



## NY1-Marist Poll

### **Coming to the Neighborhood? More than Six in Ten Support Wal-mart in Community** \*\*\* Complete Tables for Poll Appended \*\*\*

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#### **This NY1-Marist Poll Reports:**

The possibility of Wal-mart coming to New York City has stirred debate. Do residents citywide want the store to lay down roots in the five boroughs? More than six in ten -- 64% -- support a Wal-mart in their neighborhood while 31% oppose such a move. Five percent are unsure.

Although a majority of Manhattan residents would welcome the arrival of a Wal-mart, residents in this borough are less likely than those in the other boroughs to do so. 56% of adults in Manhattan support opening the store in their community. This compares with 73% in the Bronx, 65% in Brooklyn, and 64% in Queens and Staten Island.

Women -- 68% -- are slightly more likely than men -- 60% -- to support opening a Wal-mart in their area.

While nearly three in four residents citywide -- 74% -- are at least likely to shop at a Wal-mart located in their community, a plurality of residents -- 45% -- don't think the opening of the store makes any difference when it comes to the quality of their neighborhood.

#### Other highlights include:

- Of those who would shop at a Wal-mart in their area, 41% would be very likely to do so, and 33% would be likely to do so. 12% of New York City adults would not be very likely to shop at such a store, and 14% would not be likely at all.
  - Regionally, 80% of Bronx residents, 78% of Brooklyn adults, and 76% of those in Queens and Staten Island say they would shop in a local Wal-mart. This compares with 63% of Manhattan residents.
- Looking at the impact of a Wal-mart in their area, 45% of New Yorkers say it would not make a difference to their neighborhood, 30% believe it would make it better, and 25% say it would make it worse.

- Brooklyn residents -- 39% -- are more likely to say Wal-mart would have a positive impact on their neighborhood compared with those in the Bronx -- 33% -- residents in Queens and Staten Island -- 26% -- and adults living in Manhattan -- 21%.
- 35% of those under the age of 45 believe Wal-mart would make their neighborhood better while 26% of those 45 and older agree.

## How the Survey was Conducted

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### **Nature of the Sample: New York City Poll of 808 Adults**

This survey of 808 New York City adults was conducted on July 20<sup>th</sup>, 2011 through July 27<sup>th</sup>, 2011. Adults 18 years of age and older residing in the five boroughs of New York City were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within  $\pm 3.5$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

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Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
<b>NYC Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>78%</b>
<b>NYC Borough</b>	<b>Bronx</b>	<b>15%</b>
	<b>Brooklyn</b>	<b>30%</b>
	<b>Manhattan</b>	<b>21%</b>
	<b>Queens and Staten Island</b>	<b>34%</b>
<b>Income</b>	<b>Less than \$50,000</b>	<b>53%</b>
	<b>\$50,000 or more</b>	<b>47%</b>
<b>Race</b>	<b>White</b>	<b>35%</b>
	<b>African American</b>	<b>24%</b>
	<b>Latino</b>	<b>28%</b>
	<b>Other</b>	<b>13%</b>
<b>Race</b>	<b>White</b>	<b>35%</b>
	<b>Non White</b>	<b>65%</b>
<b>Generation</b>	<b>Millennials (18-30)</b>	<b>24%</b>
	<b>Gen X (31-46)</b>	<b>30%</b>
	<b>Baby Boomers (47-65)</b>	<b>31%</b>
	<b>Silent-Greatest (Over 65)</b>	<b>16%</b>
<b>Age</b>	<b>Under 45</b>	<b>50%</b>
	<b>45 or older</b>	<b>50%</b>
<b>Gender</b>	<b>Men</b>	<b>48%</b>
	<b>Women</b>	<b>52%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>75%</b>
	<b>Cell Phone</b>	<b>25%</b>

**NY1-Marist Poll NYC Adults: Interviews conducted July 20th through 27th, 2011, N=808 MOE +/- 3.5%. Totals may not add to 100 due to rounding.**

## Support or Oppose Wal-mart in Neighborhood

*Asked of NYC Adults:*

**Question Wording:** Would you support or oppose a Wal-mart in your neighborhood?

		NYC Adults		
		Would you support or oppose a Wal-mart in your neighborhood?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
NYC Adults		64%	31%	5%
NYC Registered Voters		63%	32%	5%
NYC Borough	Bronx	73%	24%	3%
	Brooklyn	65%	29%	6%
	Manhattan	56%	40%	4%
	Queens and Staten Island	64%	30%	6%
Income	Less than \$50,000	72%	24%	4%
	\$50,000 or more	57%	38%	4%
Race	White	56%	41%	3%
	African American	69%	24%	7%
	Latino	74%	21%	5%
Education	Not college graduate	75%	20%	5%
	College graduate	50%	45%	5%
Age	Under 45	64%	30%	6%
	45 or older	65%	31%	4%
Generation	Millennials (18-30)	62%	34%	5%
	Gen X (31-46)	66%	28%	7%
	Baby Boomers (47-65)	67%	30%	3%
	Silent-Greatest (Over 65)	62%	33%	5%
Gender	Men	60%	34%	6%
	Women	68%	28%	4%
Households with children under 18	Household with children	65%	31%	5%
	No children in household	64%	31%	5%
Interview Type	Landline	62%	33%	5%
	Cell Phone	69%	26%	6%

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## Likelihood of Shopping in Neighborhood Wal-mart

*Asked of NYC Adults:*

**Question Wording:** If Wal-mart located in your neighborhood would you be very likely to shop there, likely, not very likely, or not likely at all to shop there?

		NYC Adults			
		If Wal-mart located in your neighborhood would you be very likely to shop there, likely, not very likely, or not likely at all to shop there?			
		Very likely	Likely	Not very likely	Not likely at all
		Row %	Row %	Row %	Row %
NYC Adults		41%	33%	12%	14%
NYC Registered Voters		42%	31%	12%	15%
NYC Borough	Bronx	51%	29%	11%	9%
	Brooklyn	42%	36%	9%	13%
	Manhattan	37%	26%	18%	19%
	Queens and Staten Island	40%	36%	10%	14%
Income	Less than \$50,000	48%	34%	9%	8%
	\$50,000 or more	36%	30%	15%	20%
Race	White	33%	31%	16%	20%
	African American	47%	39%	8%	6%
	Latino	50%	29%	10%	11%
Education	Not college graduate	50%	35%	8%	6%
	College graduate	31%	29%	16%	24%
Age	Under 45	41%	35%	11%	13%
	45 or older	43%	32%	12%	14%
Generation	Millennials (18-30)	36%	38%	13%	12%
	Gen X (31-46)	45%	32%	10%	14%
	Baby Boomers (47-65)	44%	31%	10%	14%
	Silent-Greatest (Over 65)	40%	32%	14%	14%
Gender	Men	39%	33%	14%	14%
	Women	44%	32%	10%	14%
Households with children under 18	Household with children	45%	34%	9%	12%
	No children in household	39%	32%	13%	16%
Interview Type	Landline	39%	35%	12%	15%
	Cell Phone	50%	27%	12%	11%

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## Impact of Wal-mart in Neighborhood

*Asked of NYC Adults:*

**Question Wording:** Overall, do you think the location of a Wal-mart in your neighborhood would make it a better place to live, a worse place to live, or make no difference to your neighborhood?

		NYC Adults		
		Overall, do you think the location of a Wal-mart in your neighborhood would make it a better place to live, a worse place to live, or make no difference to your neighborhood?		
		Better	Worse	Make no difference
		Row %	Row %	Row %
NYC Adults		30%	25%	45%
NYC Registered Voters		29%	28%	43%
NYC Borough	Bronx	33%	23%	44%
	Brooklyn	39%	20%	41%
	Manhattan	21%	38%	41%
	Queens and Staten Island	26%	23%	51%
Income	Less than \$50,000	38%	16%	47%
	\$50,000 or more	25%	37%	38%
Race	White	19%	38%	43%
	African American	36%	14%	49%
	Latino	41%	17%	43%
Education	Not college graduate	40%	13%	47%
	College graduate	18%	41%	41%
Age	Under 45	35%	24%	41%
	45 or older	26%	26%	48%
Generation	Millennials (18-30)	29%	25%	46%
	Gen X (31-46)	39%	22%	39%
	Baby Boomers (47-65)	29%	26%	45%
	Silent-Greatest (Over 65)	19%	26%	54%
Gender	Men	32%	25%	43%
	Women	28%	25%	47%
Households with children under 18	Household with children	33%	24%	43%
	No children in household	28%	26%	46%
Interview Type	Landline	26%	29%	45%
	Cell Phone	41%	14%	45%

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