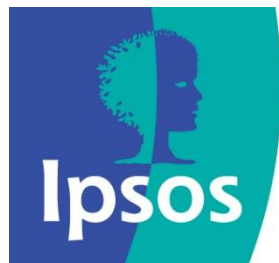


Missing the Target:
One in Three (31%) Canadians Sad to See Target Go
*Canadians Split on Whether They Believe Target Could Have
Turned it Around (53%) or Not (47%)*

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Toronto, ON – As Target Canada begins its liquidation sale leading up to its eventual exodus from Canada, a new Ipsos Reid poll conducted on behalf of Global News has found that one in three (31%) Canadians ‘agree’ (9% strongly/22% somewhat) that they’re ‘upset that Target is leaving Canada’. Those most likely to be upset include young adults aged 18 to 34 (40%), university graduates (38%) and those in Atlantic Canada (39%). Those least upset include older Canadians aged 55+ (24%) and Albertans (26%).

On the other hand, most (69%) Canadians ‘disagree’ that they’re upset with the departure of Target from Canada – including 42% who ‘strongly disagree’ that they’re upset, compared to 27% who ‘somewhat disagree’.

Target’s short-lived existence in Canada was largely a case of unmet expectations, with higher prices and poor availability of stock among other problems. Despite these shortcomings, one half (53%) of Canadians ‘agree’ that ‘Target could have turned it around and been successful in Canada’, ultimately believing that its exit from Canada is premature. Still, the other half (47%) believe Target was ultimately doomed, ‘disagreeing’ (20% strongly/27% somewhat) that Target Canada could have turned it around and been successful.



Atlantic Canadians (66%) are most likely to believe that Target could have been successful, followed by those in Saskatchewan and Manitoba (60%), BC (55%), Quebec (54%), Ontario (50%) and Alberta (48%). Those aged 18 to 34 (58%) are more likely to believe Target could have succeeded than those aged 35 to 54 (53%) or 55+ (49%).

These are some of the findings of an Ipsos Reid poll conducted between January 29 to Feb 3, 2015, on behalf of Global News. For this survey, a sample of 1,003 adults was interviewed via the Ipsos I-Say online panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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