

Segmentation Challenge Questions

Instructions: Answer the questions on this page, or on a separate notepad and then check your responses compared to the expert's located below each question.

Question #1:

This home tool is used by handy fixer-uppers across the country. What type of segmentation would this be?

- a. Psychographic
- b. Demographic
- c. Behaviorgraphic
- d. Geographic

[Access the expert's response to question 1.](#)

Question #2:

Pogroller is a new toy that is like a pogo stick only it rolls along and has four extensions or feet surrounding the main pole with rollers on them. The competitive advantage it has over pogosticks which has one pole that has a bouncing feature at the end of it, is which of the following?

- a. It does not bounce.
- b. It provides a smooth ride.
- c. It covers more ground easily.
- d. It is safer for children.

[Access the expert's response to question 2.](#)

Question #3

What is a slice of the market that has the same hobby called?

- a. Demographic segment
- b. Psychographic segment
- c. Behavioral segment
- d. Geodemographic segment

[Access the expert's response to question 3.](#)

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Question #1: This home tool is used by handy fixer-uppers across the country. What type of segmentation would this be?

- a. Psychographic
- b. Demographic
- *c. Behaviorgraphic
- d. Geographic

Expert's response: Did you say behaviorgraphic segmentation? If so, you would be correct, good work! Yes, this tool is being segmented as the group of people across the country who are handy with tools. In other words, those people who like to work with their hands.

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Question #2: Pogroller is a new toy that is like a pogo stick only it rolls along and has four extensions or feet surrounding the main pole with rollers on them. The competitive advantage it has over pogo sticks (which has one pole that has a bouncing feature at the end of it), is which of the following?

- a. It does not bounce.
- b. It provides a smooth ride.
- c. It covers more ground easily.
- *d. It is safer for children.

Expert's response: Did you say it was safer for children? Absolutely! Because it has essentially five rollers steadying it, it is less likely for children to fall. This is a distinctive competitive advantage. Although it will provide a smoother ride, and cover the ground more easily, these factors will not be as much of a competitive advantage as small children's cars and other rolling devices in the marketplace for small children. However, parents will be able to discern that when children jump with the Pogroller it lands more safely using four rolling legs to steady the landing.

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Question #3: What is a slice of the market that has the same hobby called?

- a. Demographic segment
- *b. Psychographic segment
- c. Behavioral segment
- d. Geodemographic segment

Expert's response: Did you answer correctly "b," psychographic segment? If so, good job! This would be the segmentation of the market based on personality traits, hobbies or values.

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