

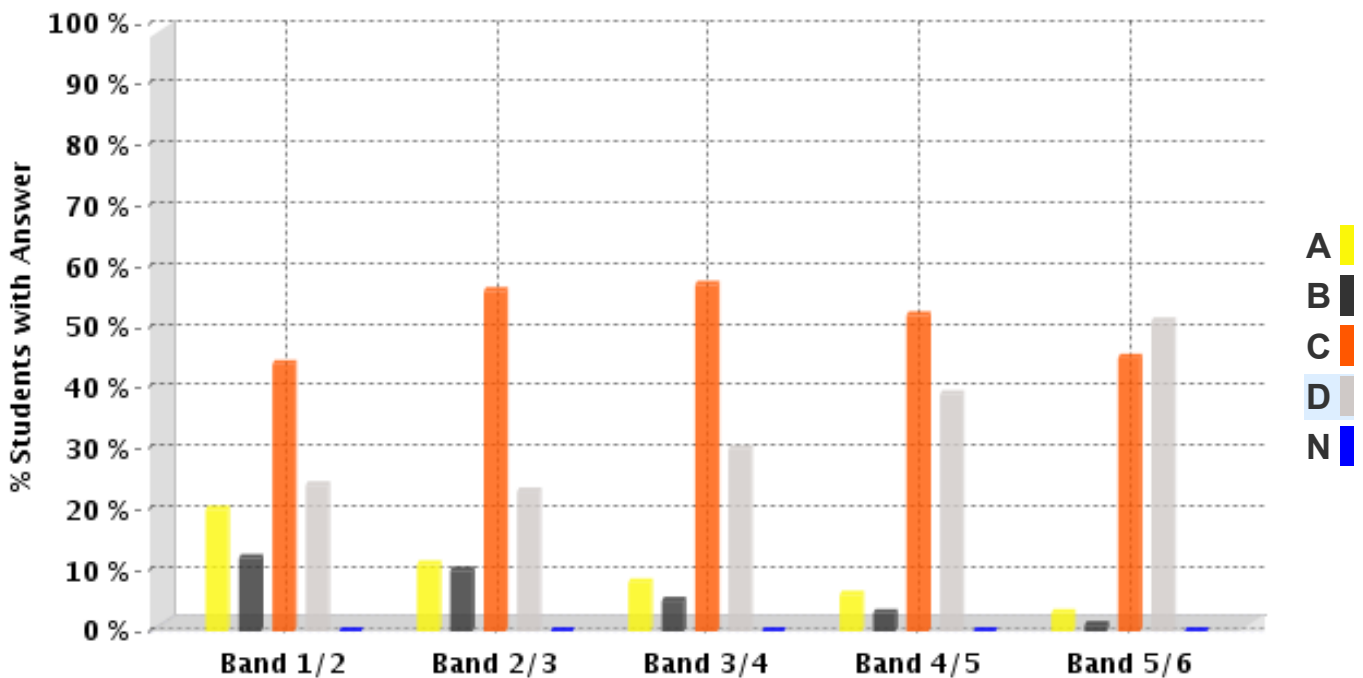
Question 15

A gym has fitness-conscious office workers as its target market.

What type of market segmentation is this?

- A Geographic and behavioural
- B Geographic and demographic
- C Psychographic and behavioural
- D Psychographic and demographic

HSC Statistics on this Question:



	Band 1/2	Band 2/3	Band 3/4	Band 4/5	Band 5/6
A	20%	11%	8%	6%	3%
B	12%	10%	5%	3%	1%
C	44%	56%	57%	52%	45%
D	24%	23%	30%	39%	51%
N	0%	0%	0%	0%	0%

The table and graph show, for the groups of students whose marks in the examination corresponded to the borderline between two bands, what percentages of each group selected the responses A, B, C and D. N is used to identify: No valid response.