



Target Analysis Report: Defining and Reaching Targets Target audience March 2024

Produced by: Statistica



KEY FINDINGS

Customer Profile :

- 51% of Target users are female. This makes it an almost even split of males and females who shop at Target.
- 47% of shoppers come from high income families
- Target is the most popular grocery store for millennials

Targeting Customers:

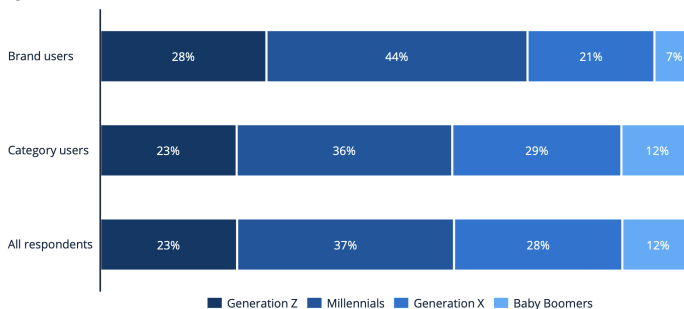
- Target shoppers interact with companies on social media more often than other grocery store shoppers.
- Target shoppers remember seeing ads in video portals more than other grocery shoppers

Customer Profile:

Age Range

2024 date from Statistica has provided a Global Customer Survey of the ages of consumers who shop at Target. We have identified two important age groups for Target's target audience. 44 % of Target shoppers are millennials, and 28% of shoppers fall into Gen Z. We will have a young target audience.

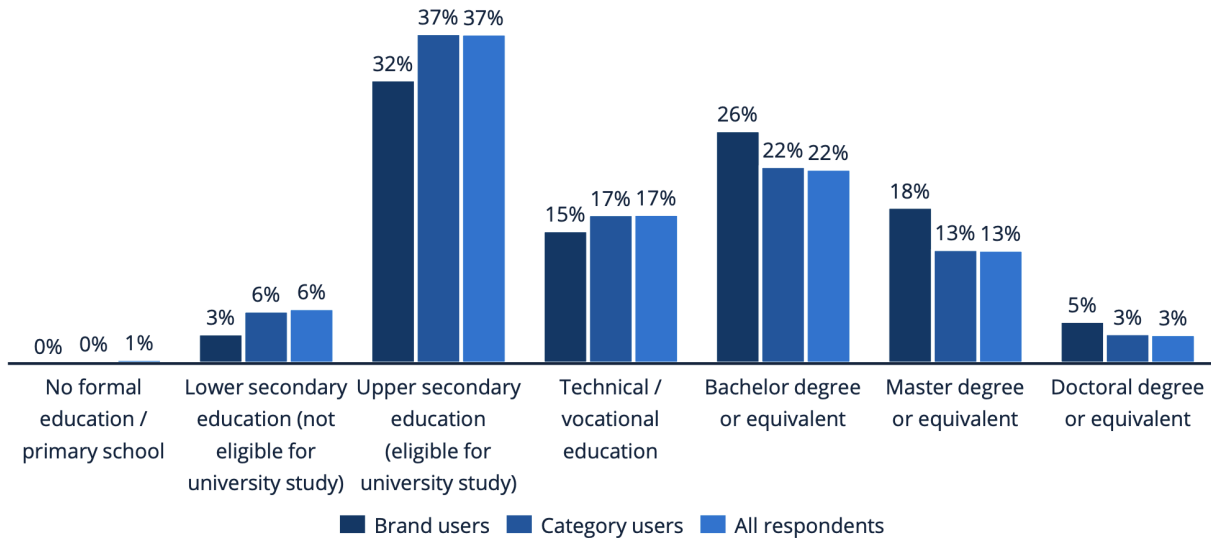
Age of consumers in the U.S.



Education

Customers' level of education was also a big characteristic of the data. 32 % of Target users have an upper secondary education, 26% of users had a bachelors degree, 18 % had a masters, and 5 % had a doctorate degree. In summary, the majority of Target shoppers (81%) have a high school education or higher.

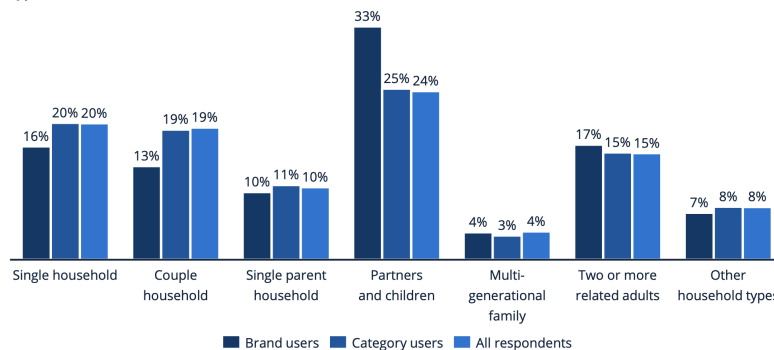
Consumer's level of education in the U.S.



Household size

Statistics involving households have shown 33% of shoppers have a partner and children, 16 % are in a single household, and 13 % are in a couple household. This data shows that married couples with children are more likely to shop at target.

Type of households in which consumers in the U.S. live

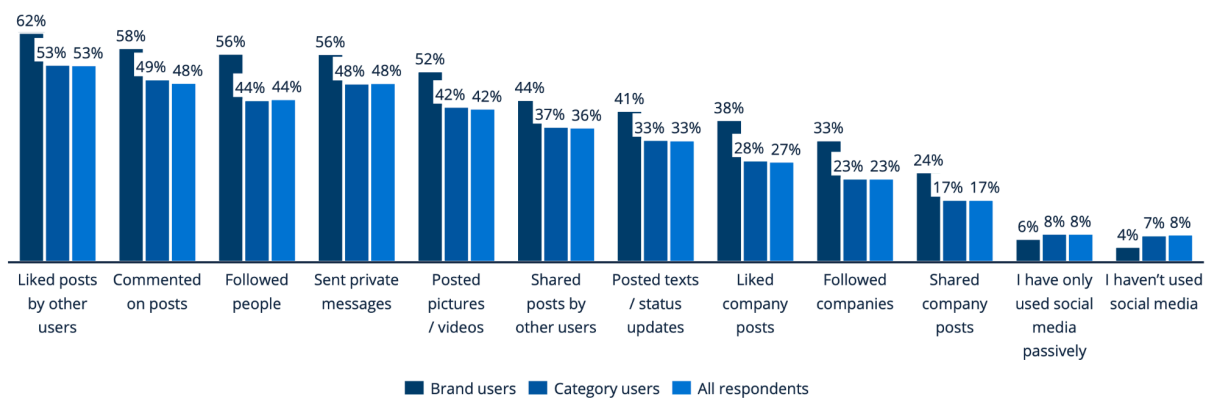


Targeting Customers

Social Media and TV ads

Target shoppers interact with companies through social media more than other grocery store shoppers. While 62% of users like posts by others users, and 58% comment on others posts. They are more likely to like company posts than other category users. We recommend Target use social media ads as a way for their customers to follow their company and see their products. This way, users will be able to know what products they are selling, and customers are more likely to visit their stores. Target shoppers also remember seeing ads they saw at movies/cinemas than other grocery store shoppers. Target shoppers are 6% more likely to remember ads on TV, and 10% more likely to remember ads on the radio. Target should focus on creating marketing campaigns on television and on the radio to ensure their customers will see and remember their ads.

Social media activities in the U.S. by type



Conclusion

Based on data, Target should target their marketing and advertising efforts toward young individuals, who have a highschool education or higher, and live in a household with a married couple and kids. Target should also target their efforts to people who use social media regularly, and watch tv and listen to the radio. Their audience is likely to follow social media accounts, and interact with posts, which is why Target should focus on building their social media pages. They should also create a commercial that can be played on the radio talking about their products, so that the users can hear it and remember it. They could also work on creating a campaign in a video style that can be seen on instagram, facebook, and twitter that users will see on their feed.

