

OCTOBER 2021

HOME FURNISHINGS VOLUME 5

Audience: 1,250+ US Consumers Balanced To Census

CHECK BREAKDOWN:

RECENT ENGAGEMENT

Total engagement for Wayfair, Bed, Bath, and Beyond, and Home Goods increased sequentially, while Pier One and Crate and Barrel engagement decline slightly.

CONSUMERS AND COUPONS

The likelihood of Bed Bath and Beyond customers shopping the retailer is ~12% lower without a coupon (but this impact has held flat sequentially).

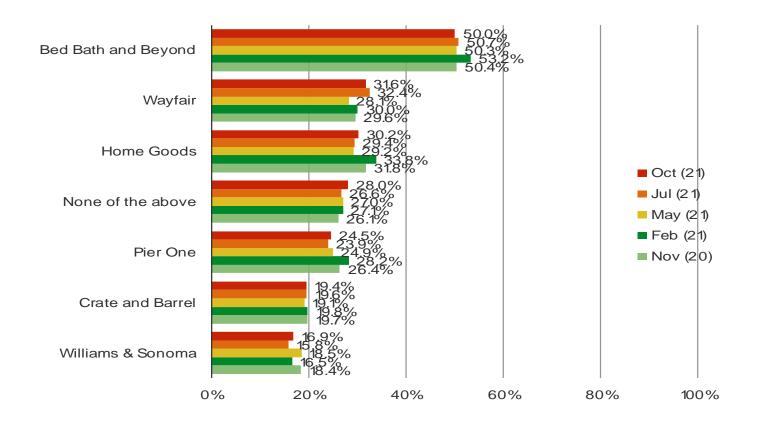
HOME FURNISHINGS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

Audience: 1,250 US Consumers Date: October 2021

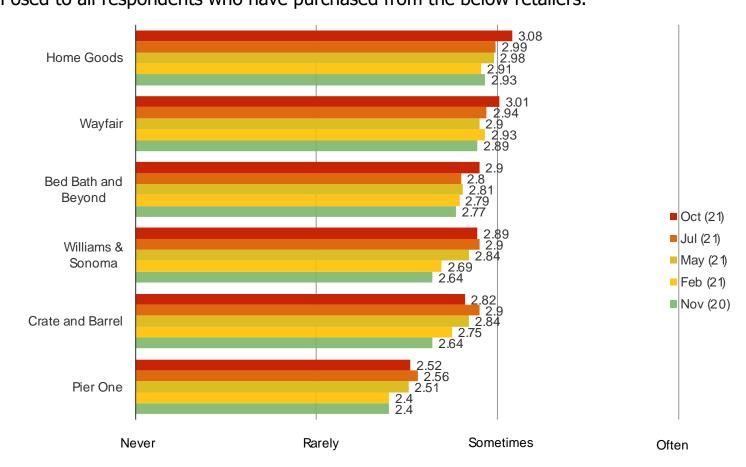
HAVE YOU EVER PURCHASED ITEMS FROM ANY OF THE FOLLOWING (IN-STORES OR ONLINE)? SELECT ALL THAT APPLY

Posed to all respondents



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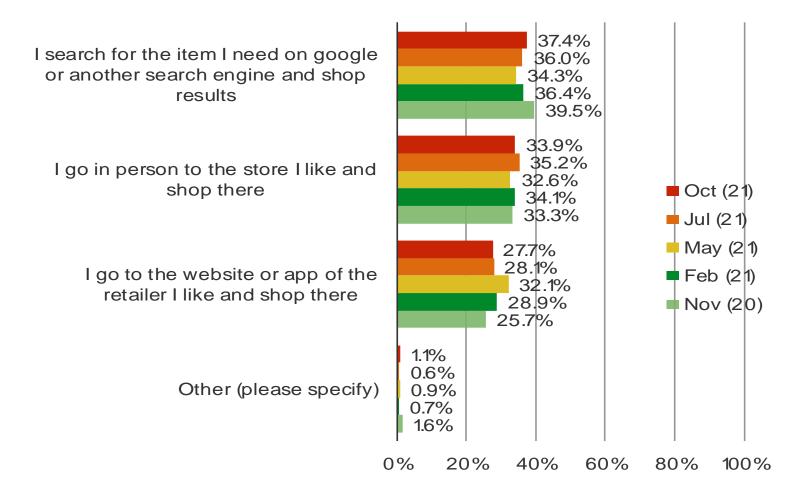
HOW OFTEN DO YOU SHOP THIS RETAILER? (IN TOTAL, ONLINE AND/OR IN-STORES)



Audience: 1,250 US Consumers Date: October 2021

WHEN YOU SHOP FOR HOME FURNISHINGS AND ITEMS FOR THE HOME, HOW DO YOU TYPICALLY START YOUR SEARCH?

Posed to all respondents.



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WHEN YOU SHOP HOME FURNISHINGS AND FOR ITEMS FOR THE HOME, HOW IMPORTANT ARE COUPONS/COUPON CODES WHEN IT COMES TO DECIDING WHERE TO SHOP?

Posed to all respondents.

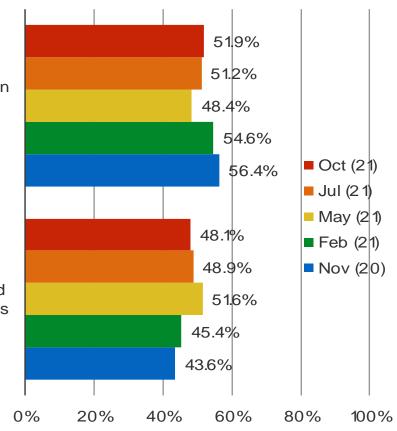
Not at all important Not so important Oct (21) 📕 Jul (2 1) Somewhat important May (21) Feb (21) Very important Nov (20) Extremely important 20% 0% 40% 60% 80% 100% Home Furnishings

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WHICH BEST DESCRIBES YOU WHEN IT COMES TO SHOPPING HOME FURNISHINGS OR ITEMS FOR THE HOME?

Posed to all respondents.

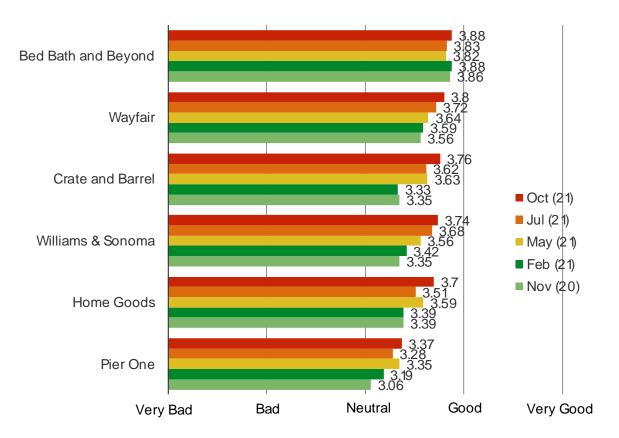


I visit a store or site/app I like and then search for a coupon to use in my email/mail or online

I search through coupons I have received and then shop at one of those stores/sites

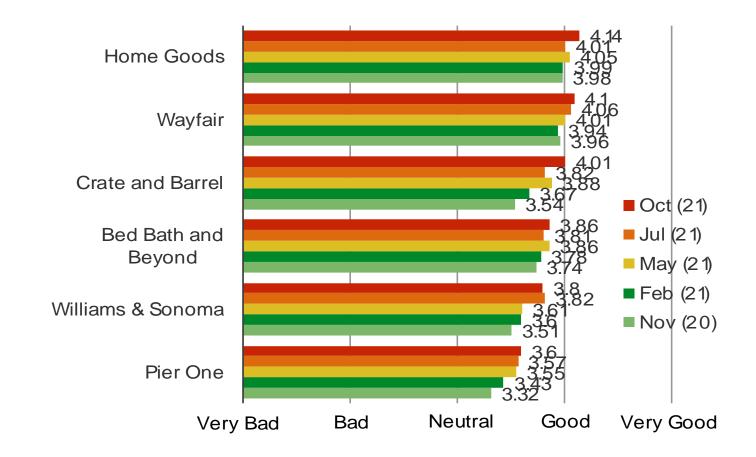
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IN YOUR OPINION, HOW WOULD YOU RATE THE AVAILABILITY OF COUPONS/COUPON CODES OFFERED BY THE FOLLOWING:



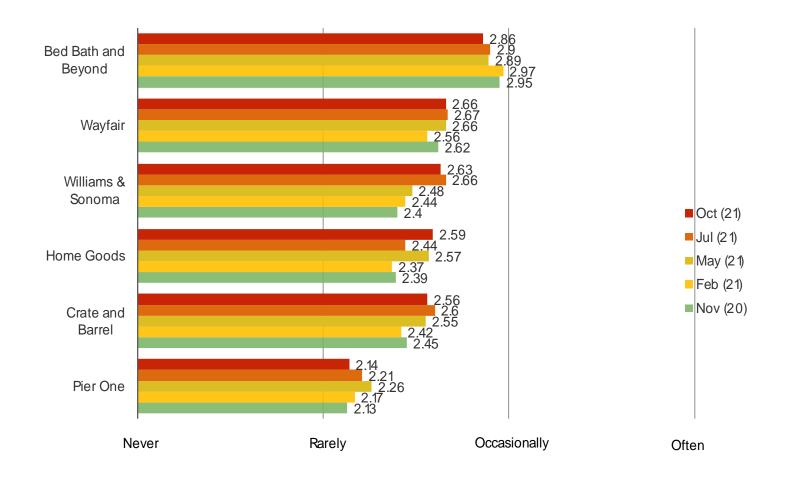
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IN YOUR OPINION, HOW WOULD YOU RATE THE EVERYDAY PRICING OF ITEMS AT THIS RETAILER?



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WHEN YOU SHOP THIS RETAILER, HOW OFTEN DO YOU USE A COUPON OR COUPON CODE?

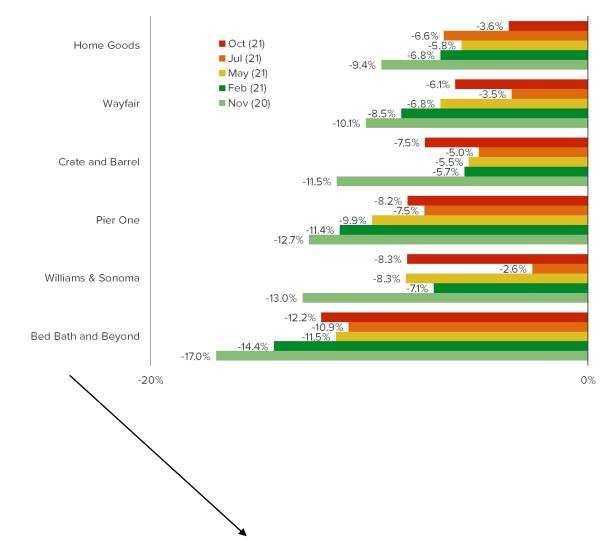


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LIKELIHOOD OF SHOPPING WITH AND WITHOUT COUPONS.

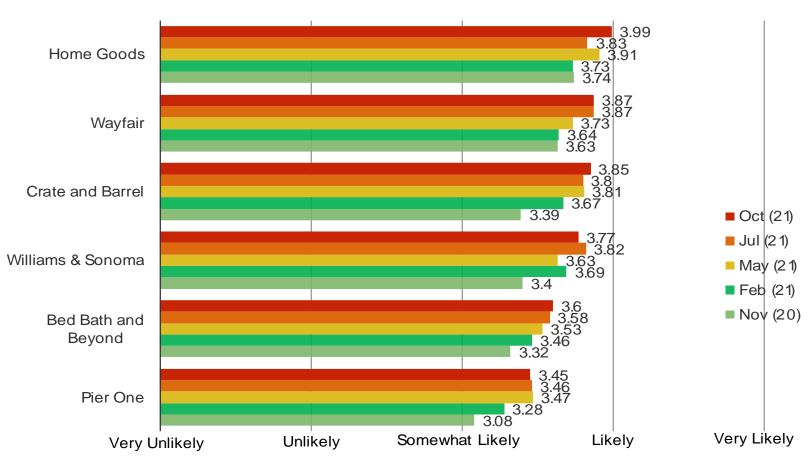
Posed to all respondents who have purchased from the below retailers.



The likelihood of Bed Bath and Beyond customers shopping the retailer is ~12% lower without a coupon.

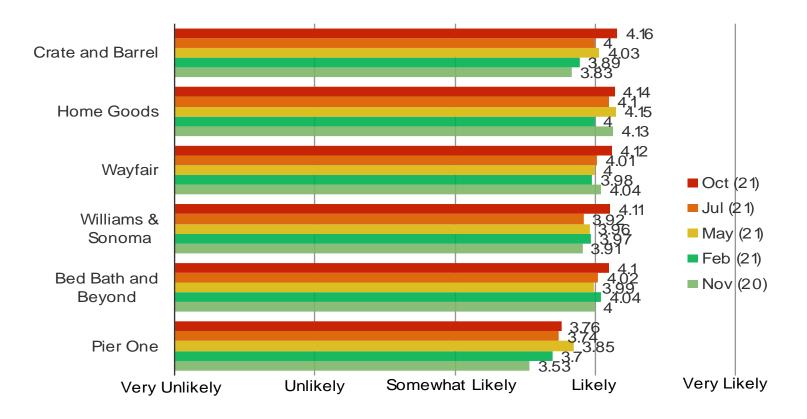
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HOW LIKELY WOULD YOU BE TO SHOP THIS RETAILER WHEN YOU HAVE NO COUPON AVAILABLE?



Audience: 1,250 US Consumers Date: October 2021

HOW LIKELY WOULD YOU BE TO SHOP THIS RETAILER WHEN YOU HAVE A COUPON/COUPON CODE FROM THE RETAILER?

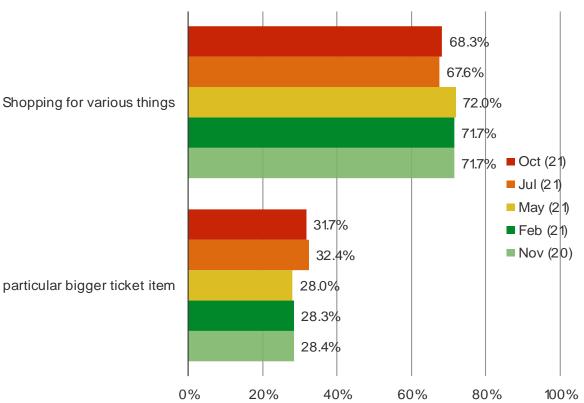


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WHEN YOU SHOP BED BATH AND BEYOND, ARE YOU TYPICALLY...

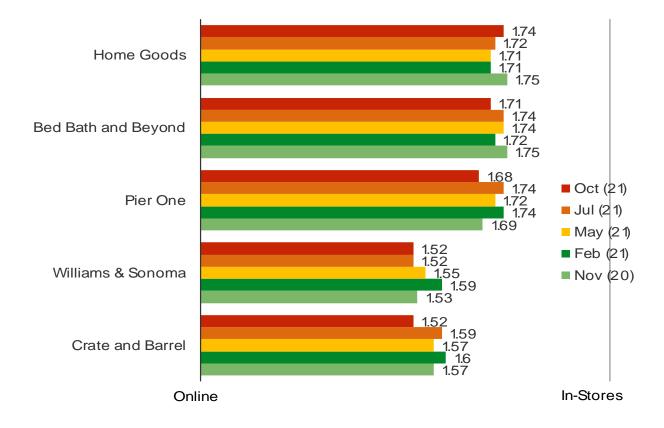
Posed to all respondents who have purchased from Bed, Bath, and Beyond.



Shopping for a particular bigger ticket item

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WHERE DO YOU SHOP THIS RETAILER, DO YOU PREFER TO SHOP IT ONLINE OR IN-STORES?



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HAS YOUR ONLINE USAGE OF THE FOLLOWING CHANGED THIS YEAR?

