



## Walmart “Pay with Cash” Option Facts

### Walmart Pay with Cash Option

- Allows customer to shop and purchase online items at [Walmart.com](http://Walmart.com) and pay for them with cash at all Walmart stores in the U.S. including Neighborhood Markets.
- Walmart is the first major retailer to offer online purchases without the need for banking services or credit, debit or prepaid card.

### Defining Unbanked/Underbanked

- **Unbanked:** No checking, savings, money market or credit account
- **Underbanked:** May or may not have a checking and/or savings account. Use alternative financial services such as: one check cashing, bill pay, payday loan and/or pawn shop every two or three months or two at least a couple of times a year<sup>1</sup>
- **Banked:** Have a checking/savings account, possibly also a credit card, and may use alternative financial services, albeit infrequently

### At a Glance: U.S. Population

- More than 47 percent of U.S. shoppers are wary of using credit cards online<sup>2</sup>
- According to FDIC, an estimated 7.7 percent of U.S. households (9 million), are unbanked<sup>3</sup>
- According to FDIC, an estimated 17.9 percent of U.S. households (21 million) are underbanked<sup>4</sup>
- Among the unbanked U.S. population: 34 percent are Hispanic; 24 percent are African-American<sup>5</sup>
- Among the underbanked U.S. population: 32 percent are Hispanic; 23 percent are African-American<sup>6</sup>

### Snapshot: Walmart Customer Insights

- The majority of our store transactions are paid for in cash or cash equivalent, including debit cards, and approximately 15 percent of transactions are paid in the form of credit.<sup>7</sup>
- In a recent survey for “Pay with Cash,” Walmart found more than two thirds of those identified as “underbanked” were likely to use cash as a form of online payment. Electronics, food, health & beauty were the most popular categories among those surveyed<sup>8</sup>

### Customers Opting for “Pay with Cash”

- Unbanked shopper who pays for most purchases in cash and doesn’t shop online
- Online shopper who shops online using prepaid cards
- Security-concerned shopper hesitant to shop with their credit card online
- Shopper using a shared or public computer who doesn’t want to enter their credit card
- Shopper purchasing a gift; doesn’t want order to appear on credit card statement
- College student who places an order and a parent pays cash during their next visit to the store

<sup>1</sup> SOURCE: FDIC National Survey of Unbanked and Underbanked Households” FDIC (2009)

<sup>2</sup> SOURCE: Rasmussen Phone Survey (2009)

<sup>3</sup> SOURCE: FDIC National Survey of Unbanked and Underbanked Households” FDIC (2009)

<sup>4</sup> SOURCE: FDIC National Survey of Unbanked and Underbanked Households” FDIC (2009)

<sup>5</sup> SOURCE: Walmart Insights

<sup>6</sup> SOURCE: Walmart Insights

<sup>7</sup> SOURCE: Walmart Insights

<sup>8</sup> SOURCE: Walmart Insights