

Name \_\_\_\_\_

Date \_\_\_\_\_

**Directions:** As a part of active listening during the film, answer the following questions as completely as possible. Each question is worth (5) points each.

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1. How much money must a store bring in per year to be qualified as a supermarket?
2. The average supermarket usually carries about how many products?
3. Safeway delivers approximately how many truckloads to its stores per year?
4. The energy needs for the grocery store industry to transport and display nonperishables account for how much of the total U.S. energy use?
5. Who was the first major grocery store in the U.S.?
6. What year did the Piggly Wiggly open?
7. Over \_\_\_\_\_ percent of new supermarkets being built are being targeted towards Hispanic Americans.
8. When was the shopping cart invented?
9. How many shopping carts are in the U.S.?
10. What are two basic pricing strategies that supermarkets use to make consumers believe that they are getting good deals?