

Pure Demographics:

Table I. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
VOTER REGISTRATION AT CURRENT ADDRESS	Yes	48%	65%	80%	90%	94%	96%	100%	77%	78%	78%
	No	52%	35%	20%	10%	6%	4%	0%	23%	22%	22%
Total	n=	49	75	51	79	58	51	33	185	215	400
IDEOLOGY	Very Liberal	12%	20%	9%	12%	12%	16%	9%	15%	11%	13%
	Somewhat Liberal	23%	27%	37%	30%	26%	25%	17%	25%	30%	28%
	In Between/Unsure	20%	13%	21%	10%	12%	22%	16%	18%	15%	16%
	Somewhat Conservative	35%	27%	31%	37%	29%	19%	33%	29%	32%	30%
	Very Conservative	10%	13%	2%	11%	22%	19%	25%	12%	12%	12%
Total	n=	49	75	51	79	58	51	33	185	215	400

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

Pure Demographics:

Table I. A2.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
INCOME	Under \$20K	27%	10%	10%	5%	10%	12%	21%	10%	15%	13%
	\$20 to 40K	27%	24%	21%	15%	13%	39%	49%	21%	26%	24%
	\$40 to 60K	11%	24%	14%	18%	18%	17%	4%	19%	14%	16%
	\$60 to 80K	13%	21%	17%	13%	22%	20%	11%	18%	16%	17%
	\$80 to 100K	10%	8%	14%	17%	15%	4%	7%	11%	12%	12%
	\$100 to 150K	5%	9%	11%	20%	13%	0%	9%	12%	9%	11%
	Over \$150K	7%	4%	12%	10%	11%	8%	0%	9%	7%	8%
Total	n=	43	71	46	74	53	46	27	171	190	361
AREA	South City	12%	22%	28%	10%	10%	15%	9%	16%	18%	17%
	North City	18%	31%	22%	24%	15%	21%	36%	27%	22%	24%
	South Burbs	22%	10%	11%	8%	10%	8%	5%	12%	10%	11%
	East Burbs	14%	12%	6%	21%	23%	17%	9%	12%	15%	14%
	North Burbs	18%	12%	17%	13%	14%	10%	13%	14%	15%	14%
	North Coastal	6%	13%	10%	17%	14%	15%	14%	11%	13%	12%
	East County	10%	0%	6%	6%	13%	15%	14%	8%	7%	7%
Total	n=	48	74	49	77	58	51	32	182	211	393

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 San Diego, CA 92101

**Pure Demographics:**

Table I. A3.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
MARITAL STATUS	Married	19%	54%	63%	68%	59%	61%	35%	54%	52%	53%
	Single and Never Married	79%	40%	24%	8%	6%	2%	0%	30%	26%	28%
	Divorced	2%	5%	13%	23%	28%	10%	14%	12%	13%	13%
	Widowed	0%	0%	0%	0%	6%	27%	51%	4%	9%	7%
Total	n=	49	75	50	79	58	51	33	184	215	399
CHURCH/RELIGIOUS SERVICE ATTENDANCE	Never	15%	32%	31%	28%	30%	21%	16%	31%	23%	26%
	Less Than Once or Twice Per Year	18%	6%	8%	9%	3%	16%	8%	10%	9%	10%
	Once or Twice Per Year	20%	16%	8%	20%	15%	13%	6%	15%	14%	14%
	Once or Twice Per Month	16%	19%	19%	19%	13%	16%	18%	17%	19%	18%
	Once Per Week	18%	17%	29%	19%	25%	30%	26%	21%	24%	22%
	More Than Once Per Week	13%	9%	5%	5%	13%	4%	26%	7%	12%	10%
Total	n=	49	75	51	78	58	50	32	183	214	397

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**Pure Demographics:**

Table I. A4.		AGE							Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	
GENDER	Male	45%	41%	46%	46%	53%	57%	35%	45%
	Female	55%	59%	54%	54%	47%	43%	65%	55%
Total	n=	49	75	51	79	58	51	33	400

Competitive Edge Research & Communication, Inc.  
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 San Diego, CA 92101

**Pure Demographics:**

		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table I. B1.									
AGE	18-24	9%	36%	14%	12%	19%	17%	13%	15%
	25-34	17%	33%	31%	20%	17%	18%	23%	21%
	35-44	23%	20%	16%	29%	28%	22%	3%	22%
	45-54	19%	8%	16%	18%	10%	20%	16%	17%
	55-64	12%	3%	9%	9%	7%	9%	18%	10%
	65-74	10%	1%	10%	7%	10%	5%	12%	8%
	75+	10%	0%	5%	5%	8%	8%	16%	8%
Total	n=	320	76	53	108	62	119	54	396
GENDER	Male	45%	47%	54%	41%	51%	43%	45%	45%
	Female	55%	53%	46%	59%	49%	57%	55%	55%
Total	n=	322	78	53	109	64	119	55	400

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Pure Demographics:

		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table I. B2.									
INCOME	Under \$20K	12%	15%	6%	14%	16%	13%	11%	13%
	\$20 to 40K	22%	30%	30%	24%	30%	16%	30%	24%
	\$40 to 60K	16%	18%	24%	10%	18%	16%	22%	16%
	\$60 to 80K	18%	14%	12%	24%	13%	13%	21%	17%
	\$80 to 100K	13%	6%	13%	10%	5%	18%	6%	12%
	\$100 to 150K	11%	9%	10%	9%	9%	14%	5%	11%
	Over \$150K	8%	8%	5%	9%	9%	10%	5%	8%
Total	n=	290	71	48	102	53	112	46	361
AREA	South City	16%	19%	26%	19%	14%	14%	11%	17%
	North City	24%	25%	19%	31%	19%	23%	28%	24%
	South Burbs	11%	12%	12%	12%	14%	9%	8%	11%
	East Burbs	12%	21%	10%	15%	16%	14%	12%	14%
	North Burbs	16%	10%	9%	7%	24%	17%	17%	14%
	North Coastal	13%	11%	19%	8%	10%	15%	13%	12%
	East County	9%	2%	6%	8%	3%	7%	12%	7%
Total	n=	316	77	53	108	63	114	55	393

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Pure Demographics:

		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table I. B3.									
MARITAL STATUS	Married	56%	44%	40%	53%	47%	60%	55%	53%
	Single and Never Married	22%	48%	41%	27%	36%	22%	18%	28%
	Divorced	14%	8%	14%	13%	12%	12%	16%	13%
	Widowed	9%	0%	5%	6%	6%	6%	11%	7%
Total	n=	321	78	53	109	63	119	55	399
CHURCH/RELIGIOUS SERVICE ATTENDANCE	Never	25%	32%	36%	32%	26%	20%	21%	26%
	Less Than Once or Twice Per Year	10%	10%	14%	9%	11%	9%	5%	10%
	Once or Twice Per Year	14%	15%	15%	16%	11%	16%	8%	14%
	Once or Twice Per Month	18%	17%	15%	20%	19%	19%	12%	18%
	Once Per Week	23%	21%	16%	19%	20%	21%	44%	22%
	More Than Once Per Week	11%	6%	4%	4%	13%	15%	10%	10%
Total	n=	319	78	53	109	62	119	54	397

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 San Diego, CA 92101

**Pure Demographics:**

Table I. B4.		VOTER REGISTRATION AT CURRENT ADDRESS		Total
		Yes	No	
IDEOLOGY	Very Liberal	12%	17%	13%
	Somewhat Liberal	28%	27%	28%
	In Between/Unsure	14%	26%	16%
	Somewhat Conservative	32%	24%	30%
	Very Conservative	14%	7%	12%
Total	n=	322	78	400

Competitive Edge Research & Communication, Inc.  
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**Pure Demographics:**

Table I. C1.		INCOME							AREA							Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County		
AGE	18-24	32%	17%	10%	12%	13%	7%	12%	11%	12%	30%	16%	19%	7%	20%	15%	
	25-34	17%	21%	31%	27%	16%	18%	12%	27%	27%	18%	18%	12%	17%	22%	0%	21%
	35-44	18%	19%	19%	22%	27%	23%	33%	35%	20%	21%	9%	26%	17%	18%	22%	
	45-54	7%	11%	19%	13%	25%	34%	22%	10%	17%	12%	26%	15%	23%	14%	17%	
	55-64	8%	5%	11%	13%	13%	12%	13%	6%	6%	9%	17%	10%	12%	18%	10%	
	65-74	8%	13%	8%	9%	3%	0%	8%	7%	7%	6%	10%	6%	9%	16%	8%	
	75+	11%	14%	2%	4%	4%	6%	0%	4%	11%	4%	5%	7%	9%	14%	8%	
Total	n=	44	88	62	61	39	37	29	61	94	47	62	50	54	21	396	
GENDER	Male	35%	41%	54%	50%	43%	53%	50%	43%	51%	48%	41%	45%	40%	51%	45%	
	Female	65%	59%	46%	50%	57%	47%	50%	57%	49%	52%	59%	55%	60%	49%	55%	
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400	

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Pure Demographics:

Table I. C2.		INCOME							AREA						Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
VOTER REGISTRATION AT CURRENT ADDRESS	Yes	73%	72%	75%	81%	89%	81%	79%	75%	77%	75%	67%	84%	80%	93%	78%
	No	27%	28%	25%	19%	11%	19%	21%	25%	23%	25%	33%	16%	20%	7%	22%
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400
IDEOLOGY	Very Liberal	6%	16%	18%	9%	14%	13%	8%	20%	10%	14%	10%	8%	21%	10%	13%
	Somewhat Liberal	31%	29%	18%	41%	26%	25%	31%	32%	35%	30%	31%	14%	18%	32%	28%
	In Between/Unsure	19%	19%	17%	11%	6%	13%	17%	14%	13%	22%	19%	27%	14%	8%	16%
	Somewhat Conservative	34%	22%	31%	24%	49%	44%	39%	25%	28%	24%	31%	36%	35%	30%	30%
	Very Conservative	10%	14%	15%	14%	6%	6%	6%	8%	14%	9%	10%	15%	13%	20%	12%
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400

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Pure Demographics:

Table I. C3.		INCOME							AREA						Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
MARITAL STATUS	Married	28%	36%	53%	64%	62%	71%	81%	47%	53%	52%	50%	59%	52%	51%	53%
	Single and Never Married	50%	35%	26%	15%	19%	21%	15%	33%	28%	24%	28%	30%	28%	24%	28%
	Divorced	15%	12%	20%	18%	15%	4%	5%	14%	13%	20%	16%	9%	10%	10%	13%
	Widowed	7%	17%	1%	3%	3%	4%	0%	6%	7%	5%	6%	3%	10%	14%	7%
Total	n=	44	88	62	61	39	38	29	61	95	47	63	51	54	21	399
CHURCH/RELIGIOUS SERVICE ATTENDANCE	Never	19%	18%	29%	25%	36%	29%	49%	22%	33%	24%	15%	28%	30%	34%	26%
	Less Than Once or Twice Per Year	11%	9%	14%	6%	10%	5%	11%	9%	6%	10%	6%	10%	17%	21%	10%
	Once or Twice Per Year	14%	21%	12%	15%	9%	10%	18%	23%	14%	13%	10%	16%	10%	5%	14%
	Once or Twice Per Month	13%	19%	17%	11%	21%	38%	4%	19%	21%	11%	22%	19%	13%	8%	18%
	Once Per Week	21%	21%	18%	40%	15%	9%	16%	21%	19%	25%	30%	23%	20%	19%	22%
	More Than Once Per Week	22%	13%	9%	4%	8%	9%	2%	7%	6%	17%	17%	4%	11%	14%	10%
Total	n=	44	88	61	61	39	38	29	61	95	47	62	51	54	21	397

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**Pure Demographics:**

Table I. C4.		AREA							Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	
INCOME	Under \$20K	10%	13%	19%	11%	10%	14%	19%	13%
	\$20 to 40K	35%	15%	25%	32%	19%	23%	19%	24%
	\$40 to 60K	19%	12%	30%	22%	14%	15%	0%	16%
	\$60 to 80K	13%	22%	14%	20%	18%	11%	15%	17%
	\$80 to 100K	5%	14%	3%	6%	14%	16%	31%	12%
	\$100 to 150K	13%	12%	3%	5%	16%	10%	5%	11%
	Over \$150K	6%	12%	5%	5%	9%	10%	10%	8%
Total	n=	58	84	43	58	46	48	18	361

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**Pure Demographics:**

Table I. D1.		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
AGE	18-24	6%	44%	2%	0%	9%	30%	21%	14%	12%	21%	15%
	25-34	21%	30%	9%	0%	25%	14%	23%	22%	16%	20%	21%
	35-44	26%	18%	22%	0%	26%	18%	12%	24%	28%	12%	22%
	45-54	22%	5%	31%	0%	18%	15%	23%	18%	14%	9%	17%
	55-64	11%	2%	22%	10%	11%	3%	10%	8%	11%	14%	10%
	65-74	9%	1%	6%	32%	6%	13%	7%	7%	10%	3%	8%
	75+	5%	0%	8%	58%	5%	6%	3%	8%	8%	21%	8%
Total	n=	212	91	57	35	102	36	59	69	89	38	396
GENDER	Male	46%	48%	44%	28%	53%	47%	48%	42%	42%	34%	45%
	Female	54%	52%	56%	72%	47%	53%	52%	58%	58%	66%	55%
Total	n=	215	92	57	35	103	37	59	70	89	39	400

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Pure Demographics:

		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table I. D2.												
VOTER REGISTRATION AT CURRENT ADDRESS	Yes	82%	61%	85%	100%	73%	77%	76%	79%	79%	86%	78%
	No	18%	39%	15%	0%	27%	23%	24%	21%	21%	14%	22%
Total	n=	215	92	57	35	103	37	59	70	89	39	400
IDEOLOGY	Very Liberal	10%	19%	14%	10%	18%	20%	14%	11%	9%	5%	13%
	Somewhat Liberal	28%	28%	28%	27%	34%	26%	32%	31%	24%	12%	28%
	In Between/Unsure	14%	21%	15%	14%	16%	19%	12%	17%	14%	22%	16%
	Somewhat Conservative	35%	24%	28%	28%	23%	29%	35%	33%	28%	49%	30%
	Very Conservative	13%	8%	15%	20%	10%	6%	7%	8%	24%	12%	12%
Total	n=	215	92	57	35	103	37	59	70	89	39	400

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Pure Demographics:

		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table I. D3.												
INCOME	Under \$20K	7%	24%	14%	13%	9%	14%	12%	9%	13%	27%	13%
	\$20 to 40K	16%	31%	21%	64%	16%	23%	33%	26%	23%	30%	24%
	\$40 to 60K	16%	15%	24%	3%	18%	23%	13%	16%	14%	15%	16%
	\$60 to 80K	20%	9%	23%	8%	16%	12%	17%	10%	31%	7%	17%
	\$80 to 100K	14%	8%	13%	6%	16%	13%	7%	14%	8%	9%	12%
	\$100 to 150K	14%	8%	3%	6%	11%	5%	7%	23%	5%	10%	11%
	Over \$150K	12%	4%	3%	0%	15%	10%	10%	2%	6%	2%	8%
Total	n=	193	81	56	31	94	33	56	63	77	37	361
AREA	South City	15%	20%	18%	14%	14%	15%	28%	19%	16%	12%	17%
	North City	24%	24%	23%	25%	30%	15%	24%	30%	21%	15%	24%
	South Burbs	11%	9%	17%	8%	10%	11%	10%	7%	12%	19%	11%
	East Burbs	14%	14%	17%	12%	8%	8%	10%	17%	19%	24%	14%
	North Burbs	16%	15%	10%	6%	15%	15%	16%	16%	15%	6%	14%
	North Coastal	12%	12%	10%	18%	14%	21%	8%	9%	11%	14%	12%
	East County	7%	6%	6%	15%	9%	16%	2%	3%	6%	10%	7%
Total	n=	208	92	57	35	102	37	57	68	88	39	393

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**Pure Demographics:**

Table I. D4.		MARITAL STATUS				Total
		Married	Single and Never Married	Divorced	Widowed	
CHURCH/RELIGIOUS SERVICE ATTENDANCE	Never	22%	31%	35%	21%	26%
	Less Than Once or Twice Per Year	7%	16%	9%	7%	10%
	Once or Twice Per Year	12%	17%	14%	16%	14%
	Once or Twice Per Month	22%	15%	8%	17%	18%
	Once Per Week	26%	16%	24%	20%	22%
	More Than Once Per Week	11%	5%	10%	18%	10%
Total	n=	212	92	57	35	397

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**Impression Demographics:**

Table II. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
IMPRESSION OF WAL-MART	Very Unfavorable	12%	13%	15%	16%	7%	13%	6%	15%	10%	12%
	Somewhat Unfavorable	12%	12%	10%	11%	17%	13%	0%	10%	11%	11%
	Unsure	8%	6%	13%	4%	8%	7%	23%	11%	8%	9%
	Somewhat Favorable	37%	40%	21%	40%	31%	36%	41%	38%	31%	34%
	Very Favorable	31%	29%	41%	29%	38%	30%	31%	26%	40%	33%
Total	n=	49	75	51	79	58	51	33	185	215	400

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**Impression Demographics:**

		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table II. A2.									
IMPRESSION OF WAL-MART	Very Unfavorable	14%	7%	18%	23%	12%	4%	5%	12%
	Somewhat Unfavorable	11%	10%	10%	11%	10%	12%	9%	11%
	Unsure	8%	13%	14%	8%	15%	8%	4%	9%
	Somewhat Favorable	34%	34%	32%	33%	34%	35%	38%	34%
	Very Favorable	32%	37%	26%	26%	28%	41%	45%	33%
Total	n=	322	78	53	109	64	119	55	400

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Impression Demographics:**

		INCOME							AREA						Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
Table II. A3.																
IMPRESSION OF WAL-MART	Very Unfavorable	3%	9%	8%	15%	11%	17%	30%	14%	15%	12%	7%	14%	14%	9%	12%
	Somewhat Unfavorable	7%	6%	14%	7%	18%	18%	14%	13%	7%	13%	8%	14%	10%	15%	11%
	Unsure	11%	8%	6%	5%	11%	0%	19%	9%	15%	5%	3%	8%	16%	0%	9%
	Somewhat Favorable	32%	39%	33%	42%	27%	47%	22%	38%	34%	20%	50%	25%	34%	27%	34%
	Very Favorable	48%	38%	40%	31%	33%	18%	16%	26%	29%	50%	32%	38%	26%	49%	33%
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Impression Demographics:**

		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table II. A4.												
IMPRESSION OF WAL-MART	Very Unfavorable	13%	16%	8%	4%	22%	11%	14%	11%	6%	4%	12%
	Somewhat Unfavorable	12%	10%	10%	9%	9%	7%	13%	18%	8%	7%	11%
	Unsure	7%	13%	7%	15%	14%	2%	11%	9%	6%	8%	9%
	Somewhat Favorable	37%	31%	25%	44%	25%	50%	44%	34%	36%	29%	34%
	Very Favorable	31%	31%	50%	27%	30%	30%	18%	29%	44%	52%	33%
Total	n=	215	92	57	35	103	37	59	70	89	39	400

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Shopping Frequency by Impression:**

		WAL-MART SHOPPING FREQUENCY						Total
		Never Shopped There	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table II. A5.								
IMPRESSION OF WAL-MART	Very Unfavorable	45%	31%	12%	2%	3%	0%	12%
	Somewhat Unfavorable	15%	21%	17%	8%	6%	6%	11%
	Unsure	27%	26%	2%	3%	8%	0%	8%
	Somewhat Favorable	11%	20%	51%	49%	30%	11%	35%
	Very Favorable	3%	2%	19%	38%	53%	83%	34%
Total	n=	53	39	69	138	51	43	393

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Shopping Frequency Demographics:**

Table III. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
WAL-MART SHOPPING FREQUENCY	Never Shopped There	12%	11%	20%	15%	10%	13%	12%	14%	14%	14%
	Less Than Once or Twice Per Year	4%	10%	8%	9%	15%	9%	15%	11%	7%	9%
	Once or Twice Per Year	12%	29%	11%	21%	21%	12%	6%	17%	17%	17%
	Once or Twice Per Month	41%	25%	38%	31%	29%	43%	54%	34%	37%	35%
	Once Per Week	15%	16%	10%	14%	10%	16%	8%	11%	14%	13%
	More Than Once Per Week	15%	10%	13%	11%	16%	7%	6%	13%	10%	11%
Total	n=	49	73	51	78	56	50	32	182	211	393

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Shopping Frequency Demographics:**

Table III. A2.		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
WAL-MART SHOPPING FREQUENCY	Never Shopped There	14%	15%	19%	18%	15%	11%	7%	14%
	Less Than Once or Twice Per Year	11%	3%	10%	13%	8%	7%	4%	9%
	Once or Twice Per Year	19%	13%	17%	16%	21%	16%	19%	17%
	Once or Twice Per Month	35%	38%	30%	35%	42%	34%	39%	35%
	Once Per Week	11%	20%	15%	10%	11%	15%	17%	13%
	More Than Once Per Week	11%	12%	9%	10%	3%	17%	15%	11%
Total	n=	316	77	51	108	63	117	54	393

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Shopping Frequency Demographics:**

Table III. A3.		INCOME							AREA						Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
WAL-MART SHOPPING FREQUENCY	Never Shopped There	15%	11%	9%	8%	7%	15%	44%	20%	17%	12%	6%	16%	12%	9%	14%
	Less Than Once or Twice Per Year	10%	10%	6%	10%	9%	6%	15%	10%	16%	5%	5%	3%	14%	0%	9%
	Once or Twice Per Year	12%	9%	14%	26%	28%	24%	19%	17%	24%	10%	13%	14%	23%	12%	17%
	Once or Twice Per Month	28%	47%	37%	28%	46%	39%	15%	37%	32%	38%	32%	43%	25%	46%	35%
	Once Per Week	21%	8%	19%	16%	10%	6%	4%	8%	9%	14%	21%	6%	24%	15%	13%
	More Than Once Per Week	16%	15%	14%	12%	0%	10%	4%	8%	3%	21%	22%	17%	3%	18%	11%
Total	n=	44	86	61	61	36	38	28	61	95	45	62	51	51	21	393

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Shopping Frequency Demographics:**

Table III. A4.		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
WAL-MART SHOPPING FREQUENCY	Never Shopped There	12%	19%	4%	20%	29%	4%	9%	6%	12%	11%	14%
	Less Than Once or Twice Per Year	9%	10%	7%	8%	6%	15%	16%	11%	4%	10%	9%
	Once or Twice Per Year	20%	14%	20%	7%	17%	15%	33%	15%	12%	14%	17%
	Once or Twice Per Month	34%	35%	39%	47%	32%	46%	31%	34%	41%	31%	35%
	Once Per Week	15%	9%	14%	12%	9%	9%	7%	18%	21%	7%	13%
	More Than Once Per Week	10%	13%	17%	7%	7%	11%	5%	16%	11%	27%	11%
Total	n=	211	91	55	35	100	37	59	69	87	38	393

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Impression by Shopping Frequency:**

Table III. A5.		IMPRESSION OF WAL-MART					Total
		Very Unfavorable	Somewhat Unfavorable	Unsure	Somewhat Favorable	Very Favorable	
WAL-MART SHOPPING FREQUENCY	Never Shopped There	51%	18%	45%	4%	1%	14%
	Less Than Once or Twice Per Year	23%	17%	27%	5%	1%	9%
	Once or Twice Per Year	17%	26%	4%	25%	10%	17%
	Once or Twice Per Month	6%	26%	13%	50%	40%	35%
	Once Per Week	4%	7%	12%	11%	20%	13%
	More Than Once Per Week	0%	6%	0%	4%	28%	11%
Total	n=	47	44	32	142	128	393

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Support for Zoning Restrictions Demographics:**

Table IV. A1.		AGE							GENDER		Total
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female	
ZONING LAWS PROHIBITING LARGE RETAIL STORES SUPPORT	Oppose Strongly	12%	17%	24%	24%	21%	20%	22%	22%	18%	20%
	Oppose Somewhat	25%	29%	10%	21%	15%	23%	22%	17%	24%	21%
	Unsure	10%	7%	17%	6%	18%	13%	35%	16%	11%	13%
	Support Somewhat	30%	24%	13%	25%	14%	16%	10%	20%	20%	20%
	Support Strongly	23%	23%	36%	24%	32%	28%	12%	26%	27%	26%
Total	n=	49	75	51	79	58	51	33	185	215	400

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Support for Zoning Restrictions Demographics:**

		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
Table IV. A2.									
ZONING LAWS PROHIBITING LARGE RETAIL STORES SUPPORT	Oppose Strongly	19%	23%	20%	14%	16%	22%	32%	20%
	Oppose Somewhat	21%	21%	19%	22%	19%	20%	25%	21%
	Unsure	13%	11%	11%	10%	25%	12%	9%	13%
	Support Somewhat	19%	22%	19%	18%	23%	22%	14%	20%
	Support Strongly	28%	22%	32%	36%	18%	23%	20%	26%
Total	n=	322	78	53	109	64	119	55	400

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Support for Zoning Restrictions Demographics:**

		INCOME							AREA						Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
Table IV. A3.																
ZONING LAWS PROHIBITING LARGE RETAIL STORES SUPPORT	Oppose Strongly	13%	28%	22%	18%	13%	25%	7%	22%	17%	10%	25%	20%	22%	24%	20%
	Oppose Somewhat	20%	21%	22%	15%	23%	21%	32%	21%	19%	16%	29%	25%	17%	15%	21%
	Unsure	14%	14%	12%	13%	17%	4%	4%	12%	15%	19%	11%	13%	11%	8%	13%
	Support Somewhat	22%	15%	28%	23%	20%	19%	18%	18%	23%	33%	19%	10%	18%	19%	20%
	Support Strongly	31%	22%	16%	32%	27%	31%	38%	27%	26%	21%	15%	32%	31%	34%	26%
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Support for Zoning Restrictions Demographics:**

		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table IV. A4.												
ZONING LAWS PROHIBITING LARGE RETAIL STORES SUPPORT	Oppose Strongly	25%	12%	20%	16%	13%	28%	19%	15%	26%	26%	20%
	Oppose Somewhat	20%	22%	23%	21%	20%	21%	15%	25%	22%	17%	21%
	Unsure	9%	13%	19%	28%	10%	15%	11%	12%	13%	26%	13%
	Support Somewhat	21%	23%	13%	14%	22%	18%	24%	16%	21%	14%	20%
	Support Strongly	26%	31%	25%	21%	35%	18%	31%	31%	18%	17%	26%
Total	n=	215	92	57	35	103	37	59	70	89	39	400

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Support for Zoning Restrictions Attitudinals:**

		IMPRESSION OF WAL-MART					WAL-MART SHOPPING FREQUENCY						Total
		Very Unfavorable	Somewhat Unfavorable	Unsure	Somewhat Favorable	Very Favorable	Never Shopped There	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table IV. A5.													
ZONING LAWS PROHIBITING LARGE RETAIL STORES SUPPORT	Oppose Strongly	3%	14%	13%	23%	27%	6%	19%	17%	22%	22%	36%	20%
	Oppose Somewhat	5%	14%	19%	31%	19%	19%	10%	22%	25%	31%	9%	21%
	Unsure	14%	8%	36%	10%	11%	18%	14%	12%	12%	8%	14%	12%
	Support Somewhat	17%	22%	8%	24%	20%	19%	8%	23%	24%	25%	11%	20%
	Support Strongly	60%	42%	24%	13%	23%	39%	48%	26%	19%	14%	30%	26%
Total	n=	49	44	36	142	129	53	39	69	138	51	43	393

Competitive Edge Research & Communication, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Social Responsibility Demographics:**

Table V. A1.		AGE						GENDER		Total	
		18-24	25-34	35-44	45-54	55-64	65-74	75+	Male		Female
WAL-MART SOCIAL RESPONSIBILITY	Bad for Both Employees and Communities	0%	9%	7%	12%	13%	9%	0%	11%	5%	7%
	Bad for Communities	18%	16%	25%	24%	24%	15%	14%	23%	18%	20%
	Bad for Employees	13%	12%	14%	14%	11%	15%	6%	14%	11%	12%
	All/None/Unsure	16%	13%	11%	11%	16%	7%	23%	11%	15%	13%
	OK for Employees and Consumers	53%	50%	42%	39%	36%	53%	58%	40%	52%	47%
Total	n=	49	75	51	79	58	51	33	185	215	400
COLLAPSED WAL-MART SOCIAL RESPONSIBILITY	Bad	31%	37%	47%	50%	48%	40%	20%	48%	34%	40%
	All/None/Unsure	16%	13%	11%	11%	16%	7%	23%	11%	15%	13%
	OK	53%	50%	42%	39%	36%	53%	58%	40%	52%	47%
Total	n=	49	75	51	79	58	51	33	185	215	400

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Social Responsibility Demographics:**

Table V. A2.		VOTER REGISTRATION AT CURRENT ADDRESS		IDEOLOGY					Total
		Yes	No	Very Liberal	Somewhat Liberal	In Between/ Unsure	Somewhat Conservative	Very Conservative	
WAL-MART SOCIAL RESPONSIBILITY	Bad for Both Employees and Communities	8%	4%	6%	14%	7%	3%	5%	7%
	Bad for Communities	20%	22%	18%	24%	28%	18%	9%	20%
	Bad for Employees	14%	6%	26%	16%	5%	9%	10%	12%
	All/None/Unsure	13%	15%	17%	8%	17%	15%	10%	13%
	OK for Employees and Consumers	45%	53%	33%	37%	43%	56%	65%	47%
Total	n=	322	78	53	109	64	119	55	400
COLLAPSED WAL-MART SOCIAL RESPONSIBILITY	Bad	43%	32%	50%	55%	40%	30%	24%	40%
	All/None/Unsure	13%	15%	17%	8%	17%	15%	10%	13%
	OK	45%	53%	33%	37%	43%	56%	65%	47%
Total	n=	322	78	53	109	64	119	55	400

Competitive Edge Research & Communcation, Inc.  
2170 Fourth Avenue  
San Diego, CA 92101

**Social Responsibility Demographics:**

Table V. A3.		INCOME							AREA						Total	
		Under \$20K	\$20 to 40K	\$40 to 60K	\$60 to 80K	\$80 to 100K	\$100 to 150K	Over \$150K	South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
WAL-MART SOCIAL RESPONSIBILITY	Bad for Both Employees and Communities	4%	5%	10%	8%	4%	11%	11%	12%	10%	6%	5%	1%	6%	9%	7%
	Bad for Communities	17%	20%	13%	31%	14%	22%	21%	14%	24%	17%	15%	33%	27%	8%	20%
	Bad for Employees	17%	6%	16%	13%	24%	14%	9%	13%	11%	8%	20%	4%	12%	26%	12%
	All/None/Unsure	10%	15%	18%	4%	14%	3%	22%	17%	16%	19%	10%	7%	18%	4%	13%
	OK for Employees and Consumers	52%	54%	43%	43%	44%	50%	37%	44%	39%	51%	49%	55%	36%	53%	47%
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400
COLLAPSED WAL-MART SOCIAL RESPONSIBILITY	Bad	38%	31%	39%	53%	43%	47%	41%	39%	45%	30%	41%	39%	46%	43%	40%
	All/None/Unsure	10%	15%	18%	4%	14%	3%	22%	17%	16%	19%	10%	7%	18%	4%	13%
	OK	52%	54%	43%	43%	44%	50%	37%	44%	39%	51%	49%	55%	36%	53%	47%
Total	n=	44	88	62	61	39	38	29	61	96	47	63	51	54	21	400

Competitive Edge Research & Communcation, Inc.  
2170 Fourth Avenue  
San Diego, CA 92101

**Social Responsibility Demographics:**

		MARITAL STATUS				CHURCH/RELIGIOUS SERVICE ATTENDANCE						Total
		Married	Single and Never Married	Divorced	Widowed	Never	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table V. A4.												
WAL-MART SOCIAL RESPONSIBILITY	Bad for Both Employees and Communities	9%	6%	6%	2%	11%	8%	8%	7%	4%	3%	7%
	Bad for Communities	19%	22%	25%	16%	22%	21%	30%	20%	20%	2%	20%
	Bad for Employees	13%	13%	12%	7%	12%	17%	6%	14%	14%	13%	12%
	All/None/Unsure	13%	11%	16%	17%	11%	17%	16%	10%	9%	27%	13%
	OK for Employees and Consumers	46%	48%	40%	57%	44%	36%	40%	49%	53%	55%	47%
Total	n=	215	92	57	35	103	37	59	70	89	39	400
COLLAPSED WAL-MART SOCIAL RESPONSIBILITY	Bad	41%	41%	44%	25%	45%	47%	44%	41%	38%	18%	40%
	All/None/Unsure	13%	11%	16%	17%	11%	17%	16%	10%	9%	27%	13%
	OK	46%	48%	40%	57%	44%	36%	40%	49%	53%	55%	47%
Total	n=	215	92	57	35	103	37	59	70	89	39	400

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101

**Social Responsibility Attitudinals:**

		IMPRESSION OF WAL-MART					WAL-MART SHOPPING FREQUENCY						Total
		Very Unfavorable	Somewhat Unfavorable	Unsure	Somewhat Favorable	Very Favorable	Never Shopped There	Less Than Once or Twice Per Year	Once or Twice Per Year	Once or Twice Per Month	Once Per Week	More Than Once Per Week	
Table V. A5.													
WAL-MART SOCIAL RESPONSIBILITY	Bad for Both Employees and Communities	36%	11%	5%	2%	2%	25%	17%	5%	4%	2%	0%	8%
	Bad for Communities	25%	31%	30%	21%	12%	21%	33%	27%	20%	9%	17%	21%
	Bad for Employees	18%	28%	2%	13%	8%	13%	16%	12%	15%	13%	1%	13%
	All/None/Unsure	12%	4%	30%	14%	11%	16%	18%	15%	10%	14%	6%	12%
	OK for Employees and Consumers	9%	25%	33%	50%	67%	26%	16%	40%	51%	62%	75%	47%
Total	n=	49	44	36	142	129	53	39	69	138	51	43	393
COLLAPSED WAL-MART SOCIAL RESPONSIBILITY	Bad	79%	70%	37%	35%	22%	58%	66%	45%	39%	24%	19%	41%
	All/None/Unsure	12%	4%	30%	14%	11%	16%	18%	15%	10%	14%	6%	12%
	OK	9%	25%	33%	50%	67%	26%	16%	40%	51%	62%	75%	47%
Total	n=	49	44	36	142	129	53	39	69	138	51	43	393

Competitive Edge Research & Communcation, Inc.  
 2170 Fourth Avenue  
 San Diego, CA 92101