

# Walmart and Target

### Target

Demographics: 85% female, 29.7% 35-44 years old  
 Psychographics: 88% married couples with kids  
 Geographic: each 30% and 25% Midwest  
 Benefits: various quality products, open spaces

### Walmart

Demographics: 50.6% female, 45-54 years old  
 Psychographics: married with kids  
 Geographic: 40% of the stores are in the south  
 Benefits: various cheap products, multiple products within

### Target Market

Walmart customers are married with slow kids that want diverse quality goods at a low price and live in the south.  
 Target customers are young married couples with kids that want to shop for quality products cheaper than most stores and live in the south or Midwest.

### Similarities and Differences

Walmart	Target
Walmart customers are married with slow kids that want diverse quality goods at a low price and live in the south.	Target customers are young married couples with kids that want to shop for quality products cheaper than most stores and live in the south or Midwest.

### Definitions

**Demographics:** the quantifiable statistics of a given population  
**Psychographics:** the study of personality, values, attitudes, interests, and lifestyles.  
**Geographic:** the study of nations, states, regions, countries, cities.  
**Behavior segmentation:** divides consumers into groups according to their knowledge of, attitude-towards, use of or response to a product  
**Product positioning:** identifying and attempting to occupy a market niche for a brand, product or service utilizing traditional marketing placement strategies.  
**Target Market:** a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise towards.

### Coverage Area



Walmart location: 71 on African American and Stock  
 Target location: 26.26 White  
 Family Home: 44.66  
 Average family size: 3 people  
 Coverage:

Publix is quite expensive, but they have better products. Wal mart is not near as expensive, but their products are of the same quality. If Publix could change their product's prices it would be the perfect store to go to. It's clean, convenient, and then it would have low prices. Wal mart could move to a better area that is in the between 82 and 19. That is the general location for everyone if they meet up and are on opposite sides of Lee County. The quality of the products, locations, and the way the store is perceived on the inside makes a world of a difference. Publix's weakness are Wal mart's strengths and vice versa. If they could collide at one spot and provide a central location's they would be much more successful.

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### Similarities and Differences

Similarities	Differences
Both are targeting married couples.	Walmart is targeting a broader demographic than Target.
Both are targeting young married couples.	Target is more focused on quality products.

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### Coverage Area



Public's weakness: 71% African American and Black, 26.2% white, family income \$47,667  
 Coverage family: 4768, 4 people  
 Coverage:

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**Target Market**- a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise towards.

# Walmart

**Demographics**- 55.6% female  
45-55 years old

**Psychographics**-married  
with kids

**Geographics**-40% of the  
stores are in the south

**Benefits Derived**-cheap  
products, multiple  
products within