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## **Survey finds Wal-Mart Supercenters Key to Economic Development** *California Survey Dispels Claims by Wal-Mart Critics*

**CHICO, Calif.** — The Chico Economic Planning Corporation (CEPCO) announced the results of a statewide survey that found that 95% of economic development leaders surveyed in Wal-Mart communities believe their Supercenter has had a positive impact on their community and economy. Increased sales tax revenue for community services and economic development were among the most common reasons for supporting Wal-Mart Supercenter projects.

While some communities expressed initial concerns related to the development of a Supercenter, the survey found that claims by Wal-Mart critics have not materialized. Interviews suggest that initial community concerns did not materialize because of Wal-Mart's efforts to work with communities to address or mitigate concerns. The survey also found that those surveyed would recommend Supercenters to other communities considering the development of Wal-Mart Supercenters.

“This survey is a great opportunity for the Chico community to learn first-hand about the concerns and outcomes related to Wal-Mart Supercenter development on other communities,” said Bob Linscheid, President and CEO for CEPCO. “This survey will be a useful planning tool for communities considering future development of Wal-Mart Supercenters.”

The results of the survey in its entirety can be found on the CEPCO website, at [www.cepcoco.com](http://www.cepcoco.com).

### **About the Survey:**

The Chico Economic Planning Corporation (CEPCO) Wal-Mart Supercenter Survey, commissioned by Wal-Mart, was conducted for the purpose of developing a tool that benefits local planners and community leaders. Questions were selected to test public claims that Supercenters either benefited or threatened local economies and business interests. The Survey was conducted with Chamber of Commerce Executives and City Economic Development Officials in California communities where Wal-Mart Supercenters are currently located. The survey had a 74% return rate, out of a potential 30 participants. At the time of the survey, Wal-Mart had 15 Supercenters conducting business in California. According to [www.walmartfacts.com](http://www.walmartfacts.com), since September of 2006 there are a total of 21 Supercenters in California. The surveys were conducted over the phone, with each survey taking approximately 30 minutes to complete. Surveys were conducted by CEPCO employees from August to September 2006. The survey interviews were voluntary and the respondents names attached to each survey are kept confidential.

### **About CEPCO**

CEPCO is a privately funded organization incorporated July 1, 1985, and is comprised of local businesses people working together to insure Chico's economic strength and vitality. The primary goal of CEPCO is to create new jobs and new wealth for the Chico Community by aiding in the retention and expansion of existing businesses, providing local residents employment, and attracting new businesses to the area. CEPCO works with other visionary business and community leaders, including the City of Chico, Greater Chico Chamber of Commerce, Butte Community College, CSU, Chico, Tri-County Economic Development Corporation, and Butte County Economic Development Corporation, to accomplish these goals. For more information, please visit [www.cepcoco.com](http://www.cepcoco.com)