

1. Favorability of big box stores

Do you have a favorable or unfavorable opinion of big box stores?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	20%	22%	18%	22%	21%	20%	19%	17%	20%	25%
Somewhat favorable	41%	46%	37%	29%	41%	44%	50%	39%	40%	46%
Somewhat unfavorable	16%	14%	17%	16%	17%	15%	17%	20%	14%	14%
Very unfavorable	6%	6%	5%	5%	7%	6%	5%	6%	6%	3%
Don't know	17%	12%	22%	28%	15%	15%	9%	17%	20%	11%
Totals (Unweighted N)	100% (1,000)	100% (448)	100% (552)	100% (145)	100% (234)	100% (430)	100% (183)	100% (338)	100% (441)	100% (221)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	20%	19%	20%	28%	19%	24%	14%	22%	19%	16%	23%	20%
Somewhat favorable	41%	44%	33%	31%	40%	47%	43%	42%	44%	38%	41%	42%
Somewhat unfavorable	16%	18%	12%	11%	13%	14%	22%	24%	16%	18%	14%	17%
Very unfavorable	6%	6%	3%	5%	4%	7%	2%	7%	5%	5%	5%	7%
Don't know	17%	13%	33%	26%	24%	8%	19%	5%	15%	23%	17%	14%
Totals (Unweighted N)	100% (1,000)	100% (810)	100% (108)	100% (82)	100% (380)	100% (260)	100% (58)	100% (144)	100% (188)	100% (187)	100% (352)	100% (273)

2. Too many or too few big box stores

Do you think there are too many, the right number, or too few big box stores in your community?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too many	18%	17%	18%	12%	20%	18%	20%	24%	15%	15%
The right number	48%	52%	44%	47%	52%	47%	46%	45%	46%	55%
Too few	16%	17%	16%	17%	12%	19%	18%	15%	16%	19%
Not sure	18%	14%	22%	24%	17%	16%	17%	16%	22%	11%
Totals (Unweighted N)	100% (999)	100% (447)	100% (552)	100% (144)	100% (234)	100% (430)	100% (183)	100% (337)	100% (441)	100% (221)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Too many	18%	19%	14%	13%	15%	17%	14%	26%	24%	20%	13%	19%
The right number	48%	50%	36%	45%	41%	55%	50%	58%	49%	39%	51%	49%
Too few	16%	15%	21%	18%	22%	16%	5%	7%	12%	17%	21%	11%
Not sure	18%	15%	29%	24%	22%	12%	31%	9%	15%	23%	15%	20%
Totals (Unweighted N)	100% (999)	100% (809)	100% (108)	100% (82)	100% (380)	100% (260)	100% (58)	100% (144)	100% (187)	100% (187)	100% (352)	100% (273)

3. Favorability of zoning restrictions against big box stores

Do you favor or oppose zoning laws that restrict big box stores from locating in certain communities?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Favor strongly	13%	12%	15%	8%	14%	15%	18%	21%	11%	8%
Favor somewhat	29%	29%	29%	30%	29%	28%	35%	36%	24%	34%
Oppose somewhat	25%	27%	23%	25%	24%	24%	28%	20%	26%	29%
Oppose strongly	12%	17%	8%	8%	13%	16%	8%	4%	14%	17%
Not sure	20%	15%	25%	29%	21%	18%	11%	19%	25%	12%
Totals (Unweighted N)	100% (1,000)	100% (448)	100% (552)	100% (145)	100% (234)	100% (430)	100% (183)	100% (338)	100% (441)	100% (221)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Favor strongly	13%	14%	11%	10%	12%	13%	17%	12%	12%	17%	11%	15%
Favor somewhat	29%	31%	28%	25%	28%	29%	24%	40%	33%	29%	29%	28%
Oppose somewhat	25%	26%	25%	19%	23%	29%	21%	25%	26%	25%	24%	26%
Oppose strongly	12%	12%	8%	12%	12%	12%	11%	19%	11%	10%	14%	11%
Not sure	20%	16%	28%	34%	25%	17%	29%	4%	17%	20%	22%	20%
Totals (Unweighted N)	100% (1,000)	100% (810)	100% (108)	100% (82)	100% (380)	100% (260)	100% (58)	100% (144)	100% (188)	100% (187)	100% (352)	100% (273)