

WAL-MART'S EFFECT: GOOD OR BAD?

	<i>Place for you and your family to shop</i>		<i>Effect on your neighborhood</i>		<i>Effect on the country</i>		(N)**
	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	
	%	%	%	%	%	%	
Total	81	13	68	19	64	24	(1381)
Sex							
Male	80	12	64	20	64	26	(668)
Female	82	13	73	17	65	22	(713)
Race							
White	80	14	66	20	63	26	(1127)
Non-white	86	9	78	13	71	14	(230)
Black	93	4	86	4	76	9	(123)
Hispanic*	84	12	70	18	66	21	(90)
Race and Sex							
White Men	80	13	62	21	63	28	(542)
White Women	80	15	70	19	62	25	(585)
Age							
Under 30	86	11	71	20	71	24	(186)
30-49	82	13	70	17	67	24	(463)
50-64	76	17	65	20	61	27	(420)
65+	81	9	67	18	56	19	(289)
Sex and Age							
Men under 50	82	12	64	20	65	28	(329)
Women under 50	85	13	76	16	72	20	(320)
Men 50+	78	13	63	20	63	23	(328)
Women 50+	77	14	68	18	56	24	(381)
Education							
College Grad.	68	24	53	26	54	35	(475)
Some College	81	14	69	17	66	25	(341)
H.S. Grad	87	8	73	17	69	19	(439)
Less than H.S.	90	3	83	12	71	14	(116)
Family Income**							
\$75,000+	76	19	59	22	65	28	(330)
\$50,000-\$74,999	75	18	62	24	64	27	(233)
\$30,000-\$49,999	84	10	70	19	61	25	(256)
\$20,000-\$29,999	82	9	75	13	65	19	(182)
<\$20,000	90	7	79	13	70	20	(221)

* The designation Hispanic is unrelated to the white-black categorization.

** Sample size applies to “place for you and your family to shop” and “effect on your neighborhood” questions as those were asked only of those who have a Wal-Mart near where they live. “Effect on the country” question was asked of the full sample.

Question: Would you say Wal-Mart is a good or bad place for you and your family to shop?
 Since Wal-Mart arrived in the area where you live, do you think it has had a good or bad effect on the area?
 Overall, do you think that Wal-Mart has had a good or bad effect on the country?

	<i>Place for you and your family to shop</i>		<i>Effect on your neighborhood</i>		<i>Effect on the country</i>		(N)
	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	
	%	%	%	%	%	%	
Total	81	13	68	19	64	24	(1381)
Region							
Northeast	81	12	67	16	56	25	(251)
Midwest	79	14	67	20	61	28	(324)
South	85	10	75	16	74	17	(515)
West	77	18	61	23	58	30	(291)
Religious Affiliation							
Total White Protestant	83	12	69	18	68	22	(630)
- Evangelical	89	8	76	15	73	18	(306)
- Non-Evangelical	77	16	63	20	65	25	(324)
White Catholic	79	14	69	19	61	25	(259)
Seculars	71	22	54	27	58	35	(157)
Party ID							
Republican	85	10	71	17	71	19	(448)
Democrat	78	17	68	21	57	30	(442)
Independent	79	12	66	19	67	23	(401)
Party and Ideology							
Conservative Republican	84	10	74	15	71	18	(292)
Moderate/Liberal Rep.	86	10	67	20	71	21	(155)
Conservative/Mod. Dem.	86	9	72	19	64	23	(280)
Liberal Democrat	62	32	57	24	43	44	(148)
Bush Approval							
Approve	87	8	76	14	74	15	(572)
Disapprove	76	17	62	23	56	32	(708)
Marital Status							
Married	79	15	66	20	63	25	(826)
Unmarried	84	11	72	16	66	22	(541)
Labor Union							
Union Household	73	19	59	25	52	30	(176)
Non-Union Household	82	12	70	18	66	23	(1179)
Parent							
Yes	82	12	68	17	66	23	(442)
No	80	13	68	20	63	24	(928)

CHRISTMAS DISPLAYS ON GOVERNMENT PROPERTY

	---- Christmas Displays Should be Allowed ----			Christmas Displays (Vol.)	
	<i>OK for Christmas symbols to be displayed alone</i>	<i>Only if other symbols are displayed as well</i>	<i>(Vol.) Doesn't matter/DK</i>	<i>should not be allowed</i>	<i>Doesn't matter/DK</i>
	%	%	%	%	%
Total	44	28	11	11	6=100
Sex					
Male	50	23	12	9	6
Female	39	32	11	12	6
Race					
White	46	28	11	10	5
Non-white	41	22	14	13	10
Black	30	24	16	15	15
Hispanic*	54	21	11	7	7
Race and Sex					
White Men	50	24	11	9	6
White Women	41	33	10	11	5
Age					
Under 30	44	30	12	11	3
30-49	41	29	10	14	6
50-64	48	25	11	7	9
65+	48	25	15	6	6
Sex and Age					
Men under 50	49	26	10	9	6
Women under 50	35	33	11	16	5
Men 50+	52	18	16	9	6
Women 50+	45	31	10	5	9
Education					
College Grad.	43	22	8	22	5
Some College	44	28	13	8	7
H.S. Grad	44	35	9	6	6
Less than H.S.	50	19	20	3	8
Family Income**					
\$75,000+	47	24	10	16	3
\$50,000-\$74,999	51	22	9	11	7
\$30,000-\$49,999	46	28	9	11	6
\$20,000-\$29,999	46	29	15	2	8
<\$20,000	38	28	16	9	9

* The designation Hispanic is unrelated to the white-black categorization.

Question: Should displays of Christmas symbols like nativity scenes and Christmas trees be allowed on Government property? Should displays of Christmas symbols be allowed only if Hanukkah, Kwanzaa, and other symbols are also displayed?

	---- Christmas Displays Should be Allowed ----			Christmas	
	<i>OK for Christmas</i>	<i>Only if other</i>	<i>(Vol.)</i>	displays	<i>(Vol.)</i>
	<i>symbols to</i>	<i>symbols are</i>	<i>Doesn't</i>	should not	<i>Doesn't</i>
	<u><i>displayed alone</i></u>	<u><i>displayed as well</i></u>	<u><i>matter/DK</i></u>	<u><i>be allowed</i></u>	<u><i>matter/DK</i></u>
	%	%	%	%	%
Total	44	28	11	11	6=100
Region					
Northeast	39	30	9	12	10
Midwest	46	30	8	12	4
South	44	28	14	6	8
West	47	22	12	15	4
Religious Affiliation					
Total White Protestant	54	26	9	7	4
- Evangelical	59	28	8	2	3
- Non-Evangelical	49	24	10	12	5
White Catholic	44	37	10	6	3
Seculars	27	23	13	25	12
Party ID					
Republican	56	23	11	7	3
Democrat	37	29	12	13	9
Independent	45	29	10	11	5
Party and Ideology					
Conservative Republican	63	24	10	3	*
Moderate/Liberal Rep.	48	23	12	13	4
Conservative/Mod. Dem.	43	36	9	4	8
Liberal Democrat	26	17	14	31	12
Bush Approval					
Approve	54	25	13	5	3
Disapprove	37	28	11	15	9
Marital Status					
Married	49	25	11	10	5
Unmarried	39	31	11	11	8
Labor Union					
Union Household	41	24	13	12	10
Non-Union Household	45	28	11	10	6