Market Segmentation

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

DEMOGRAPHIC	GEOGRAPHIC
PSYCHOGRAPIC	**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

LIVEWORKSHEETS