

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1527	205	153	98*	105	510	353	103	746	781	442	533	552	232	256	258	210	277	295	643	483	401	536	449	294	248

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1. In the past year, how often have you shopped at Wal-Mart?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Regularly	43%	34%	42%	54%	53%	47%	36%	59%	40%	46%	42%	48%	40%	38%	44%	40%	47%	53%	40%	48%	48%	31%	43%	47%	41%	41%
A few times	36%	39%	40%	31%	32%	31%	41%	35%	37%	35%	37%	34%	37%	36%	39%	37%	32%	36%	37%	34%	37%	37%	34%	36%	36%	
Just once or twice	14%	16%	12%	13%	12%	15%	14%	4%	13%	14%	14%	13%	15%	14%	13%	13%	12%	16%	11%	11%	21%	13%	12%	15%	16%	
Never	7%	10%	6%	2%	3%	6%	9%	2%	9%	5%	7%	5%	8%	11%	8%	9%	3%	8%	4%	7%	11%	7%	9%	8%	6%	

	Total who have shopped at Walmart	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1421	185	142	96*	101	474	325	100	679	742	410	504	506	208	236	236	202	269	271	616	449	356	500	419	269	233

Q2. 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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Every time	13%	18%	18%	11%	7%	9%	16%	12%	17%	10%	13%	12%	14%	17%	15%	18%	9%	10%	11%	9%	13%	21%	9%	13%	22%	12%
Most times	10%	3%	13%	7%	5%	10%	13%	9%	11%	9%	17%	8%	6%	18%	9%	8%	17%	7%	4%	9%	10%	12%	10%	11%	7%	11%
About half the time	7%	8%	6%	4%	3%	8%	8%	1%	6%	8%	8%	7%	5%	7%	3%	10%	7%	7%	7%	7%	6%	8%	7%	6%	6%	9%
Less than half the time	13%	15%	12%	18%	19%	13%	10%	16%	11%	15%	16%	15%	9%	13%	11%	9%	19%	17%	9%	15%	14%	9%	12%	14%	13%	14%
None of the times I shopped there	57%	56%	52%	60%	67%	59%	54%	62%	55%	59%	46%	58%	66%	46%	57%	62%	46%	59%	69%	61%	58%	50%	62%	57%	51%	55%
Top2Box	23%	21%	31%	18%	12%	20%	29%	21%	28%	19%	30%	20%	20%	35%	24%	26%	26%	17%	15%	18%	23%	33%	19%	24%	29%	23%

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1527	205	153	98*	105	510	353	103	746	781	442	533	552	232	256	258	210	277	295	643	483	401	536	449	294	248

Q3.Wal-Mart recently announced that it will no longer be accepting VISA cards at its Canadian stores because of the high fees charged by the credit card company. How closely have you been following this issue?

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Following it in the news and discussing it with friends and family	14%	11%	8%	12%	7%	14%	18%	17%	17%	12%	13%	11%	17%	17%	13%	20%	9%	10%	14%	12%	17%	14%	13%	17%	16%	9%
Seeing some media coverage and having the odd conversation about it	34%	33%	37%	35%	39%	36%	28%	32%	34%	34%	29%	35%	36%	33%	34%	34%	25%	36%	37%	31%	34%	38%	32%	34%	38%	32%
Just scanning the headlines	32%	34%	26%	27%	29%	31%	35%	37%	31%	33%	28%	30%	37%	26%	27%	39%	29%	34%	36%	35%	29%	30%	32%	34%	30%	32%
Haven't heard anything about it	20%	21%	29%	27%	25%	18%	19%	14%	19%	21%	29%	23%	10%	24%	26%	7%	36%	20%	12%	21%	20%	18%	22%	16%	16%	28%
Top2Box	48%	44%	45%	47%	46%	51%	46%	49%	50%	45%	43%	47%	53%	50%	47%	54%	35%	46%	52%	43%	50%	52%	46%	50%	54%	40%
Bottom2Box	52%	56%	55%	53%	54%	49%	54%	51%	50%	55%	57%	53%	47%	50%	53%	46%	65%	54%	48%	57%	50%	48%	54%	50%	46%	60%

	Total who have used Visa at Walmart	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	608	80*	59*	40*	37*	180	153	42*	304	304	223	212	174	113	101	90*	109	111	83*	241	189	178	190	182	131	105

Q4.You have shopped at Wal-Mart 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:

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Continue shopping at Wal-Mart as frequently as you currently do, but not use VISA	54%	45%	48%	61%	50%	60%	54%	47%	50%	57%	55%	52%	54%	58%	45%	46%	52%	57%	62%	60%	47%	52%	56%	52%	47%	60%
Shop at Wal-Mart less frequently	46%	55%	52%	39%	50%	40%	46%	53%	50%	43%	45%	48%	46%	42%	55%	54%	48%	43%	38%	40%	53%	48%	44%	48%	53%	40%

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1527	205	153	98*	105	510	353	103	746	781	442	533	552	232	256	258	210	277	295	643	483	401	536	449	294	248

Q5.Suppose you had to choose, which of these two companies would you say you're most inclined to side with: Wal-Mart's argument that VISA's fees are too high or VISA's argument that their fees are reasonable?

	Total	Region							Gender		Age			Age/Gender					Education			Household Income				
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
VISA	41%	48%	47%	33%	34%	40%	41%	38%	42%	41%	47%	42%	37%	49%	40%	38%	45%	44%	36%	39%	40%	48%	39%	41%	47%	40%
Wal-Mart	59%	52%	53%	67%	66%	60%	59%	62%	58%	59%	53%	58%	63%	51%	60%	62%	55%	56%	64%	61%	60%	52%	61%	59%	53%	60%

Q6. 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?

	Total	Region							Gender		Age			Age/Gender						Education			Household Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
The savings would mostly go to Wal-Mart	65%	71%	71%	68%	69%	68%	52%	65%	69%	61%	66%	66%	63%	70%	69%	69%	61%	63%	58%	60%	62%	74%	57%	69%	73%	64%
The savings would mostly go to customers through lower prices	14%	9%	8%	10%	16%	11%	23%	13%	13%	15%	16%	12%	14%	14%	13%	12%	18%	12%	16%	16%	9%	19%	12%	8%	13%	
The savings would be split evenly between Wal-Mart and lower prices for customers	21%	20%	20%	22%	16%	21%	24%	23%	18%	24%	18%	22%	24%	16%	19%	20%	21%	25%	27%	24%	22%	17%	23%	20%	19%	23%