

To: Kroger Investor Team
From: Benenson Strategy Group
Date: October 28, 2014
Re: Survey finds Kroger customers do not want guns to be openly carried in grocery stores

Methodology

Benenson Strategy Group conducted 800 telephone interviews from October 14-17, 2014 on behalf of Everytown for Gun Safety. Interviews were conducted with Kroger shoppers in 31 states where private citizens are permitted to openly carry firearms in public. The survey was conducted through random digit dial methodology, with an equal distribution of cell phones and landline phones. The margin of error for the entire survey is +/-3.4%, and it is higher among subgroups.

Key Findings

Kroger shoppers want a grocery shopping environment free of openly carried firearms.

- ✓ 64% of Kroger shoppers think customers should not be allowed to openly carry guns in Kroger grocery stores.

Kroger customers believe Kroger has a right to prohibit guns in its stores.

- ✓ 83% say stores should be allowed to prevent customers from bringing guns into their stores.
- ✓ Further, 61% of shoppers who have guns in their home do not believe it would be an infringement on their 2nd Amendment rights for a store to prevent people from openly carrying a gun in a store.
 - This indicates that Kroger would likely not provoke a widespread political response if it chooses to act.

Support for Kroger to prohibit open carry of guns in its stores is strong—even among gun-owning households.

- ✓ 52% of Kroger shoppers polled have guns in their homes.
- ✓ But 64% of Kroger shoppers, including 52% of shoppers who have guns in their home, believe that customers should not be allowed to openly carry a gun in a store, making an important distinction between public spaces and commercial spaces.

Allowing open carry of guns in stores is likely to cost Kroger some of its customers

- ✓ Kroger faces more backlash if it allows guns in their stores than if it bans them.
 - Kroger could lose up to twice as many customers if it allows open carry than if the company prohibits it: 11% of Kroger shoppers say they would definitely not shop there if customers were permitted to openly carry guns, whereas only 5% would definitely not shop there if Kroger bans open carry.
- ✓ Danger of customer defection is even higher among parents who shop with their kids.
 - 1 in 4 parents who shop with their kids say they would definitely not shop at Kroger with their children if open carry were allowed in stores.
 - These shoppers—parents who shop with their kids—are among the most valuable Kroger shoppers, with 46% spending more than \$500 per month on groceries, compared to 25% of all shoppers.

