

Target PAC Online Survey

Final Version

Thank you for taking the time to participate in this survey, which should take about 10 minutes to complete. All of your responses are confidential.

The Government Affairs team has partnered with an independent firm to conduct a survey to evaluate team member participation in the political process. Traditionally, civic engagement by team members has included membership in TargetCitizens Political Action Committee (PAC) and contacting elected officials via Citizens@Target. This short survey will help us formulate future communications as well as develop options for potential team member engagement.

TargetCitizens PAC Series

NEW SCREEN

A political action committee or PAC, like TargetCitizens PAC, is a way to leverage the voice of our team members to advocate for the issues that matter most to Target. PACs pool voluntary contributions from individuals and donate those funds to candidates who support their priorities.

1. Do you contribute to TargetCitizens PAC?
 1. Yes, currently **(TO Q6)**
 2. Yes, in the past but not currently
 3. No

NEW SCREEN

IF PUNCHES 2-3, ASK Qs 2-5/9-14

2. Are you familiar with TargetCitizens PAC, Target's bipartisan PAC funded solely by voluntary contributions from team members?
 1. Yes
 2. No

NEW SCREEN

3. I feel it is important for Target to be involved in the political process through TargetCitizens PAC.

Agreement Scale 1-5

NEW SCREEN

4. Would you be more likely to contribute to TargetCitizens PAC if you knew your pyramid leadership contributes?
 1. Yes
 2. No

NEW SCREEN

5. Would you like to receive email updates, annual reports, breaking news on InsideTGT and other communications about TargetCitizens PAC, even though you are not a member?
 1. Yes
 2. No

NEW SCREEN

IF “**YES, CURRENTLY**” IN Q1, ASK Qs 6-10, 12-14:

6. Below is a list of the different updates TargetCitizens PAC currently uses. Please indicate which, if any, of these updates you like receiving. **ROTATE LIST CHOOSE ALL THAT APPLY**

1. Annual PAC report
2. Weekly Top 5 email, which highlights the five biggest political stories of the week
3. Conference calls with elected officials and/or political strategists
4. Private receptions with elected officials and Target’s Leadership Team
5. Political updates on TargetCitizens community page

NEW SCREEN

7. Which one of the following describes the most important reason you contribute to TargetCitizens PAC? **ROTATE LIST**

1. It’s important to me to support Target’s policy priorities
2. It’s not a lot of money
3. It’s an easy way to get involved in the political process
4. I enjoy the benefits I receive as a member of TargetCitizens PAC such as insider updates and special events
5. I feel there’s an expectation to contribute
6. Other (specify) _____

NEW SCREEN

8. Would you recommend to another team member that they join TargetCitizens PAC?
1. Yes
 2. No – If selected, why not?

CONTINUE WITH ALL RESPONDENTS**NEW SCREEN**

9. Please rank the following existing and potential PAC membership benefits in order of importance to you. **RANK LIST**
1. Information on candidates to whom the PAC contributes
 2. Transparency and understanding of criteria used to support candidates
 3. Reducing or eliminating the minimum contribution level to qualify for Target’s PAC match¹ (see Tooltip)
 4. Ability to attend certain events or fundraisers with elected officials and Target’s Leadership Team
 5. Access to race updates from leading political handicappers, e.g. The Cooke Political Report
 6. Periodic policy updates on issues that are important to Target

¹Tooltip Depending on your employee class there is a minimum contribution level that has to be reached in order to qualify for **Target’s PAC match**. For team members meeting that minimum contribution level, Target matches your contribution to the PAC with a contribution in your name to a charity of your choice from a pre-selected list of charities.

7. Drawing prizes such as: iPads, movie tickets, gaming systems and potential sporting tickets or car races

NEW SCREEN

IF PUNCHES 2-3 IN Q1, ASK Q 11-14:

11. Which options below describes why you do not contribute to TargetCitizens PAC? **Ability to pick more than one answer.**

1. I can't afford it
2. It's not part of my role
3. I didn't know Target had a PAC
4. I didn't know I was eligible to contribute
5. I don't support the candidates the PAC supports
6. I don't think my contribution would make a difference
7. I feel like I would have no say in what the PAC does
8. I disagree with Target on social issues
9. I disagree with Target on economic/business issues
10. I'm not interested in politics
11. Other (specify) _____