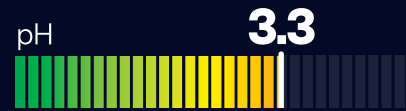


Target's pH Rating



Public Statements Risk



Target is high-profile, though not to Walmart's degree. Shoppers tend to be younger and have more money, so tend to have more time and knowledge for posting about their grievances. However, generally Target has an anodyne brand presence. The website shows the ESG category and black-owned business subcategory.

Associational Risk



Target does not have any obvious associations with high-profile politicians and PACs. There has been controversy over their general support of LGBTQ+ rights, but there has not been support of any particular person. The company has its own PAC, which donates 41% to Democrats and 59% to Republicans (Target Citizens PAC).

Political Contributions Risk



Goods Unite Us data shows that there is a pretty even split between party donations, but it is normal for the retail sector to slightly favor Republicans, and Target does this. It was reported that Target donated Republican in the 2022 midterm elections.

Brand Visibility Risk



The B2C business model, as well as the carrying of lifestyle brands means the Target brand has high exposure. The high search rates and numbers of articles exemplifies this. The brand itself is potentially exposed, due to their "branded house" branding strategy.

Political Dichotomy Risk



Target's political contributions are fairly evenly-split. However, an immense chunk of Target's profits come from 'red states', according to the sales per capita section of their 2021 financial report (the >\$200 categories in particular).