

Flash Poll Results: Presented to Target

Survey Results

April 2025

Methodology

This survey was executed by The Harris Poll among a nationally representative sample of 2,506 U.S. adults conducted online from April 25th to 26th, 2025.

Results are weighted for age within gender, region, race/ethnicity, marital status, household size, income, employment, education, political party, and political ideology where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online. The margin of error for the total sample is +/- 1.9 pts on a 95% confidence level.

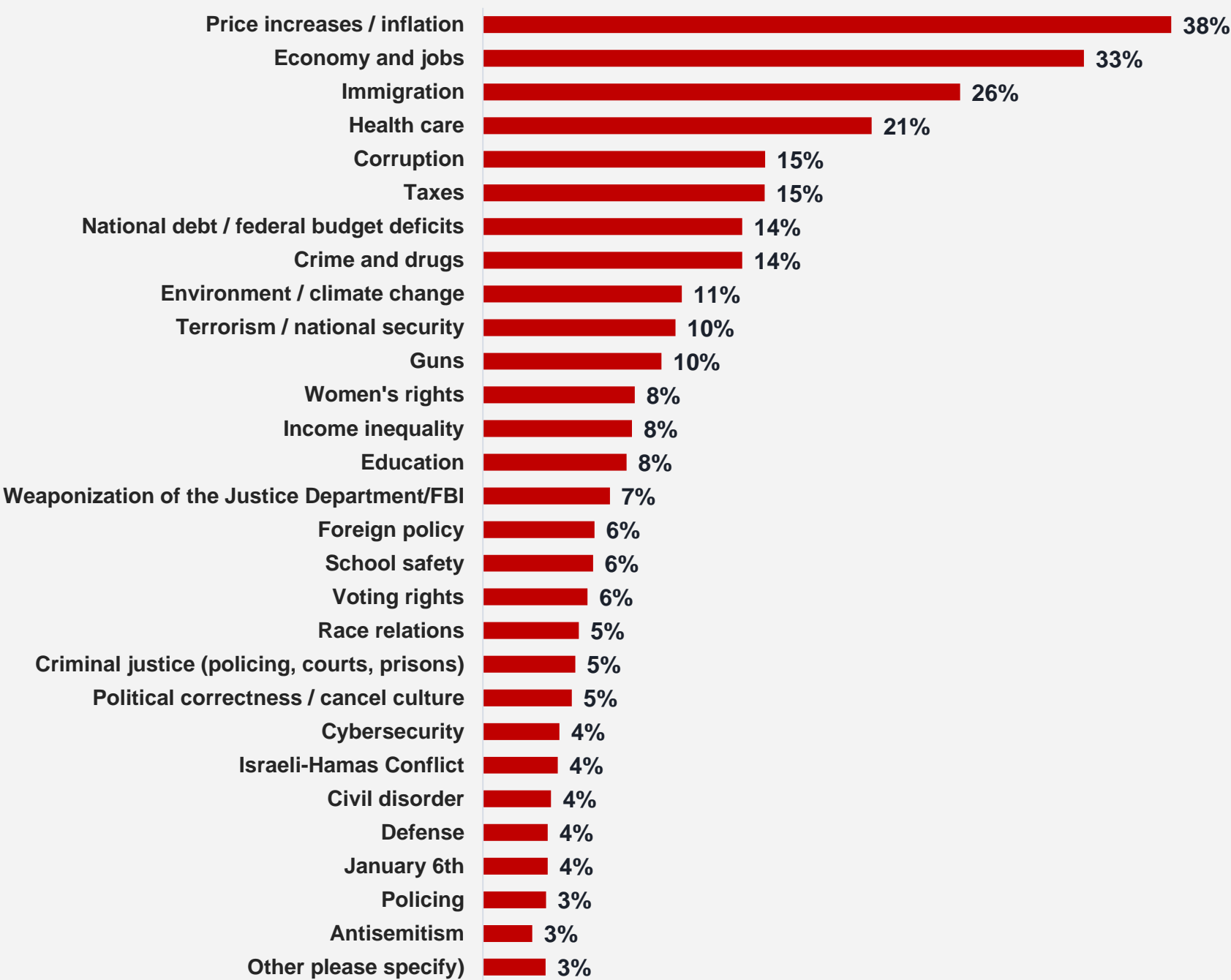
Respondents for this poll are recruited through opt-in, web-panel recruitment sampling. Recruitment occurs through a broad variety of professional, validated respondent panels to expand the sampling frame as wide as possible and minimize the impact of any given panel on recruiting methods.

	N Size
Target Shopper <i>Shops at Target occasionally or frequently</i>	1,450
Non-Target Shopper <i>Shops at Target never or seldom</i>	1,056
Traditional Republican <i>Identifies as a traditional, non-MAGA Republican</i>	375
MAGA Republican <i>Identifies as a MAGA Republican</i>	521
Democrat	768
Independent	983
Political Boycotters <i>Has recently stopped shopping at a business due to their politics</i>	796
Black consumers	292
LGBTQ+ consumers	243
Established Couples	131
Busy Parents	414
Kid-Free Midlifers	299









As expected, inflation, economy, immigration are top issues

LGBTQ+/trans issues do not enter the list of top issues for American voters.



Target is associated with supporting LGBTQ+ rights

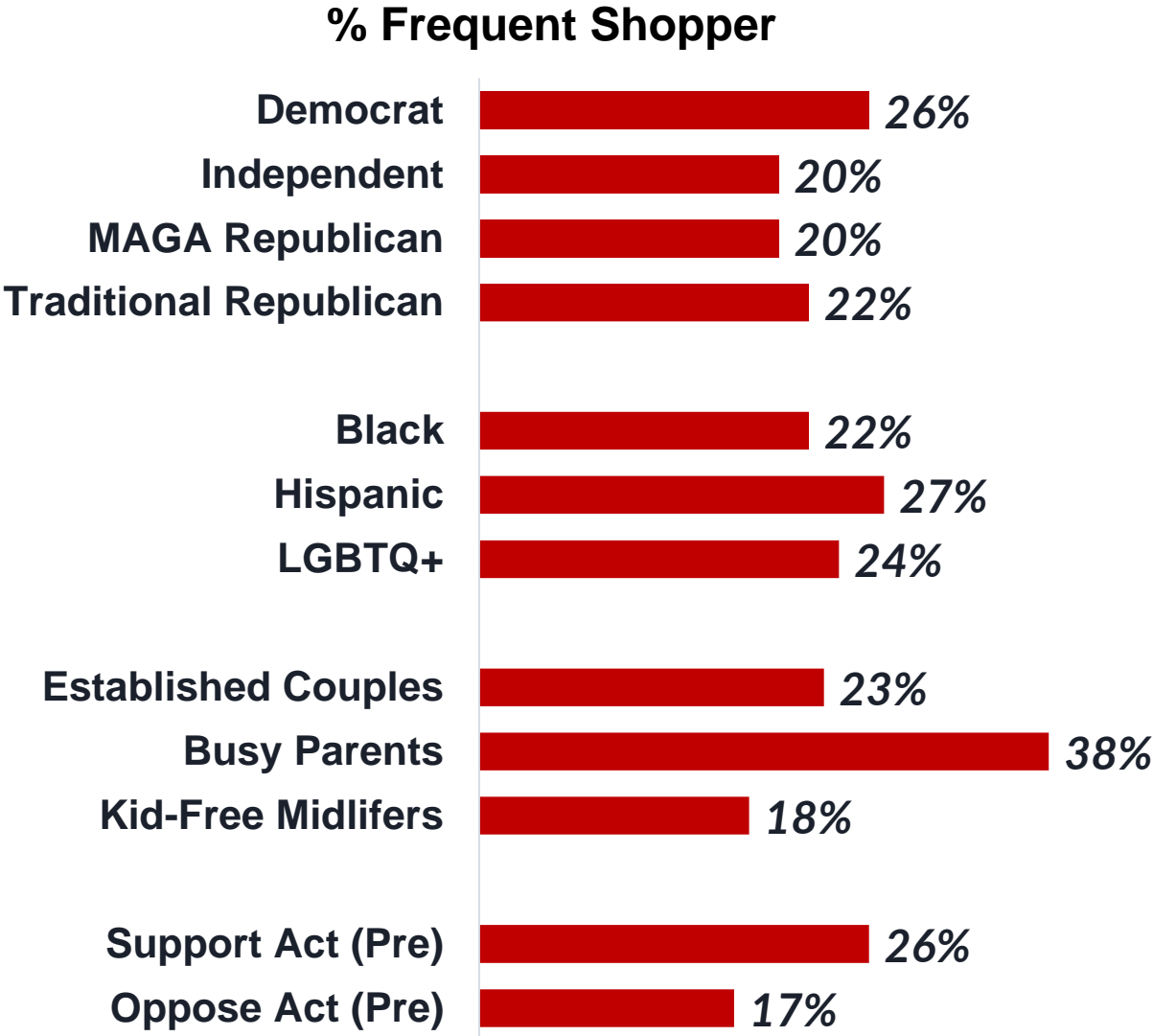
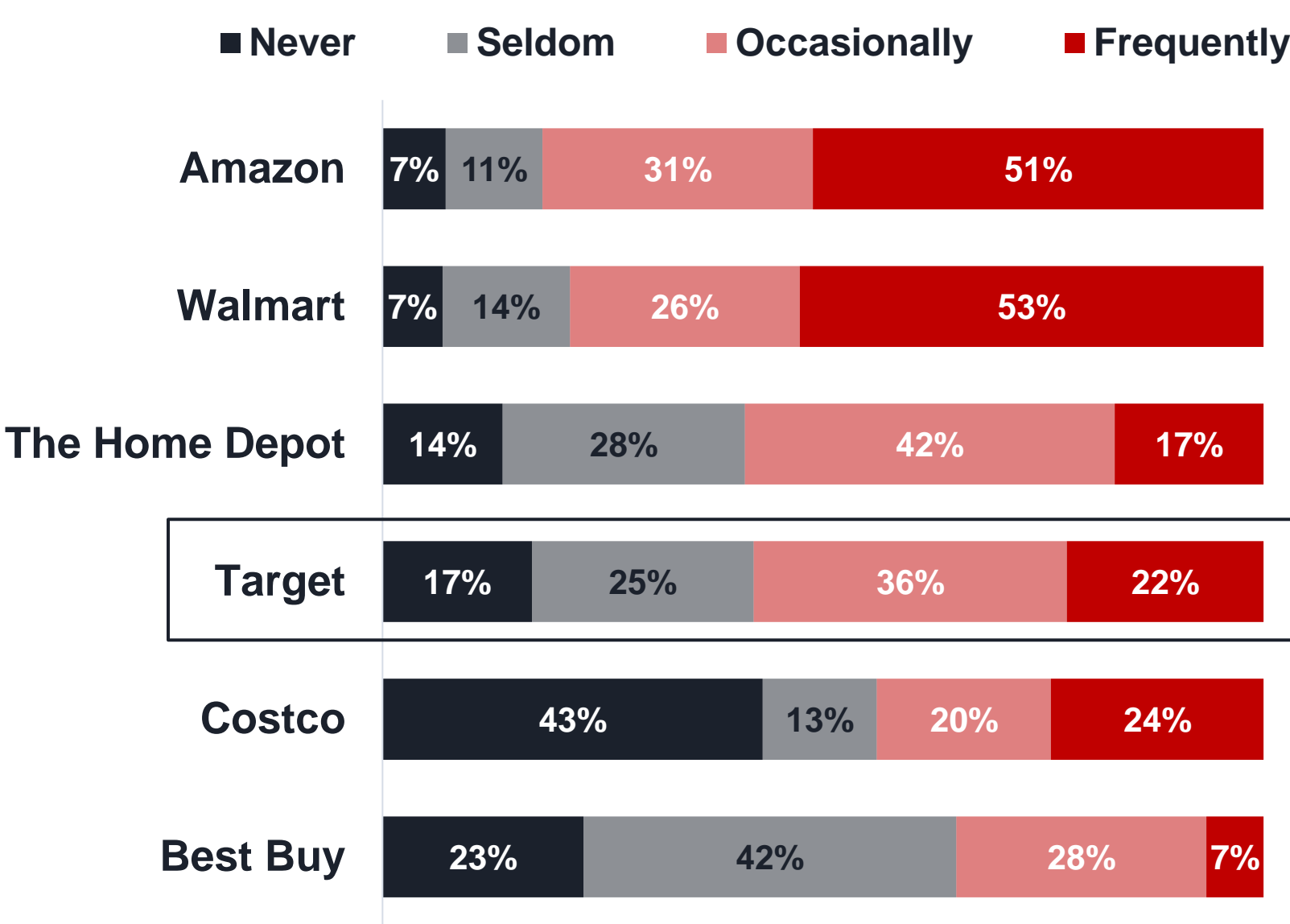
Which one of the following companies do you most associate with the following statements?

		Walmart 	amazon 				None of these
Supports LGBTQ+ rights	33%	26%	25%	25%	16%	16%	38%
Avoids taking a stance on cultural issues	22%	28%	24%	20%	23%	23%	42%
Provides fair pay & opportunities for working-class employees	30%	40%	43%	43%	36%	26%	18%
Focuses on profits over people	31%	40%	38%	23%	25%	27%	28%
Advocates for environment responsibility	22%	28%	30%	24%	25%	17%	38%
Supports and improves local communities	29%	41%	30%	29%	36%	21%	25%
Stands for diversity, equity, and inclusion (DEI)	33%	34%	31%	34%	23%	20%	27%
Supports racial justice and equality	31%	33%	32%	31%	24%	21%	33%
Supports veterans and military families	25%	40%	28%	30%	47%	22%	25%
Focus on American manufacturing and jobs	19%	30%	26%	21%	33%	17%	36%

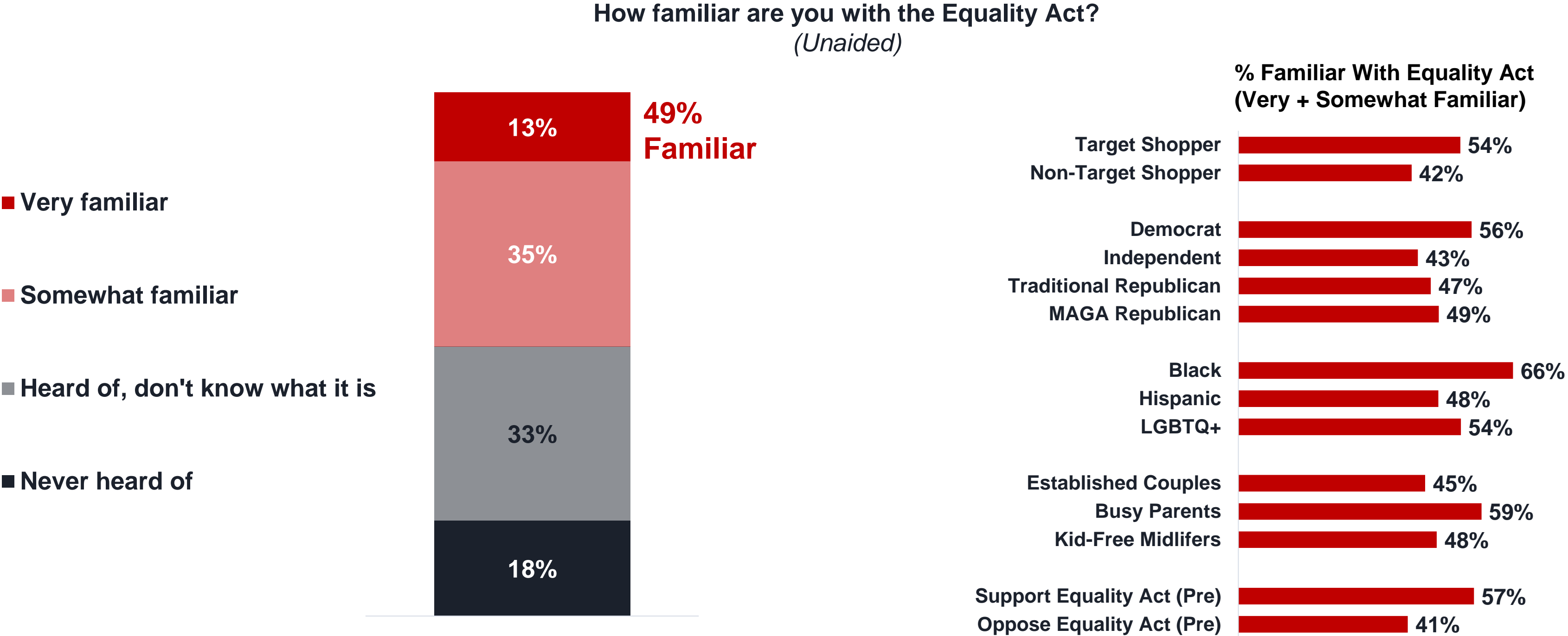


MAGA voters, Equality Act opponents less likely to shop at Target

How often do you shop at the following retail companies?



Consumers are conflating the Equality Act with other legislation



Once explained, 61% say it is important for companies to support Equality Act

As you may know, the Equality Act is a proposed bill in congress that would expand civil rights laws to include protections against discrimination based on sexual orientation and gender identity (LGBTQ+) in areas such as employment, housing, education, public accommodations, and credit. How important is it to you that companies publicly express support for this legislation, rather than remaining neutral or silent?



Anti-discrimination to LGBTQ+ sees broad support; trans issues lag

Do you support or oppose the following provisions of the Equality Act?

Not sure

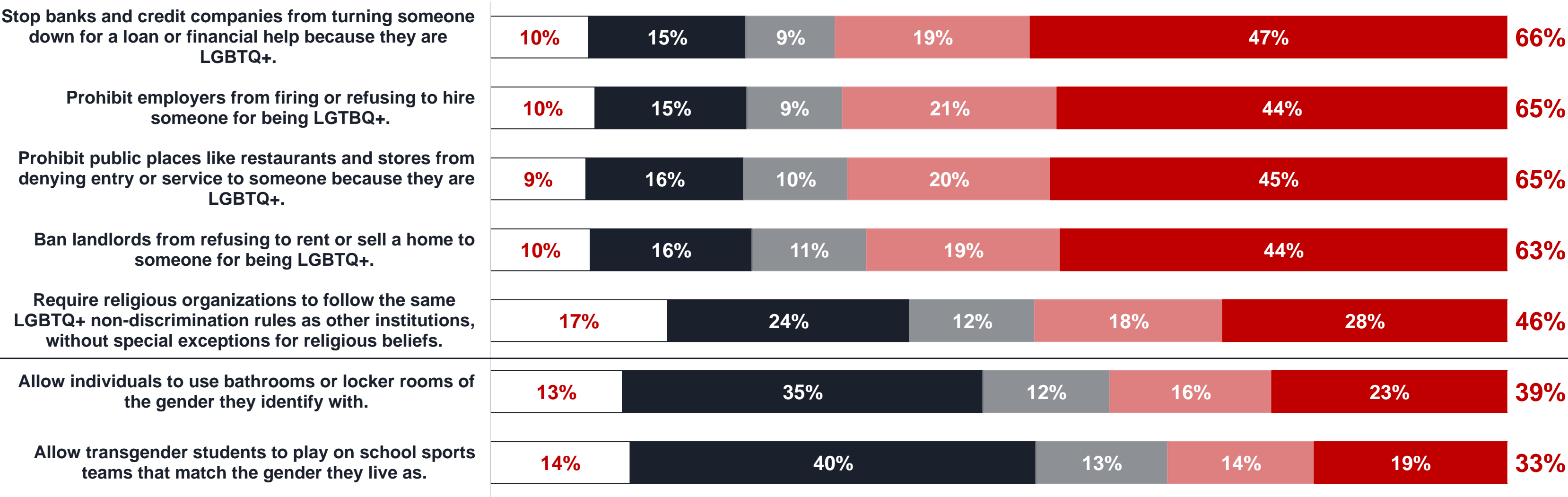
Strongly oppose

Somewhat oppose

Somewhat support

Strongly support

Support (NET)



33% less likely to shop if they rescind on Equality Act commitment

If a major retailer publicly **reaffirmed its support** for the Equality Act, would that make you more or less likely to shop there?

Target shopping frequency:	Frequent (22% of total)	Occasional / Seldom (61% of total)	Never (17% of total)
More Likely	49%	33%	23%
Less Likely	16%	19%	27%
No Change	35%	47%	50%

If a major retailer that once supported the Equality Act **no longer does** due to changes in its stance on certain provisions, would you be more or less likely to shop there?

Target shopping frequency:	Frequent (22% of total)	Occasional / Seldom (61% of total)	Never (17% of total)
More Likely	30%	19%	17%
Less Likely	34%	34%	30%
No Change	37%	47%	53%

Q14: If a major retailer publicly reaffirmed its support for the Equality Act, would that make you more or less likely to shop there, or would it not change your behavior?
Q15: If a major retailer that once supported the Equality Act no longer does due to changes in its stance on certain provisions, would you be more likely, less likely, or equally likely to shop there?



Messages that focus on communities, customers and employees have a slight edge

% Convincing as a reason for a company to publicly support the Equality Act	Total	Target Shoppers	Non Target Shoppers
As the employer of hundreds of thousands people who work at our store and serve over 2,000 communities across the U.S., it is important for us to voice our commitment to equality so our team and customers know we are opposed to discrimination in employment, training and promotions.	67%	72%	61%
We have supported the Equality Act since 2016 and have remained steadfast in our work to prevent discrimination based on gender, race, or sexual orientation.	67%	72%	61%
We support the Equality Act because it will help prevent discrimination in housing, education and employment, three areas of focus that are important to our customers and workers.	67%	71%	61%
Our focus is on preventing discrimination based on gender, race or sexual orientation, a value shared by a large majority of our customers and workforce.	66%	70%	61%
We understand there are varying opinions about the details of the Equality Act, but we believe it's crucial to uphold the values of inclusivity and support for the LGBTQ+ community in the face of discrimination.	61%	66%	53%
This legislation is very broad in scope, and we are focused on protecting against discrimination on the basis of sexual orientation, a long-established recognized right of Americans.	59%	63%	53%

% Convincing as a reason for a company to stop supporting the Equality Act	Total	Target Shoppers	Non Target Shoppers
Our company policies strongly oppose discrimination based on sexual orientation. We have come to believe the company should remain focused on running the company in a fair, non-discriminatory way and on serving the needs of customers.	61%	66%	55%
Across our company we support a policy of inclusion and belonging and have long worked to oppose discrimination in any form, including based on sexual orientation. We have come to believe that we should focus on how we run our company and by doing so set an example of anti-discrimination leadership.	61%	67%	52%
We are focusing all our efforts on supporting our employees, customers and suppliers in creating a welcoming environment for all and a thriving business for the future.	60%	65%	54%



Message of Target commitment not convincing

“At Target, we have an ongoing commitment to creating a welcoming environment for all team members, guests, and suppliers. It’s core to how we support and grow our business. We remain focused on supporting organizations and creating opportunities for people in the 2,000 communities where we live and operate.”

Message Reaction:	Total	Target Shoppers	Non Target Shoppers
Seems well-meaning but not very convincing	33%	33%	31%
Sounds like empty corporate jargon	24%	20%	29%
Makes sense and feels credible	23%	25%	22%
Vague and hard to understand	11%	12%	11%
Clear, sincere, and believable	9%	10%	7%

Q20. How credible do you find the following statement made by a major retail company?



Thank you!