



Political Data by Retailer

Source: BIGresearch, Consumer Intentions and Actions, AUG-08

	All Adults	Walmart Shoppers*	Kohls Shoppers*	JCPenney Shoppers*	Macy's Shoppers*	Target Shoppers*
Are you a registered voter?						
Yes	86.2%	85.1%	90.4%	88.4%	87.9%	87.7%
No, but I plan to register before the Fall Presidential Election	4.9%	5.0%	4.5%	4.9%	5.7%	5.4%
No, I don't plan to register before the Fall Presidential Election	8.9%	9.9%	5.1%	6.7%	6.4%	6.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you plan on voting in the Fall Presidential Election?						
Yes	87.6%	85.6%	88.4%	89.3%	92.0%	87.1%
No	3.1%	3.1%	2.1%	1.6%	2.2%	2.4%
Undecided	9.3%	11.3%	9.6%	9.0%	5.8%	10.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did you vote in the last Presidential Election (2004)?						
Yes	82.3%	81.2%	85.1%	85.8%	82.8%	81.6%
No	17.7%	18.8%	14.9%	14.2%	17.2%	18.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
What is your political party?						
Republican	34.4%	36.5%	39.3%	36.4%	31.1%	31.7%
Democrat	38.4%	37.1%	33.7%	37.4%	46.7%	40.6%
Independent	23.3%	22.3%	24.1%	22.7%	20.4%	24.1%
Other:	3.9%	4.1%	2.9%	3.5%	1.8%	3.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If the Presidential Election were held today who would you vote for?						
John McCain	38.0%	41.4%	43.8%	42.8%	34.2%	32.6%
Barack Obama	37.4%	33.3%	31.0%	32.4%	47.2%	41.5%
Undecided	20.3%	21.1%	21.5%	21.6%	16.0%	21.8%
Other:	4.4%	4.2%	3.7%	3.1%	2.7%	4.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
When do you think you will make a decision on who you will vote for? (Choose one)						
After the Democratic and Republican Conventions	10.8%	10.9%	10.1%	13.1%	13.5%	11.5%
After Debates/Town Hall Meetings	9.4%	8.8%	12.1%	9.2%	13.3%	11.4%
Mid October	18.5%	16.6%	17.9%	18.6%	17.2%	22.4%
Week before the election (10/26-11/2)	25.1%	23.0%	25.0%	27.7%	32.0%	24.3%
Day before the election (11/3)	8.3%	10.7%	5.7%	6.2%	8.8%	8.9%
Election Day (11/4)	27.8%	29.9%	29.2%	25.3%	15.3%	21.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Shoppers to be defined as respondents who shop MOST OFTEN at the specific retailer for at least one major merchandise category.

The entire CIA database is available for license.

For an overview of CIA contents, click here:

<http://www.bigresearch.com/samples/CIAcontents.pdf>

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