

EXHIBIT A

EXPERT REPORT OF KIM R. ROBERTSON, Ph.D.

LIKELIHOOD OF CONFUSION SURVEY

SUBMITTED BY DR. KIM R. ROBERTSON

November, 2016

TABLE OF CONTENTS

	<u>Page</u>
BACKGROUND AND OVERVIEW -----	3
SUMMARY OF CONCLUSIONS-----	5
METHODOLOGY-----	5
NUMBER OF COMPLETED SURVEYS-----	10
FINDINGS WITH RESPECT TO QUESTIONS TESTING FOR CONFUSION-----	11
Confusion as to Source (who owns/operates Choke Canyon)-----	11
Confusion as to affiliation with (sponsorship or approval of) Choke Canyon)-----	13
CONCLUSIONS REGARDING LIKELIHOOD OF CONFUSION-----	16
ADDITIONAL ANALYSIS BY AGE, GENDER AND GEOGRAPHIC REGION-----	17
OVERALL CONCLUSIONS-----	18
REFERENCES CITED-----	19
APPENDIX A: CV OF DR. KIM R. ROBERTSON-----	20
APPENDIX B: QUESTIONNAIRE USED-----	28
APPENDIX C: GEOGRAPHIC LOCATION OF RESPONDENTS-----	33
APPENDIX D: CROSS TABULATIONS AND COMPLETE DATA BASE-----	35

2. In September of 2016, I was contacted by Mr. Charles Hanor of the law firm Hanor IP Law and asked about my availability to serve as an expert witness in the following litigation: *Buc-ee's, Ltd. v. Amjad Panjwani, Shepherd Retail, Inc. and Harlow Food, Inc.*; Civil Action No. 4:15-CV-03704. The central question I was asked to address was if there existed a likelihood of confusion regarding if the mark used by Choke Canyon was likely to cause confusion in the minds of the consuming public with respect to the origin, sponsorship or approval of the services offered under that mark with the provider of similar services offered under the Buc-ee's mark.

3. My expert witness fees in this case are \$600.00 per hour. The services of Galloway Research Service in San Antonio, Texas were used to implement the survey and the cost of their services was \$11,200.00.

4. The "standard" for concluding a finding of likelihood of confusion was established as follows (net confusion rate is defined as the confusion rate observed in the Main Condition less the confusion rate observed in the Control Condition):

:

Below a 15% net confusion rate would indicate no likelihood of confusion.

Above a 20% net confusion rate would indicate a clear likelihood of confusion.

Between a 15% and 20% net confusion rate would be an area where it would be somewhat debatable as to the likelihood of confusion.

As stated by Jacoby (2013, p. 891):

"Though lower percentages have been accepted and higher percentages have been rejected, it generally requires a difference between test and control percentages of 15 percent-20 percent to support a determination of likely confusion."

SUMMARY OF CONCLUSIONS

5. **Results of this study indicate that there is no likelihood of confusion between Choke Canyon and Buc-ee's with respect to origin, sponsorship or approval. Overall, the net confusion rate found with respect to common ownership or operation between Choke Canyon and Buc-ee's was found to be 0.7%. Overall, the net confusion rate found with respect to sponsorship or approval of Choke Canyon by Buc-ee's was found to be 0%.**

METHODOLOGY

[NOTE: See Appendix B for a copy of the questionnaire used in the study]

6. Galloway Research Service, of San Antonio, Texas was retained to implement an online survey of the relevant consuming public. This is a market research company that has extensive experience in conducting such research studies. No personnel associated with Galloway Research Service were aware of the purposes of the survey, or that the survey was related to pending litigation. I was the sole contact and considered to be the "client" for the survey and I solely designed the survey. Galloway Research Service contracted with ResearchNow of Dallas which maintains a survey panel of potential respondents from which the final survey sample was selected. Galloway Research Service has used ResearchNow extensively for national and statewide survey panels for years. Respondents received e-card credit for successfully completing the survey. The remuneration received by respondents was the equivalent of \$3-\$5. The survey was completed over the November 3, 2016 to November 11, 2016 time period.

Relevant Universe to be Sampled

7. The relevant consuming public for the survey was identified as persons residing in three general areas of Texas: **North Texas** (includes Ft. Worth, Dallas, Abilene, Wichita Falls and Longview), **South/Central Texas** (includes Waco, Temple, Austin and San Antonio) and **East Texas** (includes Houston, Galveston, Beaumont and Port Arthur) who had a current driver's license and who were over the age of 18. This area covers more than 80% of the population of Texas and covers the

vast majority of drivers in Texas who could reasonably be expected to use the services of the sort offered by the parties in this litigation.

Screener Questions and Quotas

8. In addition to being over the age of 18, having a current driver's license, and having to live in one of the three geographic areas identified above, neither respondents, nor members of their immediate household, could be employed by a marketing research, advertising, or media company.

9. An overall quota of 450 completed surveys was established for the study. A quota of 300 completed surveys was set for the Main condition (exposure to the Choke Canyon mark) and a quota of 150 completed surveys was set for the Control condition (exposure to the Love's mark). Gender quotas were set so that approximately 50% of respondents were to be Male and 50% Female. Age quotas were set in five age groupings (18-24, 25-34, 35-49, 50-64 and 65+) to match age ranges of people in Texas according to the 2010 Census. Geographic quotas were set so that 150 completed surveys (100 in the Main condition and 50 in the Control condition) were from each of three geographic regions (North Texas, South/Central Texas, and East Texas).

Questionnaire

10. I designed a questionnaire which was programmed into a computer system by computer programmers employed at Galloway Research Service. Potential respondents were recruited from a panel supplied by ResearchNow of Dallas, Texas and contacted via email by Galloway Research Service. The questionnaire and Main and Control condition stimuli, as programed, is presented in Appendix B.

11. The Main condition stimuli used were photographs of the outside of a Choke Canyon store front which a consumer in the marketplace would encounter and various merchandise within the store containing the alleged infringing mark (T-shirt, beef jerky, cooler and koozie). The Control condition stimuli were selected to be as similar as possible to the alleged infringing mark without infringing upon the plaintiff's mark.

12. In their Second Amended Complaint, Plaintiff alleges that the combination of the following elements of the Choke Canyon logo are infringing:

1. A friendly smiling cartoon animal oriented within a circle and wearing a hat pointed to the right
2. The use of a black circle encompassing the alligator
3. Prominent use of sharply drawn black edges for the alligator mascots
4. Similar use of a yellow background
5. Similar use of the red-colored tongue of the alligator

13. Respondents in the Control condition were exposed to stimuli using some of the alleged infringing elements but none of the stimuli contained the overall combination of elements allegedly causing confusion. That is, they were as close as possible to the alleged infringing mark but did not incorporate the overall combination of infringing elements alleged.

14. Love's gas station and merchandise was selected to serve as the control stimuli in this study. Respondents first were exposed to a photograph of the store front of a Love's gas station as they would encounter it in the marketplace. This stimulus contained a yellow background outlined by black edges. Respondents were then exposed to merchandise within the store to duplicate the types of merchandise used in the Main condition. Two of the pictures of merchandise were pictures of actual merchandise found in a Love's store: a cooler (yellow background surrounded by black edges), and beef jerky (yellow background). The remaining two merchandise stimuli were not actual Love's merchandise but were created to match the merchandise used in the Main condition: a t-shirt (yellow background circle with black edges encompassing a animal, but a non-cartoon, non-anthropomorphic animal), and a koozie (yellow as a foreground color and a yellow, non-cartoon, non-anthropomorphic animal).

15. Therefore, although three of the four merchandise stimuli used in the Control condition contained some element of the alleged infringing elements, none of the stimuli contained the overall combination of the elements alleged to constitute infringement.

16. The only common alleged infringing element used in all but one of the control stimuli was a yellow background (with a yellow foreground element in the koozie stimulus). However it

should be noted that yellow, in a marketing sense, has a functional use. That is, it is often used to function as an attention attraction device. As stated by Solomon (2017, p. 81):

“Yellow is in the middle of wave lengths detectable by the human eye so it is the brightest and attracts attention. The *Yellow Pages* originally were colored yellow to heighten the attention level of bored telephone operators”

Or, as stated by Mothersbaugh and Hawkins (2016, p. 478):

“...certain colors and color characteristics create feelings of excitement and arousal that are related to attention. Bright colors are more arousing than dull colors. And warm colors, such as reds and yellows, are more arousing than cool colors, such as blues and greys...the attention getting nature of warm colors should not be overlooked and can be used effectively as an accent color in areas where the retailer wants to attract attention and drive impulse purchases.”

This is why yellow is often used in logos, packaging and advertising in order to function as an attention attraction device.

17. The key questions used in the survey were variations of what has been called the "Eveready" format. This general format has been recognized as the “gold standard” for the issue of likelihood of confusion involving a strong mark. As stated by Swan (2008, p. 739):

“Over time, this format has become the gold standard in cases involving strong marks, i.e., in cases where the senior mark is highly accessible (internally available) in memory, enhancing the likelihood that it will be cognitively cued by a junior user’s mark.”

18. After being qualified by passing the screening questions, and meeting the quotas set for the survey, 300 respondents were first presented with photographs of the store front and sample merchandise of Choke Canyon (Main Condition) and 150 respondents were first presented with photographs of the store front and sample merchandise of Love’s (Control Condition). After looking

at the photographs “for as long as” they liked, the photographs were removed from sight and all respondents were asked:

Q3. *“Who do you think owns or operates the convenience store you saw, or don’t you have an opinion about that?”*

This was followed by the question:

Q3a. *“Why do you say that?”*

Then, all respondents were asked:

Q4. *“Do you believe that whoever owns or operates this convenience store IS sponsored or approved by another company, IS NOT sponsored or approved by another company, or don’t you have an opinion about that?”* With the response categories of: *“IS sponsored or approved by another company, IS NOT sponsored or approved by another company, No opinion or don’t know”*

19. There were two versions of Q4, with the only difference being the “rotation” of the order of IS or IS NOT options given to the respondent in both the question and in the response categories. This prevents any bias resulting from “primacy” or “recency” effects. That is, a tendency to respond to either the first or the second option given. This type of rotation is a normal practice for questions providing alternatives to the respondent. Approximately half of the 300 respondents in the Main condition and half of the 150 respondents in the Control condition saw each version of Q4.

20. Those respondents who indicated they believed the company shown was sponsored or approved by another company were then asked:

Q5. *“What other company do you believe sponsors or approves this company?”* along with the follow-up question:

Q6. *“Why do you say that?”*

NUMBER OF COMPLETED SURVEYS

21. There were a total of 450 respondents. Numbers of respondents in the two Conditions, gender, age and geographic location representations were:

Conditions:

Main condition: 300

Control condition: 150

Gender of Respondents:

Male: 224 (49.8%)

Female: 226 (50.2%)

Ages of Respondents:

18-24: 63 (14.0%)

25-34: 90 (20.0%)

35-49: 132 (29.3%)

50-64: 102 (22.7%)

65 + : 63 (14.0%)

Geographic Location of Respondents:

North Texas (includes Ft. Worth, Dallas, Abilene, Wichita Falls and Longview):

n = 150 (33.3%)

South/Central Texas (includes Waco, Temple, Austin and San Antonio):

n = 150 (33.3%)

East Texas (includes Houston, Galveston, Beaumont and Port Arthur):

n = 150 (33.3%)

[Appendix C shows the more specific geographic locations of respondents].

22. Appendix D provides a more detailed breakdown of numbers of respondents in various categories via cross tabulations. The following cross tabulations are presented in Appendix D:

Gender: by Market, by Age, by Condition

Age: by Market, by Gender, by Condition

Market: by Gender, by Age, by Condition

Condition: by Market, by Gender, by Age

FINDINGS WITH RESPECT TO QUESTIONS TESTING FOR CONFUSION

[All verbatim respondent answers to the key questions are contained in Appendix D]

Confusion as to Source (who owns/operates Choke Canyon)

23. Question 3 was asked in order to assess the level of confusion as to the source of the Choke Canyon mark:

Q3: *“Who do you think owns or operates the convenience store you saw, or don’t you have an opinion about that?”*

Of the 300 respondents in the Main condition (seeing the Choke Canyon mark) answering Q3:

112 (37.3%) responded don’t know or no opinion

188 (62.7%) responded with some sort of named response

Of the 188 respondents mentioning a company who owned or operated the convenience store:

8 (2.7% of the total sample of respondents in the Main condition) mentioned Buc-ee’s in some way in their answers (see Appendix D and the table below)

The verbatim responses of these 8 respondents, including their response to the follow-up question of “why” they said what they did are presented in the following table:

Respondent ID	Q3 Who owns/operates?	Q3a Why do you say that?	Gender	Age	Market Area in Texas
043	Buccees	Similar Merchandise. Logo looks familiar except for animal	Female	35-49	East
067	Buccees	looks like it with crock instead of beaver	Male	35-49	South/Central
135	Buckee	logo	Male	65+	East
348	Probably Exxon (or Buccee's trying to rebrand with a gator instead of a beaver)	The Exxon logo was very visible in the first photo. I'm guessing that Exxon is trying to complete with the larger gas/convenience stores like Buccee's and Stripes, but opening a full service store with fresh BBQ, food, and other conveniences	Male	50-64	East
368	buckee	gator	Male	35-49	East
397	Buccees	Merchandise looks the same	Female	50-64	North
055	Exon own the gas station but it reminds me of a smaller Buccee's	Well Buccee's is a Texas landmark but it is huge and does not use someone to manage its gas like how Exon has partnered with Choke Canyon. The store looks smaller than a Buccee's but larger than an average chain	Male	25-34	South/Central
077	looks like they are trying to copy buccees	very similar	Male	35-49	East

Note that respondents 055 and 077 seem to indicate that they know Buc-ees does not own or operate Choke Canyon ("Exon own the gas station" and "looks like they are trying to copy buccees"). However, in order to be conservative in this analysis, they are included as indicating possible confusion as to source.

Of the 150 respondents in the Control condition (seeing the Love's mark) answering Q3:

60 (40.0%) responded don't know or no opinion

90 (60.0%) responded with some sort of named response

Of the 90 respondents mentioning a company who owned or operated the convenience store:

3 (2.0% of the total respondents in the Control condition) mentioned Buc-ee's in some way in their answers (see Appendix D and the following table).

The verbatim responses of these 3 respondents, including their response to the follow-up question of “why” they said what they did are presented in the following table:

Respondent ID	Q3 Who owns/operates?	Q3a Why do you say that?	Gender	Age	Market Area in Texas
44	bucees	Looks like their logo	Male	35-49	North
68	Bucky's	shirt looks similar to a Bucky's shirt	Female	25-34	South/Central
107	Bucky's? a white person?	Because the name is "Loves" and it has other things that normal gas stations don't have	Female	35-49	South/Central

Summary of Findings With Respect to Confusion as to Source

24. 8 out of 300 respondents made some sort of mention of Buc-ee's in the Main condition (2.7% of respondents). 3 out of 150 respondents made some sort of mention of Buc-ee's in the Control condition (2.0%). **Subtracting the observed Control percentage from the observed Main condition percentage gives a net confusion rate of 0.7%. This is an insignificant level of a net confusion rate and indicates that no likelihood of confusion as to source exists.**

Confusion as to affiliation with (sponsorship or approval of) Choke Canyon

25. Question 4 was asked in order to measure confusion as to affiliation with Choke Canyon:

Q4: *“Do you believe that whoever owns or operates this convenience store IS sponsored or approved by another company, IS NOT sponsored or approved by another company, or don't you have an opinion about that?”*

With the IS and IS NOT options rotated in the question and in the listed response categories. .

Of the 300 respondents in the Main condition (seeing the Choke Canyon mark):

141 (47.0%) responded that Choke Canyon IS sponsored or approved by another company

38 (12.7%) responded that Choke Canyon IS NOT sponsored or approved by another company

60 (20.0%) responded with a no opinion or don't know answer

The 141 respondents who thought that Choke Canyon IS sponsored or approved by another company were asked the follow-up question:

Q5. *“What other company do you believe sponsors or approves this company?”*

followed by:

Q6. *“Why do you say that?”*

Of these 141 respondents:

4 (1.3% of the total respondents in the Main condition) mentioned Buc-ee's, or “the beaver,” in some way in their answers (see Appendix D and the following table)

The verbatim responses of these 4 respondents, including their response to the follow-up question of “why” they said what they did are presented in the following table:

Respondent ID	Q5 Who sponsors/approves?	Q6 Why do you say that?	Gender	Age	Market Area in Texas
117	Buckee's	Same set up with an animal and food	Female	25-34	East
274	bucees	alligator	Female	18-24	North
397	Buckees	Looks the same	Female	50-64	North
067	Looks like a rip off of the beaver	just look at it	Male	35-49	South/Central

Of the 150 respondents in the Control condition (seeing the Love's mark):

51 (34%) responded that Love's IS sponsored or approved by another company

22 (14.7%) responded that Love's IS NOT sponsored or approved by another company

77 (51.3%) responded that they didn't know or had no opinion if Love's was sponsored or approved by another company

Of the 51 respondents mentioning a company who sponsored or approved of Love's:

7 (4.7% of the total respondents in the Control condition) mentioned Buc-ee's in some way in their answers (see Appendix D and the following table)

The verbatim responses of these 7 respondents, including their response to the follow-up question of "why" they said what they did are presented in the following table:

Respondent ID	Q5 Who sponsors/approves?	Q6 Why do you say that?	Gender	Age	Market Area in Texas
044	bucees	looks like their stuff	Male	35-49	North
068	Buckys	shirt looks the same	Female	25-34	South/Central
097	Not sure. Bucees?	Bucees are taking over in North Texas. Everywhere!	Male	25-34	North
107	Bucky's? I don't know	Because that's the first thing that came to my mind	Female	35-49	South/Central
205	Bucky's	logo looks similar	Male	25-34	North
289	Buccee	Don't know	Female	25-34	South/Central
339	Buckee's	The business model seems similar	Male	35-49	East

Summary of Findings With Respect to Confusion as to Affiliation

26. 4 out of 300 respondents made some sort of mention of Buc-ee's in the Main condition (1.3% of respondents). 7 out of 150 respondents made some sort of mention of Buc-ee's in the Control condition (4.7%). **Subtracting the observed Control condition percentage from the observed Main condition percentage gives a net confusion rate of 0%. This shows no net confusion rate as to sponsorship or approval and indicates that no likelihood of confusion as to affiliation exists.**

CONCLUSIONS REGARDING LIKELIHOOD OF CONFUSION

27. **Survey results indicate a net confusion rate regarding Choke Canyon being owned or operated by Buc-ee's to be negligible at a 0.7% rate and a net confusion rate of Choke Canyon being sponsored by or approved by Buc-ee's of 0%. It is my expert opinion that these results indicate no likelihood of confusion as to source or as to affiliation between Choke Canyon and Buc-ee's.**

ADDITIONAL ANALYSIS BY AGE, GENDER AND GEOGRAPHIC REGION

28. Both confusion rates as to source and confusion rates as to affiliation were analyzed by gender, by age and by geographic region. These results are presented in the following three tables:

Net Confusion Rates By Age

Age Group		Net Confusion As to Source		Net Confusion As to Affiliation
18-24		0%		2.4%
25-34		0%		0%
35-49		0%		0%
50-64		2.9%		1.4%
65+		2.3%		0%

Net Confusion Rates By Gender

Gender		Net Confusion As to Source		Net Confusion As to Affiliation
Males		1.9%		0%
Females		0%		0%

Net Confusion Rates By Geographic Region

North (includes Ft. Worth, Dallas, Abilene, Wichita Falls, Longview)

South/Central (includes Waco, Temple, Austin, San Antonio)

East (includes Houston, Galveston, Beaumont, Port Arthur)

Geographic Region of Texas		Net Confusion As to Source		Net Confusion As to Affiliation
North		0%		0%
South/Central		0%		0%
East		4.0%		0%

29. Of the 20 net confusion rates reported in the previous tables, 14 show net confusion rates of 0%. The remaining 6 net confusion rates range from 1.4% to 4.0% with 5 of those net confusion rates being less than 3% and 2 of those net confusion rates being less than 2%. One should note that the 4 non-zero net confusion rates reported for various age groups are based on small sample sizes in the Control condition (sample sizes ranging from 21-33 respondents) making those estimates less reliable.

Conclusions With Respect to Sub-Analysis of Age, Gender and Geographic Region

30. **All of the observed net confusion rates analyzed by age, gender and geographic regions show insignificant net confusion rates and indicate no likelihood of confusion as to source or affiliation across various ages, gender or geographic areas.**

OVERALL CONCLUSIONS

31. **Results of this study indicate that there is no likelihood of confusion between Choke Canyon and Buc-ees with respect to origin, sponsorship or approval. Overall, the net confusion rate found with respect to common ownership or operation between Choke Canyon and Buc-ee's was found to be 0.7%. Overall, the net confusion rate found with respect to sponsorship or approval of Choke Canyon by Buc-ee's was found to be 0%. Results of a sub-analysis of age groups, gender and geographic areas demonstrate insignificant rates of net confusion (ranging from 0% to 4%). This leads to the conclusion that there is no likelihood of confusion among various age groups, gender or geographic areas.**

I declare under penalty of perjury the foregoing is true and correct.

Executed on November 26, 2016.



Kim R. Robertson

REFERENCES CITED

Jacoby, J. (2013), Trademark Surveys, Vol. I, Designing, Implementing, and Evaluating Surveys, American Bar Association.

Mothersbaugh, D.L. and Hawkins, D.I. (2016), Consumer Behavior, 13th Ed., McGraw Hill, New York, NY.

Solomon, M.R. (2017), Consumer Behavior, 12th Ed., Pearson, Boston, MA.

Swan, J. B. (2008), “Likelihood of Confusion Studies and the Straitened Scope of Squirt,” *The Trademark Reporter*, Vol. 98, pp. 739-756.

APPENDIX A

CURRICULUM VITAE OF DR. KIM R. ROBERTSON

CURRICULUM VITAE

KIM R. ROBERTSON

***ADDRESS/
TELEPHONE***

Business

Trinity University
Department of Business Administration
One Trinity Place
San Antonio, TX 78212
Voice: 210-999-7295 / Email: kroberts@trinity.edu

Home

353 Lilac Ln
San Antonio, TX 78209

EDUCATION

1979-1982

Doctor of Philosophy (Marketing)
University of Oregon, Eugene, Oregon
Minor: Quantitative Methods
Dissertation: "Cognitive Processing of Brand Names"

1971-1973

Master of Business Administration (Marketing)
University of California, Riverside, California

1967-1971

Bachelor of Science (Economics)
University of California, Riverside, California

EXPERIENCE

1984-Present

Trinity University
Department of Business Administration
San Antonio, Texas
1990-Present: Associate Professor (with tenure)
2009-2010: Interim Department Chair
1994-1996: Department Chair
1984-1990: Assistant Professor

1974-1984

University of Auckland
Department of Management Studies
Auckland, New Zealand
1979-1984: Senior Lecturer
1974-1978: Lecturer

1979-1981

University of Oregon [on academic leave from University of Auckland]
College of Business Administration
Eugene, Oregon
1979-1981: Graduate Teaching Fellow

EXPERIENCE (cont.)

1972-1974

Security Pacific National Bank

Riverside, California

Marketing Specialist - Reported to Divisional Marketing Manager

MAJOR AWARDS/HONORS

2006

Trinity University Award for Distinguished Advising

2001

Golden Key International Honor Society membership, Trinity University

1998

Beta Gamma Sigma Honor Society membership, Trinity University

1993

Academic Leave, Trinity University

1990

Summer Research Stipend, Trinity University

1987-1989

Koehler Faculty Fellowship, Trinity University

1985

Summer Research Stipend, Trinity University

1983

First Place - Ph.D. Dissertation Competition,
American Psychological Association

1981

Doctoral Consortium Fellow,
American Marketing Association

**PROFESSIONAL
ORGANIZATIONS**

Academy of Marketing Science

American Marketing Association

Association for Consumer Research

**PRIMARY TEACHING/
RESEARCH INTERESTS**

Consumer Behavior: Cognitive Processes, Memory, Perception

Marketing Research: Surveys, Sampling, Research Error

Marketing Management: Advertising, Branding, Health Care

International Marketing: Culture, Consumer Behavior, Management

PUBLICATIONS

Articles

"Integrated Branding With Mergers and Acquisitions," *Journal of Brand Management*, Vol. 19, 5, 438-456, 2012 [Refereed, Co-Author]

"The Relative Importance of Types of Information in the Foreign Market Selection Process," *International Business Review*, Vol. 10, 363-379, 2001 [Refereed, Co-Author].

"Format Effects of Firm Performance on Naive and Sophisticated Users," *Journal of Accounting and Finance Research*, Vol. 8, No. 4 (Winter II), 1-21, 2000 [Refereed, Co-Author].

"Analogies Drawn Between Marketing and Financial Reporting Research - Possible Implications on Reporting Comprehensive Income," *Research in Accounting Regulation*, Vol. 14, 135-150, 2000 [Refereed, Co-Author].

"Evaluating International Markets: The Importance of Information by Industry, by Country of Destination, and by Type of Export Transactions," *International Marketing Review*, Vol. 17, No. 1, 34-55, 2000. [Refereed, Co-Author]

PUBLICATIONS (cont.)

Articles (cont.)

"Presentation of Comprehensive Income: Possible Effects Drawn From Marketing Research," *Journal of Accounting and Finance Theory*, Vol. 7, No. 1 (Summer), 58-73,1999. [Refereed, Co-Author]

"Strategic Orientation and Export Success: An Empirical Study," *International Marketing Review*, Vol. 14, No. 6, 424-444, 1997. [Refereed, Co-Author]

"Social Responsibility, Politics, and Fiscal Viability: Strategic Issues in the Development of a Regional Health Care System for Children in South Texas," *Journal of Ambulatory Care Marketing*, Vol. 5, No. 2, 137-147, 1994. [Refereed, Senior Co-Author]

"Undergraduate Student Research Programs: Are They as Viable for Accounting as They are in Sciences and Humanities?," *Critical Perspectives on Accounting*, Vol. 3, 337-357, 1992. [Refereed, Co-Author]

"Strategic Planning and Marketing Research for Older, Inner-City Health Care Facilities: A Case Study," *Journal of Ambulatory Care Marketing*, Vol. 5, No. 1, 141-159, 1992. [Refereed, Co-Author]

"Strategically Desirable Characteristics of Brand Names," *Journal of Consumer Marketing*, Vol. 6, No. 4 (Fall), 61-71, 1989. [Refereed, Sole Author]

"Amount of Label Information Effects on Perceived Product Quality," *International Journal of Advertising*, Vol. 6, No. 3, 199-205, 1987. [Refereed, Senior Co-Author]

"Recall and Recognition Effects of Brand Name Imagery," *Psychology & Marketing*, Vol. 4 (Spring), 3-15, 1987. [Refereed, Sole Author]

"Errors In Social Science Research: Classifications and Research Suggestions," *Social Science Perspectives Journal*, Vol. 1, National Social Science Association, 1987. [Refereed, Senior Co-Author]

"Leveraged Decision Making in Advertising: The Flat Maximum Principle and Its Implications," *Journal of Marketing Research*, Vol. 23 (Feb.), 25-32, 1986. [Refereed, Co-Author]

Proceedings

"It IS a Small World After All: Creating and Executing Varied Experiential Learning Opportunities across the Business Curriculum," in D. DeLong, D. Ediston and B. Vander Schee (Eds.), *Proceedings of the 19th Annual Marketing Management Association Fall Educators' Conference*, 2014, 74-75. [Referred, Co-Author]

"Globalization and U.S. Universities: What Realities Are Most Relevant To The Successful Internationalization of Their Institutions," in Harlan E. Spotts (Ed.), *Developments in Marketing Science*, Vol. XXIX, Proceedings of the Annual Conference of The Academy of Marketing Science, 2006, 46-51. [Refereed, Co-Author]

PUBLICATIONS (cont.)

Proceedings (cont.)

"The Cognitive Structure Underlying Export Market Selection: An Empirical Investigation of Experienced Exporters' 'Mental Map' of Foreign Environments," in Geraldine R. Henderson & Marian Chapman Moore (Eds.), *Marketing Theory and Applications*, Proceedings of the 2003 AMA Winter Educators' Conference, Vol. 14, 226-233, 2003. [Refereed, Co-Author]

"Format Effects of Firm Performance on Naive and Sophisticated Users," in John W. Gill (Ed.), *Collected Papers and Abstracts of the American Academy of Accounting and Finance Annual Meeting*, December, 1999 (published 2000). [Refereed, Co-Author]

"Marketing Firm Performance Under a New Accounting Standard: Implications Arising From Nutrition Information Literature," in John W. Gill (Ed.), *Collected Papers and Abstracts of the American Academy of Accounting and Finance Annual Meeting*, December, 1998 (published 1999). [Refereed, Co-Author]

"Strategic Orientation and Export Success: An Empirical Study," in Cornelia Droge and Roger Calantone (Eds.), *Enhancing Knowledge Development in Marketing*, American Marketing Association Educators' Proceedings, Chicago: 1996. [Refereed, Co-Author]

"Social Responsibility, Politics, and Fiscal Viability: Strategic Issues in the Development of a Regional Health Care System for Children in South Texas," in Ronald Hoverstad and H. Lee Meadows (Eds.), *Advances in Health Care Research*, Proceedings of the American Association for Advances in Health Care Research, 1993. [Refereed, Senior Co-Author]

"Satisfaction With The UK Health Care System: Lessons for the US," in Ronald Hoverstad and Anne Balazs (Eds.), *Advances in Health Care Research*, Proceedings of the American Association for Advances in Health Care Research, 1992. [Refereed, Senior Co-Author]

"Getting Close to the Undergraduate Market," in Mary Gilly et al. (Eds.), *Enhancing Knowledge Development in Marketing*, American Marketing Association Educators' Proceedings, Chicago: 1991. [Refereed, Senior Co-Author]

"Strategic Planning and Marketing Research for Older, Inner-City Health Care Facilities: A Case Study," in A. L. Balazs and R. Hoverstad (Eds.), *Proceedings of the American Association for Advances in Health Care Research*, University of Oklahoma Printing Services, 1991. [Refereed, Co-Author]

"The Use of Data Envelopment Analysis (DEA) to Assess the Relative Technical Efficiency of Health Care Services," in D. L. Scammon and M. V. Venkatesan (Eds.), *Proceedings of the American Association for Advances in Health Care Research*, University of Utah Printing Service, 1990. [Refereed, Senior Co-Author]

PUBLICATIONS (cont.)

Proceedings (cont.)

"An Exploration of the Use of Chronometric Methodology in Mapping Automatically Activated Cognitive Associations," in J. M. Hawes (Ed), *Developments in Marketing Science Volume XII: Proceedings of the Thirteenth Annual Conference of the Academy of Marketing Science*, 1989. [Refereed, Sole Author]

"International Marketing and American Agriculture: Current Situation and Considerations For The Future," in D. Lamont (Ed), *Proceedings of the Academy of International Business, Southeast Region*, Kellogg Graduate School of Management, Northwestern University, 1987. [Refereed, Co-Author]

"A Cross-Cultural Experiment in the Relationship Between Product Ingredient Labeling and Perceived Product Quality," in C. Keown and A. Woodside (Eds.), *Comparative Consumer Psychology: Proceedings of the 1984 Conference*, 1985. [Refereed, Senior Co-Author]

Presentations

"What do Millennials Mean When They Talk About Globalization," Round Table Presentation at the *39th Annual Conference: Fulbright at 70: Meeting New Challenges*, 2016, Fulbright Association, Washington, D.C. [Refereed, Co-Author]

Book Reviews

Managing Brand Equity, by David Aaker, in *Sloan Management Review*, 33 (Fall), 1991. [Invited, Sole Author]

Behavioral Analysis and Measurement Methods, by David Meister, in *Journal of Marketing Research*, Vol. 23 (August), 1986. [Invited, Sole Author]

Other

Extended abstract of "Strategically Desirable Brand Name Characteristics" published in *The Journal of Product Innovation Management*, Vol. 7 (December), No. 4, 1990. [Invited, Sole Author]

UNIVERSITY SERVICE

Chair of Department of Business Administration, Trinity University

2009-2010 - Interim Chair of Department

1994-1996 - Chair of Department - led Department through American Assembly of Collegiate Schools of Business (AACSB) accreditation process. AACSB accreditation granted in April 1996.

University Curriculum Council, Trinity University

2004-2007 – Member

2006-2007 - Chair

2005-2006 - Vice Chair

1987-1989 - Member

1998-1999 - Member of Assessment Subcommittee

Voluntary Employee Benefits Association Committee, Trinity University

1997-2005 - Member

UNIVERSITY

SERVICE (cont.)

Faculty Senate, Trinity University

2011-2014 – Member of Faculty Senate
1991-1994 - Member of Faculty Senate
1992-1993 - Chair of Faculty Senate Budget Committee
1994-1995 - Member of Faculty Senate Budget Committee

Faculty Development Committee, Trinity University

1993-1996 - Member
1988-1991 - Member

Academic Standing Committee, Trinity University

2004-2007 – Member

Academic Integrity Committee, Trinity University

1988-1991 - Member
1990-1991 - Recording Secretary

Academic Honor Council, Trinity University

2016- Present – Faculty Advisor

Library Activities Committee, Trinity University

1985-1988 - Member
1987-1988 - Chair

National Conference for Undergraduate Research, Trinity University

1988-1989 - Organizing Committee Member

American Marketing Association Collegiate Chapter, Trinity University

1987-1991 - Faculty Advisor

Faculty Search Committees, Trinity University

2015 - Member, University Internship Director Search Committee
2014/15 - Chair, Visiting Assistant Professor of Sport Management Search Committee
2010 - Chair, Visiting Assistant Professor of Marketing Search Committee
2010 - Member, Associate Director of Entrepreneurship Search Committee
2007/09 - Chair, Distinguished Professor Search Committee
1998 - Member, MIS Faculty Search Committee
1996 - Chair, Marketing Faculty Search Committee
1994 - Member, Dean of Division of Behavioral and Administrative Studies Search Committee
1990-1991 - Vice-Chair, Director of Library Search Committee
1990 - Member, Catalogue Librarian Search Committee
1987 - Member, Marketing Faculty Search Committee
1985 - Member, Marketing Faculty Search Committee

Department of Business Administration Committees, Trinity University

1990-1997 - Member, Strategic Planning Committee
1994-1996 - Chair, Strategic Planning Committee
1995-2014 - Chair, Marketing Area Planning Committee

CONSULTING

1974-Present

Extensive consulting experiences in the areas of marketing planning and strategy, promotion, and research for a variety of local and multinational organizations.

Expert Witness in federal and state legal cases involving trademark and trade dress infringement, likelihood of confusion studies, unfair competition, and other marketing issues.

REFERENCES

Available Upon Request

LEGAL CASES

Most recent (since 2012) legal cases in which deposition and/or trial testimony was taken (party represented is underlined):

M3 Girl Designs, LLC v. Blue Brownies, LLC and Krista Dudge; Civil Action No. 3:09CV2390-F, United States District Court, Northern District of Texas, Dallas Division.

Tristar Investors, Inc. v. American Tower Corporation, et al., Civil Action No. 3:12-cv-499, United States District Court, Northern District of Texas, Dallas Division

APPENDIX B

QUESTIONNAIRE USED

Robertson – Texas Convenience Store Survey

RO2016001 ONLINE VER 3.0

Oct 2016

NOTE: Instructions that appear in **BLUE** are for the HTML programmer and are not visible to the respondent.

Overall n= 450

Main Segment – 300

Control Segment – 150

General North Texas Region 150 (100 in main sample; 50 in control sample)

General Central/South Texas Region 150 (100 in main sample; 50 in control sample)

General East Texas Region 150 (100 in main sample; 50 in control sample)



Texas Convenience Store Survey

[GRS Logo /Survey Name Header on Every Page]

S1. What is your gender? (SINGLE-SELECT) (CHECK QUOTAS AND CONTINUE)

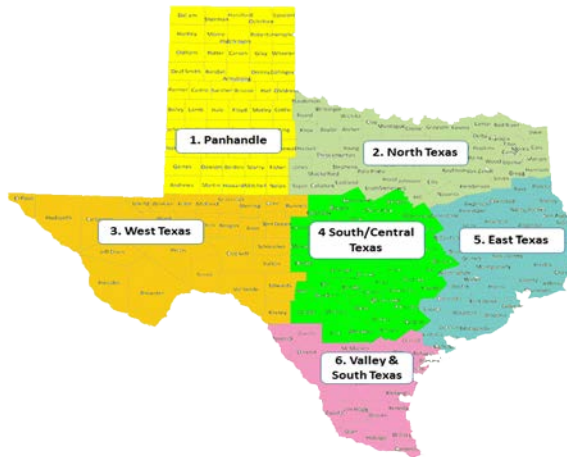
- Male 1 150 Main 75 Control
- Female 2 150 Main 75 Control

Page Break

S2. What is your current age? (SINGLE-SELECT) (CHECK QUOTAS AND CONTINUE)

- 18-24 1
- 25-34 2
- 35-49 3
- 50-64 4
- 65 or older 5

Page Break



S3. Which of these Texas regions includes where you live? (CHECK QUOTAS AND CONTINUE)

- 1. Panhandle Region – (Includes Lubbock and Amarillo) 1 TERMINATE
- 2. North Texas Region (Includes Ft. Worth, Dallas, Abilene, Wichita Falls, Longview) 2
- 3. West Texas Region (Includes Midland, Odessa, El Paso) 3 TERMINATE
- 4. South/Central Texas Region (includes Waco, Temple, Austin, San Antonio) 4
- 5. East Texas Region (includes Houston, Galveston, Beaumont, Port Arthur) 5
- 6. Valley & South Texas (includes Corpus Christ, Laredo, Brownsville, Harlingen, McAllen) 6 TERMINATE

Page Break

S4. Do you have a current driver's license? (SINGLE-SELECT)

- Yes 1
 No 2 TERMINATE

Page Break

S5. Do you or any member of your immediate household work for a marketing research, advertising, or media company?

(SINGLE-SELECT)

- Yes 1 TERMINATE
 No 2

Page Break

Questionnaire Quotas:

	Main Version 1 (MV1)	Main Version 2 (MV2)	Control Version 1 (CV1)	Control Version 2 (CV2)	Total
	A1A2-Is/IsNot	A1A2-IsNot/Is	B1B2-Is/IsNot	B1B2-IsNot/Is	
Males	75	75	37	38	225
Females	75	75	38	37	225
18-24	21	21	11	10	63
25-34	30	30	15	15	90
35-49	43	44	22	23	132
50-64	35	34	17	16	102
65 or older	21	21	10	11	63
Total	150	150	75	75	450

S7: For statistical purposes, would you tell me your current zip code? (Record)

--	--	--	--	--

Q1. Here is a photograph of a convenience store in Texas. Please look at this photograph for as long as you like and then click continue.

NO BACK UP BUTTON FOR Q1 THRU END

MV1	MV2	CV1	CV2
			
A1	A1	B1	B1

Page Break

Q2. Here is a photograph of some of the merchandise in the convenience store you just saw. Please look at this photograph for as long as you like and then click continue.

MV1	MV2	CV1	CV2
-----	-----	-----	-----



Page Break

Q3. Who do you think owns or operates the convenience store you saw, or don't you have an opinion about that?

(If you don't know or have no opinion, write DON'T KNOW and click CONTINUE.)

100 characters

Page Break

Q3a Why do you say that?

(If you said don't know to the previous question, write DON'T KNOW and click CONTINUE.)

300 characters

Page Break

Q4. VERSION 1 Do you believe that whoever owns or operates this convenience store IS sponsored or approved by another company, IS NOT sponsored or approved by another company, or don't you have an opinion about that?

- IS sponsored or approved by another company 1
- IS NOT sponsored or approved by another company 2 **SKIP TO END**
- No opinion or don't know 3 **SKIP TO END**

Q4 VERSION 2 Do you believe that whoever owns or operates this convenience store IS NOT sponsored or approved by another company, IS sponsored or approved by another company, or don't you have an opinion about that?

- IS NOT sponsored or approved by another company 2 **SKIP TO END**
- IS sponsored or approved by another company 1
- No opinion or don't know 3 **SKIP TO END**

Page Break

Q5. You said you believe that whoever owns or operates this convenience store is sponsored or approved by another company.

What other company do you believe sponsors or approves this company?

(If you don't know or have no opinion, write DON'T KNOW and click CONTINUE.)

100 characters

Page Break

Q6. Why do you say that?

(If you said don't know to the previous question, write DON'T KNOW and click CONTINUE.)

300 characters

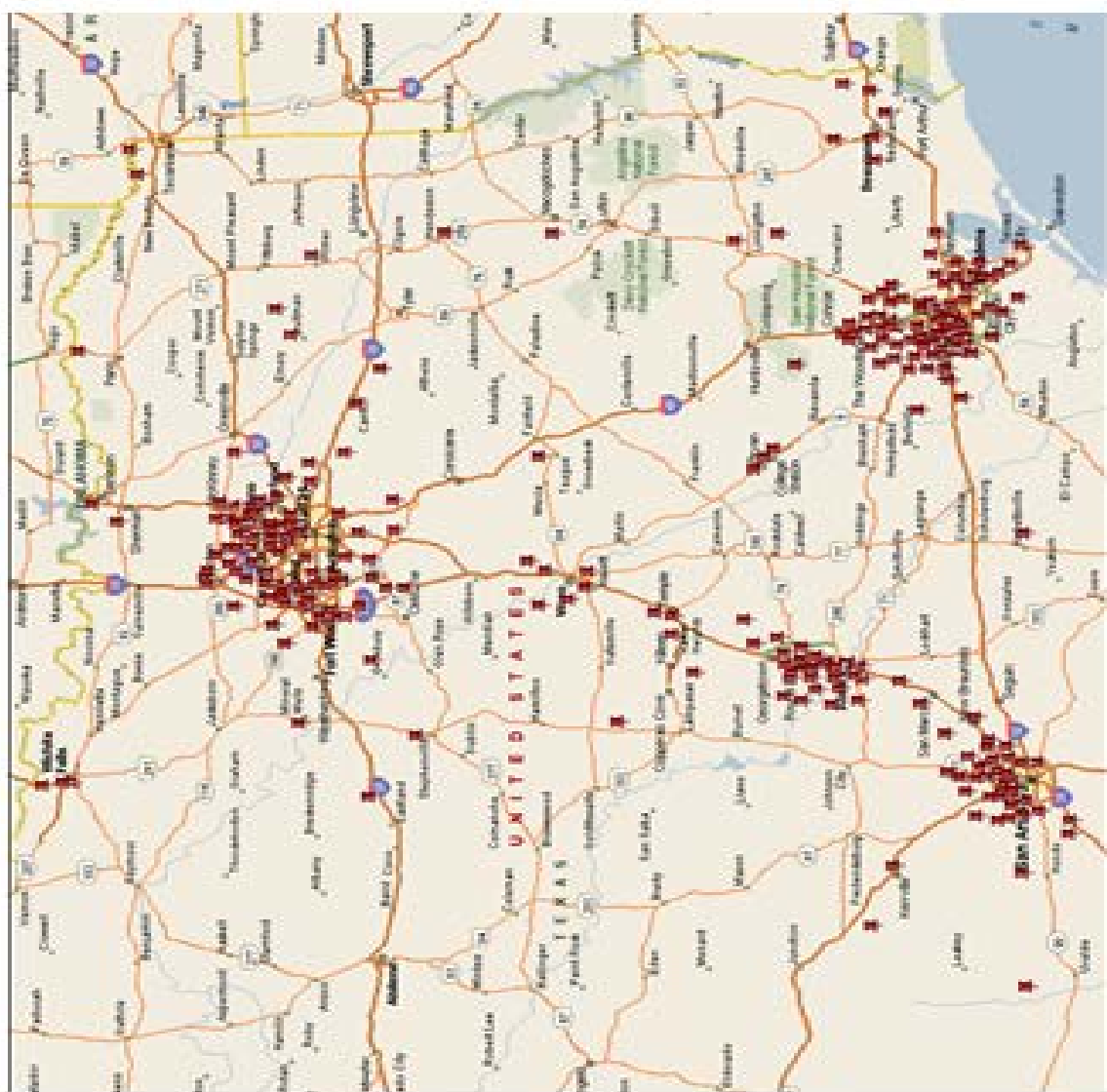
Page Break

**Those are all the questions we have.
Thank you for time and sharing your views.**

APPENDIX C

GEOGRAPHIC LOCATION OF RESPONDENTS

Texas Convenience Store Survey – Texas Respondents



APPENDIX D

CROSS TABULATIONS

GENDER: BY MARKET BY AGE BY CONDITION

AGE: BY MARKET BY GENDER BY CONDITION

MARKET: BY GENDER BY AGE BY CONDITION

CONDITION: BY MARKET BY GENDER BY AGE

COMPLETE DATA BASE RESPONSES TO Q3, 3A, 4, 5, 6

CROSS TABULATIONS

Gender: by Market by Age by Condition

	Markets				Age						Condition	
	Total	North Texas	East Texas	Central/ South Texas	18-24	25-34	35-49	50-64	65+	Main	Control	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total Answering	450	150	150	150	63	90	132	102	63	300	150	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Male	224	77	82	65	19	34	72	54	45	150	74	
	49.8%	51.3%	54.7%	43.3%	30.2%	37.8%	54.5%	52.9%	71.4%	50.0%	49.3%	
Female	226	73	68	85	44	56	60	48	18	150	76	
	50.2%	48.7%	45.3%	56.7%	69.8%	62.2%	45.5%	47.1%	28.6%	50.0%	50.7%	

Age: by Market by Gender by Condition

	Markets			Gender		Condition		
	Total	North Texas	East Texas	Central/ South Texas	Male	Female	Main	Control
	-----	-----	-----	-----	-----	-----	-----	-----
Total Answering	450	150	150	150	224	226	300	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
18-24	63	24	19	20	19	44	42	21
	14.0%	16.0%	12.7%	13.3%	8.5%	19.5%	14.0%	14.0%
25-34	90	28	29	33	34	56	60	30
	20.0%	18.7%	19.3%	22.0%	15.2%	24.8%	20.0%	20.0%
35-49	132	34	53	45	72	60	87	45
	29.3%	22.7%	35.3%	30.0%	32.1%	26.5%	29.0%	30.0%
50-64	102	45	24	33	54	48	69	33
	22.7%	30.0%	16.0%	22.0%	24.1%	21.2%	23.0%	22.0%
65 or older	63	19	25	19	45	18	42	21
	14.0%	12.7%	16.7%	12.7%	20.1%	8.0%	14.0%	14.0%

Market: by Gender by Age by Condition

	Gender		Age					Condition		
	Total	Male	Female	18-24	25-34	35-49	50-64	65+	Main	Control
Total Answering	450	224	226	63	90	132	102	63	300	150
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
North Texas Region (Includes Ft. Worth, Dallas, Abilene, Wichita Falls, Longview)	150	77	73	24	28	34	45	19	100	50
	33.3%	34.4%	32.3%	38.1%	31.1%	25.8%	44.1%	30.2%	33.3%	33.3%
South/Central Texas Region (includes Waco, Temple, Austin, San Antonio)	150	65	85	20	33	45	33	19	100	50
	33.3%	29.0%	37.6%	31.7%	36.7%	34.1%	32.4%	30.2%	33.3%	33.3%
East Texas Region (includes Houston, Galveston, Beaumont, Port Arthur)	150	82	68	19	29	53	24	25	100	50
	33.3%	36.6%	30.1%	30.2%	32.2%	40.2%	23.5%	39.7%	33.3%	33.3%

Condition: by Market by Gender by Age

	Markets				Gender		Age					
	Total	North Texas	East Texas	Central/South Texas	Male	Female	18-24	25-34	35-49	50-64	65+	
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
Total Answering	450	150	150	150	224	226	63	90	132	102	63	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Main Version	300	100	100	100	150	150	42	60	87	69	42	
	66.7%	66.7%	66.7%	66.7%	67.0%	66.4%	66.7%	66.7%	66.0%	67.6%	66.7%	
Control Version	150	50	50	50	74	76	21	30	45	33	21	
	33.3%	33.3%	33.3%	33.3%	33.0%	33.6%	33.3%	33.3%	34.0%	32.4%	33.3%	

COMPLETE DATA BASE RESPONSES TO Q3, 3A, 4, 5, AND 6

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
001	choke canyon	it is on the t shirt	1	exxon	it is at an exxon station	1
002	Love's	It says Love's	2			2
003	Truckers	It a truck stop, the merchandise seems geared to country-style cowboy type people.	1	Loves	Looks likeba franchise store	2
004	Exxon	Sells Exxon gasoline	1	Exxon	Exxon Corporation has allowed Choke Canyon to compete with Buck-ees.	1
005	DON'T KNOW	DON'T KNOW	1	DON'T KNOW	DON'T KNOW	1
006	Love's, not sure if that is the name of the parent corporation, though	The name of the convenience store is Love's, so, I would assume, that is who owns the brand	2			2
007	Don't know	It could be anyone who owns it	3			1
008	Exxon	Exxon gas station with choke canon convenience store inside	1	Choke canyon	It seems that exxon and choke canyon have a partnership	1
009	exxon	had the exxon sign by the pumps	1	exxon	sign	1
010	No	Don't know	1	Exon	Don't know	1
011	The Love Family of Oklahoma	My sone went to school with one the the Love boys at University of Oklahoma.	2			2
012	loves	name on side of station	1	shell and 7-11 - they have stores combined so its a shell gas station and a 7-11 store best of both	see previous answer	2
013	Choke Canyon	Although it is an Exxon I'm guessing the owner of travel shop brand owns the travel shop and convenience store	3			1
014	Exxon	It's an Exxon gas station	1	Exxon	It's an Exxon gas station	1
015	Don't know	Don't know	3			2
016	corporation	national chain brand	1	dont know	dont know	2
017	choke canyon	choke canyon is the only name i see	1	don't know	i am not familiar with this store or the alligator symbol	1
018	No opinion	Because to say "who owns it" is race baiting and stupid	1	Bc they have licensed merchandise	Just answered	1
019	Choke canyon	Choke canyon merchandise everywhere	1	Choke canyon	Much merchandise	1
020	Don't know	It's obviously an Exxon but looks like rip-off of Buckee's	1	Exxon	It was an Exxon gas station	1
021	Don't know	Don't know	3			2
022	Do Not Know	Don't Know	1	Not sure	Don't Know	2
023	Choke BBQ	Merchandise name	1	Exxon	Gas station	1
024	Don't know	Never seen that before	3			1
025	Don't Know	I have no idea who the parent company of Love's is.	3			2

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
026	Love's	Because it said love's on the front of the store with there logo	2			2
027	Exxon	It's an Exxon gas station. Or - it's a joint venture between Exxon, and an individual, or a franchise (Choke Canyon).	1	Exxon	Exxon Gas Station.	1
028	Choke Canyon	The signage everywhere.	3			1
029	Exxon	Gas company	3			1
030	dont know	dont know	1	Dont know	Dontvknow	1
031	don't know	don't know	3			2
032	Gas station	Don't know	3			2
033	Choke Canyon	Their name is on the store front and all merchandise	1	A gas company	They sell gas	1
034	A convenience store operator that licenses the Choke Canyon brand name.	C-Store business is primarily owned by a limited number of lager operators.	1	Not sure	DON'T KNOW	1
035	Independent franchise owner	I think that is how most operations like this work	1	Loves	I think that is how it usually works	2
036	Love's	Because I'm accustomed to seeing them from the highway.	2			2
037	don,t know	saw name but don,t remember	1	DON,T KNOW	don,t know	1
038	choke canyon	labeled merchandise	2			1
039	Choke Canyon	Because Choke Canyon and what appears to be their gator logo were everywhere.	1	Exxon	Because it's an Exxon gas station.	1
040	love's	signs	2			2
041	Don't know	Because I don't recall seeing it	3			2
042	Choke	Space	1	Exxon	Gas pumps and signs	1
043	Bucees	Similar merchandise. Logo feels familiar except for animal	3			1
044	bucees	looks like their logo	1	bucees	looks like their stuff	2
045	loves	on the sign	3			2
046	Choke Canyon	the sign on the store	1	Choke Canyon	the sign on the storefront	1
047	no opinion	don't know	1	Don't know	don't know	1
048	Exxon and Choke Canyon	Those are to 2 logos that I noticed.	1	Exxon and Choke Canyon	Those are two stand out logo names	1
049	mom and pop	merchandise sold	3			2
050	Love who owns. but seen many a time.	well, have seen it many times.	3			2
051	exxon	it is at an Exxon station	2			1
052	Don't know	I've seen the shirts but not the store itself	3			1
053	Loves	The name on the marquee and products was very apparent and I have patronized Loves many times in the past.	3			2

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
054	Love's it looks like it is owner operated.	doesn't look super corporate	1	i think it is franchised	It seems to be a little run down and more of a franchised and local	2
055	Exon own the gas station but it reminds me of a smaller Bucee's	Well Bucee's is a Texas landmark but it is huge and does not use someone to manage its gas like how Exon has partnered with Choke Canyon. The store looks smaller than a Bucee's but larger than an average chain	1	Exon Mobile	Exon logo	1
056	Choke Canyon EXXON	Marketing Items	1	Exxon	Exxon Facility	1
057	don't know	don't know	1	don't know	don't know	1
058	Exxon	Sign	1	Exxon	Sign	1
059	Don't know	Don't know	3			2
060	Love's	Based on the name on the gas pumps	1	Don't know	A lost of gas stores are franchised, so I guess that the owner/operator is different than Love's, but the franchisees are normally not well-known	2
061	exxon	sign	3			1
062	choke canyon or whoever owns them	consistent brand name on the outside of the store and the merchandise referenced in the previous slide or two	3			1
063	Loves	Logo	3			2
064	I dont know who owns or operates	I do not know who or if there is a parent company of Love's	3			2
065	Don't Know	You didn't give me enough information and I'm not prejudice.	3			1
066	hunting enthuieist	hunting supplies	1	choke canyon BBQ	the logos and advertisements	1
067	Bucces	looks like it with a crock instead of a beaver	1	looks like a rip off of the beaver at Bucees	just look at it.	1
068	Bucky's	shirt looks similar to a Bucky's shirt	1	Buckys	shirt looks the same	2
069	Loves	Branding	1	Don't know	Don't know	2
070	Exxon	Don't know	3			1
071	exxon	they are the gas station hosing the store	1	exxon	that is the gas sold there	1
072	Loves	Seems like the merchandise a convenience store would care, plus the loves logo is on the ice chest	3			2
073	Exxon	It was an exxon station	1	Don't Know	Don't know	1
074	Exxon	While I remember the alligator I dont remember a name to the store. But i know the gas station is an Exxon.	1	Exxon	Thats the gas station.	1
075	don't know	don't know	1	don't know	don't know	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
076	Don't know	Don't know	1	Don't know	Don't know	2
077	looks like they are trying to copy bucees	very similar	3			1
078	Don't know	H	2			1
079	DON'T KNOW	DON'T KNOW	3			2
080	Exxon	Gas pumps	3			1
081	Choke Canyon	Saw a bunch of Choke Canyon logos.	3			1
082	ExxonMobil	The primary station was with ExxonMobil	1	DON'T KNOW	don't know	1
083	Don't know	Could be a corporation and this is their marketing.	3			1
084	Loves	Because their signage is on the soffit surrounding the fuel dispensing stations.	1	Typically gas/convenience are franchised under a larger group but do have some corporate owned sites	I work in facilities management that has dealer/franchise/owner owned gas stations/convenience stores.	2
085	Love's	Signage	3			2
086	Choke Canyon	that was the name on it	2			1
087	Something canyon	Logos	3			1
088	dont know	dont know	3			2
089	cheerful, inviting	Because of the colors and the bunny.	3			2
090	Choke	They were listed in the circle around all logos	1	Exxon	They are the gas provider	1
091	Don't know	Don't know	3			1
092	Don't know	Don't know	1	Because of the aligator as a logo.	I don't think it was just a random idea.	1
093	Exxon	The Building	3			1
094	Loves	That's the name I saw.	3			2
095	Don't know	Don't know	3			1
096	Choke Canyon	The branding on the building, shirt, jerky, coozie and cooler	1	Exxon	That's who provides the gasoline for the store	1
097	Loves	I've been to several loves stores.	1	Not sure. Bucees?	Bucees are taking over in north Texas. Everywhere!	2
098	Don't Know	I don't know who owns Love's.	3			2
099	Exxon	The big sign that says Exxon	3			1
100	don't know	don't know	3			1
101	DON'T KNOW	I assume Choke Canyon is a location and Exxon is a franchise.	2			1
102	don't know	don't know	3			2
103	I don't know.	Don't know.	1	Don't know.	Don't know.	2
104	Don't know	Never see it before but I assumed it's near east texas	2			1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
105	Indians	the name of the convenience store	2			1
106	Don't Know	DON'T KNOW	3			2
107	Bucky's? A white person?	Because the name is "Love's" and it has other things that normal gas stations don't have.	1	Bucky's? I don't know	Because that's the first thing that came to my mind.	2
108	Exxon	it was an exxon station	1	because it was an exxon store	it was an exxon store	1
109	Exxon	sign said Exxon	3			1
110	Don't know	Don't know	3			1
111	Don't know.	Exxon has the gas, but the convenience store may be owned and operated by another company. It appeared to have something to do with Choke Canyon. But I've never seen that logo before.	3			1
112	don't know	don't know	3			2
113	Exxon	That is the brand of gas that they sell	3			1
114	SOMEONE WHO LIKES GATORS	BECAUSE OF THE MASCOT	2			1
115	Dont know	Don't know	1	Most items are company brands	Dont know	2
116	don't know	I dnt shop there	3			2
117	Choke Cayon	Read the shirt	1	Buckee's	Same set-up with an animal and food	1
118	don't know	don't know	1	the brand appears to be a new brand testing an area to determine the sale rate	Many companies will test the waters with a new brand to see if there is a route to additional income	1
119	Don't know	Don't know	3			1
120	State	It seems like a travel stop store	1	Don't know	Don't know	1
121	Loves	it was the name on the sign and on the ice chest and beef jerkey	2			2
122	Choke	I saw	3			1
123	exxon mobil	Exxon Mobil	1	Exxon Mobil	Because Exxon owns some corner stores	1
124	I don't know	Don't know	2			2
125	I gon't know	don't know	3			2
126	don't know	don't know	1	Exxon	i think I saw an Exxon sign	1
127	Good	I went there	2			1
128	Don't know	Don't know	1	The gas station it is located at	Because it is in that location and they share the same building	1
129	Don't know	DON'T KNOW	1	Exxon	DON'T KNOW	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
130	Someone from India	Observation and prices charged	1	No Opinion	Why do I say I have no opinion? To that question I can not respond as it is illogical.	2
131	Loves	I saw it on the first slide	3			2
132	Don't know	Don't know	1	Exxon	It's the brand of gas sold	1
133	don't know	i'm not sure who operates Love's	3			2
134	Love's	The logo	3			2
135	buckee	logo	3			1
136	Exxon	Sign of Gasoline Brand	1	Exxon	The Sign	1
137	choke canyon	saw logos on building and elsewhere	1	exxon	it was their gas stupid	1
138	Loves	Loves logo and name	3			2
139	Love's	Because that is what the sign says.	3			2
140	A food service/ restaurant	the logos and products represented	1	don't know	because i really don't have enough info to make an informed decision	1
141	Exxon	I saw the gasoline section with a large Exxon sign	3			1
142	Loves	Name on building	3			2
143	loves	?	3			2
144	Exxon	Because there was an Exxon sign.	3			1
145	exxon	looks like it	3			1
146	choke caynon	because it was on the merchandise	3			1
147	Exxon	It is an Exxon station. It could be independently owned but I think this one is corporate owned.	2			1
148	Loves	I recognize the logo	3			2
149	DON'T KNOW	DON'T KNOW	3			2
150	Texans	Texas stuff	2			1
151	Loves	The name on the products	3			2
152	Exxon owns the station but not sure if they own the convenience store.	Have seen the devastation alcoholism can do first hand.	3			1
153	Don't KNow.	Don't Know	3			1
154	Choke Canyon	Because of signage	1	Don't know	Don't know	1
155	Exxon	The Exxon sign	1	don't know	don't know	1
156	don't know	don't know	3			2
157	A corporation	Many locations	1	Don't know	Don't know	2

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
158	Don't know	I had never heard of this convenient store and forgot the name.	1	Don't know	I don't know the name of the parent company	2
159	Love's	on canopy of gas pumps	3			2
160	Exxon	don't know	3			1
161	Exxon	The gas station logo	3			1
162	don't know	I don't get the question	3			1
163	Choke Canyon	it was on the shirt logo	3			1
164	Exxon	The gas signage	3			1
165	loves	logo	1	the lobster and bunny	didnt fit	2
166	Don't know	I don't know what I'm seeing here	3			2
167	I am not too sure. I just remember a green alligator	It was most noticeable thing	2			1
168	Don't know	Never seen it before	1	Don't know	Never seen the logo	1
169	Exxon	Looked like exxon	1	Valero	Green	1
170	Valero	Colors	1	Valero lets others have stores inside their locations (i.e. Choke Canyon BBQ.	The way most of the oil companies do at their locations.	1
171	Don't know	Don't know	1	Don't know	Don't know	2
172	Love's	Because that's the name of the store. Probably the corporation that runs it	1	Franchise possibly	I don't understand what this survey is trying to understand	2
173	Exxon Mobile	DON'T KNOW	3			1
174	DON'T KNOW	DON'T KNOW	1	Love's	It is a well known franchise.	2
175	Don't know	Don't know	1	Don't know	Don't know.	2
176	Choke Canyon	it was on the signs and the merchandise	2			1
177	Dont know	Because it is a franchise	1	dont know	There is no way to tell from the picture	1
178	Love's	It's on the sign!	3			2
179	Loves	because that name is in every picture	1	I don't know, but I believe love's is the name they are doing business under	Most every company I have ever worked for was actually owned by a different name than where I worked	2
180	don't know	it doesn't specify	3			1
181	don't know	don't know who owns Love's	1	I thought they got sold to a larger corp	thought I read it	2
182	Loves	Signage	3			2
183	DON'T KNOW	Do not recognize the mascot/logo	2			1
184	Choke Canyon	logo	3			1
185	none	dont know	2			1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
186	No opinion	I don't really care one way or another, it's just a convenience store	2			2
187	Don't know	Don't know	3			2
188	Choke Canyon	Logo on store	1	Exxon	Just a theory	1
189	Don't know	Don't know	1	Whoever owns the logos featured	Because it's everywhere	1
190	Love's	Loves was the name on the marquee	3			2
191	don't know	DON'T KNOW	3			2
192	Exxon	Exxon gas station is there	1	Exxon	Don't know	1
193	Don't know	don't know	1	don't know	don't know	1
194	Exxon	Biggest sign	3			1
195	Don't know	The logo shown was the store name, not the owner	1	Don't know	There is no indication of who it would be	1
196	not sure	owned by Loves?	3			2
197	i dont know	dont know	3			1
198	CHOKE CANYON	THE WRITING ON THE MERCHANDISE	1	EXXON OWNS STORE BUT LEASES SPACE	IT'S A EXXON STATION	1
199	don't know	don't know	2			2
200	No idea	Don't Know	3			2
201	Exxon	Because it was an EXXON gas station	1	Maybe someone else owns and operates the company, but if so they have to approved by EXXON	Since EXXON gas is sold there.	1
202	DON'T KNOW	DON'T KNOW	3			1
203	exxon	they are the seller of the gas	3			1
204	Mexican	Because of the merchandise displayed. Or possibly a Cajun.	2			1
205	Love's	The Logo said Love's	1	Bucky's	logo looks similar	2
206	don't know	don't know	2			2
207	Choke Canyon	It was on all the souvenirs and the restaurant	1	Exxon	Because they are the gas station name	1
208	Cherokee Canyon brand?	It was the name on all the merchandise	3			1
209	Don't know	Unless it's Love... I have no idea	3			2
210	Love's	The sign is all over the building and shaded area for the gas pumps	3			2
211	exxon	exxon	3			1
212	Exxon	The name was on the building	1	don't know	I'm not sure who operates it but I think someone else does	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
213	Exxon or Choke	Exxon was the fuel brand. Choke was the bbq and product inside being sold.	1	Exxon or Choke	They both have their name all over building and inside.	1
214	Choke Canyon BBQ	Merchandise and signage	1	Texaco	Sign	1
215	Don't know	Is Loves its own company?	3			2
216	Loves truck stops	The sign is familiar.	1	Same, or at least very similar si	Sign/logo look familiar. Plus, I have not seen the name Loves anywhere else.	2
217	I don't know	Sorry Exxon	1	Exxon	I saw the gas sign	1
218	dont know	dont know	1	wet	rry	1
219	choke canyon	logos everywhere	1	exxon	it was an exxon	1
220	DON'T KNOW	It's not a logo/mascot that I am aware of	2			1
221	choke canyon	it was the logo on all merchandise	3			1
222	Exxon	Gas station sign	1	Exxon	Sign over gas pumps	1
223	Don't know	Well it's called Loves but I'm not sure who owns it	1	Don't know	It's hard to tell who really owns it	2
224	Love's	The name is on the marquee.	3			2
225	Choke Canyon	Because the logo says so.	3			1
226	Choke Canyon BBQ	Independent operator in an Exxon location	1	Exxon	Exxon branding	1
227	Loves	Store name.	1	The look and feel seems like it would be part of a group of different convenience stores.	It does not fit the model of a single large chain or a individually owned store.	2
228	Loves	Says loves	2			2
229	DON'T KNOW	I do not know who owns Choke Canyon.	1	Choke Canyon	Their logo is on the building	1
230	Immigrants	Isn't it always immigrants?	1	Exxon	Because they sell exxon branded gas	1
231	Loves	Advertising on store, cooler, and beef jerkey.	3			2
232	Loves	Because that is the name of the store	3			2
233	Jerry jones	Fruity	1	Lsu	Alligator	1
234	Loves	Signage on the store	1	Loves	Store signage	2
235	Exxon	The sign on the store says "EXXON."	1	It appears that the franchise is operated by the Choke Canyon BarB Q	Because the signage and all the promotional materials available for sale are emblazoned with "Choke Canyon BBQ."	1
236	Exxon	It was the gas station in the picture	3			1
237	Loves	I have recognized their logo since I have seen many of their convenience stores around Texas.	3			2
238	Don't know	I've. Ever seen the alligator before. Looks like something buckets could do	1	Exxon	The gas station says Exxon	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
239	Exxon	Gas logo	3			1
240	Don't know	don't know	3			2
241	Don't know	Don't know	3			2
242	Choke BBQ	That what I saw on the photos	1	Exxon	That is what I saw	1
243	Exxon	signage	1	signage	signage	1
244	Exxon	Colors	3			1
245	exxon	It was on the store	1	exxon	It was on the store	1
246	a company who sells gas	because gas is featured	1	Loves	it is featured in the picture	2
247	love's	logo	3			2
248	don't know	don't know	2			1
249	DON'T KNOW	DON'T KNOW	1	Exxon	The Exxon signage	1
250	Love's	That was the name on the building, plus the name on the items for sale.	3			2
251	Love's	From the sign	3			2
252	not sure	focused on the green alligator but the name didn't jump out at me	2			1
253	Don't know	Because I don't who	3			1
254	choke canyon	they sell BBQ there	3			1
255	Loves	They own truck stop and convience stop for travelers	3			2
256	Love's	sign	3			2
257	Exxon	Because it was the main name	1	Don't know	Don't know	1
258	Exxon	Their gas station is at that location	1	Exxon allows the BBQ company to be a part of the convenience store	Bc people are more than likely to stop at the location because they see the well-known name of exxon	1
259	Loves	It's on the sign	3			2
260	Love's	Saw the name	1	Don't know	Don't know	2
261	DON'T KNOW	DON'T KNOW	3			1
262	Don't Know	Don't know	1	Exxon	The gas area was Exxon	1
263	texaco	dont know	1	not sure	dont know	1
264	Love's	It's the name of it	1	Don't know	Cause I don't know	2
265	Don't know	Don't know	2			1
266	Don't know	Don't know	2			1
267	Don't know	Don't know	2			2
268	don't know	don't know	3			1
269	choke canyon	because the logo says so	1	dont know	don't know	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
270	Don't know	DONT KNOW	1	DONT KNOW	DONT KNOW	1
271	Don't know	Don't know	3			1
272	A hunter	There were animal pictures and jerky	3			2
273	Dont know	Dont know	3			2
274	don't know	don't know	1	buccees	alligator	1
275	don't know	don't know	2			1
276	DON'T KNOW	I only know the brand is Love's; I don't know who owns it	1	DON'T KNOW	DON'T KNOW	2
277	Exxon	Remember Exxon logo.	3			1
278	Choke Canyon	Because of the retail sold and advertising.	1	Exxon	Because they are the other part of the retail which is the gas.	1
279	Don't know	How would i	1	Don't know	This is ridiculous	2
280	Don't know	Don't know	2			2
281	Exon	Exon was the name of the gas station.	1	Choke Canyon BBQ	Big signs and marketing materials	1
282	Don't know	Don't know	1	Don't know	Don't know	1
283	Loves	It looks like the loves gas station I pass everyday	3			2
284	Don't know	Don't know	1	Exxon	Exxon gas station	1
285	Don't know	Don't know	1	Exxon	The Exxon sign	1
286	Don't know	Don't know	3			1
287	exxon and choke canyon barbecue	signage and gifts	1	exxon signage indicates they have some input	signage	1
288	Loves	Its the name showing at the top	2			2
289	7eleven	More variable products	1	Buccee	Dont know	2
290	exxon	sign on station	1	maybe it is like a franchise?	if exxon doe snot own, maybe is just franchiser	1
291	choke canyon bbq	all of the branding	3			1
292	Love's	It says, "Love's"	1	Love's	Love's	2
293	He likes gators	Because there is a gator theme	1	Don't know	Don't know	1
294	dont know	dont know	3			1
295	no opoinion	don't know	3			1
296	Love's	It was on all the signage	3			2
297	No idea....a crocodile...?	I recall the crocodile	3			1
298	Choke canyon exon	Signs	3			1
299	dont know	never seen before	3			1
300	Don't know	Don't know	2			1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
301	don't know	don't know	1	don't know	don't know	2
302	No opinion	Because i dont have enough idea of that	3			1
303	dont know	dont know	2			2
304	Locally owned	I think I saw advertising	2			2
305	Dont know	Dont know	1	Dont know	Dont know	1
306	Don't know	Don't know	1	Because their logo is on everything	You can clearly see the visual on all merchandise	1
307	Don't know	Don't know	1	Don't know, but possibly a large company or a monopoly.	That's how most things are run here. Example, the phone and cable companies.	1
308	don't know	don't know	3			1
309	Loves	MAin thing I saw	1	Don't know	Don't know	2
310	dont know	DON'T KNOW	1	exxon	sell the gas	1
311	don't know	don't know	1	don't know	don't know	1
312	Don't know	Don't know	1	Don't know	Don't know	2
313	A franchiser	Cause it is a gas station and food	3			1
314	Exxon	Because it's a gas station.	1	Exxon	Because Exxon is a major oil company.	1
315	Choke Canyon	I saw those words.	3			1
316	Choke Canyon convinience store	The name was all the building and merchandise.	2			1
317	Exxon	Name was on sign	3			1
318	Exxon	gas signs	3			1
319	Exxon or choke canyon	Signage	1	Exxon	Signage	1
320	don't know	don't know	3			1
321	Exxon	Sign	1	Don't know	Don't Know	1
322	Chain gas station	I've seen multiple of them around Texas	3			2
323	Choke Canyon	That's what was being promoted on the merchandise	3			1
324	Don't know	Don't know	3			1
325	Love's	Because that is the brand of the gas station	3			2
326	The owner of it	Don't know	2			1
327	idk	no idea	3			1
328	Don't know	Don't know	3			1
329	Don't know	Don't know	2			2
330	exxon	it was the name of the gas station	3			1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
331	Don't know	don't know	3			1
332	Exxon	It is an Exxon station, therefore, Exxon would own and operate, even if a restaurant is in the station.	1	Choke City BBQ	This is the name of the restaurant	1
333	Don't know	Don't know	2			2
334	Exxon	Exxon station	1	mistake own and operated by Exxon	made a mistake	1
335	DOnt Know	Dont know	3			1
336	EXXON	The sign on the gas pumps	1	EXXON seems to have license agreements with Choke Canyon	they sell that gear inside the store	1
337	Choke Canyon	That was the name I saw.	3			1
338	Choke Country	Based on the branding outside the station and the merchandise offered inside.	1	Exxon Mobil	Exxon is the branded gas at the station.	1
339	Loves	It was the name of the store	1	Buckee's	The business model seems similar	2
340	Exxon	They have the gas station	1	don't know	I see no other company branding	1
341	exxon	that was the sign on the front of the store	1	merchandies says choke canyon	photos from the store	1
342	Exxon	Type of gas it sells	3			1
343	Choke Canyon	it's on all the pictures	1	Exxon	Don't Know	1
344	choke	name on T shirts and jerky	2			1
345	Exxon	Sign at gas station	2			1
346	don't know	don't know	3			1
347	Don't know	It is a Exxon station but who knows who owns	1	I assume a franchise who has multiple Exxon stations	Stations are both company owned and franchised I guessed	1
348	Probably Exxon (or Bucee's trying to rebrand with a gator instead of a beaver)	The Exxon logo was very visible in the first photo. I'm guessing that Exxon is trying to compete with the larger gas/convenience stores like Bucee's and Stripes, but opening a full service store with fresh BBQ, food, and other conveniences.	1	Probably a division of Exxon, or if it is licensed by Exxon to a local owner, that's probably how it	Just a guess.	1
349	Choke Canyon/Exxon	Because of the signage	1	Choke Canyon	Saw the sign on the side of the store	1
350	don't know	aaa	3			1
351	Love's	Name on canopy	3			2
352	Exxon	Because of the sign	3			1
353	Exxon	It was in the first picture	3			1
354	exxon	name on bldg	2			1
355	Do not know	Have never seen this store	1	Don't know	Never seen	1
356	Don't know	Don't know	1	Don't know	Don't know	2

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
357	Don't know	I do not ever recall seeing one. I have see others bit not Choke Canyon Do not recognize the Gator. Must be on freeways which I do not travel much.	1	Looks like a large investment	Well designed and advertised	1
358	don't know	don't know	1	don't know the name	don't know	1
359	exxon	the name exxon was on the pumps	3			1
360	don't know	DON'T KNOW	3			1
361	Love's	Because of the signage and logos	1	Don't know	Don't know	2
362	dont know	not sure	3			1
363	I dont know	I dont know	1	I dont know	I dont know	2
364	Alagator	It's funny	3			1
365	Choke Canyon or Exxon	It's on the building	2			1
366	loves	familliar	3			2
367	Don't know	Don't know	1	Loves	From the signage displayed	2
368	buckee	gator	2			1
369	Exxon	That was the brand that was listed on the gas station building.	1	Choke Canyon	It was the name on the building and must be working together in some way to be under the same roof.	1
370	Don't know	Don't know	3			2
371	Love's	I answered the ?	1	Love's	I did	2
372	Exxon	I think all Exxon stations are owned by Exxon with a third party operator	1	Exxon	Exxon approves the operators of its stations	1
373	Exxon	Sign out front	1	Don't know	Don't know	1
374	Don't know	Don't know	1	Exxon	Exxon gas station	1
375	Loves	It was on the signage	3			2
376	no idea	because i do not know	3			1
377	Don't know	May belong to exxon but not sure	3			1
378	An Exxon franchisee	It's an Exxon store	3			1
379	Don't know	Don't know	3			1
380	Love's	Name of the store in the picture	3			2
381	exxon	the gas station is exxon	3			1
382	Don't know	Don't know	3			1
383	Don't know	Don't know	2			2
384	Chokes canyon	That's what I saw on the store name	2			1
385	ExxonMobil	Exxon logo	3			1
386	Choke canyon	Name on the label	1	Choke canyon	Logo	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
387	it seems to be an independent brand	it is not a chain	2			2
388	Loves	Thats the name of it	3			2
389	exxon	that;s the name of the gas station	1	dont know	dont know	1
390	Exxon	Because the 1st picture showed an Exxon sign.	1	Misunderstood question, believe Exxon sponsors.	Exxon is a huge company.	1
391	Love	Store name	1	Love	Store name	2
392	Loves	The name is on the gas station.	1	Don't know	I have no other ideas of who could run this brand.	2
393	LOVE'S	The logo was prominently displayed in several places	3			2
394	Don't know	Don't know	3			2
395	Love's	Because of their logo	2			2
396	Exxon probably owns the property but leases the operating rights to Choke Canyon	Exxon Gass	1	MobilExxon	gas	1
397	Buckees	Merchandise looks the same.	1	Buckees	Looks the same.	1
398	Exxon	Gas	1	Exxon	Gas	1
399	Don't know	Don't know	3			1
400	don't know	don't know	3			1
401	Choke Canyon	That is emblazoned on all the mdse in the photos	1	Don't know	No clue who owns these stores.	1
402	Don't know	Don't know	1	Texaco	Type of gas	1
403	Choke Canyon BBQ - perhaps some type of Exxon franchisee	I don't think Exxon in really in the convenience store business.	3			1
404	Exxon	Because the sign was there and it said Exxon.	3			1
405	Don't Know	Don't know	1	Exxon	the sign on the gas pumps	1
406	Exxon	The gas pump cover had the Exxon logo	1	Don't know	don't know	1
407	Exxon	Exxon station	3			1
408	Choke Canyon	The name of the store!	3			1
409	exxon	sign in first pic	3			1
410	Don't know	I have never seen it before. Looks cool though	2			1
411	Don'tknow	Because I do not know	2			1
412	dont know	dont know	3			1
413	don't know	never seen	1	exxon	next to exxon	1
414	Choke Canyon	that is what the sign says	3			1
415	Bar b que	Because they are connected to exxon	1	Canyon bar b que	It's connected	1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
416	DONT KNOW	The gas is EXXON but the store is CHOKE CANYON	3			1
417	Exxon	The gas	1	Don't know	Don't know	1
418	Dont know	Dont know	3			1
419	Individual	Name	2			1
420	no	do not knpw	3			1
421	Choke Canyon	That is the name on the outside of the center	3			1
422	Dont know	Dont know	3			1
423	a company that like aligators	alligator pictures	3			1
424	ExxonMobil	Gas station	1	The BBQ	Bbq place and ExxonMobil are both at the location.	1
425	exxon	they are merged	1	exxon	they are merged	1
426	Exxon	Because I saw they sold their gas there.	1	Crock	I saw it posted on everything.	1
427	EXXON	Gas Station	3			1
428	Exxon	Gas sold there	3			1
429	Not sure	Because I couldn't distinguish who owned the facility	3			1
430	Choke Canyon?	Because it's on the outside of the store and on the merchandise sold there	1	Choke Canyon	Because their name is on the store	1
431	The alligator	Branded merchandise	1	Exxon	Exxon gas	1
432	Don't know	don't know	2			1
433	Choke canyon BBQ	Name On all of the merchandise.	3			1
434	711	looks like them	3			1
435	Choke Canyon	The brand is displayed on everything	1	Don't know	it's not obvious, could be anybody, it's just a brand displayed.	1
436	don't know	don't know	3			1
437	Exxon	Gas pumps	3			1
438	Exxon	Its an Exxon station	1	DON'T KNOW	It could be a lot of things. I have no idea how all these franchising things work	1
439	Choke Canyon	All the merchandise inside is theirs.	3			1
440	A local businessperson	I believe most convenience stores are franchised, rather than operating as a chain. I assume that because this one seems to focus on the BBQ restaurant it features quite a bit, it is a franchise.	1	Exxon	Because it was operating as an Exxon gas station	1
441	DON'T KNOW	I did not see the name of the store	2			1

ID	Q3	Q3a	Q4	Q5	Q6	Main=1 Control=2
442	Don't know.	don't know.	3			1
443	Exxon	Sign on outside	2			1
444	loves	it's on everything	3			2
445	don't know	don't know	3			2
446	loves gas station	because it says loves all over the place	3			2
447	don't know	Don't know	1	Don't know	Don't know	2
448	choke canyon	it's on the logo	2			1
449	Don't know	I don't know how to determine who OWNS the convenience store simply from looking at it and products it sells.	1	Don't know	Because I simply don't know.	1
450	Don't know	Don't know	1	Don't know	Most stores are owned by larger company	2