# 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