Market Segmentation Criteria Checklist

Demographics

1) Gender
2) Age range
3) Household Income
4) Marital Status
5) Telephone numbers
6) Occupation
7) Religion
8) Race/ethnic group
9) Language spoken
10) Education
11) Presence of children
12) Age of children
13) Length of residence
14) Postal information – for zip 4 penetration
15) All normal census data

Geographics

1) Country
2) Region
3) State
4) County
5) City/Town
6) Size of population
7) Climate
8) Population density

Psychographics

1) Leader or follower
2) Extrovert or introvert
3) Achievement-oriented or content with status quo
4) Independent or dependent
5) Conservative or liberal
6) Traditional or experimental
7) Society-conscious or self-centered
8) Religious or non religious

Consumer Behavior

1) Products purchased
2) Specific channel products purchased through
3) Rate of usage
4) Benefits sought
5) Method of usage
6) Frequency of usage
7) Frequency of purchase

Lifestyle

1) Credit cards used
2) Investor
3) Length of residence
4) Home ownership
5) Length of residence
6) Dwelling type
7) Cooking/dinning preferences
8) Gardening
9) Healthy choices
10) Contributors
11) Pets
12) Collector
13) Crafts and needlework
14) Music preferences
15) Outdoor sports and recreation
16) Computer and online services usage
17) Other lifestyle interests

Lifestyle characteristics can be further refined to suit your product/service offer. For example, "outdoor sports and recreation" can be refined to the type of sport the customer/prospect participates in, such as skiing, running, biking.

Business Markets

1) Type of business
2) North American Industry Classification System (NAICS) (replaced SIC Codes)
3) Size of business
4) Financial strength
5) Number of employees
6) Location (number of locations)
7) Structure
8) Sales level
9) Special requirements
10) Distribution patterns