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# Home Retail Monitor

November 3, 2022



## Methodology

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N = 671

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MOE  $\pm$  3.783%

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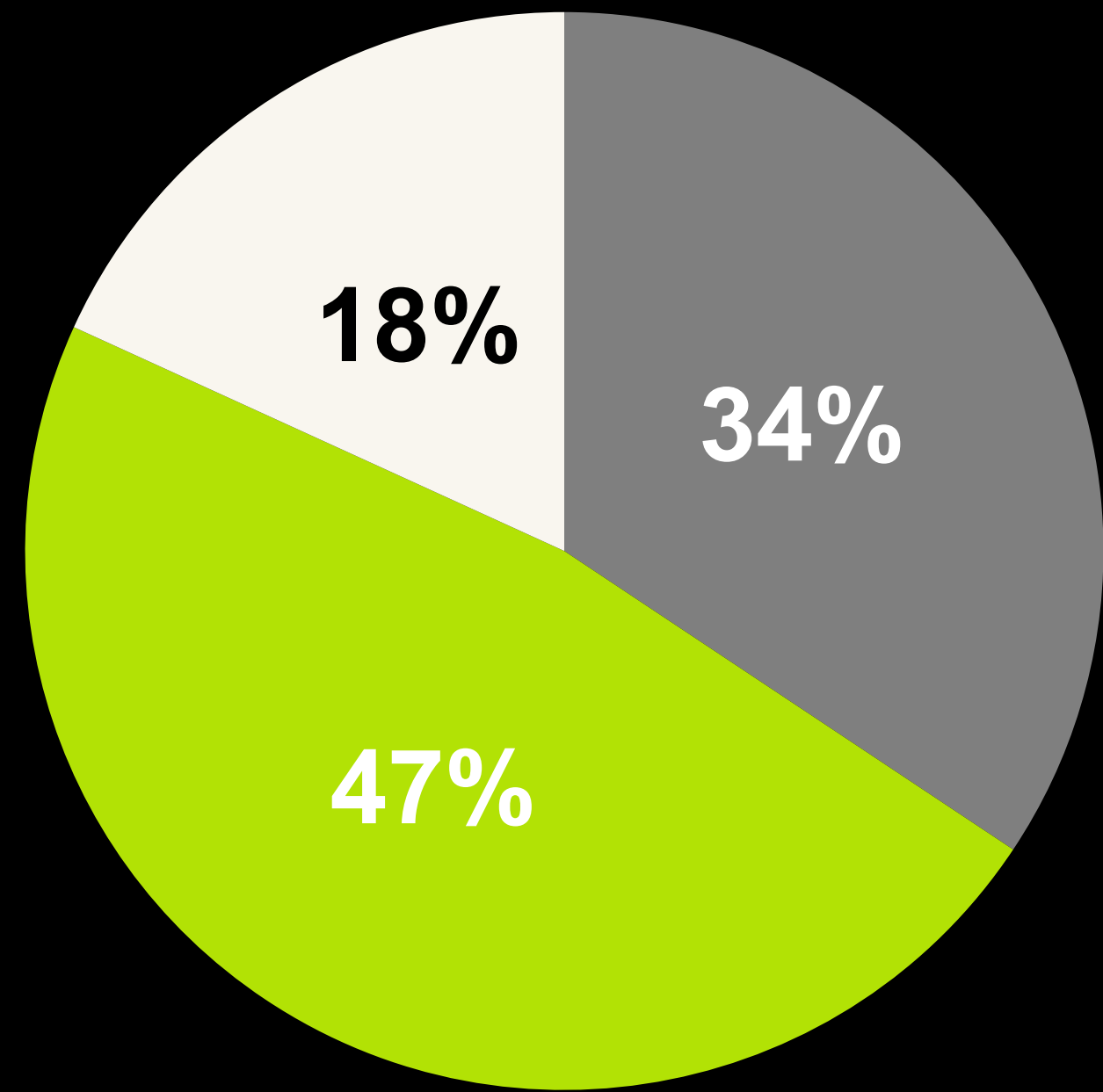
Panel: General Population

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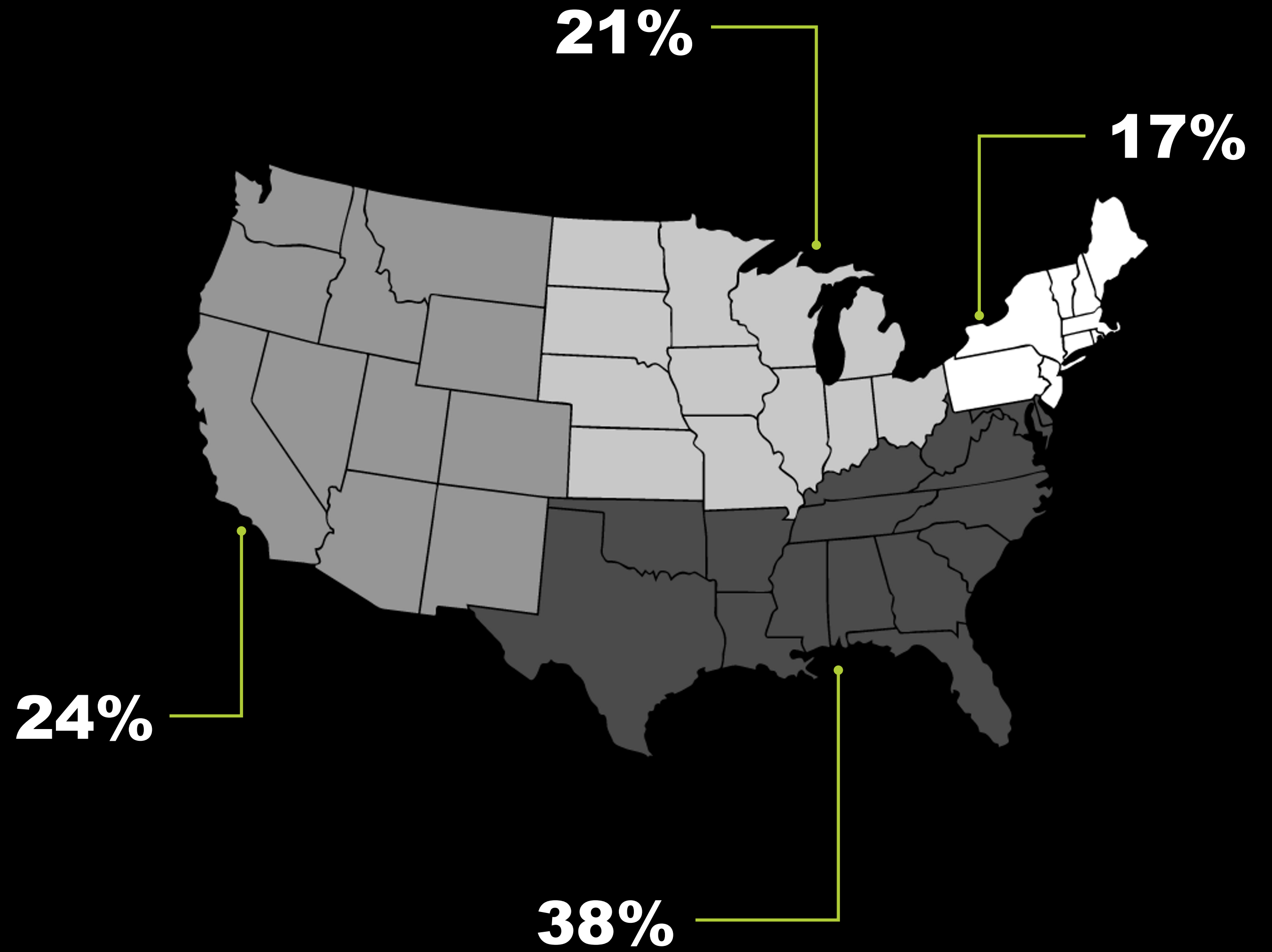
Collected: 10/21/22, 10/22/22



### Urbanicity

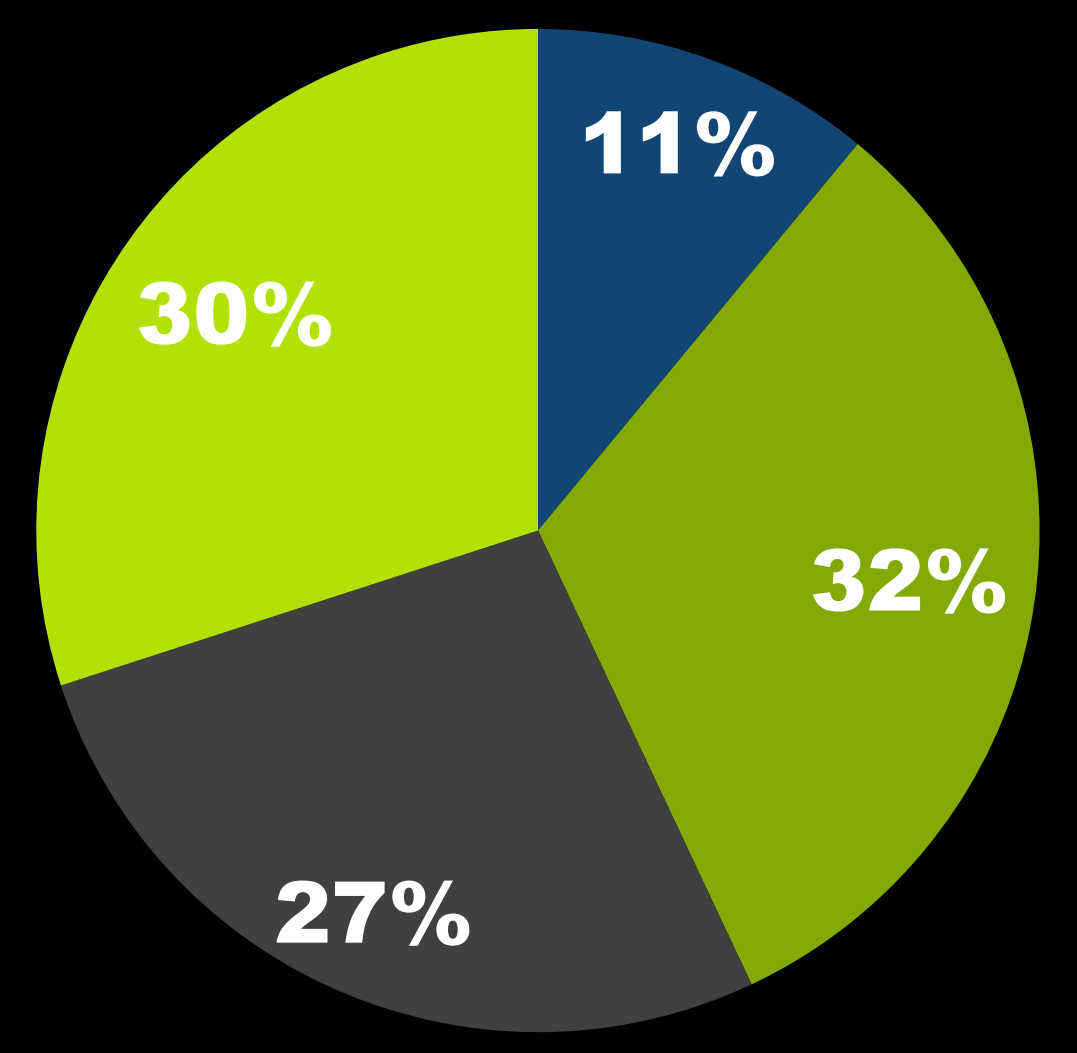


■ Urban ■ Suburban ■ Rural



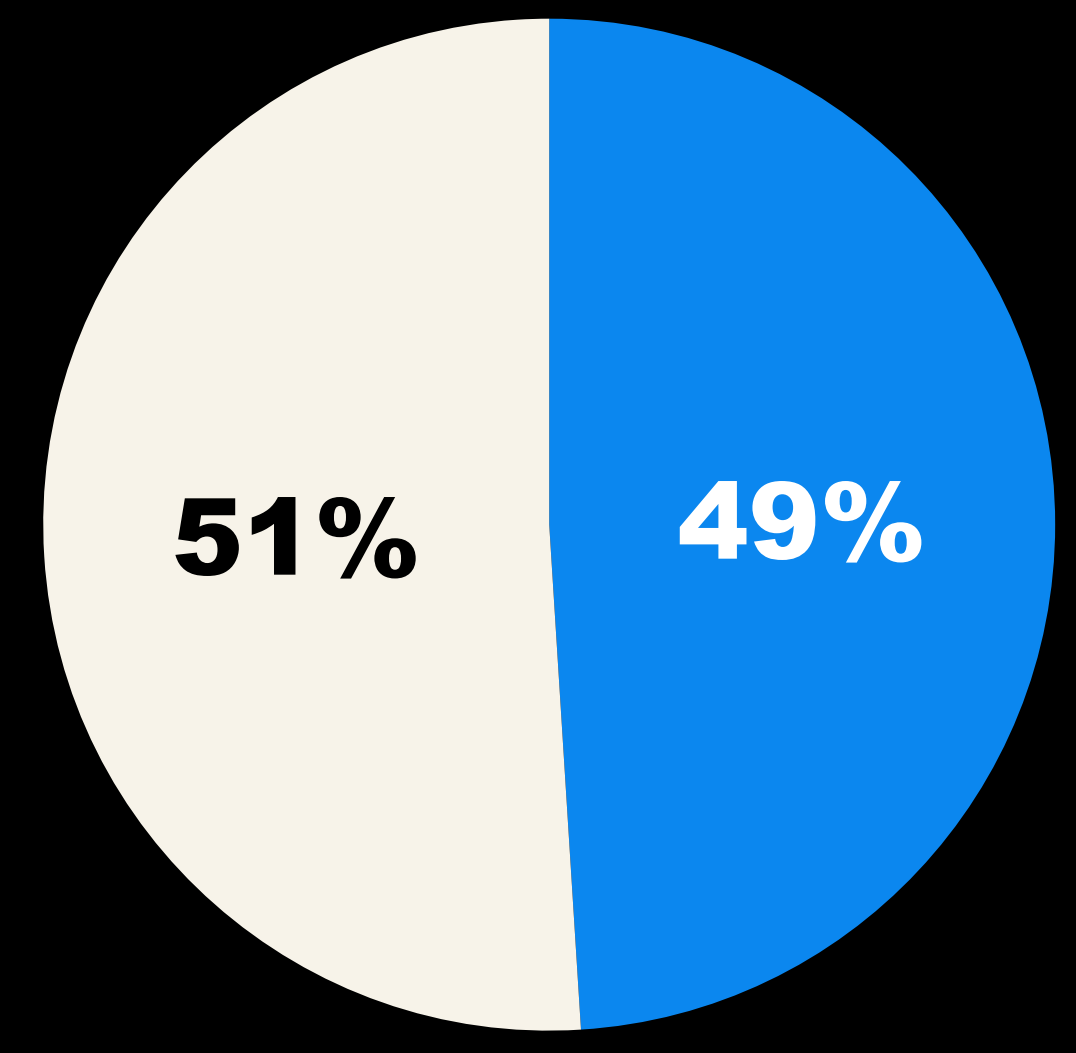


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female

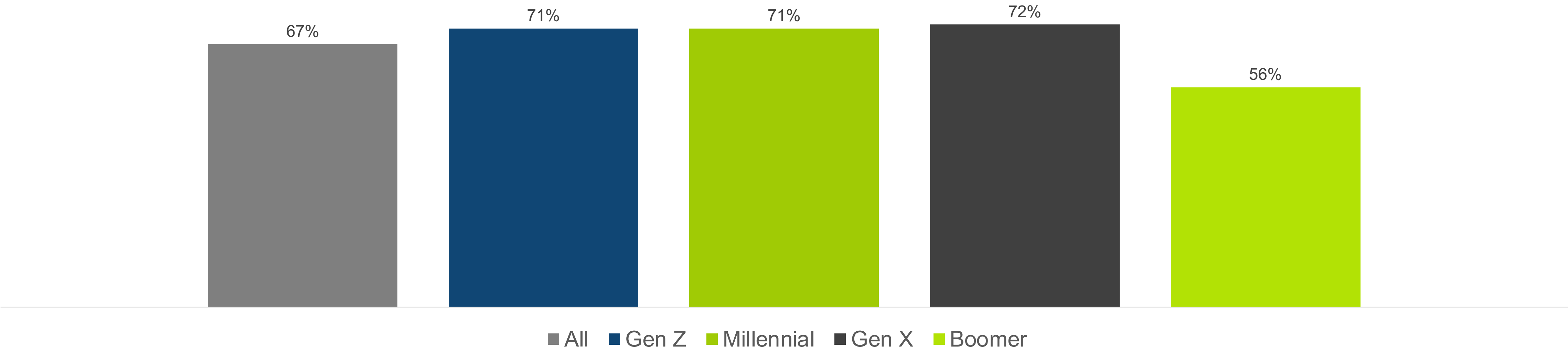
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# Walmart+



**Despite Walmart's nearly universal shopper base, only two-thirds of respondents are aware of the Walmart+ program.**

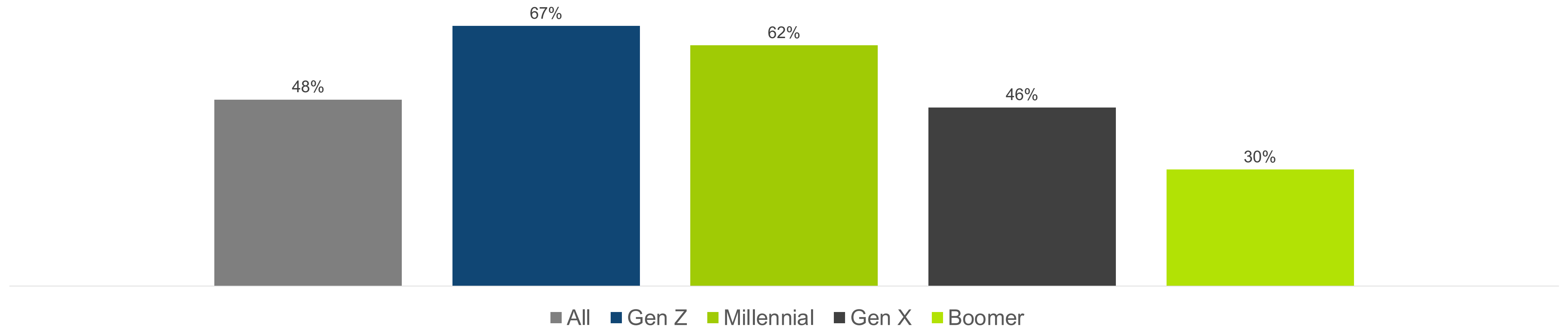
% Who are aware of Walmart+



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

**Among those who are aware of Walmart+, less than half (48%) find the program appealing.**

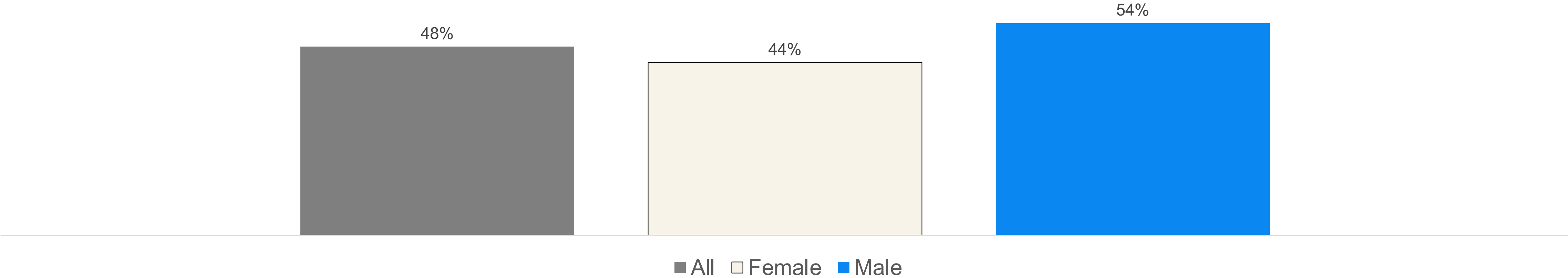
% Who find the Walmart+ program appealing



How appealing do you find the Walmart+ program?

**Males (54%) are more likely than females (44%) to see the appeal of the program.**

% Who find the Walmart+ program appealing by gender

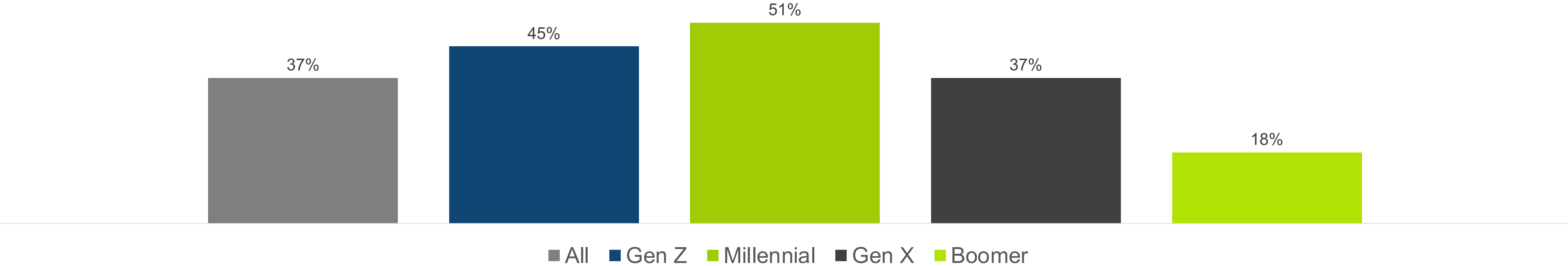


How appealing do you find the Walmart+ program?



**Among the two-thirds of the sample who are aware of Walmart+, only 37% find the program appealing enough that they want to join.**

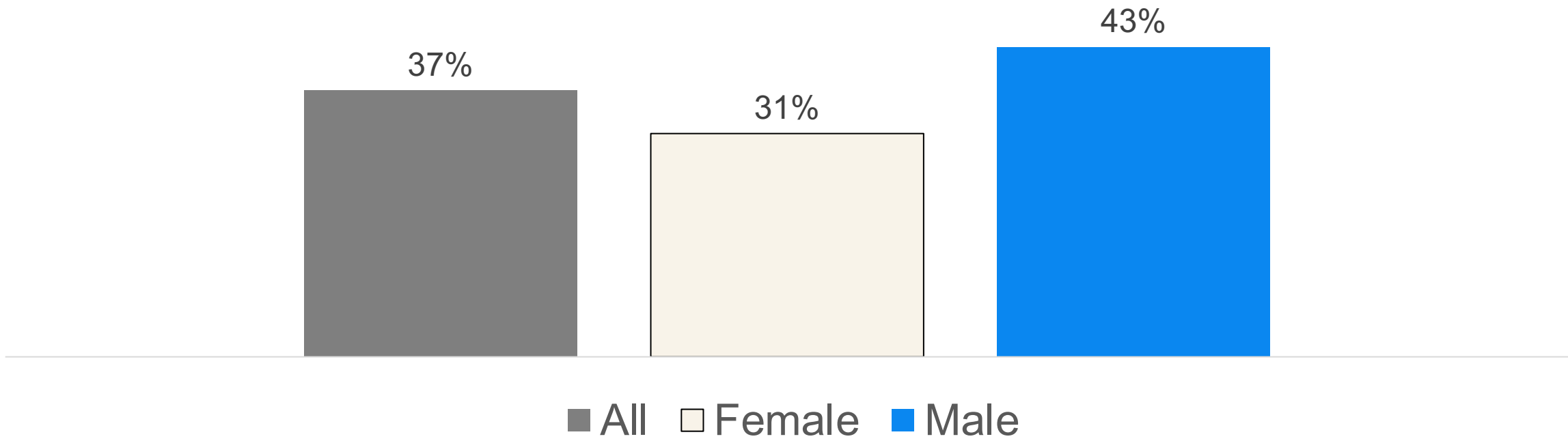
% Who are likely to become a Walmart+ member



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

**Like appeal, men (43%) are more likely to join the program than women (31%). In each instance, that is significantly lower than the % that find it appealing.**

% Who are likely to become a Walmart+ member by gender



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



**Among the various features of the Walmart+ program, same-day delivery is the most influential on potential membership.**

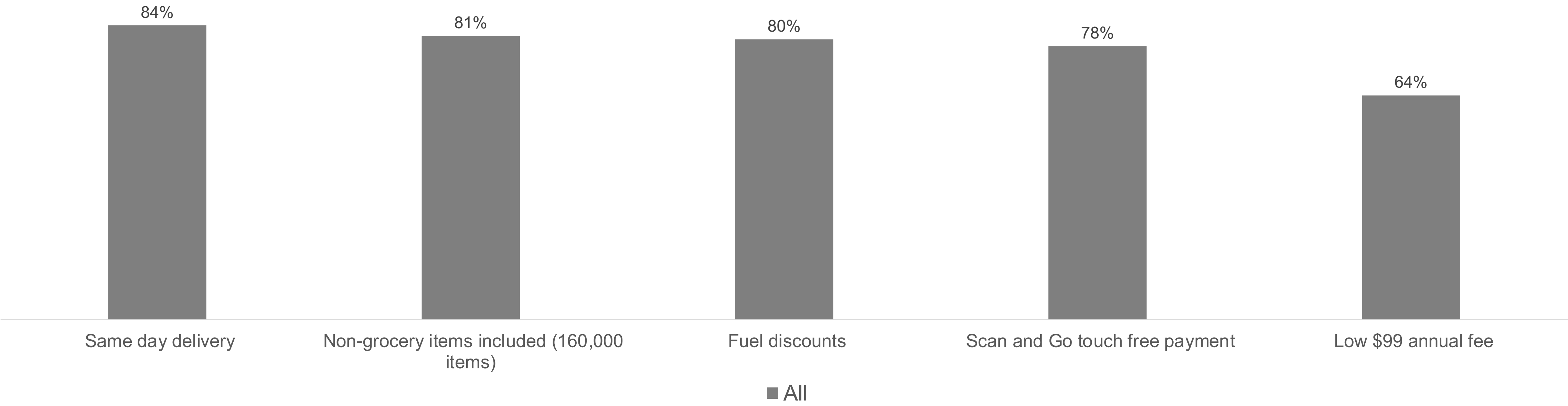
Feature considered most influential on likelihood of becoming a Walmart+ member



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

**While same-day delivery is viewed most favorably, all the features of the program resonate very well except for the \$99 annual fee.**

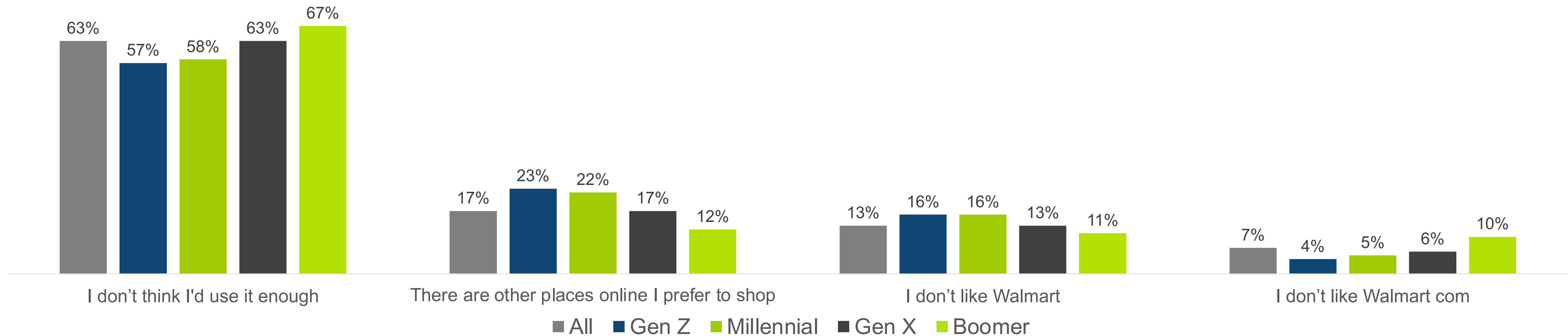
Level of influence on likelihood to become a Walmart+ member



How influential are the following on your likelihood to become a member of Walmart+?

**Among those not interested in becoming a Walmart+ member, a lack of utility (63%) is by far the greatest influence.**

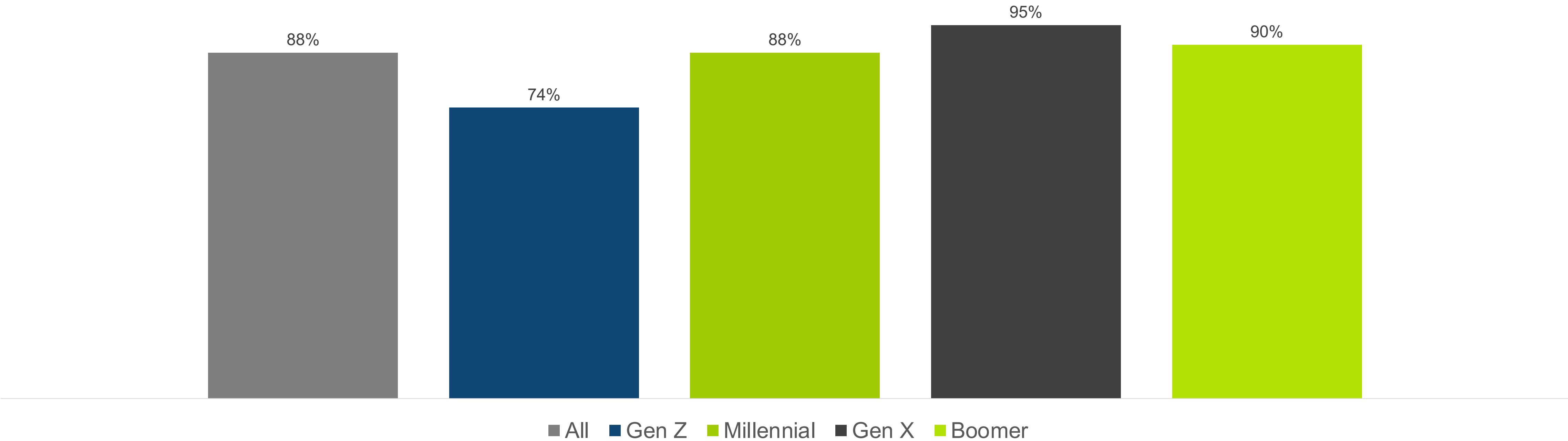
Most influential on decision to not become a Walmart+ member



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

**Among those interested in the Walmart program and who are currently Amazon Prime members, the vast majority (88%) will maintain their Amazon membership.**

% Who would keep their Amazon Prime membership when joining Walmart+



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

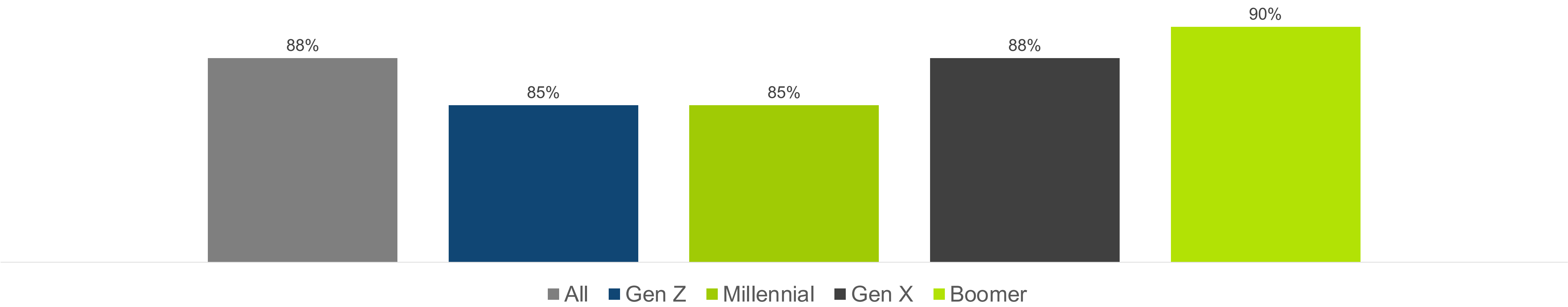
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# November Mid-Term Elections



**88% of respondents report that they are registered to vote.**

% Who are registered to vote

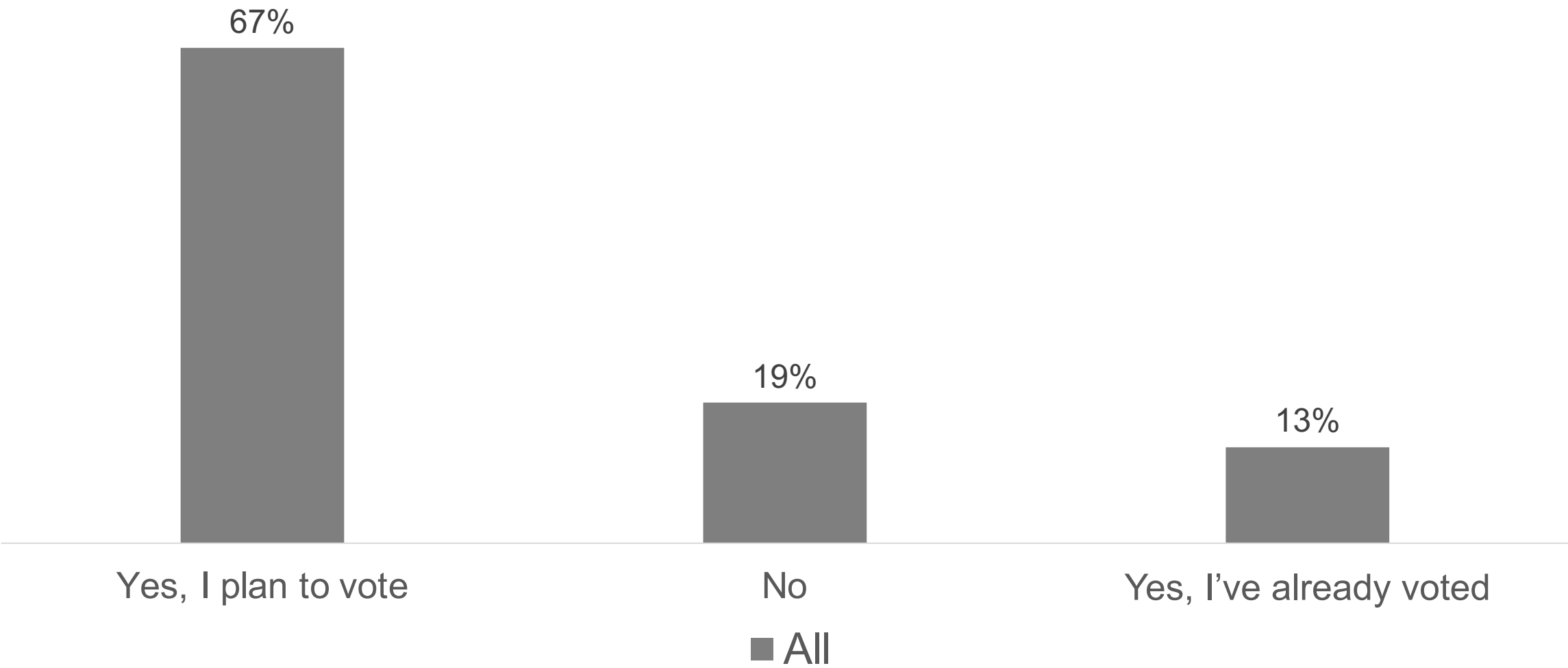


Are you a registered voter?



**The 80% of respondents that have either already voted or plan to vote far exceeds the 49% voter participation rate in the 2018 mid-terms.**

Planned participation in the upcoming mid-term election

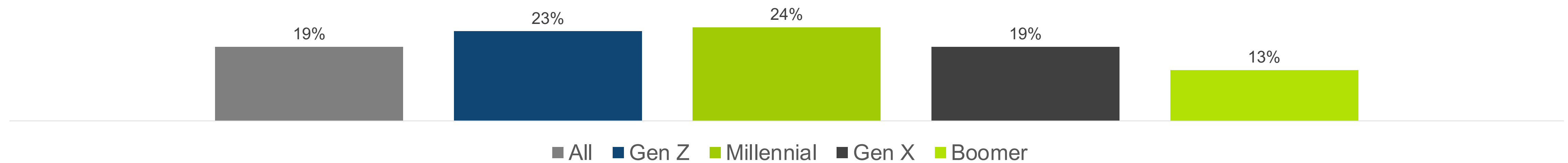


**Do you plan on voting, or have you voted in the upcoming Mid-term Election (November 8<sup>th</sup>)?**



**Gen Z (23%) and Millennials (24%) are significantly more likely than Boomers (13%) to not participate in the vote.**

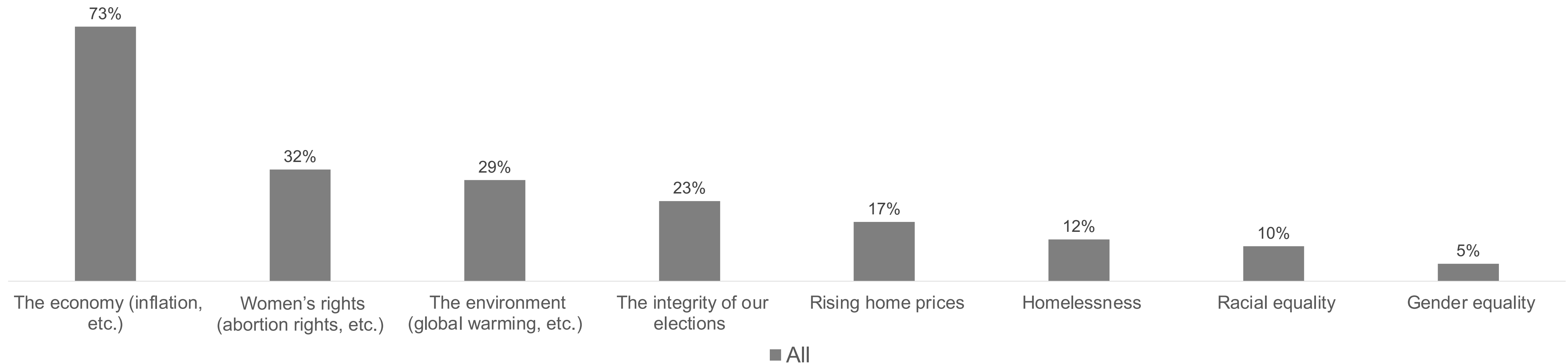
% Who do not plan to vote in the mid-term election



Do you plan on voting, or have you voted in the upcoming Mid-term Election (November 8<sup>th</sup>)?

**When asked about the two most important issues facing the country today, nearly three-quarters noted the economy. Beyond that, women's rights (32%) and the environment (29%) were identified as the most important.**

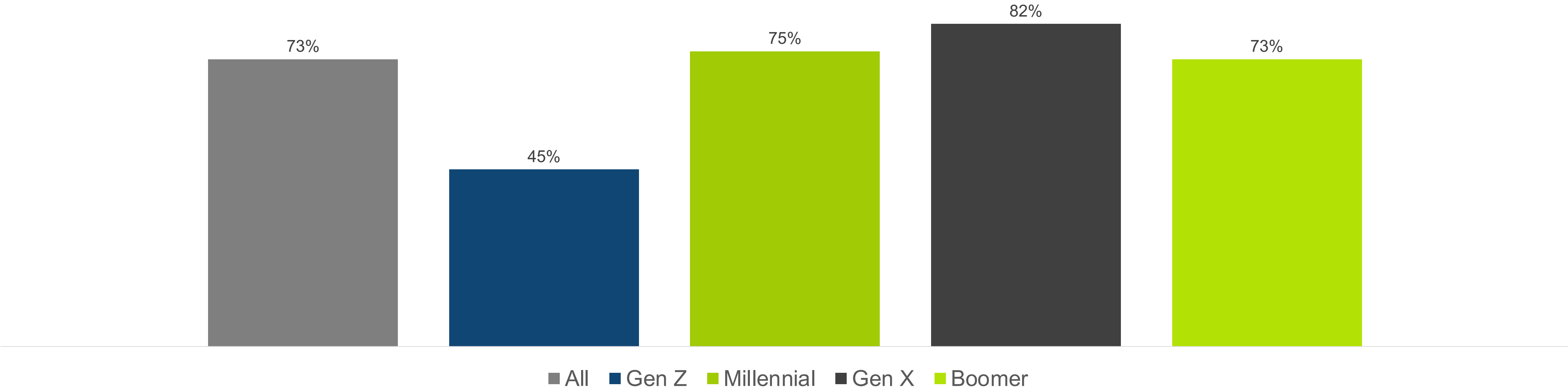
Two most important issues facing the U.S. today



What do you think are the 2 biggest issues facing the U.S. today? Select two.

**More than three-quarters of the established generations feel the economy is one of the two most critical issues facing the nation. Less than half of Gen Z agree.**

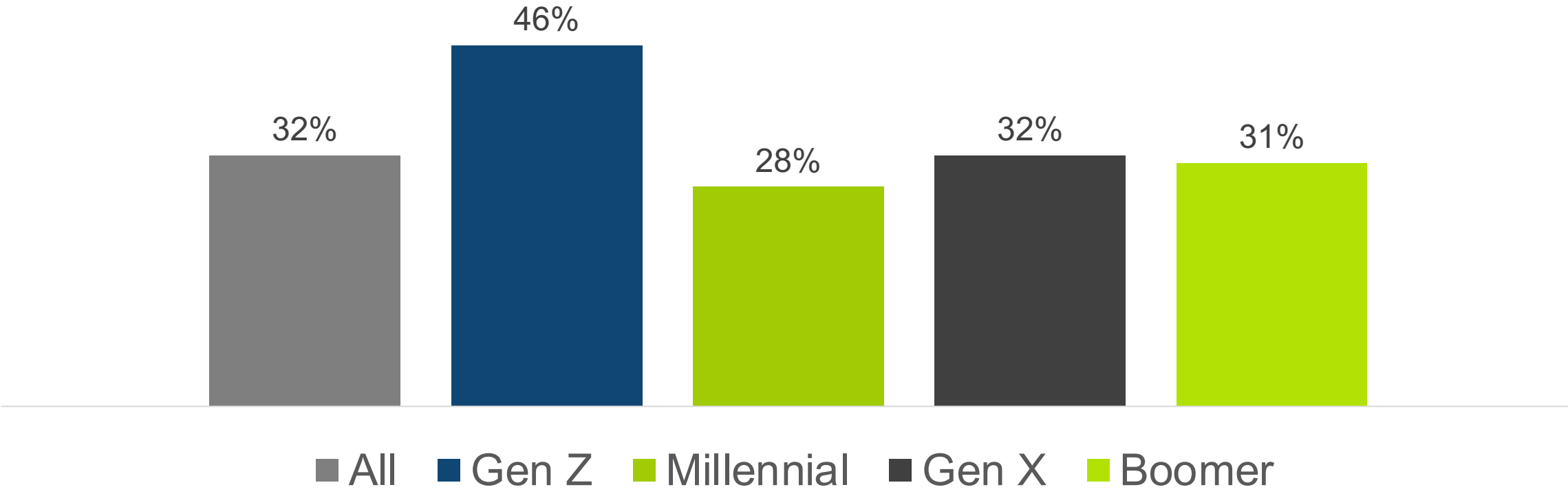
Issues felt most important: The Economy



What do you think are the 2 biggest issues facing the U.S. today? Select two.

**Gen Z (46%) was far and away the most likely to feel women's rights are a primary issue.**

Issues felt most important: Women's rights

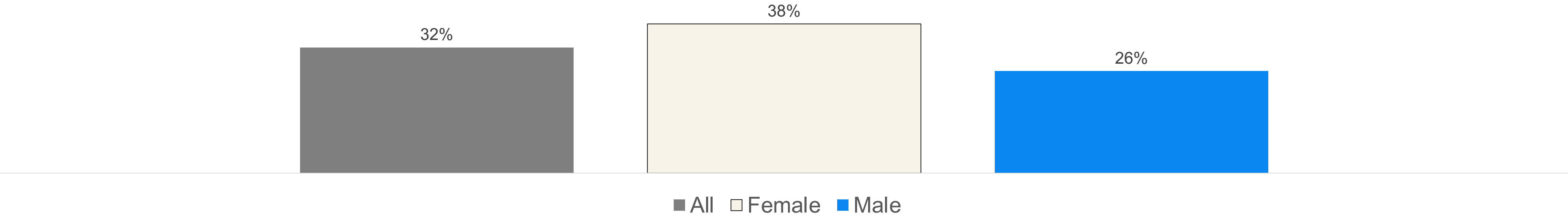


What do you think are the 2 biggest issues facing the U.S. today? Select two.



**Not surprisingly, 38% of women consider women's rights to be a significant issue compared to 26% of men that feel the same.**

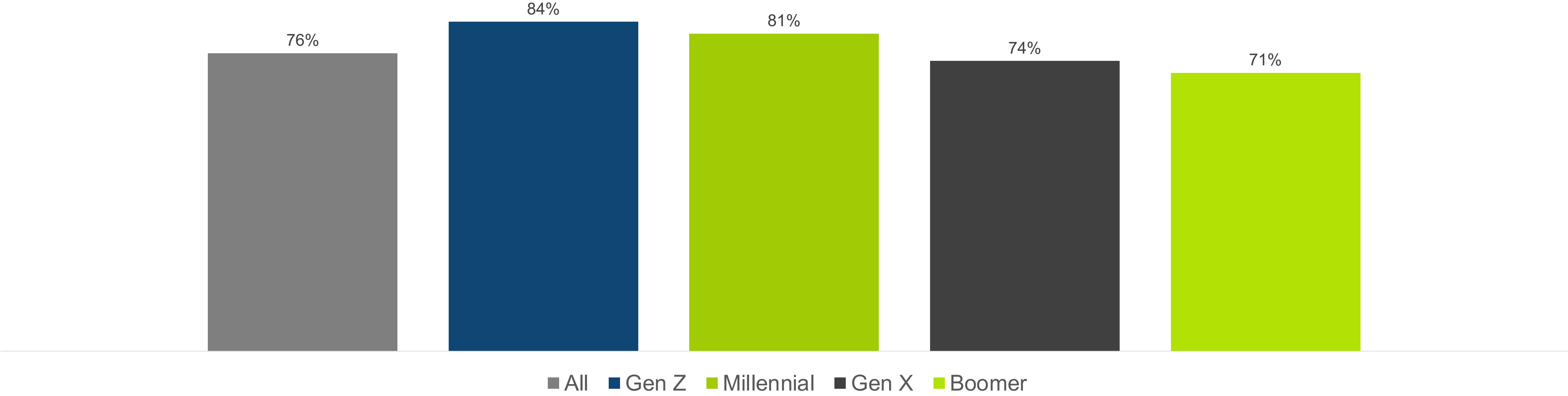
Issues felt most important: Women's rights



What do you think are the 2 biggest issues facing the U.S. today? Select two.

**Among respondents planning on voting, 3 in 4 (76%) feel the outcome of the election can impact their greatest areas of concern.**

% Who believe the outcome of the midterm election can impact national issues



Do you think it is possible that the outcome of the midterm election can impact the national issues that you feel are the most important?

**There is no consensus on which of the various levels of government office are very important. About half of the respondents (52%) view the elections for the national, state, and local offices as very important.**

Election contests perceived as very important

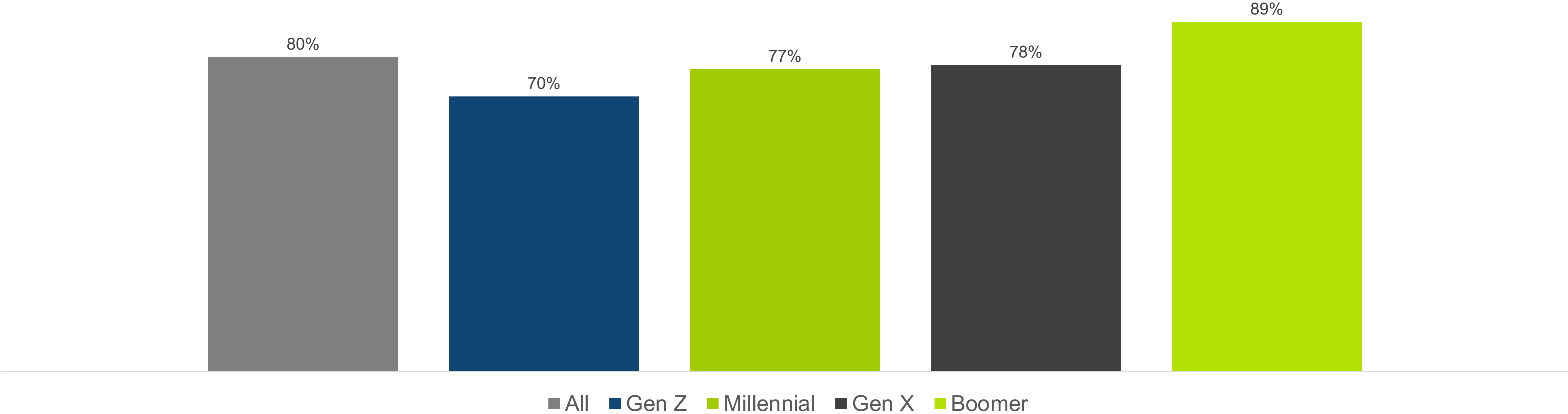


How do you view the importance of the various types of elections?



**Despite not feeling all issues on the ballot are very important, 80% of respondents will vote on all the items the ballot contains.**

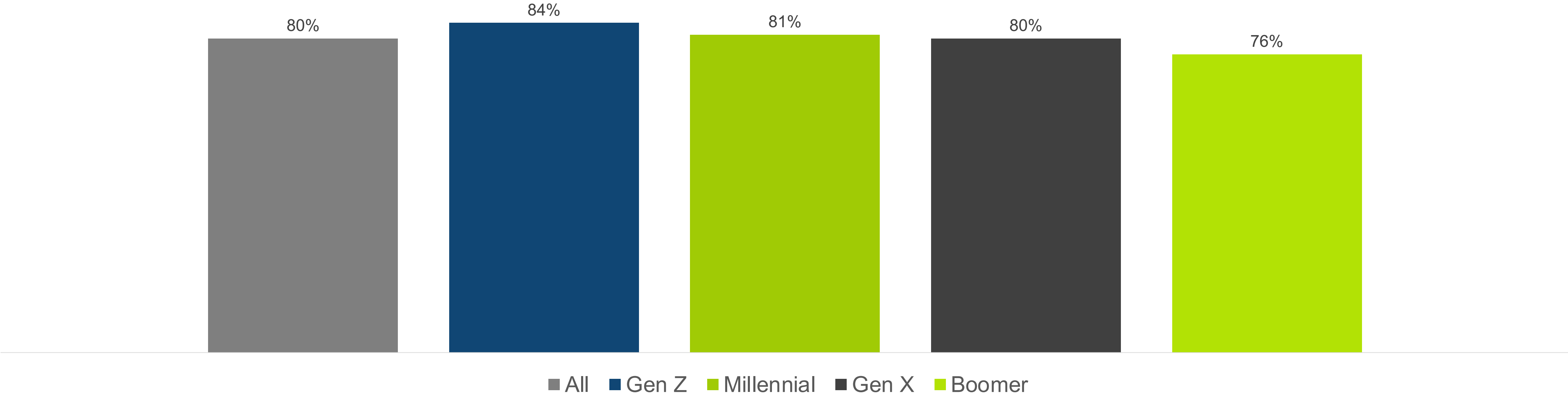
% Who will vote on all items on the ballot



Will you vote on all the items on the ballot, or only on the items that you are interested in?

**While the desired outcome of the elections is far from universal, 80% of respondents feel there is an outcome that could impact their 2023 spending.**

% Who believe the outcome of the election can impact their approach to household spending in 2023



Is it possible that the outcome of the election will impact the way you approach household spending in 2023?

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## Summary

# Walmart +

- Despite Walmart's nearly universal shopper base, only two-thirds of respondents are aware of the Walmart+ program.
- Among those who are aware of Walmart+, less than half (48%) find the program appealing.
  - Males (54%) are more likely than females (44%) to see the appeal of the program.
- Among the two-thirds of the sample who are aware of Walmart+, only 37% find the program appealing enough that they want to join.
  - Like appeal, men (43%) are more likely to join the program than women (31%). In each instance that is significantly lower than the % that find it appealing.
- Among the various features of the Walmart+ program, same-day delivery is the most influential on potential membership.
- While same-day delivery is viewed most favorably, all the features of the program resonate very well except for the \$99 annual fee.

- Among those not interested in becoming a Walmart+ member, a lack of utility (63%) is by far the greatest influence.
- Among those interested in the Walmart program and who are currently Amazon Prime members, the vast majority (88%) will maintain their Amazon membership.

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Summary

**Walmart + cont.**

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## Summary

# November elections

- 88% of respondents report that they are registered to vote.
- The 80% of respondents that have either already voted or plan to vote far exceeds the 49% voter participation rate in the 2018 mid-terms.
  - Gen Z (23%) and Millennials (24%) are significantly more likely than Boomers (13%) to not participate in the vote.
- When asked about the two most important issues facing the country today, nearly three-quarters noted the economy. Beyond that, women's rights (32%) and the environment (29%) were identified as the most important.
- More than three-quarters of the established generations feel the economy is one of the two most critical issues facing the nation. Less than half of Gen Z agree.
- Gen Z (46%) was far and away the most likely to feel women's rights are a primary issue.
  - Not surprisingly, 38% of women consider women's rights to be a significant issue compared to 26% of men that feel the same.

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## Summary

# November elections – cont.

- Among respondents planning on voting, 3 in 4 (76%) feel the outcome of the election can impact their greatest areas of concern.
- There is no consensus on which of the various levels of government office are very important. About half of the respondents (52%) view the elections for the national, state, and local offices as very important.
- Despite not feeling all issues on the ballot are very important, 80% of respondents will vote on all items the ballot contains.
- While the desired outcome of the elections is far from universal, 80% of respondents feel there is an outcome that could impact their 2023 spending.