



Target: Moms

Shortly after Target officially announced it was setting up shop in Canada, Spider Marketing Solutions conducted a survey of Canadian moms' attitudes and behaviour towards the retailer. Here's what it found:

On Mom's Radar

88% brand awareness among Canadian moms

26% have already shopped there

60% are aware that Target is on its way

95% say they are at least 'somewhat likely' to shop at Target

Worth The Drive

The majority of moms say they will take the extra time and effort to visit a Target store as soon as it opens here

56% will drive 15 minutes or longer to get there



62% will go as early as the first week it opens

Tapped In

77% of Canadian moms will visit Target's website versus **68%** of women without children

34% will join Target Canada's Facebook page compared to **21%** of women without children

19% of Canadian moms will sign up for Target's mobile app compared to **9%** of women without children