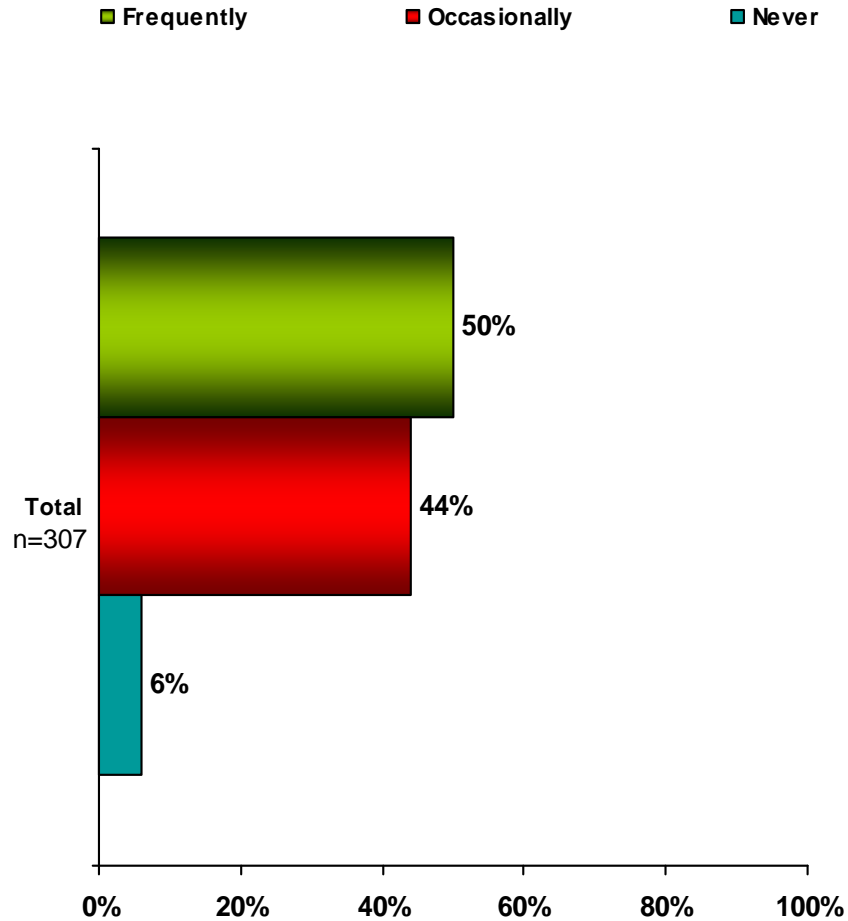


“Please indicate how frequently you shop at Walmart.”

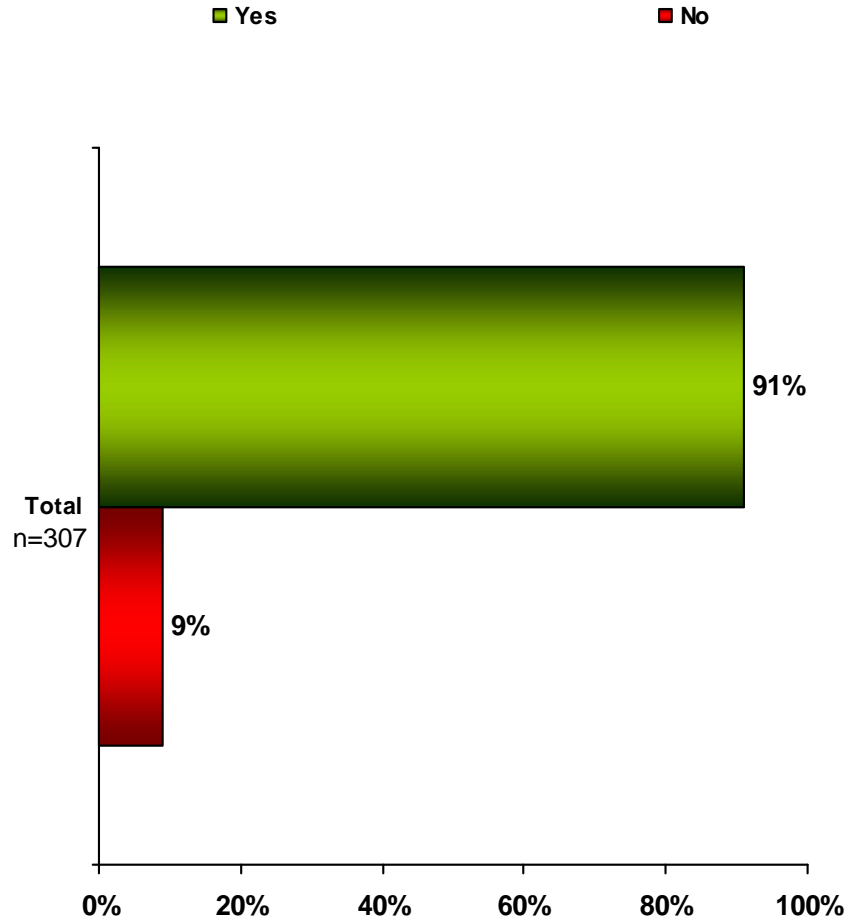
BEFORE Video



Percentages may not equal 100 due to rounding

“Have you ever purchased Girl Scout cookies in the past?”

BEFORE Video



Total
n=307

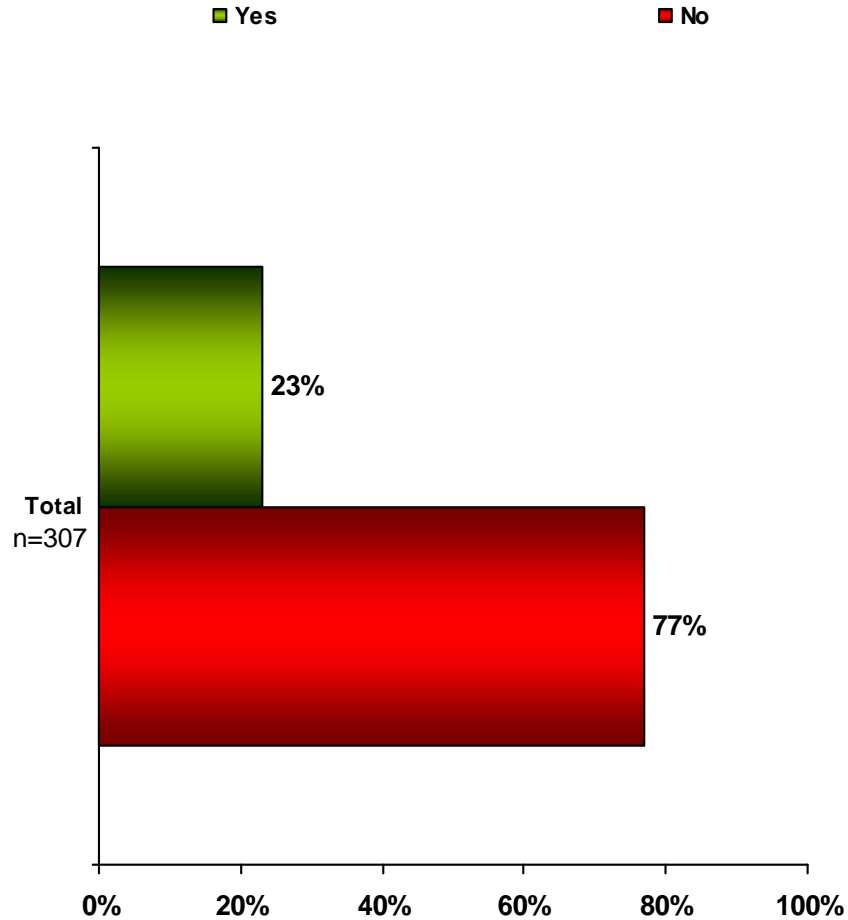
91%

9%

0% 20% 40% 60% 80% 100%

“Do you have any children who are currently or were previously members of Girls Scouts?”

BEFORE Video

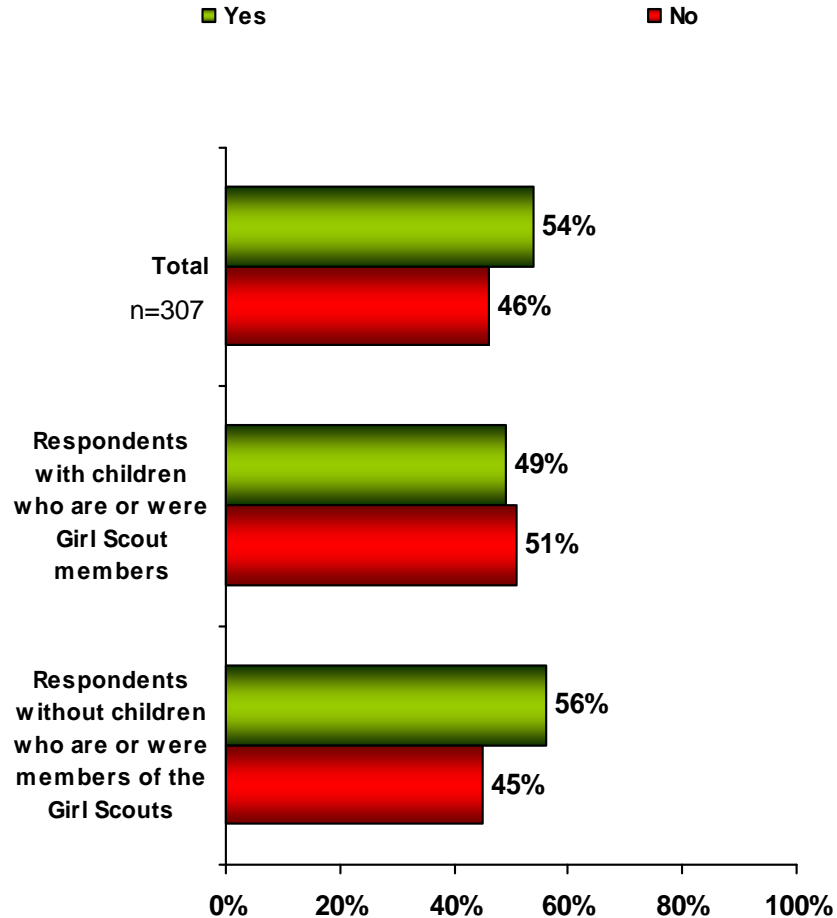


Total
n=307

Percentages may not equal 100 due to rounding

“Would you consider purchasing Walmart’s new line of cookies which are featured in this video?”

AFTER Video

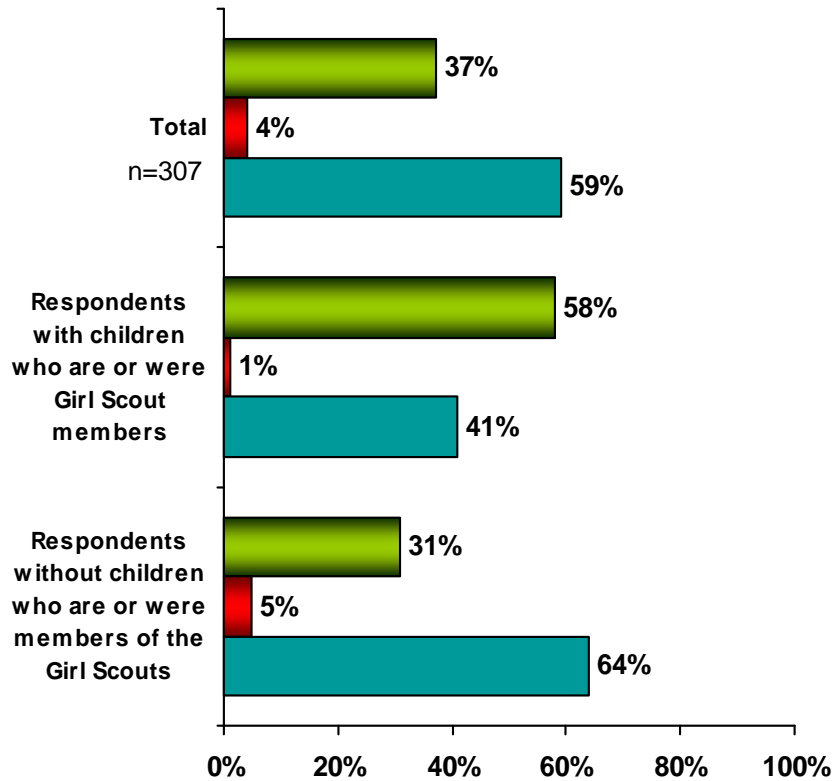


Percentages may not equal 100 due to rounding

“Has this story changed your perception of Walmart?”

AFTER Video

- Yes, I have a more negative perception of Walmart
- Yes, I have a more positive perception of Walmart
- No change

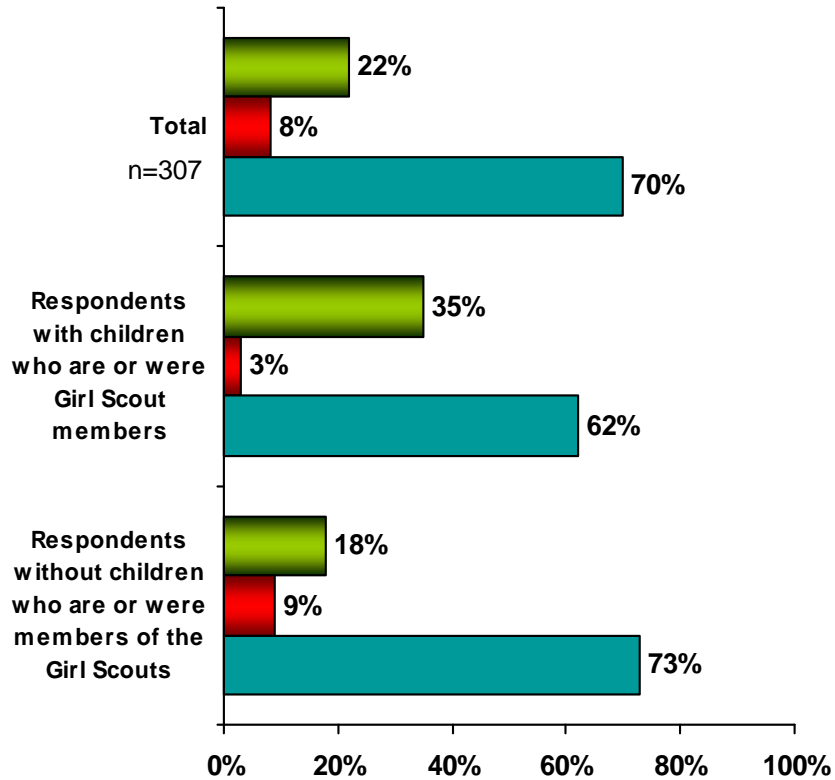


Percentages may not equal 100 due to rounding

“I am:”

AFTER Video

- Less likely to shop at Walmart after viewing this story
- More likely to shop at Walmart after viewing this story
- No change



Percentages may not equal 100 due to rounding