

# Merced, CA

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## For the Greater Merced Chamber of Commerce

N=300 Merced Registered Voters

May 7<sup>th</sup> - 8<sup>th</sup>, 2008

Margin of Error =  $\pm 5.7\%$



VOTER CONSUMER RESEARCH  
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# Summary

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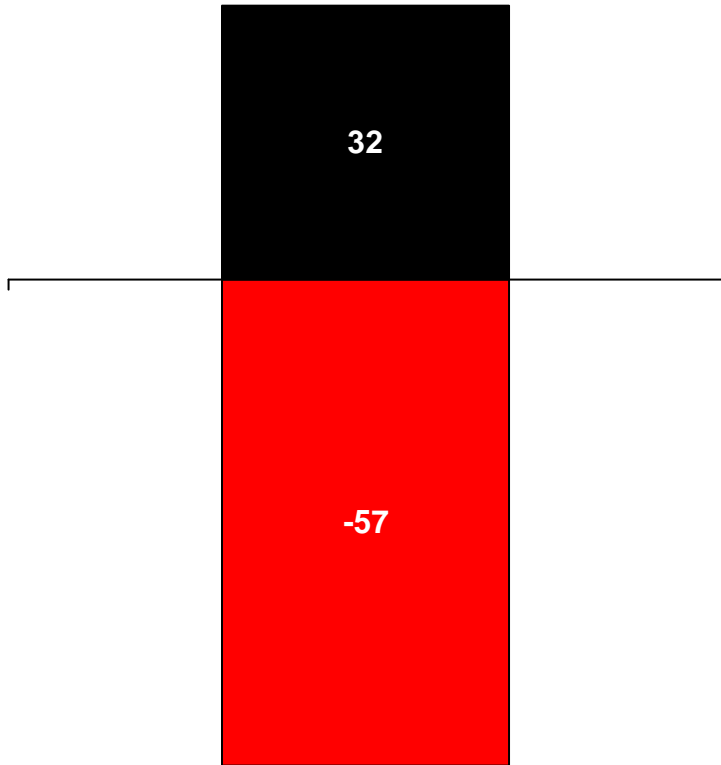
- Jobs and unemployment is the number one issue in Merced.
- The Chamber of Commerce has a favorable impression in Merced, 56% of voters have a favorable impression of the Chamber.
- Wal-Mart continues to have a very favorable image in Merced, 74% of voters have a favorable impression of Wal-Mart.
- Awareness of the proposed Wal-Mart distribution center is at 92% of voters.
- Support is also very high with 81% of voters supporting the distribution center.
  - Nearly 2/3rds of voters (64%) strongly support the distribution center.
- 78% of voters believe the City Council should vote to approve the distribution center.
- All messaging in favor of the distribution center tests well. The strongest are:
  - Encouraging businesses to build in Merced (92% agree), and
  - Creating 900 full time jobs (87% agree).



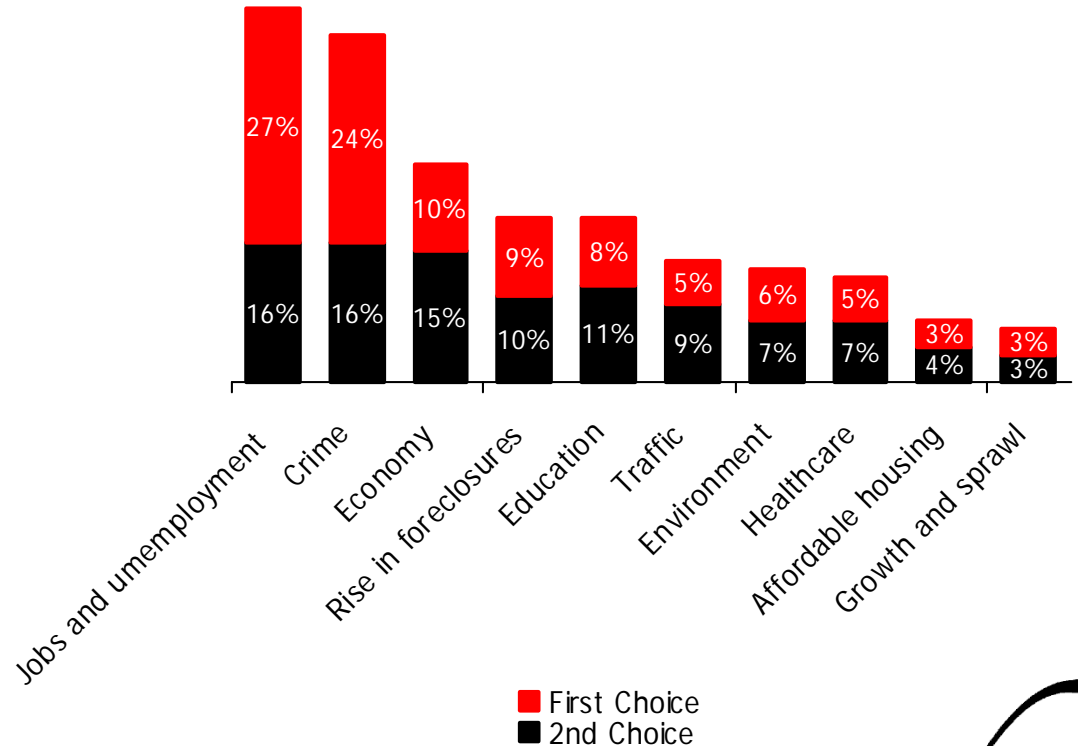
# State of Merced: Wrong Track

## Right Direction / Wrong Track

■ Right Direction ■ Wrong Track



## Top Issues are Jobs and Unemployment and Crime

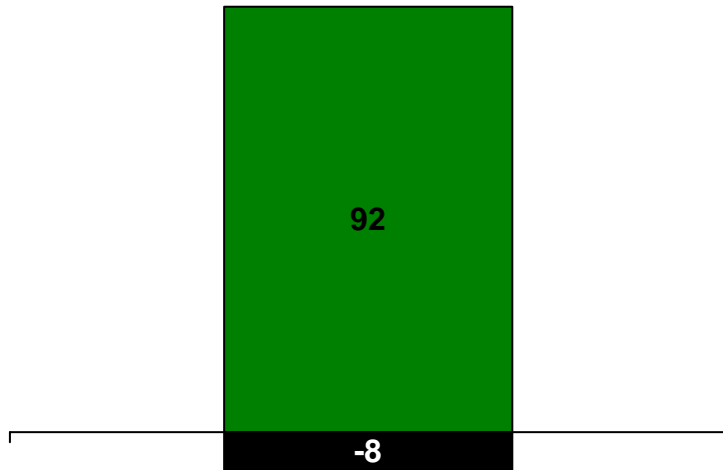


# Strong Retail Impression / Organizations Unknown



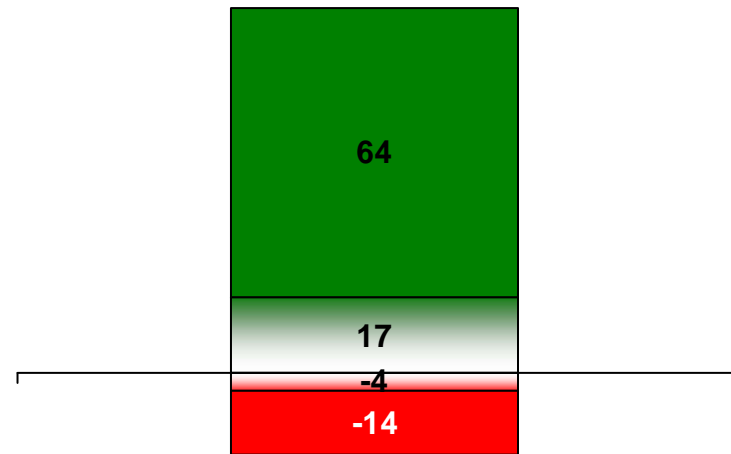
# Awareness / Support for Wal-Mart Distribution Center is High

Awareness



■ Aware ■ Not Aware

Support for Distribution Center



■ Somewhat Support ■ Strongly Support  
■ Somewhat Oppose ■ Strongly Oppose



# **Reasons you Support / Oppose Wal-Mart Distribution Center**

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## **Reasons you Support**

- Will bring jobs / economic benefit (97%)
- Bring in tax revenue / money (13%)
- Merced needs more growth (12%)

## **Reasons you Oppose**

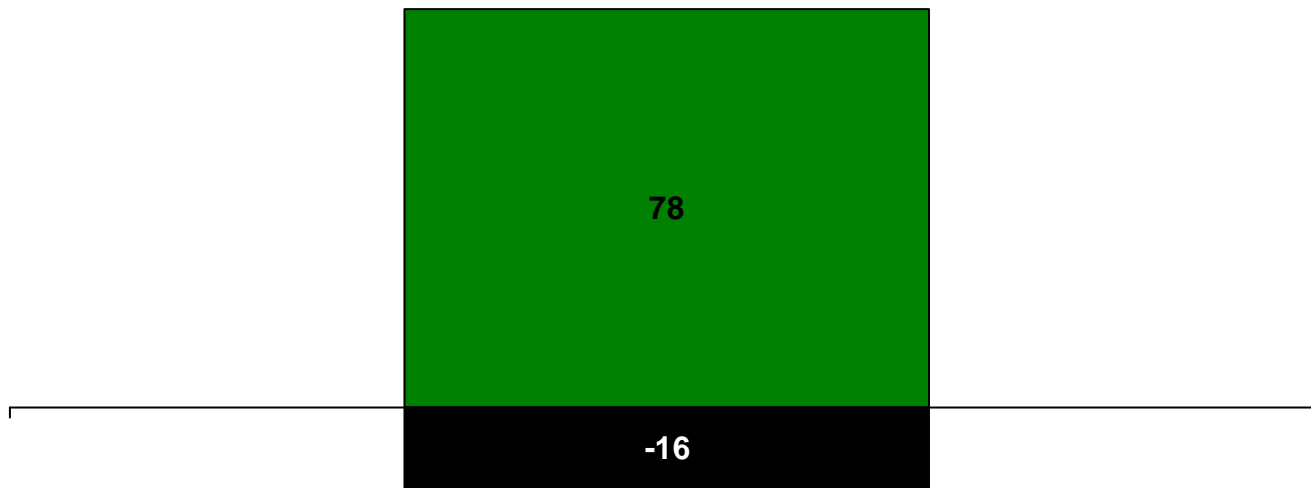
- Will increase pollution / affect air quality (40%)
- Will cause congestion / traffic (38%)
- Dislike location / too close to homes / schools (31%)
- Poor employee relations / non-union / offer low paying jobs (24%)



# City Council & the Wal-Mart Distribution Center

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Should the City Council vote to approve or reject the  
Distribution Center?



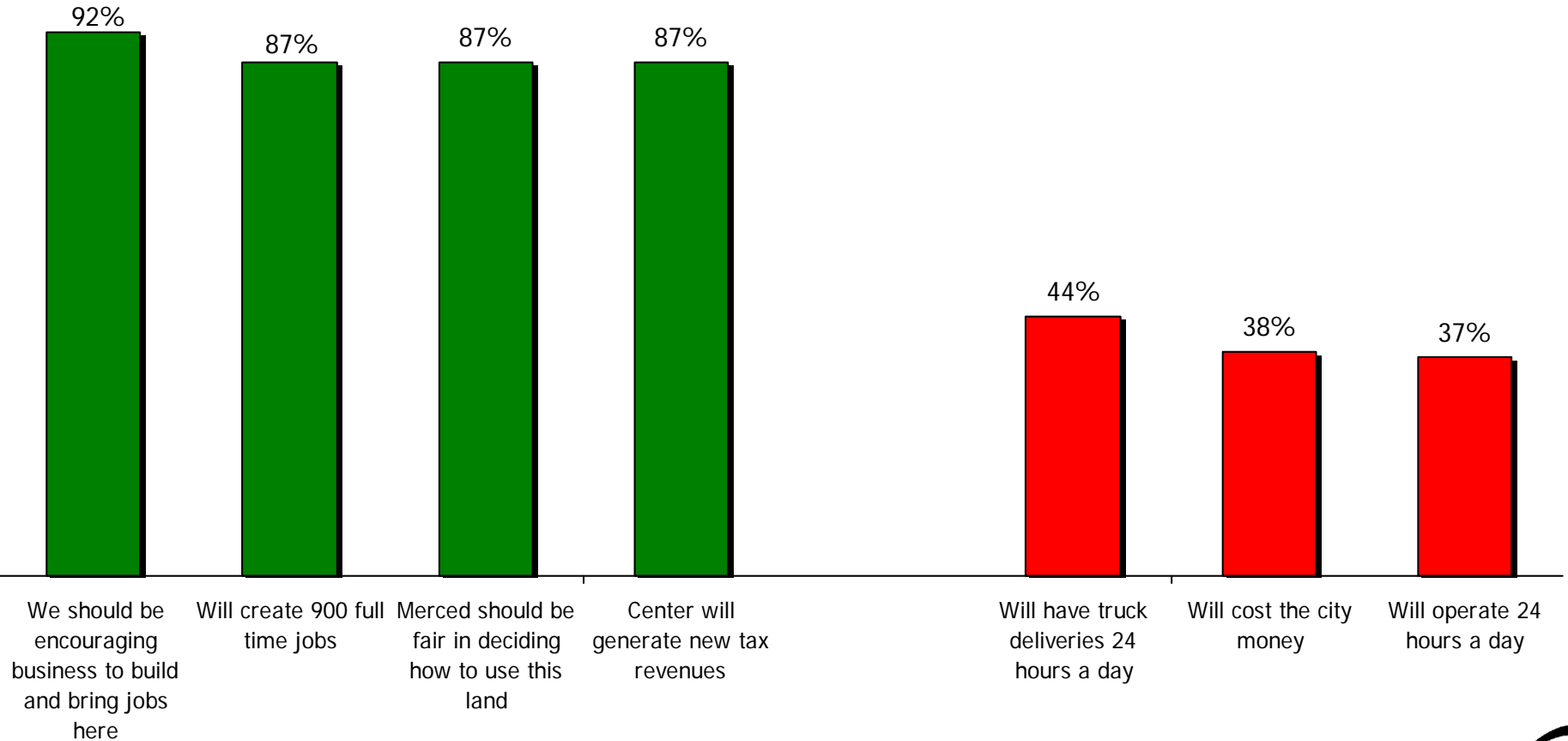
■ Approve ■ Reject



# Strongest Arguments Supporting and Opposing the DC

## Support the Center

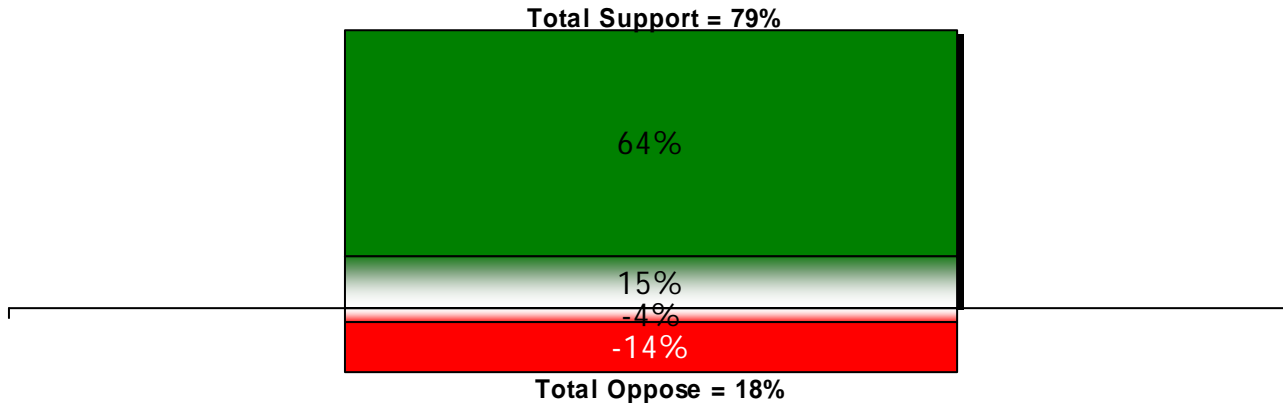
## Oppose the Center



# Final Ballot: Strong Support

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## Wal-Mart Distribution Center



Final Ballot

- Somewhat Support
- Strongly Support
- Somewhat Oppose
- Strongly Oppose

