

Football's biggest stage has the attention of Walmart customers



52% of Walmart customers plan to watch the Big Game

How they'll celebrate:



22%
at home with family only



17%
at home with special meals and snacks



16%
at home with family and friends



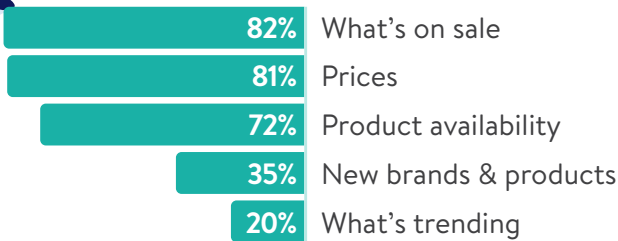
10%
at the home of family or friends

Source: Walmart Spark Panel, September 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 619) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech].

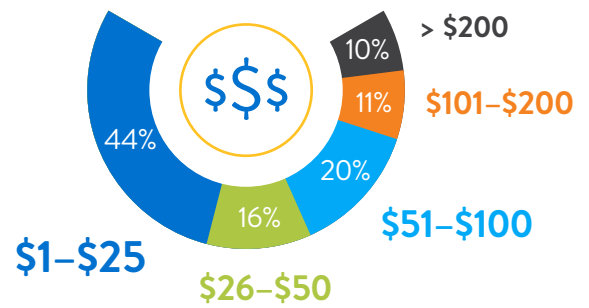


36% plan to research online prior to making their Big Game purchases³

What they'll research:³



How much they'll spend:²



When they'll shop:



9%
more than 2 weeks ahead of time



20%
1-2 weeks ahead of time



57%
1-6 days ahead of time



13%
the day of the Big Game

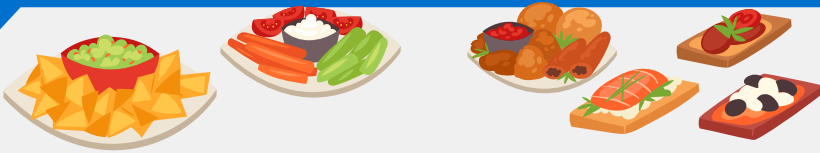
Source: Walmart Spark Panel, September 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 619) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech], (N-645)², (N-666)³

Top three categories Walmart customers are shopping for:

64% Snacks

55% Appetizers

42% Alcoholic drinks



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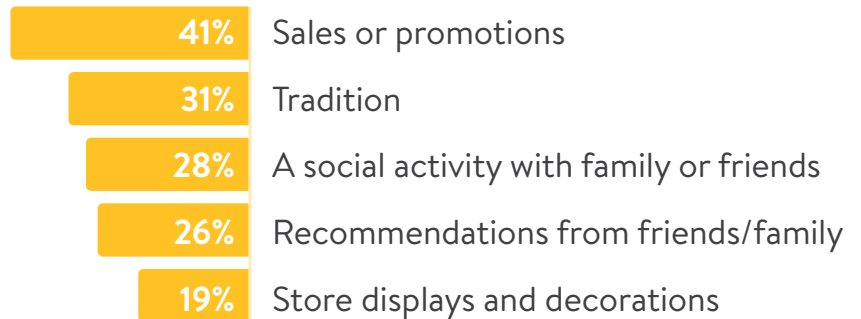
Why they visit and buy from Walmart:²

#1 Best price / low cost

#2 Convenience

#3 Variety of selection / products

Top five things that inspire them to shop

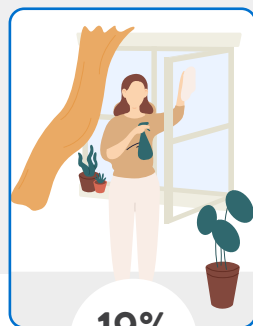


Source: Walmart Spark Panel, September 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 619) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech], (N-666)²

Biggest pain point for hosting the big game



Cleaning up afterwards



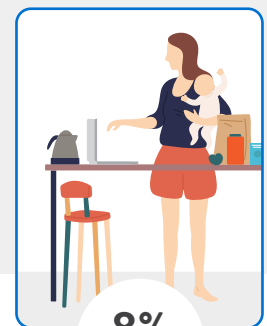
Cleaning up before



Cooking food for a lot of people



Purchasing Snacks



Finding recipes

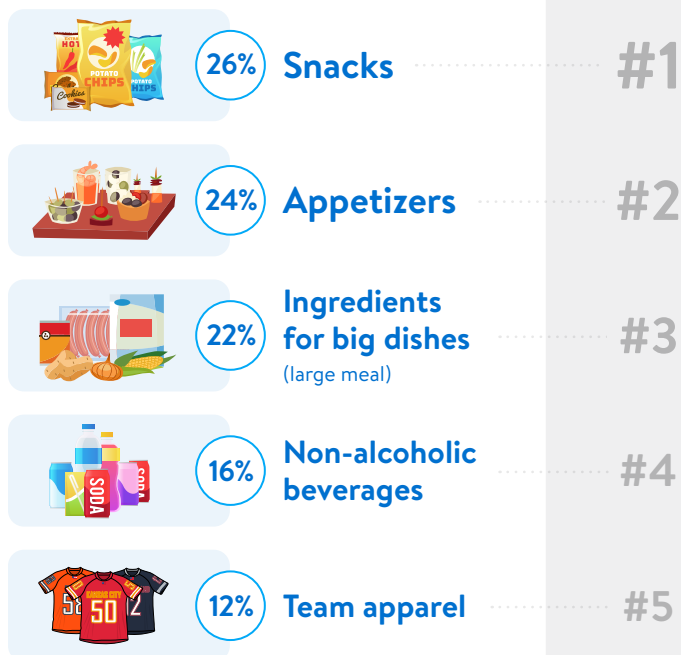
Source: Walmart Spark Panel, September 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N- 619) Managed by conversation>ally, a Data Strategy & Insights team, part of Walmart Global Tech]

25% of Walmart customers are open to purchasing a brand or product after seeing an ad related to what they're shopping for during the Big Game shopping season



While shopping Walmart.com for the Big Game, customers are most likely to click on ads for:

Walmart.com



Walmart app



Start planning your campaign with Walmart Media Group to connect with the right customers in the right place at the right time.

37% of Walmart customers say ads have influenced their decision to buy a product for the Big Game in the past

Source: Walmart Spark Panel, September 2020. [Data was collected through an online survey distributed to Walmart Customer Spark panel members (N= 666) Managed by conversationally, a Data Strategy & Insights team, part of Walmart Global Tech]