# Attributes for Segmentation

* Geographic
  + Region / City
  + Market size
  + Density
  + Climate
* Demographic
  + Age
  + Gender / sexual orientation
  + Family size / household size / marital status
  + Life cycle
  + Race / culture
  + Dwelling / city and size
  + Occupation / Income / social status / education
* Psychographic = lifestyle or personality - not always the best ways for targeting
* Behavioural - behaviour is not easily manipulated --> hence target purchase behaviour
  + Occasions
  + Benefits
  + Uses
  + Attitudes
* Don't assume everyone is like you. Do research on…
  + Groups' characteristics
  + Behaviour understood
* Online shopping segments
  + Newbie shoppers
  + Reluctant shoppers
  + Frugal shoppers
  + Strategic shoppers
  + Enthusiastic shoppers
  + Convenience shoppers