2010 Census

The Ailing Economy: How Do Census Data Help?

Congressional Briefing
H137 Capitol Building
February 23, 2009

Target Corporation
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• Census data inform daily business decisions
  – Store and distribution center locations/capital investment
  – Merchandise assortment
  – Workforce planning
  – Marketing

• Important in good times, critical in tough times
  – Focused, difficult decisions
  – Prioritize best returns, minimize risk
• We are there for the long-term
  – The first 10 stores are still open or rebuilt nearby
  – Reinvestment adds jobs, fresh design for the community
• Generates tax dollars – income, property, sales
• Each Target store provides 150-300 jobs
• Giving program for over 50 years
  – $3 million per week
Why are census data critical to business?

- Accurate
- Consistent over time and place
- Granular (city block groups)
- Comprehensive content

- And with the ACS . . . timely!
• Entered with 15 stores in 1996
• Now serving our guests with 59 stores
Percentage of Multi-Family Housing (2 or more units)
Hispanic Commodities
Spanish Language Children’s Books
Separated assortment with bilingual signing

Latin Music
Expanded assortment merchandised together with category signing
Universe: Households
Data Set: 2005-2007 American Community Survey 3-Year Estimates
Virginia by County

NOTE: For information on confidentiality protection, sampling error, nonsampling error, and definitions, see Survey Methodology.

Features
- Major Road
- Street
- Stream/Waterbody

Items in gray text are not visible at this zoom level.

Approx. 555 miles across

Source: U.S. Census Bureau, 2005-2007 American Community Survey
Target support for Census

• 2000 Census support
  – In-store signs
  – Sunday newspaper circular
  – Team Member communications

• 2010 Census Partner
  – Getting out the message – “It’s in our hands”