

## Market Segmentation Classification

In the chart below, classify each description by identifying to which segmentation category the segment belongs. Remember that the segmentation categories are DEMOGRAPHIC, GEOGRAPHIC, PSYCHOGRAPHIC, OR BEHAVIORAL.

Description	Segment
42 year old female	
Marathon runner	
Prefers beverages without sugar	
Grandparents with young grandchildren	
North Carolina mountains	
Prefers adventurous vacations	
Stockbroker for Merrill Lynch	
Newly married couple	
Buy one and get the second ½ off	
Earns \$100,000+ per year	
Received a masters degree from N.C. State	
Cold climate	
Always buys Pampers diapers	
North Carolina 's Crystal coast	
Whitens your teeth and freshens your breath	
Houses start at \$150,000	
Bahamas	
Carolina Hurricane fan	
Buying a corsage for the prom	
Lives in rural North Carolina	
"Extended warranty available"	
UNC College bookstore	
Camouflage hunting coat	
Snow ski rentals at Beech Mountain Ski Resort	
Teacher supplies	
Four wheeling fun	
Only drinks Pepsi products	
Celebrate your birthday with Chucky Cheese	
Children under 6 eat free	