

## Exercise #4 My Market Segment

In this exercise, you will define your own personal market segment according to the given dimensions. Then, find out what other participants belong to your same market segment. Have fun!

In a market that is so segmented it is fundamental to know who your target is because it is not easy to find ways that will appeal to a vast majority unless you make some assumptions, and those assumptions might be right... but are usually very wrong.

### A. Please write down your:

1. Nationality

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2. Age group (18-25 / 26-45 / 46-60 / +60)

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3. Gender

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4. Race and/or ethnicity

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5. Level of education (HS/BA/MA/PhD)

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6. Family composition (no children / 1 child / 2 children / 3+ children / with spouse / no spouse)

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7. Marital status (single / married / divorced / widowed)

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8. Occupation / position

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9. Languages spoken (primary / second / third / additional)

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Your group size: \_\_\_\_\_ participants

**B. In the cards provided, please choose one dimension you have a special concern about at this point in your life.**

**C. Now follow the instructor's prompts.**