



Bundled retail memberships boost the economy & save consumers billions

New insight into consumer attitudes toward bundled retail memberships from big box stores like Costco, Amazon Prime, BJ's, and Walmart+ reveals impressive customer satisfaction with memberships, which **save consumers \$1.6 billion annually**. As retailers undergo historic government scrutiny, these findings overwhelmingly demonstrate that retailers offering bundled memberships boost consumer welfare.

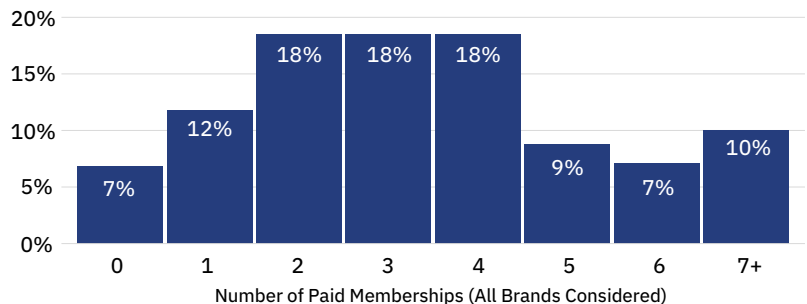
Key Findings



A significant portion of customers subscribe to a large number of membership services

This demonstrates both the value that retail bundling holds for U.S. consumers and the inability of any one membership to prevent most customers from subscribing to multiple competing services.

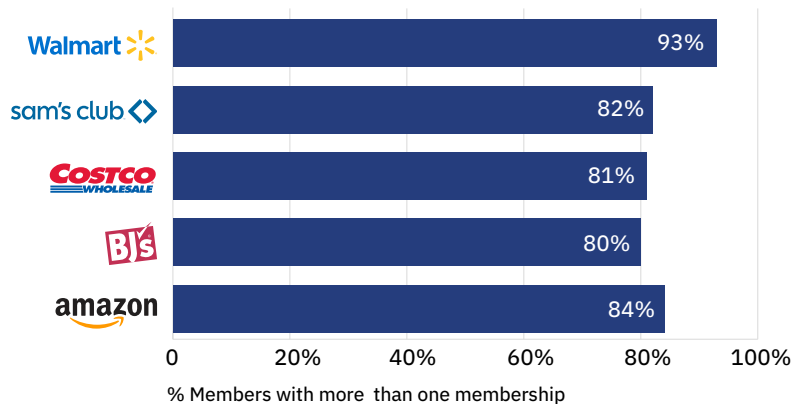
Number of Paid Memberships Owned By Survey Respondents



The data shows that consumers are extremely satisfied with Amazon Prime

Amazon Prime has been under recent government scrutiny for alleged consumer harm. The numbers tell a different story:

- 62% of respondents report having Prime memberships.
- 84% had memberships with at least one of the four big-box stores.
- 95% had at least one other membership besides Prime.



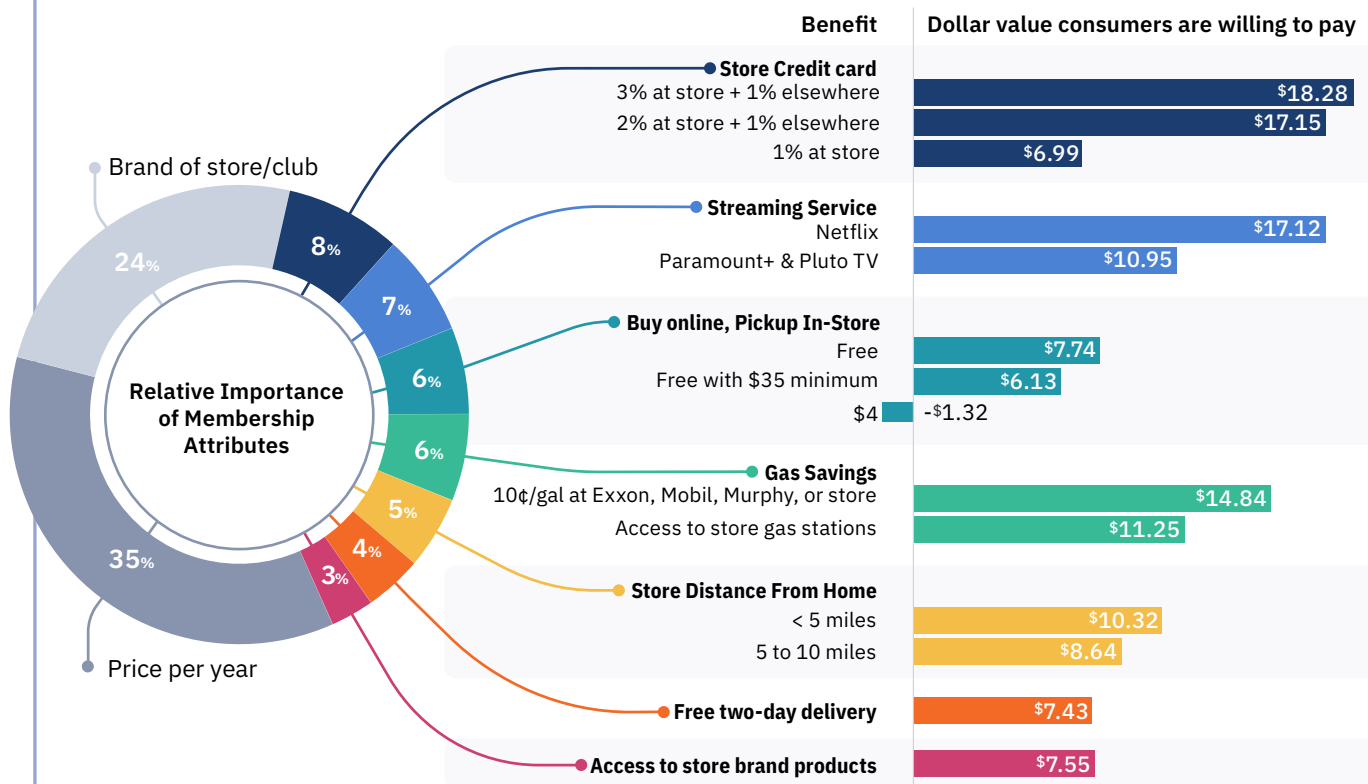
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Customers enjoy the inclusion of additional features in retail bundles, subscribe to multiple memberships

The survey of 1,001 consumers shows that retail customers are driven by not only price and brand, but membership features like video streaming, free two-day shipping, and store credit cards.

Consumers Are Willing to Pay More For Highly Valued Membership Features—But Retailers Charge Less



Survey data demonstrates that when combined, membership features such as brand, store credit cards, streaming services, and “buy online, pickup in store” options are more valuable to consumers than low prices. In fact, customers consistently report that they’d be willing to pay more for bundled membership features than what retailers actually charge.

