

AUGUST 2019

LOW COST RETAIL VOLUME 15

Audience: 1,450+ US Consumers Balanced To Census

KEY TAKEAWAYS:

CONSUMER SENTIMENT TOWARD LOW COST RETAILERS CONTINUES TO BE NET POSITIVE, WITH WAL-MART LEADING THE WAY AND STRENGTHENING. RECENT SHOPPERS AT TARGET ARE A GOOD DEAL MORE LIKELY THAN WAL-MART CUSTOMERS TO SAY PRICES WERE INCREASED THE LAST TIME THEY VISITED.

AMAZON CONTINUES TO LEAD OUR CONJOINT SIMULATION AGAINST WAL-MART AND TARGET, BUT WAL-MART HAS GAINED SEQUENTIALLY.

CUSTOMERS INCREASINGLY RELY ON TARGET FOR SPORTS, ELECTRONICS, JEWELRY, AND CLOTHING AND LESS FOR HOUSEHOLD, BEAUTY, AND GROCERY. THOSE WHO HAVE SHOPPED WAL-MART AND THOSE WHO HAVE SHOPPED TARGET IN THE PAST 6 MONTHS ARE SHOPPING MORE FREQUENTLY (VS. PRIOR WAVES).

CUSTOMERS INCREASINGLY RELY ON WAL-MART FOR BOOKS, TOYS, AND ELECTRONICS AND LESS FOR HOME IMPROVEMENT, HEALTH, AUTO, AND GROCERIES.

Consumer Traffic, Online Share, and Sentiment

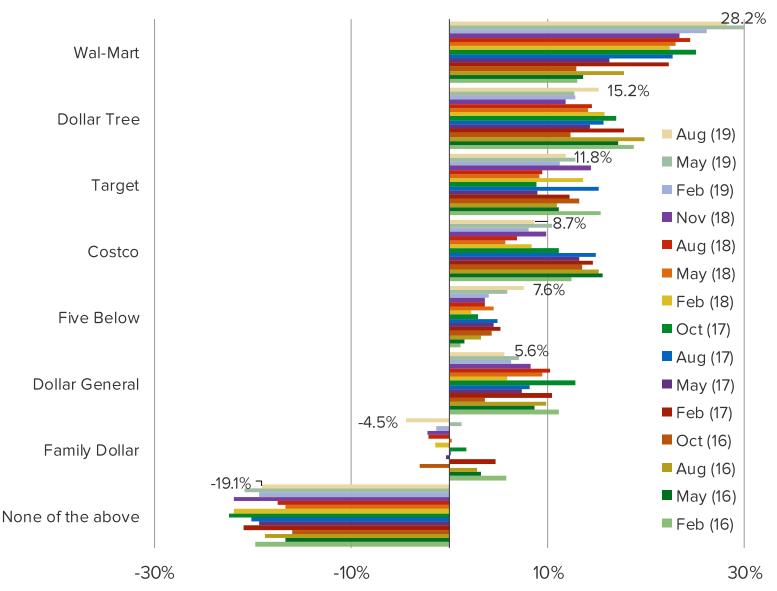
LOW COST RETAIL OVERALL

Consumer Traffic, Online Share, and Sentiment

NET POPULARITY CHANGE (% WHO SAID GAINING MINUS % WHO SAID LOSING)

This question was posed to all consumers.

Net popularity change (% who said gaining minus % who said losing)

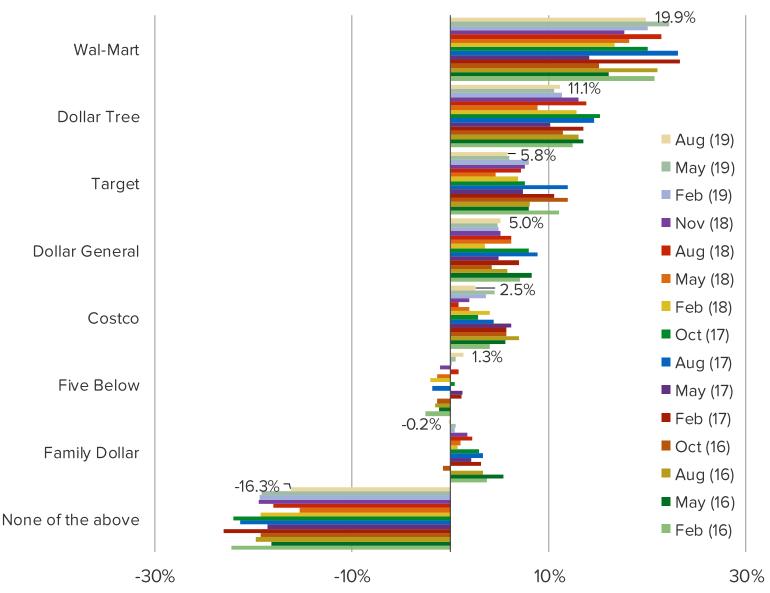


Consumer Traffic, Online Share, and Sentiment

NET PLANS IN SHOPPING EXPECTATIONS (% WHO SAID INCREASE MINUS % WHO SAID DECREASE)

This question was posed to all consumers.

Net plans in shopping expectations (% who said increase minus % who said decrease)



Consumer Traffic, Online Share, and Sentiment

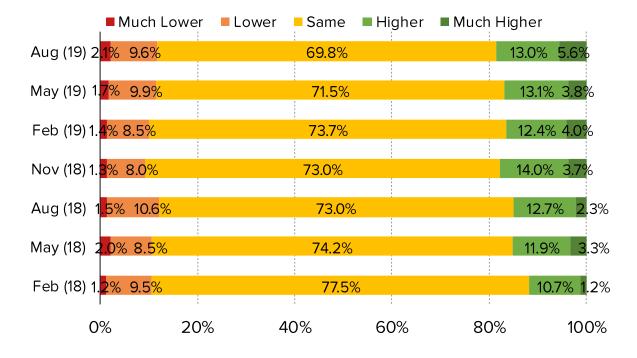
SENTIMENT TOWARD PRICING

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

Consumer Traffic, Online Share, and Sentiment

WHEN YOU LAST VISITED, DID YOU NOTICE ANY CHANGES TO PRODUCT PRICES?

This question was posed to consumers who have shopped each retailer in the past six months.







TARGET

Consumer Traffic, Online Share, and Sentiment

FROM YOUR EXPERIENCE, ARE PRICES ON THE WAL-MART SITE DIFFERENT THAN THE PRICES IN-STORES

This question was posed to consumers who have shopped Wal-Mart online AND in-stores monthly or more frequently.

	Lower Prices In-Stores		es <mark>S</mark> ame	Same Lower Price		s Online	
Aug (19)	14.2%		69.4%			16.5%	
May (19)	12.6%		72.4%)		15.0%	
Feb (19)	11.9%		72.8%			15.3%	
Nov (18)	13.7%		71.5%			14.9%	
Aug (18)	16.4%		64.8%		1	18.9%	
May (18)	13.3%		68.0%			18.8%	
Feb (18)	17.5%		63.7%	6		18.8%	
0%		20%	40%	60%	80%	100%	

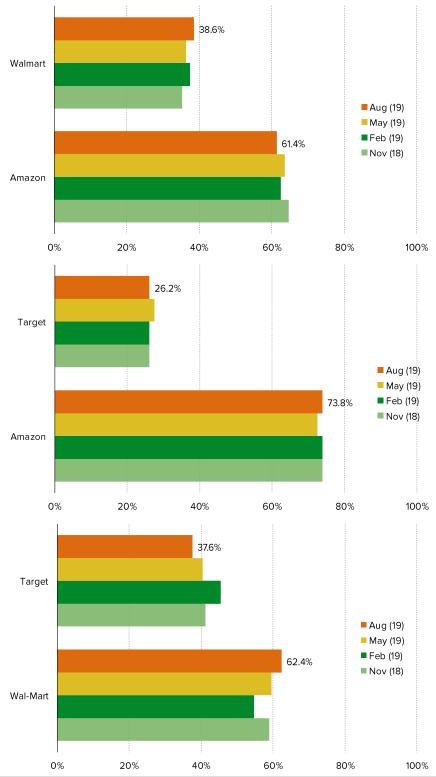
Consumer Traffic, Online Share, and Sentiment

CONJOINT ANALYSIS – THOSE WHO SHOP WAL-MART, AMAZON, AND TARGET

Consumer Traffic, Online Share, and Sentiment

WHICH IS BETTER?

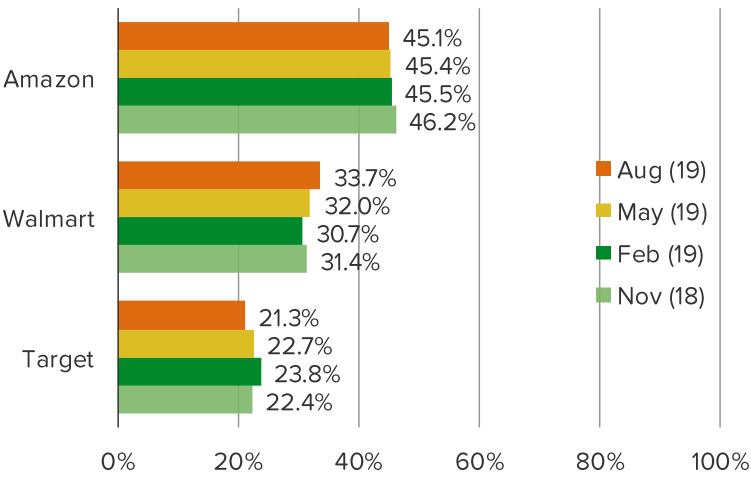
This question was posed to consumers who purchased from ALL THREE retailers in the past year.



Consumer Traffic, Online Share, and Sentiment

CONJOINT RESULT

This question was posed to consumers who purchased from ALL THREE retailers in the past year.



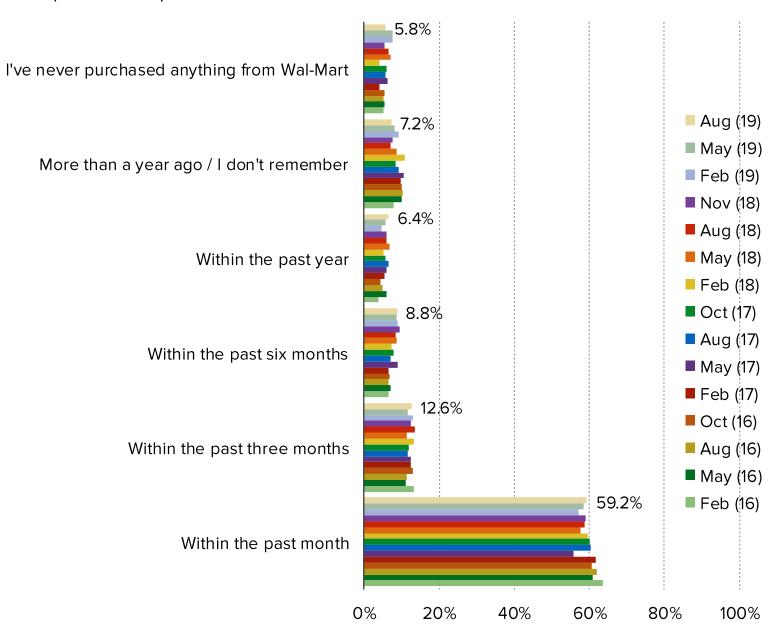
Consumer Traffic, Online Share, and Sentiment

WAL-MART DEEP DIVE

Consumer Traffic, Online Share, and Sentiment

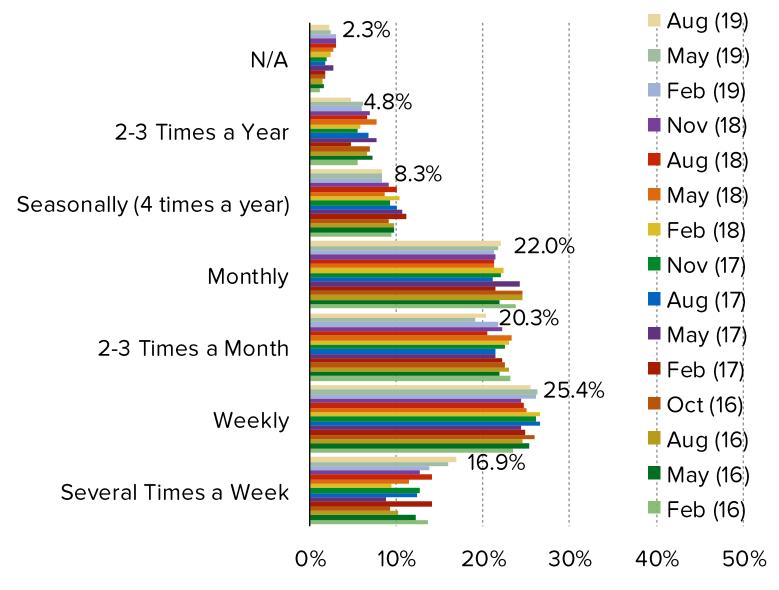
ALL CONSUMERS: LAST TIME PURCHASING FROM WAL-MART

This question was posed to all consumers.



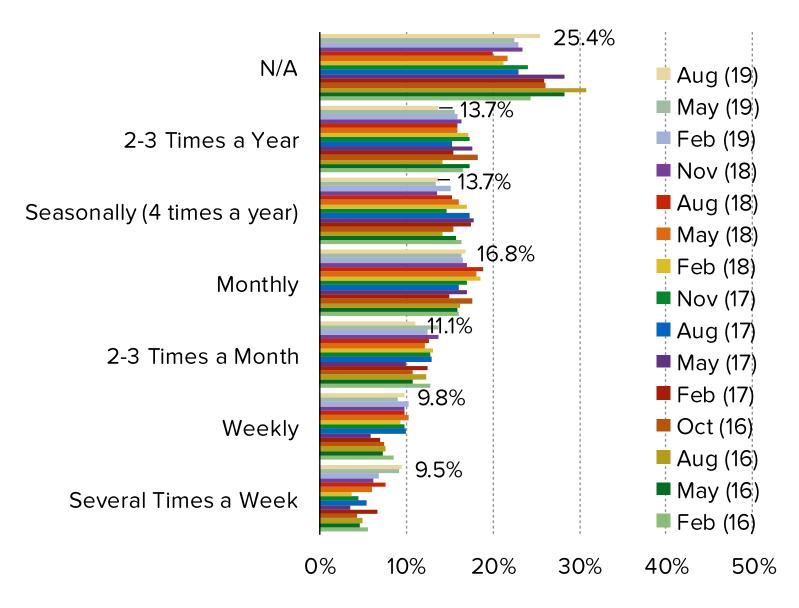
Consumer Traffic, Online Share, and Sentiment

WAL-MART CUSTOMERS: SHOPPING FREQUENCY IN-STORES AT WAL-MART



Consumer Traffic, Online Share, and Sentiment

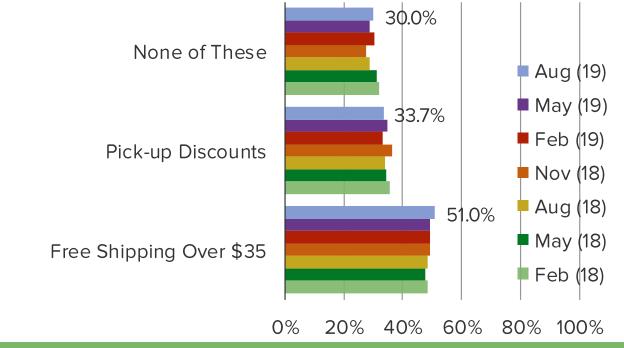
WAL-MART CUSTOMERS: SHOPPING FREQUENCY ONLINE AT WAL-MART



Consumer Traffic, Online Share, and Sentiment

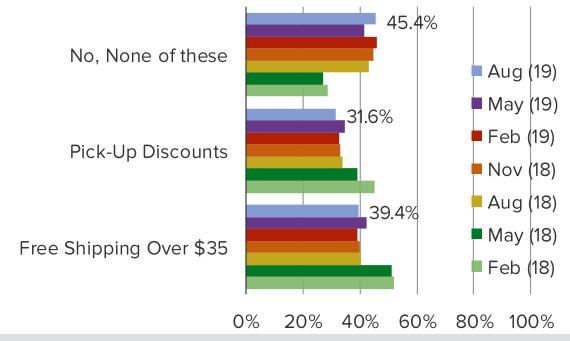
WAL-MART CUSTOMERS: DID YOU USE EITHER OF THESE WHEN YOU MOST RECENTLY SHOPPED AT WAL-MART ONLINE? (SELECT ALL THAT APPLY)

Posed to respondents who bought something online from Wal-Mart in the past three months.



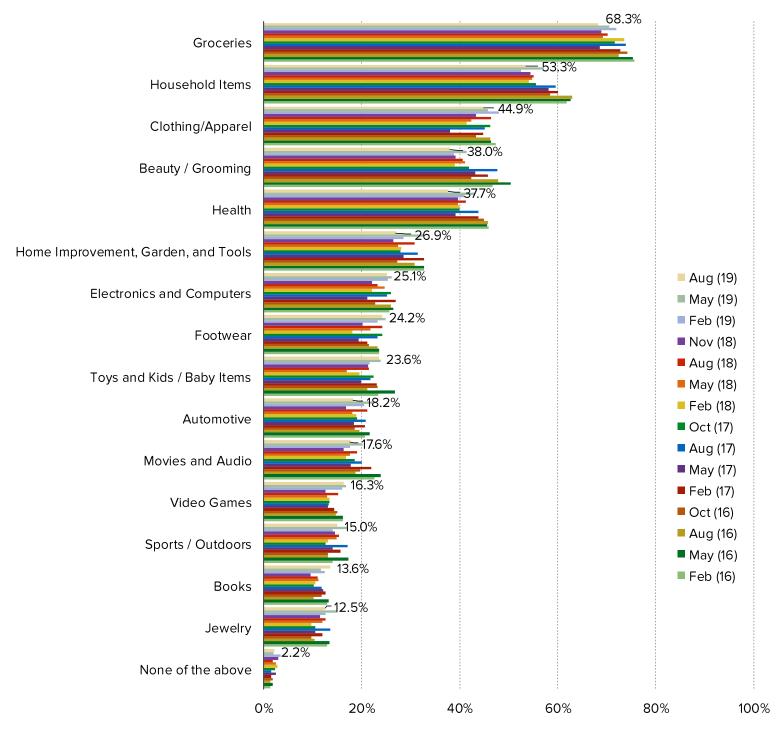
DO THESE FEATURES MAKE YOU MORE LOYAL TO WAL-MART.COM FOR FUTURE PURCHASES?

Posed to respondents who bought something online from Wal-Mart in the past three months.



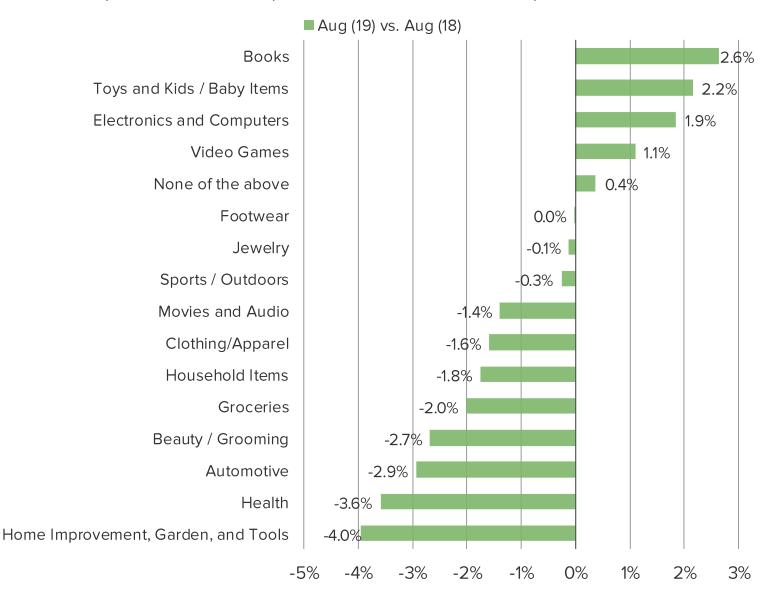
Consumer Traffic, Online Share, and Sentiment

WAL-MART CUSTOMERS: WHAT THEY TYPICALLY BUY FROM WAL-MART



Consumer Traffic, Online Share, and Sentiment

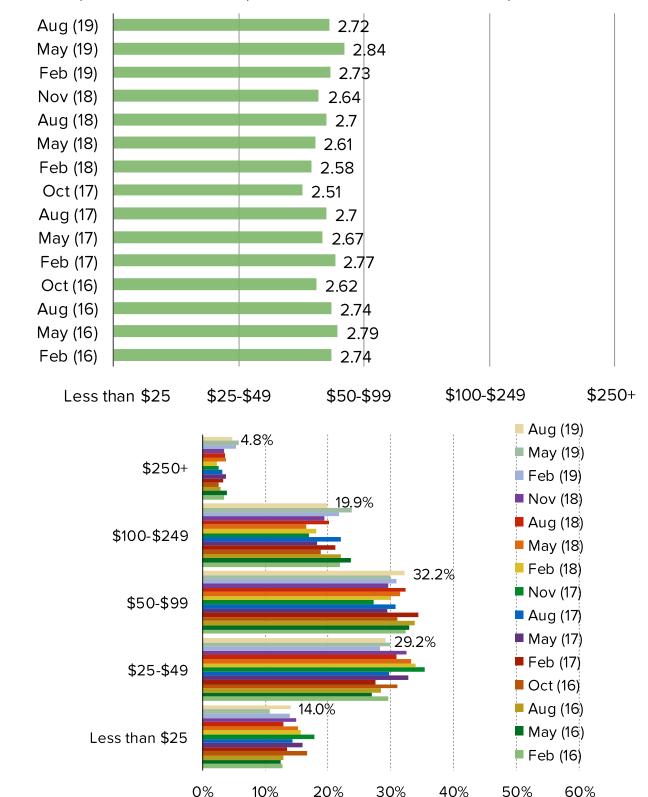
WAL-MART CUSTOMERS: WHAT THEY TYPICALLY BUY FROM WAL-MART (Y/Y CHANGE)



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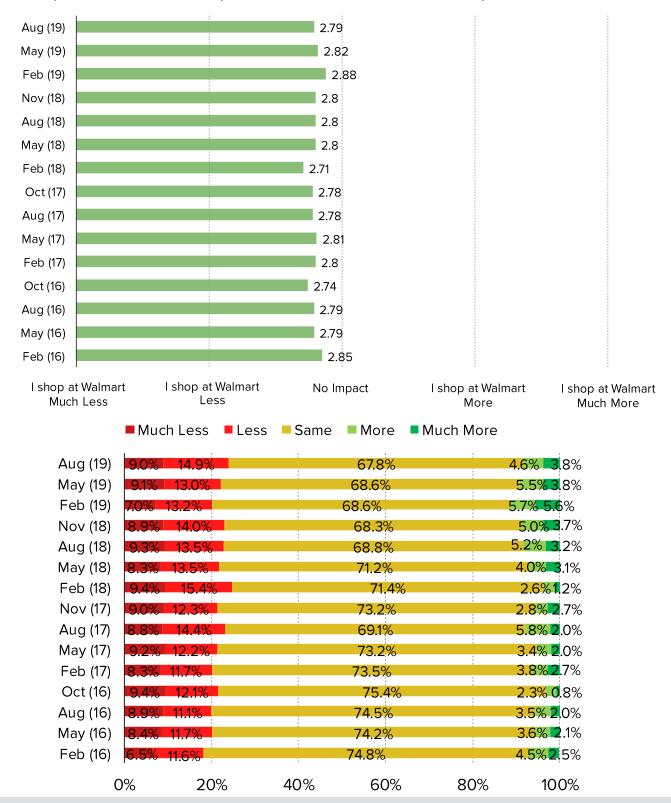
Consumer Traffic, Online Share, and Sentiment

WAL-MART CUSTOMERS: AVERAGE SPEND PER VISIT



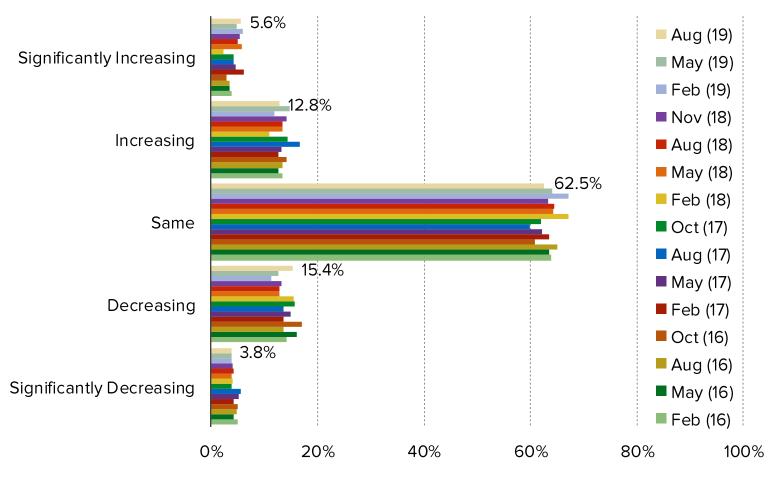
Consumer Traffic, Online Share, and Sentiment

WAL-MART CUSTOMERS: IS AMAZON IMPACTING YOUR SHOPPING AT WAL-MART?



Consumer Traffic, Online Share, and Sentiment

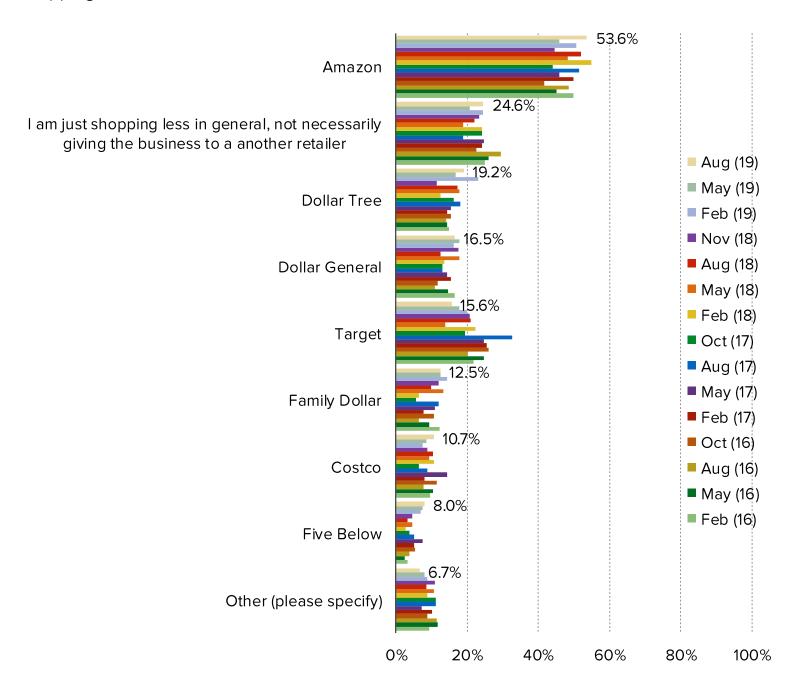
WAL-MART CUSTOMERS: CHANGES IN RECENT SHOPPING FREQUENCY



Consumer Traffic, Online Share, and Sentiment

WAL-MART CUSTOMERS WHO ARE SHOPPING LESS: WHERE ARE YOU GOING INSTEAD?

Posed to respondents who have purchased from Wal-Mart in the past 6 months and are shopping at Wal-Mart Less.



Consumer Traffic, Online Share, and Sentiment

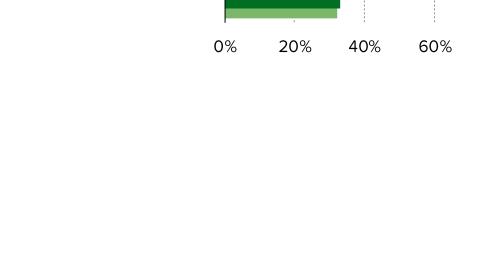
WAL-MART: JET.COM

Consumer Traffic, Online Share, and Sentiment

AWARENESS OF JET.COM

This question was posed to all consumers.

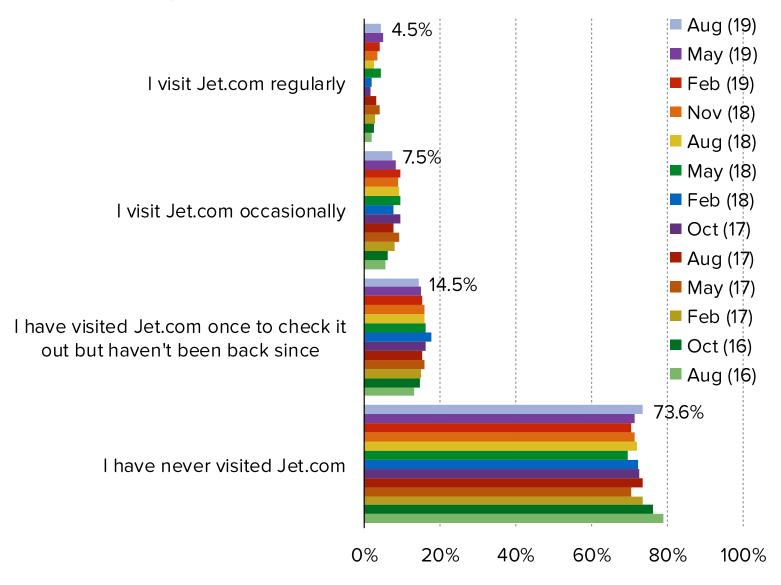
44.4% Aug (19) No - I have never heard of it May (19) Feb (19) Nov (18) 19.5% Aug (18) May (18) Yes - I've heard of it and I know what it is Feb (18) Oct (17) Aug (17) 36.1% 📕 May (17) Feb (17) Oct (16) Yes - I've heard of it but not very familiar with it Aug (16) 80% 100%



Consumer Traffic, Online Share, and Sentiment

ENGAGEMENT WITH JET

This question was posed to all consumers.



Consumer Traffic, Online Share, and Sentiment

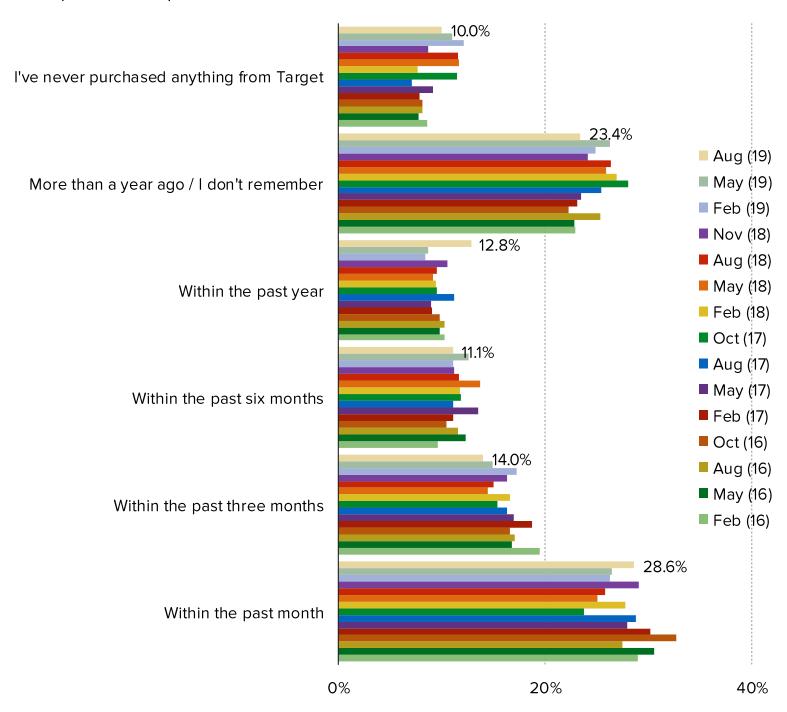
TARGET DEEP DIVE

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

Consumer Traffic, Online Share, and Sentiment

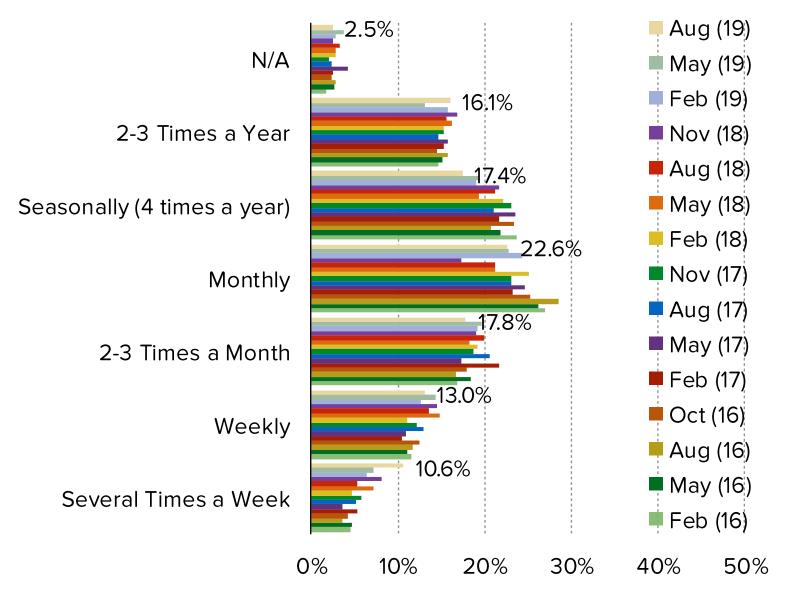
ALL CONSUMERS: LAST TIME PURCHASING FROM TARGET

This question was posed to all consumers.



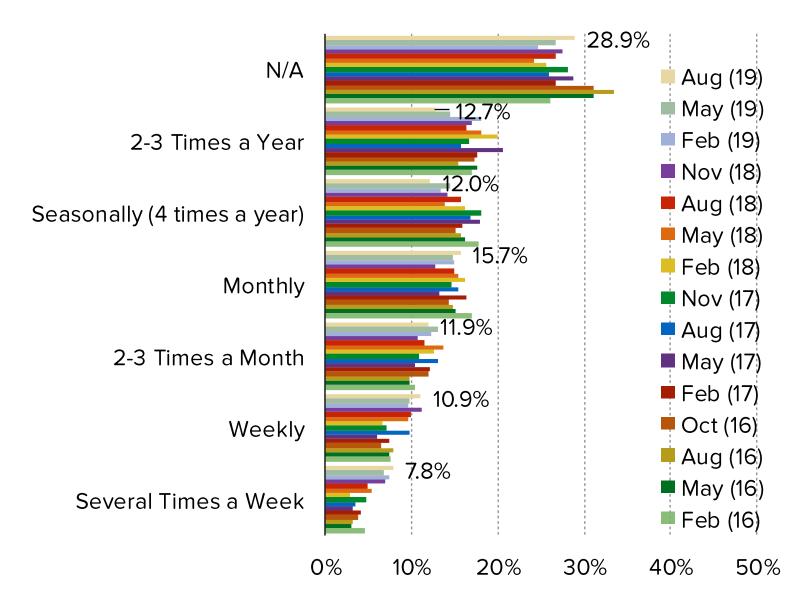
Consumer Traffic, Online Share, and Sentiment

TARGET CUSTOMERS: SHOPPING FREQUENCY IN-STORES AT TARGET



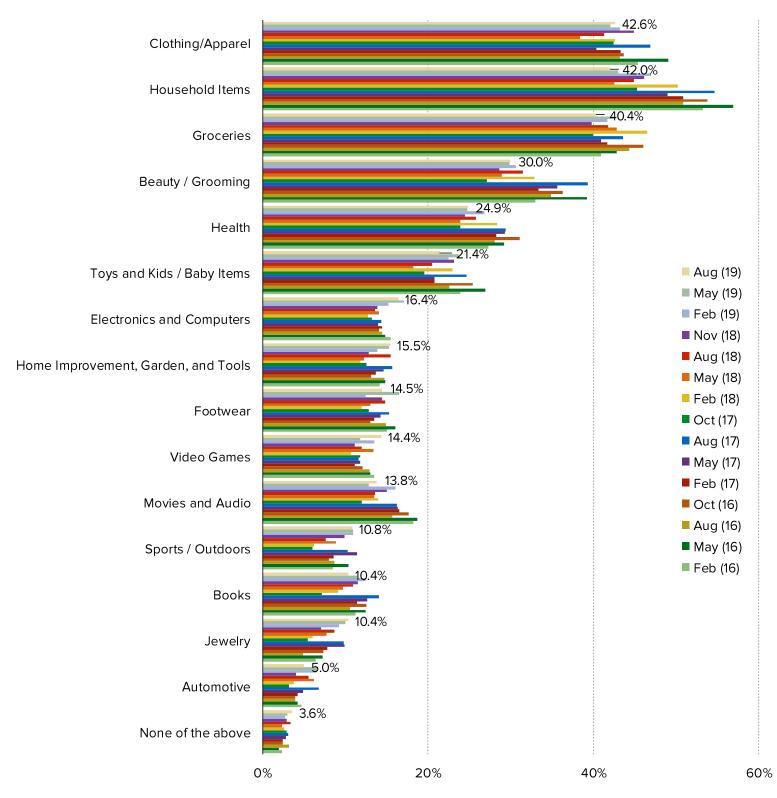
Consumer Traffic, Online Share, and Sentiment

TARGET CUSTOMERS: SHOPPING FREQUENCY ONLINE AT TARGET



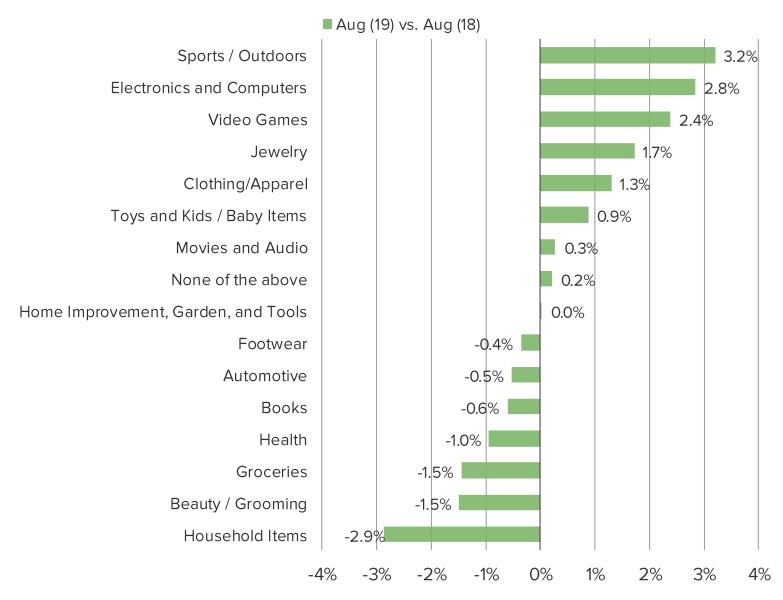
Consumer Traffic, Online Share, and Sentiment

WHAT CUSTOMERS TYPICALLY BUY FROM TARGET



Consumer Traffic, Online Share, and Sentiment

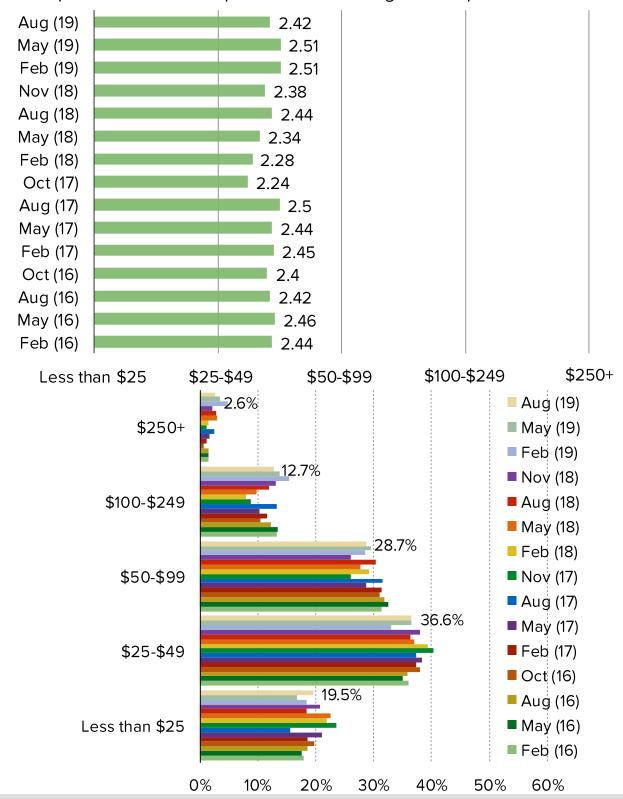
WHAT CUSTOMERS TYPICALLY BUY FROM TARGET (Y/Y CHANGE)



Consumer Traffic, Online Share, and Sentiment

TARGET CUSTOMERS: AVERAGE SPEND PER VISIT

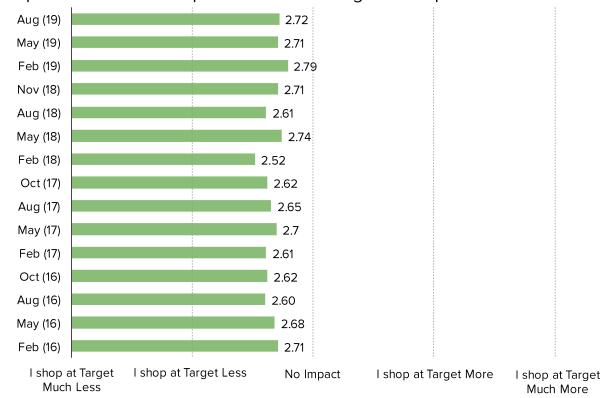
Posed to respondents who have purchased from Target in the past 6 months.



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Consumer Traffic, Online Share, and Sentiment

TARGET CUSTOMERS: IS AMAZON IMPACTING YOUR SHOPPING AT TARGET?



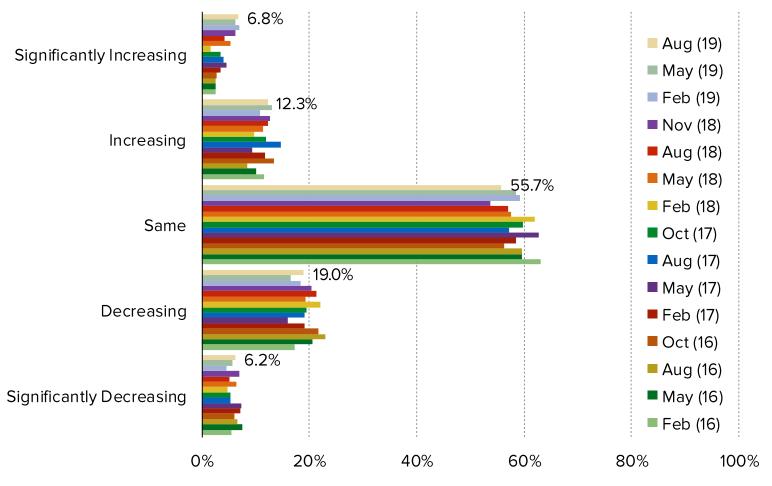
Posed to respondents who have purchased from Target in the past 6 months.

■ Much Less ■ Less ■ Same ■ More ■ Much More

Aug (19)	14.2%	15.5%		59.	8%		5.5%	5.1%
May (19)	12.8%	17.2%		59.	6%		6.6%	3.8%
Feb (19)	12.2%	15.3%		57.8%)		6.8% 7.8	3%
Nov (18)	13.1%	18.4%		57.	9%		5.3%	5 .3%
Aug (18)	16.1%	18.2%		5	6.8%		6.2%	2.7%
May (18)	11.9%	15.9%		62.1	%		6.1%	<mark>4</mark> .0%
Feb (18)	15.0%	21.4%			61.2%		1.7%	0.8%
Nov (17)	14.8%	18.0%		6	60.6%		4.4%	2 .3%
Aug (17)	13.4%	20.9%		5	6.6%		5.5%	3.5%
May (17)	14.1%	15.7%		6	4.7%		4.1%	1.5%
Feb (17)	15.5%	19.2%			58.7%		4.9%	1.9%
Oct (16)	15.3%	15.7%		Ģ	64.2%		3.0%	1.8%
Aug (16)	15.3%	16.8%		e	52.7%		3.1%	2.1%
May (16)	11.8%	16.2%		65	.8%		4.7%	1. 5%
Feb (16)	11.0%	16.9%		64.	2%		<mark>6.2</mark> %	1.7%
0	%	20%	40%	60)%	80%	1(00%

Consumer Traffic, Online Share, and Sentiment

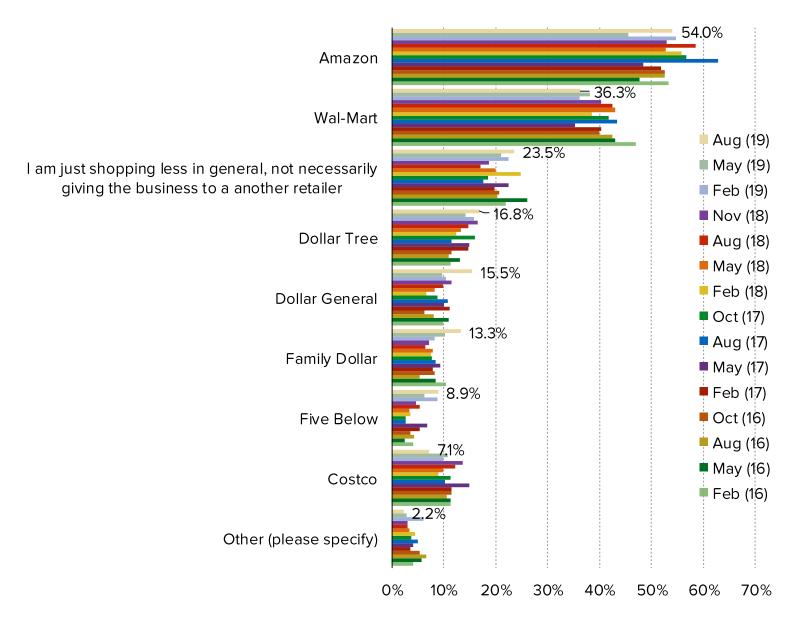
TARGET CUSTOMERS: CHANGES IN RECENT SHOPPING FREQUENCY



Consumer Traffic, Online Share, and Sentiment

TARGET CUSTOMERS WHO ARE SHOPPING LESS: WHERE ARE YOU SHOPPING INSTEAD?

Posed to respondents who have purchased from Target in the past 6 months, who said they are currently decreasing their shopping at Target.



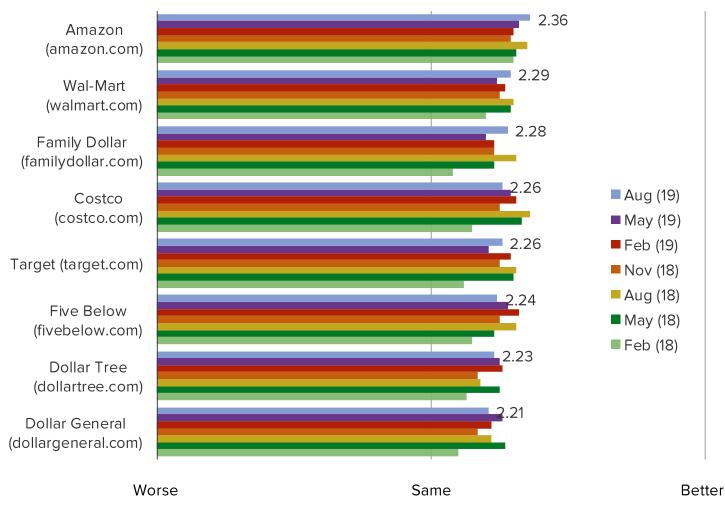
Consumer Traffic, Online Share, and Sentiment

LOW COST RETAIL: ONLINE SHOPPING

Consumer Traffic, Online Share, and Sentiment

HAVE YOU NOTICED ANY CHANGES IN THE ONLINE SHOPPING EXPERIENCE AT THESE WEBSITES?

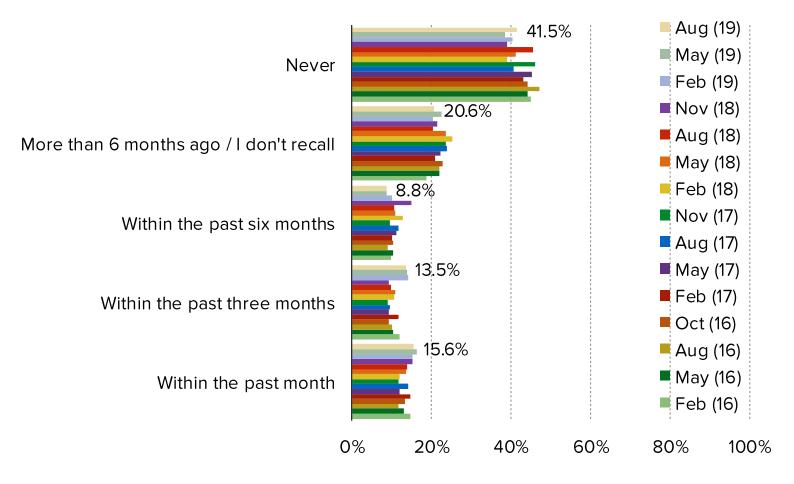
Posed to respondents who have made a purchase through each of the below in the past three months.



Consumer Traffic, Online Share, and Sentiment

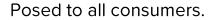
ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT TARGET

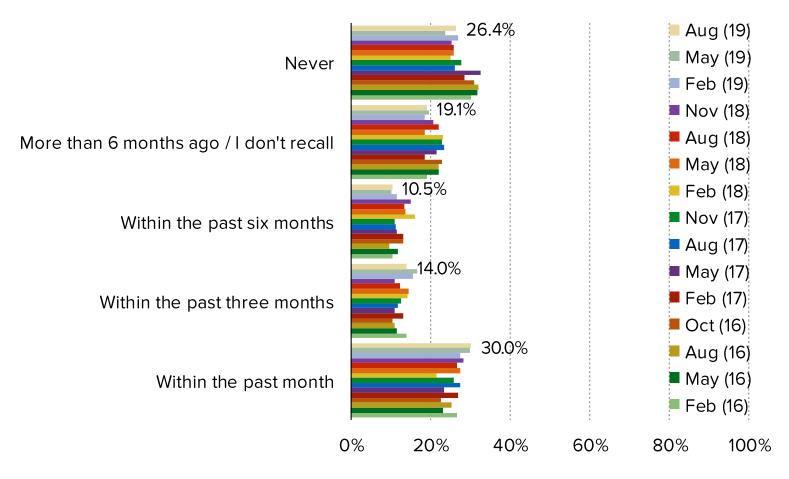
Posed to all consumers.



Consumer Traffic, Online Share, and Sentiment

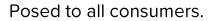
ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT WAL-MART

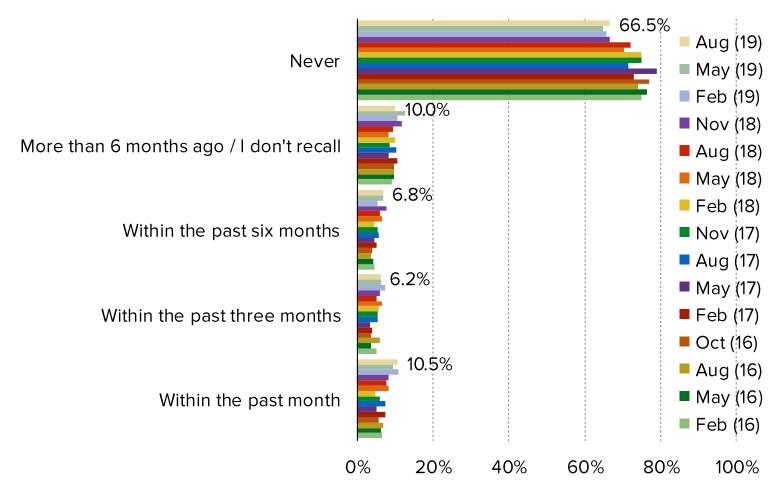




Consumer Traffic, Online Share, and Sentiment

ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT COSTCO

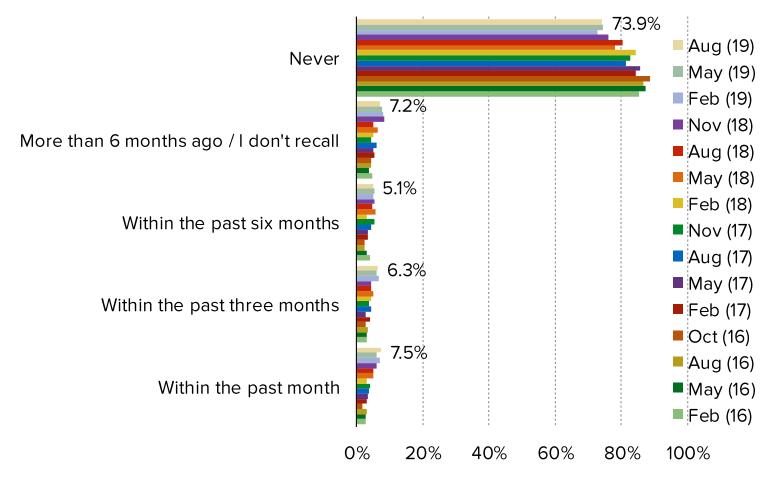




Consumer Traffic, Online Share, and Sentiment

ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT FIVE BELOW

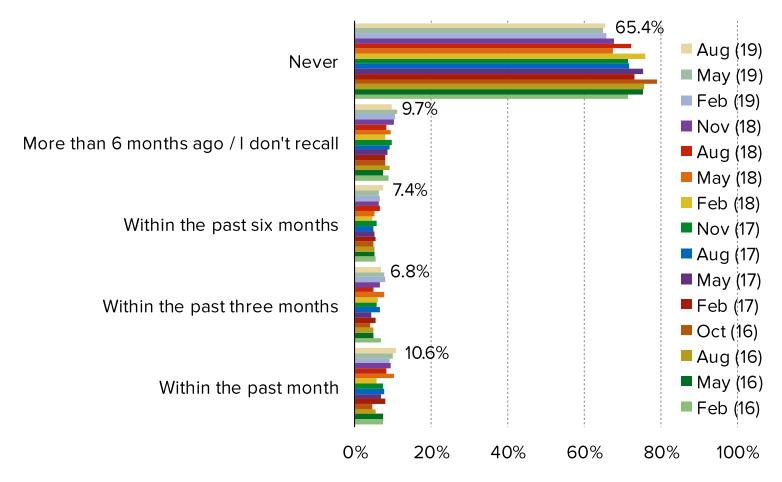
Posed to all consumers.



Consumer Traffic, Online Share, and Sentiment

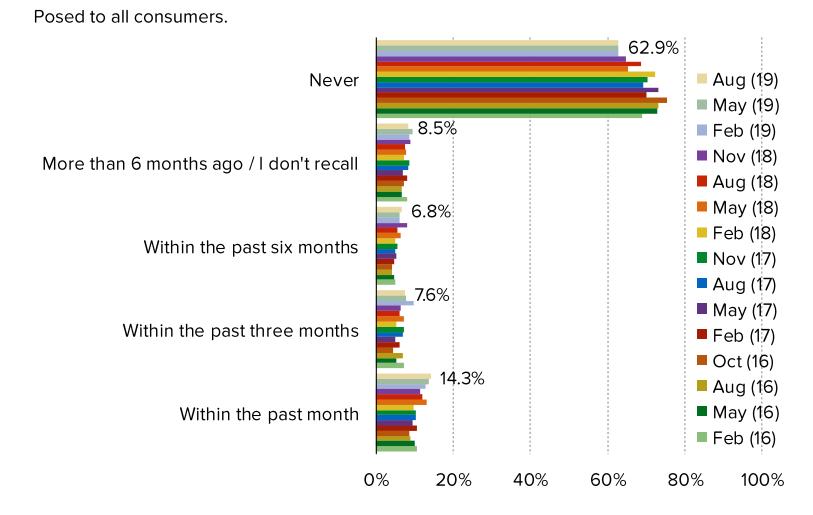
ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT FAMILY DOLLAR

Posed to all consumers.



Consumer Traffic, Online Share, and Sentiment

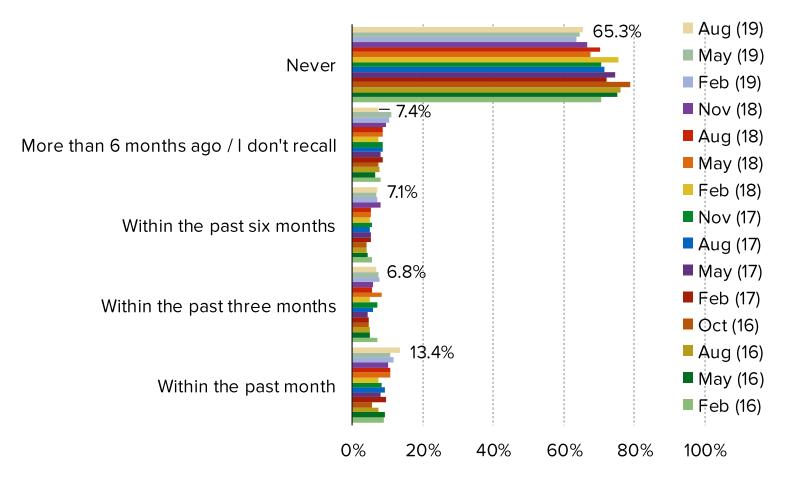
ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT DOLLAR TREE



Consumer Traffic, Online Share, and Sentiment

ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT DOLLAR GENERAL

Posed to all consumers.



Consumer Traffic, Online Share, and Sentiment

ALL CONSUMERS: LAST TIME SHOPPING ONLINE AT AMAZON

