

Market Segmentation



Drag and drop the variables below into their correct locations in the table.

DEMOGRAPHIC	GEOGRAPHIC
PSYCHOGRAPHIC	BEHAVIORAL

COMMUNITY	STATE	ACTIVITIES
USER STATUS	LOYALTY STATUS	USER RATES
PERSONALITY	DENSITY	INCOME
SOCIAL CLASS	BENEFITS	FAMILY LIFE CYCLE
INTERESTS	GENDER	LIFESTYLE
AGE	CLIMATE	COUNTRY
OCCASION	OCCUPATION	