

BIG BOX RETAILERS VOL 24

Audience: 1,250 Consumers Balanced to US Census

CHECK BREAKDOWN: WMT, TGT, DOLLAR STORES, AMZN

RECENT ENGAGEMENT

The percentage of consumers who have shopped Wal-Mart and Target recently has been relatively consistent, but among customers shopping frequency/regularity and self-reported spend per visit pulled back sequentially.

CONSUMERS ARE NOTICING PRICE INCREASES, ESPECIALLY AT TGT

Consumers report noticing increases in product prices during their most recent visit to both Wal-Mart and Target. At Target, in particular, customer likelihood of calling out price increases went up sequentially (now over 40% of customers who have been in the past year said prices are up).

TRADE-OFFS AMONG THOSE WHO ARE SHOPPING WMT AND TGT LESS

Customers of Wal-Mart and Target are more likely to say their recent shopping frequency has increased than decreased, but we'd highlight that among those who are saying decreased, the share saying they are trading down to dollar stores has grown sequentially. While the dollar store trade-off is consistent for those who are shopping both Wal-Mart and Target less, we'd note that Wal-Mart customers who have been shopping less have been less likely to gravitate toward Amazon and more likely to say they are just shopping less in general. In contrast, those who are shopping Target less have been less likely to say they are shopping less in general and more likely to say they are shopping Amazon more instead.

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BESPOKE MARKET INTELLIGENCE

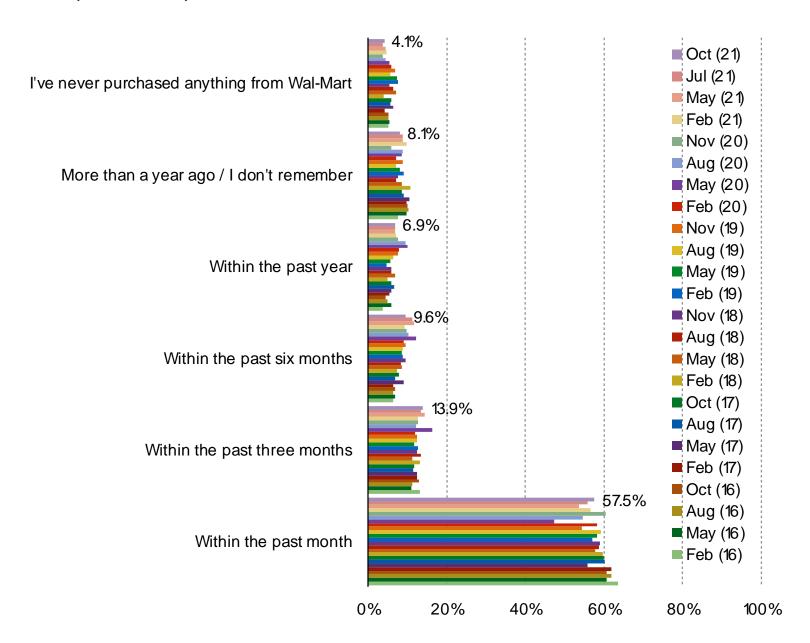
Consumer Traffic, Online Share, and Sentiment

WAL-MART DEEP DIVE

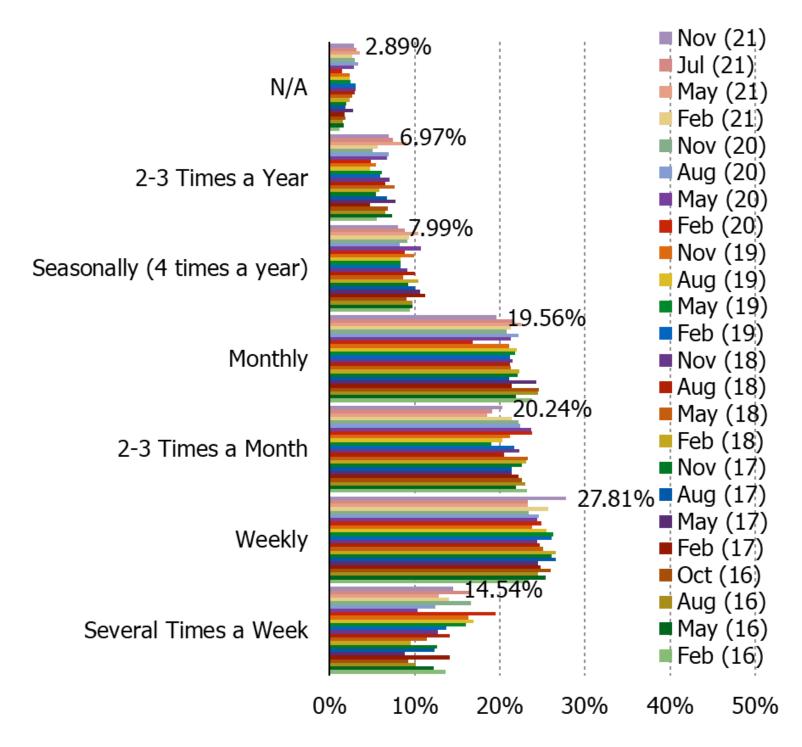
Audience: 1,250 US Consumers Date: November 2021

ALL CONSUMERS: LAST TIME PURCHASING FROM WAL-MART

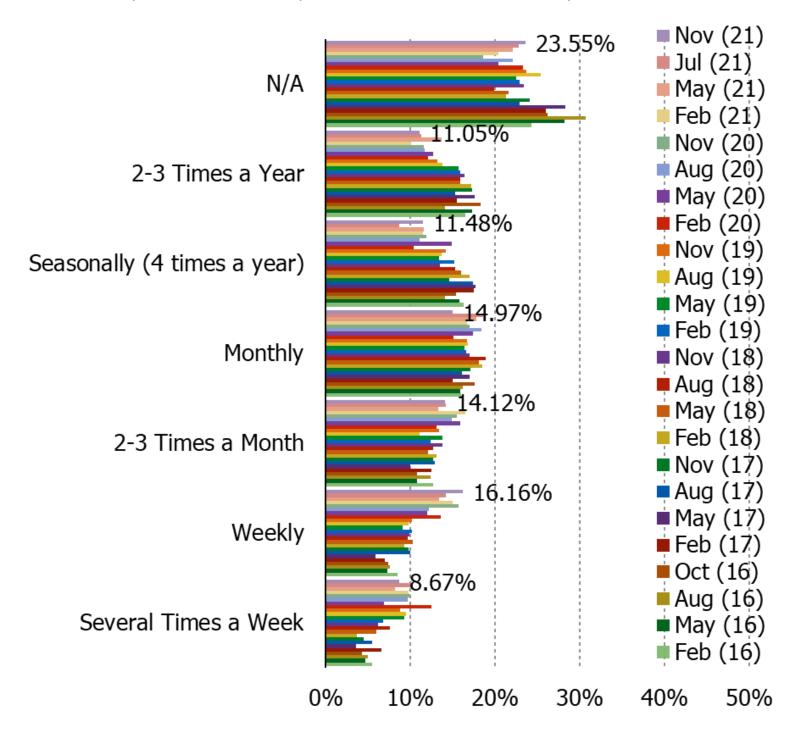
This question was posed to all consumers.



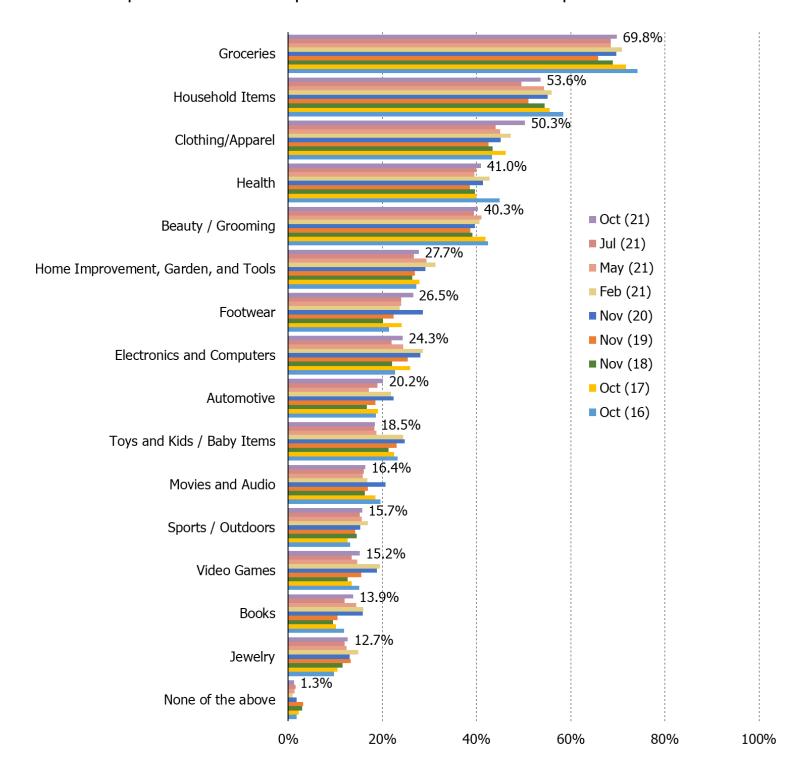
WAL-MART CUSTOMERS: SHOPPING FREQUENCY IN-STORES AT WAL-MART



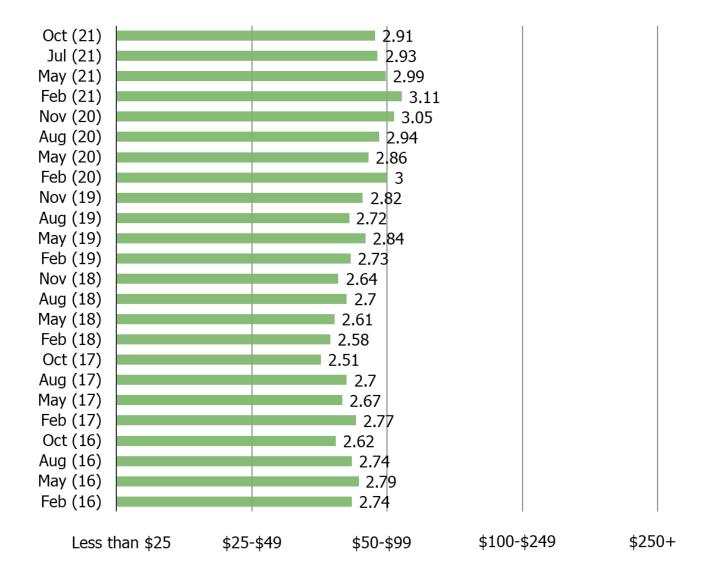
WAL-MART CUSTOMERS: SHOPPING FREQUENCY ONLINE AT WAL-MART



WAL-MART CUSTOMERS: WHAT THEY TYPICALLY BUY FROM WAL-MART (Q/Q TREND)

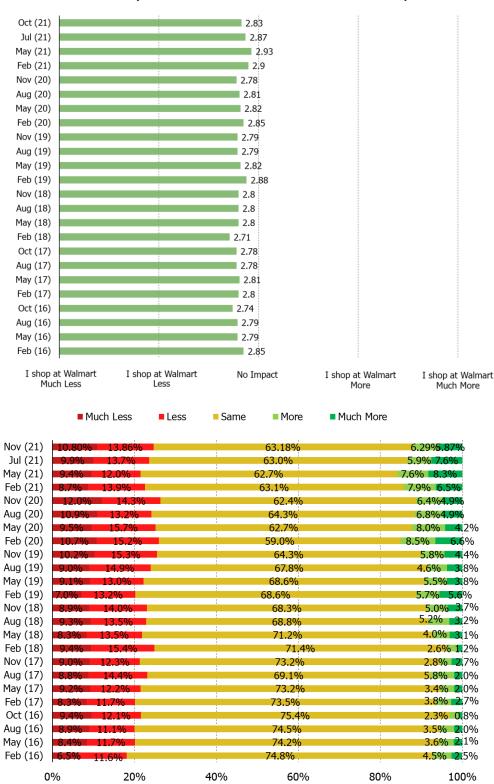


WAL-MART CUSTOMERS: AVERAGE SPEND PER VISIT

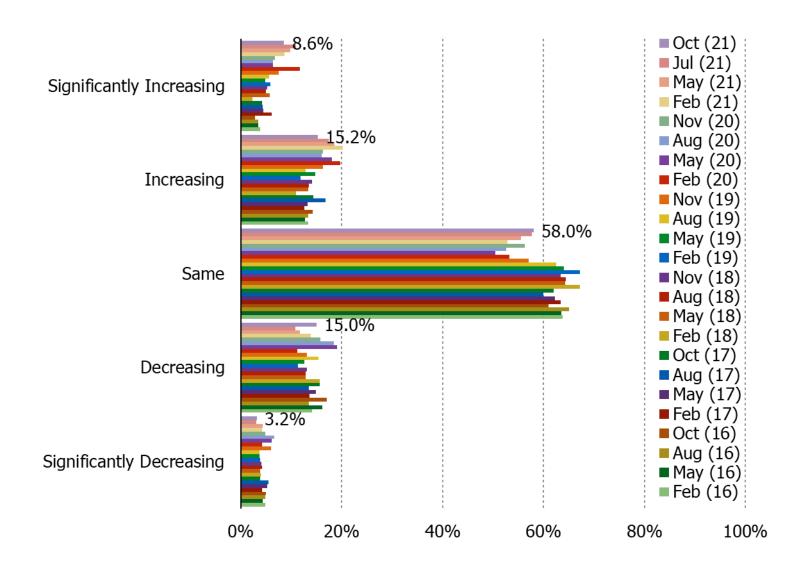


Date: November 2021

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



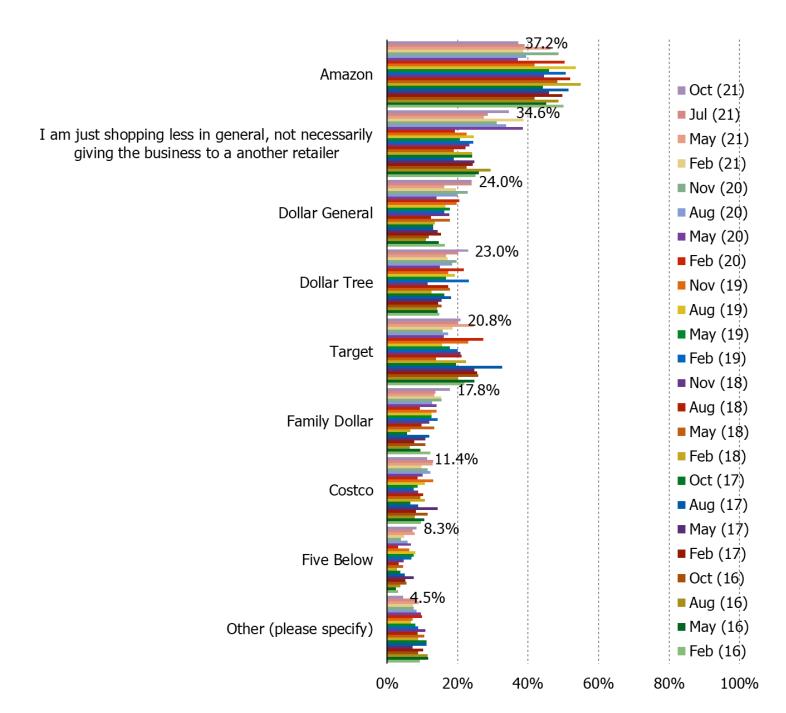
WAL-MART CUSTOMERS: CHANGES IN RECENT SHOPPING FREQUENCY



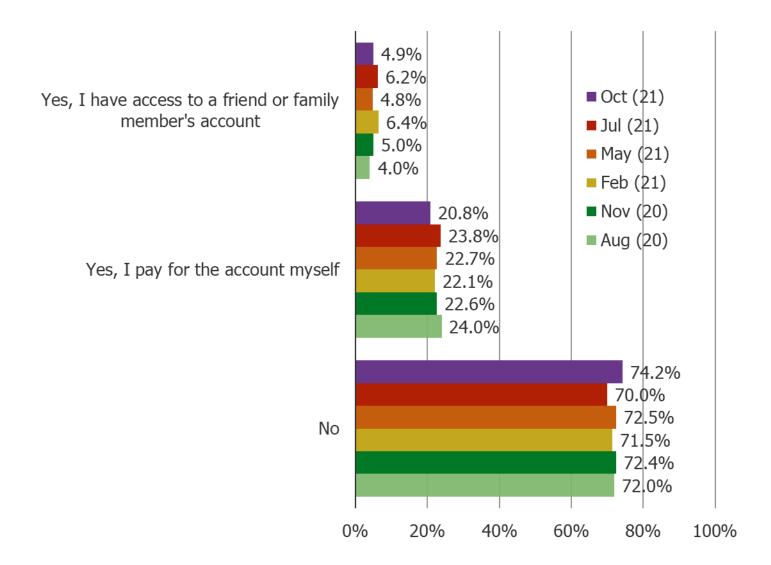
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SINCE YOU ARE SHOPPING LESS AT WAL-MART, ARE YOU GIVING THAT BUSINESS TO ANY OF THE FOLLOWING RETAILERS INSTEAD?

Posed to respondents who have purchased from Wal-Mart in the past 12 months AND said they have been shopping Wal-Mart less recently.



DO YOU CURRENTLY HAVE AN ACCOUNT WITH WAL-MART DELIVERY UNLIMITED FOR GROCERIES?



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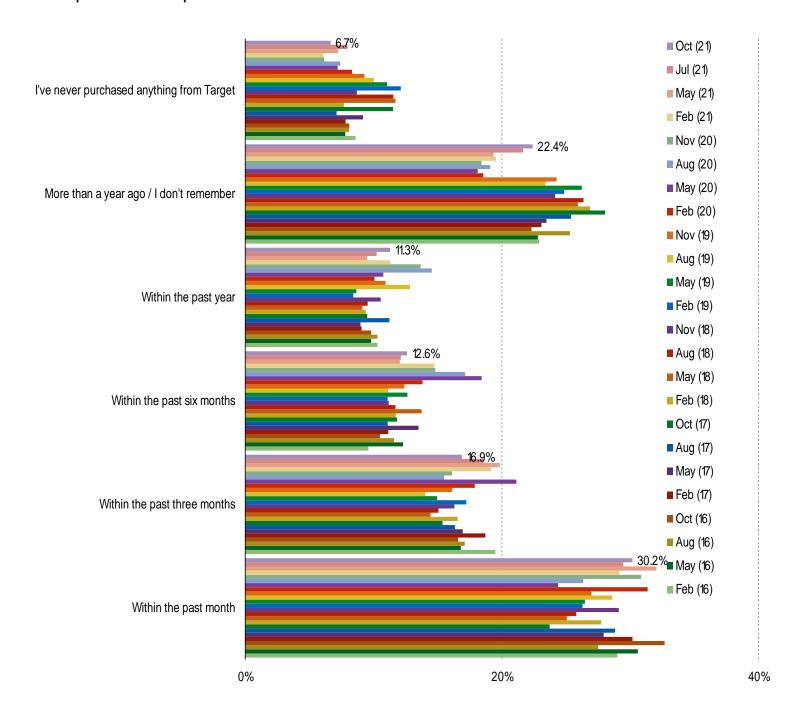
BESPOKE MARKET INTELLIGENCE

Consumer Traffic, Online Share, and Sentiment

TARGET DEEP DIVE

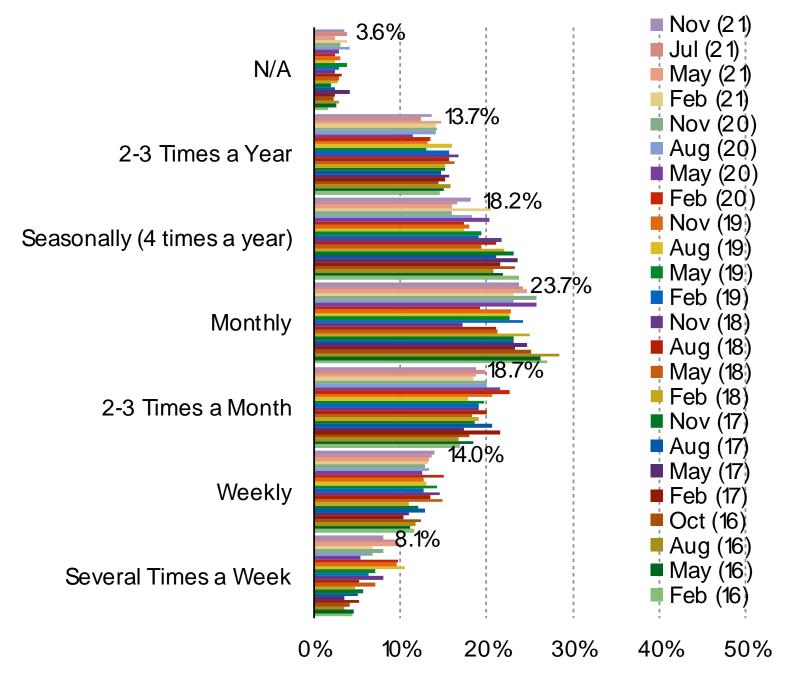
ALL CONSUMERS: LAST TIME PURCHASING FROM TARGET

This question was posed to all consumers.



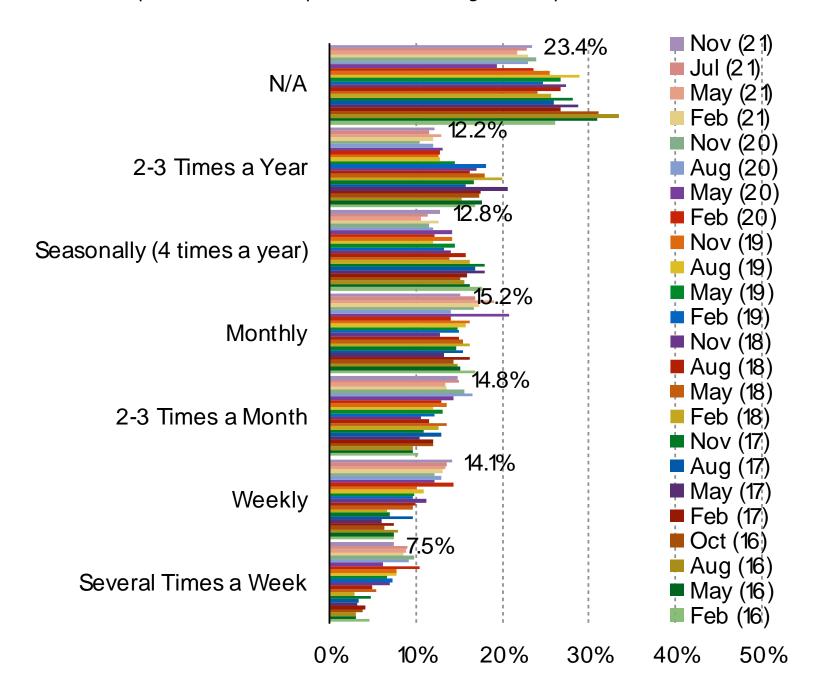
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TARGET CUSTOMERS: SHOPPING FREQUENCY IN-STORES AT TARGET

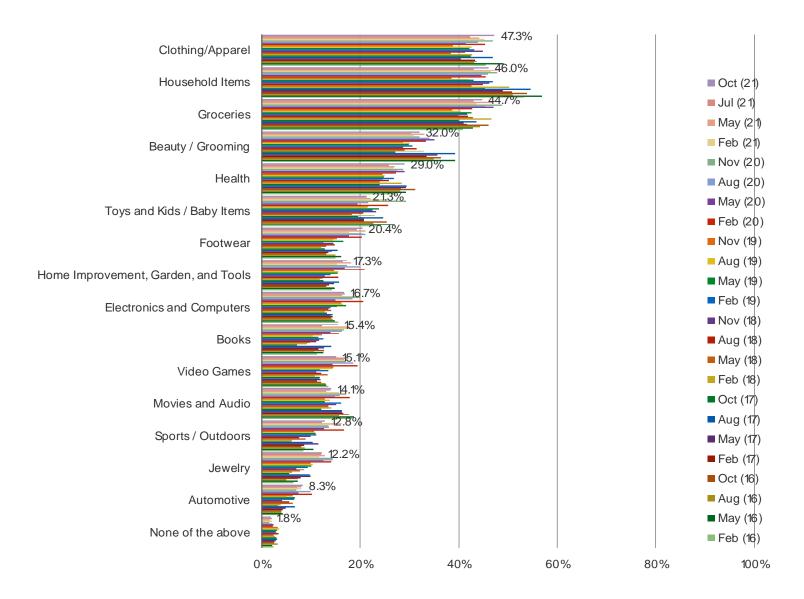


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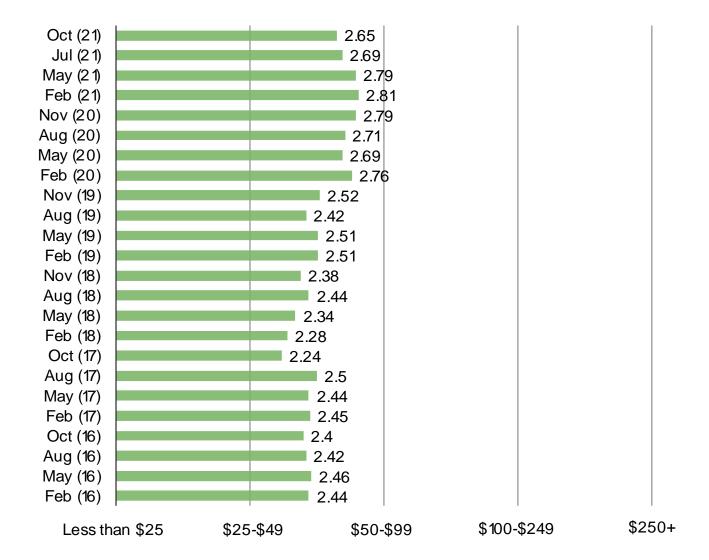
TARGET CUSTOMERS: SHOPPING FREQUENCY ONLINE AT TARGET



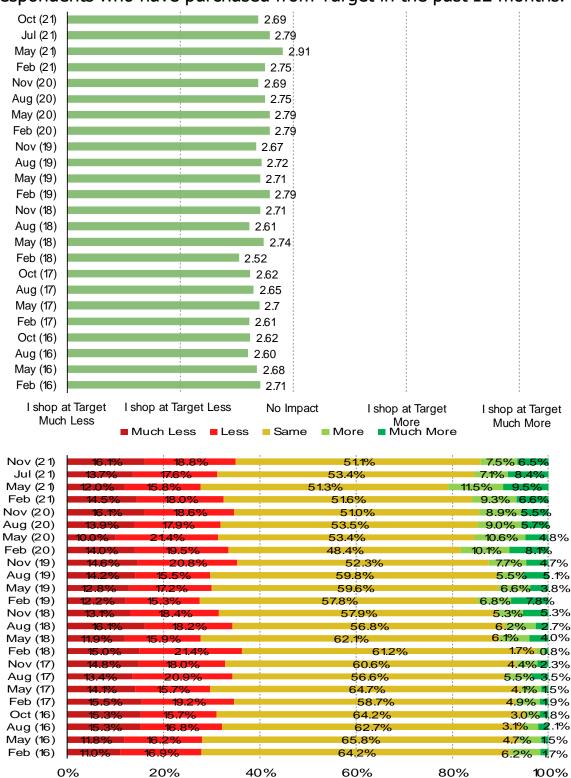
WHAT CUSTOMERS TYPICALLY BUY FROM TARGET (Q/Q TRACKING)



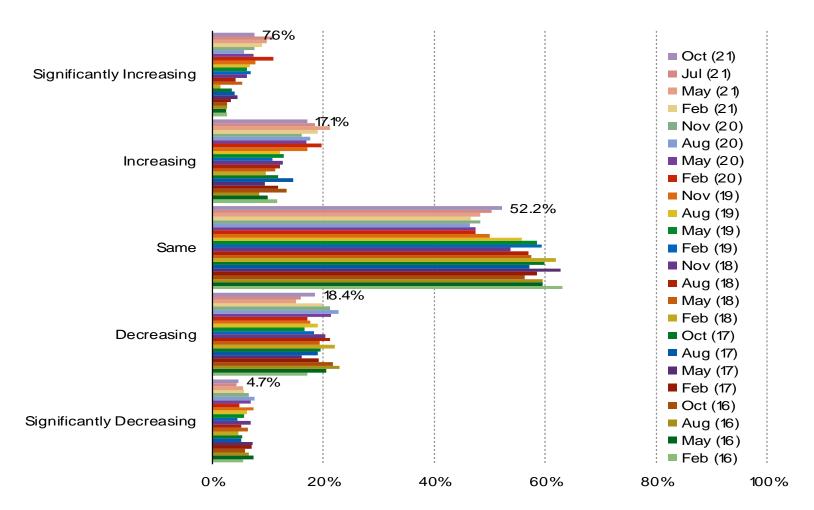
TARGET CUSTOMERS: AVERAGE SPEND PER VISIT



TARGET CUSTOMERS: IS AMAZON IMPACTING YOUR SHOPPING AT TARGET?



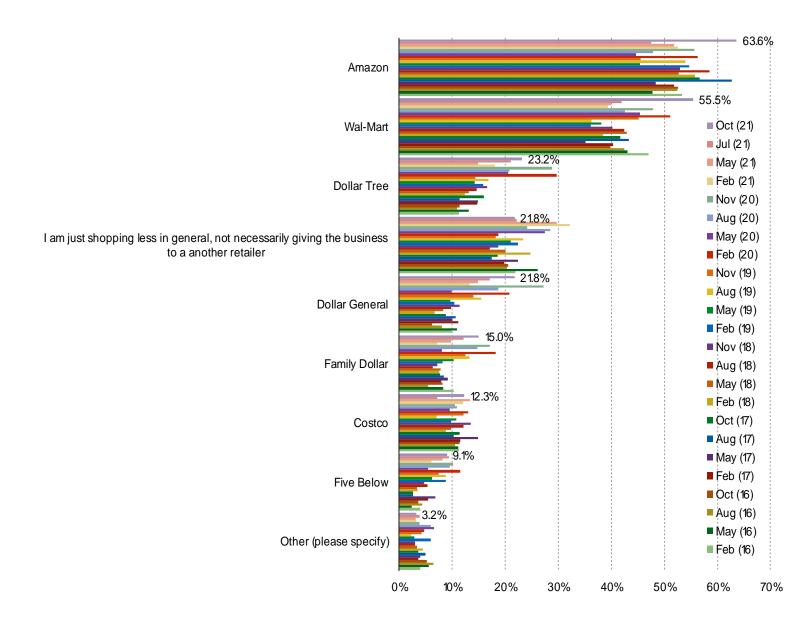
TARGET CUSTOMERS: CHANGES IN RECENT SHOPPING FREQUENCY



Audience: 1,250 US Consumers
Date: November 2021

SINCE YOU ARE SHOPPING LESS AT TARGET, ARE YOU GIVING THAT BUSINESS TO ANY OF THE FOLLOWING RETAILERS INSTEAD?

Posed to respondents who have purchased from Target in the past 12 months AND said they have been shopping Target less recently.



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BESPOKE MARKET INTELLIGENCE

Consumer Traffic, Online Share, and Sentiment

SENTIMENT TOWARD PRICING

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Audience: 1,250 US Consumers
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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 12 months.

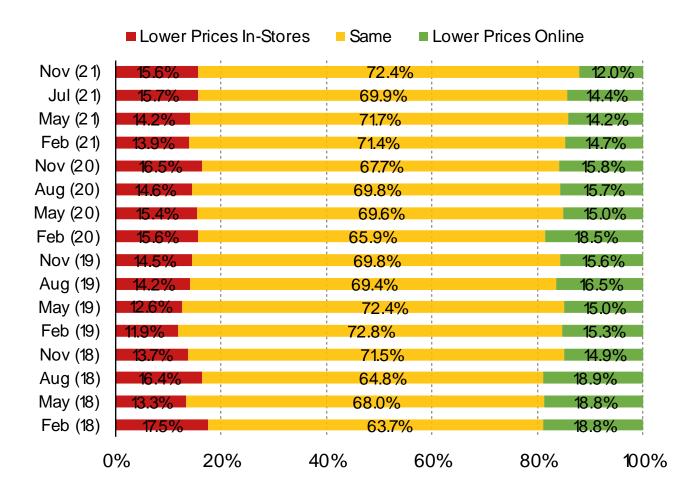
	■ Much Lower	■ Lower ■ Same ■ Higher	■ Much Higher
	Nov (21) 27%5%	57.3%	25.0% 7.5%
	Jul (21) 2.3%5%	62.0%	21.7% 6.6%
	May (21) 1.6%3%	64.9%	19.7% 6.5%
	Feb (21) 1.198.5%	66.9%	18.2% 5.4%
WALMART	Nov (20) 2 7% 10.1%	65.7%	16.4% 5.1%
	Aug (20) 1.3%.8%	64.8%	20.2% 4.9%
	May (20) 2.2% 10.8%	67.1%	17.5% 2.5%
	Feb (20) 3.4% 12.2%	62.9%	15.5% 6.1%
	Nov (19) 1. 9% 7.5%	71.2%	15.1% 4.2%
	Aug (19) 2 1% 9.6%	69.8%	13.0% 5.6%
	May (19) 1.7% 9.9%	71.5%	13.1% 3.8%
	Feb (19) 1.4%8.5%	73.7%	12.4% 4.0%
	Nov (18) 1.3% 8.0%	73.0%	14.0% 3.7%
	Aug (18) 15% 10.6%	73.0%	12.7% 2.3%
	May (18) 2.0% 8.5%	74.2%	11.9% 3.3%
	Feb (18) 1.2% 9.5%	77.5%	10.7% 1.2%
	0% 20% ■Much Lower	% 40% 60% Lower Same Highe	80% 100% r ■ Much Higher
	Nov (21) 1. 6%)%	52.5%	33.2% 8.3%
	Jul (21) 1.84%	58.4%	26.2% 9.4%
	May (21) 1. 75%6%	59.4%	24.4% 8.9%
	Feb (21) 1. 26 %1%	64.0%	20.9% 7.8%
	Nov (20) 1. 2%	61.7%	25.1% 6.8%
	Aug (20) 1.4%%	61.9%	25.1% 6.7%
	May (20) 1.6% 6.9%	63.9%	23.4% 4.2%
TARGET	Feb (20) 2 <mark>1% 8.4%</mark>	55.4%	26.2% 8.0%
	Nov (19) 2.0% 7.1%	61.5%	21.6% 7.8%
	Aug (19) 1. 3% 5.2%	65.7%	21.5% 5.8%
	May (19) 1.5% 8.0%	65.3%	20.5% 4.7%
	Feb (19) 0.6% 6.0%	66.2%	18.7% 8.6%
	Nov (18) 0.7% 6.1%	67.8%	19.4% 6.0%
	Aug (18) 13% 7.7%	66.6%	20.9% 3.5%
	May (18) 1.6%4.5%	71.5%	17.8% 4.6%
	Feb (18) 1.0 <mark>% 5.5% 0% 20</mark>	77.2% 0% 40% 60%	15.1% 1,3% 80% 100%

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

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



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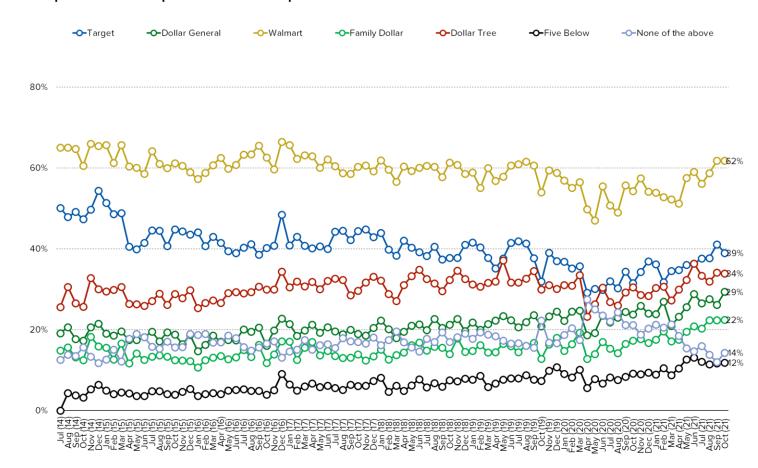
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MONTHLY TRACKERS

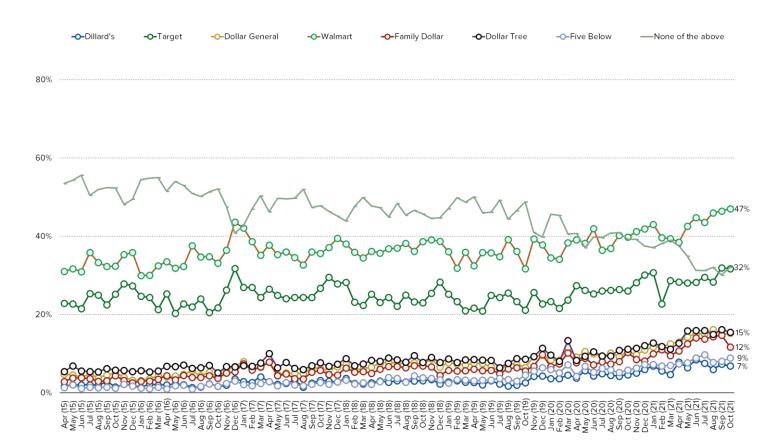
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HAVE YOU VISITED ANY OF THE FOLLOWING COMPANY STORES IN THE PAST MONTH?



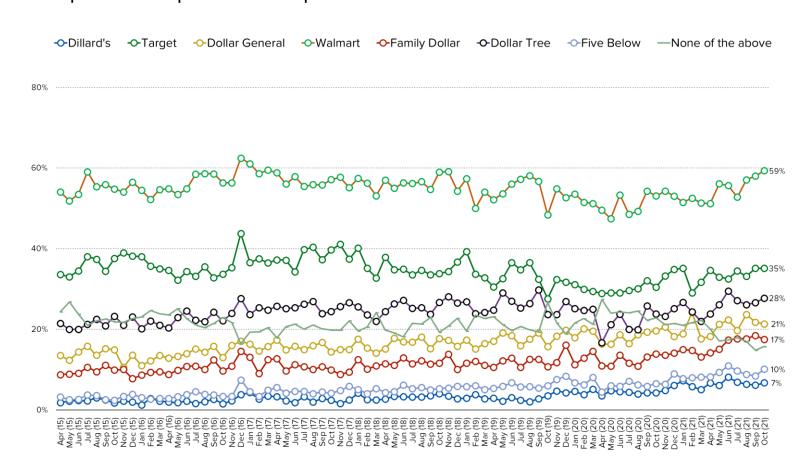
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HAVE YOU VISITED ANY OF THE FOLLOWING COMPANY WEBSITES IN THE PAST MONTH?



Date: November 2021

HAVE YOU MADE A PURCHASE FROM ANY OF THE FOLLOWING IN THE PAST MONTH? (ONLINE OR INSTORES)



Date: November 2021

VISITED FOR GROCERIES IN THE PAST MONTH (%)

