



## CHECK BREAKDOWN:

### TREND CHECKS

#### 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.

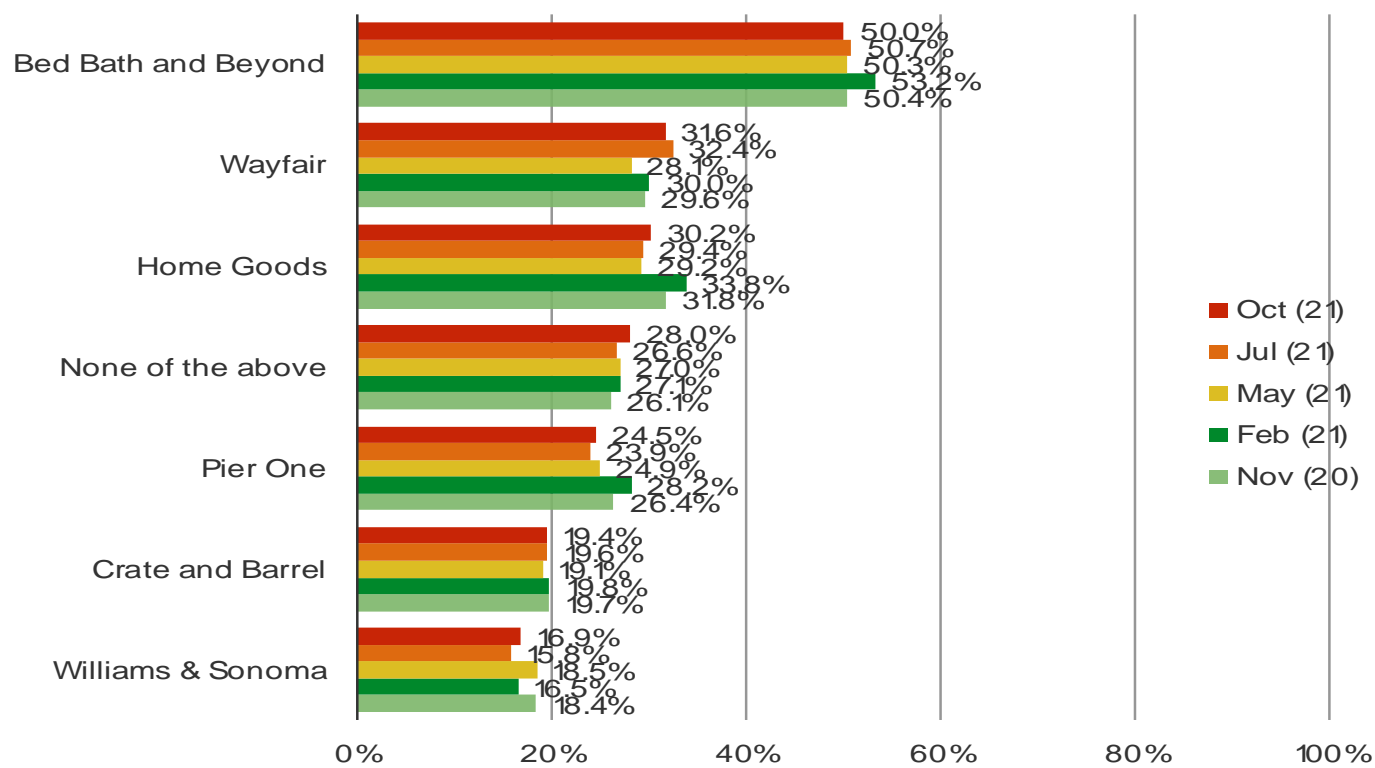
#### CONSUMERS AND COUPONS

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

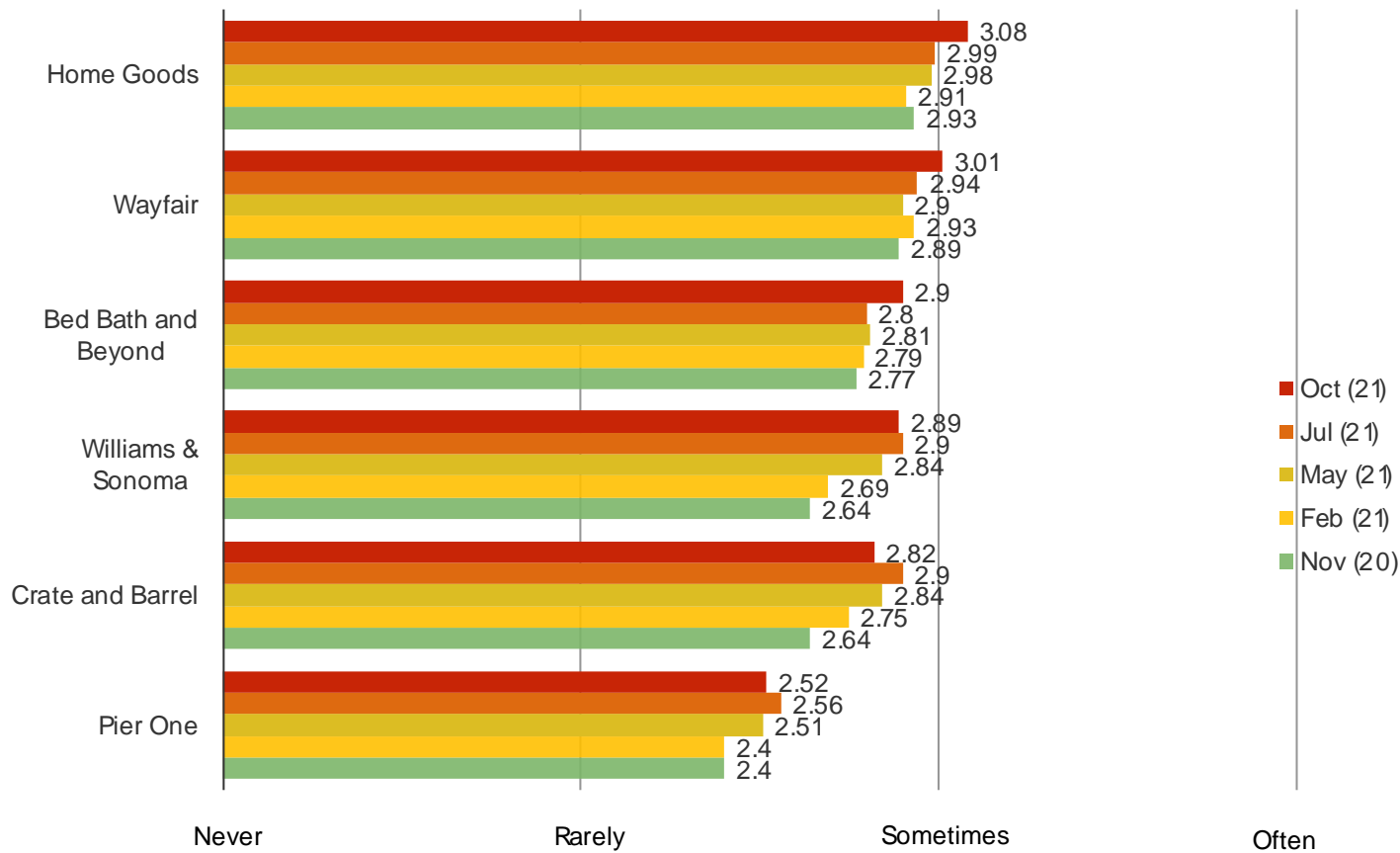
HAVE YOU EVER PURCHASED ITEMS FROM ANY OF THE FOLLOWING (IN-STORES OR ONLINE)? SELECT ALL THAT APPLY

Posed to all respondents



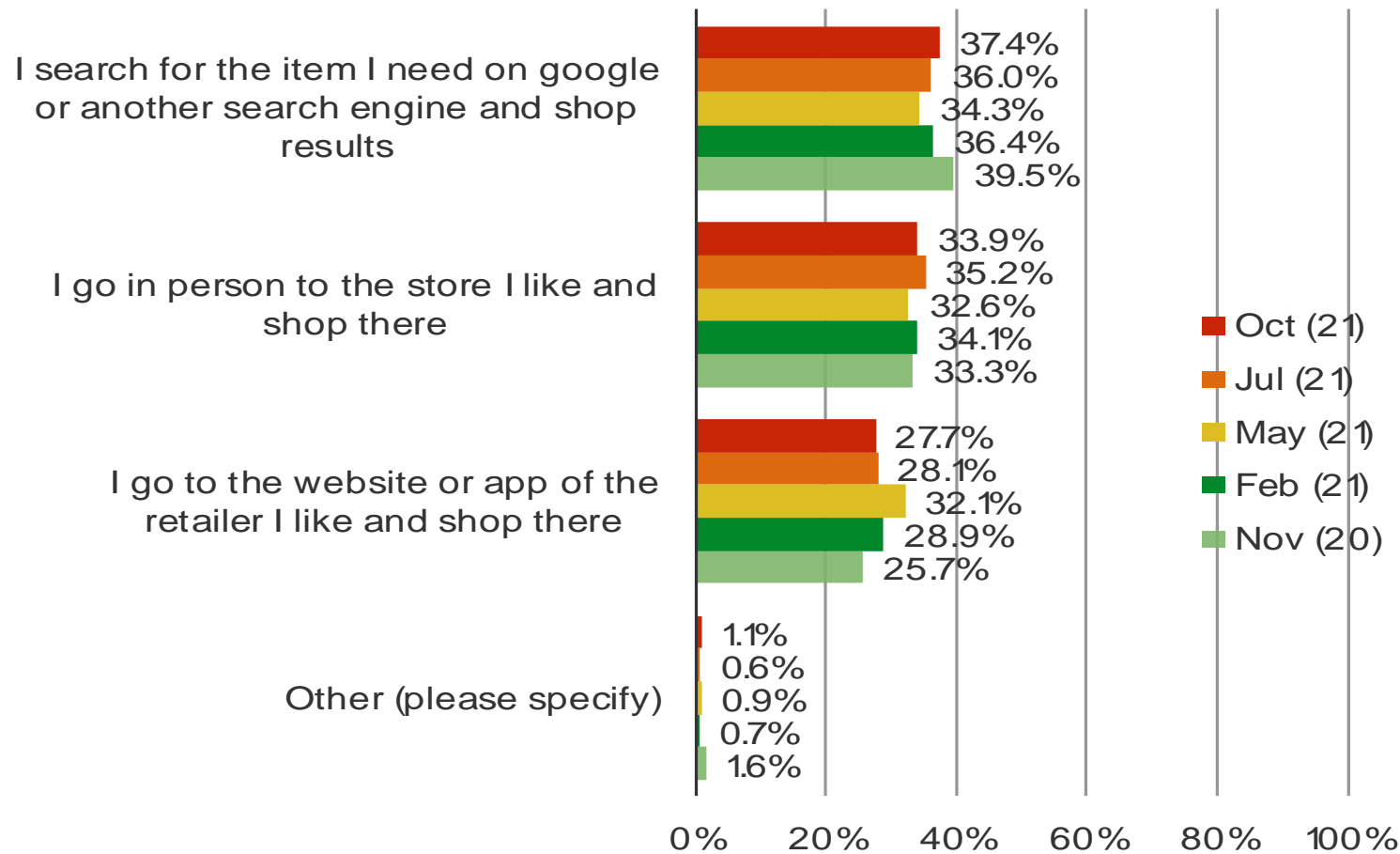
HOW OFTEN DO YOU SHOP THIS RETAILER? (IN TOTAL, ONLINE AND/OR IN-STORES)

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



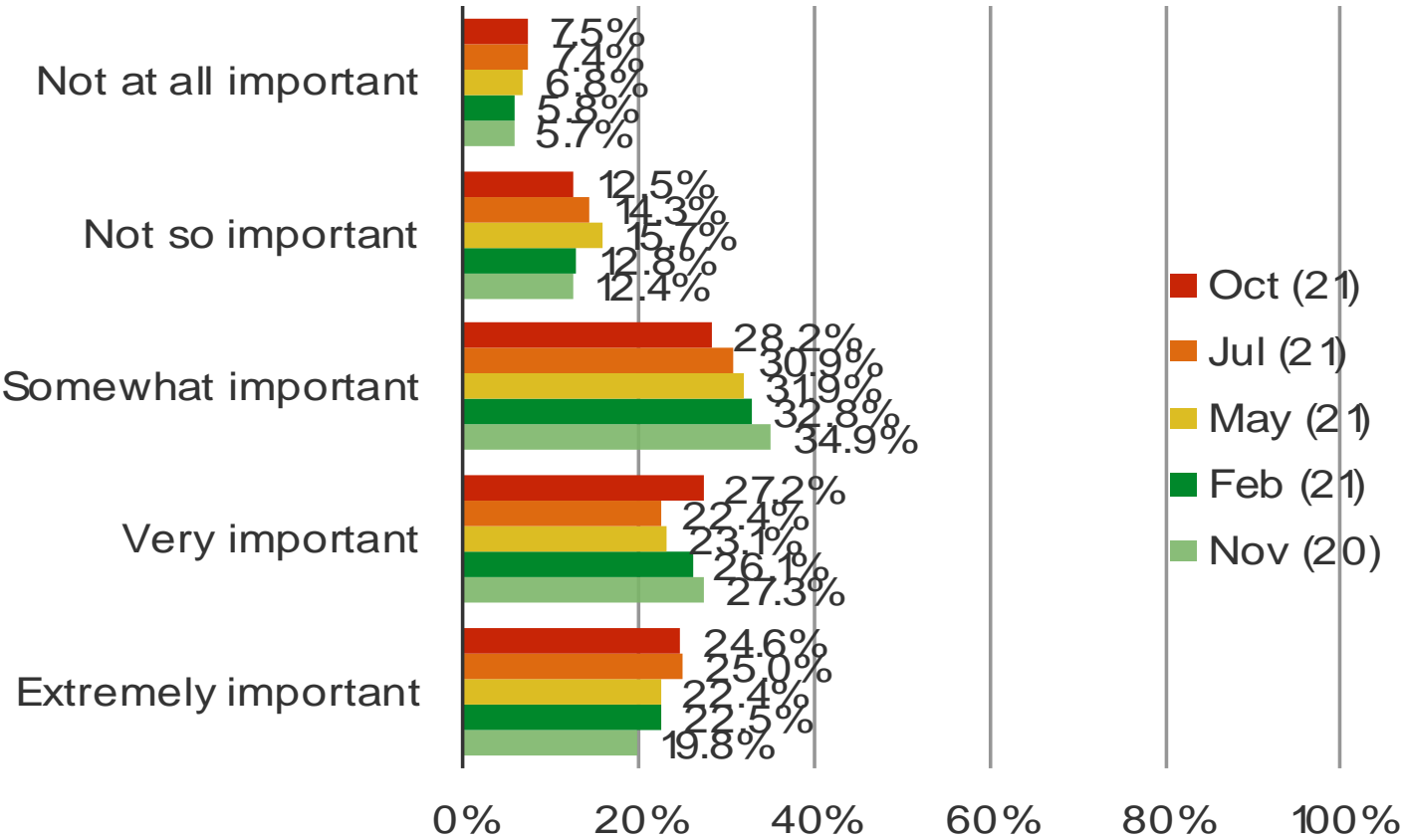
WHEN YOU SHOP FOR HOME FURNISHINGS AND ITEMS FOR THE HOME, HOW DO YOU TYPICALLY START YOUR SEARCH?

Posed to all respondents.



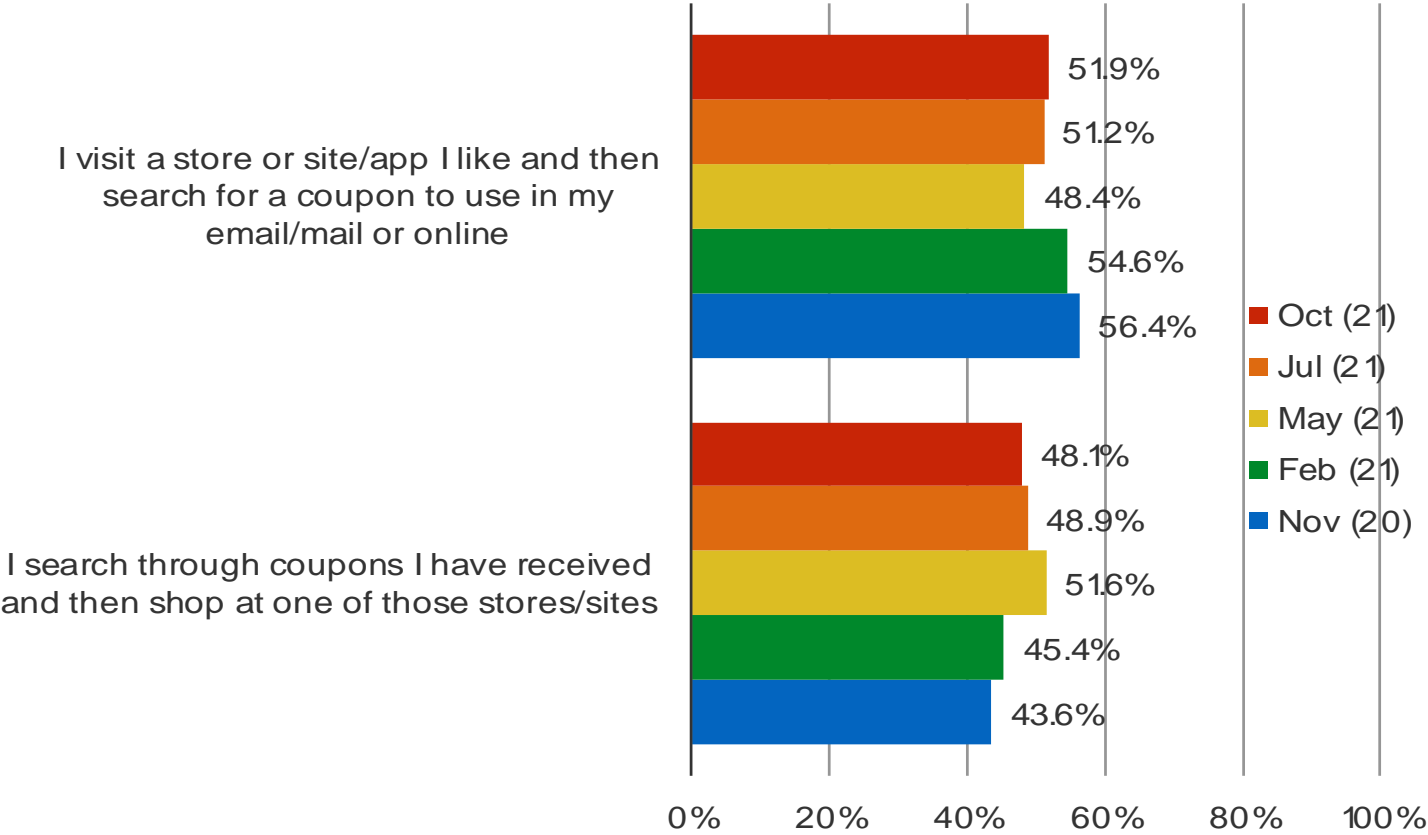
WHEN YOU SHOP HOME FURNISHINGS AND FOR ITEMS FOR THE HOME, HOW IMPORTANT ARE COUPONS/COUPON CODES WHEN IT COMES TO DECIDING WHERE TO SHOP?

Posed to all respondents.



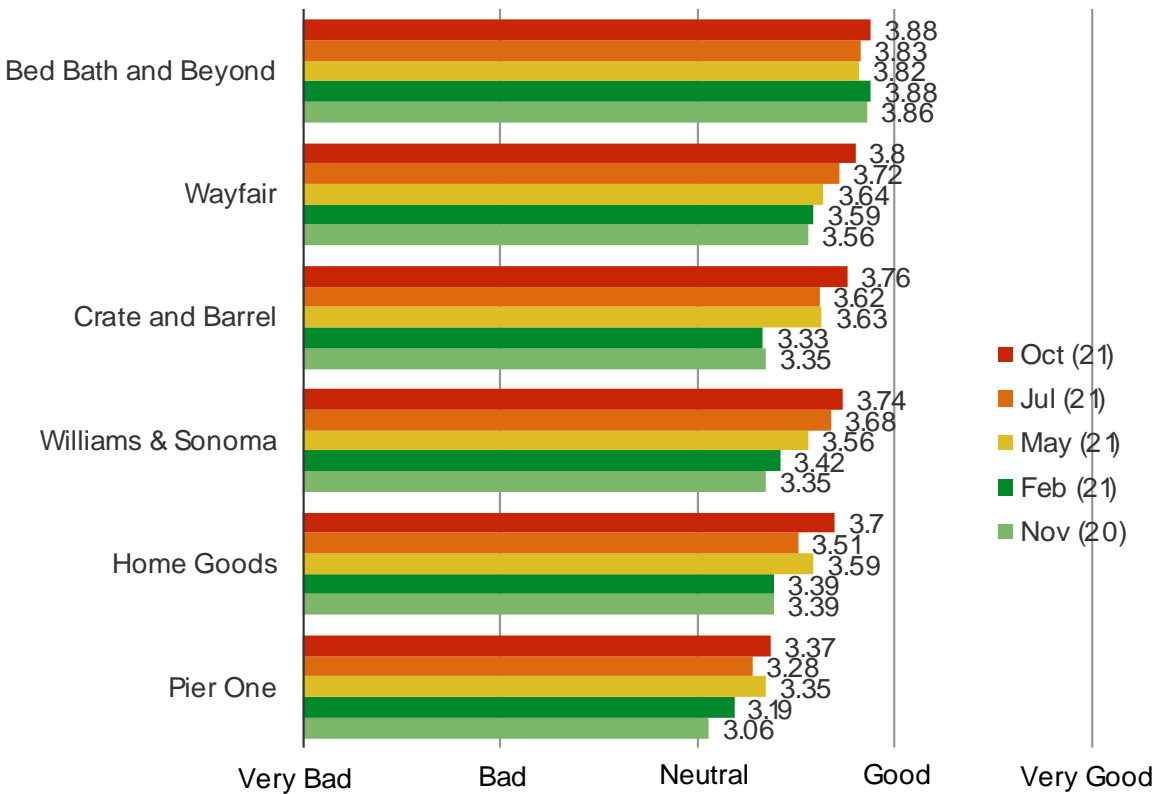
WHICH BEST DESCRIBES YOU WHEN IT COMES TO SHOPPING HOME FURNISHINGS OR ITEMS FOR THE HOME?

Posed to all respondents.



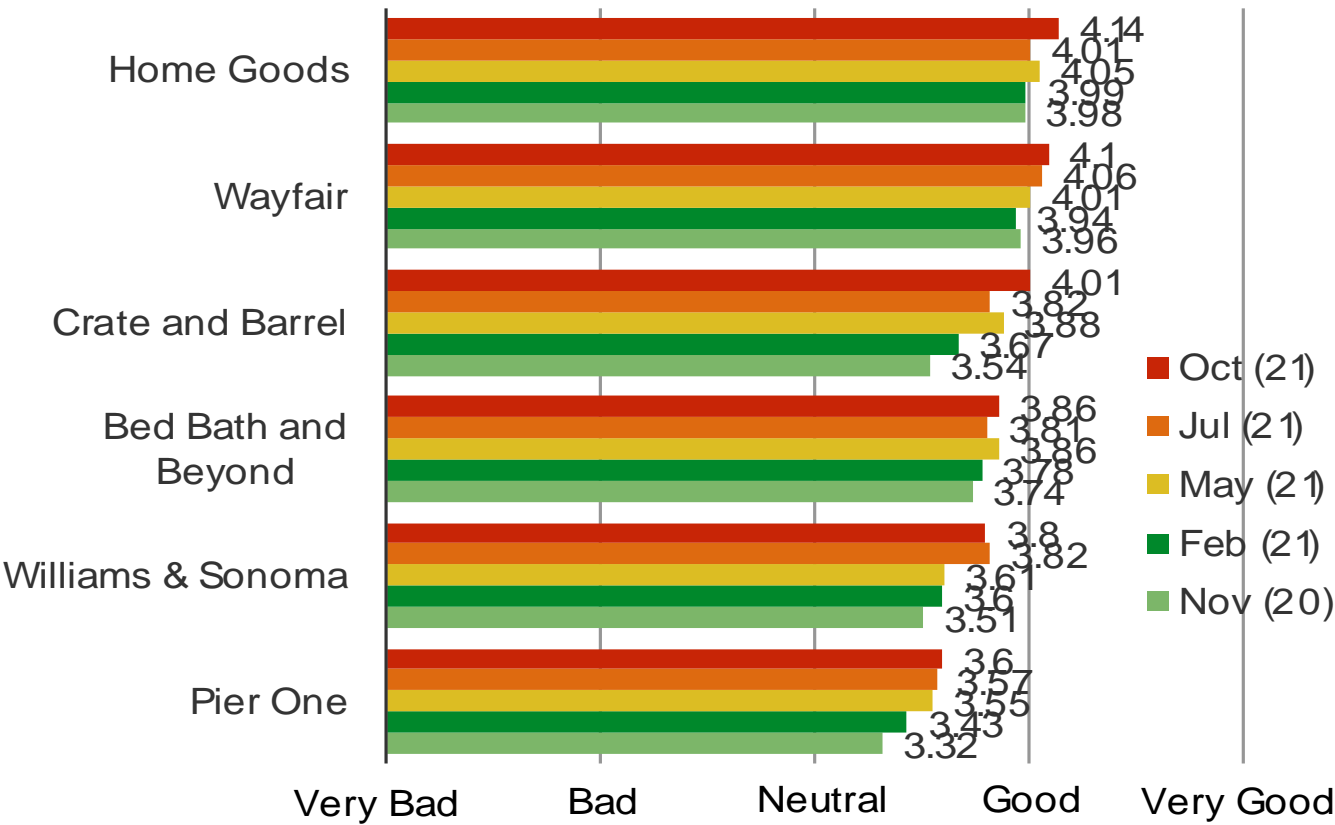
IN YOUR OPINION, HOW WOULD YOU RATE THE AVAILABILITY OF COUPONS/COUPON CODES OFFERED BY THE FOLLOWING:

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



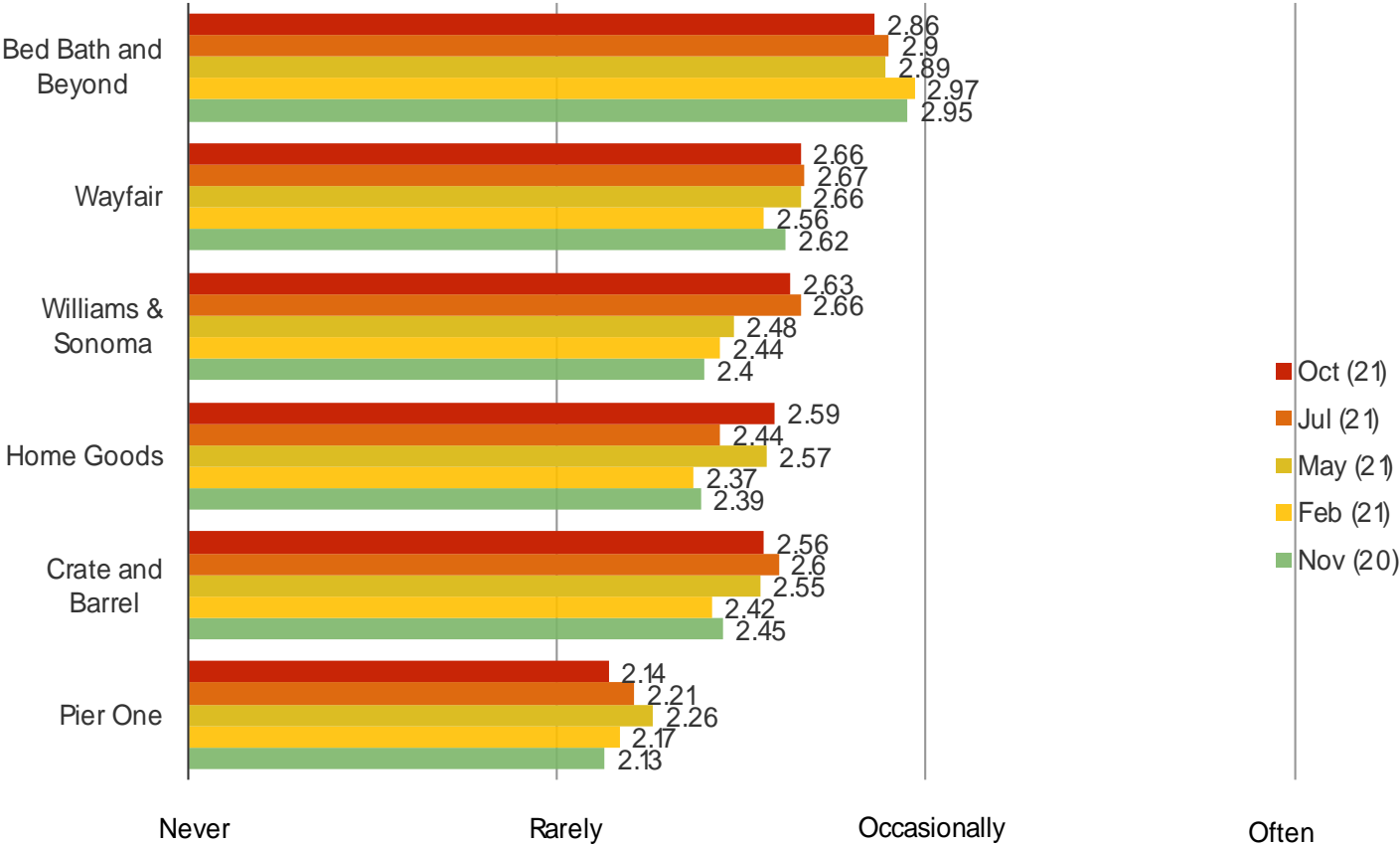
IN YOUR OPINION, HOW WOULD YOU RATE THE EVERYDAY PRICING OF ITEMS AT THIS RETAILER?

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



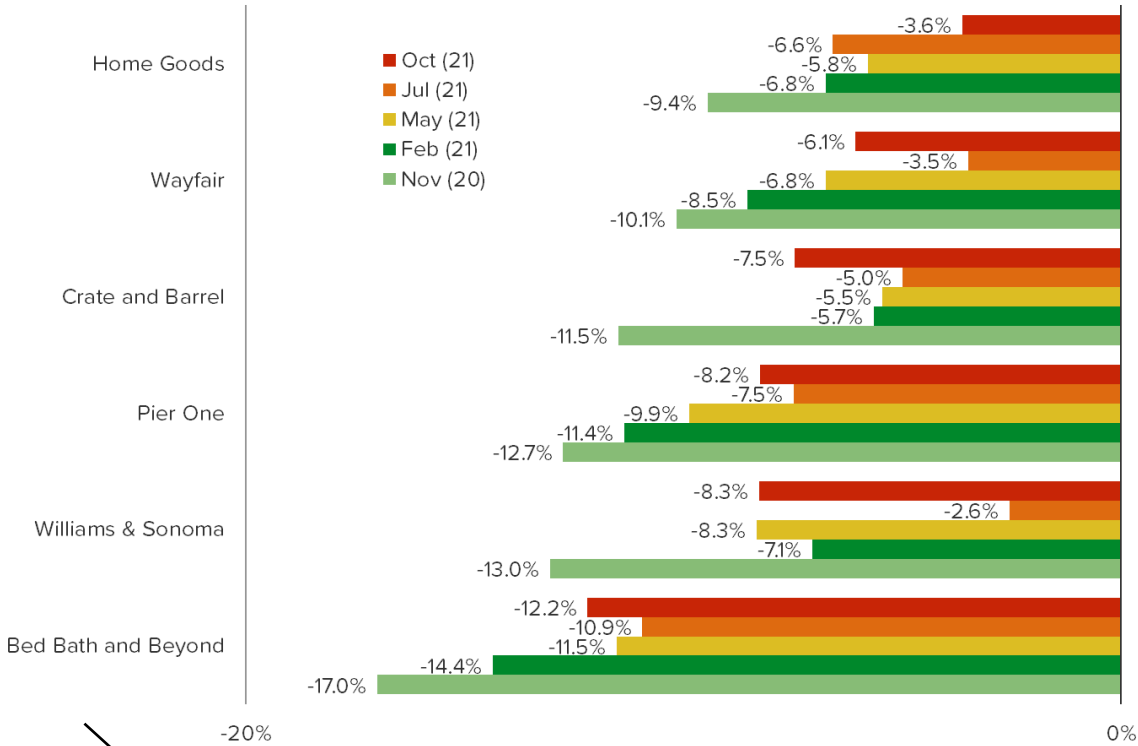
WHEN YOU SHOP THIS RETAILER, HOW OFTEN DO YOU USE A COUPON OR COUPON CODE?

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



LIKELIHOOD OF SHOPPING WITH AND WITHOUT COUPONS.

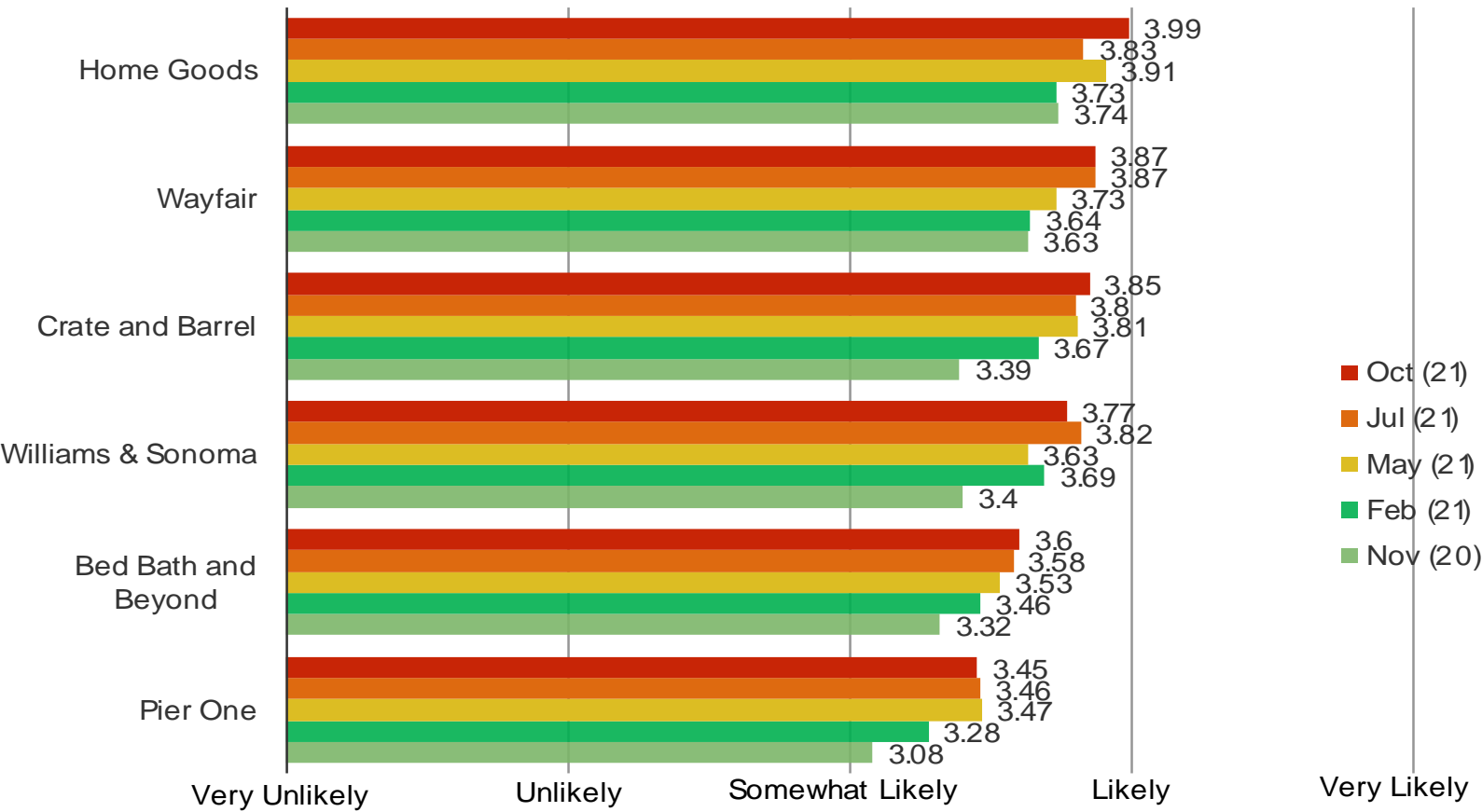
Posed to all respondents who have purchased from the below retailers.



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

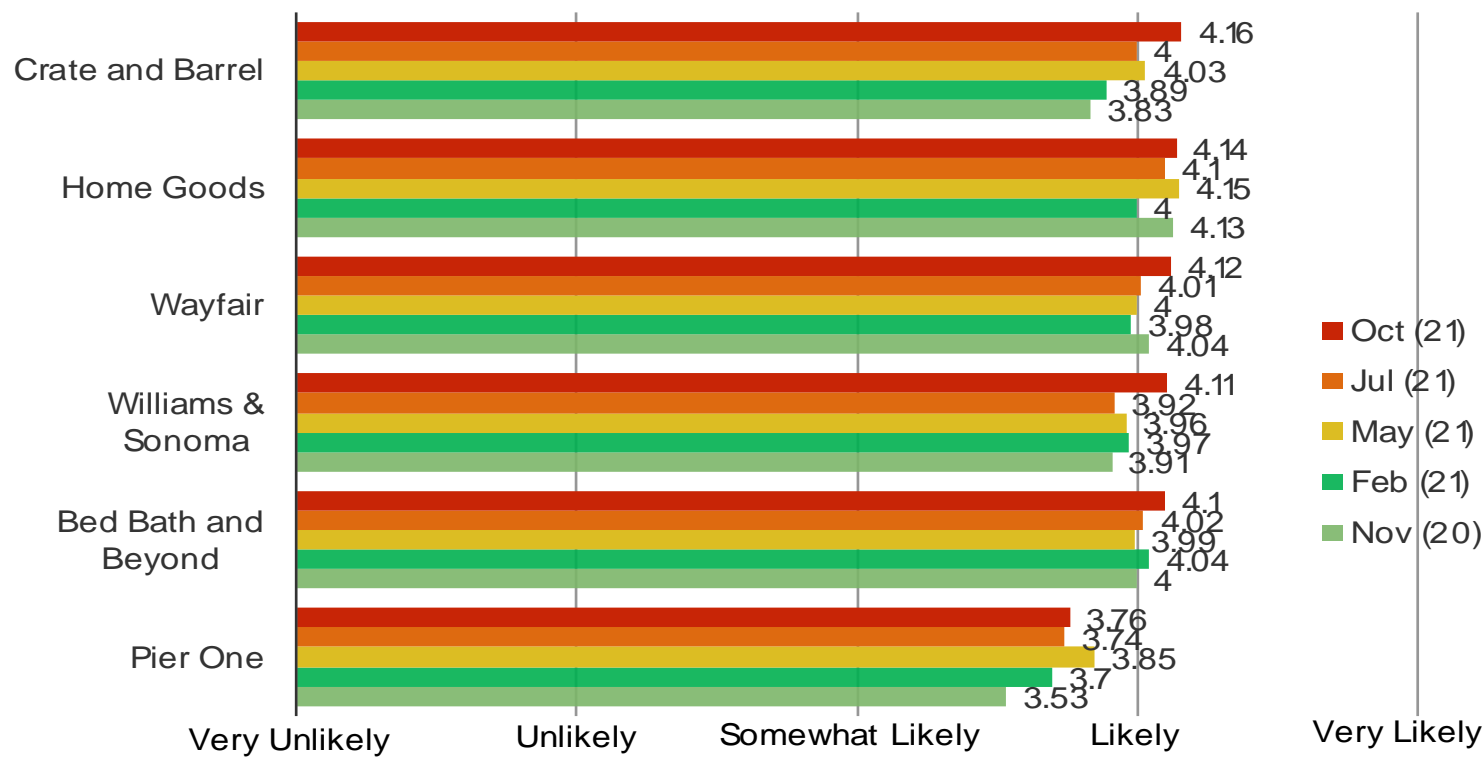
HOW LIKELY WOULD YOU BE TO SHOP THIS RETAILER WHEN YOU HAVE NO COUPON AVAILABLE?

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



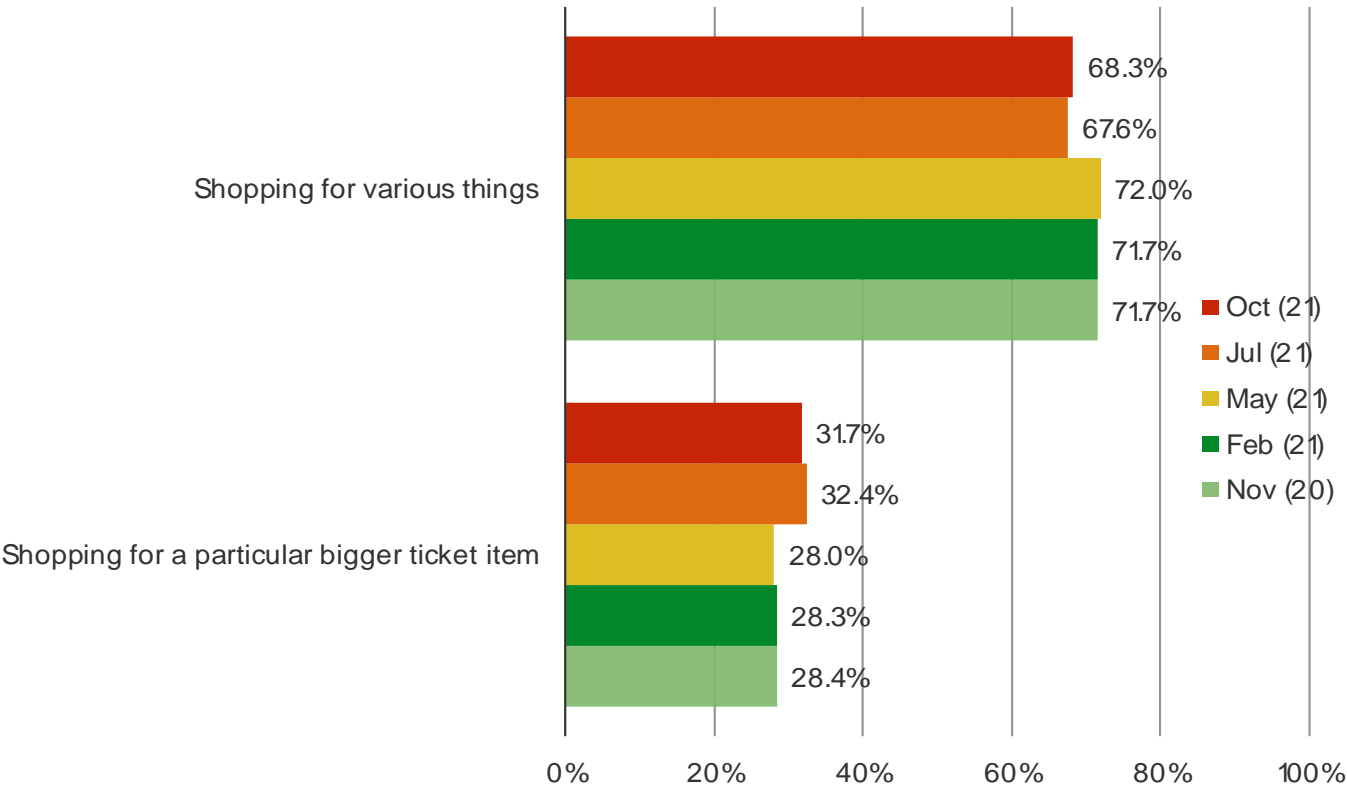
HOW LIKELY WOULD YOU BE TO SHOP THIS RETAILER WHEN YOU HAVE A COUPON/COUPON CODE FROM THE RETAILER?

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



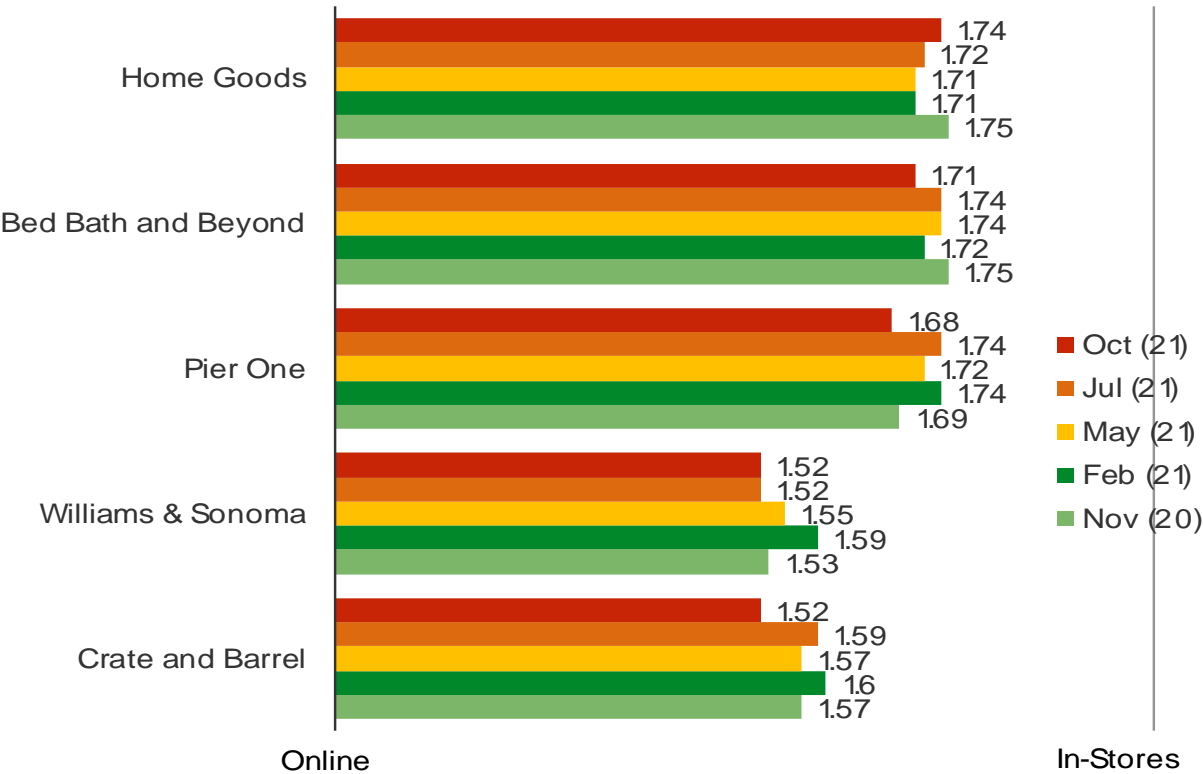
WHEN YOU SHOP BED BATH AND BEYOND, ARE YOU TYPICALLY...

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



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

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



HAS YOUR ONLINE USAGE OF THE FOLLOWING CHANGED THIS YEAR?

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

