



Target Corporation Strategy Report: Target Audience
March 2024

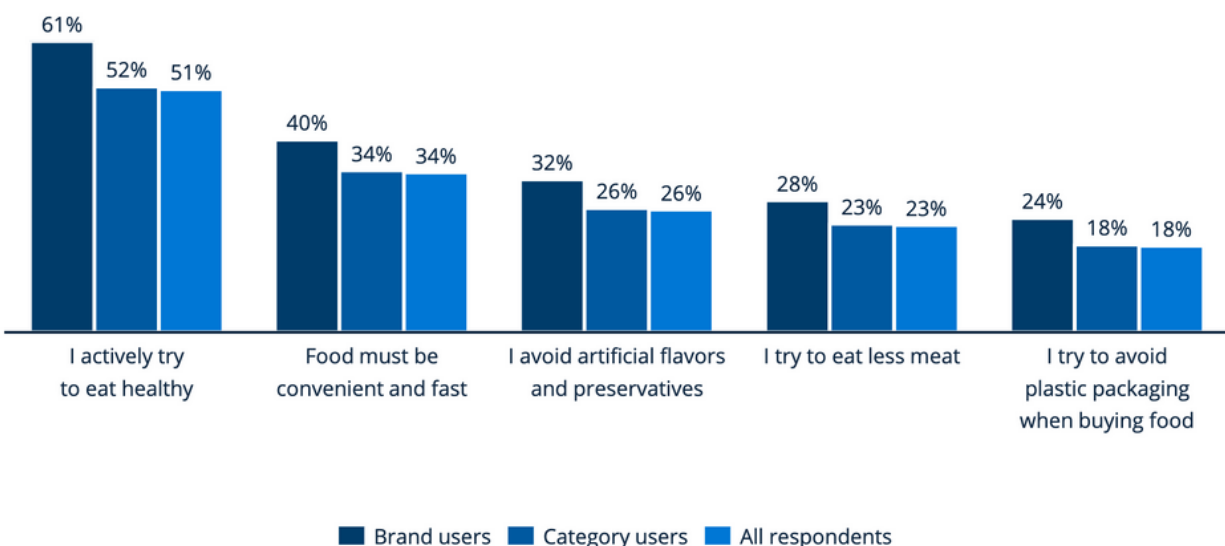
Key Findings:

- Customer Profile:
 - Primarily Millennials with an equal gender split, residing in urban areas and boasting higher incomes.
 - Success-oriented individuals with a keen interest in fashion, beauty, and travel, actively pursuing healthy living and embracing product innovation.
 - Concerned about climate change, proactive in engaging with companies on social media, and preferring internet access via gaming consoles, with a higher recall of video portal advertisements.
- Customer Journey:
 - Target shoppers discover the brand through targeted marketing, engaging with content aligned with their interests.
 - Informed by reviews, shoppers make purchases online or in-store, leveraging promotions and loyalty programs.
 - Satisfied customers advocate for the brand on social media, continuing to interact with Target and fostering loyalty.

Customer Profile:

Target has carved a niche primarily among Millennials, with a notable emphasis on health-conscious living, as evidenced by (61%) actively striving to maintain a healthy diet. Moreover, their demographic inclination towards urban living further underscores their lifestyle preferences (31%). With a larger share of high-income shoppers compared to other grocery stores, Target caters to a demographic of customers that values being more successful and driven than other grocery shoppers (46%) . This blend of health-consciousness, urban living, and higher income levels not only shapes their consumer habits but also positions Target as a preferred destination for those seeking a holistic shopping experience tailored to their lifestyle choices.

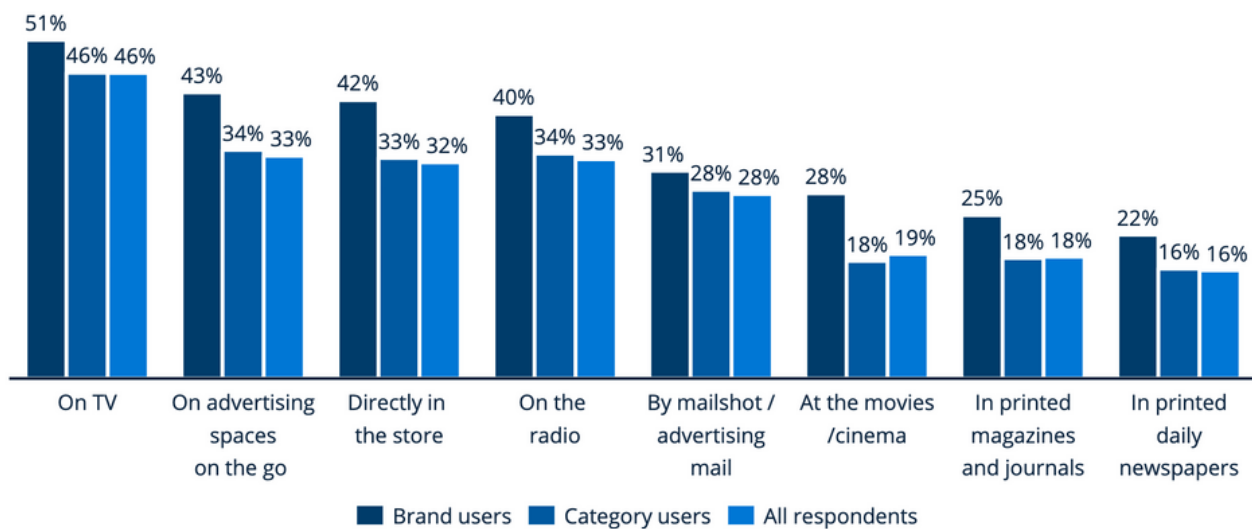
Agreement with statements towards food & nutrition in the U.S.



Customer Journey:

Target shoppers embark on their journey through various digital and traditional media channels, (53%) accessing the internet via gaming consoles, while also being more attentive to ads on video portals, cinema screens, and television, as well as daily news print. Targets customers are much more likely to see their advertisements via video form than actual print advertisements (21%). Targets attention to this may shift as they may want to enhance printed advertisements to close in on the margin of customers that get their advertisements from social media platforms. This may have to do with the portion of Target customers that regularly go to the cinemas (62%) that receive their engagement through a video platform of some sort. shoppers predominantly engage with digital and traditional media channels, favoring video portals, cinema screens, television, and print media. As Target explores enhancing its reach, there's potential to leverage social media platforms and strengthen print advertising to capture a broader audience segment, influenced by the prevalence of cinema-goers engaging with video platforms.

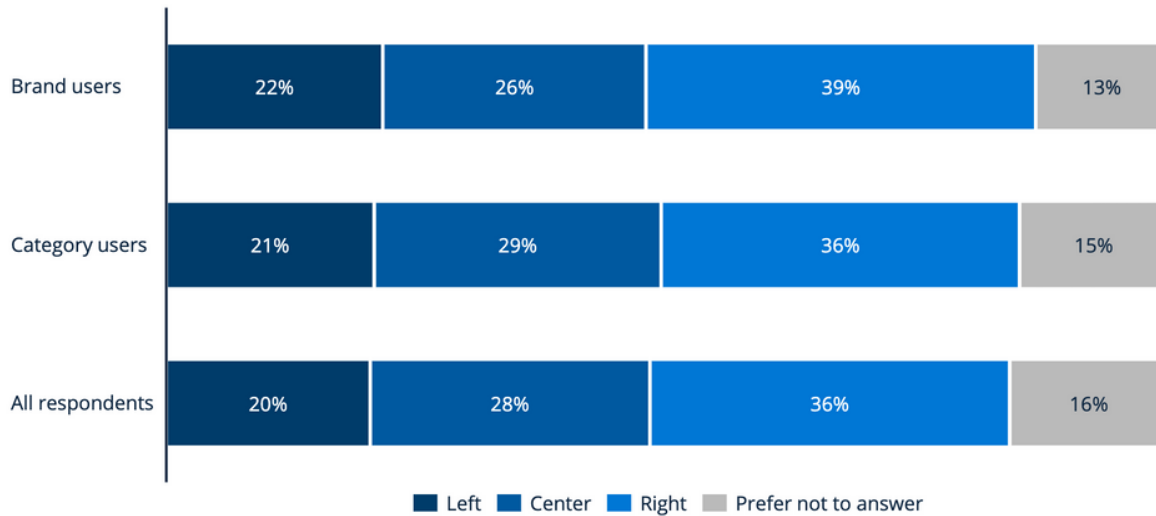
Places where consumers in the U.S. have come across non-digital advertising in the past 4 weeks



Customer Attitude:

Target shoppers exhibit a diverse range of attitudes and characteristics. A notable 22% are innovators or early adopters of new products, showcasing a willingness to embrace innovation and change. Moreover, there's a significant portion of Target shoppers who strongly believe in the urgency of addressing climate change, indicating a concern for environmental issues within the customer base (39%) . Interestingly, Target shoppers also reflect a political leaning towards the right, with 39% aligning with conservative ideologies. This combination suggests a customer base that values progress, environmental sustainability, and conservative principles, shaping their preferences and behaviors within the marketplace.

Political attitudes of consumers in the U.S.



Conclusion:

The customer profile and journey underscore Target's adeptness in understanding and catering to the needs and preferences of its discerning shoppers. With a demographic primarily composed of Millennials residing in urban areas and boasting higher incomes, Target strategically leverages targeted marketing efforts to engage this audience effectively. The customer journey, characterized by a seamless integration of digital and traditional media channels, highlights Target's ability to capture attention and drive meaningful interactions at every touchpoint. Moreover, the emphasis on health-conscious living, coupled with a penchant for innovation and quality, aligns seamlessly with Target's product offerings, fostering long-term loyalty among its satisfied customers. In conclusion, Target's customer-centric approach, coupled with its astute understanding of consumer behavior, positions the brand as a trusted ally in fulfilling the diverse needs and aspirations of its discerning shoppers.