

WALMART ONLINE NATIONAL SURVEY OF WOMEN VOTERS
Interview Schedule

Project #10341
Public Opinion Strategies
Momentum Analysis

May 20-27, 2010
N=1,250 Women Voters

WOM: N=1,250 Registered Voter Women (100% of Sample)
WMM: N=380 "Walmart Moms" (30% of Sample)

Thank you for participating in this survey about current issues and events. Your input on this project is extremely valuable. Please know that your responses will be kept strictly confidential and no material that identifies your response will be distributed. This survey is NOT for marketing purposes. We are not attempting to sell anything, nor will your participation result in any e-mails in the future to sell you anything.

Before we begin, please answer just a few questions about yourself, just to be sure we have a representative sample.

D1. What is your gender?

100% Female

D2. And, just to be sure we have a representative sample, in what year were you born?

<u>WOM</u>		<u>WMM</u>	
11%	6%		18 - 24
17%	28%		25 - 34
18%	37%		35 - 44
19%	23%		45 - 54
20%	5%		55 - 64
15%	*		65 AND ABOVE
--	--		REFUSED

D3. In which state do you currently live?

<u>WOM</u>		<u>WMM</u>	
22%	18%		NORTHEAST
22%	20%		MIDWEST
34%	41%		SOUTH
23%	21%		WEST

A. Are you registered to vote in this state?

100% Yes

B. How likely are you to vote in this year's elections for Congress and other offices?

<u>WOM</u>		<u>WMM</u>	
65%	57%		Very Likely
25%	32%		Somewhat Likely
7%	8%		Not Too Likely
3%	3%		Not at All Likely
90%	90%		TOTAL LIKELY
10%	10%		TOTAL NOT LIKELY

C. Are you, or is anyone in your household, employed by a newspaper, television or radio station, an elected official, a political party, or by a candidate for political office?

100% No

D. Do you write your own blog or frequently comment on blogs or social network sites such as those listed below? **(MULTIPLE RESPONSES ACCEPTED)**

<u>WOM</u>		<u>WMM</u>	
34%	40%		Social Network Pages, like Facebook and MySpace
4%	4%		Entertainment-Related Blogs
1%	2%		Sports-Related Blogs
65%	60%		No, None of These

D4. Other than being an American, what is your main ethnic or racial heritage?

WOM WMM

75%	67%	White, Caucasian
10%	12%	African American, Black
8%	15%	Hispanic, Spanish, Latino
4%	3%	Asian
1%	2%	American Indian, Alaska Native
1%	*	Other

D5. Which of the following describes your current marital status?

WOM WMM

17%	8%	Single, Never Married
56%	75%	Now Married
7%	6%	Living Together, Not Married
12%	8%	Divorced
2%	1%	Separated
6%	1%	Widowed

64% 82% MARRIED/LIVING TOGETHER

36% 18% TOTAL NOT MARRIED

D6. Do you have children under 18 at home that you are responsible for raising and who are not yet in college?

WOM WMM

35%	100%	Yes
65%	--	No

**D7 ASKED IF HAVE CHILDREN AT HOME
(N=441 REG VOTER MOMS, N=380 WALMART MOMS)**

D7. How many children do you have at home?

<u>WOM</u>	<u>WMM</u>	
38%	36%	1
40%	40%	2
13%	14%	3
7%	8%	4
1%	1%	5
*	*	6
--	--	7
*	*	8

**D8 ASKED IF HAVE CHILDREN AT HOME
(N=441 REG VOTER MOMS, N=380 WALMART MOMS)**

D8. What is the age of your child? / What are the ages of your children?

<u>WOM</u>	<u>WMM</u>	
45%	45%	0 - 4
39%	40%	5 - 9
36%	38%	10 - 14
28%	29%	15 - 18

Now, thinking about current issues...

1. Generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<u>WOM</u>	<u>WMM</u>	
32%	31%	Right Direction
68%	69%	Wrong Track

2. What is your opinion on the job that Barack Obama is doing as President?

WOM WMM

15%	13%	Strongly Approve
35%	40%	Somewhat Approve
20%	22%	Somewhat Disapprove
29%	25%	Strongly Disapprove

51%	53%	TOTAL APPROVE
49%	47%	TOTAL DISAPPROVE

3. What is your opinion on the job that Congress is doing?

WOM WMM

2%	2%	Strongly Approve
30%	37%	Somewhat Approve
35%	37%	Somewhat Disapprove
33%	23%	Strongly Disapprove

32%	39%	TOTAL APPROVE
68%	61%	TOTAL DISAPPROVE

4. Switching topics...please read the pairs of statements below and check which comes closer to your point of view

WOM WMM

57%	60%	Government should do more to solve problems and help meet the needs of people ...or...
43%	40%	Government is doing too many things better left to businesses and individuals

5. Please rate how interested you are in November's elections, using a scale from one to ten, on which a "ten" means that you are very interested in November's elections and a "one" means that you are not at all interested. You may choose any number from one to ten.

<u>WOM</u>	<u>WMM</u>	
35%	30%	10
49%	44%	9-10
64%	63%	8-10
14%	14%	9
15%	19%	8
13%	12%	7
9%	10%	6
6%	6%	5
2%	4%	4
2%	2%	3
2%	1%	2
2%	2%	1
7.9	7.8	MEAN

6. If the election for U.S. Congress were being held today, for whom would you vote in your district?

- ___ The Republican Candidate
 ___ The Democratic Candidate

 Another Candidate
 ...or are you currently Undecided?

<u>WOM</u>	<u>WMM</u>	
19%	22%	Definitely the Republican candidate
10%	9%	Probably the Republican candidate
8%	10%	Lean towards the Republican candidate
21%	20%	Undecided
8%	6%	Lean towards the Democratic candidate
11%	12%	Probably the Democratic candidate
20%	19%	Definitely the Democratic candidate
3%	3%	Another candidate
37%	40%	TOTAL REPUBLICAN
39%	37%	TOTAL DEMOCRATIC

7. Which of the following comes closer to your opinion when you think about Members of Congress who represent you in Washington?

WOM WMM

15%	16%	The longer they serve in Washington, the more they are able to get things done for their district
		...or...
63%	63%	The longer they serve in Washington, the less they listen to the voters and the more they become a part of what's wrong
22%	21%	Not sure

Q8 ASKED IF MARRIED/LIVING TOGETHER

(N=795 REGISTERED VOTER WOMEN, N=310 WALMART MOMS)

8. When it comes to voting and political issues, compared to your spouse, partner or significant other, do you typically have...

WOM WMM

59%	60%	Similar views
9%	10%	Different views
32%	30%	A little of both/depends

9. From the following list, please indicate the top two most important issues to you personally. Place a "1" beside the most important issue, and a "2" beside the next most important issue.

First Choice

WOM WMM

35%	40%	Job creation and economic growth
18%	14%	Health care
14%	11%	The deficit and government spending
11%	13%	National security and terrorism
6%	6%	Immigration
5%	5%	Social issues like abortion or gay marriage
5%	5%	The wars in Iraq and Afghanistan
4%	4%	Energy and the cost of gas
2%	2%	None of these

Combined First/Second Choices

WOM WMM

56%	63%	Job creation and economic growth
38%	35%	Health care
31%	28%	The deficit and government spending
22%	26%	National security and terrorism
15%	12%	Immigration
12%	12%	The wars in Iraq and Afghanistan
12%	13%	Energy and the cost of gas
9%	7%	Social issues like abortion or gay marriage
2%	2%	None of these

Turning now to the economy...

10. How would you rate the current state of the economy? Would you say it is...

<u>WOM</u>		<u>WMM</u>		
*	1%			Excellent
6%	6%			Good
48%	48%			Only Fair
46%	45%			Poor
6%	7%			TOTAL EXCELLENT/GOOD
94%	93%			TOTAL FAIR/POOR

11. And over the course of the next year, do you think the state of the economy will...

<u>WOM</u>		<u>WMM</u>		
25%	24%			Get Better
51%	53%			Stay about the Same
24%	23%			Get Worse

Q10/Q11 Combined

<u>WOM</u>		<u>WMM</u>		
6%	7%			<i>Optimistic Now/Optimistic for the Future (Economy Excellent or Good, Will Get Better or Stay Same)</i>
21%	20%			<i>Pessimistic Now/Optimistic for the Future (Economy Only Fair or Poor, Will Stay Same or Get Worse)</i>
73%	73%			<i>Pessimistic Now/Pessimistic for the Future (Economy Fair or Poor, Will Stay Same or Get Worse)</i>

12. How satisfied are you with your own financial situation today?

<u>WOM</u>		<u>WMM</u>		
7%	5%			Very satisfied
35%	29%			Somewhat satisfied
34%	38%			Somewhat dissatisfied
24%	28%			Very dissatisfied
42%	34%			TOTAL SATISFIED
58%	66%			TOTAL DISSATISFIED

13. How much have you personally, or has your household, been affected by the downturn in the economy?

WOM WMM

20%	24%	A great deal
30%	37%	Quite a bit
43%	34%	Just some
6%	4%	Not at all

50% 61% TOTAL GREAT DEAL/QUITE A BIT

50% 39% TOTAL SOME/NOT AT ALL

Q14 ASKED IF MARRIED/LIVING TOGETHER AND AFFECTED BY DOWNTURN “GREAT DEAL” OR “SOME” (N=388 REGISTERED VOTER WOMEN, N=182 WALMART MOMS)

14. How much has the effect of the downturn in the economy placed a strain on your relationship with your spouse, partner, or significant other?

WOM WMM

8%	8%	A great deal
25%	33%	Quite a bit
43%	40%	Just some
25%	18%	Not at all

33% 42% TOTAL GREAT DEAL/QUITE A BIT

67% 58% TOTAL SOME/NOT AT ALL

Please rate how much each of the following items are economic concerns for you and your household. Use a scale of zero to ten where zero means it is not at all an economic concern and ten means it is a top economic concern for you and your household. Of course you can choose any number between zero and ten.

	10	8-10	4-7	0-3	MEAN
Messages Ranked by All Women Voters' Mean Score					
20. The price of energy, including utilities and gasoline					
WOM	34%	67%	27%	5%	8.0
WMM	39%	77%	20%	2%	8.5
21. The cost of health care					
WOM	38%	66%	25%	8%	7.9
WMM	41%	69%	26%	4%	8.1
15. The price of groceries and other essentials					
WOM	30%	66%	27%	5%	7.9
WMM	38%	75%	21%	2%	8.4
18. Not having enough retirement savings					
WOM	33%	59%	26%	12%	7.4
WMM	33%	61%	27%	10%	7.6
22. Changes in the value of your investments, stocks, bonds, and mutual funds					
WOM	20%	43%	29%	23%	6.1
WMM	18%	43%	30%	22%	6.1
16. Your mortgage or rental payments					
WOM	23%	44%	27%	28%	5.9
WMM	33%	58%	26%	15%	7.2
17. The fear of losing your job or being unemployed					
WOM	26%	41%	23%	32%	5.6
WMM	35%	55%	28%	14%	7.2
19. Having too much credit card debt					
WOM	21%	36%	20%	42%	4.9
WMM	28%	49%	18%	32%	6.0

Messages Asked Among Moms

Q23 ASKED AMONG MOMS ONLY (N=441 REG VOTER MOMS, N=380 WALMART MOMS)

23. The cost of college or other post-secondary education for your child/children					
WOM	27%	55%	29%	14%	7.1
WMM	28%	58%	27%	12%	7.3

Q24 ASKED AMONG MOMS ONLY (N=441 REG VOTER MOMS, N=380 WALMART MOMS)

24. The cost of school uniforms, school supplies or extra-curricular activities for your child/children					
WOM	13%	33%	35%	28%	5.4
WMM	14%	35%	37%	25%	5.6

Please indicate, over the last year, whether you have been doing each of the following things as a result of the downturn in the economy.

	YES	NO
<i>Spending Decisions Ranked by % Yes Among All Women Voters</i>		
30. Spending less on clothing and accessories.		
WOM	81%	19%
WMM	86%	14%
34. Buying fewer or less expensive birthday or holiday gifts for friends and family.		
WOM	80%	20%
WMM	88%	12%
25. Spending less on out-of-home entertainment, such as movies and concerts.		
WOM	79%	21%
WMM	88%	12%
29. Eating out less frequently.		
WOM	77%	23%
WMM	85%	15%
27. Traveling less or planning to travel less.		
WOM	73%	27%
WMM	80%	20%
35. Making fewer or smaller charitable and religious donations		
WOM	64%	36%
WMM	63%	37%
32. Putting off major repairs to your car or home.		
WOM	56%	44%
WMM	68%	32%
33. Putting off visits to the doctor or medical procedures.		
WOM	42%	58%
WMM	52%	48%
28. Using credit cards more often to pay for things.		
WOM	27%	73%
WMM	35%	65%
31. Considering downsizing to a less expensive house or neighborhood.		
WOM	23%	77%
WMM	30%	70%
26. Using public transportation more to commute to work.		
WOM	11%	89%
WMM	13%	87%

Now, turning to the issue of health care.

36. Do you – support or oppose – Barack Obama's health care plan that was recently passed by Congress and signed into law by the President.

WOM WMM

16%	14%	Strongly support it
24%	24%	Somewhat support it
17%	21%	Somewhat oppose it
31%	31%	Strongly oppose it
12%	10%	Not sure
40%	38%	TOTAL SUPPORT
48%	52%	TOTAL OPPOSE

37. And, when you think about your own personal or family situation, do you think this new health care legislation will

WOM WMM

23%	22%	Make things better
43%	42%	Make things worse
34%	35%	Or, will it make no difference one way or the other to your own personal or family situation?

Now, here are just a few more questions about you...

In the past month, have you shopped and made a purchase in the following stores?

	Yes	No
38. Walmart		
WOM	77%	23%
WMM	100%	–
39. Target		
WOM	55%	45%
WMM	63%	37%
40. Kmart		
WOM	21%	79%
WMM	29%	71%

Please answer each of the following questions. Select "Yes" if the statement describes you well, or "No" if the statement does not describe you well.

	Yes	No
41. I tend to be very focused on getting the most for my money		
WOM	97%	3%
WMM	98%	2%
42. Saving money makes me feel like a smart shopper		
WOM	97%	3%
WMM	98%	2%
43. It is important to spend less on items so I can stretch my dollars		
WOM	94%	6%
WMM	96%	4%

Please indicate your support for each of the following groups.

	TOTAL SUPPORT	STRGLY SUPPORT	SMWT SUPPORT	DO NOT SUPPORT
44. Conservative religious groups				
WOM	47%	15%	32%	53%
WMM	51%	15%	36%	49%
45. The Gay Rights movement				
WOM	53%	25%	29%	47%
WMM	51%	19%	33%	49%
46. The National Rifle Association				
WOM	48%	18%	30%	52%
WMM	53%	19%	35%	47%
47. Environmentalist groups				
WOM	76%	26%	50%	24%
WMM	75%	24%	50%	25%
48. The Tea Party Movement				
WOM	44%	17%	28%	56%
WMM	46%	15%	32%	54%

Here are some things that apply to some people and not to others. Select "Yes" if the statement applies to you, "No" if the statement does not apply to you.

Yes **No**

Activities Ranked by % Yes Among All Women Voters

52. I regularly use networking sites such as Facebook, Myspace, Friendster or Twitter.

WOM	59%	41%
WMM	69%	31%

40. In the last year, I have volunteered, donated money, or participated in an organized walk or athletic event for a non-profit charitable organization.

WOM	49%	51%
WMM	49%	51%

49. In the last year I have either written a letter, e-mailed, called, or allowed an e-mail to be sent in my name to a Member of Congress or any other local, state, or national public official to express my views.

WOM	42%	58%
WMM	37%	63%

41. In the last year, I have planned an event in my community.

WOM	12%	88%
WMM	16%	84%

Activities Asked Only Among Moms

Q53 ASKED AMONG MOMS ONLY (N=441 REG VOTER MOMS, N=380 WALMART MOMS)

53. I regularly attend parent-teacher meetings at my child's/children's school

WOM	70%	30%
WMM	72%	28%

Q54 ASKED AMONG MOMS ONLY (N=441 REG VOTER MOMS, N=380 WALMART MOMS)

54. I regularly attend sports events or other activities such as music recitals, plays or youth group that my child is/children are participating in.

WOM	70%	30%
WMM	71%	29%

55. How often do you attend religious services?

WOM WMM

8%	9%	More than Once a Week
17%	15%	Weekly
7%	9%	Almost Every Week
8%	10%	Once or Twice a Month
30%	31%	A Few Times a Year
30%	26%	Never

25%	24%	<i>FREQUENTLY</i>
15%	19%	<i>OCCASIONALLY</i>
60%	57%	<i>RARELY</i>

56. Which of the following best describes your current health insurance coverage?

WOM WMM

51%	58%	Covered by a private health insurance plan
17%	4%	Covered by Medicare
7%	11%	Covered by Medicaid
2%	1%	Covered by TRICARE
10%	10%	Covered, but through some other source
13%	17%	Not currently covered by a health insurance plan

For each of the following, please indicate how the following decisions or activities work in your household.

- You do this yourself with little or no input from another household member (**Do This Yourself**);
- You take the lead and another household member helps (**Take Lead With Help**);
- We do this in total partnership (**Total Partnership**);
- Another household member takes the lead and you help (**Help Another**);
- Another household member does this with little or no input from you (**Another Does This**);
- Some other person not in the household does this (**Outside Help**);
- You do not do this in your household (**Don't Do This**)

	Do This Yourself	Take Lead With Help	Total Partnership	Help Another	Another Does This	Outside Help	Don't Do This
Household Duties Ranked by % "Do This Yourself" Among All Women Voters							
64. Scheduling visits to the doctor or dentist							
WOM	76%	9%	10%	2%	1%	*	1%
WMM	83%	10%	5%	*	*	—	1%
60. Doing laundry							
WOM	71%	11%	11%	4%	3%	*	*
WMM	71%	15%	10%	2%	2%	—	*
62. Shopping for groceries & household items							
WOM	63%	17%	14%	4%	2%	*	*
WMM	73%	15%	11%	1%	*	—	*
58. Paying bills and balancing the checkbook or family budget							
WOM	63%	10%	13%	4%	8%	—	1%
WMM	64%	15%	10%	4%	7%	—	1%
59. Cooking at home							
WOM	62%	15%	14%	4%	4%	*	1%
WMM	65%	18%	12%	2%	2%	—	*
61. Cleaning the house							
WOM	58%	20%	13%	5%	2%	3%	*
WMM	60%	25%	11%	2%	1%	1%	*
57. Making financial or investment decisions							
WOM	37%	13%	33%	6%	6%	1%	5%
WMM	32%	14%	41%	5%	4%	*	4%
63. Deciding where to take vacations							
WOM	30%	15%	40%	4%	1%	*	8%
WMM	26%	20%	46%	3%	—	—	5%
Q65 ASKED AMONG MOMS ONLY (N=441 REG VOTER MOMS, N=380 WALMART MOMS)							
65. Helping with homework							
WOM	48%	19%	17%	2%	2%	—	12%
WMM	50%	19%	16%	2%	2%	—	11%

Getting near the end of the survey...

66. If you were asked to use one of these five names for your social class, in which one would you say you belong?

<u>WOM</u>	<u>WMM</u>	
9%	7%	TOTAL UPPER CLASS
*	1%	Upper class
9%	6%	Upper-middle class
46%	38%	Middle class
45%	55%	TOTAL WORKING/LOWER CLASS
30%	40%	Working class
14%	15%	Lower-struggling class

67. Do you ever feel as if you're at risk of falling out of your current social class?

<u>WOM</u>	<u>WMM</u>	
43%	50%	Yes
57%	50%	No

- D9. What was the last grade you completed in school?

<u>WOM</u>	<u>WMM</u>	
*	*	Some grade school (Grades 1-8)
1%	2%	Some high school (Grades 9-11)
23%	21%	Graduated high school (Grades 9-12)
7%	7%	Technical or vocational school
29%	29%	Some college
30%	32%	Graduated college
10%	8%	Graduate/professional school
25%	24%	HIGH SCHOOL OR LESS
35%	36%	SOME COLLEGE
40%	40%	COLLEGE+

D10. Which range describes your annual household income before taxes?

WOM WMM

19%	16%	Less than \$25,000
31%	30%	\$25,000 to less than \$50,000
24%	24%	\$50,000 to less than \$75,000
15%	19%	\$75,000 to less than \$100,000
8%	9%	\$100,000 to less than \$150,000
3%	2%	\$150,000 or more

50% 46% UNDER \$50K

39% 43% \$50-\$100K

11% 11% OVER \$100K

D11. In politics today, do you consider yourself ...

___ A Republican

___ A Democrat

___ ...or are you an Independent or some other party?

WOM WMM

19%	20%	A strong Republican
15%	16%	A not-so-strong Republican
5%	4%	Lean towards the Republicans
17%	17%	Something Else/Independent/Undeclared
5%	4%	Lean towards the Democrats
19%	22%	A not-so-strong Democrat
20%	17%	A strong Democrat

39% 39% TOTAL REPUBLICAN

44% 43% TOTAL DEMOCRAT

D12. On most issues, do you consider yourself to be...

WOM WMM

12%	11%	Very Conservative
22%	23%	Somewhat Conservative
42%	46%	Moderate
16%	14%	Somewhat Liberal
7%	5%	Very Liberal

34% 34% TOTAL CONSERVATIVE

24% 20% TOTAL LIBERAL

D13. Did you happen to vote in the 2008 election for President?

WOM WMM

38%	39%	Yes, voted for John McCain
48%	46%	Yes, voted for Barack Obama
1%	*	Yes, voted for Ralph Nader
*	*	Yes, voted for Bob Barr
1%	1%	Yes, voted for someone Else
11%	14%	No, did Not Vote

AMONG THOSE WHO VOTED

(N=1,114 REGISTERED VOTER WOMEN, N=327 WALMART MOMS)

WOM WMM

43%	45%	Yes, voted for John McCain
54%	53%	Yes, voted for Barack Obama
1%	1%	Yes, voted for Ralph Nader
*	*	Yes, voted for Bob Barr
1%	1%	Yes, voted for someone Else
--	--	No, did Not Vote

D14. Which best describes your current employment status?

WOM WMM

8%	7%	Student
19%	35%	Homemaker
11%	9%	Unemployed
30%	30%	Employed full-time
14%	17%	Employed part-time
19%	2%	Retired

D15. Please check off if any of the following situations currently apply or have applied to your household over the last twelve months. **(MULTIPLE RESPONSES ACCEPTED)**

WOM WMM

12%	14%	I lost my job
14%	18%	Someone else in my household lost their job
15%	16%	I had my work hours or pay reduced
14%	17%	Someone else in my household had their work hours or pay reduced
58%	50%	None of these apply/applied to my household
23%	29%	<i>SELF/HH LOST JOB</i>
26%	29%	<i>SELF/HH HRS OR PAY REDUCED</i>

D17. Which of the following best describes the area in which you live?

WOM WMM

17%	16%	Large city
16%	15%	Medium-sized city
37%	40%	Suburban area
16%	15%	Small town
14%	14%	Rural area
