

**LOCAL GROCERY STUDY**

January 14-15, 2008  
Project: #AW-3450

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Hello, I'm \_ of Call Research, a national research firm. We're talking with you today because we would like to ask you a few questions on a confidential basis. We are not sure if you will participate, but we will your participation result in any calls in the future to sell you anything.

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**Interview Schedules:**

A report that is meant to replicate a study's questionnaire. Data is pulled from the crosstabs and the percentages are printed next to the punches. Nets seen in the crosstabs are also pulled in.

A. Are you registered to vote at this address?

100% YES

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B. And are you, or is anyone in your household, employed by a newspaper, television or radio station, a political party, a political campaign, or by an elected official?

100% NO

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C. Thinking how often you buy groceries and your household, are you the main shopper, do you share responsibilities with another, or do you rarely do the shopping?

89% MAIN SHOPPER  
11% EQUALLY SHARE RESPONSIBILITIES

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First, I would like to read you some names of different people active in politics. For each one, please tell me, first whether you've heard of the person; then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

	TOTAL HRD OF	FAV	UNFAV	NO OPIN	NVR HRD	REF
1. Wal-Mart	<b>62%</b>	19%	14%	30%	36%	2%
2. Mom an' Pop's	<b>84%</b>	52%	10%	22%	14%	2%

4. And, if the you were to go shopping today and your choices were:

Wal-Mart  
 ... *AND* ...  
 Mom an' Pop's

Where would you shop?

- 11% DEFINITELY WAL-MART
- 6% PROBABLY WAL-MART
- 33% UNDECIDED
- 10% PROBABLY MOM AN' POP'S
- 47% DEFINITELY MOM AN' POP'S
- 3% REFUSED

**17% TOTAL WAL-MART**  
**57% TOTAL MOM AN' POP'S**

**Series Questions:**  
 Questions with exactly the same punches in a series have the punch percentages printed horizontally under the question text. The punches are in columns with column headings above the question series. Nets are printed at the left margin and are in bold.

5. Has what you've seen read or heard recently regarding Wal-Mart given you a more favorable or less favorable impression of the store?

- 18% MORE FAVORABLE
- 15% LESS FAVORABLE
  
- 20% NO DIFFERENCE
- 44% DON'T KNOW/NOT SURE
- 3% REFUSED

6. Has what you've seen read or heard recently regarding Mom an' Pop's given you a more favorable or less favorable impression of the store?

- 41% MORE FAVORABLE
- 11% LESS FAVORABLE
  
- 18% NO DIFFERENCE
- 28% DON'T KNOW/NOT SURE
- 2% REFUSED

8. And, have you recently had any contact, either over the phone, by person by Mom an' Pop's?

- 7% YES, PHONE
- 3% YES, E-MAIL
- 29% YES, MAIL
- 9% YES, IN-PERSON MOM OR POP
- 5% YES, IN-PERSON STORE
- 2% YES, OTHER
  
- 45% NO
  
- 6% DON'T KNOW
- 4% REFUSED
  
- 45% TOTAL YES**

**Standard Questions:**

Questions not part of a series are displayed with the question text first, followed by the punches with the percentages. Nets are displayed below the punches in bold and italics

D1. First, in what year were you born?

2%	18 - 24
3%	25 - 34
12%	35 - 44
22%	45 - 54
27%	55 - 64
28%	65 AND ABOVE
5%	REFUSED

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D2. Other than being an American, what is your main ethnic or racial heritage?

85%	CAUCASIAN OR WHITE
4%	AFRICAN-AMERICAN OR BLACK
1%	HISPANIC OR LATINO
1%	NATIVE AMERICAN
*	ASIAN
*	OTHER
8%	REFUSED

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D3. Gender.

18%	MALE/MARRIED
6%	MALE/WIDOWED
--	MALE/SEPARATED
10%	MALE/DIVORCED
11%	MALE/NEVER BEEN MARRIED
3%	MALE REFUSED
19%	FEMALE/MARRIED
13%	FEMALE/WIDOWED
1%	FEMALE/SEPARATED
8%	FEMALE/DIVORCED
8%	FEMALE/NEVER BEEN MARRIED
2%	FEMALE REFUSED
<b>48%</b>	<b>TOTAL MALE</b>
<b>52%</b>	<b>TOTAL FEMALE</b>

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