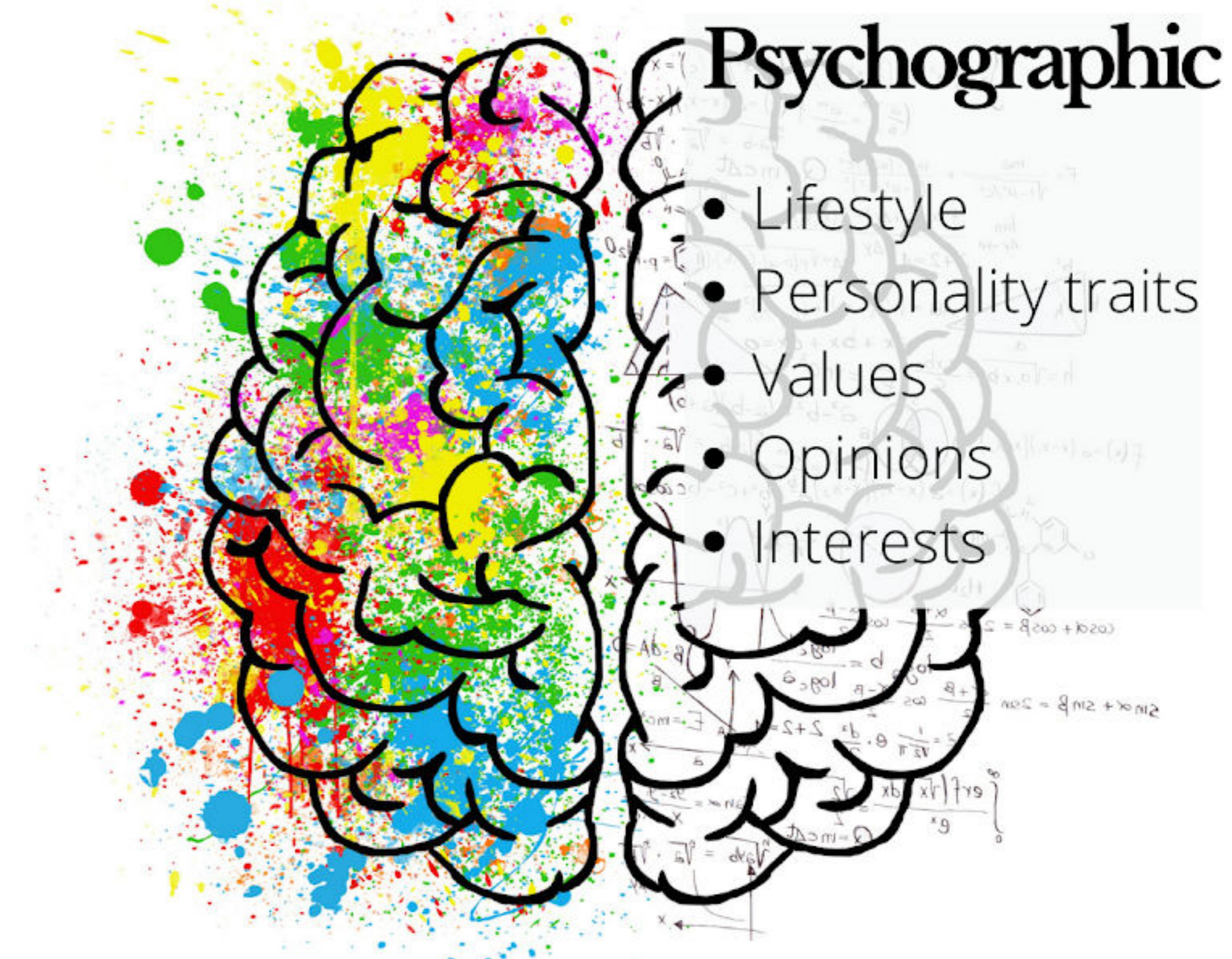# Demographic

- 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