

KPBS/CERC Wal-Mart Poll
(n=400 San Diego County Adult Residents, weighted by age and area)

Hi this is _____ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode?	South City	16.8%
	North City	24.3
	South Burbs	11.0
	East Burbs	13.9
	North Burbs	14.4
	North Coastal	12.3
	East Coastal	7.3

Now I'm going to ask a few questions about Wal-Mart

Q2. Do you generally have a favorable or unfavorable impression of Wal-Mart?	Very Favorable	33.3%
	Somewhat Favorable	34.2
	Somewhat Unfavorable	10.9
	Very Unfavorable	12.5
	Unsure (<i>Not Read</i>)	9.2

Q3. About how often, if at all, do you shop at Wal-Mart . . .	More Than Once Per Week	11.3%
	Once Per Week	12.7
	Once or Twice Per Month	35.0
	Once or Twice Per Year	17.0
	Less than Once or Twice Per Year	8.9
	Never Shopped There	13.8
	Unsure/Varies Too Much to Say	1.4

Q4. Do you support or oppose adopting zoning laws in your community that would prohibit large retail super-stores from being built?	Support Strongly	26.4%
	Support Somewhat	19.9
	Oppose Somewhat	20.9
	Oppose Strongly	19.9
	Unsure (<i>Not Read</i>)	13.0

Q5. Wal-Mart has some critics and supporters. Please tell me which of the three following opinions comes closest to yours . . .

Some of Wal-Mart's critics say the retailer is not being socially responsible to their employees by paying low wages and benefits.

Other Wal-Mart critics say it is bad for communities because its predatory practices push out small stores wherever they go.

Still others say Wal-Mart is OK because its employees earn competitive wages and benefits and it provides one-stop shopping and low prices to consumers.

Which of these three opinions comes closest to yours?

Bad for Employees	12.4%
Bad for Communities	20.4
Ok for Employees and Consumers	46.5
Both 1 and 2	7.4
All Three	4.9
None	2.6
Unsure	5.6

Now I'd like to ask you a few demographic questions to make sure we have a representative sample . . .

Q6. What was your age on your last birthday?

18-24	15.2%
25-34	20.7
35-44	21.9
45-54	16.8
55-64	10.0
65-74	7.9
75+	7.6

Q7. Many people are not registered to vote. How about you? Are you registered to vote at your current address?

Yes	77.8%
No	22.2

Q8. When it comes to social issues and politics do you consider yourself to be . . .

Very Liberal	13.0%
Somewhat Liberal	27.8
Somewhat Conservative	30.5
Very Conservative	12.3
Somewhere in Between (<i>Not read</i>)	13.9
Unsure (<i>Not read</i>)	2.5

Q9. About how often, if at all, do you currently attend church or religious services?

More than Once a Week	9.5%
Once a Week	22.2
Once or Twice a Month	17.8
Once or Twice a Year	14.1
Less than Once or Twice Per Year	9.5
Never	26.3
Unsure/Varies Too Much to Say (<i>Not read</i>)	0.6

Q10. And please stop me when I reach the category closest to your household's total annual income . . .

Under \$20,000	11.4%
\$20 to 40,000	21.5
\$40 to 60,000	14.7
\$60 to 80,000	15.3
\$80 to 100,000	10.5
\$100 to 150,000	9.5
Over \$150,000	7.3
Refused (<i>Not Read</i>)	9.9

Q11. What is your marital status? Are you currently . . .

Married	52.7%
Single and Never Married	27.5
Divorced	12.7
Widowed	6.6
Refused (<i>Not read</i>)	0.4

Thanks for your time and your opinion counts.

Q12. Gender	Male	45.4%
	Female	54.6
