FIELD AGENT - TARGET

WEEKDAY RETAIL STORE AUDIT

INSTRUCTIONS • QUESTIONNAIRE

You will visit the assigned Target store and walk the entire location to evaluate cleanliness, inventory, and staff presence in various departments. Photos of specific departments and displays are required. A purchase is optional.

Before You Begin

- Review your shop confirmation
- Know the assigned location, date, & timeframe
- Call or look online to confirm business hours
- Review photo requirements—very important!
- Know what to evaluate in each department

Don't Forget!

- Go between 4:00 PM - 10:00 PM (check store hours & arrive at least 1 hour prior to closing)
- Take ALL required photos—note specific displays or angles that must be captured
- Complete all department evaluations

General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- No purchase is required, but if you make a purchase, get an itemized receipt to upload with your report.
- Take a selfie photo outside the storefront for shop validation.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members (mother, father, spouse, siblings, children) cannot currently work for Target. If you or your family currently work for Target, contact your scheduler immediately to cancel this shop.
- Children are not allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.

Photo Requirements

***** All photos MUST be taken PORTRAIT-STYLE (i.e., vertically), as shown in the example photos below. *****

SHOPPING CART AREA:

- Take one (1) photo of the shopping cart area.
- This should be an overview photo showing the entire shopping cart area.
- If hand baskets are present, include them in your photo.
- Example of how to frame your photo:

READY-TO-WEAR FOLDED TABLE & ADJACENT RACK – WOMEN'S APPAREL:

- Folded Table: any sort of table or fixture containing FOLDED clothing.
- Adjacent Rack: any nearby rack containing HANGING clothing.
- Take one (1) photo that shows BOTH the Folded Table AND Adjacent Rack in the same photo.
- Example of how to frame your photo—be sure to include the table AND the closest rack:

INTIMATES AND HOSIERY AREA:

- Take one (1) photo of the Intimates and Hosiery area.
- This refers to the department with items like bras, panties, and pajamas.
- This should be a zoomed out / overview photo taken from the main aisle.
- Example of how to frame your photo:

READY-TO-WEAR FOLDED TABLE & ADJACENT RACK – MEN'S APPAREL:

- Folded Table: any sort of table or fixture containing FOLDED clothing.
- Adjacent Rack: any nearby rack containing HANGING clothing.
- Take one (1) photo that shows BOTH the Folded Table AND Adjacent Rack in the same photo.
- Example of how to frame your photo—be sure to include the table AND the closest rack:

CAT & JACK FOLDED TABLE & ADJACENT RACK – BOYS CLOTHING:

- Look for a folded table of boys clothing with the Cat & Jack brand: Cat & Jack
- Take one (1) photo that shows BOTH the Folded Table AND Adjacent Rack in the same photo.
- Example of how to frame your photo—be sure to include the table AND the closest rack:

CAT & JACK FOLDED TABLE & ADJACENT RACK – GIRLS CLOTHING:

- Look for a folded table of girls clothing with the Cat & Jack brand: Cat & Jack
- Take one (1) photo that shows BOTH the Folded Table AND Adjacent Rack in the same photo.
- Example of how to frame your photo—be sure to include the table AND the closest rack:

TODDLERS BASICS FOLDED TABLE & ADJACENT RACK – TODDLERS CLOTHING:

- Look for a folded table of toddlers basics clothing (e.g., t-shirts, pants).
- Take one (1) photo that shows BOTH the Folded Table AND Adjacent Rack in the same photo.
- Example of how to frame your photo—be sure to include the table AND the closest rack:

SHOE DEPARTMENT:

- Look for the Shoe Department OR if no designated department, the Pegged Shoe Wall.
- Take one (1) photo of the Shoe Department or Pegged Shoe Wall.
- This should be a zoomed out / overview photo taken from the main aisle, capturing as much as you can.

Example of how to frame your photo (Shoe Department):

Example of how to frame your photo (Pegged Shoe Wall):

ELECTRONICS DEPARTMENT:

- Take one (1) photo of the Electronics Department.
- This should be a zoomed out / overview photo taken from the main aisle.
- Example of how to frame your photo:

BEAUTY DEPARTMENT:

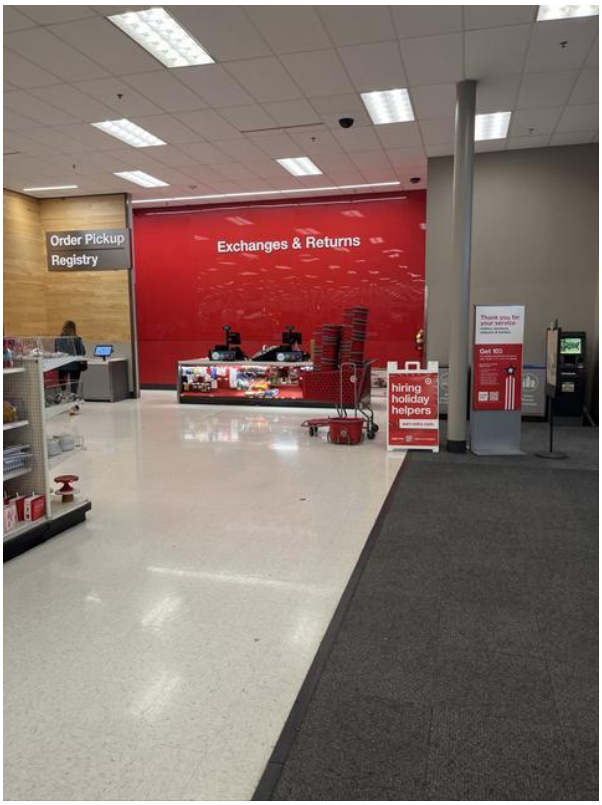
- Take one (1) photo of the Beauty Department (skincare/makeup area).
- This should be a zoomed out / overview photo taken from the main aisle.
- Example of how to frame your photo:

CHECKOUT AREA:

- Take one (1) photo of the Checkout Area.
- This should be an overview photo taken from the main aisle as you approach the area/leave the store.
- Example of how to frame your photo:

SERVICE DESK AREA:

- Take one (1) photo of the Service Desk Area.
- This should be a zoomed out / overview photo taken as you leave the store.
- Example of how to frame your photo:



LOCATION EXTERIOR SELFIE:

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.

ITEMIZED RECEIPT (IF APPLICABLE):

- If you make a purchase, obtain a receipt (ask if the cashier does not give you one).
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

Summary of Photo Requirements—*with Alternate Instructions*

If your assigned store does not have the indicated department or display, take the alternate photo as instructed and select the option for "N/A - Alternate" when uploading the photo in your survey form.

- One (1) photo of shopping cart area—overview, showing carts and hand baskets
- One (1) photo of ready-to-wear folded table AND adjacent rack in Women's Apparel
  - *Alternate: If there is no Women's Apparel section (highly unlikely), capture an overview photo of all apparel possible from the main aisle*
- One (1) photo of Intimates and Hosiery area—overview, taken from main aisle
  - *Alternate: If there is no Intimates and Hosiery area, capture an overview photo of Women's Apparel from the main aisle*
- One (1) photo of ready-to-wear folded table AND adjacent rack in Men's Apparel
  - *Alternate: If there is no Men's Apparel section (highly unlikely), capture an overview photo of all apparel possible from the main aisle*
- One (1) photo of Cat & Jack folded table AND adjacent rack in Boys Clothing
  - *Alternate: If there is no table with Cat & Jack folded apparel on it in the Boys Clothing section (highly unlikely), capture an overview photo of the entire Boys Clothing section from the main aisle*
  - *Alternate: If there is no Boys Clothing section (highly unlikely), capture an overview photo of all apparel possible from the main aisle*
- One (1) photo of Cat & Jack folded table AND adjacent rack in Girls Clothing
  - *Alternate: If there is no table with Cat & Jack folded apparel on it in the Girls Clothing section (highly unlikely), capture an overview photo of the entire Girls Clothing section from the main aisle*
  - *Alternate: If there is no Girls Clothing section (highly unlikely), capture an overview photo of all apparel possible from the main aisle*
- One (1) photo of toddlers basics folded table AND adjacent rack in Toddlers Clothing
  - *Alternate: If there is no table with basics folded apparel on it in the Toddlers Clothing section (highly unlikely), capture an overview photo of the entire Toddlers Clothing section from the main aisle*
  - *Alternate: If there is no Toddlers Clothing section (highly unlikely), capture an overview photo of all apparel possible from the main aisle*
- One (1) photo of Shoe Department or Pegged Shoe Wall—overview, taken from main aisle
  - *Alternate: If there are no shoes available to photograph (highly unlikely), capture an overview photo of all apparel possible from the main aisle*
- One (1) photo of Electronics Department—overview, taken from main aisle
  - *Alternate: If there is no Electronics Department, go to the area with phone chargers, video game accessories, etc. and capture an overview photo of this area from the main aisle*
- One (1) photo of Beauty Department—overview, taken from main aisle
- One (1) photo of checkout area—overview, taken from main aisle as you leave the store
- One (1) photo of service desk area—overview, taken from a distance as you leave the store
- Location exterior selfie
- Receipt—if applicable
- Additional photos—if applicable, you may upload extra photos in Shop Validation to help explain an issue

PLEASE REVIEW ALL PHOTO REQUIREMENTS CAREFULLY!

Ensure your photos are high-resolution, clear, large enough, and not blurry.

Shops that do not include the required photos/documentation as outlined above will not be accepted.

Shop Instructions

Step #1: Evaluate the shopping cart and entrance area.

- Arrive at the assigned Target location between 4:00 PM and 10:00 PM, and at least 1 hour prior to closing.
  - Call or look online to check store hours for your assigned location and shop date in advance, to ensure you arrive within these parameters (e.g., if the store closes at 10:00 PM, you must arrive by 9:00 PM).
- Note the exact time you enter the store—this is the Start Time to enter in your survey form.
- Evaluate the trash can—is it well-kept and not overflowing?
  - First look outside the entrance doors. If no trash can is there, look inside the entrance area.
- Note if both shopping carts and hand baskets are available at the entrance area.

Take a photo of the Shopping Cart Area.

Step #2: Evaluate the restroom.

- Visit the restroom and note if it is clean, specifically checking for:
  - Trash overflowing
  - Sinks dirty
  - Countertops not wiped down
  - Trash on floor
  - Toilets not clean
  - Odor

Step #3: Evaluate the apparel/clothing section of the store.

- Grab a cart or hand basket. No purchase is required, but you must appear like a real customer as you move through the various departments for this shop.
- Stay in the MAIN AISLE (tiled floor) to complete your evaluations and take photos unless otherwise directed.
- Go to the Women's Apparel section.

Take a photo of a Folded Table & Adjacent Rack in Women's Apparel.

- Note if there is a Target team member in sight and available to assist customers in Women's Apparel.
  - If yes, walk within 4 feet of them and evaluate how they interact with you—do they greet, acknowledge, or ignore you?
  - You do not need to have a full interaction and only need to evaluate if they proactively engage with you.
- Go to the Fitting Room and look for racks of clothing that need to be returned to the sales floor.
  - If yes, is a Target team member actively working to put the clothing back on the sales floor?
- Note if there is a Target team member present in or near the fitting room area.
  - If yes, walk within 4 feet of them and evaluate how they interact with you—do they greet, acknowledge, or ignore you?
  - You do not need to have a full interaction and only need to evaluate if they proactively engage with you.
- Go to the Intimates and Hosiery area.
- Look at the tables, fixtures, shelves, and floor—are items organized and folded, with no trash/items on the floor?

Take a photo of the Intimates and Hosiery area.

- Go to the Men's Apparel area.

Take a photo of a Folded Table & Adjacent Rack in Men's Apparel.

- Go to Boys Clothing.

Take a photo of the Cat & Jack Folded Table & Adjacent Rack in Boys Clothing.

- Go to Girls Clothing.

Take a photo of the Cat & Jack Folded Table & Adjacent Rack in Girls Clothing.

- Go to Toddlers Clothing.

Take a photo of the Toddlers Basics Folded Table & Adjacent Rack in Toddlers Clothing.

- Go to the Shoe Department.
- Look for the Pegged Shoe Wall if your location does not have a shoe department.

Take a photo of the Shoe Department or Pegged Shoe Wall.

Step #4: Evaluate team member presence and inventory in other departments.

- Go to the Electronics Department.

Take a photo of the Electronics Department.

- Note if there is a Target team member in sight and available to assist customers in the Electronics Department.
    - If yes, walk within 4 feet of them and evaluate how they interact with you—do they greet, acknowledge, or ignore you?
    - You do not need to have a full interaction and only need to evaluate if they proactively engage with you.
- Go to the Beauty Department (skincare/makeup area).

Take a photo of the Beauty Department.

- Locate the product testers in the Beauty Department. Look for any of the below items (note that there will be multiple color/fragrance options). Evaluate the cleanliness/maintenance of the product testers.
    - Supergoop! | Sunscreen
    - Lake & Skye | Fragrance Oil Rollerball
    - Glamazon Beauty | Second to None Foundation Stick
    - Rom&Nd | Glasting (lip gloss or lip balm)

- Other notes on product testers:
  - The testers may be grouped together, but will likely be separate displays.
  - Products will vary by store. Some stores might not have any listed testers, others might have them all.
  - You can stop looking after finding at least one product from the list to evaluate.
- While in the Beauty Department, note if you see a Beauty Advisor wearing a BLACK shirt (NOT a red shirt).
  - Evaluate if they proactively approach you OR other guests.
  - You do not need to have a full interaction and only need to evaluate if they proactively engage with you or other guests.
- Evaluate if you can see any hand baskets in the Beauty Department from the main aisle.
- Note if there is a Target team member in sight and available to assist customers in the Beauty Department.
  - Refers to a "red shirt" team member. If yes, walk within 4 feet of them and evaluate how they interact with you—do they greet, acknowledge, or ignore you?
  - You do not need to have a full interaction and only need to evaluate if they proactively engage with you.
- Go to the Food & Beverage / Fresh Produce area.
- Evaluate if you can see any hand baskets in the Food & Beverage area from the main aisle.
  - Walk the main aisle of all Food & Beverage—includes the fresh produce area as well as other aisles with snacks, chips, granola, etc.
- Note if there is a Target team member in sight and available to assist customers in the Fresh Produce area.
  - Refers to if a team member is present within the Fresh Produce area specifically. If your location does not have Fresh Produce, select No. If there is a team member in one of the nearby snack aisles, but not specifically in Fresh Produce, also select No.
  - If yes, walk within 4 feet of them and evaluate how they interact with you—do they greet, acknowledge, or ignore you?
  - You do not need to have a full interaction and only need to evaluate if they proactively engage with you.

Step #5: Evaluate the checkout and service desk area.

- Head towards the checkout area.

Take a photo of the Checkout Area.

- Note if there are any self-checkout lanes open (i.e., the lane is turned on and available for use).
  - If yes, how many shoppers are waiting in line at the busiest self-checkout lane?
- Note if there are any belted (assisted) lanes open (i.e., traditional checkout lanes that have their light on and are available for use).
  - If yes, how many shoppers are waiting in line at the busiest belted (assisted) lane?
- Note if there is a Target team member actively inviting shoppers to check out (either self or assisted).
- If you are planning to make a purchase, you may do so in any lane (either self or assisted).
- As you leave the store, note many guests are waiting in line at the service desk.

Take a photo of the Service Desk Area.

- Exit the store.
- Note the exact time you leave the store—this is the End Time to enter in your survey form.

Step #6: Parking lot review and overall experience.

- Check photos in your vehicle—ensure you obtained ALL required photos in the required format (portrait-style, images are framed correctly, images are clear and not blurry). If not, go back inside to take the missing photos.
- Consider the overall friendliness of Target team members throughout your visit.
- Note if you saw any trash, merchandise, and/or Target stock carts on the floor during your visit.
    - If yes, where did you see these issues?
- Note if you were greeted or acknowledged at any time by a Target team member.
    - Refers to if you were proactively greeted or acknowledged by a "red shirt" team member—either in one of the departments that you evaluated, or in any other department as you walked through the store.
    - Note that the "black shirt" Beauty Advisor does NOT count for the purpose of this question.
- Consider your overall experience in this specific Target store—excellent, average, or poor?
- Note if there is anything else this specific Target store could do to improve your experience.
- When writing your shop narrative, thoroughly explain your photos, any cleanliness issues, and any staff interactions. Justify any low, no, or alternate responses/photos. You may also include commentary about your experience that was not covered by the survey questions.

Recap: Photo Tips & Expectations

- Take all photos as shown in the examples. Photos must be portrait-style and framed as shown in the examples.
- Be discreet! It is important that employees do not follow or approach you to question why you are taking photos, etc. Pretend to text on your phone, be aware of employee presence, and try to look like you are actually shopping in the store (e.g., stop to browse occasionally, put things in your cart or hand basket).
- Review the comprehensive list of photo requirements and print it out or screenshot for reference. We cannot accept shops with missing photos, so you must be sure to capture all required photos during your visit.
- It is recommended to take a few photos of each department/display to ensure you have one that matches the framing and quality needed.
- If there are any cleanliness issues (e.g., trash/merchandise on the floor), attempt to capture in your photos if the issue can be seen from the main aisle. If not, note in your narrative that the issues could not be seen from the main aisle and are therefore not shown in the photo. Additional photos can be uploaded in the Shop Validation section if needed to help explain an issue.
- Double-check your photos in the parking lot to make sure you did not miss any photos before leaving the store.
- Note that the survey questions will change slightly from month-to-month. Be sure to review the instructions and photo requirements thoroughly before each shop and make note of any changes.

WHAT'S NEW: October

- No survey or instructions changes—shop methodology is exactly the same as the September shops.
- Notes added above with tips to take photos discreetly. Be discreet even if you don't see employees.
- Be sure to always re-read this entire instructions document prior to completing your shop, to ensure you understand both new and existing shop requirements.

QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Entrance

1. Select ALL of the companies you or someone in your family works for.

Consider yourself and immediate family members only: mother, father, spouse, siblings, children.

[ ] Walmart
[ ] Target
[ ] Home Depot
[ ] Kroger
[ ] McDonald's
[ ] None of these

2. Are Trash Cans well-kept and not overflowing?

Only select N/A if there is no trash can outside the entrance doors AND no trash can inside the entrance area.

[ ] Yes
[ ] No
[ ] N/A - No Trash Can available

3. Take an OVERVIEW photo of the entire Shopping Cart area.

Select Yes and upload a portrait-style photo of the shopping cart area. If there are hand baskets present, include them in your photo along with the carts. This should be a zoomed out, overview photo. Refer to the shop instructions for how to frame your photo.

[ ] Yes
[ ] No

4. Are Shopping Carts and Hand Baskets available at the Entrance area?

[ ] Yes, both Shopping Carts AND Hand Baskets are available.
[ ] Only Shopping Carts are available.
[ ] Only Hand Baskets are available.
[ ] Neither Shopping Carts nor Hand Baskets are available.

Restroom

5. Is the Restroom clean?

Only select N/A if the restroom was unavailable for your entire visit.

[ ] Yes
[ ] Somewhat
[ ] No
[ ] N/A - Could not enter the Restroom

6. Why is the Restroom NOT clean? Select all that apply.

[ ] Trash overflowing
[ ] Sinks dirty
[ ] Countertops NOT wiped down
[ ] Trash on floor
[ ] Toilets not clean
[ ] Odor
[ ] Other. Please explain.
[ ] N/A - Restroom was clean
[ ] N/A - Could not enter the restroom

7. If you selected Other, you are REQUIRED to explain your answer.

You may enter up to 200 characters.

Women's Apparel

8. Take one CLEAR photo of a Ready-to-Wear Folded Table AND an Adjacent Rack in Women's Apparel.

Select Yes and upload a portrait-style photo of any folded table and adjacent rack in Women's Apparel. The table AND rack MUST be included together in one photo. Refer to the shop instructions for how to frame your photo. Select N/A only if there is no Women's Apparel section (highly unlikely) and upload an overview photo showing all apparel possible from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

9. Is there a Target Team Member in sight and available to assist Shoppers in the Women's apparel area?

[ ] Y
[ ] N
[ ] N/A - No Women's Apparel area

10. How friendly was the Target Team Member in the Women's apparel area?

Pass within 4 feet of the team member to evaluate how they react. Select the top response if they give any friendly verbal greeting.

[ ] Very friendly - Said "hello" to me
[ ] Somewhat friendly - Smiled and acknowledged me
[ ] Not friendly at all - Ignored me
[ ] N/A - No team member present in Women's Apparel
[ ] N/A - No Women's Apparel area

Fitting Room

11. Are there carts or racks of clothing that appear to need to be returned to the sales floor?

[ ] Y
[ ] N

12. Is there a Target Team Member (employee) working on the "go backs/re-shops" to place them back on the shopping floor?

Refers to if an employee is actively working to put the items on the carts/racks back on the sales floor.

[ ] Y
[ ] N
[ ] N/A - No carts/racks of go-back clothing

13. Is a Target Team Member (employee) present in or near the fitting room area?

[ ] Y
[ ] N

14. Did the Target Team Member acknowledge or engage with you?

Refers to the team member near the fitting room area. Pass within 4 feet of the team member to evaluate if you are acknowledged.

[ ] Y
[ ] N
[ ] N/A - No team member present near fitting rooms

Intimates and Hosiery

15. Take an overview photo of the Intimates and Hosiery area.

Select Yes and upload a portrait-style photo of the Intimates and Hosiery area. This should be a zoomed out, overview photo taken from the main aisle. Select N/A only if there is no Intimates and Hosiery area and upload an overview photo of Women's Apparel from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

16. How would you rate the overall organization and condition of the Intimates and Hosiery area?

[ ] Good: Nothing hanging off table. No trash or damaged marketing on fixture. No trash or items on floor.
[ ] Okay: A few items are uneven/unfolded on fixture/shelf. No trash or items on floor.
[ ] Poor: Overall presentation is poor. Many items uneven/unfolded on fixture/shelf. Trash or items on floor.
[ ] N/A - No Intimates and Hosiery area

Men's Apparel

17. Take one CLEAR photo of a Ready-to-Wear Folded Table AND an Adjacent Rack in Men's Apparel.

Select Yes and upload a portrait-style photo of any folded table and adjacent rack in Men's Apparel. The table AND rack MUST be included together in one photo. Refer to the shop instructions for how to frame your photo. Select N/A only if there is no Men's Apparel section (highly unlikely) and upload an overview photo showing all apparel possible from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

Boys Clothing

18. Take one CLEAR photo of a Boys' "Cat & Jack" Apparel Folded Table AND an Adjacent Rack in Boys Clothing.

Select Yes and upload a portrait-style photo of the Cat & Jack folded table and adjacent rack in Boys Clothing. The table AND rack MUST be included together in one photo. Refer to the shop instructions for how to frame your photo. Select N/A if there is no Cat & Jack table (highly unlikely) and upload an overview photo showing the Boys Clothing area from the main aisle. If no Boys Clothing area (highly unlikely), upload an overview photo of all apparel possible from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

Girls Clothing

19. Take one CLEAR photo of a Girls' "Cat & Jack" Apparel Folded Table AND an Adjacent Rack in Girls Clothing.

Select Yes and upload a portrait-style photo of the Cat & Jack folded table and adjacent rack in Girls Clothing. The table AND rack MUST be included together in one photo. Refer to the shop instructions for how to frame your photo. Select N/A if there is no Cat & Jack table (highly unlikely) and upload an overview photo showing the Girls Clothing area from the main aisle. If no Girls Clothing area (highly unlikely), upload an overview photo of all apparel possible from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

Toddlers Clothing

20. Take one CLEAR photo of a Toddlers Basics Folded Table AND an Adjacent Rack in Toddler Clothing.

Select Yes and upload a portrait-style photo of the toddlers basics folded table (e.g., t-shirts, pants) and adjacent rack in Toddlers Clothing. The table AND rack MUST be included together in one photo. Refer to the shop instructions for how to frame your photo. Select N/A if no basics table (highly unlikely) and upload an overview photo showing the Toddlers Clothing area. If no Toddlers Clothing area (highly unlikely), upload an overview photo of all apparel possible from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

Shoe Department

21. Take an overview photo of the Shoe Department.

Select Yes and upload a portrait-style photo of the Shoe Department OR Pegged Shoe Wall. This should be a zoomed out, overview photo taken from the main aisle. Refer to the shop instructions for how to frame your photo. Select N/A if there are no shoes available to photograph (highly unlikely) and upload an overview photo of all apparel possible from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

Electronics Department

22. Take an overview photo of the Electronics area from the Main Aisle.

Select Yes and upload a portrait-style photo of the Electronics Department. This should be a zoomed out, overview photo taken from the main aisle. Refer to the shop instructions for how to frame your photo. Select N/A if there is no Electronics Department and upload a photo of the area with phone chargers, video game accessories, etc. from the main aisle.

[ ] Yes
[ ] No
[ ] N/A - Alternate

23. Is there a Target Team Member in sight and available to assist Shoppers in the Electronics Department?

[ ] Yes
[ ] No
[ ] N/A - No Electronics Department

24. How friendly was the Target Team Member in the Electronics Department?

Pass within 4 feet of the team member to evaluate how they react. Select the top response if they give any friendly verbal greeting.

[ ] Very friendly - Said "hello" to me
[ ] Somewhat friendly - Smiled and acknowledged me
[ ] Not friendly at all - Ignored me
[ ] N/A - No team member present in Electronics Department
[ ] N/A - No Electronics Department

Beauty Department

25. Take an overview photo of the Beauty Department (Skin Care/Makeup) area from the Main Aisle.

Select Yes and upload a portrait-style photo of the Beauty Department (e.g., the area with skincare/makeup items). This should be a zoomed out, overview photo taken from the main aisle. Refer to the shop instructions for how to frame your photo.

[ ] Yes
[ ] No

26. Are there any Hand Baskets in the Beauty Department (Skin Care/Makeup)?

Refers to if hand baskets are visible from the MAIN AISLE in the Beauty Department.

[ ] Y
[ ] N

27. Is there a Target Team Member in sight and available to assist Shoppers in the Beauty Department (Skin Care/Makeup) area?

[ ] Y
[ ] N

28. How friendly was the Target Team Member in the Beauty Department?

Pass within 4 feet of the team member to evaluate how they react. Select the top response if they give any friendly verbal greeting.

[ ] Very friendly - Said "hello" to me
[ ] Somewhat friendly - Smiled and acknowledged me
[ ] Not friendly at all - Ignored me
[ ] N/A - No team member present in Beauty Department

29. Rate the cleanliness of the product testers.

Look for any of the product testers listed in the shop instructions. If none of the listed items are present at your location, select "No product testers in the Beauty Department."

[ ] The product testers are clean, sanitary and well maintained.
[ ] The product testers need minor cleaning and re-stocking.
[ ] The product testers are unclean, unsanitary and poorly maintained.
[ ] No product testers in the Beauty Department.

30. While in the Beauty Department, did a Beauty Advisor wearing a BLACK shirt (NOT a red shirt) proactively approach or offer to help you or other guests?

Select Yes if a Beauty Advisor (in a BLACK shirt) either approaches you OR if you observe them greet/help another guest.

[ ] Yes, a Beauty Advisor in a BLACK shirt proactively offered help.
[ ] No, a Beauty Advisor in a BLACK shirt was present, but did NOT offer help.
[ ] No Beauty Advisor (in a BLACK shirt) was present.
[ ] N/A

Food & Beverage

31. Are there any Hand Baskets in the Food & Beverage area?

Walk the main aisle of all Food & Beverage - includes the fresh produce area as well as the other aisles with snacks, chips, granola, etc. Refers to if hand baskets are visible from the MAIN AISLE in Food & Beverage.

[ ] Y
[ ] N

32. Is there a Target Team Member in sight and available to assist Shoppers in the Fresh Produce area?

Refers specifically to the Fresh Produce section - only select Yes if there is a team member within Fresh Produce. Select No if there was no team member within Fresh Produce (a team member in the regular food & beverage aisles does not count). Select No if your location does not have Fresh Produce.

[ ] Y
[ ] N

33. How friendly was the Target Team Member in the Fresh Produce area?

Pass within 4 feet of the team member to evaluate how they react. Select the top response if they give any friendly verbal greeting.

[ ] Very friendly - Said "hello" to me
[ ] Somewhat friendly - Smiled and acknowledged me
[ ] Not friendly at all - Ignored me
[ ] N/A - No team member present in Fresh Produce area

Checkout & Service Desk

34. Take an OVERVIEW photo of the ENTIRE CHECKOUT area.

Select Yes and upload a portrait-style photo of the checkout area. This should be a zoomed out, overview photo taken from the main aisle as you approach the area/leave the store. Refer to the shop instructions for how to frame your photo.

[ ] Yes
[ ] No

35. Are there any Self-Checkout lanes open?

Refers to lanes that are turned on/available for use.

[ ] Y
[ ] N

36. How many Shoppers are waiting in line at Self-Checkout?

Evaluate the busiest self-checkout lane. If there is a single line for all self-checkout stations, include those customers.

[ ] 0-3
[ ] 4+
[ ] N/A - No self-checkout lanes open

37. Are there any belted (ASSISTED) checkout lanes open?

Refers to lanes that are turned on/available for use.

[ ] Y
[ ] N

38. How many Shoppers are waiting in line in any specific belted (ASSISTED) checkout lane?

Evaluate the busiest belted (assisted) checkout lane.

[ ] 0 - 2
[ ] 3 - 4
[ ] 5+
[ ] N/A - No belted (assisted) lanes open

39. Is there a Target Team Member actively assisting and supporting guests, inviting them to checkout (Self or Assisted)?

Refers to if a team member is directing shoppers to any of the checkout lanes (either self or assisted).

[ ] Y
[ ] N

40. Take an overview photo of the Service Desk area.

Select Yes and upload a portrait-style photo of the service desk area. This should be a zoomed out, overview photo taken as you leave the store. Refer to the shop instructions for how to frame your photo.

[ ] Yes
[ ] No

41. How many guests are waiting in line at the service desk?
[ ] 0 - 2
[ ] 3 - 4
[ ] 5+

Overall Experience

42. While you were shopping this Target location, did you see any trash, merchandise and/or Target stock carts on the floor?
[ ] No, the floors were completely clean of trash and products
[ ] Yes, a small number of trash/products were on the floor
[ ] Yes, a lot of trash/products were on the floor

43. Please explain where/what departments you saw any of the issues from the previous question.
If applicable, enter between 50 and 1000 characters to explain where/what departments you saw trash/products on the floor.

44. Were you greeted or acknowledged by any Target Team Member during your Mystery Shop today?
Select Yes if you were proactively greeted or acknowledged by any "red shirt" team member in any department or at the checkout. (NOTE: the Beauty Advisor wearing a black shirt does NOT count.
[ ] Y
[ ] N

45. Rate the overall friendliness of the Target Team Member(s) in this store.
[ ] Excellent
[ ] Average
[ ] Poor

46. Rate your overall experience in this Target store.
[ ] Excellent
[ ] Average
[ ] Poor

47. Is there anything else this Target store could do to improve the shopping experience?
Enter up to 1000 characters to explain any opportunities for improvement.

48. Provide any comments, explanations here.
Explain your photos, any cleanliness issues, and any staff interactions. Justify any low, no, or alternate responses/photos. You must enter between 500 and 3000 characters.

Shop Validation

49. Do you have a receipt?
Select Yes and upload your receipt if you made a purchase. Select No if you did not make a purchase.
[ ] Yes
[ ] No

50. Did you take a location exterior selfie photo?
Select Yes and upload your location exterior selfie.
[ ] Yes
[ ] No

51. Do you have any additional photos to upload?

If you have additional department/display photos, or photos to help demonstrate any issues (e.g., items/trash/merchandise on floor), you may upload here to help explain.

[ ] Yes
[ ] No

52. Comments on receipt, location exterior selfie, and/or additional photos:

If you have any comments about your receipt or selfie, include them here. If you uploaded additional photos, provide a brief explanation of what you uploaded. Enter N/A if you uploaded your selfie and have no additional comments or photos.

END OF QUESTIONNAIRE