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For The People & The Press

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Holiday Greeting Flap: Ho, Ho, Hum
WAL-MART—A GOOD PLACE TO SHOP BUT SOME CRITICS TOO

Also Inside...

- Seniors like Merry Christmas, under 30s don't care
- Commercialization a bigger worry
- Wal-Mart negatives – wages, employment practices
- Exxon Mobil, Halliburton unpopular

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Holiday Greeting Flap: Ho, Ho, Hum

WAL-MART—A GOOD PLACE TO SHOP BUT SOME CRITICS TOO

As shoppers flock to the stores for holiday gifts, some express mixed feelings about the nation's largest retailer. Nearly every American lives near enough a Wal-Mart to shop there, and 84% say they have done so in the past year. Praise for the retailer's low prices, wide selection and convenience flow freely, and 81% of those with a Wal-Mart nearby say it is a good place to shop.

Somewhat less glowing, however, are judgments about Wal-Mart's effect on communities and the nation as a whole, and a third of the public (34%) rates it a bad place to work. Overall, 69% of those familiar with Wal-Mart have a favorable opinion of the company. Still, 31% have an unfavorable view, which is a considerably higher negative rating than is accorded to many other major corporations.

	<u>Good</u>	<u>Bad</u>	<u>Neither</u>	<u>DK</u>
<i>Rating Wal-Mart...</i>	%	%	%	%
As a place to shop*	81	13	5	1=100
For your area*	68	19	8	5=100
For the country	64	24	4	8=100
As a place to work	56	34	--	10=100

* Based on those with a Wal-Mart nearby (91% of the public)

Whatever their feelings about Wal-Mart and other major retailers, the public is largely unconcerned about how they are greeted as they enter stores and businesses this season. By a substantial 60%-23% margin the public does prefer "Merry Christmas" to non-religious welcomes such as "Season's Greetings." But given the choice, a 45% plurality says it does not matter much either way. A great majority of Americans (83%) say displays of Christmas symbols should be allowed in public places. But fewer than half (44%) approve of Christmas symbols being displayed alone, without Hanukkah, Kwanzaa and other holiday symbols.

The latest national survey by the Pew Research Center for the People & the Press, conducted Dec. 7-11 among 1,502 adults, finds that more Americans are bothered at least some by the commercialization of Christmas (52%) than by opposition to the display of religious symbols in public places (35%). Indeed, a solid majority (56%) says they are not bothered at all by such opposition to religious displays.

	<u>A</u>	<u>Some</u>	<u>Not much</u>	<u>Not at all</u>	<u>DK</u>
<i>Bothered by...</i>	%	%	%	%	%
The commercialization of Christmas	26	26	10	38	*=100
Opposition to religious symbols in public places	22	13	8	56	1=100
Christmas music in stores and public places	2	5	6	87	*=100

The survey finds that the public has overwhelmingly positive feelings toward some corporate giants with health care product maker Johnson & Johnson, internet search engine Google, and Home Depot held in nearly universal good esteem by Americans familiar enough with the firms to rate them.

Wal-Mart's favorable rating of 69% places it just below McDonald's (74%) and General Motors (74%), and somewhat above pharmaceutical maker Pfizer (61%), although a substantial number of people (36%) said they had never heard of Pfizer or couldn't judge it.

Fewer than half of Americans (47%) who were able to rate Exxon Mobil have a favorable opinion of the oil major. And just 41% have a positive view of Halliburton, the energy services company that has been the focus of allegations of impropriety in its handling of government contracts. Halliburton, however, is not widely recognized; 44% were unable to rate the company.

Favorability of Corporations			
	Favor- <u>able</u> %	Unfav- <u>orable</u> %	Can't <u>rate</u> %
Johnson & Johnson	91	9=100	14
Google	91	9=100	32
Home Depot	90	10=100	9
Target	85	15=100	10
Coca Cola	85	15=100	10
Toyota	84	16=100	14
Microsoft	83	17=100	12
Southwest Airlines	83	17=100	28
United Airlines	78	22=100	28
McDonald's	74	26=100	7
General Motors	74	26=100	10
Wal-Mart	69	31=100	5
Pfizer	61	39=100	36
Exxon/Mobil	47	53=100	11
Halliburton	41	59=100	44

Percent favorable based on those able to give a rating.
Percent unable to rate in right column.

“Merry Christmas” vs. “Happy Holidays”

When asked to choose between “Merry Christmas” and non-religious terms, most Americans (60%) say they prefer that stores and businesses greet customers by saying “Merry Christmas.” Only one-in-four (23%) prefers the use of terms such as “Happy Holidays” and “Season’s Greetings,” while 17% volunteer that they do not care which greeting is used.

But given the specific option of saying the choice of greeting really does not matter, a plurality does so. Asked a slightly different version of the question that, along with the two choices of

“Merry Christmas” or “Happy Holidays” Does It Matter?		
	<i>Version 1</i>	<i>Version 2</i>
	<u>%</u>	<u>%</u>
Prefer Merry Christmas	60	42
Prefer less religious greeting	23	12
Doesn't matter	17	45
Don't know	*	<u>1</u>
	100	100

Version 1: ...Would you prefer if stores and businesses greet their customers by saying “Merry Christmas,” OR ...if stores and businesses use less religious terms such as “Happy Holidays” and “Season’s Greetings?”

Version 2: Same as version 1, plus “**or doesn't it matter to you?**”

preferred greeting, offers the alternative “*or doesn’t it matter to you?*,” 45% choose this last alternative. Only 42% say they prefer “Merry Christmas,” while 12% prefer less religious terminology.

Most striking is the age difference in preferences for holiday greetings. Only among those ages 65 and over, does a majority (64%) opt for “Merry Christmas.” That preference declines across younger age groups with only 28% of those under age 30 opting for the Christmas greeting while roughly six-in-ten say the choice of greeting doesn’t matter to them.

Several other groups stand out for their strong preference for the Christmas greeting. Even when explicitly offered the opportunity to say this issue doesn’t matter, majorities of white evangelical Protestants (73%) and Catholics (53%) say they prefer “Merry Christmas.” By contrast, a majority (64%) of seculars and nearly half (47%) of white mainline Protestants say this issue does not matter to them. Similarly, while more than six-in-ten Republicans prefer to be greeted with “Merry Christmas,” nearly half (49%) of Democrats and a small majority (52%) of independents are unconcerned by stores’ choice of holiday greetings.

	Who Cares about Holiday Greetings?			
	---Preferred greeting---			
	Less	Does		
	Merry	religious	not	
	<u>Christmas</u>	<u>terms</u>	<u>matter</u>	<u>DK</u>
	%	%	%	%
All	42	12	45	1=100
<i>Age</i>				
18-29	28	13	59	0=100
30-49	41	12	46	1=100
50-64	46	13	41	*=100
65 or older	64	5	30	1=100
<i>Religion</i>				
Republican	62	8	30	*=100
Democrat	32	18	49	1=100
Independent	41	6	52	1=100
<i>White Protestant</i>				
-Evangelical	73	5	22	0=100
-Non-evangelical	45	8	47	*=100
White Catholic	53	7	40	0=100
Secular	26	10	64	0=100

Christmas Displays on Public Property

Americans overwhelmingly support allowing public Christmas displays at least if they are part of a display that includes symbols of other faiths and holiday traditions. More than eight-in-ten (83%) say that displays of Christmas symbols such as nativity scenes and Christmas trees should be allowed on government property, while 11% say that such displays should not be allowed.

There is less support, however, if Christmas symbols are displayed alone on public property: Fewer than half (44%) of Americans say such Christmas-only displays should be allowed, while 27% say that Christmas symbols should only be allowed if Hanukkah, Kwanzaa, and other symbols are also displayed, and 12% say it does not matter or express no opinion.

White evangelical Protestants are nearly unanimous in their support of public Christmas displays, with 95% saying Christmas symbols should be allowed on government property. Furthermore, a large majority (59%) of evangelicals would allow such displays even if Christmas symbols are unaccompanied by symbols of other traditions.

<i>Christmas displays on govt. property should be...</i>	<u>Total</u>	White <u>Evang.</u>	White <u>Mainline</u>	White <u>Catholic</u>	<u>Secular</u>
	%	%	%	%	%
Allowed	83	95	83	91	63
<i>Only with other symbols too</i>	27	28	24	37	23
<i>Even if displayed alone</i>	44	59	49	44	27
<i>Doesn't matter/DK/Ref</i>	12	8	10	10	13
Not allowed	11	2	12	6	25
Doesn't matter/don't care (vol.)	4	1	4	1	9
Don't know (vol.)	<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>
	100	100	100	100	100

White mainline Protestants (83%) and Catholics (91%) also overwhelmingly support allowing Christmas displays, though fewer among these groups (49% of mainline Protestants and 44% of Catholics) support displaying Christmas symbols in isolation. More than six-in-ten seculars (63%) are comfortable with public Christmas displays, although only one-in-four (27%) says they are acceptable if displayed alone.

There is also a partisan dimension to opinions on this issue. Though large majorities of Republicans (90%), Democrats (78%) and independents (84%) all favor allowing Christmas displays on government property, Republicans are the only group among whom a majority (56%) supports Christmas displays in isolation. Far fewer Democrats (37%) and independents (45%) embrace the idea of allowing public Christmas displays without displaying symbols from other traditions as well.

<i>Christmas displays on govt. property should be...</i>	<u>Rep.</u>	<u>Dem.</u>	<u>Ind.</u>
	%	%	%
Allowed	90	78	84
<i>Only with other symbols too</i>	23	29	29
<i>Even if displayed alone</i>	56	37	45
<i>Doesn't matter/DK/Ref</i>	11	12	10
Not allowed	7	13	11
Doesn't matter/don't care (vol.)	1	6	3
Don't know (vol.)	<u>2</u>	<u>3</u>	<u>2</u>
	100	100	100

Holiday Concerns

Despite their support for allowing Christmas displays on government property and media attention to the controversies over such displays, most Americans are unconcerned by opposition to religious symbols in public places. Indeed, far more Americans say they are bothered at least to some extent by the commercialization of Christmas (52%) than say they are bothered by opposition to religious symbols in public places (35%).

Across the religious and political spectrum, opposition to religious symbols in public places bothers fewer people than does the commercialization of Christmas. Even among white evangelical Protestants and Republicans, only about one-in-three (34% of evangelicals and 32% of Republicans) say that opposition to religious symbols bothers them a lot.

	<u>Total</u>	<u>White</u> <u>Evang.</u>	<u>White</u> <u>Mainline</u>	<u>White</u> <u>Catholic</u>	<u>Secular</u>
The commercialization of Christmas	52	64	57	60	44
Opposition to religious symbols in public places	35	46	36	43	22
Christmas music in stores and public places	7	3	9	8	15

* Percent bothered “a lot” or “some” by each.

Concern about the commercialization of Christmas is most pronounced among evangelical Protestants (64% of whom are bothered by it), followed by Catholics (60%) and mainline Protestants (57%). More than four-in-ten seculars (44%) find Christmas commercialization bothersome.

Wal-Mart Nation

Among a list of 15 major U.S. corporations, Wal-Mart scores as the most recognizable: Just 5% of Americans say they have never heard of it or are unable to rate it. That high visibility is hardly surprising given that, when asked in a separate question, 91% of the public said that there is a Wal-Mart near enough to where they live that they could shop there if they wanted to.

And most people do want to: Fully 84% of Americans say they have shopped at a Wal-Mart store in the past 12 months and half of these (42% of the total) say they have done so regularly.

Wal-Mart’s most faithful shoppers are found among those with annual incomes below \$30,000, more than half of whom (53%) say they shop there regularly. But about a third (33%) of those with incomes above \$50,000 are also frequent buyers at the stores and nearly another half (48%) are sometime customers.

Regionally, the South holds a strong lead in Wal-Mart patronage, with 57% of its residents saying they shop there regularly. Fewer Midwesterners (41%), and Westerners (34%), and a mere 24% of those in the Northeast are regular Wal-Mart shoppers. Despite strong criticism of the retail giant by labor unions, there is no significant difference between union and non-union members in their propensity to shop at Wal-Mart.

Wal-Mart Shoppers			
	<i>Shopped at Wal-Mart in past year?</i>		
	<u>Reg- ularly</u>	<u>Once a while</u>	<u>Don't shop</u>
	%	%	%
Total	42	42	16=100
<i>Household Income</i>			
\$50,000+	33	48	19=100
\$30,000-\$49,999	43	44	13=100
Less than \$30,000	53	33	14=100
<i>Region</i>			
Northeast	24	51	25=100
Midwest	41	45	14=100
South	57	37	6=100
West	34	36	30=100
<i>Union Household</i>			
Yes	40	39	21=100
No	42	42	16=100

Wal-Mart's Positives and Negatives

When asked to name what they like best about Wal-Mart, most refer to the stores and the services they offer rather than to the corporation itself. Low prices top the list, accounting for 50% of the words of praise while other aspects of shopping, such as broad selections and convenience accounted for another 32%. Only 6% mention good things about the company including its creation of jobs and its employment policies.

By contrast, criticisms of Wal-Mart are more often directed at the company's practices (39%) – especially its wages, benefits and employment policies – than at individual stores and the quality of products (32%). At the service level, long lines and poor customer service top the list of what people dislike about the stores.

Rating Wal-Mart

Solid majorities feel Wal-Mart is a good place for their family to shop, and is good for their community and the country. Where Wal-Mart receives its lowest – but still positive – net ratings, is on the question of whether, based on what they have seen or heard, people feel the company is a good place to work.

On this question a small majority (56%) rates it good compared with 34% who say it is a bad place to work.

People living in households with modest incomes (less than \$30,000 a year) give Wal-Mart its highest marks in every dimension, though significantly fewer say the retailer is good for the country (68%) or as a place to work (62%) than say it is good for shopping (87%) or for their community (78%).

Best Things About Wal-Mart*	
	%
Praise for the stores and services	82
Low/good prices	50
Broad selection/variety	22
Convenience/accessibility	10
24-hour availability	3
Return policy	1
Praise for the company	6
Provides jobs	4
Employment policies	1
Don't shop there	1
All other mentions	3
Nothing/don't know	9
Worst Things About Wal-Mart	
	%
Criticism of the company	39
Unfair to employees/benefits/wages	20
Too large/corporate	5
Products not made in U.S.	2
Unfair labor practices	2
Criticism of the stores and services	32
Poor customer service/long lines	15
Crowded	7
Cheap products/poor quality	3
Too large, physically	3
Dirty/disorganized	3
Products not in stock	2
All other mentions	10
Nothing/don't know	20
* Figures do not total to 100% due to multiple responses.	

Among geographical regions, the South is home to Wal-Mart's strongest fans though even in this region the retailer earns its lowest mark (63%) as an employer. In the Northeast and West only half the public calls Wal-Mart a good place to work.

Republicans are most likely to judge the store good for shopping, for communities, for the country and for workers. Democrats and independents share their assessments of Wal-Mart as good places to shop and good for their communities, but Democrats are more dubious about the firm's effect on the country (only 57% rate it good) and especially on workers, with only a bare majority (51%) calling Wal-Mart a good place to work.

Overall, persons in households with a union member are less likely to give Wal-Mart the OK, though at least a small majority rates the firm "good" in every category.

Rating Big Business

In general, the public's opinion of major U.S. corporations rose as the year neared its end. As recently as October, only 45% of the public expressed a very or mostly favorable view of companies; in December, 57% did so, although only 9% expressed a very favorable opinion. But business is still a long way from the 73% approval it enjoyed in 1999 when the economy was still booming and before the recent rash of corporate scandals hit the headlines.

Highly Rated for Shopping, Less So as a Workplace				
	<i>Those saying Wal-Mart is good for...</i>			
	<u>Shopping*</u>	<u>Your*</u>	<u>The</u>	<u>As a place</u>
	<u>%</u>	<u>area</u>	<u>country</u>	<u>to work</u>
	%	%	%	%
Total	81	68	64	56
<i>Household Income</i>				
\$50,000+	76	60	64	52
\$30,000-\$49,999	84	70	61	58
Less than \$30,000	87	78	68	62
<i>Region</i>				
Northeast	81	67	56	51
Midwest	79	67	61	56
South	85	75	74	63
West	77	61	58	50
<i>Political Party</i>				
Republican	85	71	71	63
Democrat	78	68	57	51
Independent	79	66	67	56
<i>Religion</i>				
Total Protestant	85	73	70	61
– Evangelical	89	78	74	67
– Non-evangelical	80	67	65	54
Catholic	81	71	63	58
Secular	71	54	58	44
<i>Union Household</i>				
Yes	73	59	52	52
No	82	70	66	57

* Based on those with a Wal-Mart nearby.

Ratings Business Corporations			
	<u>Fav-orable</u>	<u>Unfav-orable</u>	<u>Can't rate</u>
	<u>%</u>	<u>%</u>	<u>%</u>
December 2005	57	35	8=100
Late October 2005	45	45	10=100
July 2005	49	40	11=100
March 2002	62	29	9=100
July 2001	59	27	14=100
March 2001	65	25	10=100
August 1999	73	22	5=100

Despite its improved image, business is still the target of concern among an equally large number of Americans who feel that corporations make too much profit. More than six-in-ten (61%) hold this view (and 52% do so strongly), a significant increase over the 53% who did so a year earlier.

ABOUT THIS SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,502 adults, 18 years of age or older, from December 7-11, 2005. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3 percentage points. For results based on form 1 (N=761) and form 2 (N=741) the sampling error is plus or minus 4 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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WAL-MART'S EFFECT: GOOD OR BAD?

	<i>Place for you and your family to shop</i>		<i>Effect on your neighborhood</i>		<i>Effect on the country</i>		(N)**
	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	
	%	%	%	%	%	%	
Total	81	13	68	19	64	24	(1381)
Sex							
Male	80	12	64	20	64	26	(668)
Female	82	13	73	17	65	22	(713)
Race							
White	80	14	66	20	63	26	(1127)
Non-white	86	9	78	13	71	14	(230)
Black	93	4	86	4	76	9	(123)
Hispanic*	84	12	70	18	66	21	(90)
Race and Sex							
White Men	80	13	62	21	63	28	(542)
White Women	80	15	70	19	62	25	(585)
Age							
Under 30	86	11	71	20	71	24	(186)
30-49	82	13	70	17	67	24	(463)
50-64	76	17	65	20	61	27	(420)
65+	81	9	67	18	56	19	(289)
Sex and Age							
Men under 50	82	12	64	20	65	28	(329)
Women under 50	85	13	76	16	72	20	(320)
Men 50+	78	13	63	20	63	23	(328)
Women 50+	77	14	68	18	56	24	(381)
Education							
College Grad.	68	24	53	26	54	35	(475)
Some College	81	14	69	17	66	25	(341)
H.S. Grad	87	8	73	17	69	19	(439)
Less than H.S.	90	3	83	12	71	14	(116)
Family Income**							
\$75,000+	76	19	59	22	65	28	(330)
\$50,000-\$74,999	75	18	62	24	64	27	(233)
\$30,000-\$49,999	84	10	70	19	61	25	(256)
\$20,000-\$29,999	82	9	75	13	65	19	(182)
<\$20,000	90	7	79	13	70	20	(221)

* The designation Hispanic is unrelated to the white-black categorization.

** Sample size applies to “place for you and your family to shop” and “effect on your neighborhood” questions as those were asked only of those who have a Wal-Mart near where they live. “Effect on the country” question was asked of the full sample.

Question: Would you say Wal-Mart is a good or bad place for you and your family to shop?
 Since Wal-Mart arrived in the area where you live, do you think it has had a good or bad effect on the area?
 Overall, do you think that Wal-Mart has had a good or bad effect on the country?

	<i>Place for you and your family to shop</i>		<i>Effect on your neighborhood</i>		<i>Effect on the country</i>		(N)
	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	<u>Good</u>	<u>Bad</u>	
	%	%	%	%	%	%	
Total	81	13	68	19	64	24	(1381)
Region							
Northeast	81	12	67	16	56	25	(251)
Midwest	79	14	67	20	61	28	(324)
South	85	10	75	16	74	17	(515)
West	77	18	61	23	58	30	(291)
Religious Affiliation							
Total White Protestant	83	12	69	18	68	22	(630)
- Evangelical	89	8	76	15	73	18	(306)
- Non-Evangelical	77	16	63	20	65	25	(324)
White Catholic	79	14	69	19	61	25	(259)
Seculars	71	22	54	27	58	35	(157)
Party ID							
Republican	85	10	71	17	71	19	(448)
Democrat	78	17	68	21	57	30	(442)
Independent	79	12	66	19	67	23	(401)
Party and Ideology							
Conservative Republican	84	10	74	15	71	18	(292)
Moderate/Liberal Rep.	86	10	67	20	71	21	(155)
Conservative/Mod. Dem.	86	9	72	19	64	23	(280)
Liberal Democrat	62	32	57	24	43	44	(148)
Bush Approval							
Approve	87	8	76	14	74	15	(572)
Disapprove	76	17	62	23	56	32	(708)
Marital Status							
Married	79	15	66	20	63	25	(826)
Unmarried	84	11	72	16	66	22	(541)
Labor Union							
Union Household	73	19	59	25	52	30	(176)
Non-Union Household	82	12	70	18	66	23	(1179)
Parent							
Yes	82	12	68	17	66	23	(442)
No	80	13	68	20	63	24	(928)

CHRISTMAS DISPLAYS ON GOVERNMENT PROPERTY

	---- Christmas Displays Should be Allowed ----			Christmas Displays (Vol.)	
	<i>OK for Christmas symbols to be displayed alone</i>	<i>Only if other symbols are displayed as well</i>	<i>(Vol.) Doesn't matter/DK</i>	<i>should not be allowed</i>	<i>Doesn't matter/DK</i>
	%	%	%	%	%
Total	44	28	11	11	6=100
Sex					
Male	50	23	12	9	6
Female	39	32	11	12	6
Race					
White	46	28	11	10	5
Non-white	41	22	14	13	10
Black	30	24	16	15	15
Hispanic*	54	21	11	7	7
Race and Sex					
White Men	50	24	11	9	6
White Women	41	33	10	11	5
Age					
Under 30	44	30	12	11	3
30-49	41	29	10	14	6
50-64	48	25	11	7	9
65+	48	25	15	6	6
Sex and Age					
Men under 50	49	26	10	9	6
Women under 50	35	33	11	16	5
Men 50+	52	18	16	9	6
Women 50+	45	31	10	5	9
Education					
College Grad.	43	22	8	22	5
Some College	44	28	13	8	7
H.S. Grad	44	35	9	6	6
Less than H.S.	50	19	20	3	8
Family Income**					
\$75,000+	47	24	10	16	3
\$50,000-\$74,999	51	22	9	11	7
\$30,000-\$49,999	46	28	9	11	6
\$20,000-\$29,999	46	29	15	2	8
<\$20,000	38	28	16	9	9

* The designation Hispanic is unrelated to the white-black categorization.

Question: Should displays of Christmas symbols like nativity scenes and Christmas trees be allowed on Government property? Should displays of Christmas symbols be allowed only if Hanukkah, Kwanzaa, and other symbols are also displayed?

	---- Christmas Displays Should be Allowed ----			Christmas	
	<i>OK for Christmas</i>	<i>Only if other</i>	<i>(Vol.)</i>	displays	<i>(Vol.)</i>
	<i>symbols to</i>	<i>symbols are</i>	<i>Doesn't</i>	should not	<i>Doesn't</i>
	<u><i>displayed alone</i></u>	<u><i>displayed as well</i></u>	<u><i>matter/DK</i></u>	<u><i>be allowed</i></u>	<u><i>matter/DK</i></u>
	%	%	%	%	%
Total	44	28	11	11	6=100
Region					
Northeast	39	30	9	12	10
Midwest	46	30	8	12	4
South	44	28	14	6	8
West	47	22	12	15	4
Religious Affiliation					
Total White Protestant	54	26	9	7	4
- Evangelical	59	28	8	2	3
- Non-Evangelical	49	24	10	12	5
White Catholic	44	37	10	6	3
Seculars	27	23	13	25	12
Party ID					
Republican	56	23	11	7	3
Democrat	37	29	12	13	9
Independent	45	29	10	11	5
Party and Ideology					
Conservative Republican	63	24	10	3	*
Moderate/Liberal Rep.	48	23	12	13	4
Conservative/Mod. Dem.	43	36	9	4	8
Liberal Democrat	26	17	14	31	12
Bush Approval					
Approve	54	25	13	5	3
Disapprove	37	28	11	15	9
Marital Status					
Married	49	25	11	10	5
Unmarried	39	31	11	11	8
Labor Union					
Union Household	41	24	13	12	10
Non-Union Household	45	28	11	10	6

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
 DECEMBER 2005 NEWS INTEREST INDEX
 FINAL TOPLINE
 December 7-11, 2005
 N=1,502

QUESTIONS 1-21 FROM PREVIOUS RELEASE

NOTE: DUE TO A PROGRAMMING ERROR Q22F1 and Q23F2 WERE ASKED OF SEPARATE SAMPLES ON VARYING SURVEY DATES. Q22F1 WAS FIELDDED DECEMBER 7 THROUGH 11. Q23F2 WAS FIELDDED FROM DECEMBER 9 THROUGH 11.

ASK FORM A ONLY (DEC. 7-11, 2005) [N=571]:

Q. 22F1 In your view, would you prefer if stores and businesses greet their customers by saying "Merry Christmas," OR would you prefer if stores and businesses use less religious terms such as "Happy Holidays" and "Season's Greetings?"

60 Prefer "Merry Christmas"
 23 Prefer less religious terms
 17 Doesn't matter/don't care (VOL.)
 * Don't know/refused (VOL.)
 100

ASK FORM B ONLY (DEC. 9-11, 2005) [N=554]:

Q. 23F2 In your view, would you prefer if stores and businesses greet their customers by saying "Merry Christmas," OR would you prefer if stores and businesses use less religious terms such as "Happy Holidays" and "Season's Greetings", or doesn't it matter to you?

42 Prefer "Merry Christmas"
 12 Prefer less religious terms
 45 Doesn't matter
 1 Don't know/refused (VOL.)
 100

ASK FORM 1 ONLY [N=761]:

Q. 24F1 Should displays of Christmas symbols like nativity scenes and Christmas trees be allowed on government property, or not?

ASK IF 'SHOULD BE ALLOWED' (1 IN Q. 24F1) [N=624]:

Q. 25F1 Should displays of Christmas symbols be allowed ONLY if Hanukkah, Kwanzaa, and other symbols are also displayed, or is it OK for Christmas symbols to be displayed alone?

83 Should be allowed
 27 Only if other symbols are displayed as well
 44 OK for Christmas symbols to be displayed alone
 10 Doesn't matter/don't care (VOL.)
 2 Don't know/refused (VOL.)
 11 Should not be allowed
 4 Doesn't matter/don't care (VOL.)
 2 Don't know/refused (VOL.)
 100

ASK FORM 2 ONLY [N=741]:

Q. 26F2 As I read a few things about the Christmas holiday season, tell me how much, if at all, each bothers you. First does [INSERT ITEM; RANDOMIZE] bother you a lot, some, not much, or not at all?

		A lot	Some	Not much	Not at all	Don't know/ Refused
a. F2	The commercialization of Christmas	26	26	10	38	*=100
b. F2	Opposition to religious symbols in public places	22	13	8	56	1=100
c. F2	The playing of Christmas music in stores and public places	2	5	6	87	*=100

QUESTIONS 27-34 FROM PREVIOUS RELEASE

NO QUESTION 35

ASK ALL:

Q. 36 Now thinking about some groups and organizations ... Is your overall opinion of [INSERT ITEM; RANDOMIZE] very favorable, mostly favorable, mostly Unfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

		---Favorable---			---Unfavorable---			(VOL)	Can' t
		Total	Very	Mostly	Total	Very	Mostly	Never Heard of	Rate
a.	Business corporations	57	9	48	35	10	25	*	8=100
	Late October, 2005	45	8	37	45	16	29	*	10=100
	July, 2005	49	9	40	40	11	29	*	11=100
	March, 2002	62	10	52	29	6	23	1	8=100
	July, 2001	59	9	50	27	6	21	*	14=100
	March, 2001	65	9	56	25	6	19	1	9=100
	August, 1999	73	8	65	22	3	19	0	5=100
	Early September, 1998	64	9	55	26	5	21	*	10=100
	October, 1997	66	11	55	28	5	23	*	6=100
	June, 1997	68	8	60	25	7	18	*	7=100
	May, 1997	59	9	50	28	7	21	1	12=100
	June, 1996	62	10	52	31	6	25	*	7=100
	February, 1996	59	9	50	34	10	24	1	6=100
	October, 1995	60	6	54	36	7	29	0	4=100
	July, 1994	70	8	62	24	5	19	*	6=100
	November, 1991	65	8	57	28	6	22	0	7=100
	January, 1988	59	6	53	32	5	27	*	9=100
	June, 1985	58	8	50	31	7	24	1	10=100
b.	The federal government in Washington	46	7	39	49	18	31	*	5=100
	Late October, 2005	45	6	39	48	16	32	*	7=100
	February, 2004	59	10	49	36	11	25	*	5=100
	April, 2003	73	14	59	22	5	17	0	5=100
	December, 2002	64	11	53	27	7	20	*	9=100
	Mid-November, 2001	82	17	65	15	3	12	0	3=100
	Late October, 2000 (RVs)	54	7	47	40	10	30	*	6=100
	October, 1997	38	4	34	59	18	41	0	3=100
c.	Your state government	57	8	49	37	11	26	*	6=100
	December, 2002	62	15	47	31	10	21	1	7=100
	Mid-November, 2001	77	15	62	18	4	14	*	5=100
	October, 1997	66	10	56	29	7	22	*	5=100
d.	Your local government	66	12	54	28	10	18	*	6=100
	December, 2002	67	16	51	25	9	16	*	7=100
	Mid-November, 2001	78	15	63	17	4	13	*	5=100
	October, 1997	68	12	56	25	7	18	*	7=100

Q. 37 And thinking about some major companies, is your overall opinion of [INSERT ITEM; RANDOMIZE; OBSERVE FORM SPLITS] very favorable, mostly favorable, mostly Unfavorable, or very unfavorable? [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

		---Favorable---			---Unfavorable---			(VOL)	Can' t
		Total	Very	Mostly	Total	Very	Mostly	Never Heard of	Rate
a.	Wal-Mart	65	25	40	30	13	17	1	4=100
ASK FORM 1 ONLY [N=761]:									
b. F1	Target	76	20	56	14	7	7	1	9=100
c. F1	United Airlines	56	7	49	16	4	12	1	27=100
d. F1	Johnson & Johnson	78	26	52	8	4	4	1	13=100
e. F1	General Motors	66	14	52	24	6	18	*	10=100

Q. 37 CONTINUED...

	---Favorable---			---Unfavorable---			(VOL)	Can't Rate
	Total	Very	Mostly	Total	Very	Mostly	Never Heard of	
f. F1 Google	62	23	39	6	2	4	13	19=100
g. F1 McDonald's	69	19	50	24	9	15	*	7=100
h. F1 Halliburton	23	5	18	33	17	16	25	19=100
ASK FORM 2 ONLY [N=741]:								
i. F2 Home Depot	82	26	56	9	2	7	1	8=100
j. F2 Southwest Airlines	60	17	43	12	3	9	2	26=100
k. F2 Pfizer	39	6	33	25	8	17	19	17=100
l. F2 Toyota	72	24	48	14	4	10	1	13=100
m. F2 Microsoft	73	23	50	15	5	10	2	10=100
n. F2 Coca Cola	76	23	53	14	5	9	0	10=100
o. F2 Exxon/Mobil	42	10	32	47	22	25	1	10=100

Thinking about Wal-Mart for a moment...

ASK FORM 1 ONLY [N=761]:

ROTATE Q. 38F1 AND Q. 39F1

Q. 38F1 In your view, what is the BEST thing about Wal-Mart? [OPEN END; ACCEPT UP TO THREE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

- 82 PRAISE FOR THE STORES AND SERVICES (NET)**
- 50 Low/Good Prices
- 22 Broad selection/variety/one stop shopping
- 10 Convenience/accessibility/location
- 3 24-hour availability
- 1 Return policy
- 6 PRAISE FOR THE COMPANY (NET)**
- 4 Provides jobs
- 1 Employment policy
- 1 Don't shop there
- 3 All other mentions
- 9 Nothing/Don't know

Q. 39F1 In your view, what is the WORST thing about Wal-Mart? [OPEN END; ACCEPT UP TO THREE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

- 39 CRITICISM OF THE COMPANY (NET)**
- 20 Treat employees unfairly/bad benefits/wages
- 12 Bad for local businesses
- 5 Too large/corporate/monopolistic
- 2 Products not made in America/foreign manufacturing
- 2 Unfair labor practices/hire illegal immigrants
- 32 CRITICISM OF THE STORES AND SERVICES (NET)**
- 15 Poor customer service/too few cashiers/long lines
- 7 Crowded
- 3 Cheap products/poor quality/bad prices
- 3 Too large, physically
- 3 Dirty/disorganized
- 2 Products not in stock/don't have right products
- 10 All other mentions
- 20 Nothing/Don't know

ASK ALL:

Q. 40 Where you live, is there a Wal-Mart near enough to shop at if you wanted to, or not?

91	Yes
8	No
1	Don't know/Refused
<u>100</u>	

Q. 41 During the past 12 months have you shopped at a Wal-Mart store?

IF SHOPPED AT WAL-MART (1 IN Q. 41), [N=1,244] ASK:

Q. 42 Do you shop at Wal-Mart regularly, or only once in a while?

84	Yes, shopped in past 12 months
42	Regularly
42	Once in a while
*	Don't know/Refused
16	No
*	Don't know/Refused
<u>100</u>	

ASK IF WAL-MART NEAR (1 IN Q. 40) [N=1,381]:

Q. 43 Would you say Wal-Mart is a good or bad place for you and your family to shop?

81	Good
13	Bad
5	Neither/No effect (VOL.)
1	Don't know/Refused
<u>100</u>	

Q. 44 Since Wal-Mart arrived in the area where you live, do you think it has had a good or bad effect on the area?

68	Good
19	Bad
8	Neither/No effect (VOL.)
5	Don't know/Refused
<u>100</u>	

ASK ALL:

Q. 45 Overall, do you think that Wal-Mart has had a good or bad effect on the country?

64	Good
24	Bad
4	Neither/No effect (VOL.)
8	Don't know/Refused
<u>100</u>	

Q. 46 Based on what you've seen and heard, do you think Wal-Mart is a good or bad place to work?

56	Good
34	Bad
10	Don't know/Refused
<u>100</u>	

NO QUESTIONS 47-49

QUESTIONS 50-68 FROM PREVIOUS RELEASE

NO QUESTION 69

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

<i>Trend</i>	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL)	(VOL)	Don't know
				No Preference	Other Party	
December, 2005	29	34	31	4	*	2=100
Late November, 2005	27	34	29	5	1	4=100
Early November, 2005	28	34	31	5	*	2=100
Late October, 2005	29	33	31	5	*	2=100
Early October, 2005	26	34	34	4	*	2=100
September 8-11, 2005	31	32	33	3	*	1=100
September 6-7, 2005	27	33	33	4	*	3=100
July, 2005	31	34	29	4	*	2=100
June, 2005	30	32	32	4	*	2=100
Mid-May, 2005	30	34	29	4	*	3=100
Late March, 2005	29	32	36	2	*	1=100
Mid-March, 2005	30	34	29	4	*	3=100
February, 2005	31	32	30	4	1	2=100
January, 2005	32	33	30	4	*	1=100
December, 2004	31	34	30	3	*	2=100

<i>Yearly Totals</i>	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	(VOL)	(VOL)	Don't know
				No Preference	Other Party	
2004	30	33	30	4	*	3=100
2003	30	31	31	5	*	3=100
2002	30	31	30	5	1	3=100
2001	29	34	29	5	*	3=100
2001 Post-Sept 11	31	32	28	5	1	3=100
2001 Pre-Sept 11	28	35	30	5	*	2=100
2000	28	33	29	6	*	4=100
1999	27	33	34	4	*	2=100
1998	28	33	32	5	*	2=100
1997	28	33	32	4	1	2=100

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No Preference/ Other/DK
1996	29	33	33	5=100
1995	32	30	34	4=100
1994	30	32	34	4=100
1993	27	34	34	5=100
1992	28	33	35	4=100
1991	31	32	33	4=100
1990	31	33	30	6=100

	<u>Rep</u>	<u>Dem</u>	<u>Independent/ No Pref/Oth/DK</u>
1989	33	33	34=100
1987	26	35	39=100

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, [N=527] ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	<u>Republican</u>	<u>Democrat</u>	<u>Refused to lean</u>
December, 2005	10	16	11=37%
Late November, 2005	9	13	17=39%
Early November, 2005	11	14	13=38%
Late October, 2005	11	15	12=38%
Early October, 2005	11	18	11=40%
September 8-11, 2005	10	18	9=37%
September 6-7, 2005	10	15	15=40%
July, 2005	9	15	11=35%
June, 2005	10	16	12=38%
Mid-May, 2005	9	13	14=36%
Late March, 2005	13	17	9=39%
December, 2004	14	12	9=35%
August, 2003	12	16	14=42%
August, 2002	12	13	13=38%
September, 2000	11	13	15=39%
Late September, 1999	14	15	16=45%
August, 1999	15	15	12=42%