



Higher-Income Shoppers Boost Sales Figures

Description

Many Americans are having trouble with money. They are going to Walmart to save costs. The store has seen more rich shoppers buying its products.

John Furner, the new CEO of Walmart, said most new customers earn more than £100,000 a year. He noted that shoppers with lower incomes are still struggling to pay bills. They often run out of money before their next paycheck.

This situation is part of a pattern called a K-shaped economy. In this pattern, rich people do well, but many poorer people find it hard to keep up with rising prices of food, housing, and childcare.

Walmart is known for its low prices. The store said there are many job losses, low customer confidence, and problems with student loans. Other stores are also seeing rich shoppers buy more.

Walmart's sales in the last quarter grew by 4.6%. However, the company's stock fell because its profit forecast was low. Walmart is also planning to use more technology to save costs.

Vocabulary List:

1. **Economy** /i'kɒnəmi/ (noun): The system by which goods and services are produced and exchanged in a society.
2. **Shoppers** /'ʃɒpərz/ (noun): People who are buying goods from a store.
3. **Struggling** /'strʌɡlɪŋ/ (verb): Having difficulty or challenges in maintaining a situation or task.
4. **Confidence** /'kɒnfɪdəns/ (noun): The feeling or belief that one can rely on someone or something; firm trust.
5. **Customer** /'kʌstəmə/ (noun): A person or organization that buys goods or services from a store or business.
6. **Technology** /tek'nɒlədʒi/ (noun): The application of scientific knowledge for practical purposes especially in industry.

Comprehension Questions

Multiple Choice

1. Who is the CEO of Walmart?

Option: Doug McMillon



- Option: John Furner
- Option: Elon Musk
- Option: Jeff Bezos

2. What is the income threshold mentioned for most new Walmart customers?

- Option: £50,000
- Option: £75,000
- Option: £100,000
- Option: £150,000

3. What was Walmart's sales growth in the last quarter?

- Option: 2.5%
- Option: 3.6%
- Option: 4.6%
- Option: 5.6%

4. Which economic pattern is mentioned in the text?

- Option: V-shaped economy
- Option: K-shaped economy
- Option: L-shaped economy
- Option: U-shaped economy

5. What does Walmart plan to use more of to save costs?

- Option: Staff
- Option: Workers
- Option: Technology
- Option: Paperwork

6. What is the primary reason shoppers are going to Walmart?

- Option: Convenience
- Option: Luxury items
- Option: To save costs
- Option: To socialize

True-False

7. Rich shoppers are buying less from Walmart.



8. Many Americans are struggling to pay their bills.
9. The company's profit forecast was high.
10. Walmart is known for its high prices.
11. John Furner is the previous CEO of Walmart.
12. Walmart's stock fell despite an increase in sales.

Gap-Fill

13. The new CEO of Walmart is _____ Furner.
14. Most new customers at Walmart earn more than _____ a year.
15. The economic situation described is known as a _____ economy.
16. Many lower-income shoppers run out of money before their _____ paycheck.
17. Walmart plans to use more _____ to save costs.
18. Walmart's sales grew by _____ in the last quarter.

Answer

Multiple Choice: 1. John Furner 2. £100,000 3. 4.6% 4. K-shaped economy 5. Technology 6. To save costs

True-False: 7. False 8. True 9. False 10. False 11. False 12. True

Gap-Fill: 13. John 14. £100,000 15. K-shaped 16. next 17. technology 18. 4.6%

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is the term used to describe the unlawful taking of someone else's property?
Option: Robbery
Option: Theft



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- Option: Burglary
Option: Fraud
2. What are collectible items that often feature characters from sports or games called?
Option: Posters
Option: Trading cards
Option: Comics
Option: Stickers
3. What technology allows customers to scan and pay for their items without cashier assistance?
Option: Self-service counter
Option: Cashier checkout
Option: Self-checkout
Option: Mobile payment
4. Which word describes something that evokes strong feelings?
Option: Emotional
Option: Rational
Option: Logical
Option: Detached
5. What is the act of helping someone or something called?
Option: Opposition
Option: Support
Option: Indifference
Option: Hostility
6. What is the simulation of human intelligence processes by machines especially computer systems referred to as?
Option: Robotics
Option: Artificial Intelligence
Option: Machine Learning
Option: Automation
7. What term is used for the financial gains that exceed the expenditures?
Option: Losses
Option: Profits
Option: Investments
Option: Expenses
8. Who are the individuals that purchase goods or services from a business?
Option: Suppliers
Option: Vendors



- Option: Customers
- Option: Shareholders

9. What is the system of production consumption and trade of goods and services in a given area called?

- Option: Market
- Option: Society
- Option: Economy
- Option: Culture

10. What term refers to individuals who are selecting items for purchase in retail environments?

- Option: Merchants
- Option: Shoppers
- Option: Retailers
- Option: Wholesalers

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The crime of _____ involves taking someone's personal property without permission.

12. Many collectors enjoy assembling a complete set of _____ that feature their favorite players.

13. Using _____ helps speed up the process of purchasing items at the store.

14. It is important to seek out _____ from friends during difficult times.

15. _____ has the potential to revolutionize many industries by enabling smarter automation.

16. Companies strive to maximize their _____ by reducing costs and increasing revenue.

17. Sources of _____ are crucial for powering homes and industries efficiently.

18. During holiday seasons _____ flock to stores in search of the best deals.

19. A strong _____ can lead to higher employment rates and increased consumer spending.

20. The _____ system of the laptop helps prevent it from overheating during heavy



usage.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The police were called in to investigate the theft of several expensive items from the store.
22. Kids often trade their favorite trading cards during recess at school.
23. The self-checkout kiosks have made the shopping experience quicker for many customers.
24. The movie was so emotional that it left many viewers in tears at the end.
25. Friends often offer emotional support during challenging times in life.
26. Artificial intelligence is being increasingly used to enhance customer service experiences.
27. The company reported higher profits this quarter compared to the same period last year.
28. Returning customers are vital for the long-term success of any business.
29. A healthy economy boosts consumer spending and encourages business investments.
30. Effective cooling systems are essential in preventing electronic devices from overheating.

Answer

Multiple Choice: 1. Theft 2. Trading cards 3. Self-checkout 4. Emotional 5. Support 6. Artificial Intelligence 7. Profits 8. Customers 9. Economy 10. Shoppers

Gap-Fill: 11. theft 12. trading cards 13. self-checkout 14. support 15. Artificial Intelligence 16. profits 17. energy 18. shoppers 19. economy 20. cooling

Matching sentence: 1. theft 2. trading cards 3. self-checkout 4. emotional 5. support 6. artificial intelligence 7. profits 8. customers 9. economy 10. cooling

CATEGORY

1. Business - LEVEL1

POST TAG

1. ESL learning
2. esl news
3. higher-income
4. Level 1



5. sales
6. shoppers

Tags

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