WAL*MART**WATCH**

Results of Wal-Mart Watch/Westhill 2007 Public Opinion Survey

In the spring of 2005, Wal-Mart Watch began a nationwide public-education campaign to challenge the world's largest retailer, Wal-Mart, to become a better employer, neighbor and corporate citizen. Since then, Wal-Mart Watch has contracted with Westhill Consulting to track consumer perceptions of Wal-Mart. National polls were conducted in late 2005, early 2006, and, most recently, February/March 2007. The following is a brief overview of the latest findings.

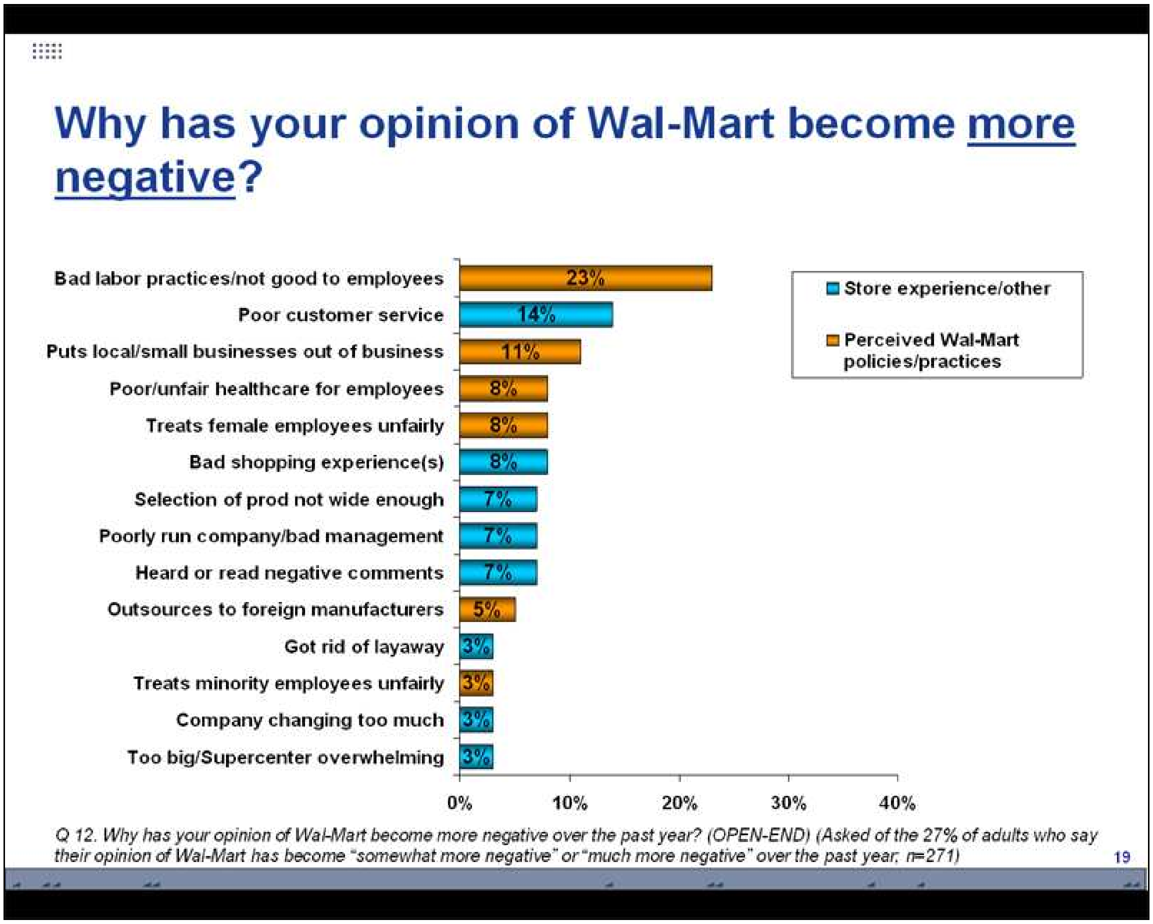
Key Findings

- **Positioning Among American Consumers:**
  The results of the latest poll (conducted in February/March, 2007) demonstrate that Wal-Mart continues to be strongly positioned among American consumers, although less so than in 2005.
  - 71% of respondents view the company favorably, compared to 76% in 2005;
  - 70% report shopping at Wal-Mart at least once a month (and 81% report shopping there at least several times a year) compared to 74% in 2005.

- **Impact of Business/Labor Practices:**
  The 2007 survey provides evidence that Wal-Mart's business/labor practices have had an adverse impact on consumer perceptions of Wal-Mart, and the inclination to shop at the retail giant – both among current shoppers as well as key growth segments for Wal-Mart.

- **Changes in Perceptions:**
  - Since 2005, Wal-Mart's overall favorability rating has dropped by 5% (from 76% to 71%), while their "strong favorability" rating has fallen off by 8% (from 47% to 39%). The decline in favorability has been particularly sharp among respondents over 65, Midwest residents, and respondents who live in rural areas.
  - More than a quarter (27%) of respondents report developing a more negative opinion of Wal-Mart over the past year – more than twice the percentage of respondents who report more negative perceptions of Target (11%) or Costco (4%) over the same period of time. More than half of these negative perceptions are likely to be attributed to Wal-Mart's policies (See Chart A).
  - Key growth segments for Wal-Mart – rare/non-shoppers generally (47%), rare/non-shoppers with household incomes over $50k (51%), and female occasional/rare/non-shoppers with household incomes over $50k (44%) – are particularly likely to report developing a more negative view of Wal-Mart over the past year.

Chart A

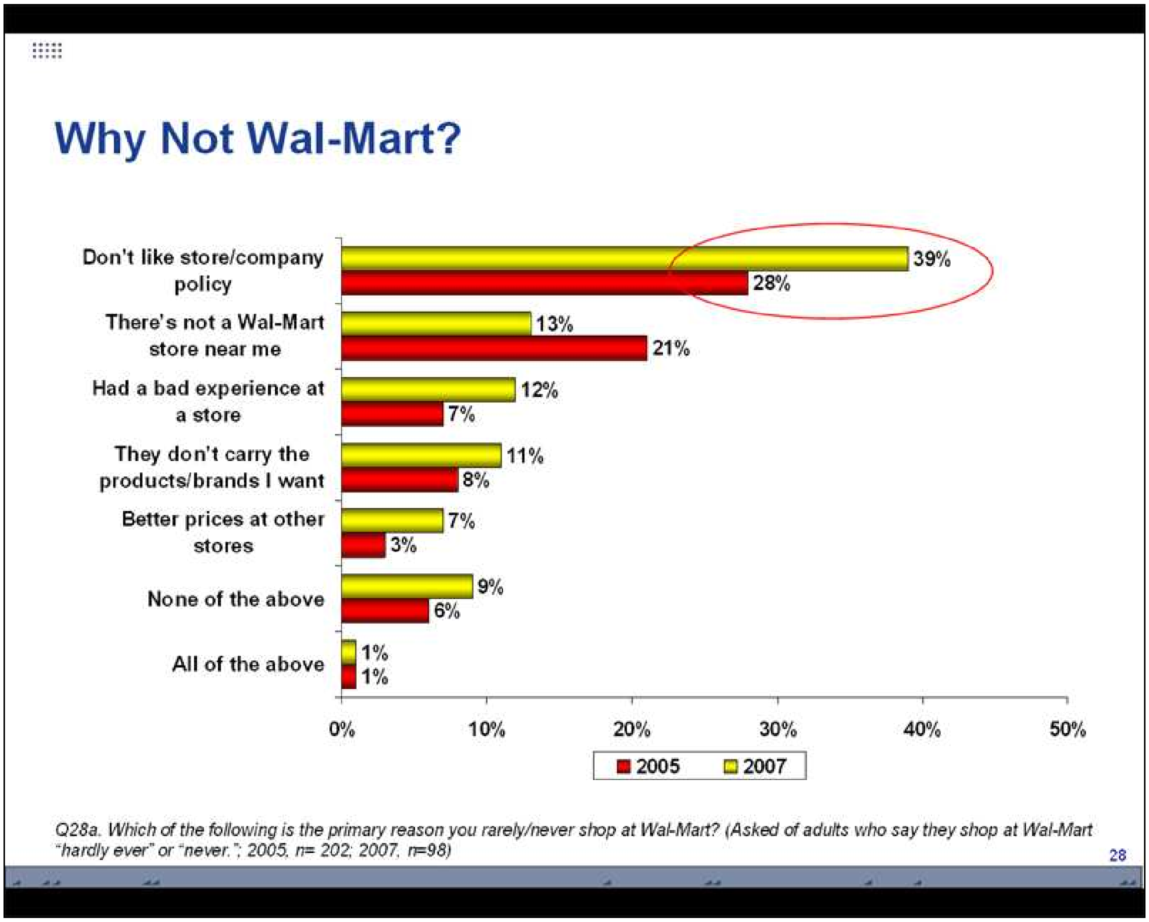


- **Changes in Shopping Behavior:**
  - Some current Wal-Mart shoppers report changing their shopping behavior because of Wal-Mart's business and labor practices. 11% of Wal-Mart shoppers say they have shopped at Wal-Mart less often (and 9% say they have bought less at Wal-Mart) because of Wal-Mart's business and labor practices.

  - Resistance to shopping at Wal-Mart among rare/non-shoppers today is more closely tied to concerns about the company's policies than in the past. In the most recent poll, about one in three (39%) respondents cite disapproval of "store/company policy" as the primary reason they rarely/never shop at Wal-Mart (up from 28% in 2005). (See Chart B)

  - When prompted, the majority of rare/non-shoppers report that their perceptions of Wal-Mart's treatment of employees, communities, small businesses, the environment, and/or minorities/women have had an impact on their decision to rarely/never shop at Wal-Mart.

Chart B



A Note on Methodology: These findings are based on the results of three national surveys conducted in: October/November 2005; February 2006; and February/March 2007. The most recent survey was conducted February 28 through March 4, 2007 among a national random sample of 1,000 adults, age 18 and older (margin of error, +/- 3.1%). The study was conducted by telephone and respondents were drawn from a random digit dial sample which gives every household an equal chance of being called. All respondents were screened to ensure that they are currently 18 years or older. The other two studies were conducted using identical methodology. The October/November 2005 Survey was conducted October 27 through November 3, 2005 among 1,200 adults, 18+ (margin of error, +/- 2.8%). The February 2006 Survey was conducted February 2 through 8, 2006 among 500 adults, 18+ (margin of error, +/- 4.4%).