

Example: Segmenting Your Market

SEGMENTING YOUR MARKET	
Geographic Variables	Typical Segments
City Size	Under 5,000; 5,000-20,000; 20,000-50,000; 50,000-100,000; 100,000-250,000; 250,000-500,000; 500,000-1,000,000; 1,000,000 And Over
County Size	A,B,C,D
Density	Urban, Suburban, Rural
Region	Maritimes, Central Canada, Western Provinces, Midwestern States, Northern, Southern

Demographic/ Socio-economic Variables	Typical Segments
Age	Under 6; 6-11; 12-19; 20-34; 35-49; 50-64; 65+
Education	Grade School Or Less; Some High School; High School Graduate; Post-Secondary; University; Graduate School
Family Life Cycle	Young, Single; Young, Married, No Children; Young, Married, Youngest Child Under 6; Young Married, Youngest Child 6 Or Over; Older, Married, With Children; Older, Married, No Children Under 18; Older, Single; Other
Family Size	1-2; 3-4; 5+
Income	Under \$2,500; \$2,500-\$5,000; \$5,000-\$7,500; \$7,500-\$10,000; \$10,000-\$15,000; \$15,000-\$20,000; \$20,000-\$30,000; \$30,000-\$40,000; \$40,000-\$50,000; \$50,000+
Nationality	Canadian, British, French, German, Scandinavian, Italian, American, Middle-Eastern, Japanese, Chinese, Other
Occupation	Professional And Technical; Managers, Officials And Proprietors; Clerical, Sales; Craftsmen, Foremen; Operatives, Farmers; Retired; Students; Housewives; Unemployed
Race	White, Aboriginal, Inuit, Oriental, Indian, Other
Religion	Catholic, Protestant, Jewish, Buddhist, Other
Sex	Male, Female

Psychographic Variables	Typical Segments
Lifestyle	Upscale, Urban, Rural, Suburban
Personality	Compulsive, Gregarious, Authoritarian, Ambitious
Social Class	Lower Lovers, Upper Lovers, Lower Middles, Lower Uppers, Upper Uppers

Behavioural Variables	Typical Segments
Benefits Sought	Quality, Service, Economy
Readiness Stage	Enthusiastic, Positive, Indifferent, Negative, Hostile
Usage Rate	Light User, Medium User, Heavy User
Use Occasion	Regular Occasion; Special Occasion
User Status	Non-User, Ex-User, Potential User, First User, Regular User

Business Variables	Typical Segments
Number Of Employees	1-4, 5-9, 10-19, 20-99, 100-499, 500 or More
Employment Status	Self-Employed Non-Employer, Self-Employed Employer
How Long In Business	Nascent Entrepreneurs, Start-Up, New Firms, 1-2 Years, 2-5 Years, Etc.
Industry Sector	2-digit codes – 22 Utilities, 23 Construction, 31-33 Manufacturing, 41 Wholesale Trade, 44-45 Retail Trade – see list of 20 sectors in Step 18
Industry Subsector	3-digit codes – search for “N.A.I.C.S.” at Statistic Canada or US Census websites
Industry Group	4-digit codes – search for “N.A.I.C.S.” at Statistic Canada or US Census websites
Industry	5-digit codes – search for “N.A.I.C.S.” at Statistic Canada or US Census websites
National Industry	6-digit codes – search for “N.A.I.C.S.” at Statistic Canada or US Census websites
Method of Operation	Wholesaler, Distributor, Designer, Seller, Manufacturer
Operating Hours/Wk.	0-9, 10-19, 20-29, 30-39, 40-49, 50-59, Get a Life