

Spotlight on Canadian Moms: Target's Entry Into Canada



With the media hype around Target's entry into Canada in 2013, Spider Marketing conducted a study to understand Canadian moms' attitudes and behaviour toward the retailer prior to their arrival. Looking at a national mom sample, we wanted to learn about perceptions, potential impact, shopping considerations and the risks facing Canadian retailers.

TOPLINE:

- 60% awareness amongst Canadian moms that Target is on its way
- 92% of Canadian moms say they are at least 'somewhat likely' to shop at Target
- Target is NOT just another Walmart
- Interest in Target is driven by competitive pricing, consumer value and superior shopability
- Already strong interest in engaging with Target through traditional shopper marketing

ALREADY SET FOR SUCCESS!

- 88% awareness amongst Canadian moms; 26% have already shopped there
- Canadian moms list Target as one of their favourite U.S. retailers – on par with Walmart, which established itself in Canada almost 20 years ago!

- Canadian moms continue to look for great value in order to find the best product for their needs – not necessarily looking for "cheap" (67% vs 32%)



- Target already has brand equity with Canadian moms and can now focus more on loyalty building
- 79% are likely/somewhat likely to sign up for Target loyalty program

CATEGORIES OF INTEREST:

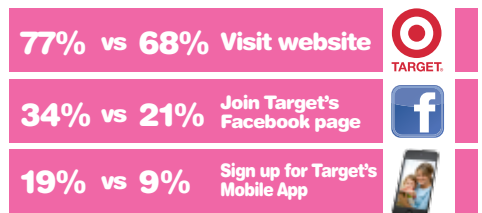
- Top categories 'of interest' at Target include Household Products, Home Décor, and Beauty/Personal Care

MOMS ARE EXCITED!

Word of mouth is key amongst moms, with 73% of past Target shoppers in Canada likely to shop there when it arrives AND 84% who will discuss it with their friends!

- While 1/3 of Canadian moms state they prefer to support Canadian retailers, this does not mean they won't shop at U.S. retailers. 47% feel "very positive" about Target coming and 49% "can't wait" for its arrival.

Canadian moms more likely to engage with Target through both non-traditional AND mass touch points (vs. women without children):



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

THE BOTTOM LINE:

For Retailers: It's not just Zellers shoppers who will convert to Target; Clothing Retailers will be impacted along with toys/games, home décor, beauty and personal care, seasonal products and electronics.

For Consumers: Canadian moms are excited for Target's arrival but not completely sure how it will affect their overall shopping

behaviour until they see how Target can fit into their lives.

For Both: If the U.S.'s attitude toward the brand is any indication, the retailer will surely cause a shakeup on the Canadian retail landscape – so long as value remains at the forefront.

For further information on our MomTrac™ reports, please contact Christine Ross:
cross@spiderms.com
[twitter@spidermom1](https://twitter.com/spidermom1)
www.spidermarketingsolutions.com