

June 2025
Target
Essence Flash
Poll

Survey Results

June 2025

Methodology

This survey was executed by The Harris Poll among a nationally representative sample of 2,019 U.S. adults with oversampling of 578 total Black or African American. The research was conducted online from June 25 to 26, 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. The margin of error for the total sample is ± 2.2 pts and ± 4.3 pts for the sample of Black or African American using 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.

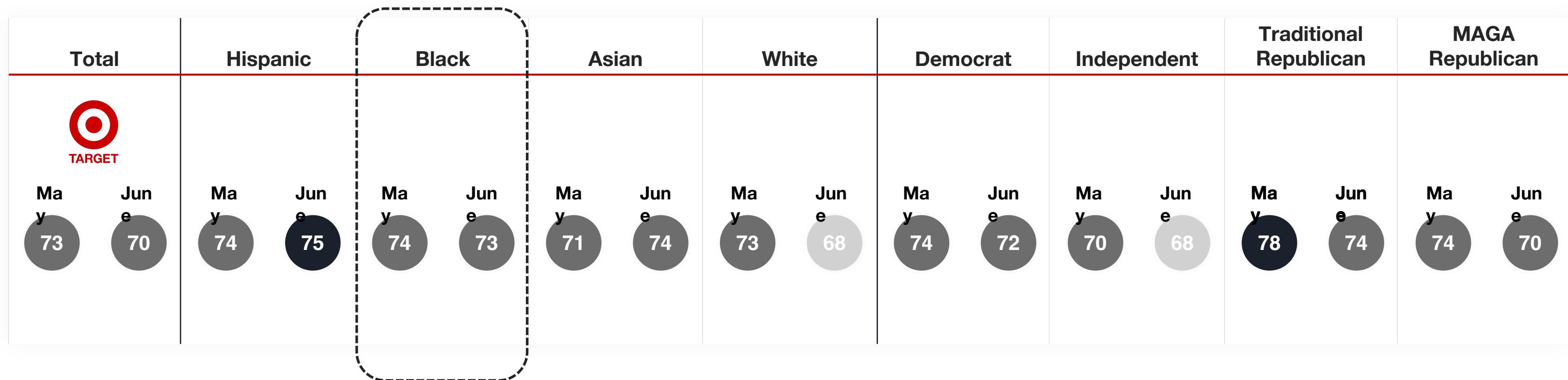
| Demographics | N= |
|--|-------|
| General Public | 2,019 |
| Black | 578 |
| Hispanic | 231 |
| White | 1,323 |
| Traditional Republican <i>Identifies as a traditional, non-MAGA Republican</i> | 330 |
| MAGA Republican <i>Identifies as a MAGA Republican</i> | 348 |
| Democrat | 701 |
| Independent | 640 |
| Established Couples | 276 |
| Busy Parents | 315 |
| Kid-Free Midlifers | 277 |
| Target Loyalist Shopper <i>Shopping more/the same over the past year</i> | 984 |
| Target Scaled Back Shopper <i>Shopping a little less over the past year</i> | 290 |
| Target Lapsed Shopper <i>Shopping a lot less/do not shop anymore over the past year</i> | 709 |



DEI Awareness & Reputational Impact

Target's Reputation Among Black Americans Stagnant Since Last Month, But Still Higher Than the General Public

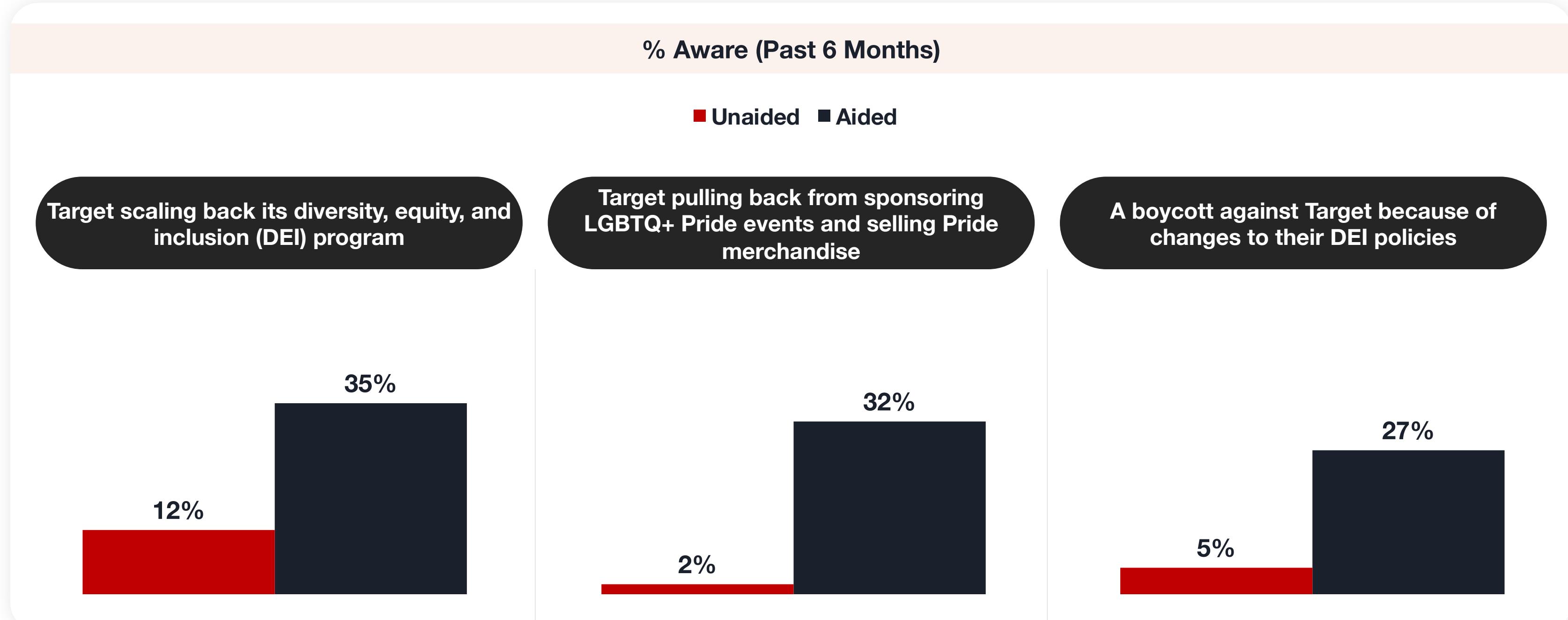
Target Trended RQ Scores



HARRIS POLL DOES NOT RECOMMEND SHARING THIS DATA WITH TARGET. JUNE 2025 DATA DOES NOT REFLECT AN OFFICIAL RQ SCORE UPDATE DUE TO SAMPLE AND SURVEY ENVIRONMENT DIFFERENCES BETWEEN A FULL STUDY AND FLASH POLL

Guide to RQ® Scores: ≥ 80: Excellent 75–79: Very Good 70–74: Good 65–69: Fair 55–64: Poor 50–54: Very Poor ≤50: Critical

Unaided Awareness of Target's DEI Pullback and Boycotts Remains Low



BASE : FAMILIAR WITH TARGET

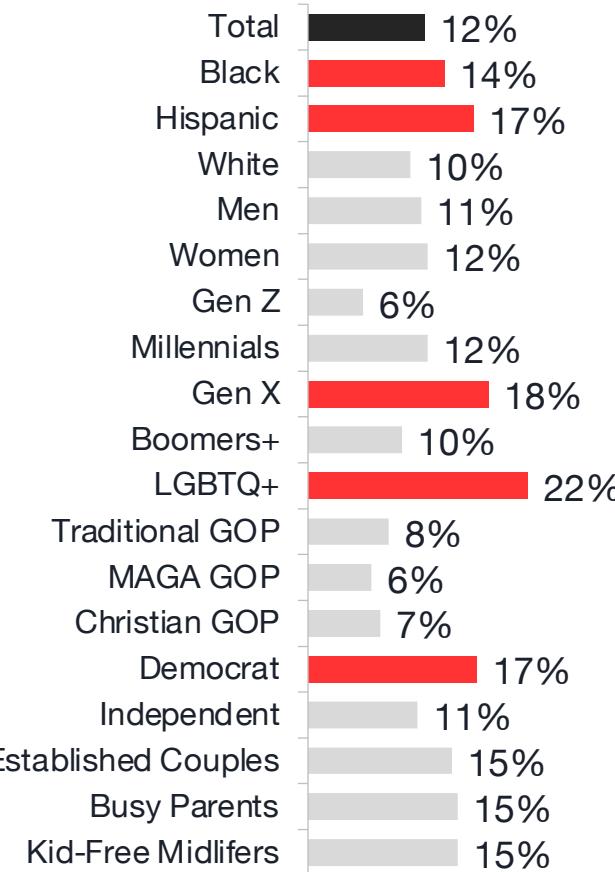
Q21. What have you seen, read, or heard about Target in the news in the past 6 months?

Q23. Which of the following events are you aware of for Target in the past 6 months? Please select all that apply.

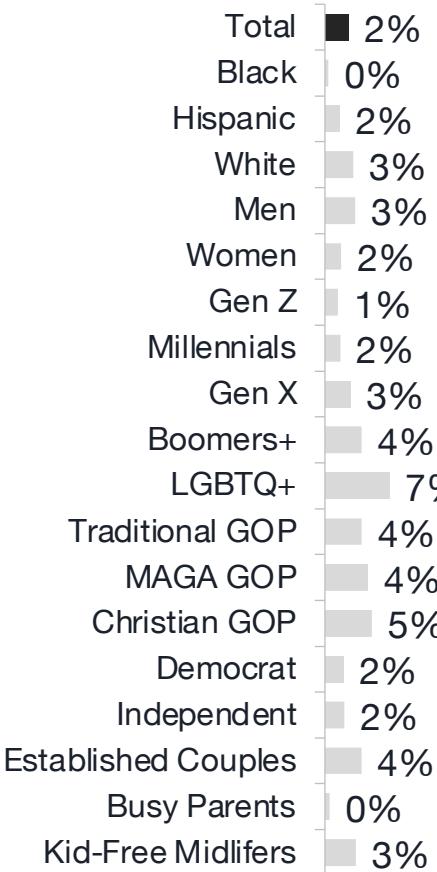
Unaided Awareness of DEI Pullback Higher Among POC, LGBTQ+, Gen X, Dems

% Aware (Past 6 Months) – Unaided

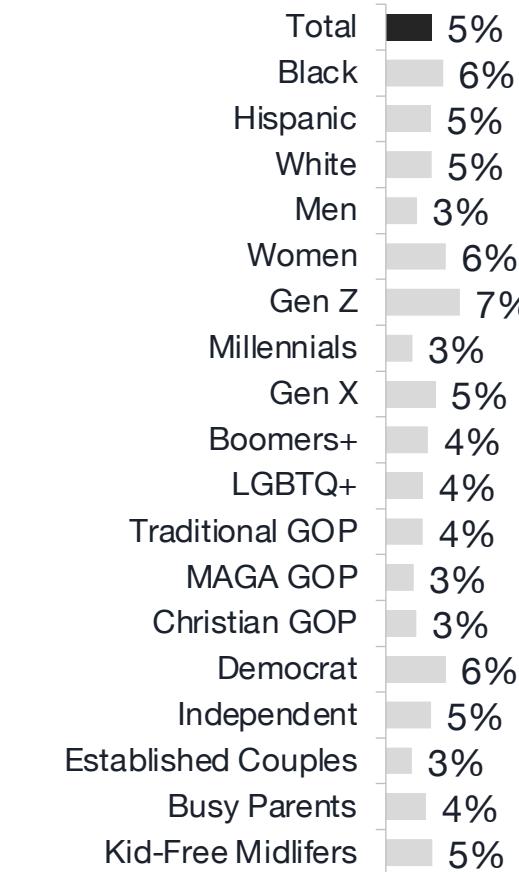
Target scaling back its diversity, equity, and inclusion (DEI) program



Target pulling back from sponsoring LGBTQ+ Pride events and selling Pride merchandise



A boycott against Target because of changes to their DEI policies



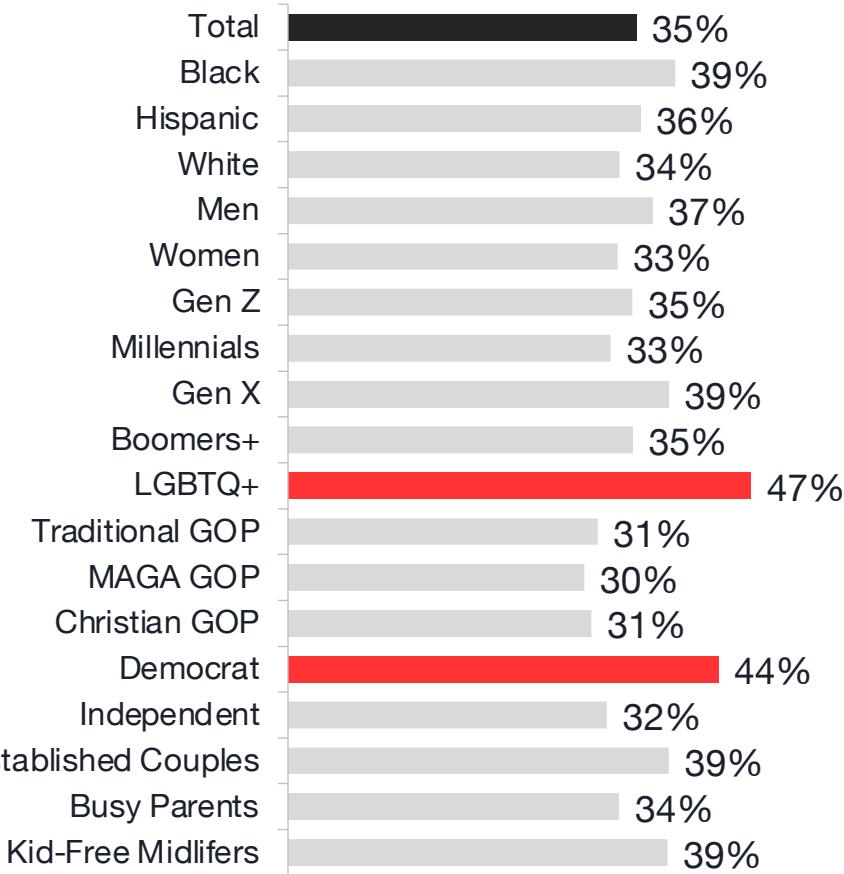
BASE : FAMILIAR WITH TARGET

Q21. What have you seen, read, or heard about Target in the news in the past 6 months?

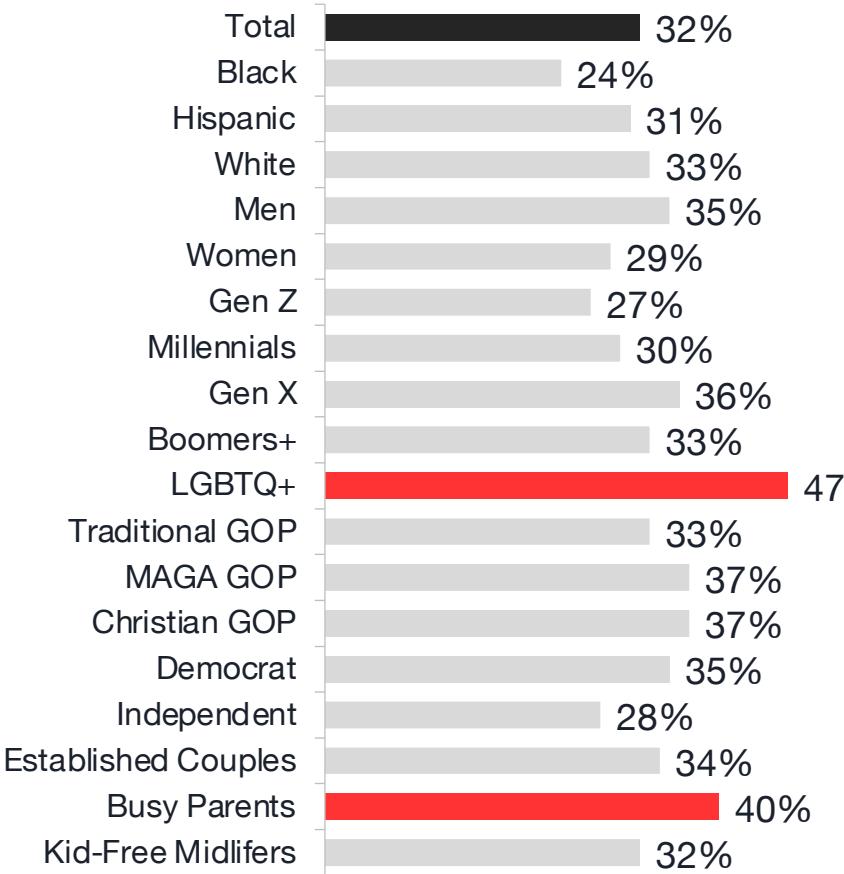
Aided Awareness Highest Among LGBTQ+, Dems, Black

% Aware (Past 6 Months) – Aided

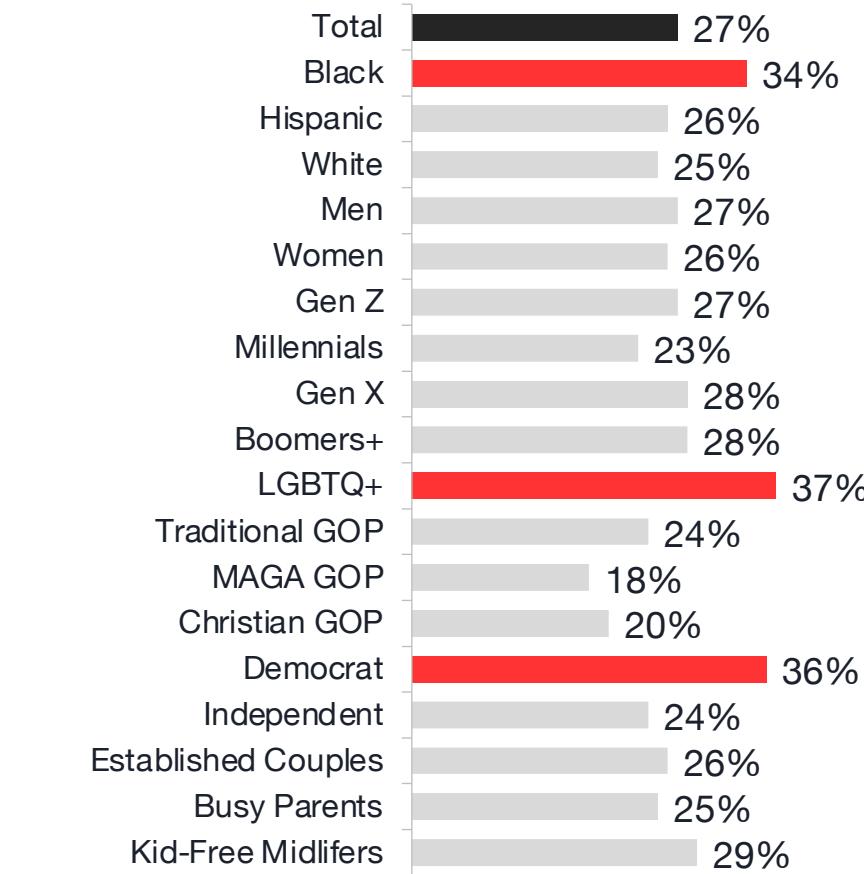
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A Target pulling back from sponsoring LGBTQ+ Pride events and selling Pride merchandise



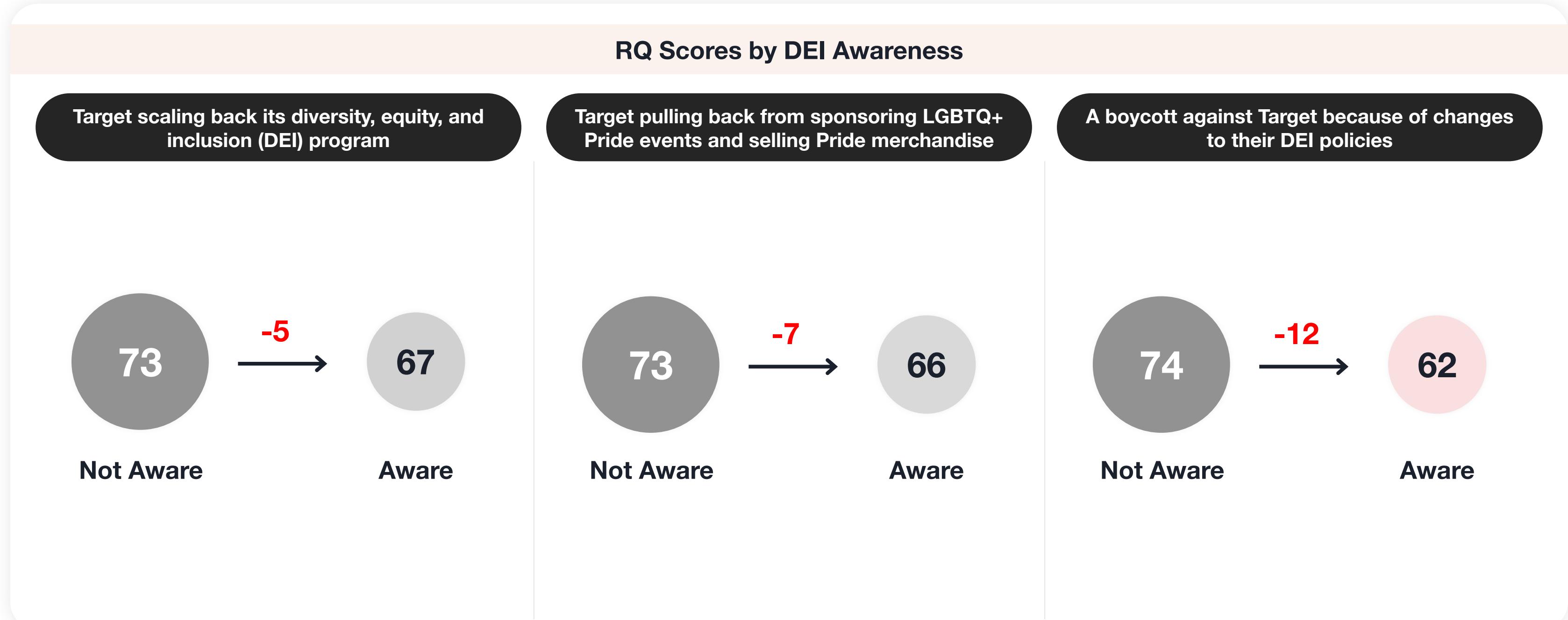
A boycott against Target because of changes to their DEI policies



BASE : FAMILIAR WITH TARGET

Q23. Which of the following events are you aware of for Target in the past 6 months? Please select all that apply.

The Less Press on DEI, The Better; Increased Awareness Damages Reputation



BASE : FAMILIAR WITH TARGET

Q23. Which of the following events are you aware of for Target in the past 6 months? Please select all that apply.

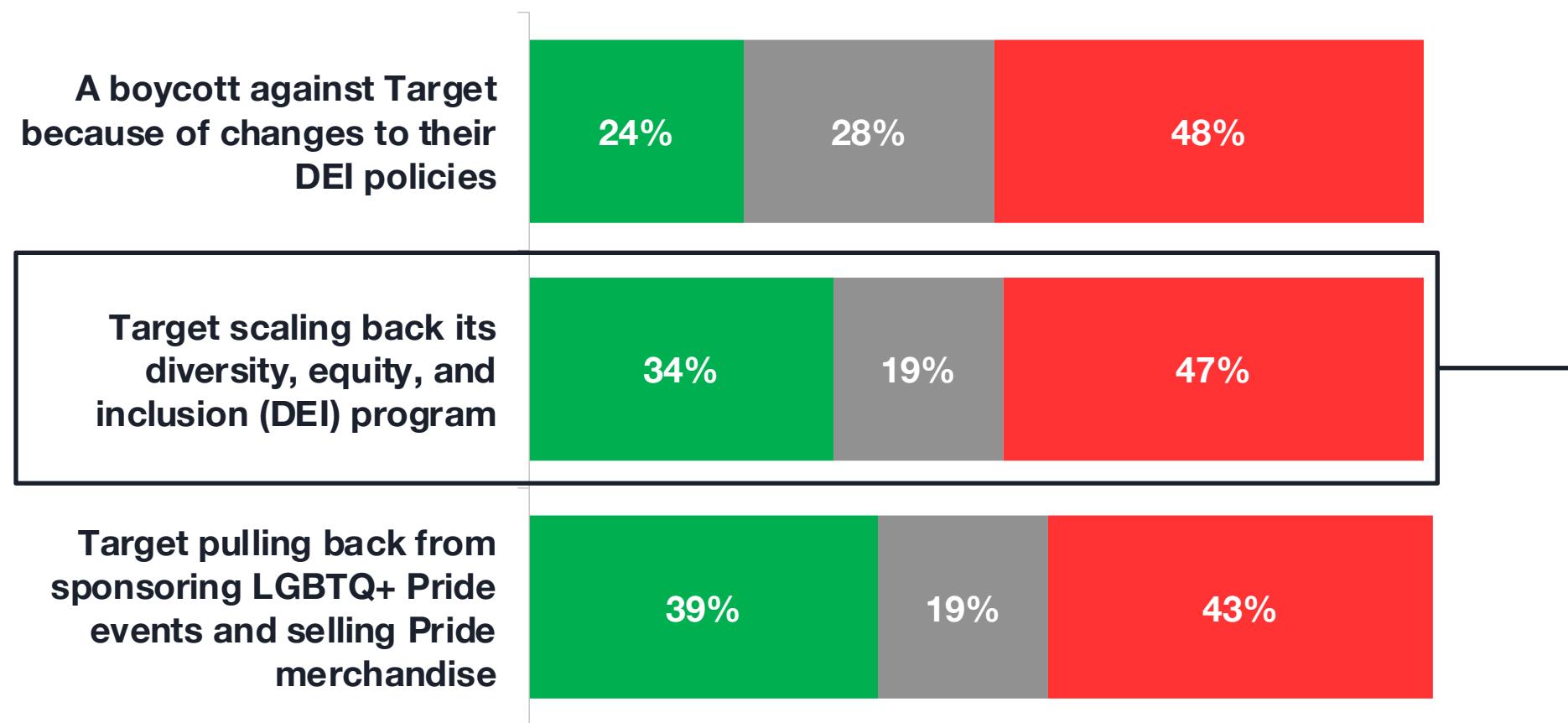
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Among Those Aware (Aided) of DEI Scale Back, Target is Taking the Most Damage With Black, LGBTQ+, Dems

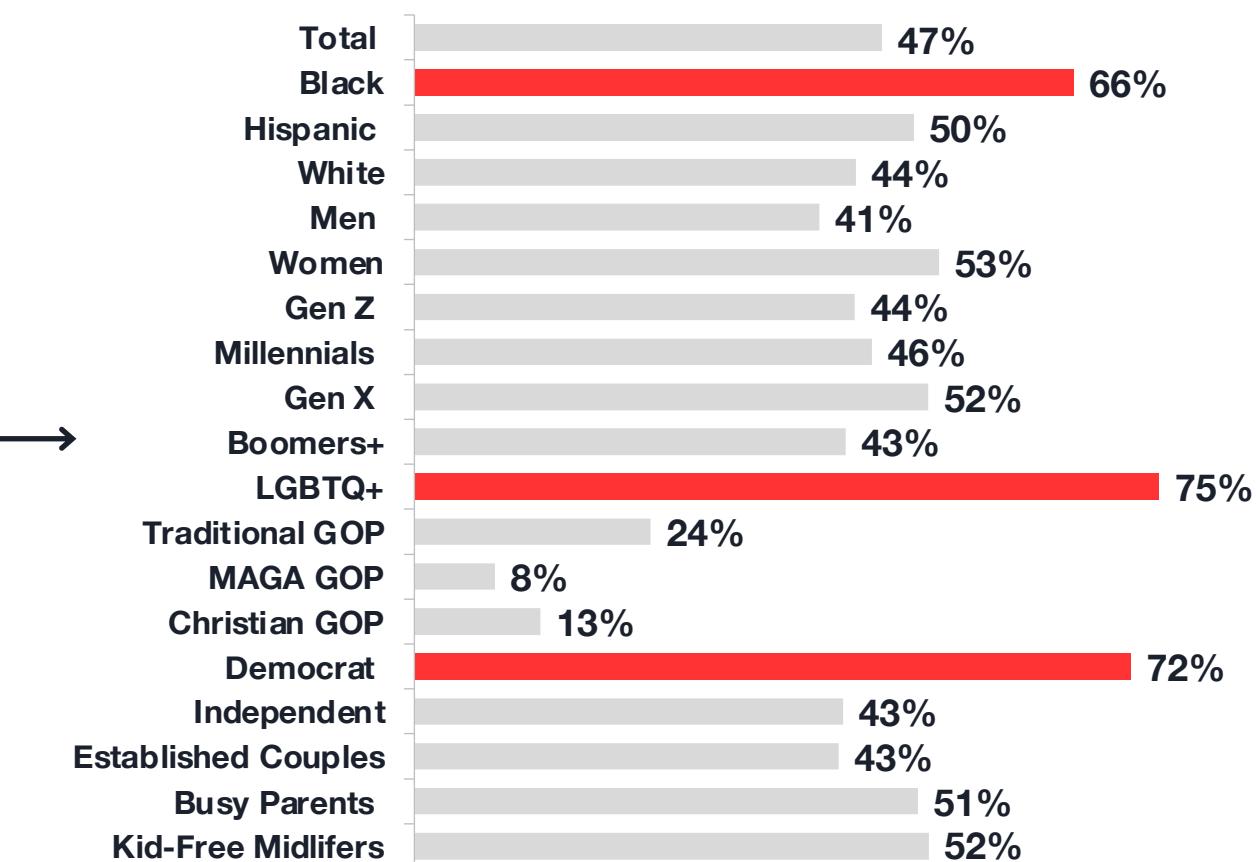
How do each of the following impact your opinion of Target?

Among Those Aware (Aided) of Each Statement

■ Positively NET ■ No impact ■ Negatively NET



Target: % Negatively NET

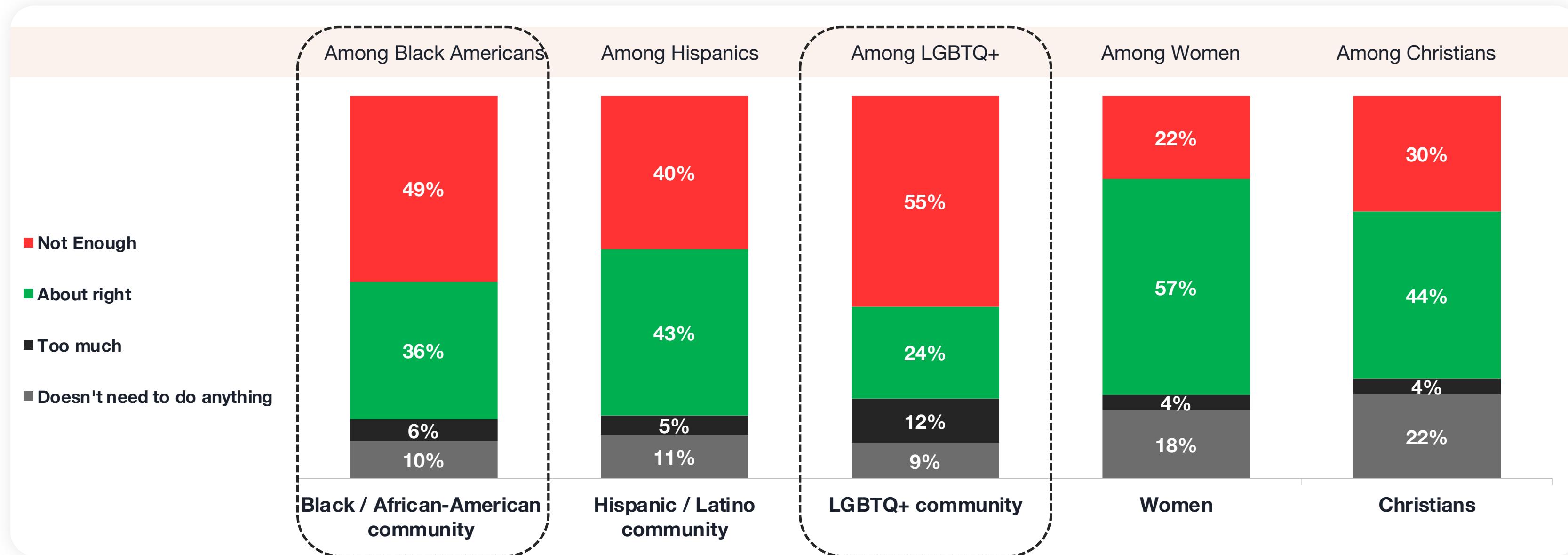


BASE : FAMILIAR WITH TARGET

Q24. How do each of the following impact your opinion of Target?

LGBTQ+, Black, More Likely to Feel Target is Not Doing Enough for Their Community

For each community below, do you feel Target is doing...

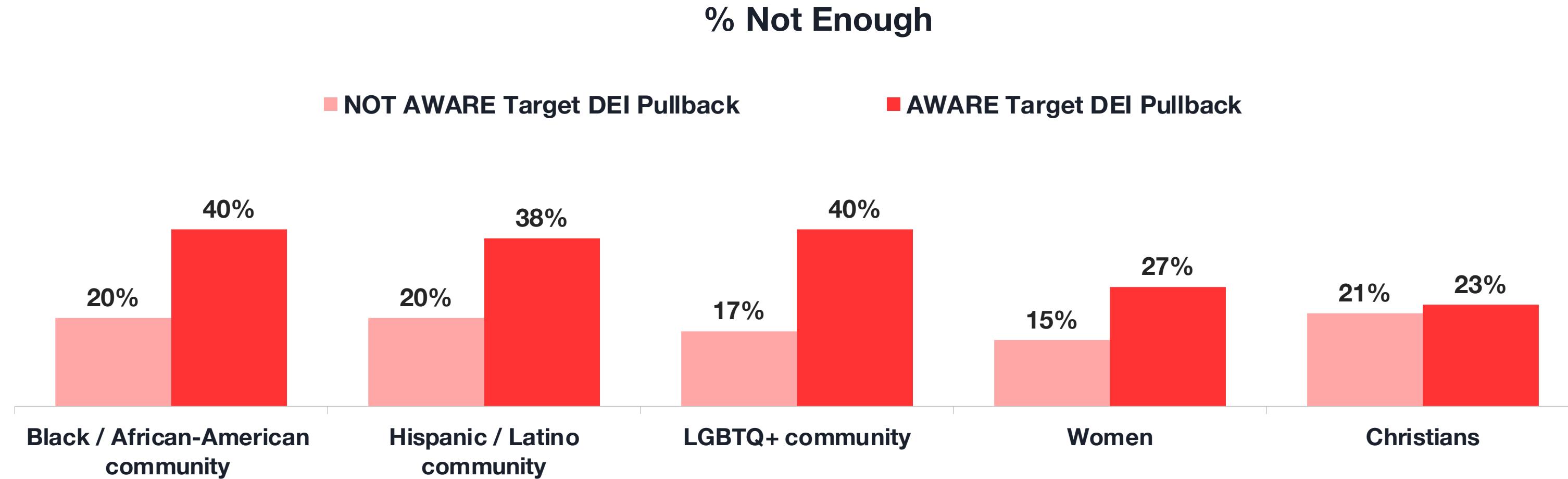


BASE : FAMILIAR WITH TARGET

Q26. For each community below, do you feel Target is doing...

Perception that Target is Not Doing Enough is Driven by Those Aware of DEI Pullback

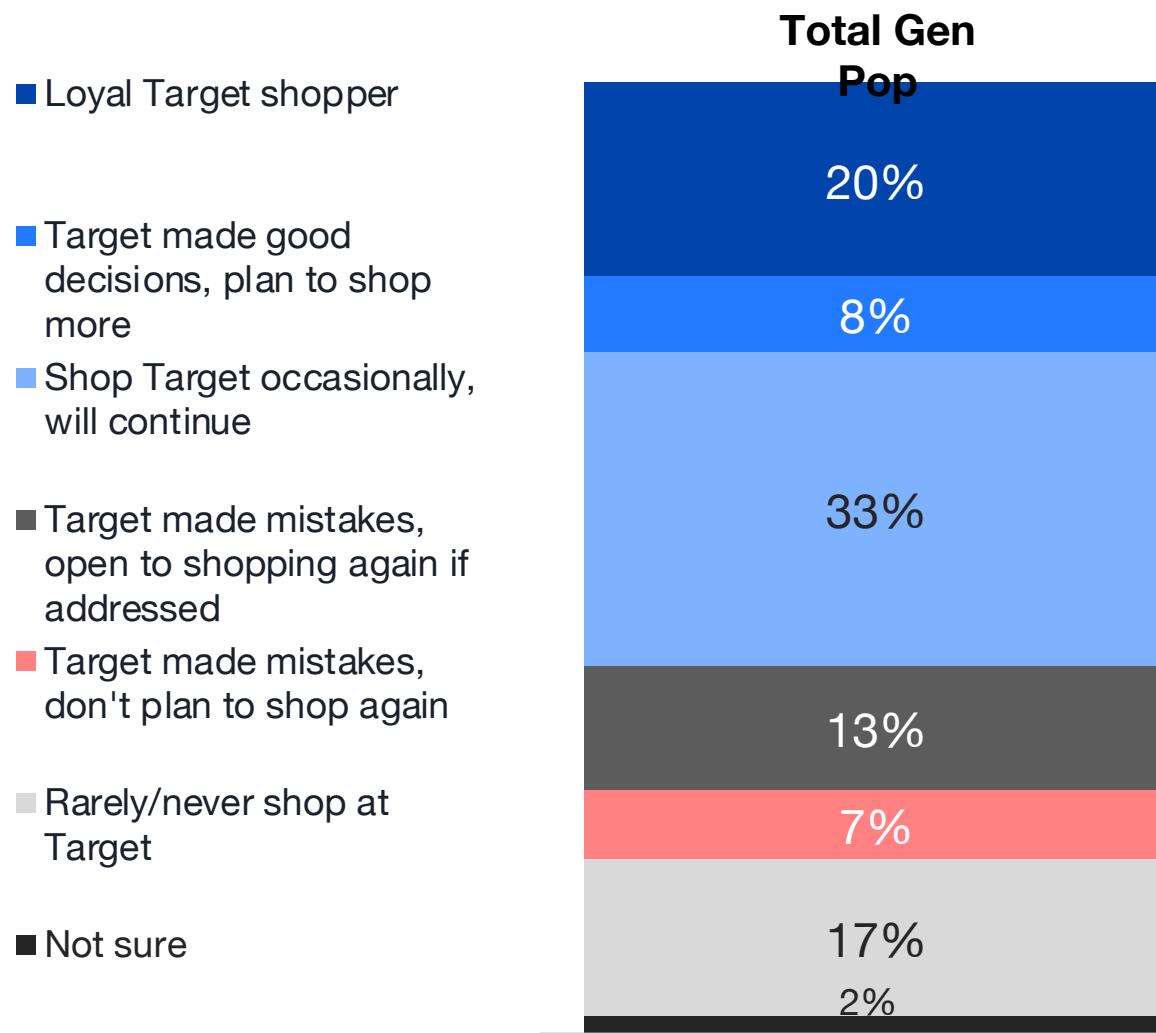
For each community below, do you feel Target is doing...



BASE : FAMILIAR WITH TARGET
Q26. For each community below, do you feel Target is doing...

A Significant Portion of Consumers (13%) Are Willing to Make Amends if Target Addresses its Mistakes

Which ONE of the following statements best describes how you feel about shopping at Target right now?



Loyal Target shopper

Target made mistakes, open to shopping again if addressed

Target made mistakes, don't plan to shop again

| Demographic | Total Gen Pop (%) |
|---------------------|-------------------|
| Black | 18% |
| Hispanic | 23% |
| White | 19% |
| Men | 20% |
| Women | 21% |
| Gen Z | 25% |
| Millennials | 29% |
| Gen X | 18% |
| Boomers+ | 12% |
| LGBTQ+ | 16% |
| Christian GOP | 21% |
| Traditional GOP | 24% |
| MAGA GOP | 21% |
| Democrat | 22% |
| Independent | 18% |
| Established Couples | 17% |
| Busy Parents | 31% |
| Kid-Free Midlifers | 17% |

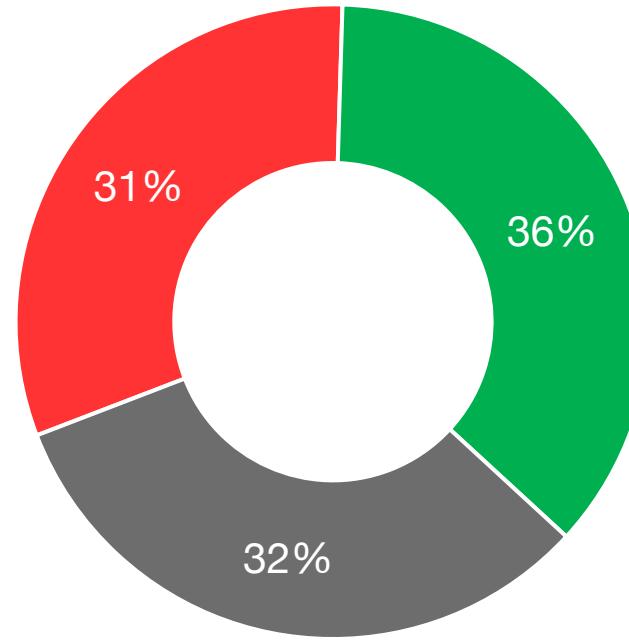
BASE : FAMILIAR WITH TARGET

Q22. Which ONE of the following statements best describes how you feel about shopping at Target right now?

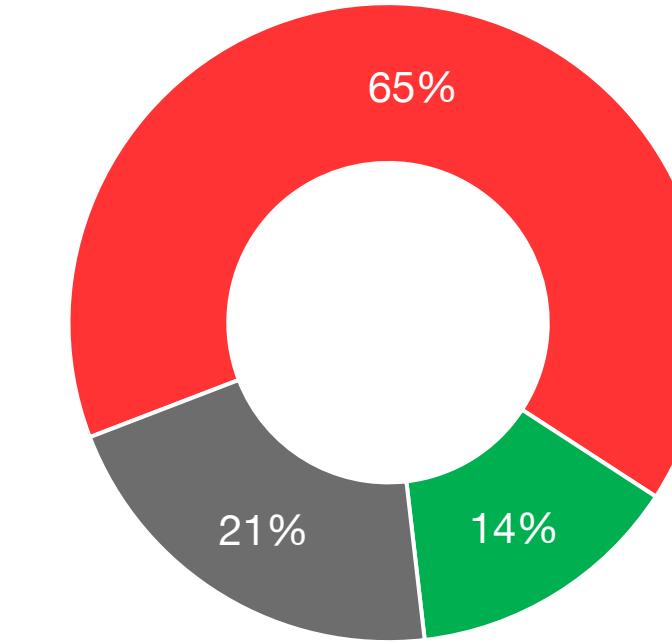
Pushing Belonging Messaging Won't Work For Those Already Upset With Target

Target has begun using the word Belonging instead of “Diversity, Equity, & Inclusion (DEI)”. Which ONE of the following best matches how you see that switch?

Not Aware of Target Boycotts



Aware of Target Boycotts



- It's watered-down jargon mainly to soothe people uncomfortable with DEI, without real action
- It's a positive way to express a new approach to make everyone feel welcome at Target

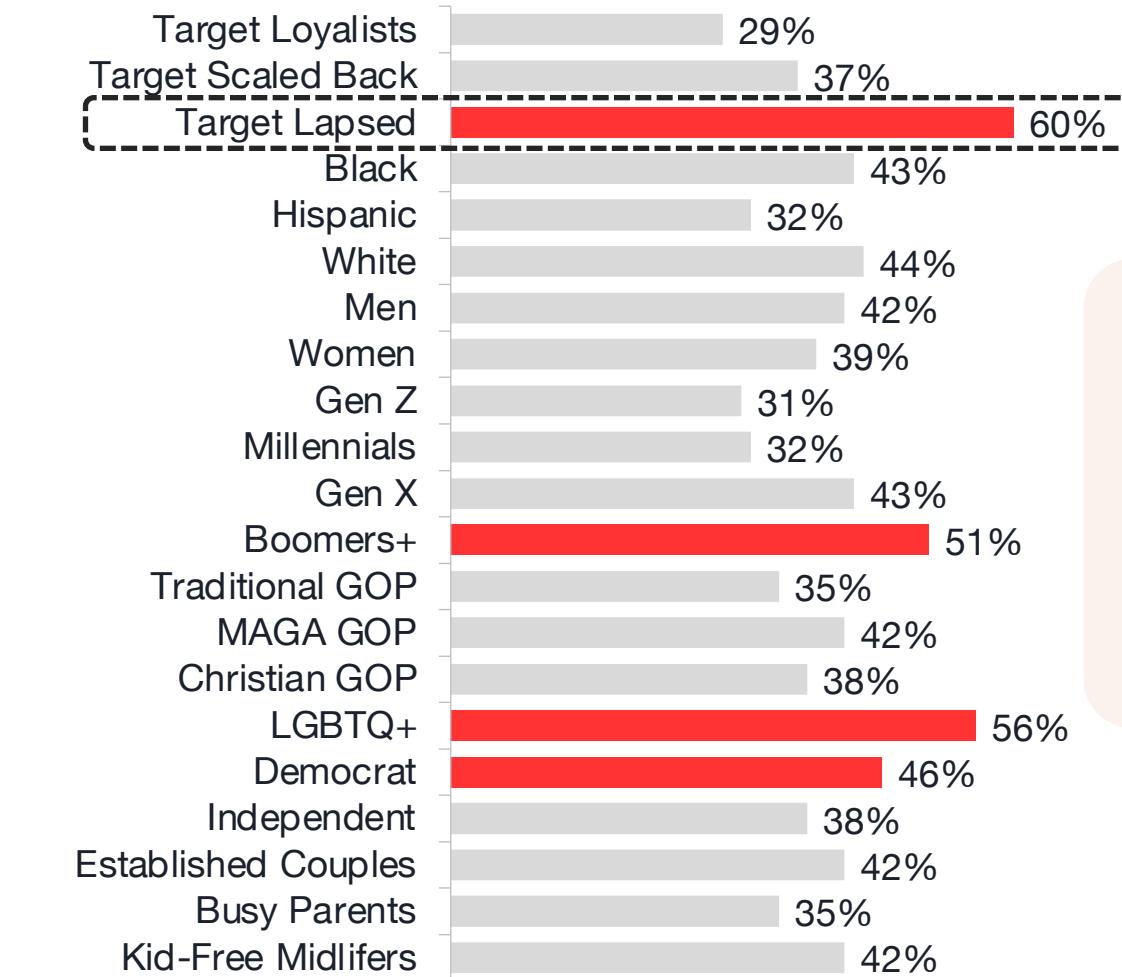
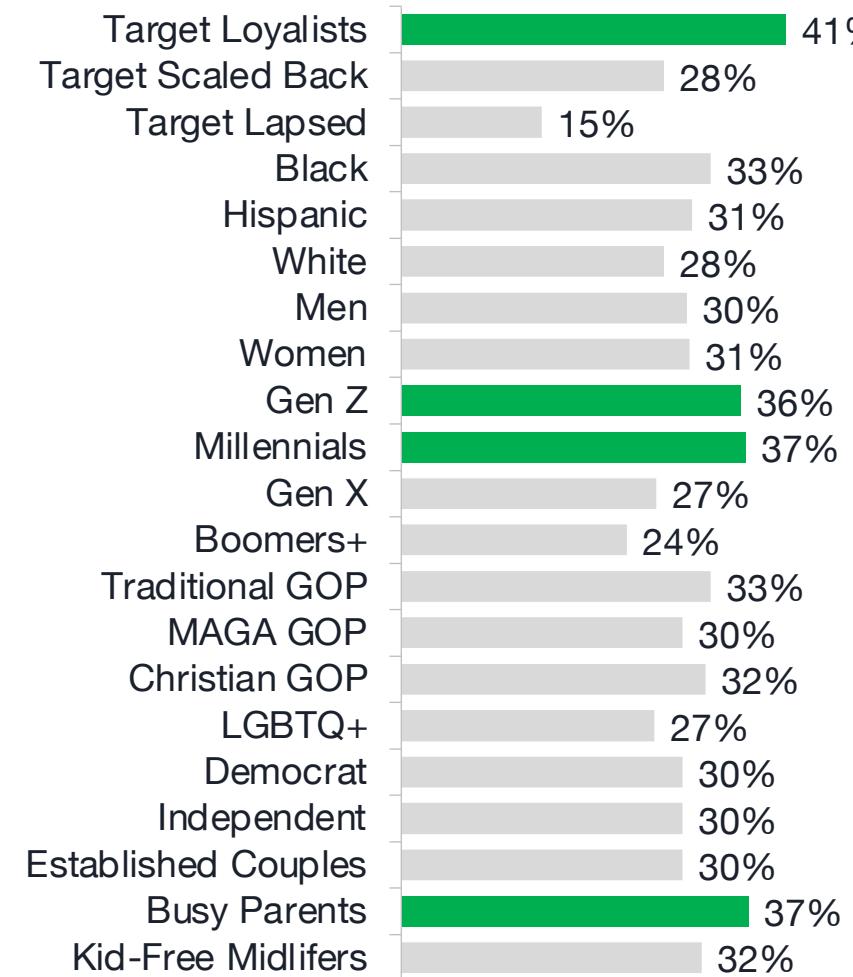
BASE: FAMILIAR WITH TARGET

Q25. Target has begun using the word Belonging instead of “Diversity, Equity, & Inclusion (DEI)”. Which ONE of the following best matches how you see that switch

A Majority of Lapsed Target Customers Feel Belonging is Watered-Down Jargon Without Real Action

Target has begun using the word Belonging instead of “Diversity, Equity, & Inclusion (DEI)”. Which ONE of the following best matches how you see that switch?

“It's a positive way to express a new approach to make everyone feel welcome at Target”



BASE: FAMILIAR WITH TARGET

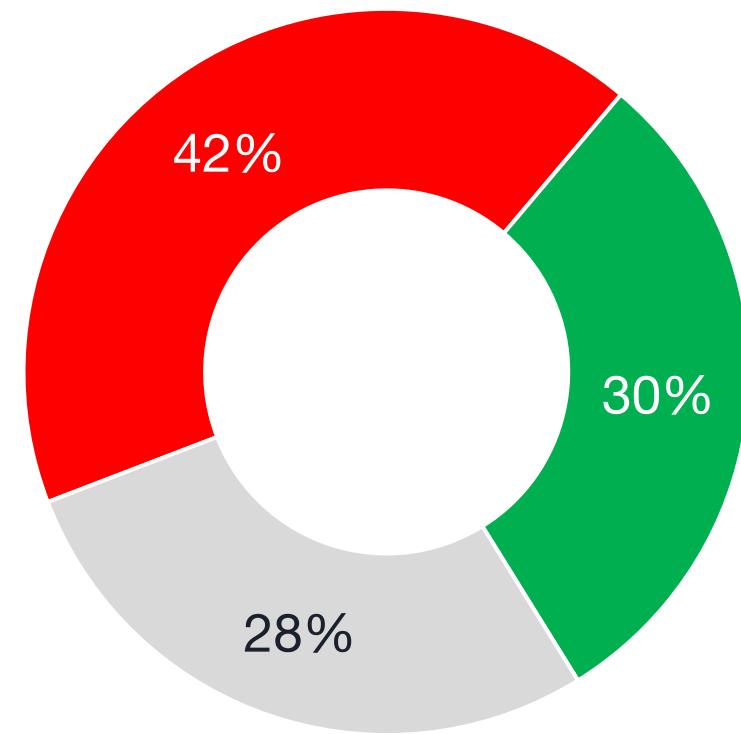
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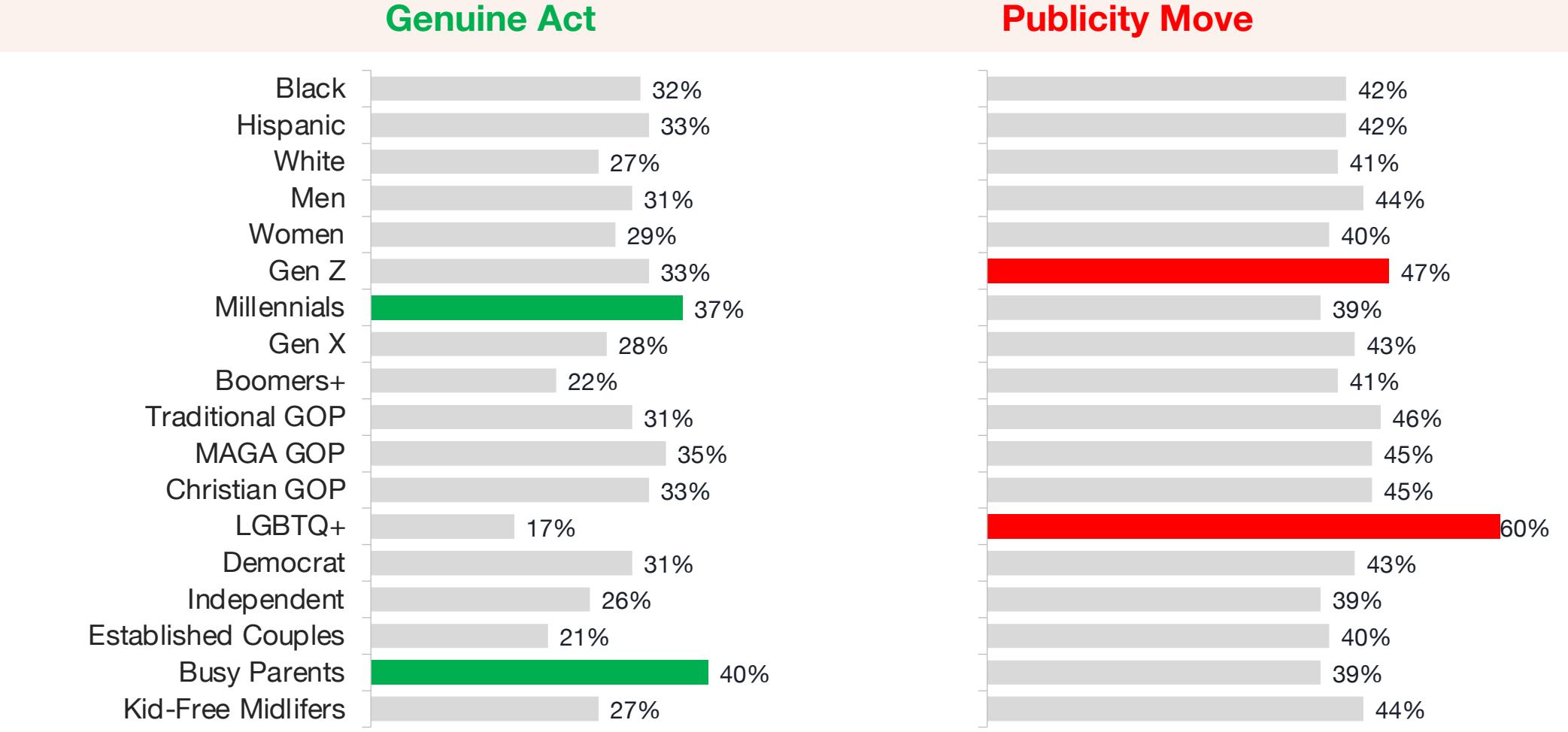
National Baptist Convention Awareness & Impact

When Target Makes Church Donations, Over Half Either View it as Genuine, or Say it Has No Impact on their Impression of Target

Target occasionally donates to faith-based organizations, such as churches. When Target makes a donation like this, which statement comes closest to your opinion?



- It's a move to improve their public image
- It's probably a genuine act of support
- Not sure/Has no impact on impression of Target

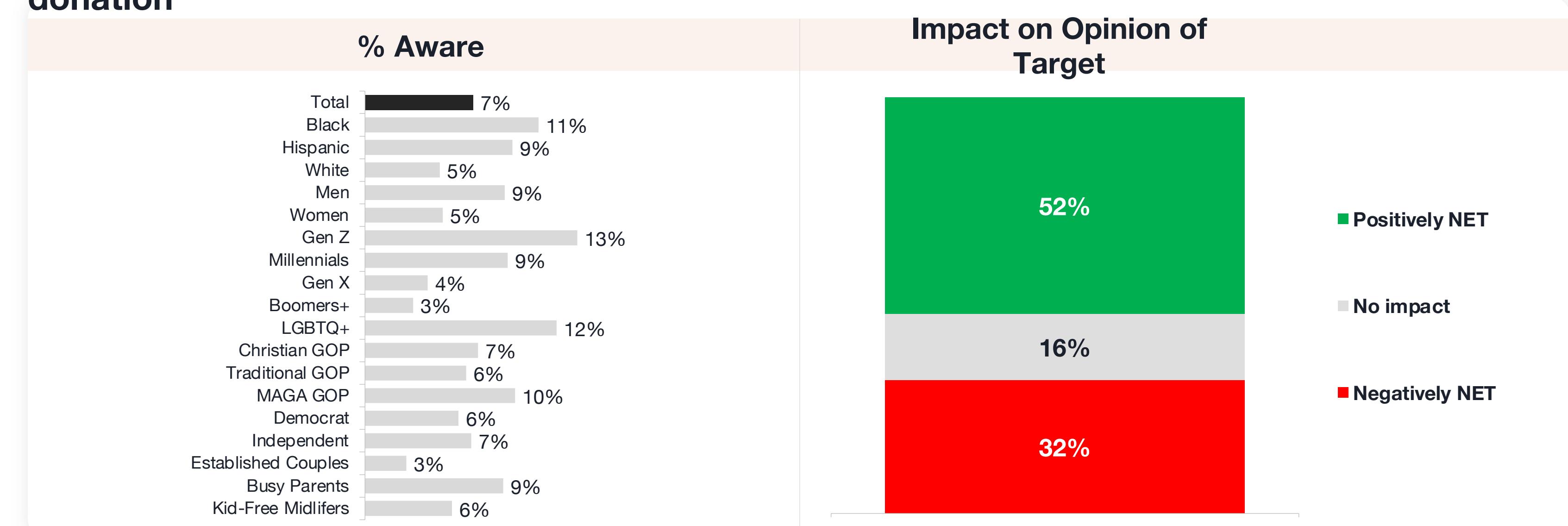


BASE: FAMILIAR WITH TARGET

Q27. Target occasionally donates to faith-based organizations, such as churches. When Target makes a donation like this, which statement comes closest to your opinion?

Very Few Aware of National Baptist Convention Donation; Over Half of Those Aware Say it Positively Impacts their Opinion of Target

National Baptist Convention president faced criticism for accepting a \$300,000 Target donation



BASE: FAMILIAR WITH TARGET

Q23. Which of the following events are you aware of for Target in the past 6 months? Please select all that apply.

Q24. How do each of the following impact your opinion of Target?



**Offering Good
Value – Something
Everyone Can
Agree On**

Being an Inflation Buster is a Winning Formula Across Demographics

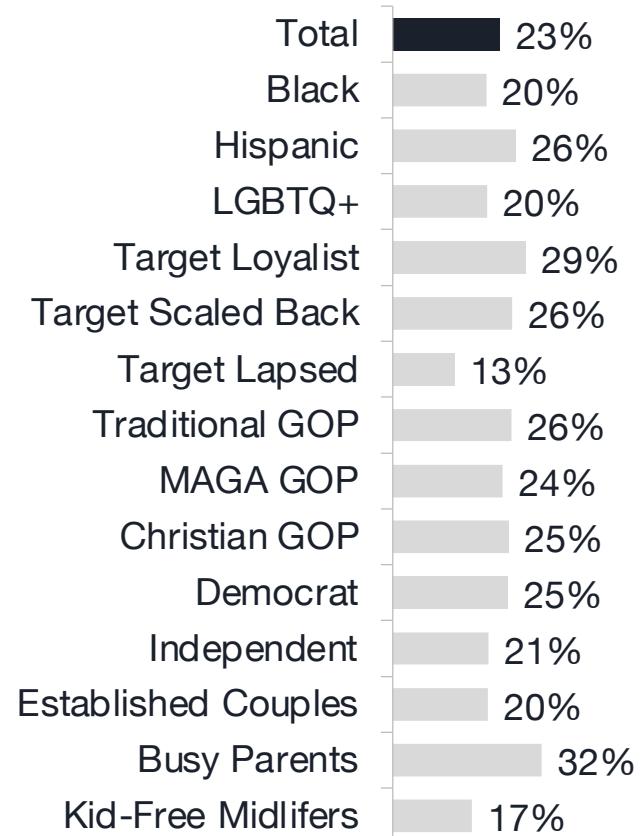
If you could give Target some advice about how to improve its reputation, what would it be? (Coded Open-End Rank)

| | Total | Black | Women | LGBTQ+ | Target Loyalists | Target Scaled Back | Target Lapsed | Traditional GOP | MAGA GOP | Christian GOP | Democrat | Independent | Established Couples | Busy Parents | Kid-Free Midifiers |
|--|-------|-------|-------|--------|------------------|--------------------|---------------|-----------------|----------|---------------|----------|-------------|---------------------|--------------|--------------------|
| Stay out of politics | 1 | 6 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 1 |
| Better/affordable prices | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 1 | 2 |
| Support/implement DEI | 3 | 1 | 3 | 1 | 3 | 1 | 3 | 4 | 12 | 6 | 1 | 3 | 6 | 3 | 4 |
| Being honest/truthful/ethical | 4 | 8 | 8 | 17 | 9 | 6 | 4 | 5 | 18 | 5 | 10 | 4 | 9 | 6 | 3 |
| Better/equal treatment to all | 5 | 5 | 4 | 12 | 8 | 4 | 7 | 6 | 20 | 13 | 5 | 9 | 3 | 21 | 10 |
| Better/more concentration on business | 6 | 17 | 12 | 11 | 7 | 9 | 5 | 3 | 5 | 3 | 23 | 6 | 5 | 13 | 14 |
| Be more consistent | 7 | 9 | 5 | 4 | 5 | 5 | 15 | 7 | 11 | 11 | 8 | 8 | 7 | 4 | 5 |
| More customer oriented | 8 | 4 | 9 | 5 | 10 | 7 | 9 | 18 | 9 | 21 | 7 | 7 | 11 | 5 | 6 |
| More community-oriented | 9 | 10 | 6 | 6 | 4 | 22 | 16 | 12 | 15 | 15 | 9 | 5 | 10 | 7 | 8 |
| Better quality products | 10 | 24 | 10 | 10 | 6 | 19 | 6 | 8 | 7 | 9 | 11 | 10 | 4 | 8 | 9 |
| Advocate for what's right | 11 | 7 | 11 | 14 | 12 | 8 | 10 | 23 | 19 | 23 | 6 | 15 | 14 | 9 | 12 |
| No differentiation based on race/ethnicity | 12 | 3 | 7 | 8 | 19 | 11 | 8 | 24 | 28 | 32 | 4 | 19 | 13 | 14 | 21 |
| Stay out of social/cultural issues | 13 | 37 | 13 | 15 | 11 | 14 | 18 | 10 | 4 | 4 | 32 | 11 | 8 | 16 | 19 |
| Do not support LGBTQ+ | 14 | 38 | 14 | 20 | 17 | 13 | 11 | 11 | 3 | 7 | 38 | 12 | 12 | 10 | 7 |
| Better service/customer service | 15 | 14 | 17 | 24 | 14 | 21 | 14 | 16 | 8 | 10 | 15 | 20 | 23 | 11 | 31 |

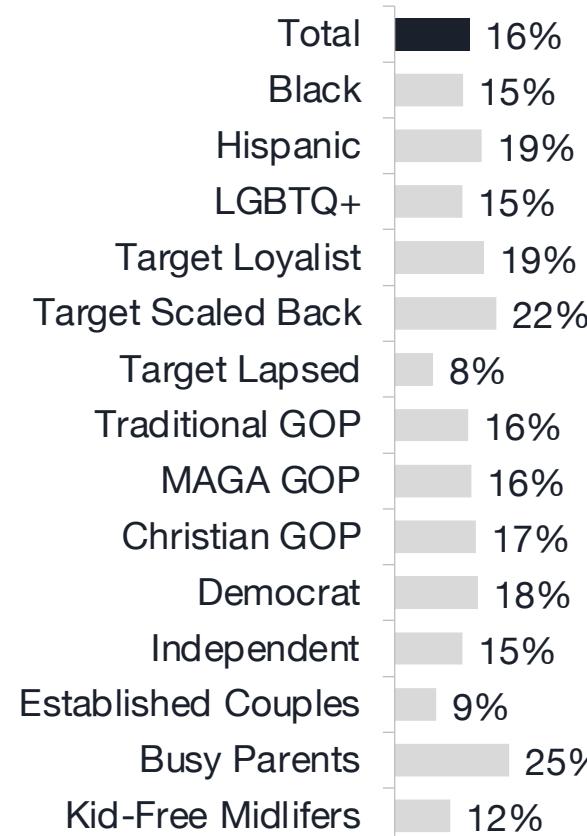
Aided Awareness of Key Initiatives (e.g., Target Circle Week, Back-to-School Pricing, Store Expansion) is Low

Which of the following events are you aware of for Target in the past 6 months?

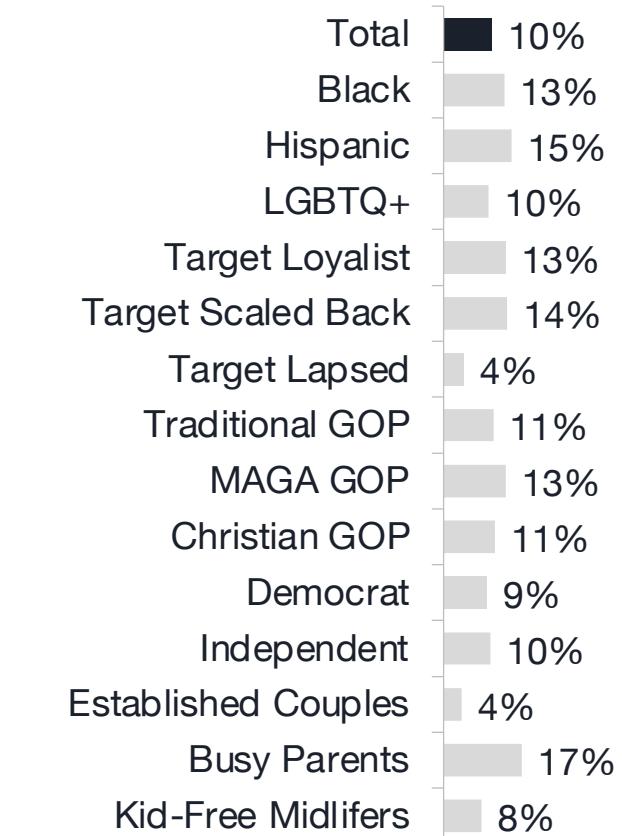
Target Circle Week sale in July for savings on school supplies, electronics and more



Maintaining 2024 prices on school supplies for back-to-school season



Target's plans to open over 300 new stores nationwide over the next decade



BASE : FAMILIAR WITH TARGET

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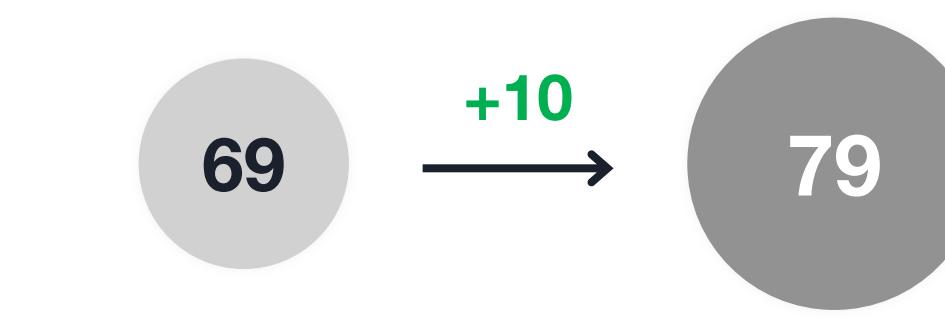
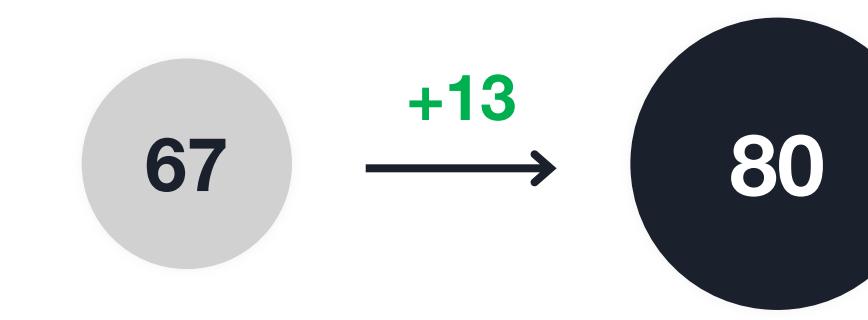
Showcasing Good Value and Store Expansion Can Significantly Bolster Reputation

Impact on Target's RQ

Target's plans to open over 300 new stores nationwide over the next decade

Target Circle Week sale in July for savings on school supplies, electronics and more

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Key Insights

Target's reputation with Black consumers is stagnant, though remains higher than overall public

- Half (49%) of Black consumers say Target is not doing enough to support the Black/AA community
- This is driven by those aware of Target's DEI scale back

Awareness of DEI change is low, but a drag on Target's reputation for those who are aware

- Only 1 in 10 (12%) are aware of Target's scaling back unaided; a third (35%) aided
 - Left-leaning cohorts (Democrats, Black, Hispanic, LGBTQ+) most aware
- Target's reputation is significantly lower among those aware of the scaling back of DEI (67/aware vs. 73/unaware RQ score)
 - Nearly half (47%) of those aware say it negatively impacted their opinion of Target, +13-pts higher than positively impacted

Alienated consumers aren't lost, but Belonging message is viewed as falling short as DEI replacement

- One in 10 (13%) consumers say Target made mistakes, but they're open to shopping there again – nearly double that of those who say they are permanently boycotting (7%)
- But among those aware of Target boycotts, two-thirds (65%) say Belonging message isn't real action for those upset about their DEI scaling back

Church donations are viewed net-positively; very few are aware of National Baptist Convention donation

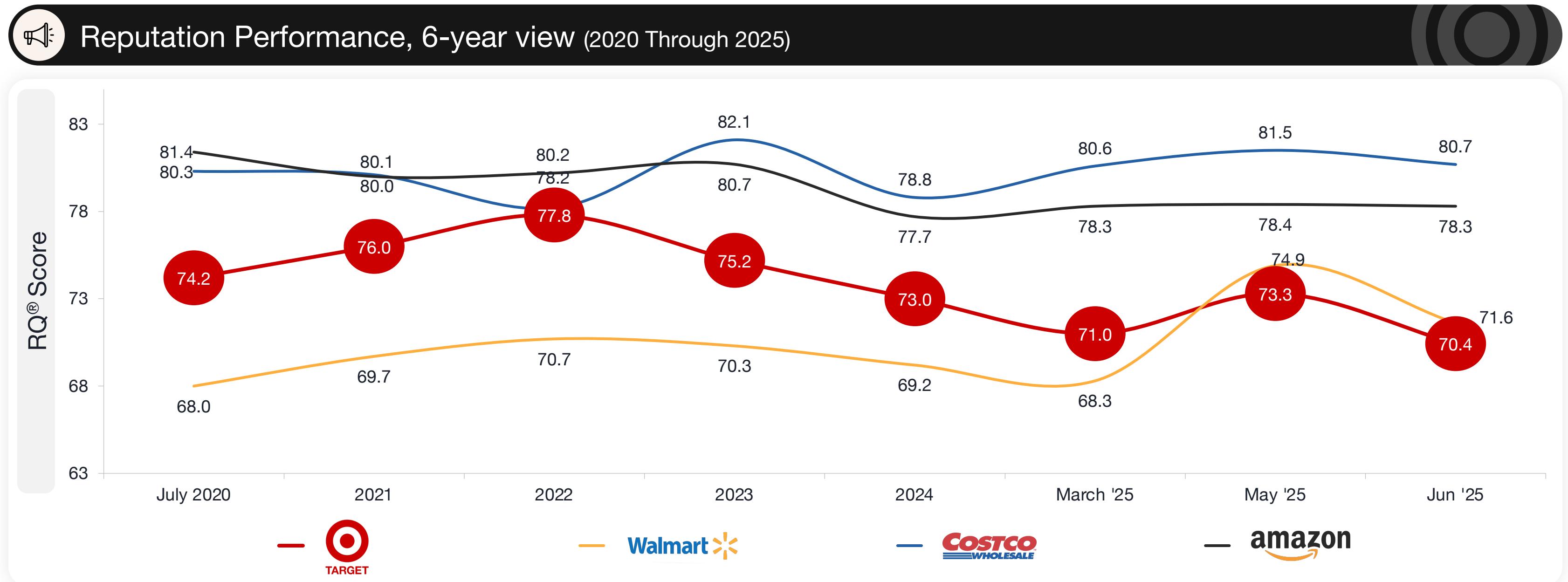
- Over half (52%) aware say the church donation positively impacts their opinion of Target

Showcasing good value can significantly bolster reputation to help win back those upset over DEI changes

Thank you!

Target's Reputation Mostly Stable Since March with Slight Softening into June

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