**Robo User Questionnaire for Walmart**

**Part 1 - Autofill from Walmart**

1. Name:
2. Age:
3. Address:
4. Occupation:
5. Walmart customer since: YEAR
6. Shopping budget at Walmart (Annual): YYY USD
7. Total Shopping Budget (Annual): (YYY \* 7) – (YYY \*10) USD = AAA – BBB USD
8. Total Annual Income: (AAA \* 5) – (BBB \* 10) USD = CCC – DDD USD
9. Family Details:
10. Dependency Ratio: How many members are dependent on the earning member
11. Email:
12. Phone:

**Part 2 - Risk Capacity**

1) How often are you able to you save

* Every month (3)
* Not every month but during most of the months (2)
* Occasionally (1)
* Almost never (0)

2) What is the primary goal you have from saving

* Retirement (3)
* Major event or purchase plan e.g. you want to buy a house (2)
* Education Funding e.g. you want to pay for your kid’s college (2)
* Any other (1)

3) In how many years, you will need this money

* Within next two years (0)
* More than two years but less than five (1)
* More than five years but less than ten (2)
* More than ten years (3)

4) How often you dip in your savings jar

* Never. I am very disciplined on this (3)
* Occasionally and that too only in an emergency (2)
* Ohh…it happens regularly (1)
* I don’t even have one (0)

5) God forbid if you don’t get your paycheque on time next month

* No worries. I am good for next six months (3)
* I think I should be fine or a month or a little longer (2)
* It won’t matter if it is just a week’s delay (1)
* That will be tough and I don’t how will I manage (0)

6) How much you are able to save every month from your income

* More than half of it (3)
* More than 20% (2)
* Small amount which is almost insignificant (1)
* I borrow regularly and living like that for a while (0)

7) For you, income, saving and Investing are

* All are same, because more you save, the more you can invest for future (0)
* They are different, because you need to invest sensibly to get rich (2)
* Almost the same, I mean more you earn, the more you can save and then invest (1)
* Your earnings matter but how you go about spending, saving and investing matter more (3)

**Part 3 - Behavioural choices**

1) How often do you buy a lottery ticket

* Every week or at least every month (0)
* No fixed timing but you can say often (1)
* Occasionally or I used to buy but not anymore (2)
* Never bought and will never buy (3)

2) How do you think people get rich

* Their parents leave a lot of money for them (0)
* They are lucky (0)
* They work hard and don’t waste money (2)
* They save and invest wisely (3)

3) Given a choice, what you would prefer

* For me, safety of my money is the most important thing (2)
* Maybe a lower amount but with more certainty (2)
* I am OK with some ups and downs if it helps me to earn more (3)
* I am confused (0)

4) You saved in a scheme last month but it has done badly, down by a quarter in a month

* Really, I must have got conned (0)
* I will sell it immediately and put that money somewhere safe (1)
* I am OK if it helps me to earn more over next few years (2)
* I will buy more of this because it seems like a discount sale (3)

5) How did Coronavirus crisis impact you financially

* It was a bad time for me and my family (0)
* I was difficult but we managed with some help from here and there (1)
* Thankfully, I was in a safe job and did Ok (2)
* My business or my salary had a boom time (3)

6) How do you think about the stocks

* Leave it, they are for rich people (0)
* I tried but didn’t succeed, I think my timing is bad (1)
* Yes, it is good but I only put a small part of my income or savings there (2)
* They can significantly help me in getting rich (3)

7) Do you think there are good investment options outside the United States

* I don’t really know (0)
* Maybe, but I am not interested because I don’t know enough (1)
* Yes, tell me more how should I go about this (2)
* My investment has direct or indirect exposure to other countries (3)

**Part 4 - Financial data**

1) How much you think are worth (excluding primary residence):

* Under $50,000 (0)
* $50,000 - $200,000 (2)
* $200,000 to a million (4)
* More than a million (6)
* More than five million (10)

2) Do you own a house:

* No, I stay in a rented apartment (0)
* I own a house but it is at a different location so I am staying on rent (1)
* I own a house but it is smaller than what I need so I am staying on rent (2)
* Yes, my primary residence is owned (3)
* I own more than one house (4)

3) How much does you and your family earn every year:

* Under $25,000 (0)
* $25,000 - $50,000 (1)
* $50,000 - $100,000 (2)
* $100,000 - $300,000 (5)
* Over $300,000 (7)

4) How much do you spare to save every month:

* Under $100 (0)
* $100 - $500 (1)
* $500 - $2,000 (2)
* $2,000 - $10,000 (4)
* Over $10,000 (7)

**Methodology:**

* Part 2 – Minimum (1) Maximum (21)
* Part 3 – Minimum (0) Maximum (21)
* Part 4 – Minimum (0) Maximum (28)
* **Total – Minimum (1) Maximum (70)**
* We can have 70 risk profiles depending what the score for a user is. The scale will not be continuous because in the >50 range, some numbers may be missing.
* Maximum score means the maximum risk tolerance for a user.

**Notes:**

**Part 1**

* Point 4 - This is available if the user is registered with Walmart
* Point 5 - This is 10% to 15% budget going to Walmart
* Point 6 – This is that income is 10% to 20% spent on shopping on Walmart type of things
* YYY, AAA, BBB, CCC, DDD are numbers in USD
* AAA – BBB represents the range from AAA USD to BBB USD

This part is to cross check anomalies with data in Part 4. If they are inconsistent, Part 1 will get the precedence.

**Part 2**

* To assess risk taking ability
* If the questionnaire is too long, Q 4 and Q 7 can be removed

**Part 3**

* To assess attitude towards risk
* If the questionnaire is too long for an average user, this can be removed altogether
* Objective measures like Part 2 and Part 4 are more relevant than what a user think about themselves

**Part 4**

* To make more objective evaluation for risk
* If there are independent means to assess this part, it will be better

**References:**

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4. <https://www.pymnts.com/news/retail/2016/and-the-average-walmart-shopper-is/> (Accessed on 8th November 2021)
5. <https://www.allrecipes.com/article/typical-walmart-shopper-insider/> (Accessed on 8th November 2021)
6. <https://inspiramarketing.com/infographic-differentiating-walmart-and-target-shoppers/> (Accessed on 8th November 2021)
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