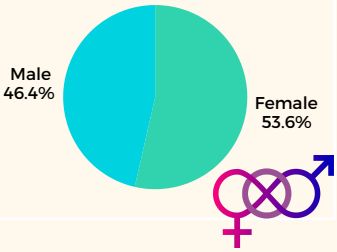
TARGET TALK

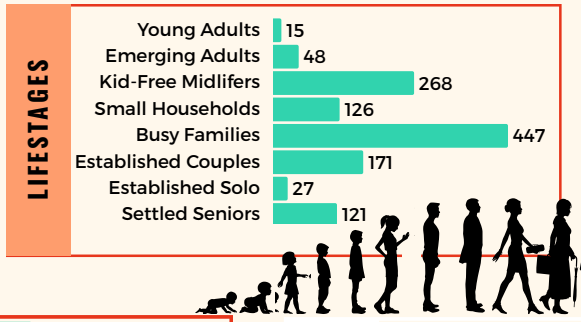
Core Demographics

n = 1270 July 16 10:30 AM EST

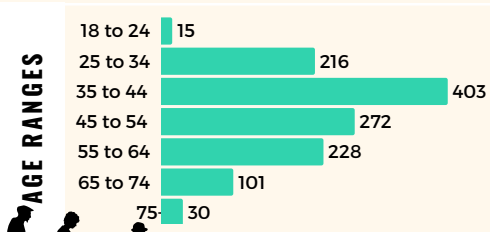
GENDER



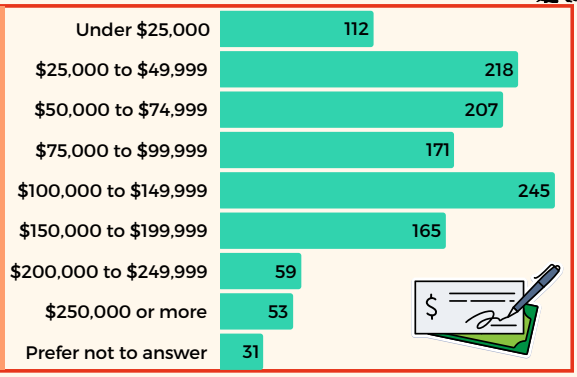
LIFESTAGES



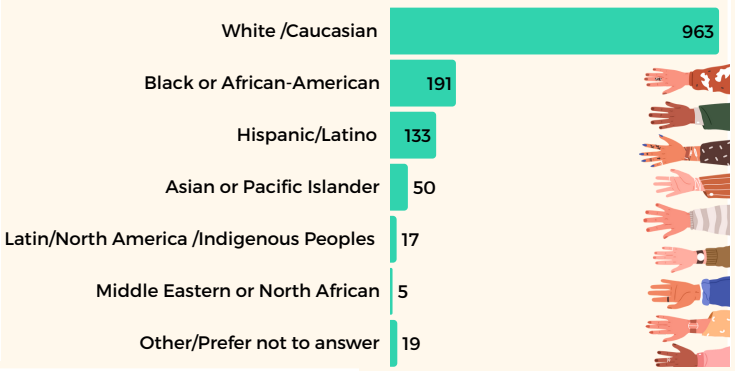
AGE RANGES



HOUSEHOLD INCOME



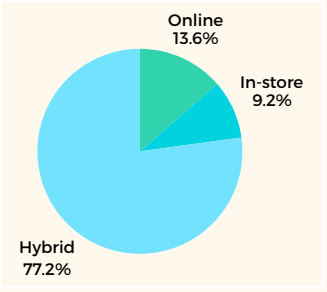
RACE/ETHNICITY



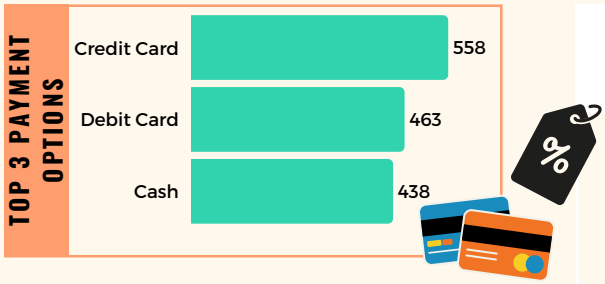
Welcome Study Results

n = 803 July 16 10:30 AM EST

PREFERRED SHOPPING EXPERIENCE

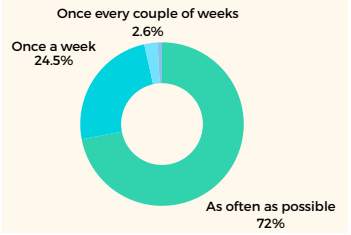


TOP 3 PAYMENT OPTIONS



PROMOTION OR DISCOUNT PREFERENCES

IDEAL PARTICIPATION FREQUENCY



TOP 5 RETAILER INFLUENCE

n=463
discover products through conversations with colleagues/peers, friends/family or by word of mouth

The Harris Poll