

DO YOU KNOW YOUR SEGMENTATION?

42 year old women? Geographic, Psychographic, Behavioral, Demographic

Marathon Runner? Geographic, Psychographic, Behavioral, Demographic

Prefers beverages without sugar? Geographic, Psychographic, Behavioral, Demographic

Grandparents with 10 grandchildren? Geographic, Psychographic, Behavioral, Demographic

North Carolina Mountains? Geographic, Psychographic, Behavioral, Demographic

Prefers adventurous vacations? Geographic, Psychographic, Behavioral, Demographic

NBA cheerleader? Geographic, Psychographic, Behavioral, Demographic

Newly Married couple? Geographic, Psychographic, Behavioral, Demographic

Earns \$100,000+ per year? Geographic, Psychographic, Behavioral, Demographic

Masters degree from UNC? Geographic, Psychographic, Behavioral, Demographic

Cayman Islands? Geographic, Psychographic, Behavioral, Demographic

Cold Climate? Geographic, Psychographic, Behavioral, Demographic

Attends church every Sunday? Geographic, Psychographic, Behavioral, Demographic

Enjoys day trips? Geographic, Psychographic, Behavioral, Demographic

Prefers watching Television? Geographic, Psychographic, Behavioral, Demographic

Frequently purchases products with warranties? Geographic, Psychographic, Behavioral, Demographic