



Chico Economic Planning Corporation
Wal-Mart Supercenter Survey: RESULTS

1. What is the population of your city?

- 2 10,000 – 20,000
- 2 20,000 – 30,000
- 9 30,000 – 50,000
- 3 50,000 – 75,000
- 0 75,000 – 100,000
- 6 Over 100,000

2. How would you rate the initial reaction from the residents in your community when they first learned a Wal-Mart Supercenter was being built in your area?

<u>positive</u>		<u>neutral</u>		<u>negative</u>
1	2	3	4	5

- 9 1
- 7 2
- 3 3
- 1 4
- 2 5

3. If any, who were the primary opponents of the Wal-Mart Supercenters?

- 3 Individuals/Homeowners
- 1 Neighborhood Organizations
- 3 Unions
- 4 None
- 11 Other Small/Local Business owners, Mom & Pop stores, Fruit Stands, grocery stores, protesters, downtown merchants.

4. What were your community members' primary concerns?
Please number 1-10 in order of importance – 1 being the most important, 10 being the least.

*** Average Ranking from all answers listed ***

- 7.2 Change to Quality of Life
- 6.6 Employee Benefits
- 8.5 Environment
- 8.5 Growth
- 9.4 Crime
- 9.9 Lowering of Property Values
- 5.9 Closing of Local Businesses
- 5.7 Traffic Issues
- 8.0 Other: Labor issues, vacant building being left, moving store from one neighboring city to another, employees from outside area, parking RVs overnight.

Based on the scale format, the LOWEST number listed is the highest in priority of importance.

5. Have any local merchants gone out of business as a direct result of Wal-Mart Supercenter moving to your area?

- 1 Yes
- 19 No
- 2 Not Sure

If Yes, what kinds of businesses?

- 1 Grocery Store
- 0 Drug Store
- 0 Restaurants
- 0 Bookstore
- 0 Hardware Store
- 0 Automotive/Tire Store
- 0 Garden/Nursery
- 1 Other: Mom & Pop Downtown

6. Did Wal-Mart work with the community to address and/or mitigate community concerns?

- 16 Yes
- 2 No
- 3 Not Sure
- 1 N/A

7. Did Wal-Mart keep their promises to the community after the store was built?

11 Yes 2 No 3 Not Sure 7 N/A

*** one answer was both a yes and a no ***

What were those promises?

- Haven't filled vacant building from previous location as promised
- Have been involved in Volunteering
- Addressed potential crime issue in large parking lot
- Portable storage containers in parking lot were moved when asked
- Became Chamber Member
- Made Charitable contributions to local organizations
- Contributed to Chamber Needs
- Kept up with Landscaping
- Modified plans for look of building
- Hospitality
- Maintained Store cleanliness
- Provided parking lot security
- Created jobs
- Involved with community

8. Has Wal-Mart been a good corporate citizen by making charitable contributions to local charities and community causes?

20 Yes 0 No 2 Not Sure

9. What were the most compelling reasons for your local government approving the construction of a Wal-Mart Supercenter? Rank on a scale of 1-10, with 1 being most important, and 10 being the least.

*** Average Ranking from all answers listed ***

3.2 Sales tax revenue for local public services

5.5 Jobs

4.1 Economic Development

6.5 Consumer Savings

8.3 Wal-Mart charitable giving programs

4.3 Improving/expanding local shopping

9.2 Other: Retail Sales, Growth

Based on the scale format, the LOWEST number listed is the highest in priority of importance.

10. How would you rate the impact of Wal-Mart Supercenter on your community on:

a) Local Businesses

positive	neutral			negative
1	2	3	4	5

6 1

8 2

7 3

1 4

0 5

b) Sales Tax Benefits/Revenues

positive	neutral			negative
1	2	3	4	5

20 1

1 2

1 3

0 4

0 5

c) Job Creation/Economic Development

positive	neutral			negative
1	2	3	4	5

16 1

4 2

2 3

0 4

0 5

d) Traffic

positive	neutral			negative
1	2	3	4	5

1 1

0 2

16 3

4 4

1 5

e) Property Values

positive	neutral			negative
1	2	3	4	5
<u>4</u>	1			
<u>4</u>	2			
<u>14</u>	3			
<u>0</u>	4			
<u>0</u>	5			

f) Crime

positive	neutral			negative
1	2	3	4	5
<u>1</u>	1			
<u>1</u>	2			
<u>19</u>	3			
<u>1</u>	4			
<u>0</u>	5			

g) Funding of local charities and community causes

positive	neutral			negative
1	2	3	4	5
<u>15</u>	1			
<u>6</u>	2			
<u>1</u>	3			
<u>0</u>	4			
<u>0</u>	5			

h) Greater shopping opportunities/consumer savings

positive	neutral			negative
1	2	3	4	5
<u>17</u>	1			
<u>4</u>	2			
<u>1</u>	3			
<u>0</u>	4			
<u>0</u>	5			

11. Overall, has Wal-Mart positively or negatively impacted the community?

positive		neutral		negative
1	2	3	4	5

16 1

5 2

1 3

0 4

0 5

12. Now that the Supercenter in your community is in business, which statement best reflects community views held today?

12 No Change. The community was accepting all along.

0 No Change. The community is not pleased.

10 Despite initial concerns, the community has come to accept the benefits of the Wal-Mart Supercenter.

13. Would you be supportive again of bringing Wal-Mart Supercenter into your community?

21 Yes 0 No 1 Not sure

About the Survey:

The Chico Economic Planning Corporation (CEPCO) Wal-Mart Supercenter Survey, commissioned by Wal-Mart, was conducted for the purpose of developing a tool that benefits local planners and community leaders. Questions were selected to challenge public claims that Supercenters either benefited or threatened local economies and business interests. The survey was conducted with Chamber of Commerce Executives and City Economic Development Officials in California communities where Wal-Mart Supercenters are currently located. The survey had a 74% return rate, out of a potential 30 participants. At the time of the survey, Wal-Mart had 15 Supercenters conducting business in California. According to www.walmartfacts.com, since September of 2006 there are a total of 21 Supercenters in California. The surveys were conducted over the phone, with each survey taking approximately 30 minutes to complete. Surveys were conducted by CEPCO employees from August to September 2006. Survey interviews were voluntary and the respondents names attached to each survey are kept confidential.

- ◆ 15 Wal-Mart Supercenter communities surveyed
 - La Quinta
 - Stockton
 - Hemet
 - Calexico
 - Palmdale
 - Gilroy
 - Roseville
 - Palm Springs
 - Dixon
 - Marysville
 - Dinuba
 - El Centro
 - Santa Clarita
 - Beaumont
 - Yuba City

- ◆ 6 additional Supercenters have opened in California since the survey was completed.



555 Main Street, Suite 200 • Chico, CA 95928 • 530.895.1202