

KEY TAKEAWAYS:

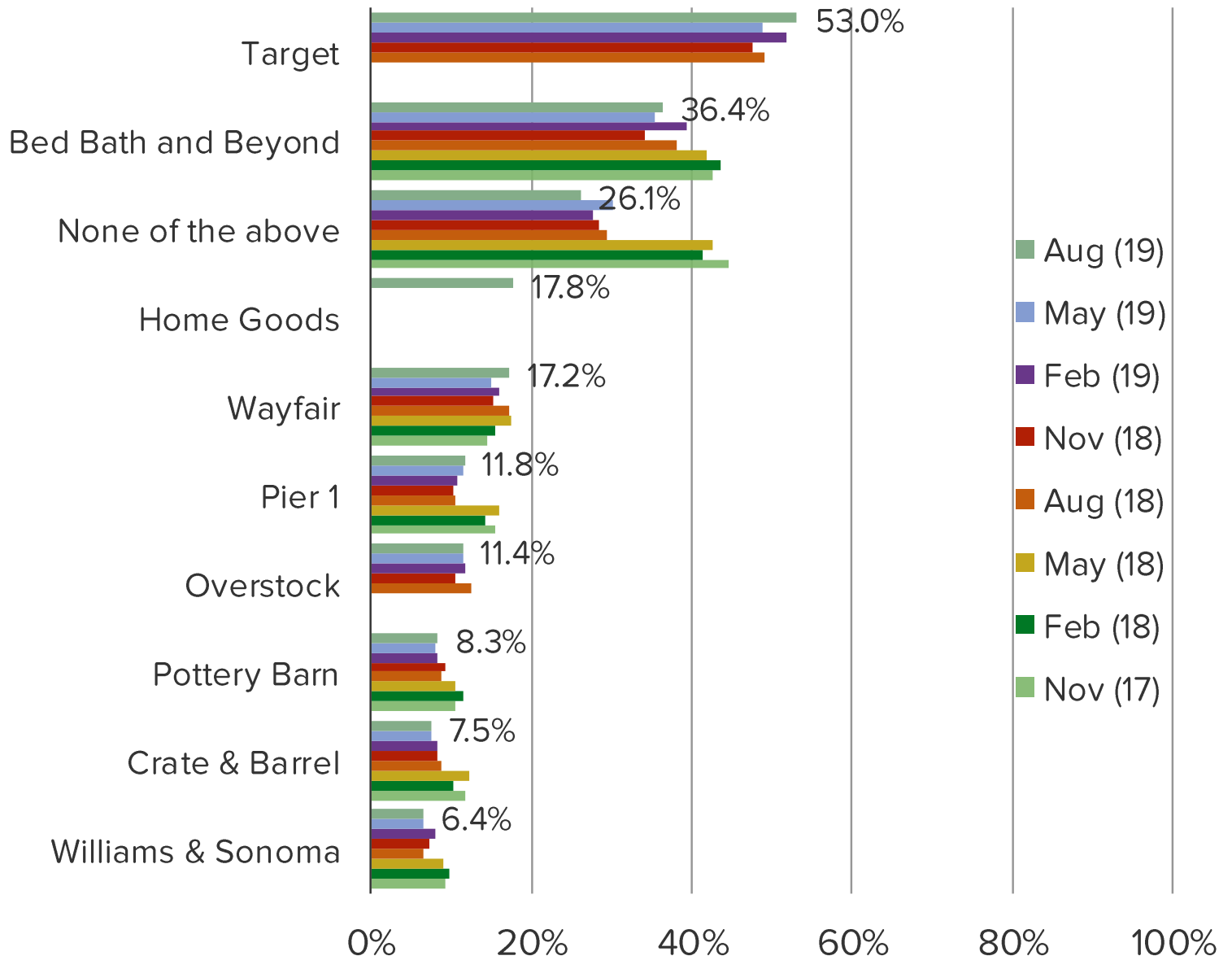
CUSTOMER SHOPPING
FREQUENCY OF HOME
FURNISHINGS RETAILERS IN
OUR SURVEY IS MOSTLY NET
POSITIVE BUT SEQUENTIALLY
WORSENING.

AFTER SHIFTING TOWARD
ONLINE FOR A NUMBER OF
QUARTERS, SHOPPING
THROUGH RETAILERS IN OUR
SURVEY HAS SHIFTED BACK
IN THE DIRECTION OF IN-
STORES OVER THE PAST TWO
QUARTERS.

ACTIVE CUSTOMERS (MADE A PURCHASE
IN THE PAST YEAR)

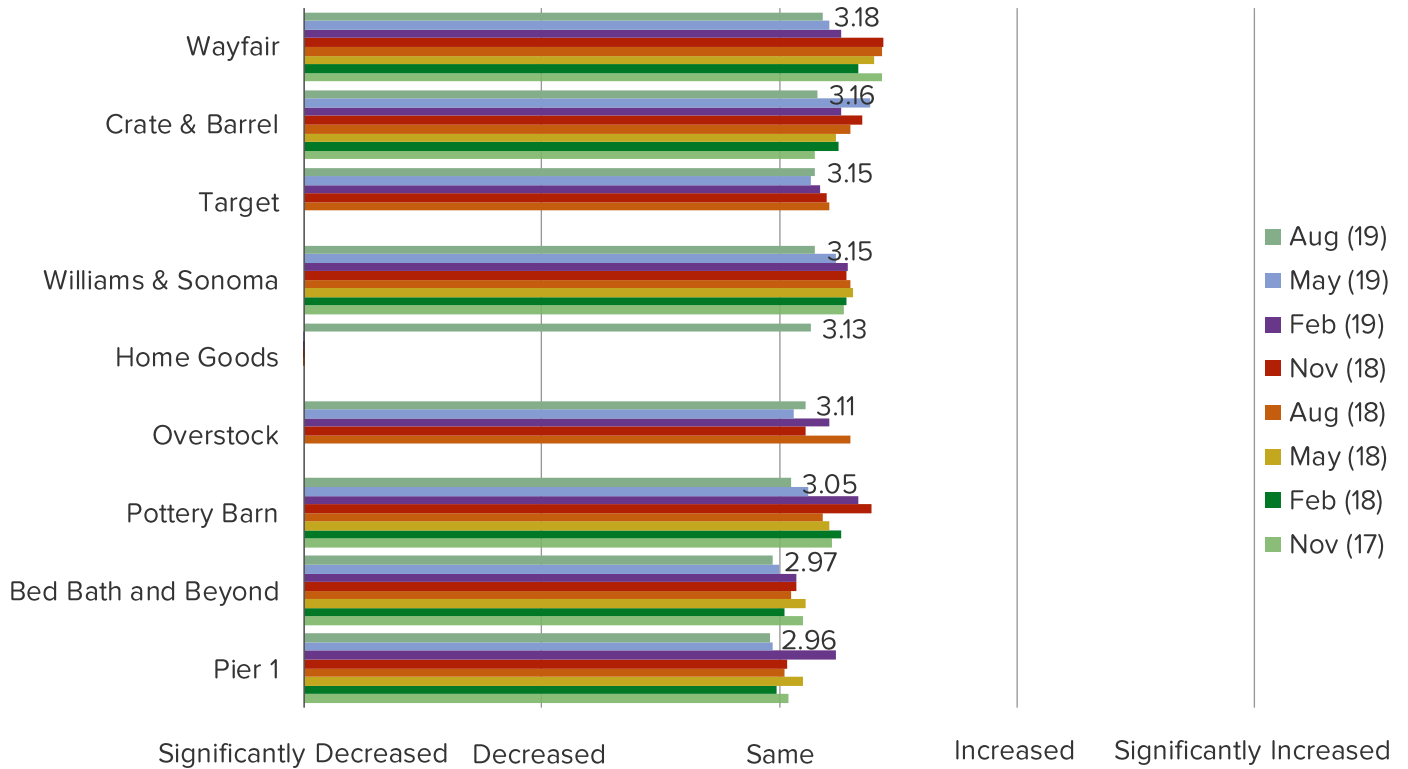
HAVE YOU PURCHASED ITEMS FROM ANY OF THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents

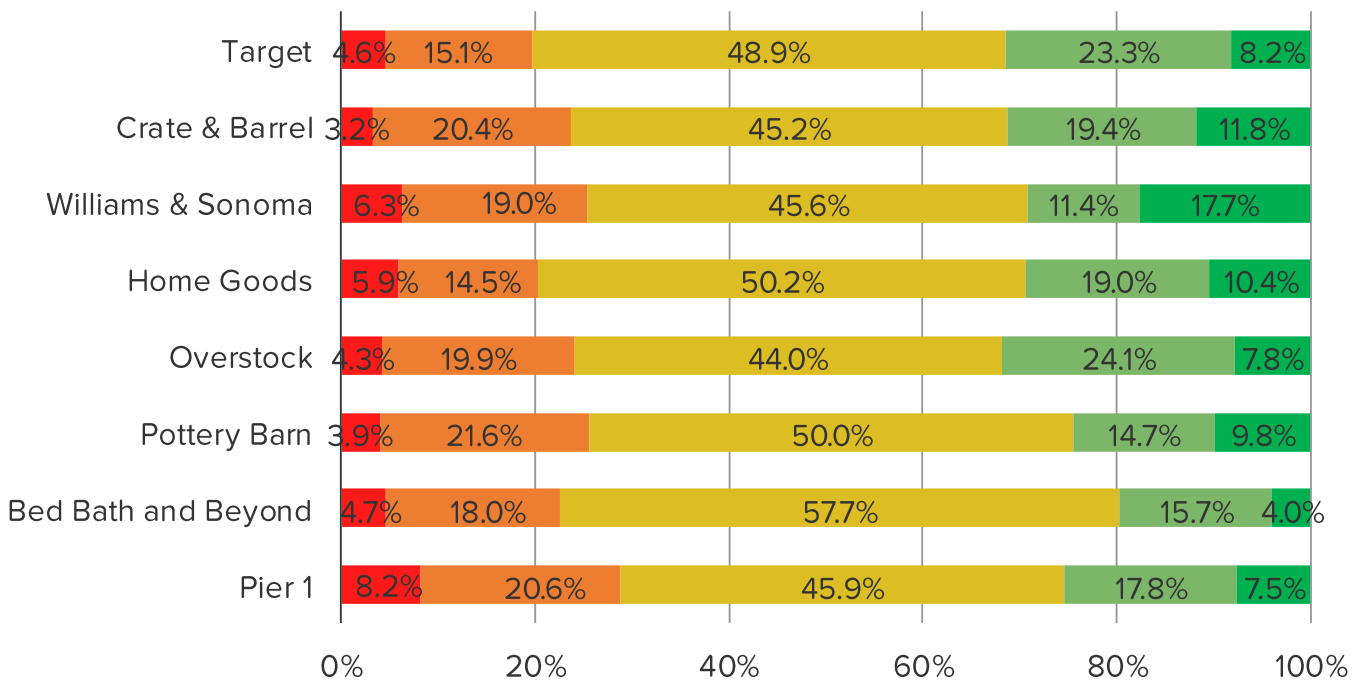


OVER THE COURSE OVER THE PAST YEAR, HAVE YOU CHANGED HOW OFTEN YOU SHOP HERE?

Posed to all respondents who have shopped this retailer in the past year.

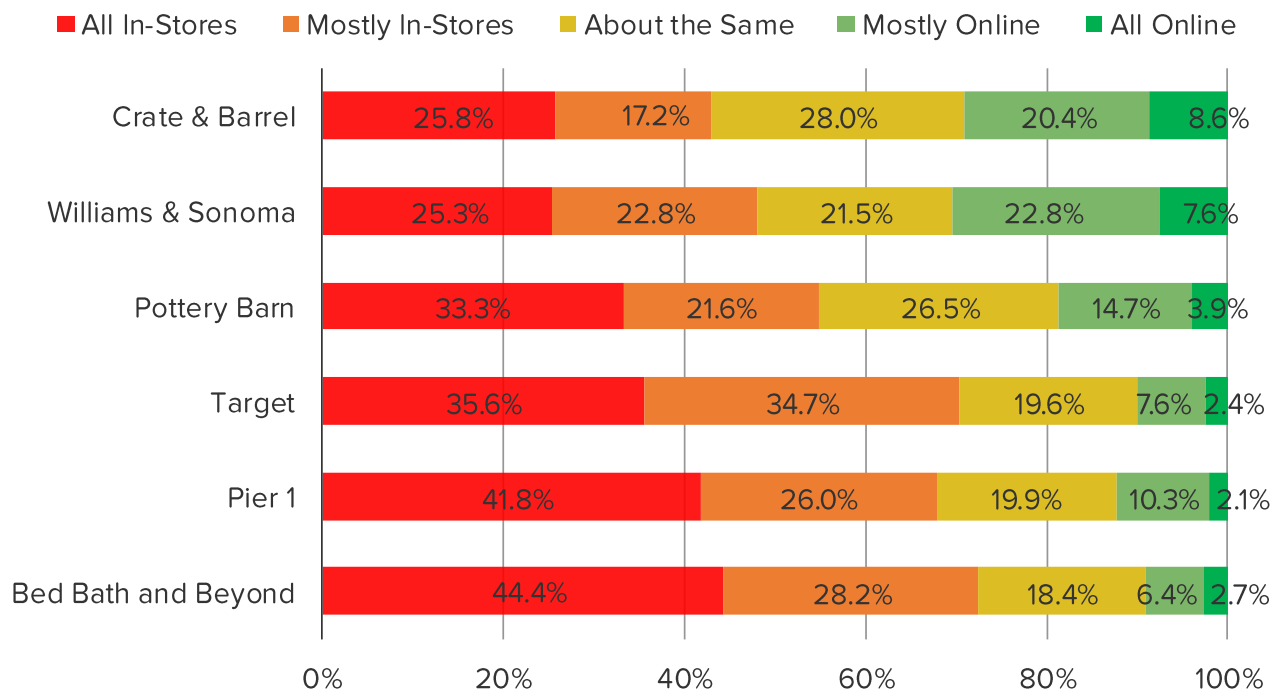
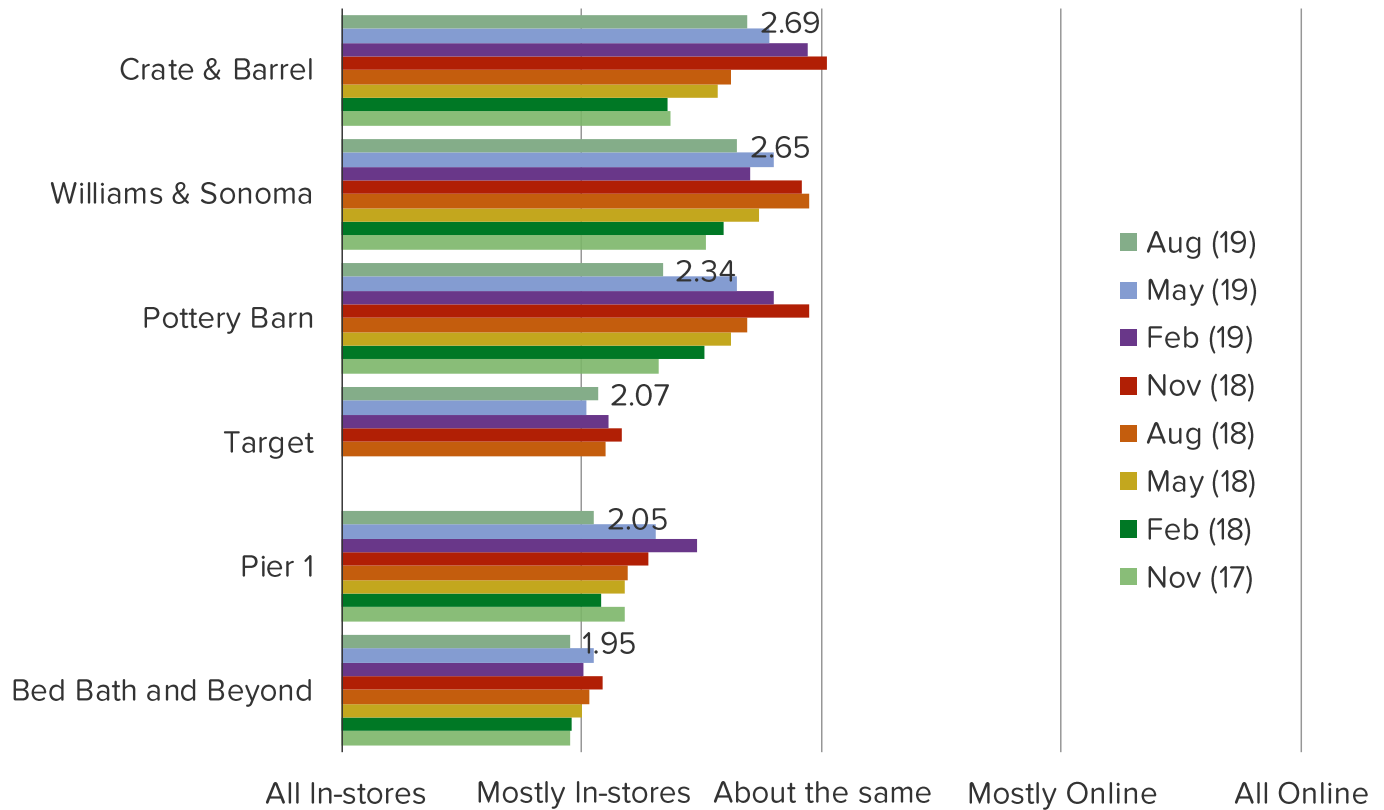


■ Significantly Decreased ■ Decreased ■ Same ■ Increased ■ Significantly Increased



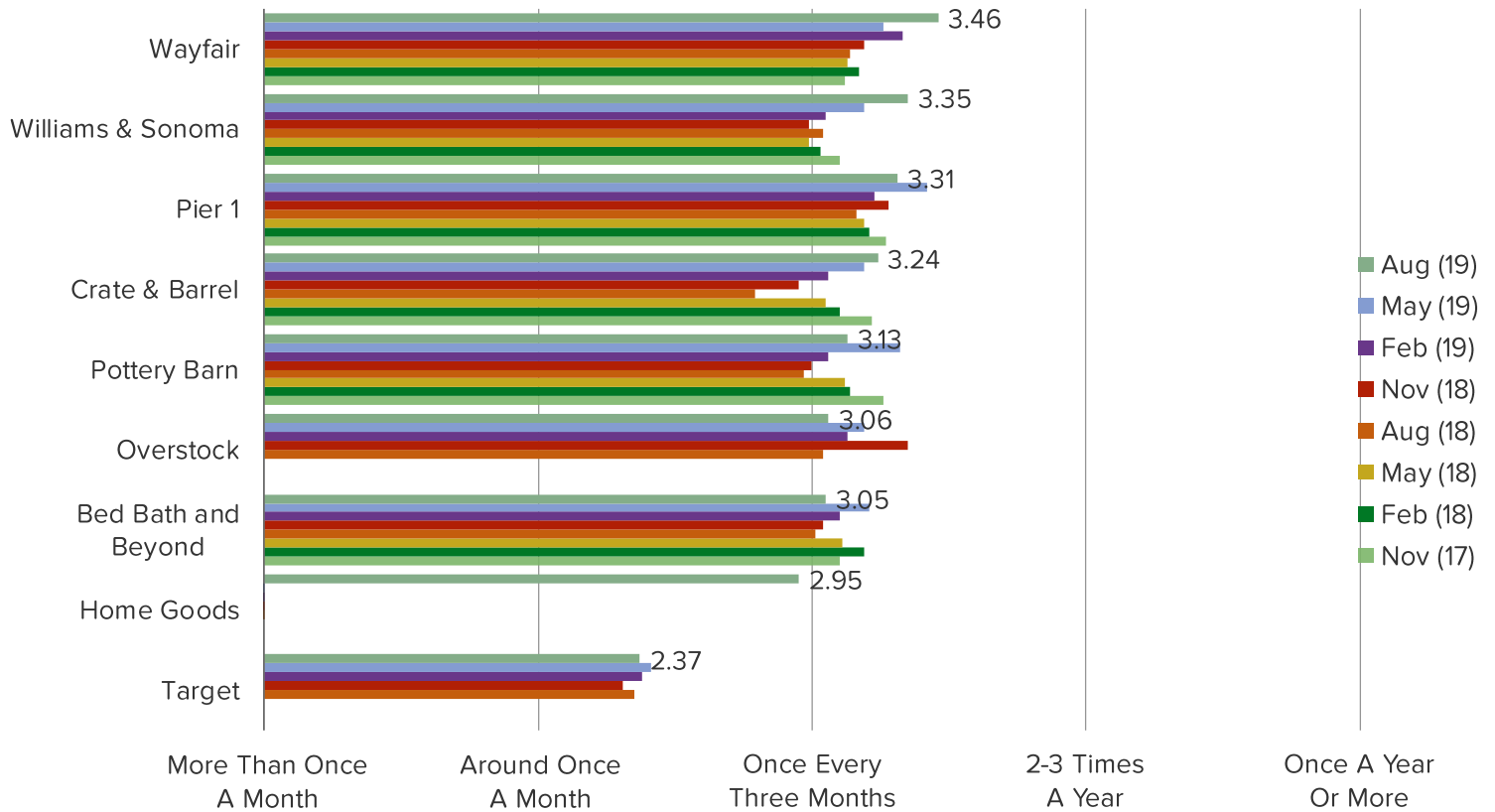
HOW DO YOU SHOP THIS RETAILER?

Posed to all respondents who have shopped this retailer in the past year.

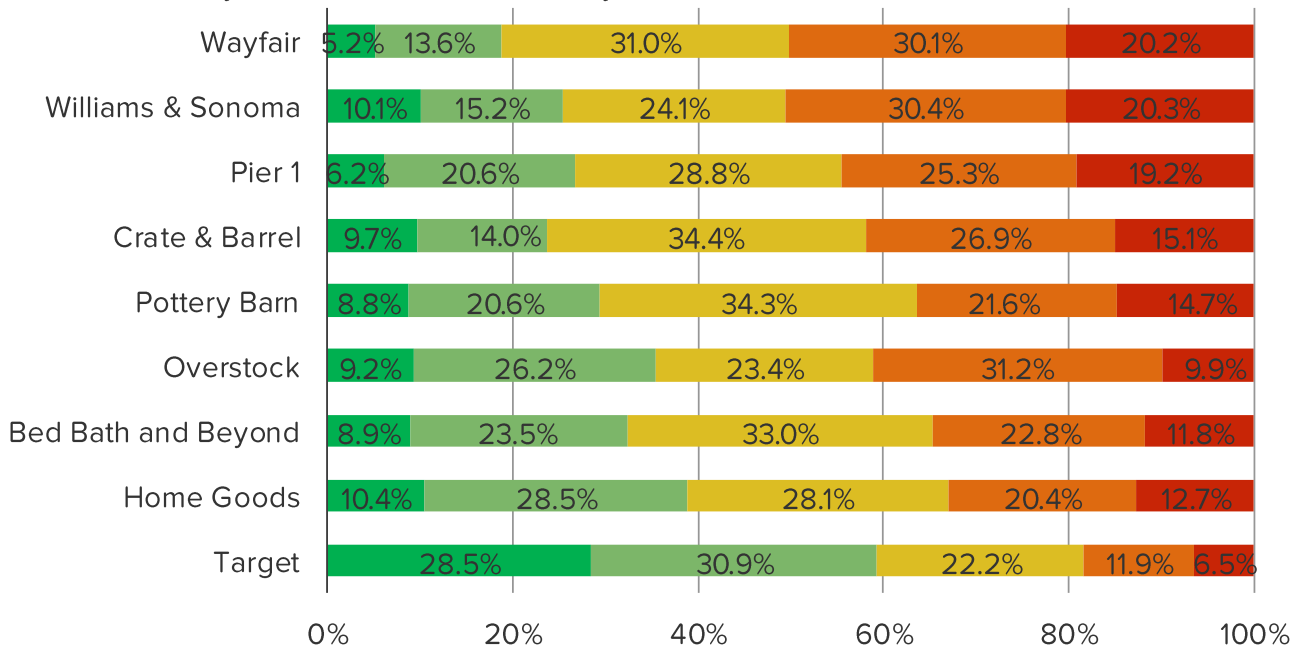


HOW OFTEN DO YOU TYPICALLY SHOP THIS RETAILER?

Posed to all respondents who have shopped this retailer in the past year.



■ More than once a month
 ■ Around once a month
 ■ Once every three months
■ 2-3 times a year
 ■ Once a year or less



WHAT DO YOU USE BED BATH AND BEYOND FOR? (FILL-IN)

Posed to all respondents who have shopped this retailer in the past year.



WHAT DO YOU USE CRATE AND BARREL FOR? (FILL-IN)

Posed to all respondents who have shopped this retailer in the past year.



WHAT DO YOU USE PIER 1 FOR? (FILL-IN)

Posed to all respondents who have shopped this retailer in the past year.



WHAT DO YOU USE POTTERY BARN FOR? (FILL-IN)

Posed to all respondents who have shopped this retailer in the past year.



WHAT DO YOU USE WAYFAIR FOR? (FILL-IN)

Posed to all respondents who have shopped this retailer in the past year.



WHAT DO YOU USE WILLIAMS & SONOMA FOR? (FILL-IN)

Posed to all respondents who have shopped this retailer in the past year.

KITCHEN

FURNITURE



WHAT DO YOU USE OVERSTOCK FOR? (FILL-IN)

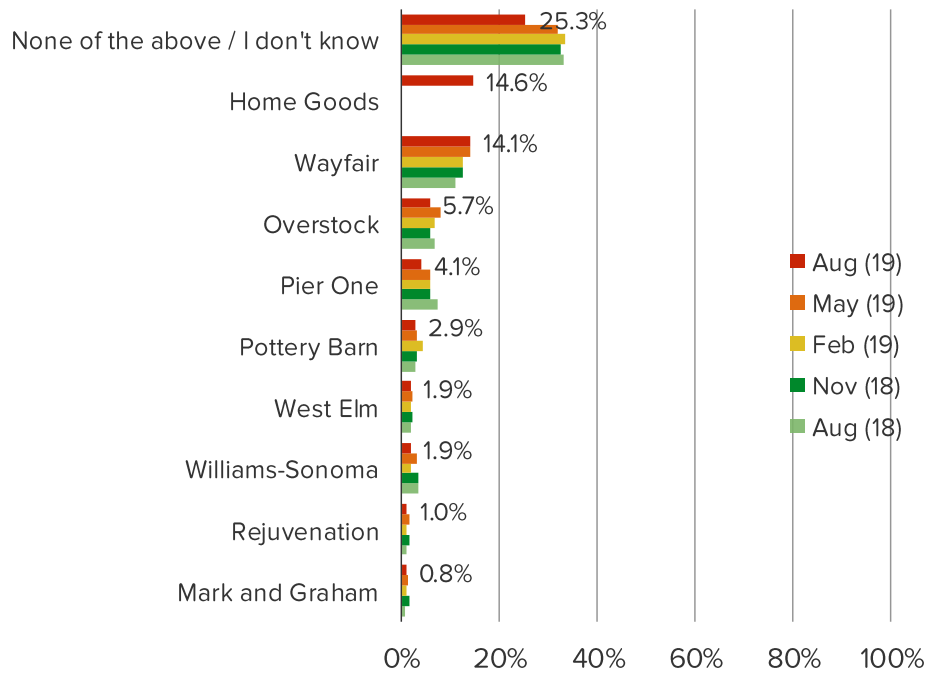
Posed to all respondents who have shopped this retailer in the past year.

FURNITURE



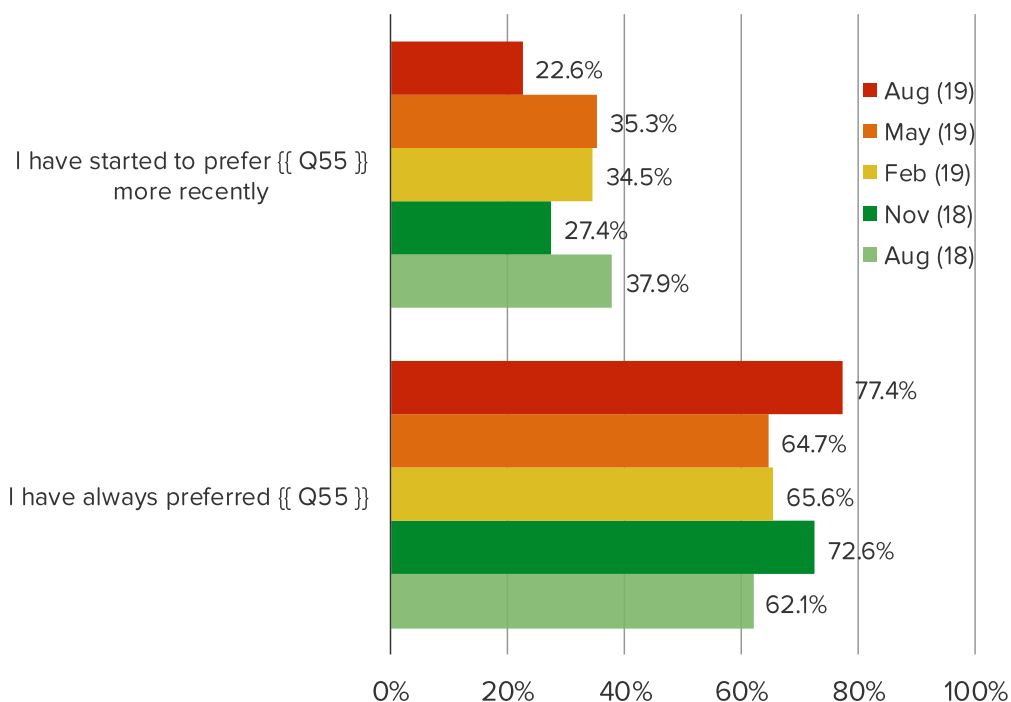
IF YOU WERE LOOKING TO SHOP TODAY FOR HOME GOODS AND HOME FURNISHINGS, WHICH OF THE FOLLOWING WOULD YOU MOST LIKELY BUY FROM?

Posed to all respondents.



HAVE YOU ALWAYS PREFERRED THAT STORE OVER THE OTHER OPTIONS LISTED?

Posed to respondents who would choose Williams-Sonoma, Pottery Barn, West Elm, Rejuvenation, or Mark and Graham if shopping for home goods/furnishings today.



WHAT IS THE PRIMARY REASON YOU PREFER THAT STORE OVER OPTIONS LIKE PIER 1, WAYFAIR, OVERSTOCK, OR TARGET?

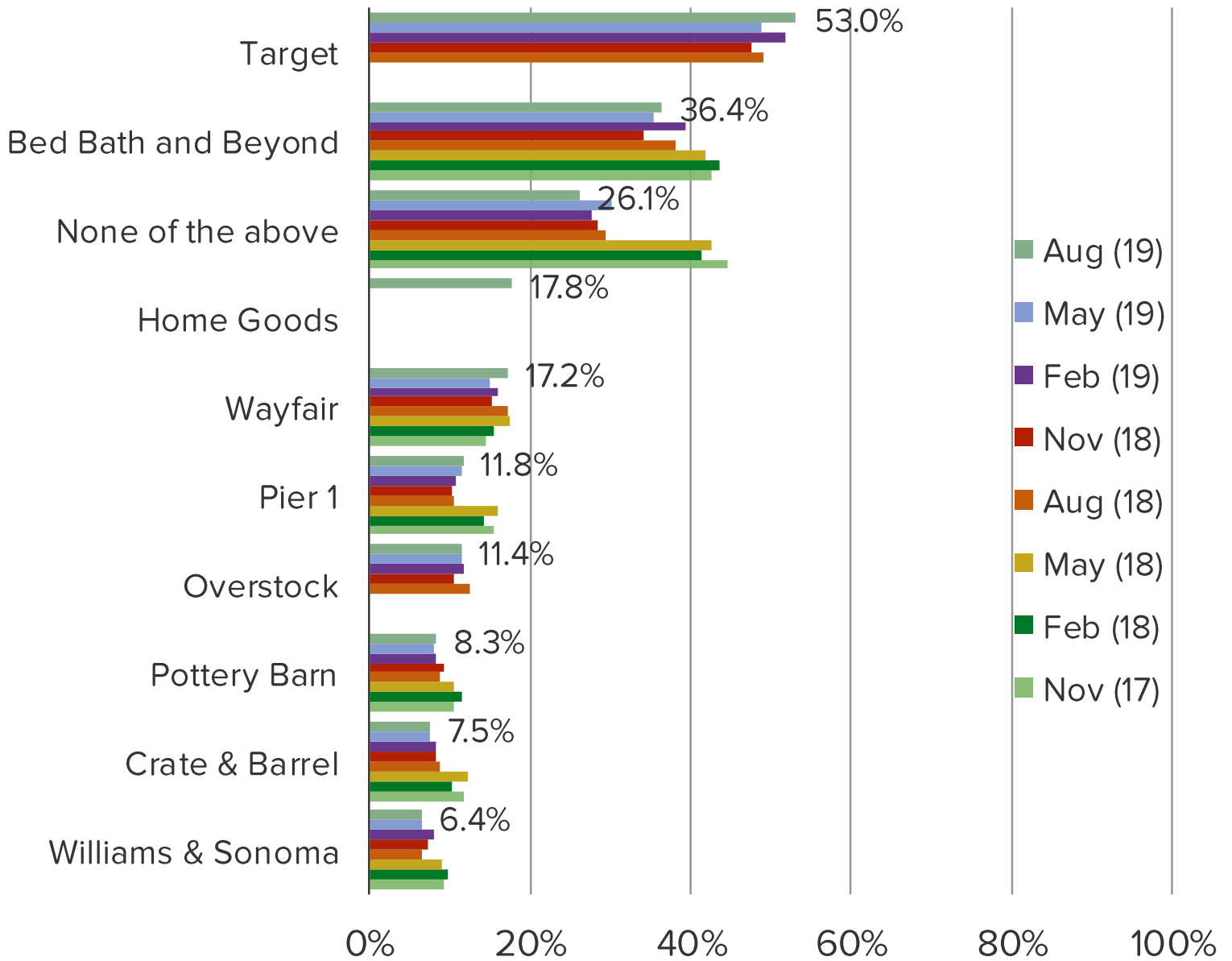
Posed to respondents who would choose Williams-Sonoma, Pottery Barn, West Elm, Rejuvenation, or Mark and Graham if shopping for home goods/furnishings today.



LAPSED CUSTOMERS
(HAVEN'T SHOPPED THE RETAILER IN THE
PAST YEAR)

HAVE YOU PURCHASED ITEMS FROM ANY OF THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents who have not shopped this retailer in the past year.



WHY DON'T YOU SHOP BED BATH AND BEYOND ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.



Items For The Home

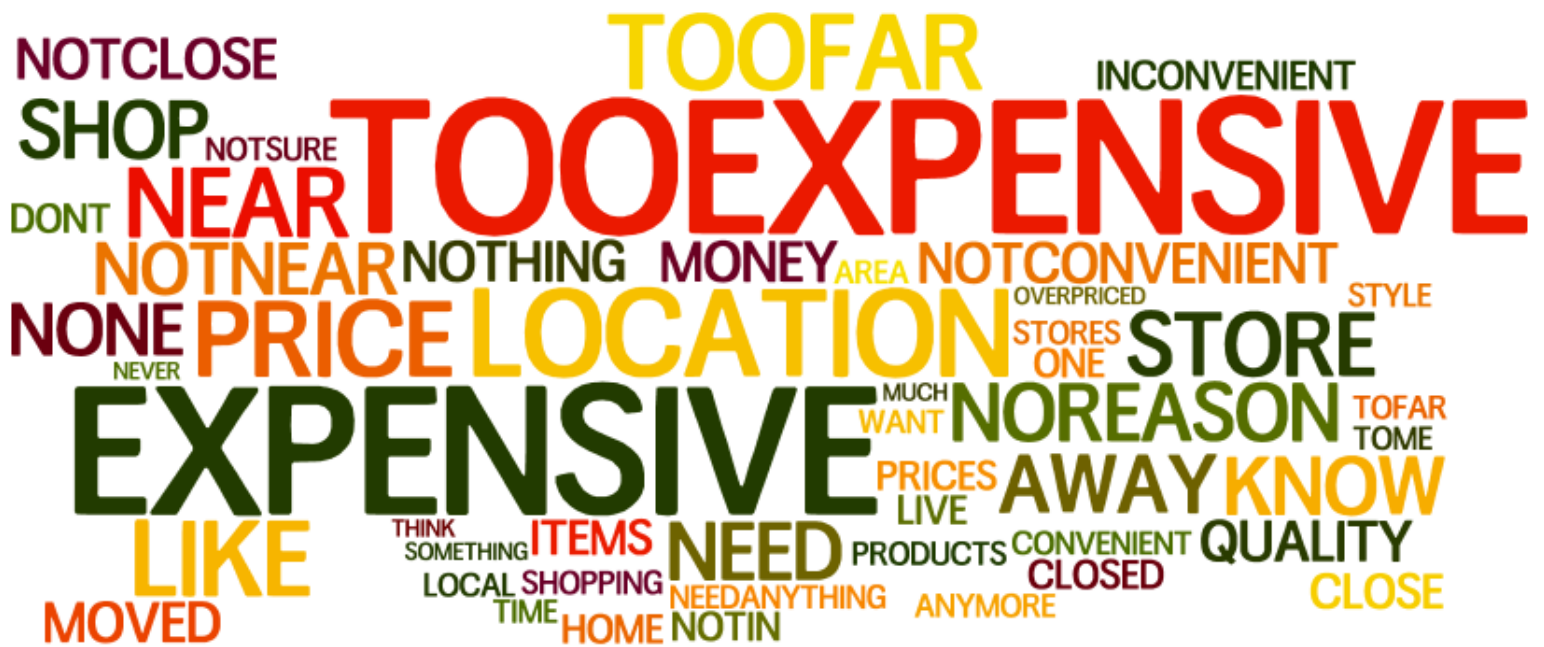
WHY DON'T YOU SHOP CRATE AND BARREL ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.



WHY DON'T YOU SHOP PIER 1 ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.



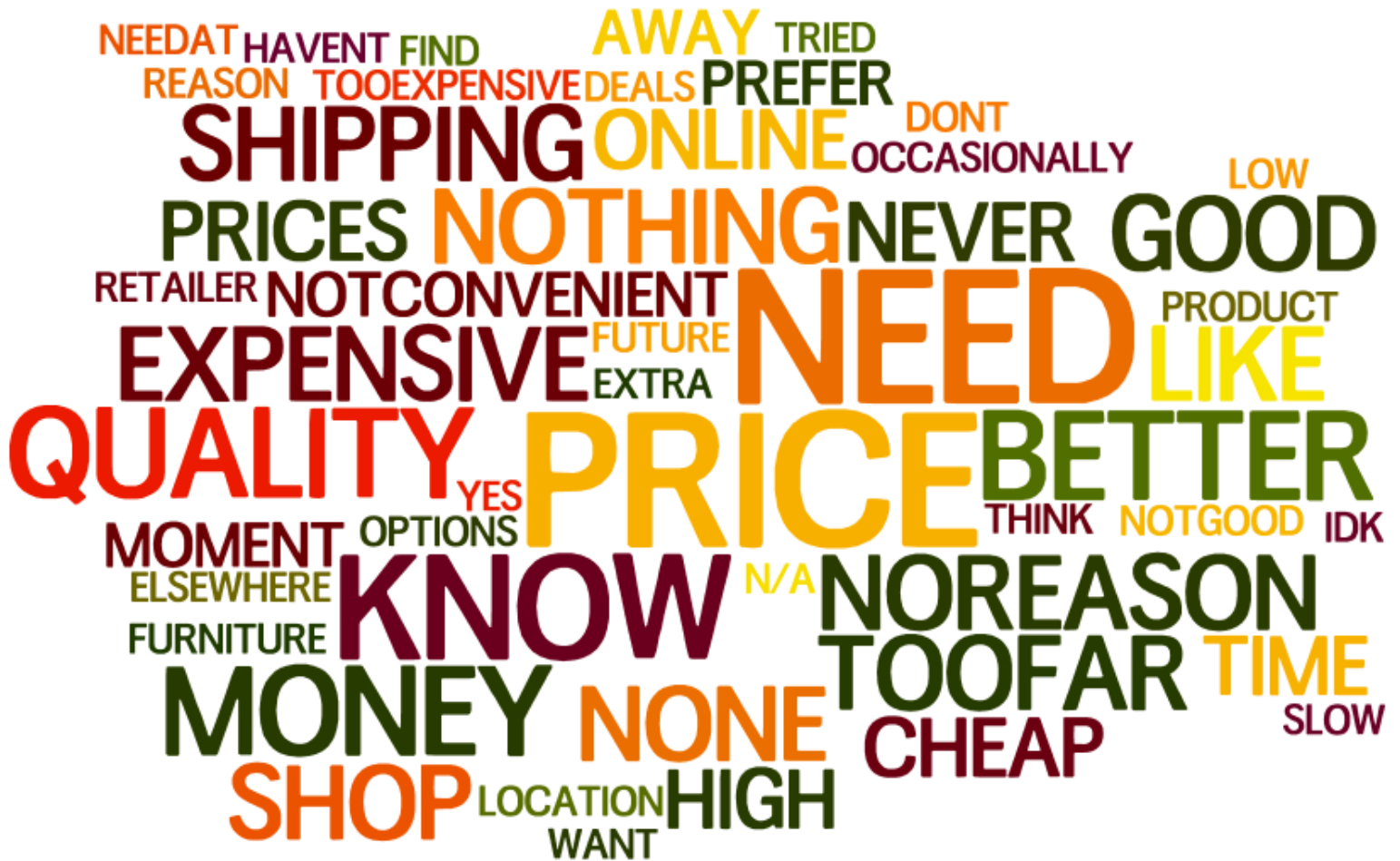
WHY DON'T YOU SHOP POTTERY BARN ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.



WHY DON'T YOU SHOP WAYFAIR ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.



Items For The Home

WHY DON'T YOU SHOP WILLIAMS & SONOMA ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.



WHY DON'T YOU SHOP OVERSTOCK ANYMORE? (FILL-IN)

Posed to all respondents who have shopped here, but not in the past year.

