

## Survey of 1,000 Adults June 23-24, 2006

Do you have a favorable or unfavorable opinion of Walmart?	
Very Favorable	29%
Somewhat Favorable	40%
Somewhat Unfavorable	16%
Very Unfavorable	13%



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## Most Americans Wild for Walmart

69% Favor the Super Store

June 28, 2006

Sixty-nine percent (69%) of Americans have a favorable opinion of Walmart, including 29% who have a very favorable opinion of the retail giant. A Rasmussen Reports survey of 1,000 adults found that 29% have an unfavorable opinion of the firm. Lower and middle income Americans are more likely to have a favorable opinion of Walmart than upper income Americans.

The reviews are even better among those who have worked for Walmart (or have family members who have been employed by the firm). Among these workers, 79% have a favorable opinion of the company.

Forty-two percent (42%) of all Americans say they shop at Walmart at least once a month. This includes 7% who visit at least once a week. Not surprisingly, Walmart shoppers have a much higher opinion of the store than those who rarely or never shop there.

Twenty-five percent (25%) of Americans say they rarely or never shop at Walmart. Among these adults,



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just 35% have a favorable opinion of the company.

Given a choice, between Walmart, Target, and K-mart, 48% of Americans would shop at Walmart. Thirty percent (30%) picked Target and 9% K-Mart.

Fifty-four percent (54%) of Americans say that, generally speaking, Walmart is good for the community. Twenty-nine percent (29%) take the opposite view and say the store is bad for the community.

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Scott Rasmussen, president of Rasmussen Reports, has been an independent pollster for more than a decade.

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The national telephone survey of 1,000 Adults was conducted by Rasmussen Reports June 23-24, 2006. The margin of sampling error for the survey is +/- 3 percentage points with a 95% level of confidence. (see Methodology)  
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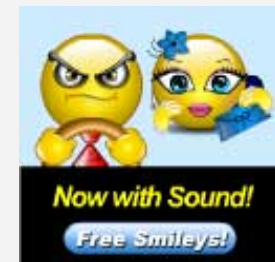
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