

Customer Segmentation Model						
Geographic	Demographic / Firmographic		Psychographic	Behavioural	Misc.	Market / customer structure
Classification of the basis of location	Classification on the basis of the customer's / client's demographics		Classification on the basis of social status	Classification on the basis of previous behaviour	Miscellaneous classifications	
	B2C	B2B				
International	Sex	Industry / Sector	Personality	Loyalty	Birthday	Few
Continent	Age	Turnover	Values	Frequency of use	Special use / needs	Middle
Country	Occupation	Number of staff	Attitudes	Interests		Many
Region (North, South etc)	Income	Type of Co. (Ltd, PLC etc)	Interests	Longevity of relationship		Mass market
County	Relationship status	Valuation (Market Capitalisation)	Lifestyles	Likes		
City / town	Education	Age of business	Psychological influences	Spending pattern		
Post code	Ethnicity / Race	Financial ratios	Motivations	Knowledge		
Urban or rural	Language	Trade Association	Priorities	Those who know / don't know about the product		
Radius around a location		Urgency	Socio economic class	Potential users		
		Application	Digital social media presence	Current users		
		Attitude to risk		First time users		
				Ex-users		