

q113. Compared to last year, do you intend to do more or less of your Christmas shopping at Wal-Mart this year?

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N * small base

	Region					Age			Gender		Household Composition		Income	
	Total	West	Ontario	Quebec	Atlantic	18-34	35-44	45-65	Male	Female	Kids	No Kids	<\$60K	\$60K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Total/Wave 4 +	1465	366	494	533	72	297	422	746	476	989	563	897	633	673
Weighted	1465	437	533	378	117*	410	454	601	450	1015	619	838	636	667
10 (Much more)	112 8%	29 7%	57 11% D	17 4%	9 8%	52 13% H	35 8% H	25 4%	23 5%	89 9% I	65 11% L	44 5%	68 11% N	35 5%
9	56 4%	11 3%	24 5%	15 4%	5 5%	16 4%	20 4%	20 3%	7 2%	49 5% I	34 6% L	22 3%	29 5%	16 2%
8	134 9%	45 10%	37 7%	40 11%	13 11%	40 10%	39 9%	55 9%	39 9%	95 9%	66 11%	68 8%	61 10%	60 9%
7	146 10%	41 9%	48 9%	39 10%	17 15%	45 11% H	60 13% H	41 7%	38 9%	107 11%	78 13% L	68 8%	63 10%	66 10%
6	179 12%	42 10%	60 11%	57 15% B	20 17%	50 12%	60 13%	69 11%	53 12%	126 12%	85 14%	94 11%	82 13%	88 13%
5	285 20%	88 20%	112 21% D	60 16%	25 22%	75 18%	83 18%	128 21%	106 24% J	179 18%	108 17%	174 21%	120 19%	138 21%
4	50 3%	19 4%	17 3%	9 2%	6 5%	13 3%	10 2%	27 4%	18 4%	32 3%	23 4%	27 3%	19 3%	29 4%
3	42 3%	22 5% CD	9 2%	9 2%	1 1%	14 4%	9 2%	18 3%	11 3%	30 3%	21 3%	21 3%	22 3%	14 2%
2	14 1%	1 0%	7 1%	5 1%	0 -	2 0%	6 1%	6 1%	8 2% J	5 1%	7 1%	6 1%	5 1%	7 1%
1 (Much less)	40 3%	14 3%	15 3%	7 2%	3 3%	10 3%	13 3%	16 3%	8 2%	31 3%	17 3%	22 3%	16 3%	18 3%
I do not intend to shop at Wal-Mart for Christmas this year	247 17%	82 19% E	89 17% E	69 18% E	6 5%	59 14%	72 16%	117 19%	94 21% J	153 15%	64 10%	183 22% K	90 14%	133 20% M
Don't know	161 11%	42 10%	57 11%	52 14%	11 9%	35 8%	48 11%	79 13% F	44 10%	118 12%	51 8%	108 13% K	63 10%	62 9%
Mean	6.3	6	6.4	6.3	6.4	6.6 H	6.4 H	5.9	5.9	6.4 I	6.5 L	6	6.5 N	6
Std Dev	2.2	2.2	2.3	2	2	2.3	2.2	2.1	2	2.2	2.2	2.1	2.2	2
Std Err	0.1	0.1	0.1	0.1	0.3	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	6.6	6.3	6.6	6.7	6.7	6.9	6.8	6.1	6.1	6.7	6.9	6.2	6.7	6.3
Summary														
Top 3 box score	302 21%	85 20%	118 22%	71 19%	28 24%	108 26% H	94 21%	101 17%	70 15%	233 23% I	165 27% L	134 16%	158 25% N	112 17%
Top 2 box score	168 12%	41 9%	81 15% BD	31 8%	15 13%	67 16% H	55 12% H	46 8%	30 7%	138 14% I	99 16% L	66 8%	97 15% N	52 8%
Bottom 2 box score	53 4%	16 4%	22 4%	12 3%	3 3%	12 3%	19 4%	22 4%	17 4%	37 4%	24 4%	29 3%	21 3%	25 4%

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Bottom 3 box score	95 7%	38 9%	32 6%	21 6%	4 4%	26 6%	28 6%	40 7%	28 6%	67 7%	45 7%	49 6%	42 7%	39 6%

Q111 Mean Summary - If you were to pay \$100.00 for a shopping basket at WAL-MART OR WAL-MART SUPERCENTRE, how much would the same basket of goods cost at Store

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Rated store	1465	366	494	533	72	297	422	746	476	989	563	897	633	673
Weighted	1465	437	533	378	117*	410	454	601	450	1015	619	838	636	667
Canadian Tire Mean	116.9	115.7	119.2	115.4	116.2	121.7 H	118.5 H	112.4	111.5	119.6 I	119.1	115.4	119.4	114.9
Costco Mean	105.9	106.2	107.1	104.6	103.9	114.1 H	105.2	101	103.1	107.1	109.4 L	102.9	107.6	105.1
Loblaws Mean	123.3	-	127.7 D	118.2	-	128.6 H	123.7	119	116.1	126.7 I	127.1 L	120.8	121.2	122.5
RCSS Mean	108.6	101.5	114.5 B	-	117.2	113.8 H	108.8	104.2	106.7	109.2	111.4 L	106	109.5	108
Sears Mean	133.4	134.7	130.9	133.6	137.5	133.8	134.4	132.4	126.9	136.8 I	136.1	131.4	134.2	131.1
Zellers Mean	112.1	111.8	111.3	112	117.5	114.7	112.3	110.3	107.9	113.9 I	113.9	110.8	114	110.5
The Bay Mean	149.5	154.6	145.2	146.7	151	157.7 H	150.5	142.4	141.9	152.4 I	152.9	147.1	152.6	148
No Frills Mean	100.2	116.9	98.8	-	-	105.8	103.7	95.1	99	100.7	102.2	98.5	99.2	100.5
Sobeys Mean	118.9	121.5	120.3	118.6	110.1	125.6 GH	116.7	116.7	115.2	120.8	122 L	116.3	119.8	119.8
Shoppers Drug Mart Mean	128.2	129 D	131.2 D	121.5	129.4	138.4 GH	126.5	123.4	121.4	131.1 I	133.5 L	124.3	127	129.2
Metro Mean	120.1	111.3	123.2	118.2	125.3	119.2	123.6	117.5	112.9	123.6 I	122.9	118	124.6 N	117.6
Average	119.7	120.3	120.9	121.0	123.1	124.9	120.4	115.9	114.8	122.0	122.8	117.4	120.8	118.8