



COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 29

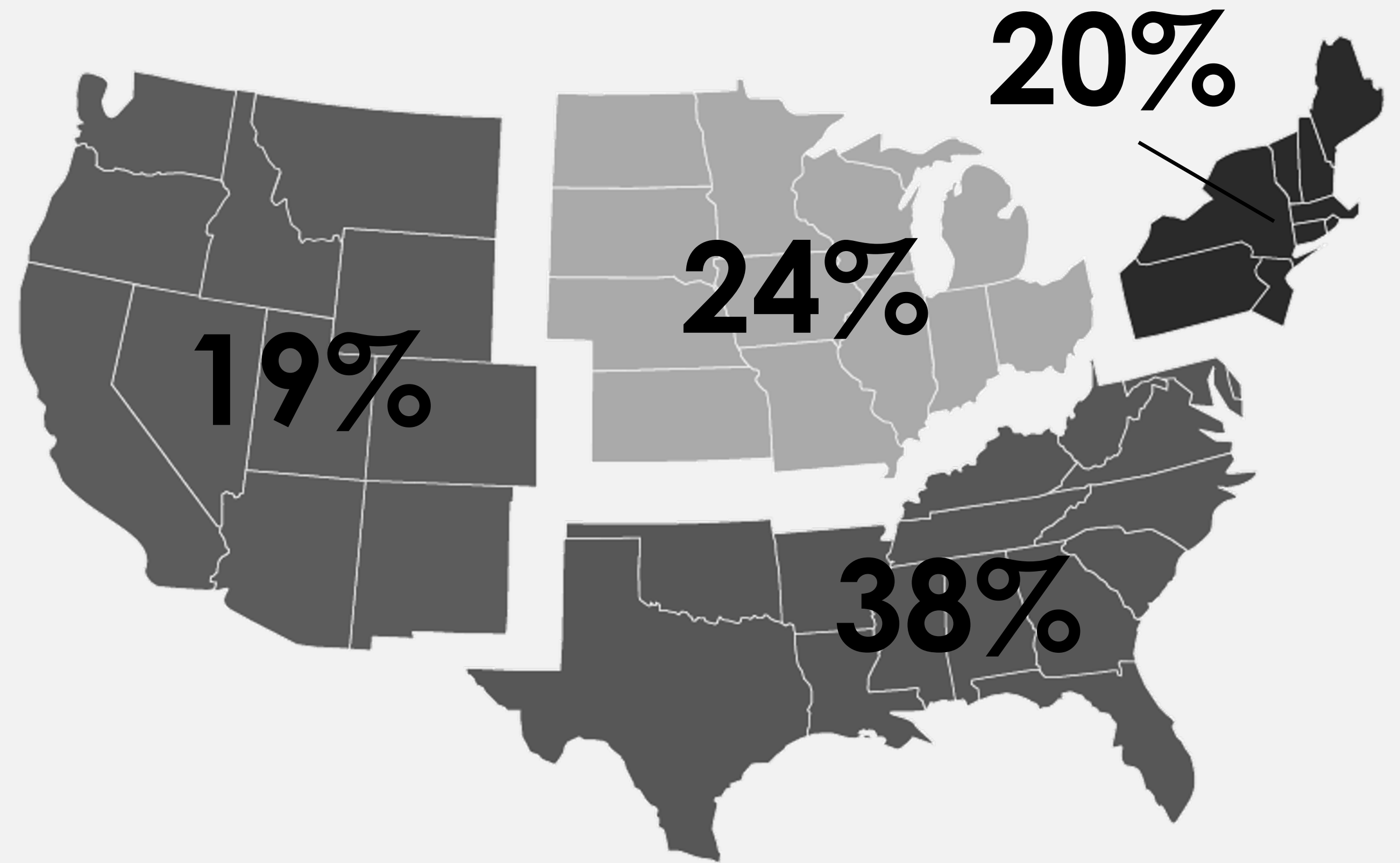
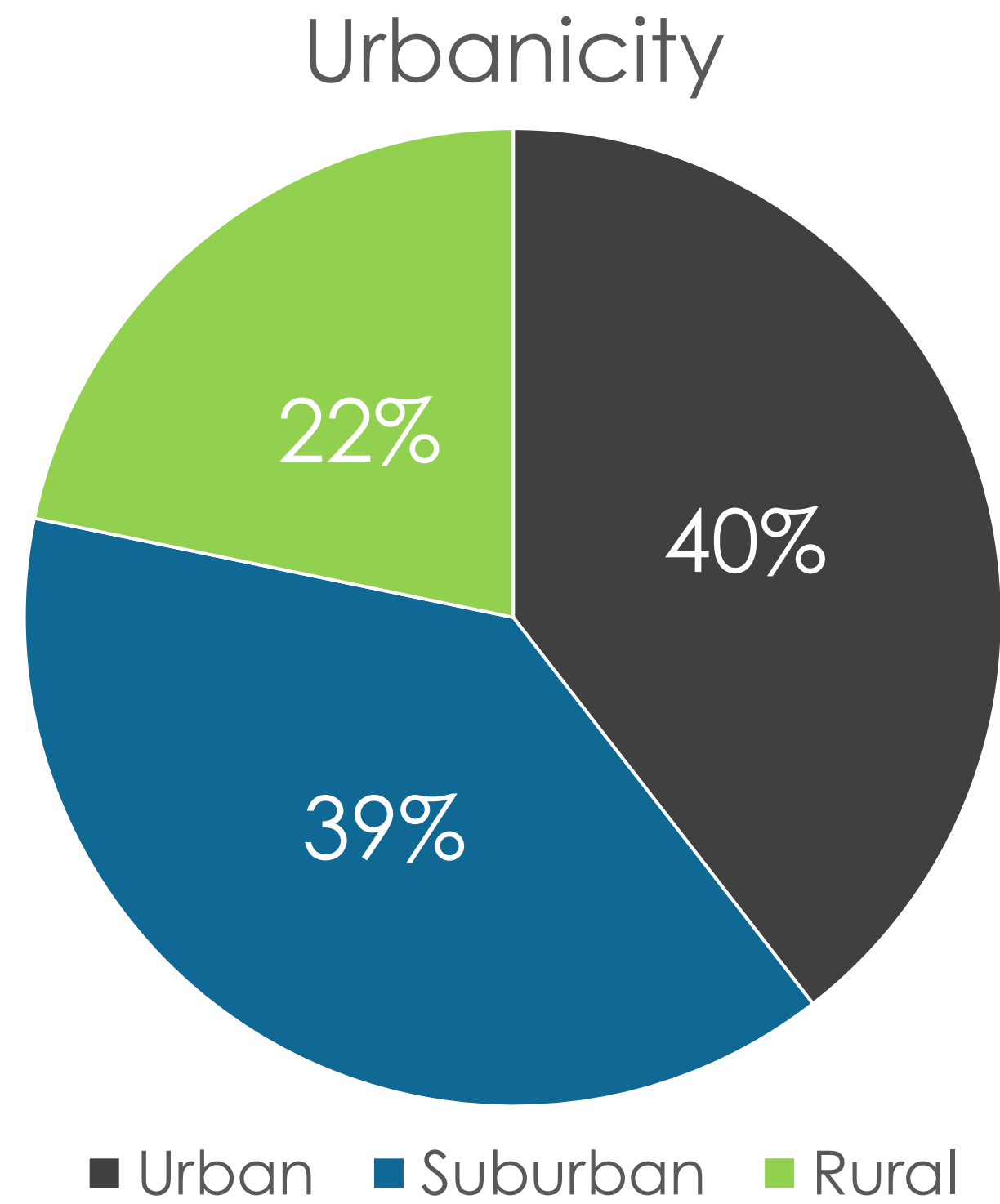
PRESENTED SEPTEMBER 21, 2020

Methodology

- N = 400
- MOE = $\pm 4.9\%$
- Panel: General Population
- Collected: 09/17/20, 09/18/20

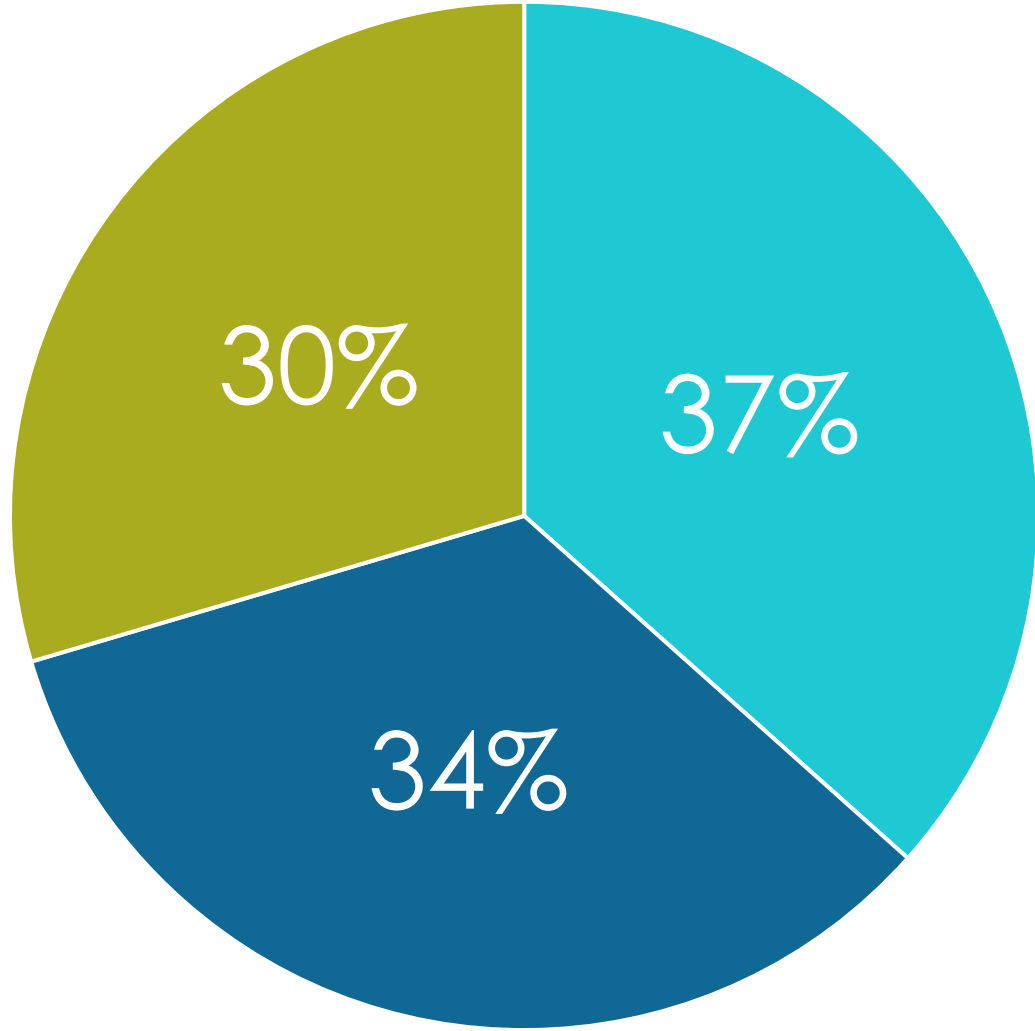


Census Balanced Panel is Representative of America



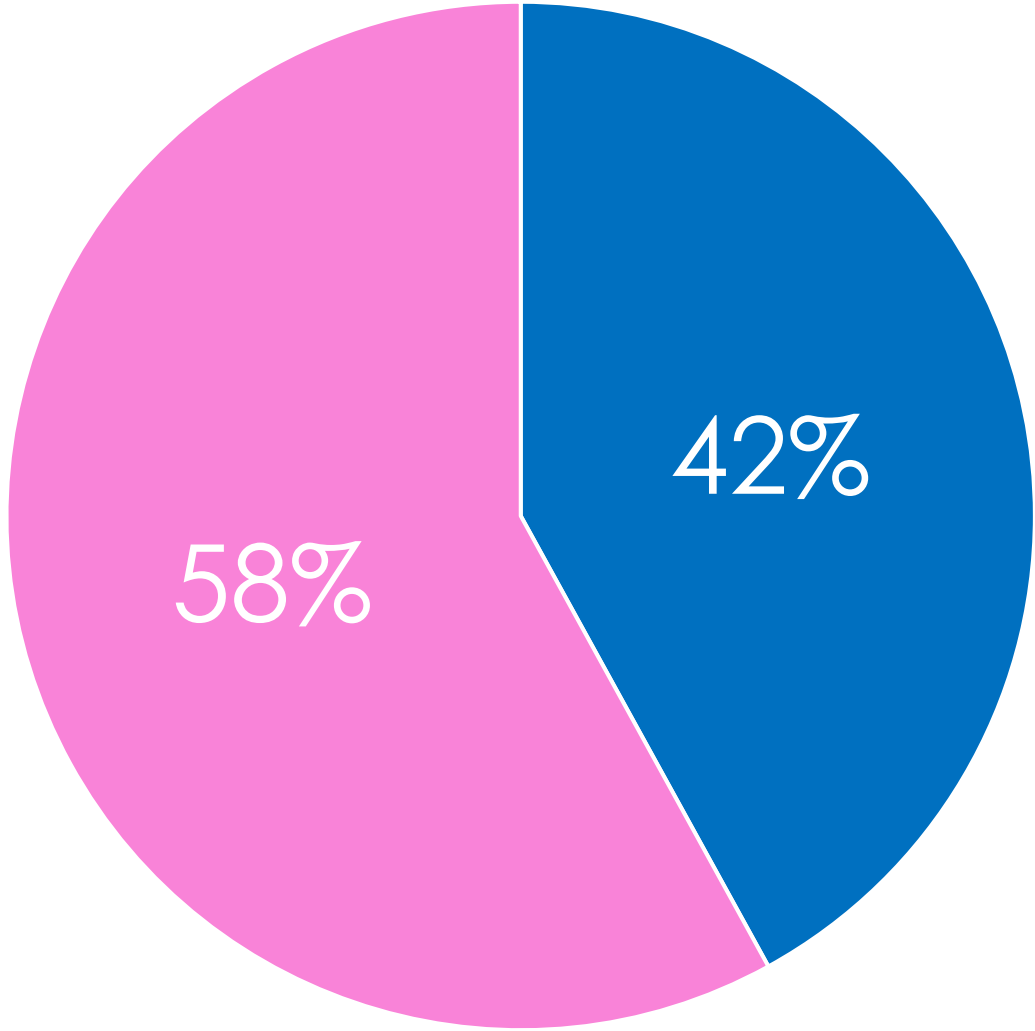


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



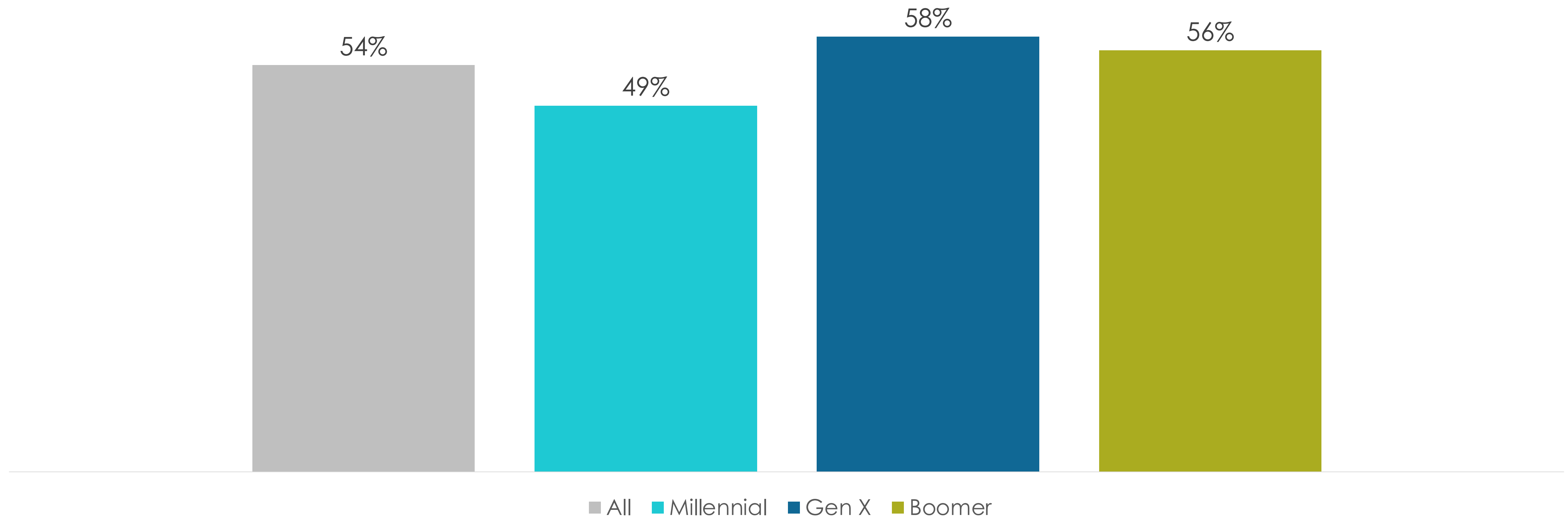
■ Male ■ Female

A woman with dark hair, wearing a light blue surgical face mask and a colorful patterned scarf, is walking on a city street at dusk. She is looking to her right. In the background, a green and yellow bus is visible, and the street is filled with other people, though they are out of focus. The overall atmosphere is that of a busy urban environment during the evening.

COVID-19 Hot Topics

More than one-half (54%) of respondents feel it is likely that there will be another pandemic in their lifetime. Interestingly, Millennials – who have the longest life-expectancy – are least likely to think they'll experience another pandemic.

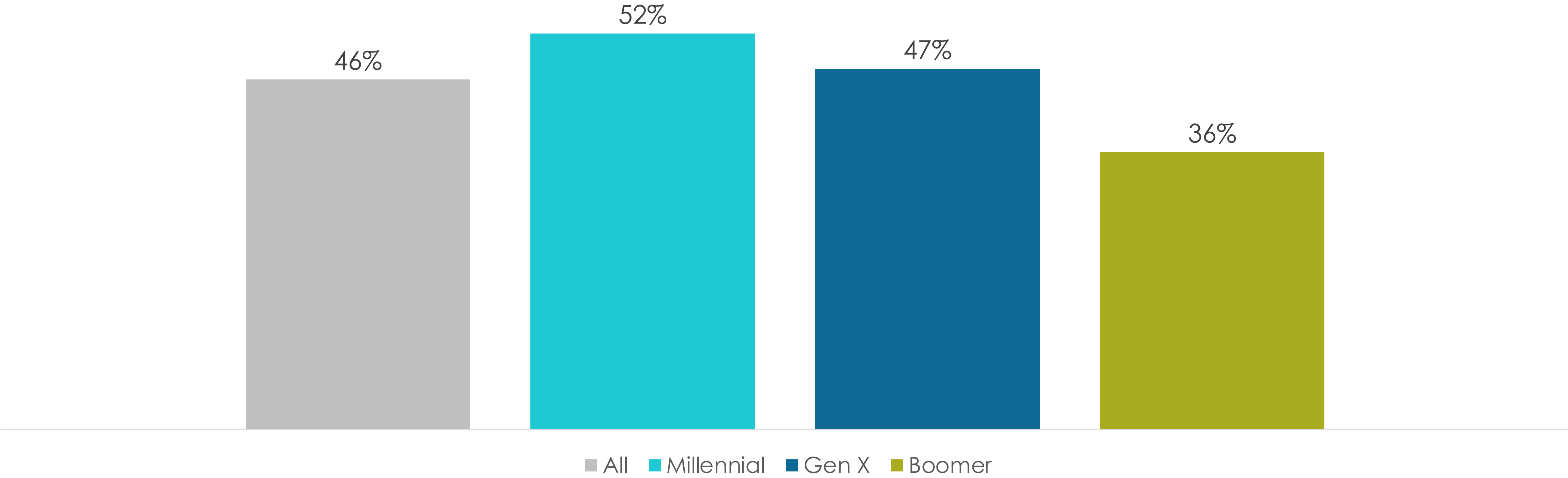
Those who think another pandemic will happen in their lifetime



How likely do you think it is that there will be another pandemic, like COVID-19, in your lifetime?

Long-term issues like pandemics are not the only cause for concern. 46% of people are worried or very worried about everyday needs.

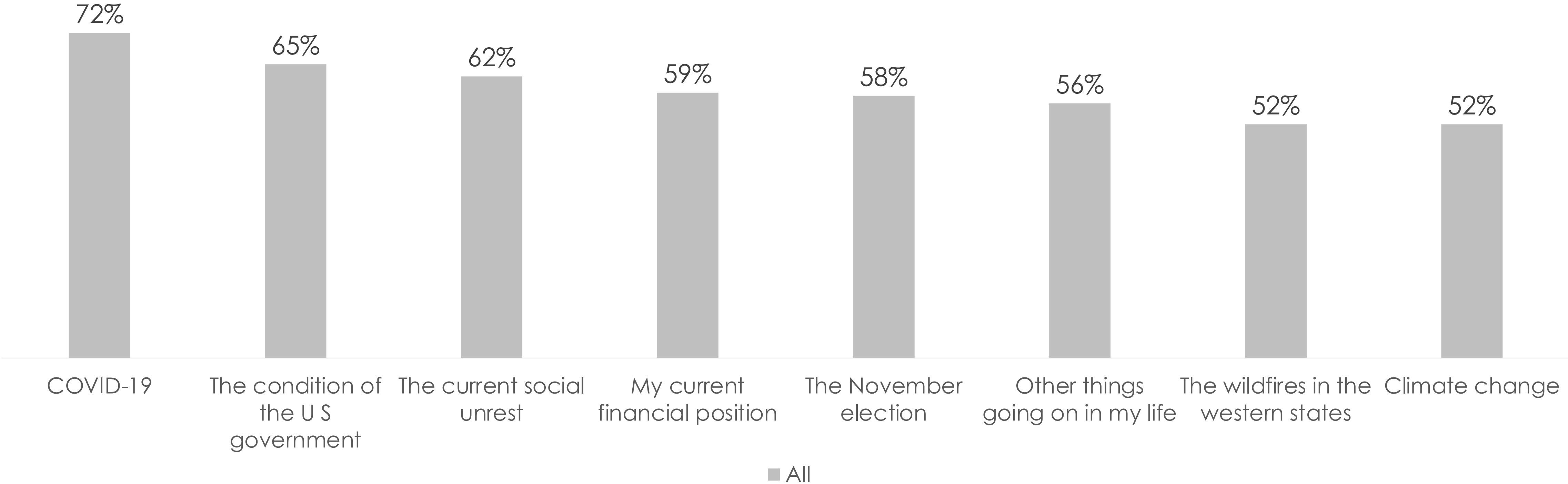
Those who are generally worried



In general, how worried are you now?

COVID-19 leads the list of the things influencing people's worry level, impacting 72% of respondents.

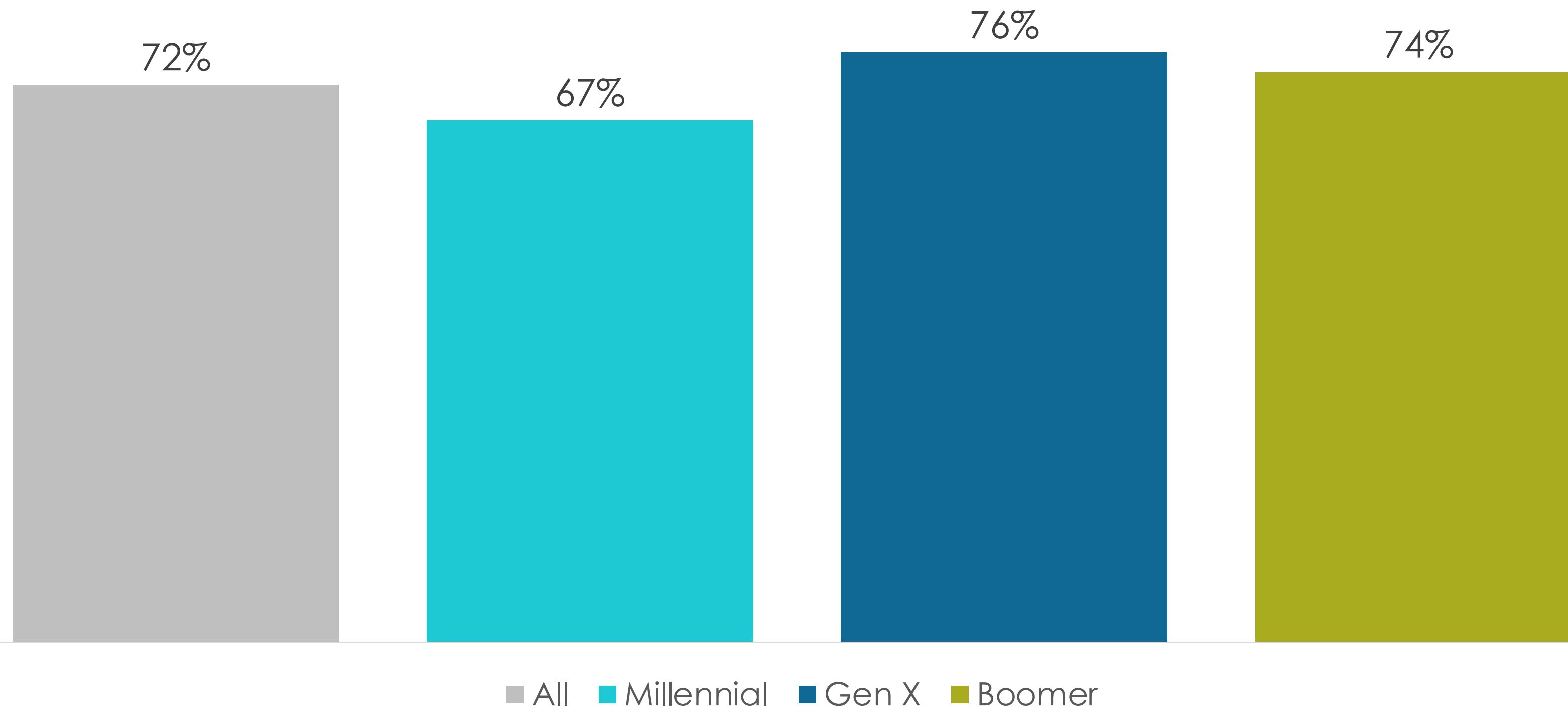
Influential on worry level



How much are the following influencing your worry level?

Given the impact of the virus, it's not surprising that the concern level is high among all generations, from two-thirds of Millennials to more than three-quarters of GenXers.

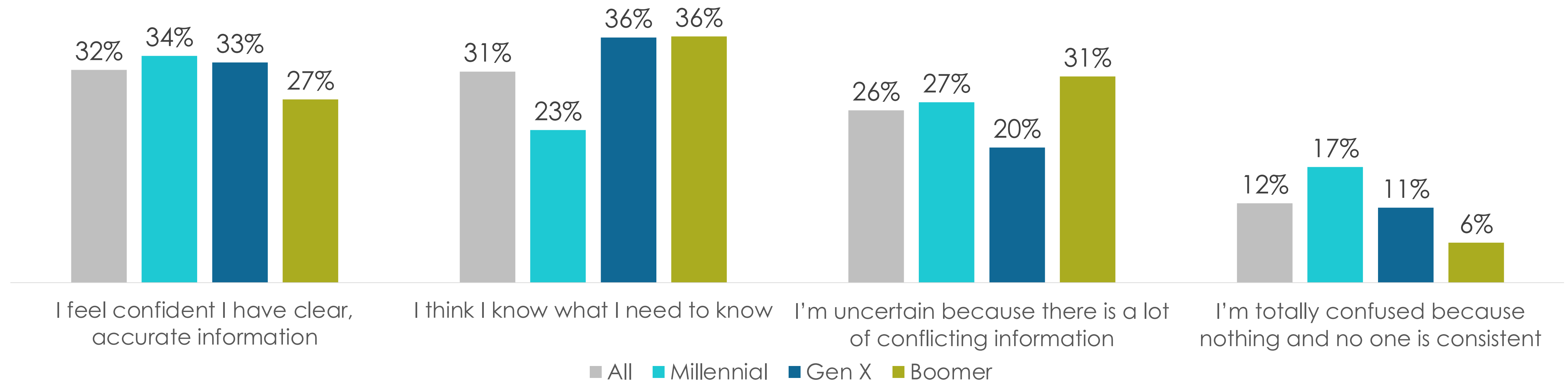
Influential on worry level: COVID-19



How much are the following influencing your worry level?

It appears it's not just Coronavirus' potential impact that is contributing to the worry. For many, it's the uncertainty. Despite being more than 6 months into the pandemic, 38% of respondents express uncertainty (26%) or confusion (12%).

Feeling on knowledge of COVID-19

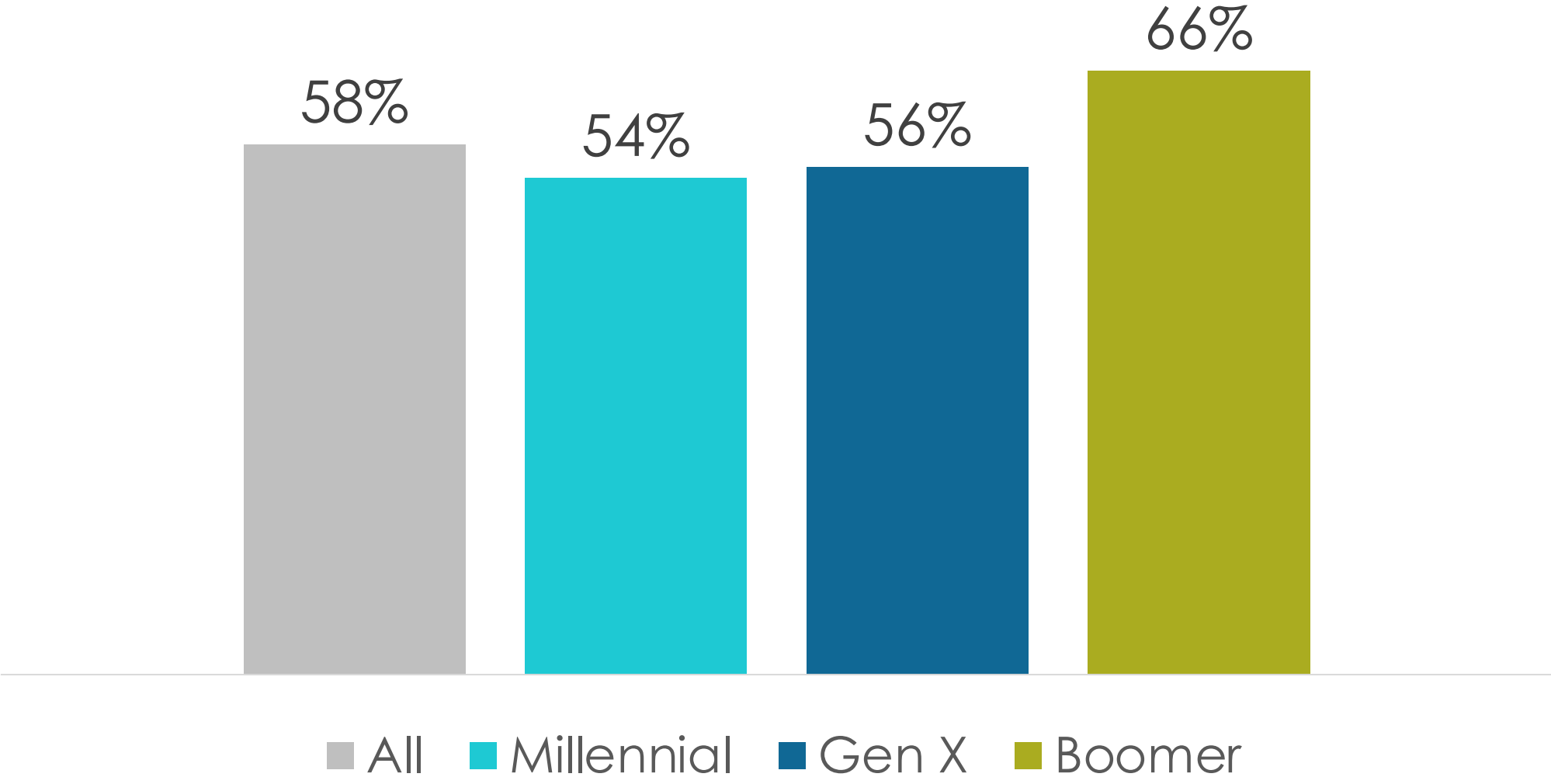


Which of the following best describes how you feel about your knowledge of Coronavirus?



Many of the issues impacting worry levels are affecting the generations and genders similarly. However, Boomers (66%) are more worried about the outcome of the November elections than the other generations.

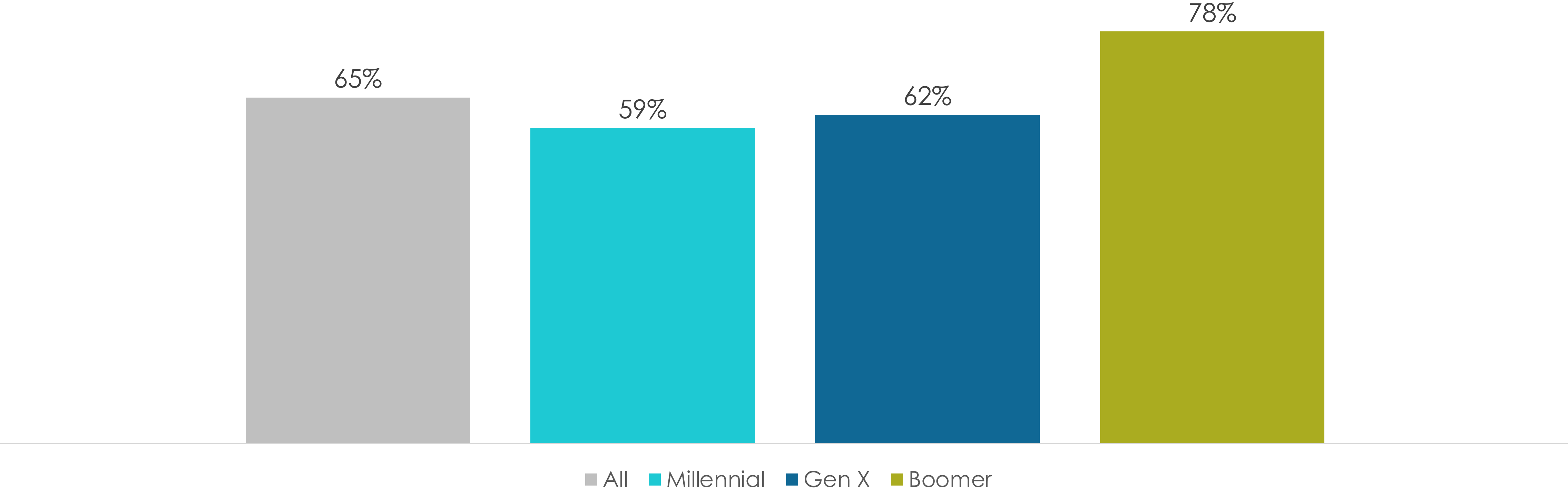
Influential on worry level: The November election



How much are the following influencing your worry level?

Given their concern about the outcome of the November elections, it's to be expected that Boomers (78%) are the most concerned about the condition of the government.

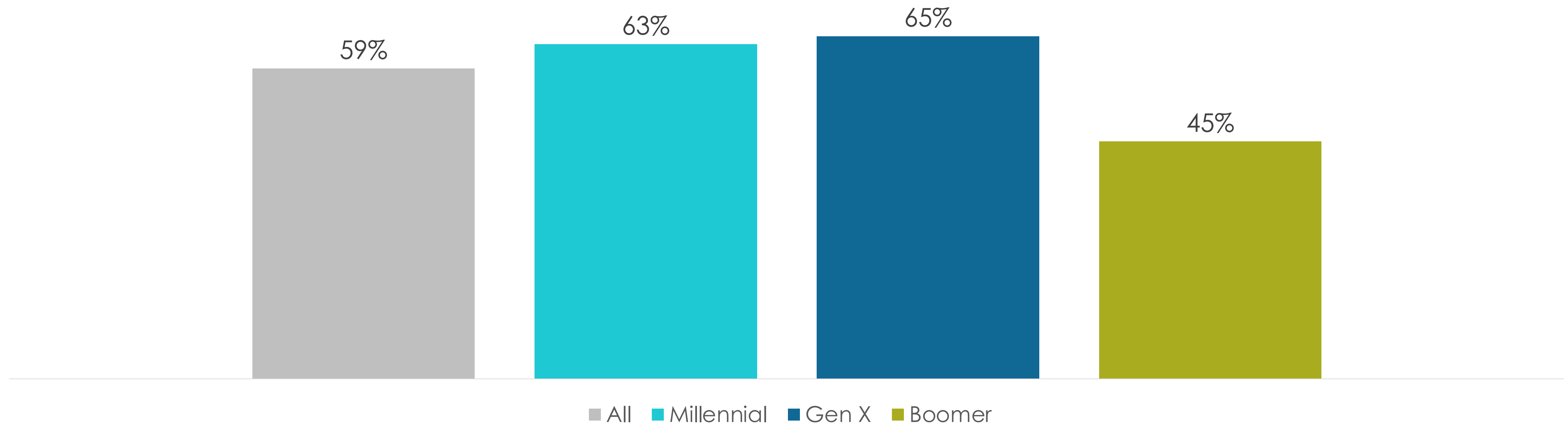
Influential on worry level: The condition of the U.S. government



How much are the following influencing your worry level?

Perhaps because many are on fixed incomes, Boomers (45%) are substantially less worried about their income streams than are the other generations.

Influential on worry level: My current financial position



How much are the following influencing your worry level?



Walmart+

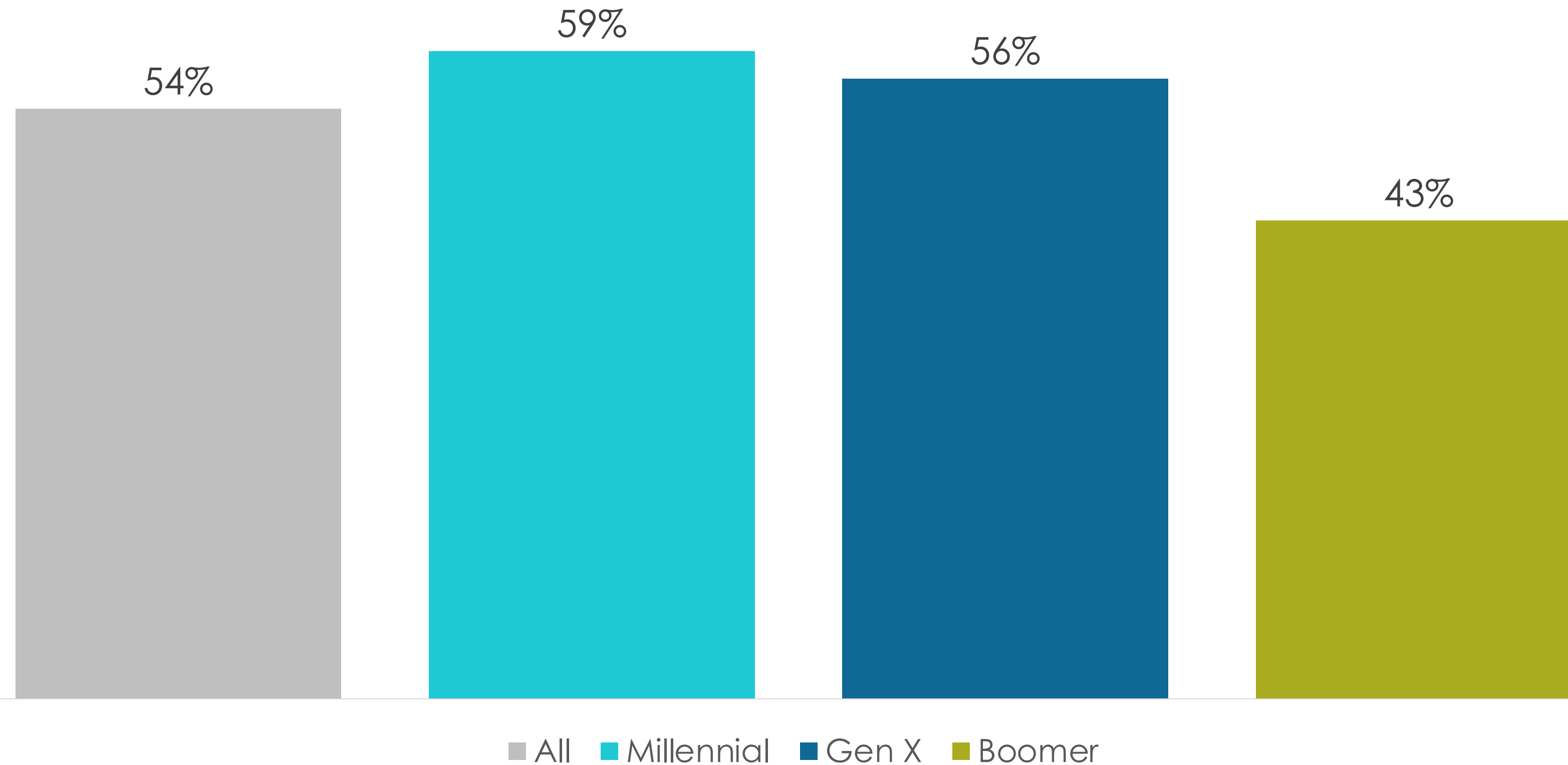


W+



Prior to being exposed to a description of the Walmart+ program in the survey, 54% of respondents indicated that they were aware of the offering.

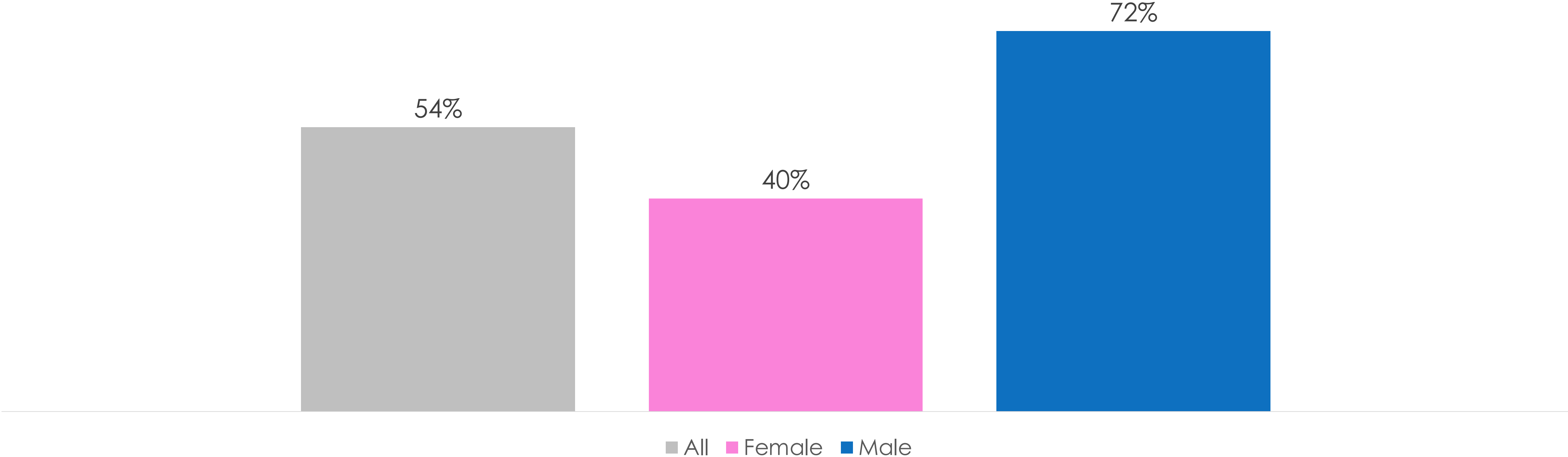
Those who are aware of Walmart+



Are you aware of the Walmart online shopping program called Walmart+ (Walmart Plus)?

At nearly three-quarters (72%), men were much more aware of the program than women (40%).

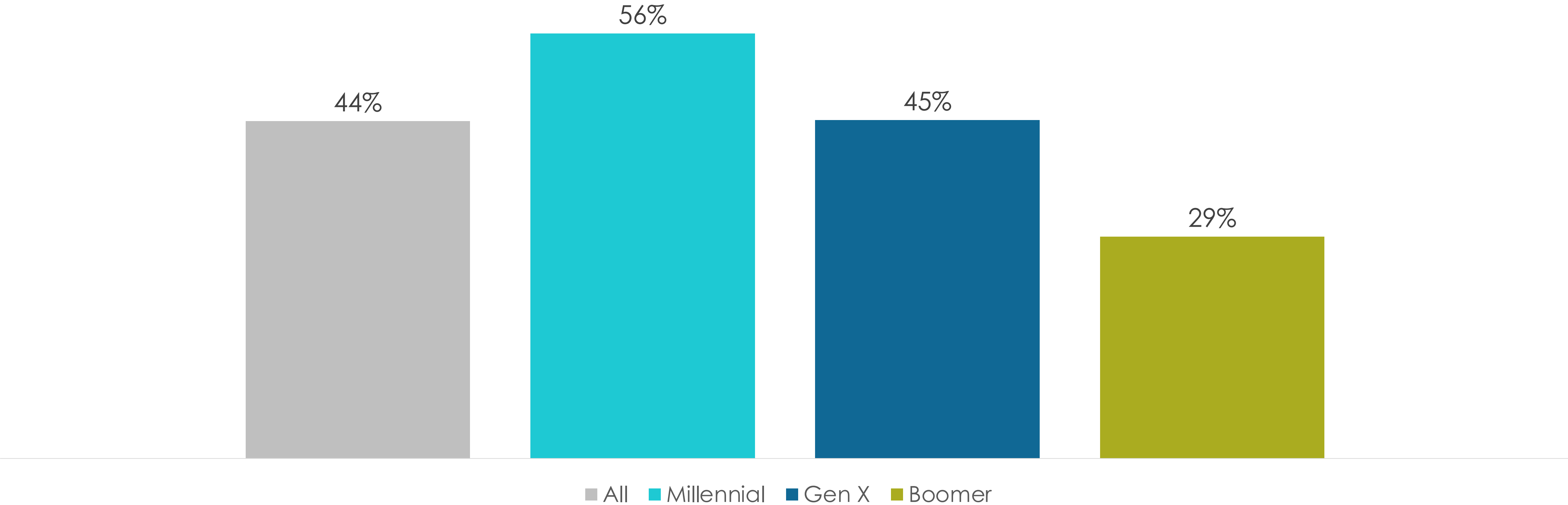
Those who are aware of Walmart+



Are you aware of the Walmart online shopping program called Walmart+ (Walmart Plus)?

44% of the overall sample found Walmart+ appealing. However, a big generational bias was demonstrated. Only 29% of Boomers find Walmart+ appealing compared to more than half (56%) of Millennials.

Those who think Walmart+ is appealing

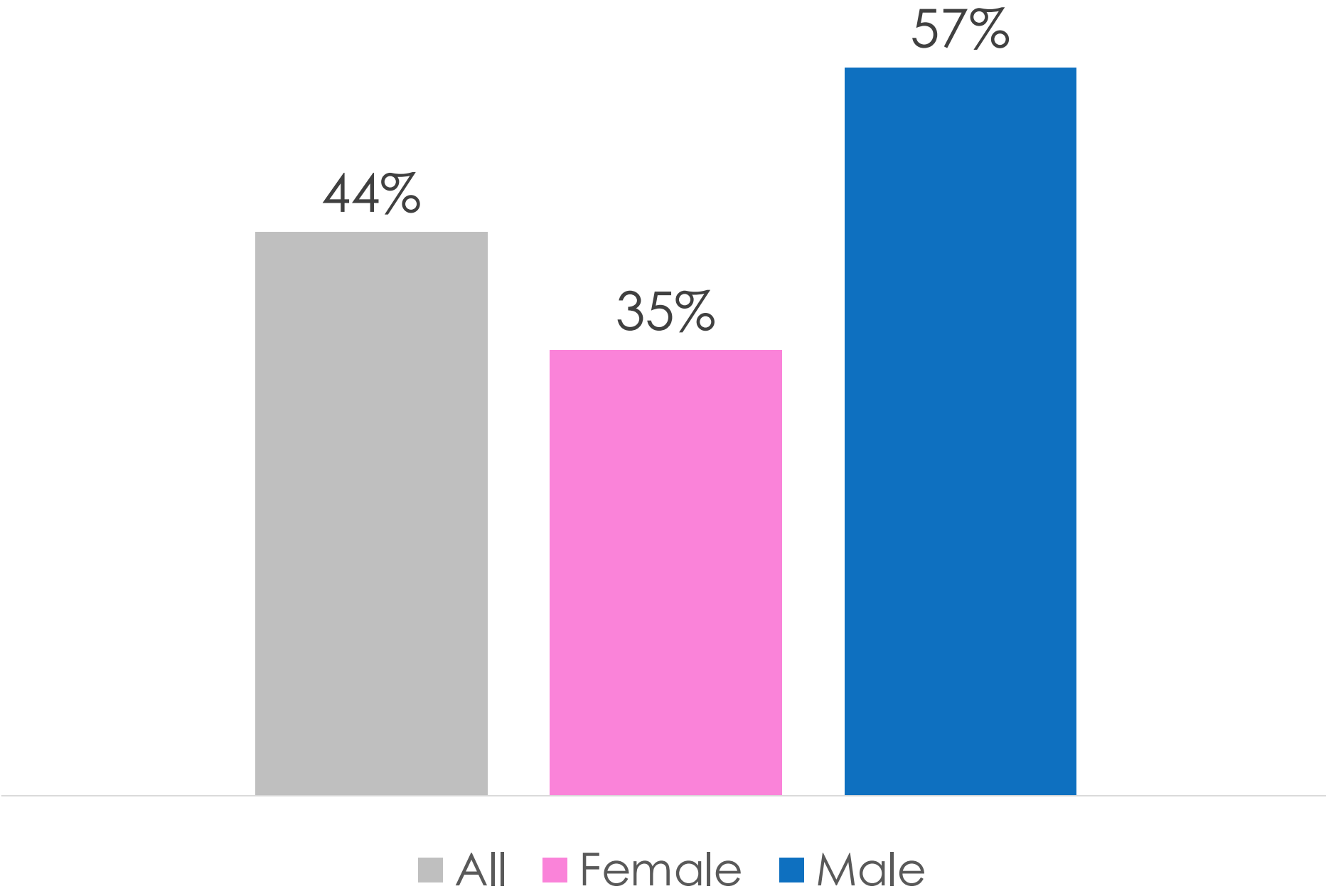


How appealing do you find the Walmart+ program?



Appeal of Walmart+ among men (57%) is significantly higher than among women (35%).

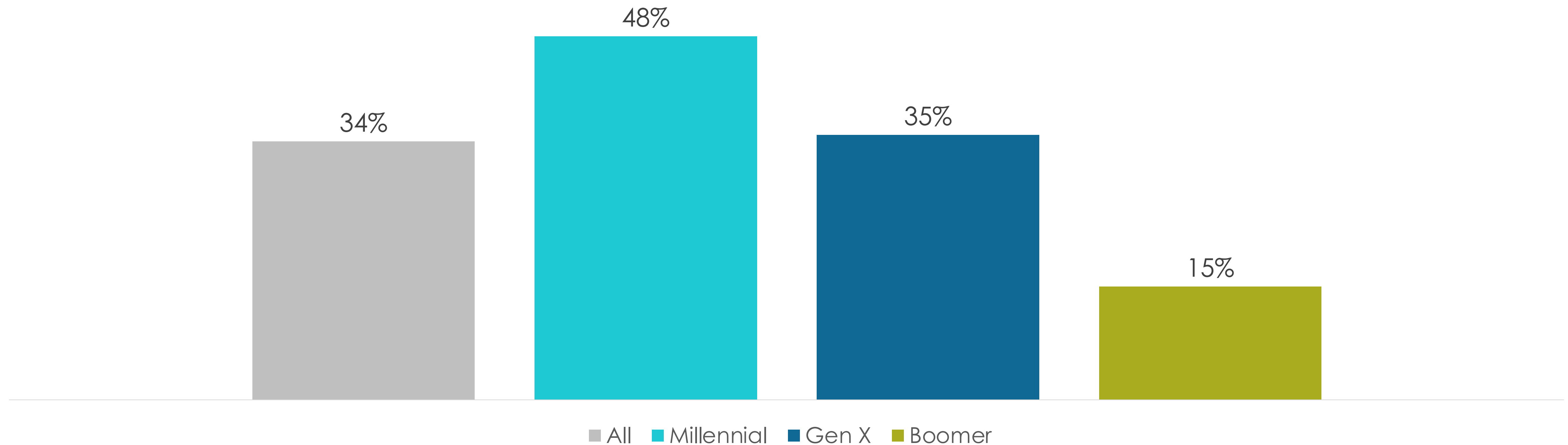
Those who think Walmart+ is appealing



How appealing do you find the Walmart+ program?

Likelihood to become a Walmart+ member paralleled the bias of appeal, with more than 3X as many Millennials (48%) likely to join than Boomers (15%).

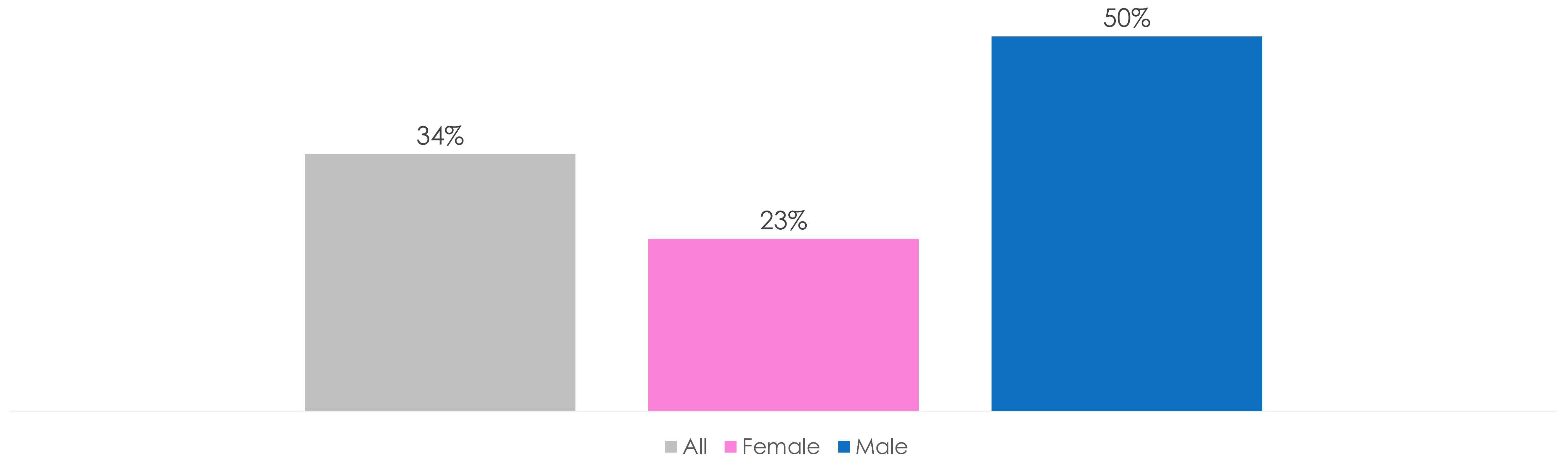
Those who are likely to become a Walmart+ member



How likely are you to become a member of the Walmart+ program?

Men (50%) are more than twice as likely as women (23%) to become Walmart+ members.

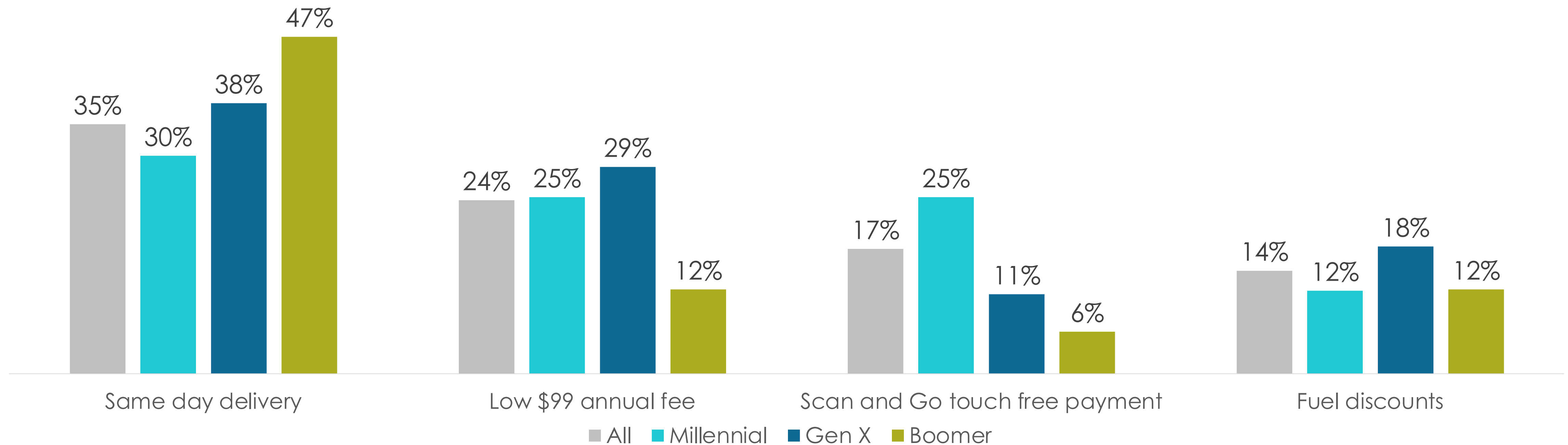
Those who are likely to become a Walmart+ member



How likely are you to become a member of the Walmart+ program?

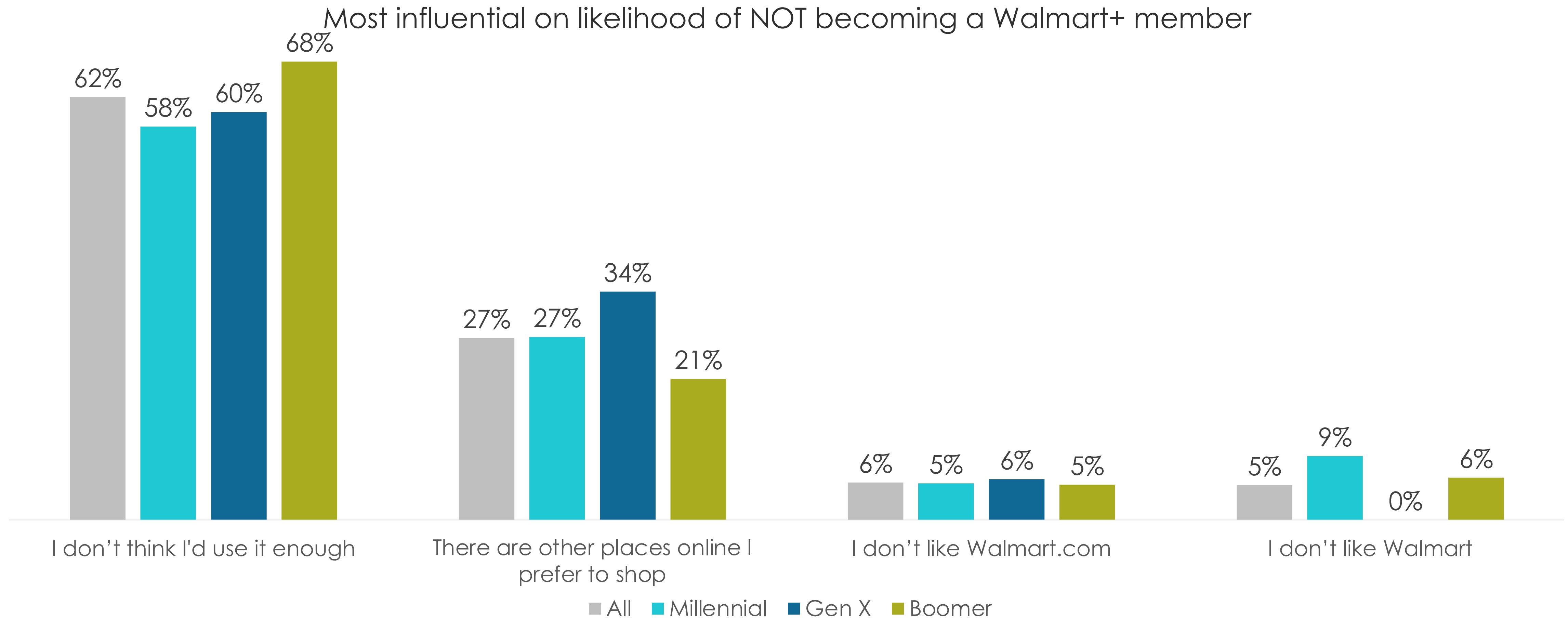
Of the major attributes of the program, the availability of same day delivery is the most influential on planned membership among all generations, led by Boomers at 47%.

Most influential on likelihood of becoming a Walmart+ member



Which of the following is the most influential on the likelihood that you'll become a member of Walmart+?

The primary objections among those not likely to join Walmart+ are an expected lack of use (62%) and a preference for other online shopping sites (27%). Only 11% suggested a fundamental objection to Walmart (5%) or Walmart.com (6%).

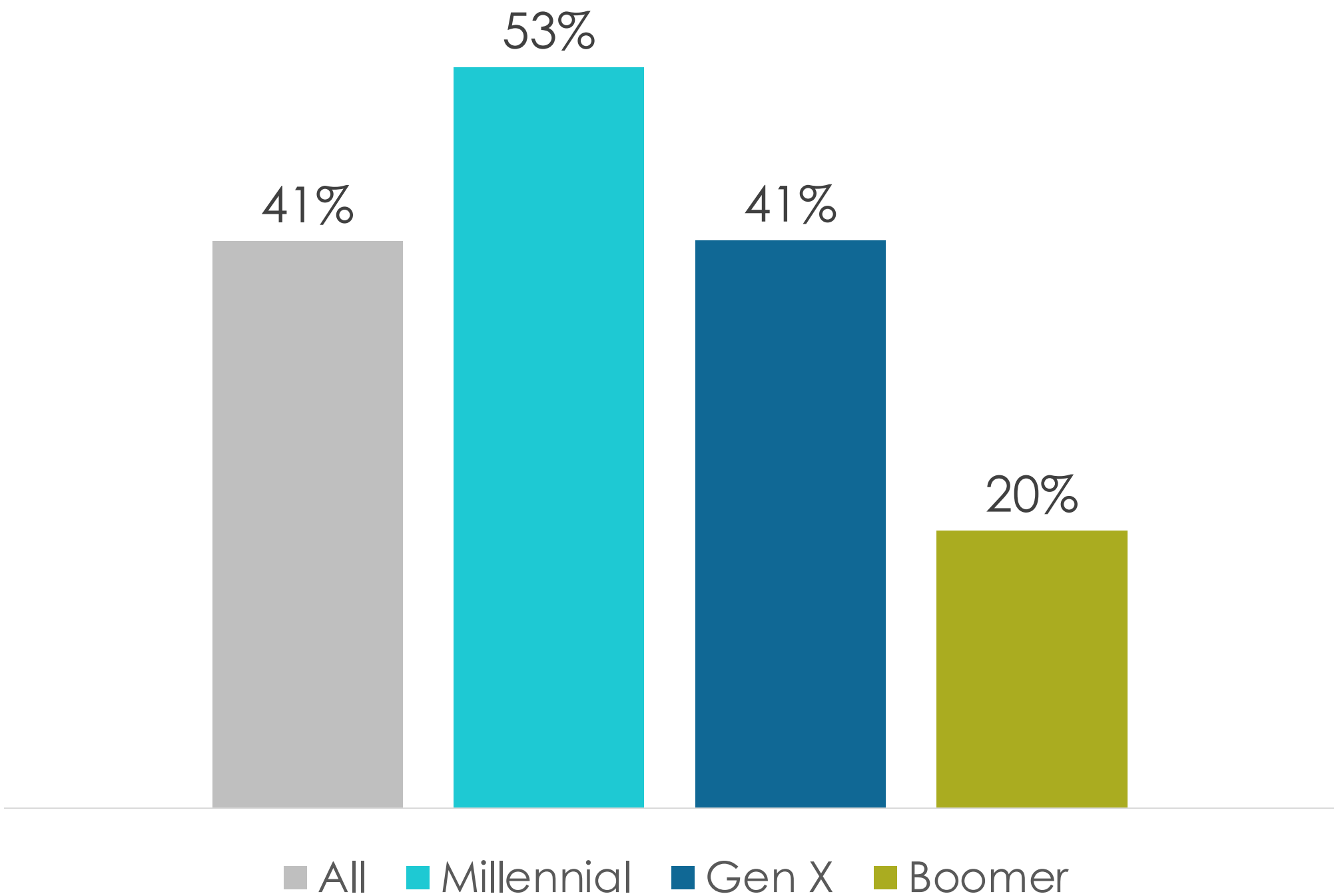


Which of the following is the most influential on the likelihood that you won't become a member of Walmart+?



41% of existing Amazon Prime members are likely to subscribe to Walmart+.

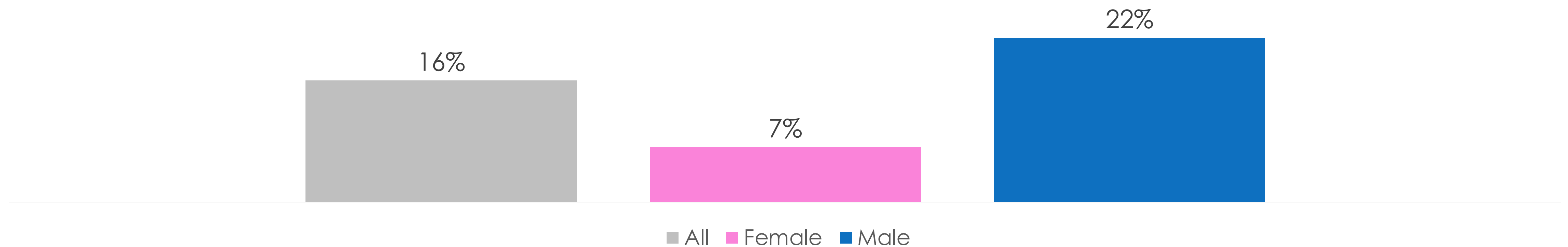
Amazon Prime members who are likely to become a Walmart+ member



How likely are you to become a member of the Walmart+ program?

Among the 41% of current Amazon Prime members likely to subscribe to Walmart+, only 16% imagine they'll drop their Prime membership.

Those who would **drop** their Amazon Prime memberships when joining Walmart+



Would you keep or drop your Amazon Prime membership when joining Walmart+?

Summary

COVID-19 Hot Topics

- More than one-half (54%) of respondents feel it is likely that there will be another pandemic in their lifetime.
 - Millennials are the least likely to think they'll experience another pandemic.
- Long-term issues like future pandemics are not the only cause for concern. 46% of people are worried or very worried about the here and now.
- COVID-19 leads the list of things influencing people's worry level, impacting 72% of respondents.
 - Given the impact of the virus, it's not surprising that the concern level is high among all generations, from 67% of Millennials to 76% of GenXers.
 - In addition to concern about the potential impact, 38% of respondents feel some degree of uncertainty (26%) or outright confusion (12%) about the virus.
- Many of the issues impacting worry levels are affecting the generations and genders similarly.
 - However, Boomers (66%) are more worried about the outcome of the November elections than the other generations.

Summary - Continued

- Given their concern about the outcome of the November elections, it's to be expected that Boomers (75%) are the most concerned about the condition of the government.
- Perhaps because many are on fixed incomes, Boomers (45%) are substantially less worried about their income streams than the other generations (64%) are.

Walmart+

- Prior to being exposed to a description of the Walmart+ program in the survey, 54% of respondents indicated that they were aware of the offering.
 - 72% of men reported being aware of Walmart+ compared to only 40% of women.
- 44% of the overall sample found Walmart+ appealing.
 - However, a big generational bias was demonstrated. Only 29% of Boomers saw the appeal, while more than half (56%) of Millennials did.
 - Appeal among men (57%) is significantly higher than among women (35%).

Summary - Continued

- Likelihood to become a Walmart+ member paralleled the bias of appeal, with more than 3X as many Millennials (48%) than Boomers (15%) likely to join.
 - Men (50%) are more than twice as likely as women (23%) to become members.
- Of the major attributes of the program, the availability of same-day delivery is the most influential on planned membership among all generations, led by Boomers at 47%.
- Among those not likely to join Walmart+, the primary objections are an expected lack of use (62%) and a preference for other online shopping venues (27%).
 - Only 11% suggested a fundamental objection to Walmart (5%) or Walmart.com (6%).
- 41% of existing Amazon Prime members are likely to subscribe to Walmart+.
 - Of those, only 16% imagine they'll drop their Prime membership.