

Name \_\_\_\_\_

# Market Segments

1. For the two images below, let's assume that the people in each picture makes up the entire market for a product. Then list three criteria that you could separate the marketing into smaller market segments.



## POTENTIAL MARKET SEGMENTS

1. Apple Computer Owners
2. \_\_\_\_\_
3. \_\_\_\_\_

Image from Flickr Users SMMW14  
<https://www.flickr.com/photos/toprankblog/13540698925/>



## POTENTIAL MARKET SEGMENTS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Image from Flickr Users Partido Popular Comunitat Valenciana  
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