18–24, 25–29, 30–39, 40–49, 50–59, 60+
- **Gender**: Male, Female
- **Occupation**: Professional, self-employed, semi-professional, clerical/ admin, sales, trades, mining, primary producer, student, home duties, unemployed, retired
- **Social class** (or socio-economic status): A, B, C, D, E, or I, II, III, IV or V (normally divided into quintiles)
- **Marital Status**: Single, married, divorced, widowed
- **Family Life-stage**: Young single; Young married with no children; Young family with children under 5 years; Older married with children; Older married with no children living at home, Older living alone
- **Family size/ number of dependants**: 0, 1–2, 3–4, 5+
- **Income**: Under $10,000; 10,000–20,000; 20,001–30,000; 30,001–40,000, 40,001–50,000 etc.
- **Educational attainment**: Primary school; Some secondary, Completed secondary, Some university, Degree; Post graduate or higher degree
- **Home ownership**: Renting, Own home with mortgage, Home owned outright
- **Ethnicity**: Asian, African, Aboriginal, Polynesian, Melanesian, Latin-American, African-American, American Indian etc.
- **Religion**: Catholic, Protestant, Muslim, Jewish, Buddhist, Hindu, Other

Psychographic

- personality traits
- values
- attitudes
- interests
- lifestyles

Behavioral

- **Purchase/Usage Occasion**: e.g. regular occasion, special occasion, festive occasion, gift-giving
- **Benefit-Sought**: e.g. economy, quality, service level, convenience, access
- **User Status**: e.g. First-time user, Regular user, Non-user
- **Usage Rate/ Purchase Frequency**: e.g. Light user, heavy user, moderate user
- **Loyalty Status**: e.g. Loyal, switcher, non-loyal, lapsed
- **Buyer Readiness**: e.g. Unaware, aware, intention to buy
- **Attitude to Product or Service**: e.g. Enthusiast, Indifferent, Hostile; Price Conscious, Quality Conscious
- **Adopter Status**: e.g. Early adopter, late adopter, laggard