

VISA vs. Wal-Mart

QV1. In the past year, how often have you shopped at Wal-Mart?

- Regularly
- A few times
- Just once or twice
- Never

[ASK ONLY THOSE WHO SHOPPED AT WAL-MART IN THE LAST YEAR]

QV2. And, thinking about the time(s) you shopped at Wal-Mart in the last year, how many of these times would you say you used a VISA card to make a purchase?

- Every time
- Most times
- About half the time
- Less than half the time
- None of the times I shopped there

[ASK ALL]

QV3. As you may be aware, Wal-Mart recently announced that it will no longer be accepting VISA cards at its Canadian stores because of what it views as unreasonably high fees charged by the credit card company. For its part, VISA argues that it offered Wal-Mart merchant fees among the lowest it charges in Canada, but the retailer refused the deal.

How closely have you been following this issue?

- Following it in the news and discussing it with friends and family
- Seeing some media coverage and having the odd conversation about it
- Just scanning the headlines
- Haven't heard anything about it

[ASK ONLY THOSE WHO HAVE SHOPPED AT WAL-MART IN THE LAST YEAR AND USED A VISA CARD]

QV4. You indicated that you have shopped at Wal-Mart in the last year and used a VISA card to make a purchase there. Knowing that Wal-Mart will no longer accept VISA cards, what do you expect you will do in the future? Will you:

- Continue shopping at Wal-Mart as frequently as your currently do, but not use VISA
- Shop at Wal-Mart less frequently

[ASK ALL]

QV5. Suppose you had to choose, which of these two companies would you say you're most inclined to side with in this debate: Wal-Mart's argument that VISA's fees are too high or VISA's argument that their fees are reasonable?

[ROTATE]

VISA

Walmart

QV6. Suppose VISA cut the fees it charges Wal-Mart in half. If this were the case, what would you expect to happen to the money Wal-Mart saved on lower VISA fees?

[KEEP THIS ORDER]

The savings would mostly go to Wal-Mart

The savings would mostly go to customers through lower prices

The savings would be split evenly between Wal-Mart and lower prices for customers