

Poll Shows Union and Non-Union Americans Overwhelmingly Support Wal-Mart

Confirms Multi-Million Dollar Union Leader Attack Campaign Not Having Impact

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WASHINGTON, D.C. -- A poll released today by the newly-formed group Working Families for Wal-Mart shows that the vast majority of Americans believe Wal-Mart is good for consumers. A majority of those surveyed also believe that the attack campaign against Wal-Mart is the wrong priority for union leaders – especially with massive layoffs at major U.S. manufacturers such as Ford and General Motors. Even among union households, the poll shows that as many people disagree as agree that spending millions of dollars on an attack campaign is a good use of union dues. The poll was conducted by RT Strategies, a bipartisan firm run by Thomas Riehle, a Democrat, and V. Lance Tarrance, Jr., a Republican.

“America’s working families support Wal-Mart, because the company creates more than 100,000 jobs per year and offers health care for as little as \$11 per month,” said Working Families for Wal-Mart Steering Committee Member Courtney Lynch. “This poll shows that union families also support Wal-Mart. After all, they’re working families too. The American people clearly want to decide for themselves where to shop and work.”

Clear majorities of Americans support Wal-Mart and disagree with the Washington, D.C. union leadership-funded attacks. Specifically, the poll shows that of those surveyed:

- 71 percent of Americans believe Wal-Mart is good for consumers while 63 percent of union households hold the same belief
- 58 percent of Americans and 54 percent of union households believe union leaders should make protecting union jobs a higher priority than attacking Wal-Mart

- 60 percent of Americans say the campaign against Wal-Mart is not a good use of union dues and 44 percent of union households agree
- 54 percent of Americans and 42 percent of union households believe the campaign against Wal-Mart makes labor union leaders less relevant to solving the economic challenges facing working families today.

The poll also shows that most union households shop at Wal-Mart, including 32 percent who shop there regularly and 64 percent who do so at least occasionally. And a full 82 percent of families from minority populations and 78 percent of Americans with high school educations or less shop at Wal-Mart regularly or occasionally.

“This is the first definitive, scientific poll measuring reaction to the new anti-Wal-Mart campaign,” said Thomas Riehle, a Democrat, and V. Lance Tarrance, Jr., a Republican, whose bipartisan firm, RT Strategies, conducted the poll. “The data clearly show that Americans in union households -- as well as those not in union households -- are skeptical about the goals and priorities of the anti-Wal-Mart campaign being waged by union leaders at a time when U.S. manufacturers are eliminating tens of thousands of union jobs. When political leaders see this kind of absence of support on a signature issue, especially among their own political base, they start scrambling for a new issue.”

“It’s just plain wrong for union leaders to waste the hard-earned money of their members attacking a store where the vast majority of those members shop to save money,” said Working Families for Wal-Mart Steering Committee Member Suffragan Bishop Ira Combs. “If union leaders aren’t on the side of their members and America’s working families, whose side are they on? Unfortunately, union leaders are on the side of their own personal special interests.”

The poll of 1,000 adults nationwide with an oversample of 330 union households was conducted via telephone from Dec. 8-11 and 15-18, 2005. It has a ± 3.1 percent margin of error.