

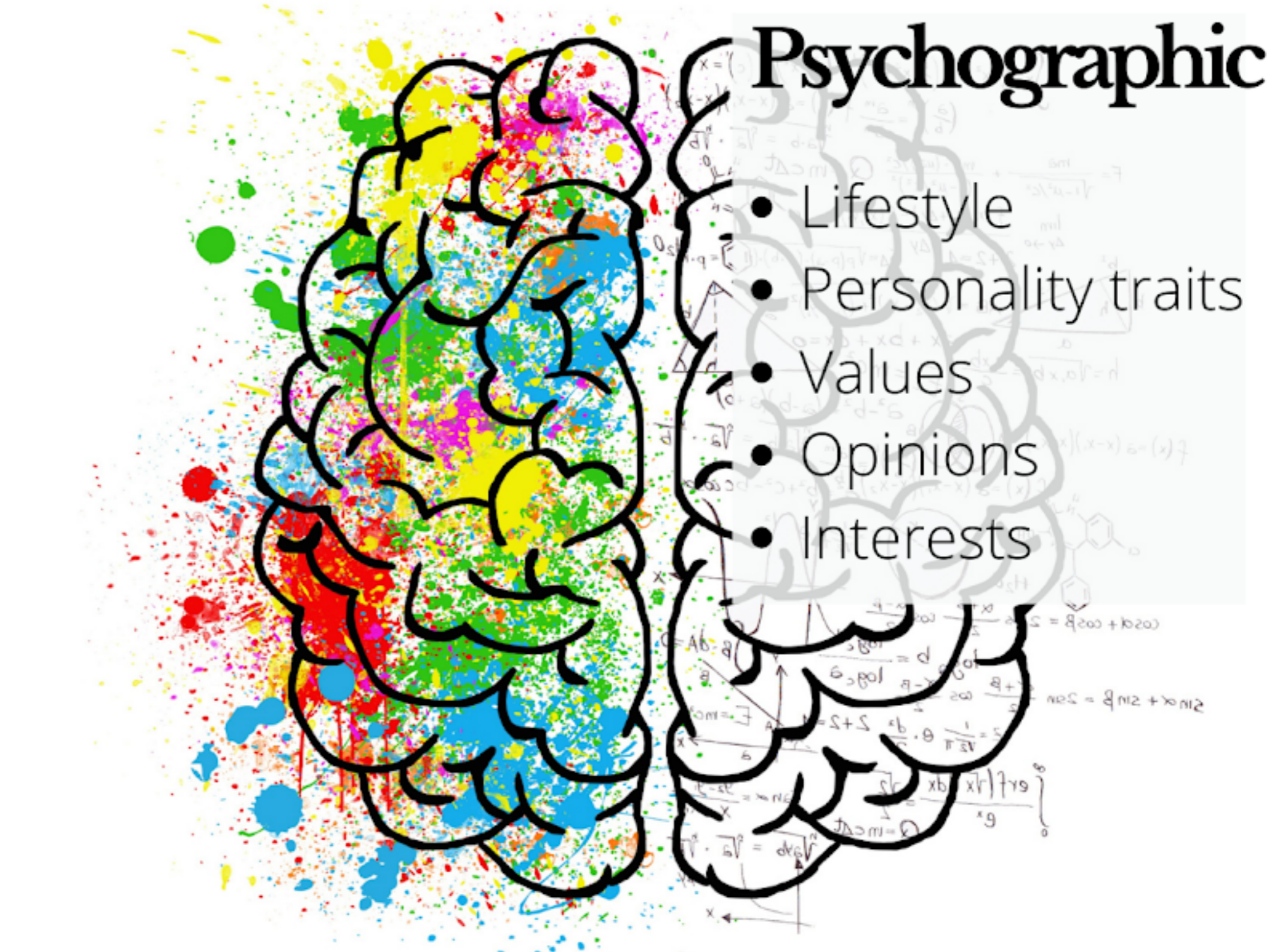
Demographic

- Age
- Education
- Income
- Family size
- Race
- Gender
- Nationality
- Occupation



Psychographic

- Lifestyle
- Personality traits
- Values
- Opinions
- Interests



Behavioural

- Purchase
- Consumption
- Lifestyle
- Usage



Geographic

- Needs
- Preferences
- Interests
- Location

