

AGEGROUP

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | 1 18 - 24 | 10 | 2.5 | 2.5 | 2.5 |
| | 2 25 - 34 | 32 | 8.0 | 8.0 | 10.5 |
| | 3 35 - 44 | 58 | 14.5 | 14.5 | 25.0 |
| | 4 45 - 54 | 107 | 26.8 | 26.8 | 51.8 |
| | 5 55 - 64 | 80 | 20.0 | 20.0 | 71.8 |
| | 6 65 AND ABOVE | 108 | 27.0 | 27.0 | 98.8 |
| | 7 REFUSED | 5 | 1.3 | 1.3 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

D2 And what was the last grade you completed in school thus far?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 SOME GRADE SCHOOL | 4 | 1.0 | 1.0 | 1.0 |
| | 2 SOME HIGH SCHOOL | 14 | 3.5 | 3.5 | 4.5 |
| | 3 GRADUATED HIGH SCHOOL | 131 | 32.8 | 32.8 | 37.3 |
| | 4 TECHNICAL OR VOCATIONAL SCHOOL | 25 | 6.3 | 6.3 | 43.5 |
| | 5 SOME COLLEGE | 103 | 25.8 | 25.8 | 69.3 |
| | 6 GRADUATED COLLEGE | 73 | 18.3 | 18.3 | 87.5 |
| | 7 GRADUATE/PROFESSIONAL SCHOOL | 50 | 12.5 | 12.5 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Group \$D3 D3

| Category label | Code | Count | Pct of Responses | Pct of Cases |
|----------------------------|------|-------|------------------|--------------|
| YES, LABOR UNION | 1 | 66 | 15.9 | 16.5 |
| YES, TEACHER'S ASSOCIATION | 2 | 35 | 8.4 | 8.8 |
| YES, GOV'T EMPLOYEE | 3 | 22 | 5.3 | 5.5 |
| NO, NONE OF THESE | 4 | 292 | 70.2 | 73.0 |
| DON'T KNOW | 5 | 1 | .2 | .3 |
| Total responses | | 416 | 100.0 | 104.0 |

0 missing cases; 400 valid cases

D4 Thinking about the mailer coupons, do use coupons from the mailers always, often, sometimes, or rarely?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 ALWAYS | 98 | 24.5 | 24.5 | 24.5 |
| | 2 OFTEN | 118 | 29.5 | 29.5 | 54.0 |
| | 3 SOMETIMES | 48 | 12.0 | 12.0 | 66.0 |
| | 4 RARELY | 100 | 25.0 | 25.0 | 91.0 |
| | 5 DON'T KNOW/REFUSED | 36 | 9.0 | 9.0 | 100.0 |
| Total | | 400 | 100.0 | 100.0 | |

D5 Is your religious background Roman Catholic, Protestant, Jewish, or something else?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 ROMAN CATHOLIC | 178 | 44.5 | 44.5 | 44.5 |
| | 2 PROTESTANT | 155 | 38.8 | 38.8 | 83.3 |
| | 3 JEWISH | 2 | .5 | .5 | 83.8 |
| | 4 OTHER CHRISTIAN | 21 | 5.3 | 5.3 | 89.0 |
| | 5 OTHER NON-CHRISTIAN | 2 | .5 | .5 | 89.5 |
| | 6 AGNOSTIC/ATHEIST/NONE | 16 | 4.0 | 4.0 | 93.5 |
| | 7 OTHER | 8 | 2.0 | 2.0 | 95.5 |
| | 8 REFUSED | 18 | 4.5 | 4.5 | 100.0 |
| Total | | 400 | 100.0 | 100.0 | |

D6 As far as a politics goes, do you consider yourself to be a Republican, or a Democrat?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 STRONG DEMOCRAT | 89 | 22.3 | 22.3 | 22.3 |
| | 2 NOT-SO-STRONG DEMOCRAT | 33 | 8.3 | 8.3 | 30.5 |
| | 3 LEAN TO DEMOCRATS | 26 | 6.5 | 6.5 | 37.0 |
| | 4 STRONG REPUBLICAN | 127 | 31.8 | 31.8 | 68.8 |
| | 5 NOT-SO-STRONG REPUBLICAN | 36 | 9.0 | 9.0 | 77.8 |
| | 6 LEAN TO REPUBLICANS | 25 | 6.3 | 6.3 | 84.0 |
| | 7 SOMETHING ELSE/INDEPENDENT | 53 | 13.3 | 13.3 | 97.3 |
| | 8 REFUSED | 11 | 2.8 | 2.8 | 100.0 |
| Total | | 400 | 100.0 | 100.0 | |

D7 And, thinking a little about your shopping habits, where do you shop most of the time.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 1 WAL-MART | 66 | 16.5 | 16.5 | 16.5 |
| | 2 SAM'S CLUB | 95 | 23.8 | 23.8 | 40.3 |
| | 3 COSTCO | 21 | 5.3 | 5.3 | 45.5 |
| | 4 ALBERTSON'S | 124 | 31.0 | 31.0 | 76.5 |
| | 5 SMITH'S | 9 | 2.3 | 2.3 | 78.8 |
| | 6 FRED MEYER | 48 | 12.0 | 12.0 | 90.8 |
| | 7 MACEY'S | 23 | 5.8 | 5.8 | 96.5 |
| | 8 DON'T KNOW | 9 | 2.3 | 2.3 | 98.8 |
| | 9 REFUSED | 5 | 1.3 | 1.3 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

D8 When considering the issue of abortion, would you say you are more right to life, more pro-choice, or is abortion not an issue with you?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 NOT AN ISSUE | 146 | 36.5 | 36.5 | 36.5 |
| | 2 MORE RIGHT TO LIFE | 110 | 27.5 | 27.5 | 64.0 |
| | 3 MORE PRO-CHOICE | 128 | 32.0 | 32.0 | 96.0 |
| | 4 DON'T KNOW | 10 | 2.5 | 2.5 | 98.5 |
| | 5 REFUSED | 6 | 1.5 | 1.5 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

D9 Gender.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 FEMALE/WORK FULL TIME | 192 | 48.0 | 48.0 | 48.0 |
| | 2 FEMALE/WORK PART TIME | 118 | 29.5 | 29.5 | 77.5 |
| | 3 FEMALE/HOMEMAKER | 75 | 18.8 | 18.8 | 96.3 |
| | 4 FEMALE REFUSED | 15 | 3.8 | 3.8 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

GROUP

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 001 | 55 | 13.8 | 13.8 | 13.8 |
| | 002 | 79 | 19.8 | 19.8 | 33.5 |
| | 003 | 3 | .8 | .8 | 34.3 |
| | 004 | 4 | 1.0 | 1.0 | 35.3 |
| | 005 | 26 | 6.5 | 6.5 | 41.8 |
| | 006 | 12 | 3.0 | 3.0 | 44.8 |
| | 007 | 15 | 3.8 | 3.8 | 48.5 |
| | 008 | 91 | 22.8 | 22.8 | 71.3 |
| | 009 | 6 | 1.5 | 1.5 | 72.8 |
| | 010 | 19 | 4.8 | 4.8 | 77.5 |
| | 011 | 12 | 3.0 | 3.0 | 80.5 |
| | 012 | 3 | .8 | .8 | 81.3 |
| | 013 | 2 | .5 | .5 | 81.8 |
| | 014 | 22 | 5.5 | 5.5 | 87.3 |
| | 015 | 22 | 5.5 | 5.5 | 92.8 |
| | 016 | 29 | 7.3 | 7.3 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |