**Demographic Segmentation for Medical Tourism App:**

**Target Market 1: California**

**1. Uninsured:**

* **Age: 25-64**
* **Average Household Income: Less than $80,000 per year**
* **Average Individual Income: Less than $70,000 per year**
* **Occupation: Daily wage earners, low-income jobs**
* **Ethnicity: All ethnicities**
* **Health Insurance: No health insurance or inadequate coverage that doesn't cover dental**
* **Motivations: Seeking affordable treatment not covered by insurance companies**
* **Interests: Essential treatments, desire for low prices**

**2. Arab Community:**

* **Age: 35-65**
* **Average Household Income: More than $60,000 per year**
* **Average Individual Income: More than $50,000 per year**
* **Occupation: Employees or business owners**
* **Ethnicity: Arab**
* **Health Insurance: Insured or uninsured**
* **Motivations: Combining treatment with visiting family and friends in Egypt, seeking services in Arabic**
* **Interests: Saving money, high-quality services, cultural familiarity**

**3. Budget-Conscious Medical Tourists:**

* **Age: 30-70**
* **Average Income: Varies, but not less than $50,000 per year**
* **Occupation: Not specified**
* **Ethnicity: All ethnicities**
* **Health Insurance: Often have insurance, but with inadequate dental coverage**
* **Motivations: Seeking affordable, reasonable quality treatment (value for money) with optional leisure**
* **Interests: Combining treatment with tourism or visiting attractive locations, seeking comprehensive travel packages**

**Target Market 2: Texas**

**(Taking into account that the average salary in Texas is lower than in California)**

**1. Uninsured:**

* **Age: 25-64**
* **Average Household Income: Less than $50,000 per year**
* **Average Individual Income: Less than $35,000 per year**
* **Occupation: Daily wage earners, low-wage jobs, some may be unemployed**
* **Ethnicity: All ethnicities**
* **Health Insurance: Uninsured or have insufficient insurance that does not cover dental services**
* **Motivations: Accessing essential treatment at very low prices**
* **Interests: Focus on basic and essential treatments, searching for the lowest possible prices**

**2. Arab Community:**

* **Age: 35-65**
* **Average Household Income: More than $40,000 per year**
* **Average Individual Income: More than $30,000 per year**
* **Occupation: Varied, from business owners to employees in various fields**
* **Ethnicity: Arab**
* **Health Insurance: Insured or uninsured**
* **Motivations: Combining treatment with visiting family and friends in the Arab world**
* **Interests: Seeking services in Arabic, saving money, obtaining good quality at a reasonable price**

**3. Budget-Conscious Medical Tourists:**

* **Age: 30-70**
* **Average Income: Varies, but not less than $35,000 per year**
* **Occupation: Not specified**
* **Ethnicity: All ethnicities**
* **Health Insurance: May have insurance, but it does not adequately cover dental services**
* **Motivations: Seeking treatment at a lower cost than in their home countries, while obtaining reasonable quality**
* **Interests: Combining treatment with leisure tourism, looking for comprehensive travel packages that offer a complete experience.**