Market Segmentation

Geographic description of the target market:

Region of the country- Ridley Park Pennsylvania.

County Size- Delaware County 553,619 population.

City size- Ridley Township 30,791 population.

Density- Suburban.

Climate- Seasonal.

Demographic Description of the Target Market:

Age- 18+.

Gender- both male/female.

Marital Status- Single, married, divorced, widowed.

Family size- Smaller Familys 4 or less

Family life cycle- single, married, married with kids, retired.

Household size- anything from 1-5 people.

Income- 10-25k or higher salary.

Occupation- Profession, manager, service etc…

Education- high school education or more.

Sociocultural segmentation:

Religion- Catholic, jewish, muslim etc…

Nationality- Irish, German, French.

Race- White, Black, Hispanic.

Social Class- Middle class.

Psychographic Segmentation:

Life Style- Achievers, hard workers, dedicated, in need of change.

Personality- Outgoing, ambitious, motivated.

Behavorial Segmentation:

Brand Loyalty- Moderate.

Store Loyalty-Strong.

Benefits Sought: Quality/service.

Usage rate-Heavy