

1	An individual that makes a purchase.
2	Separating consumers into smaller groups.
3	An athlete which is monetarily paid for performance.
4	An athlete which is NOT monetarily paid.
5	A source of diversion or activity engaged in for pleasure.
6	An individual which uses a product or service.
7	Segmentation based on personal interest and activities.
8	A relatively small market with specialized need.
9	All individuals at or exposed to an event.
10	Simultaneous production & consumption of sports events at a venue.
11	Segmentation based on Rate of use.
12	Total money from ticket sales for an event.
13	Segmentation based on measurable statistics.
14	A sport that is overseen by a sanctioning body
15	Segmentation based on area, region, or climate.

Amateur

Audience

Behavioral Segmentation

Consumer

Demographics

Customer

Gate Receipt

Geographics

Market Segment

Niche Market

Organized Sport

Professional

Psychographics

Sport

Stadium as Place