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August 2, 2010

→ Results: Target Boycott Survey

Thank you for taking part in the Target Corporation Boycott Survey. The results of the survey are below.

1. Do you think it matters that Target supports the GLBT Community but its CEO supports Anti-GLBT political candidates? [Create Chart](#)



	Response Percent
Yes, it's unacceptable	54.9%
Maybe, it's complicated	22.0%
No, they are two separate issues	23.1%
answered question	
skipped question	




2. Do you think this should affect how they are rated by other GLBT organizations from an employment non-discrimination and safe work environment standpoint? [Create Chart](#)

	Response Percent
Yes	52.7%
No	37.4%
I'm not sure	9.9%

3. Do you intend to boycott Target? [Create Chart](#)

	Response Percent
Yes	30.8%
No	38.5%

No		38.5%
Maybe, I'm not sure		30.8%
		answered question
		skipped question

4. Will you boycott the company even if you know that Target's employees and the companies of products they carry will be negatively affected?		
		Response Percent
Yes		41.8%
No		39.6%
Well, now I'm not sure		18.7%

Unfamiliar with the issue? See below:

As many of you may already know, the GLBT community has come out publicly to criticize Target Corp's CEO for donating \$150,000 to help Tom Emmer, a Minnesota GOP gubernatorial candidate who is strongly anti-GLBT. Target's money went to MN Forward, a group that is running TV ads supporting Emmer. Emmer supports a Christian rock band in Minnesota that travels around the state saying that it's moral and righteous for religious people to kill gays and lesbians.

Target chief executive Gregg Steinhafel defended the donation earlier this week. He pointed out that the Minnesota-based discount retailer remains committed to the gay community, by offering domestic partner benefits and supporting major GLBT events in Minnesota.

Further, it should be noted that Target routinely scores high with GLBT organizations for its gay-friendly working environment.

Current Articles Written about the issue:

CBS News: [One Mother Returns Target Merchandise in Protest](#)

Associated Press: [Target Defends Political Contributions](#)

Huffington Post: [Target Homophobia?](#)



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