

# Word Search

## Market Segmentation

Words to Find:

DEMOGRAPHICS  
BEHAVIOURAL  
INCOME  
OCCUPATION  
NEEDS

PSYCHOLOGY  
INTERESTS  
AGEGROUP  
EDUCATION  
VALUES

GEOGRAPHY  
LIFESTYLE  
GENDER  
ETHNICITY  
BENEFITS

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| V | N | E | E | D | U | C | A | T | I | O | N | T | B | L |
| W | K | L | I | F | E | S | T | Y | L | E | H | D | E | I |
| I | R | Y | N | G | X | Q | D | Y | X | O | N | R | H | V |
| D | E | M | O | G | R | A | P | H | I | C | S | Z | A | Y |
| J | E | Z | H | F | L | H | A | E | O | D | R | T | V | P |
| I | A | G | E | G | R | O | U | P | Q | T | X | B | I | S |
| N | W | J | D | K | P | W | Z | Z | V | L | M | W | O | Y |
| T | V | A | L | U | E | S | R | A | D | C | S | E | U | C |
| E | O | C | C | U | P | A | T | I | O | N | H | B | R | H |
| R | G | E | O | G | R | A | P | H | Y | P | P | O | A | O |
| E | V | W | L | G | E | N | D | E | R | N | J | X | L | L |
| S | H | A | O | F | I | N | C | O | M | E | E | W | M | O |
| T | E | T | H | N | I | C | I | T | Y | V | T | E | A | G |
| S | C | Q | M | Y | B | I | L | P | Y | J | J | X | D | Y |
| W | L | J | B | E | N | E | F | I | T | S | H | Q | M | S |



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