

## TARGETING A DEMOGRAPHIC, PSYCHOGRAPHIC, OR BEHAVIORALLY BASED SEGMENT

### Background

Your task is to find background information useful in targeting a demographic, psychographic, or behaviorally based segment. *Examples* of such segments include, but *are not limited to*:

- Single mothers
- Re-married divorced parents
- New, first time fathers (married)
- Large families
- Single men over 50
- First time home buyers
- Residents of Akron, Ohio; Staten Island, New York; Fargo, North Dakota; or Honolulu, Hawaii
- Small town residents
- Heavy users of cosmetics
- Recent college graduates
- First generation college students
- Full time homemakers
- Junior high school boys
- Gays and/or lesbians
- Newly married couples
- “Empty nesters”
- Non-traditional (returning) college students
- NASCAR fans
- Active runners
- Surfers
- Fashionistas/fashionistos
- Frequent gamblers (legal and/or illegal)
- Individuals who engage in extreme sports
- Golfers
- Frequent business travelers
- Frequent leisure travelers
- Lifestyle bloggers
- Flight attendants
- Bounty hunters
- Electricians
- Dentists
- Elementary school teachers
- U.S. Government employees
- Employees of high tech companies
- Gun owners
- Truck drivers
- Pickup truck owners
- Sports car owners
- Ethnic or religious groups. Note that groups can be defined more generally (e.g., Asian Americans vs. Chinese Americans vs. second generation Korean Americans)
- Minimum wage earners
- Donald Trump supporters
- Bernie Sanders supporters
- Diabetics
- Social climbers
- “Foodies”
- Opera enthusiasts
- Yoga enthusiasts
- Farmers
- Long distance commuters
- Undocumented aliens

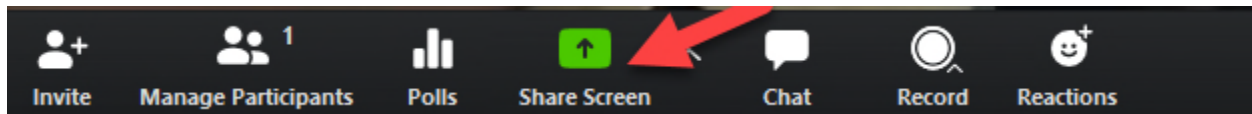
You may want to look at issues such as:

- Size of the and buying power (direct and indirect)
- Characteristics of the segment generally (keeping in mind that considerable diversity may exist within the segment)
- Consumption habits (e.g., types of products, usage of single vs. multi-serve packages)
- Spending, investment, and savings patterns
- Decision making and shopping habits (e.g., coupon usage, stocking up during sales)
- Values held
- Media interests and habits (including social media)
- Effective marketing messages

Please prepare a brief presentation (not to exceed three minutes per team). PowerPoint presentations are optional. You can have:

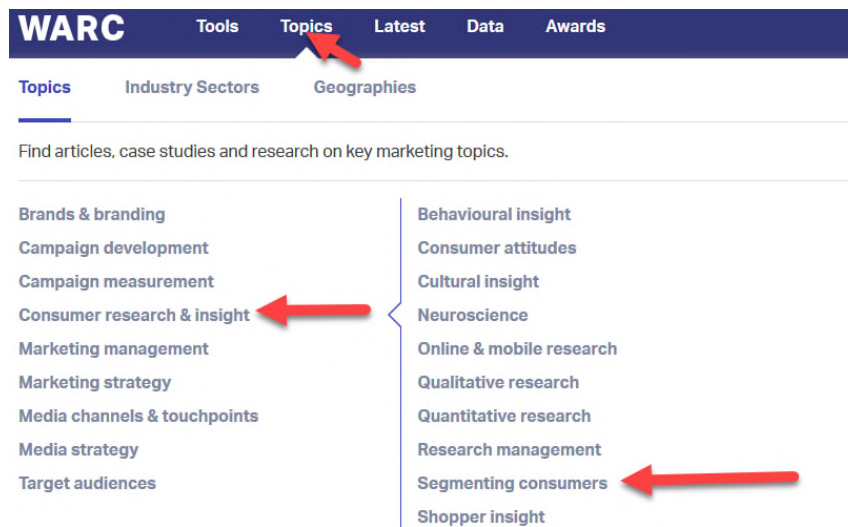
- The whole team speak
- One person speak
- Some team members speak

If you are going to show a PowerPoint presentation (optional) or other visual material, please identify in advance who will show it. At the start of the presentation, this individual should click “Share screen” on the control bar.

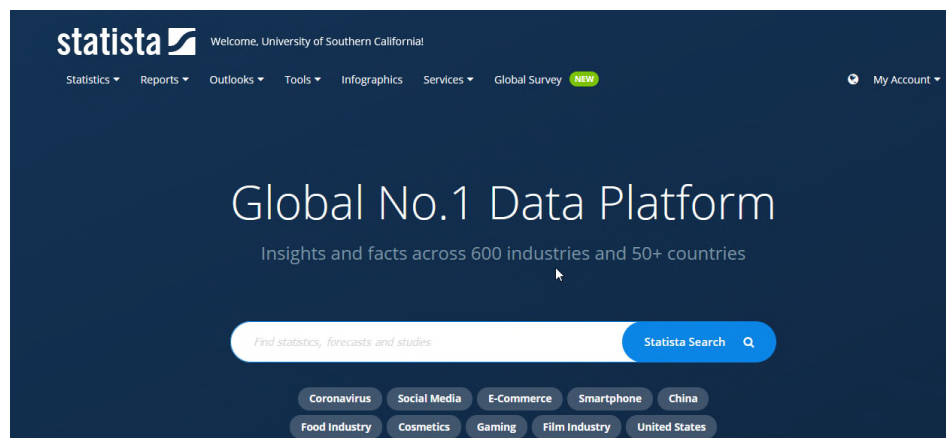


### Some suggested databases for general segment information

- WARC: Click (1) “Topics,” then (2) “Consumer research & insight” on the left, and then “Segmenting consumers” on the right:



- MarketResearch.com Academic (accessed through the Marshall Library)
- ABI/Inform
- Statistica



**Statistics and Population Characteristics:** A number of sources are listed at <https://www.usa.gov/statistics>.