

BESPOKE SURVEYS

## Low-Cost Retailers Vol 25

1,250+ US Consumers, Balanced to Census

Wal-Mart, Target, Dollar Stores, Amazon, etc.



## CHECK BREAKDOWN: WMT, TGT, DOLLAR STORES, AMZN

TREND CHECKS

### WALMART TRENDS

Self-reported customer engagement trends are constructive (in-line to better than prior waves). Usage of Wal-Mart for grocery held up / improved sequentially. Self-reported average spend per visit is down slightly y/y but improved q/q. According to customers, impacts from Amazon have remained mostly unchanged over time. Among respondents who told us they are Wal-Mart customers but have been using it less often recently, an increasing percentage is just shopping less in general or trading down to dollar stores (the percentage who are shopping Amazon more instead has declined sequentially).

### TARGET TRENDS

Self-reported shopping recency has softened a bit in our trackers sequentially, while in-store shopping frequency among those who have shopped in the past 12 months is in-line with prior waves and online shopping frequency is sequentially improved. Similar to feedback from Wal-Mart customers, average spend per visit is down a bit y/y but up q/q. Respondents who say they have reduced their usage of Target are increasingly likely to say they are shopping Amazon or Wal-Mart instead, with some trading down to dollar stores.

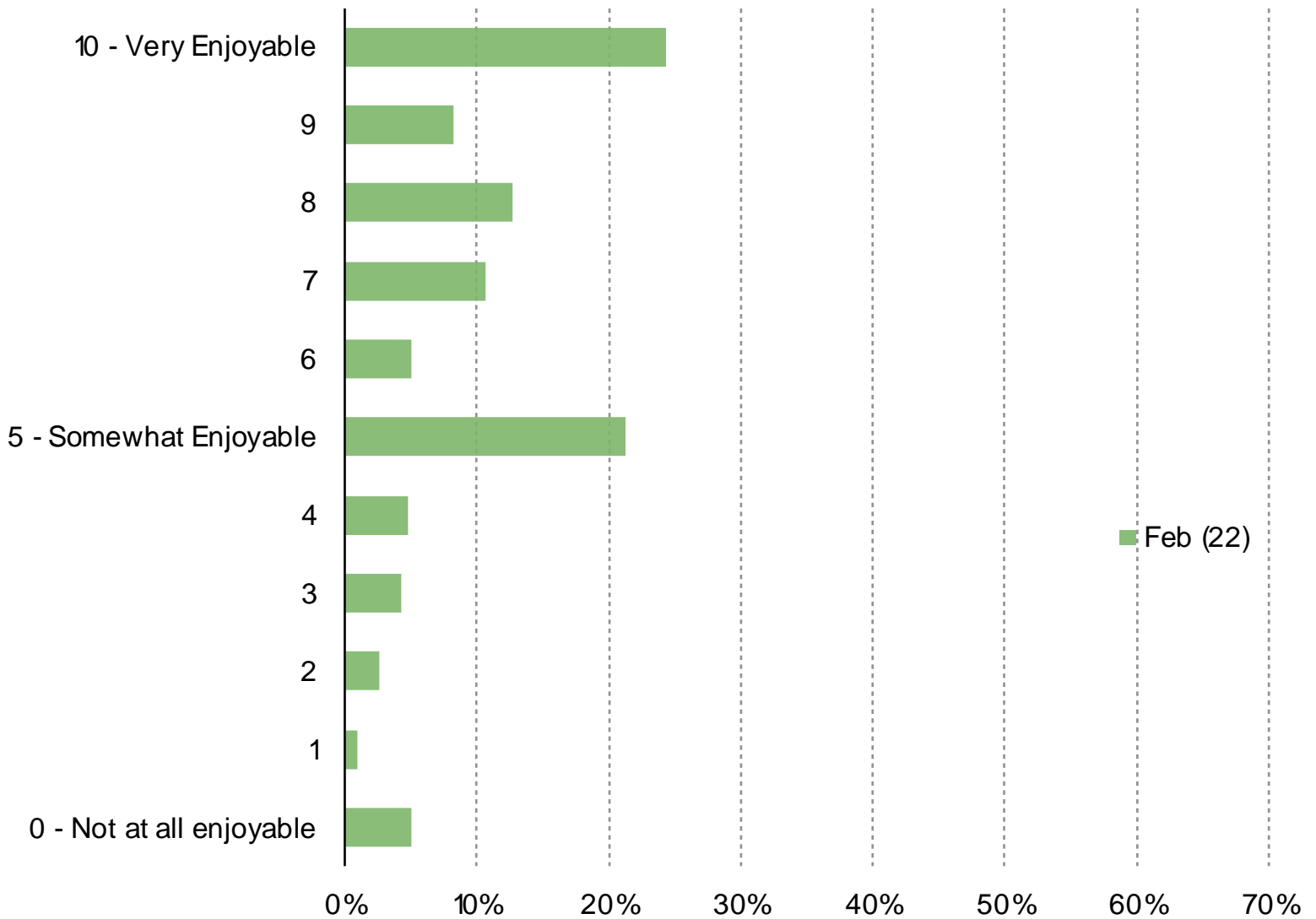
### PRICING TRENDS

The percentage of Wal-Mart and Target customers who said they noticed prices being higher the last time they visited increased to a new series high in our survey. The sentiment is a bit more pronounced among Target shoppers, but Wal-Mart customers are increasingly likely to see prices as increased as well.

## NEW QUESTIONS

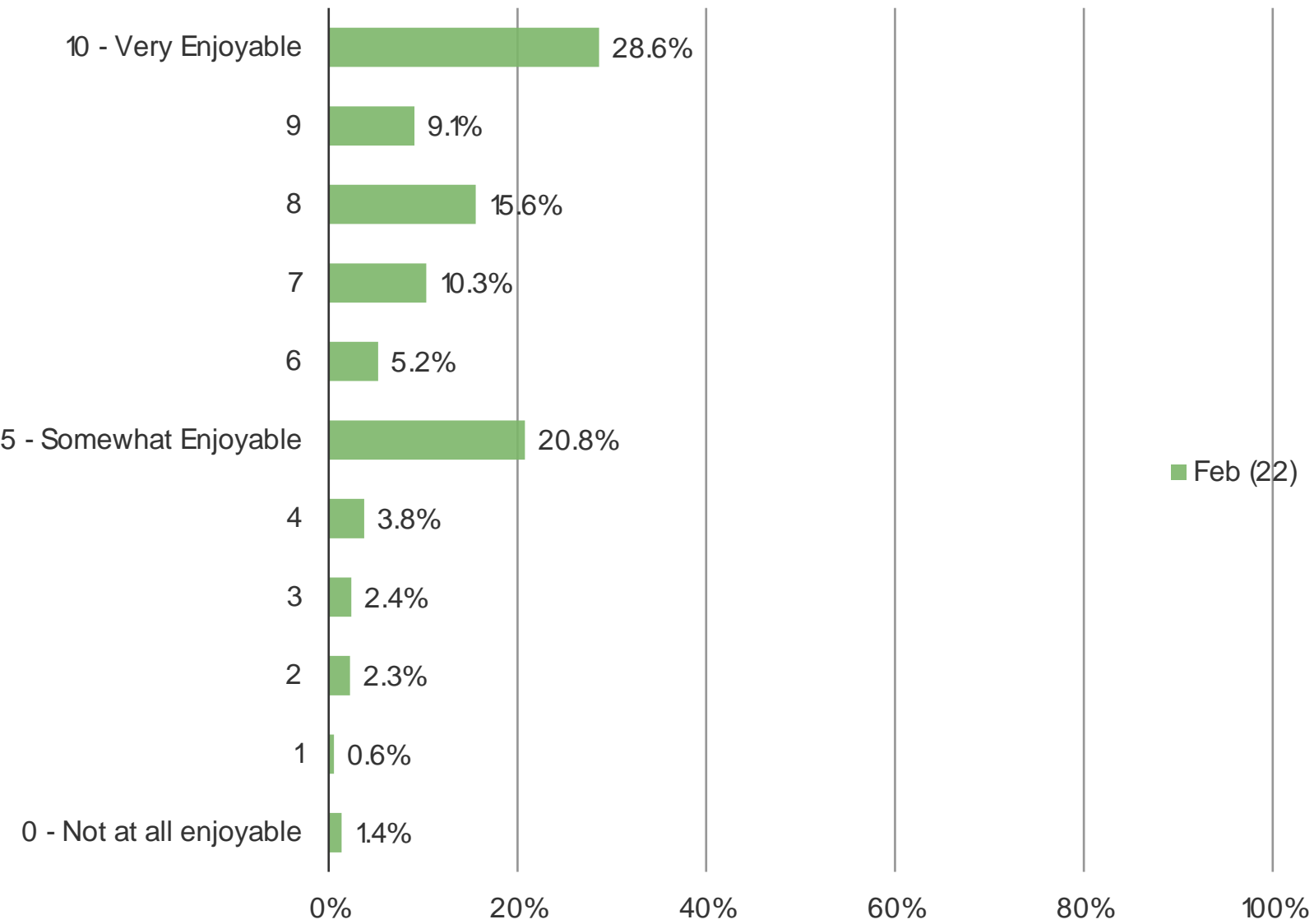
DO YOU FIND IT ENJOYABLE TO VISIT WAL-MART STORES?

This question was posed to all consumers who visit Walmart stores.



DO YOU FIND IT ENJOYABLE TO VISIT TARGET STORES?

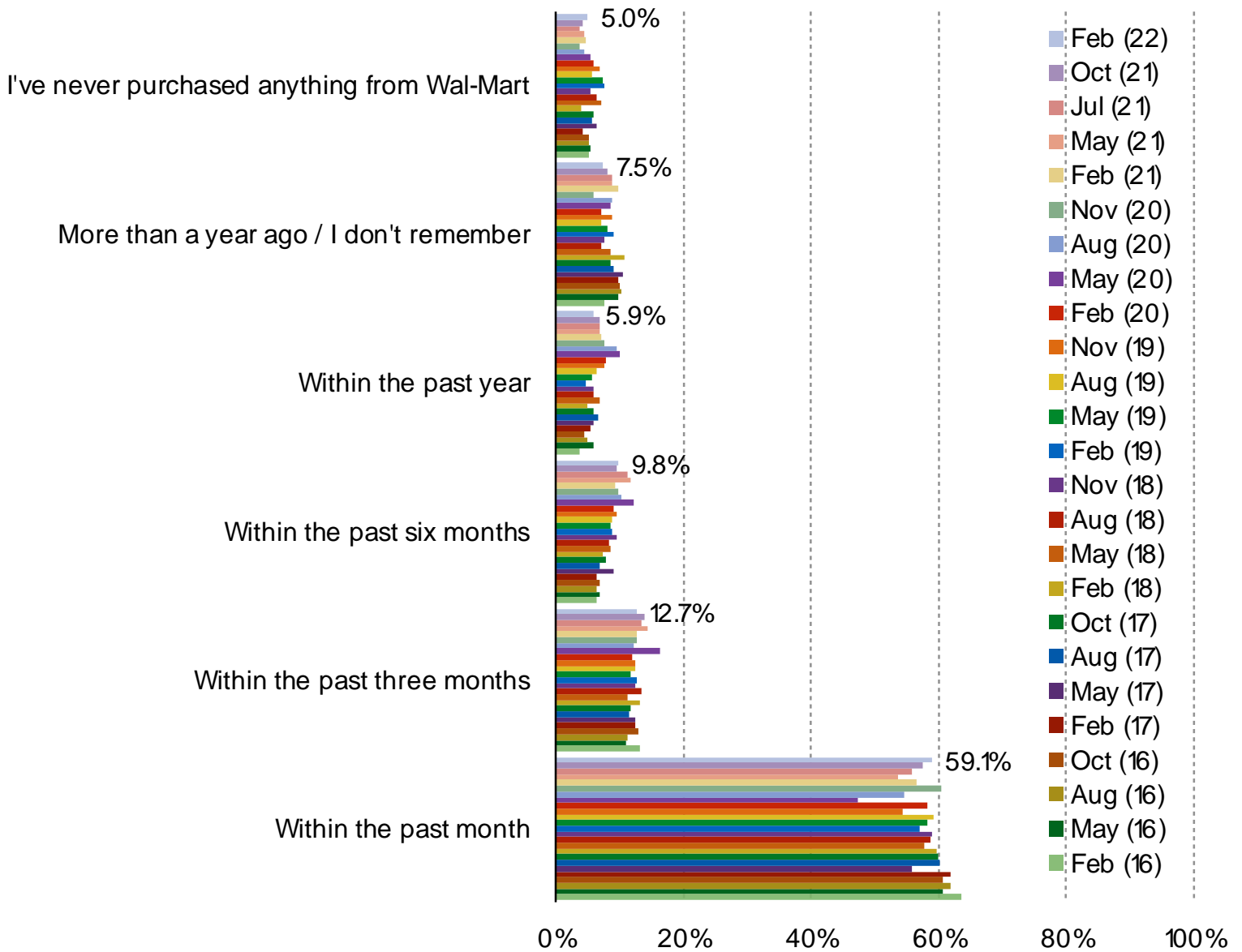
This question was posed to all consumers who visit Target stores.



## WAL-MART DEEP DIVE

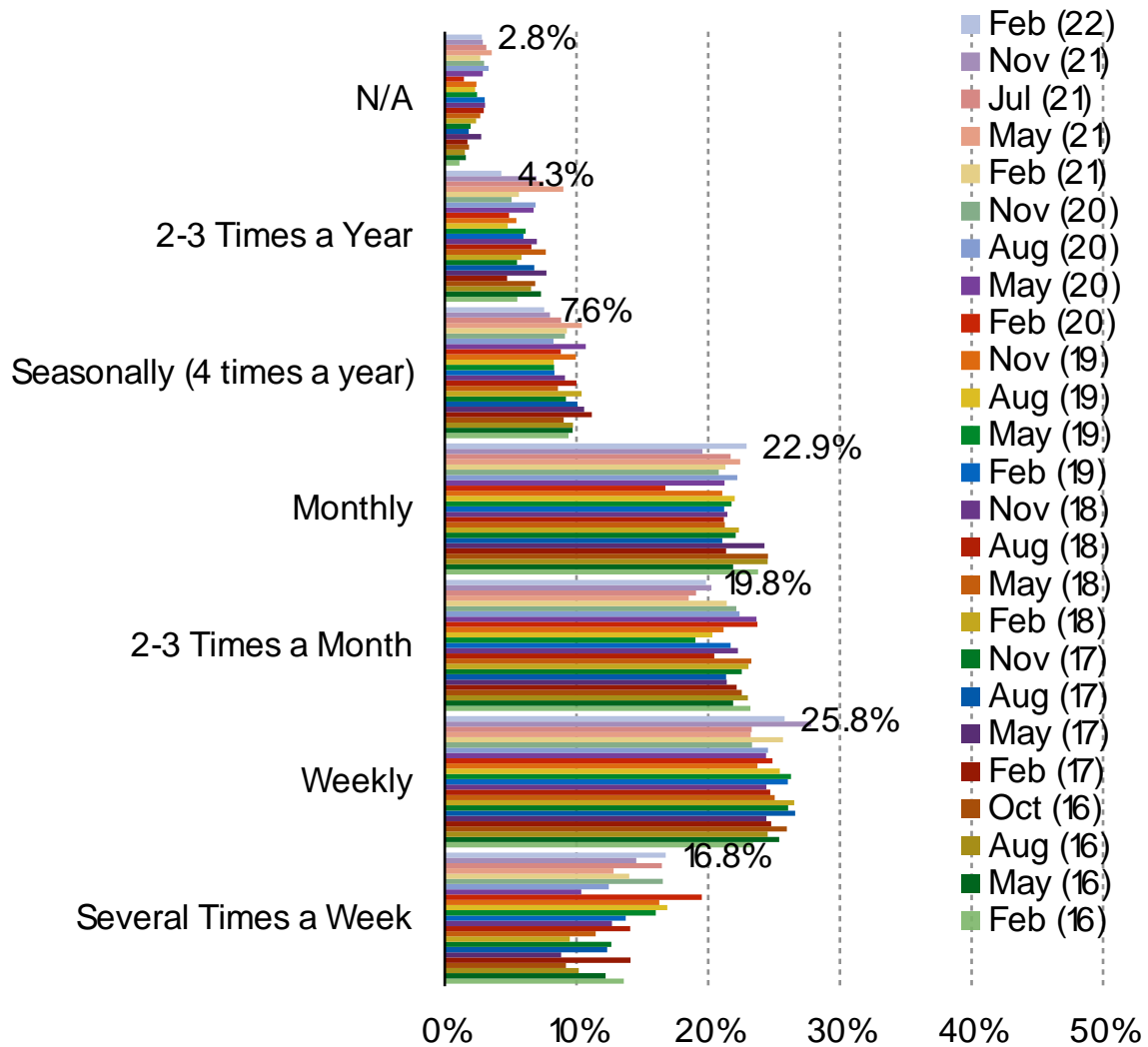
ALL CONSUMERS: LAST TIME PURCHASING FROM WAL-MART

This question was posed to all consumers.



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

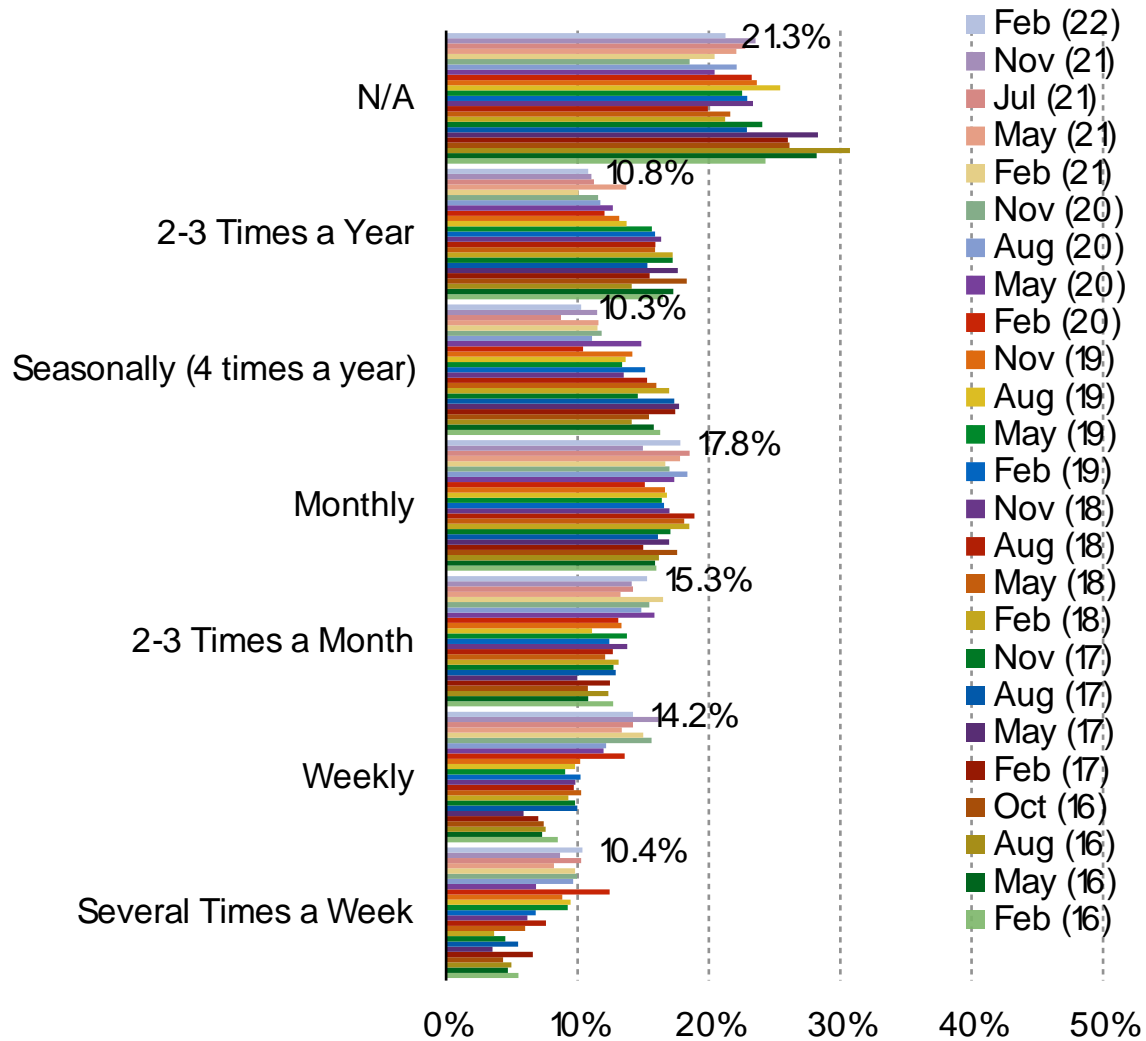
Posed to respondents who have purchased from Wal-Mart in the past 12 months.





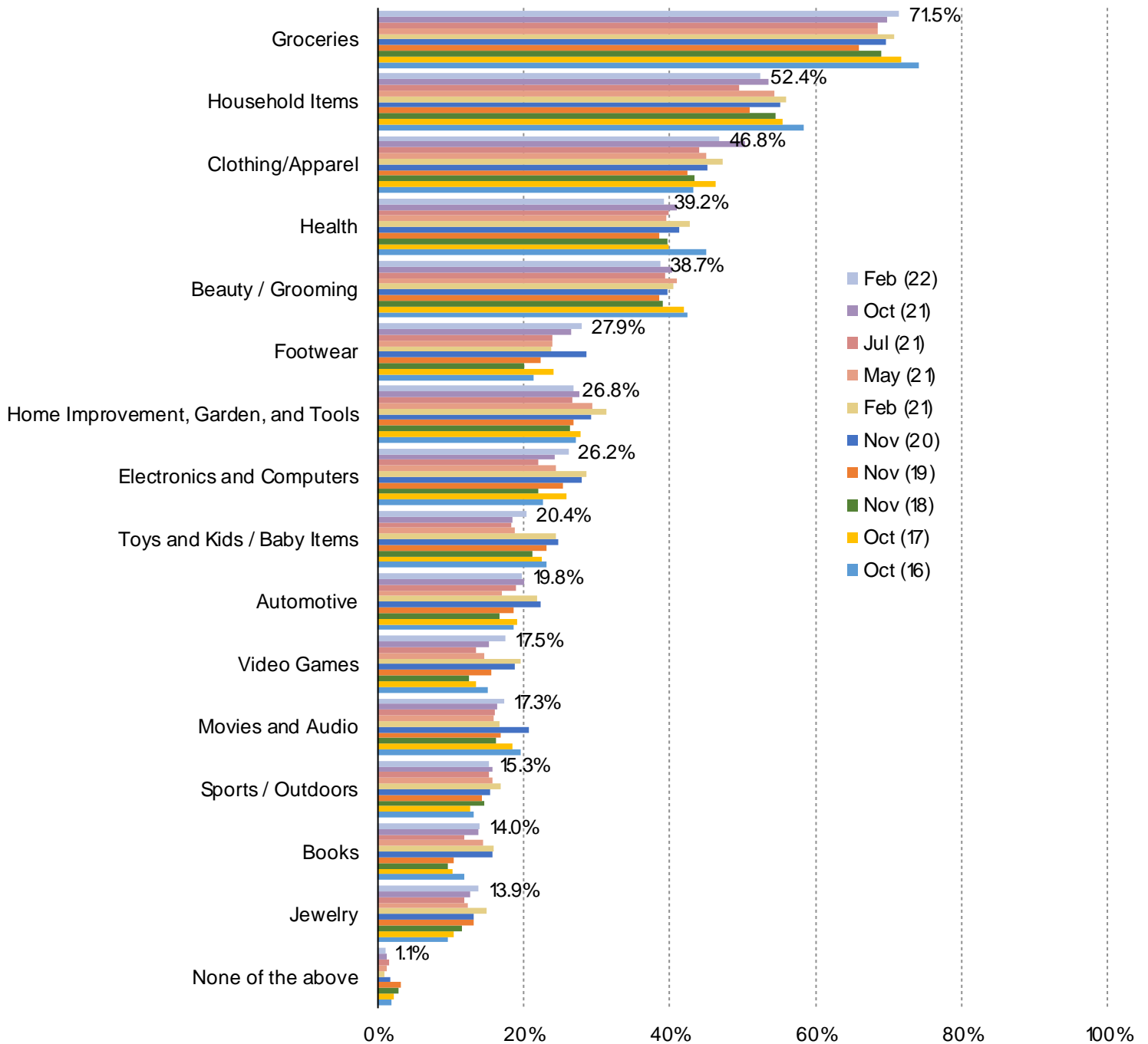
WAL-MART CUSTOMERS: SHOPPING FREQUENCY ONLINE AT WAL-MART

Posed to respondents who have purchased from Wal-Mart in the past 12 months.



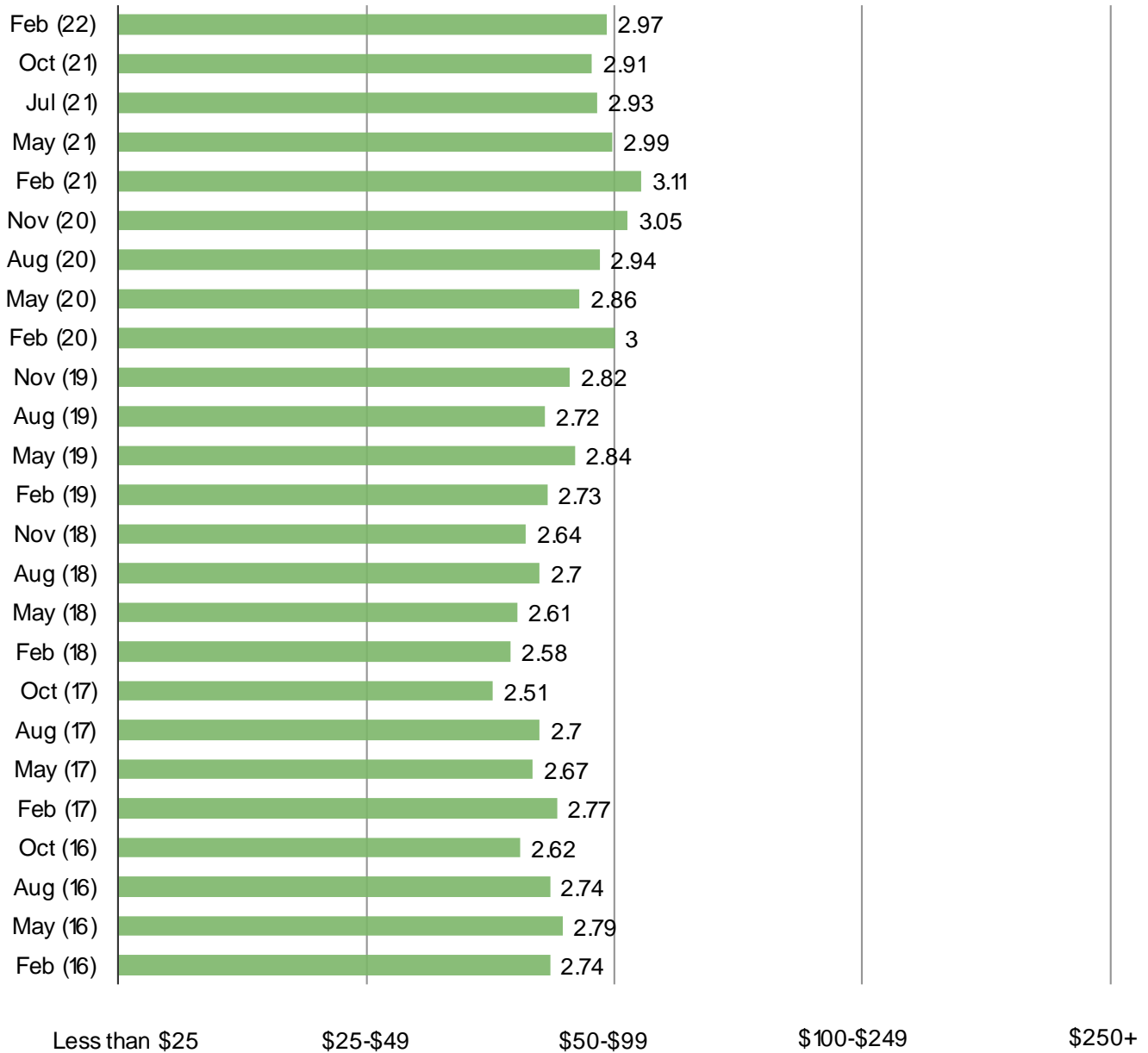
WAL-MART CUSTOMERS: WHAT THEY TYPICALLY BUY FROM WAL-MART (Q/Q TREND)

Posed to respondents who have purchased from Wal-Mart in the past 12 months.



WAL-MART CUSTOMERS: AVERAGE SPEND PER VISIT

Posed to respondents who have purchased from Wal-Mart in the past 12 months.



Less than \$25

\$25-\$49

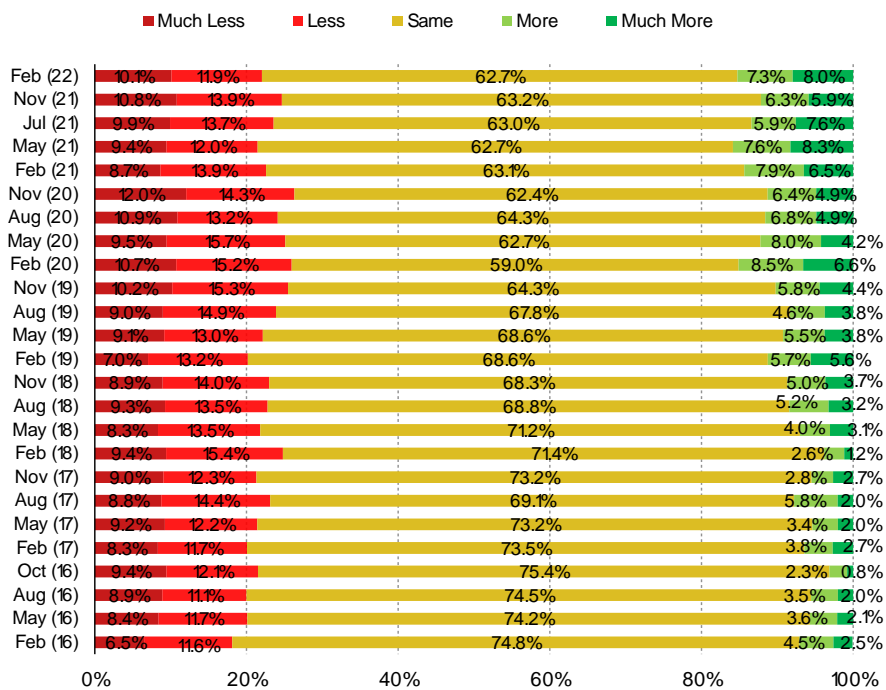
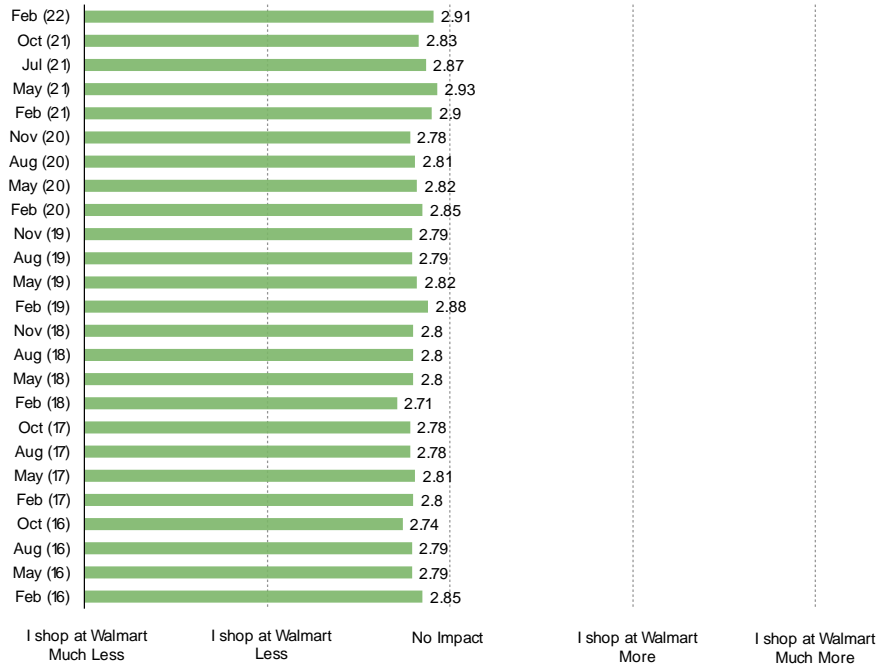
\$50-\$99

\$100-\$249

\$250+

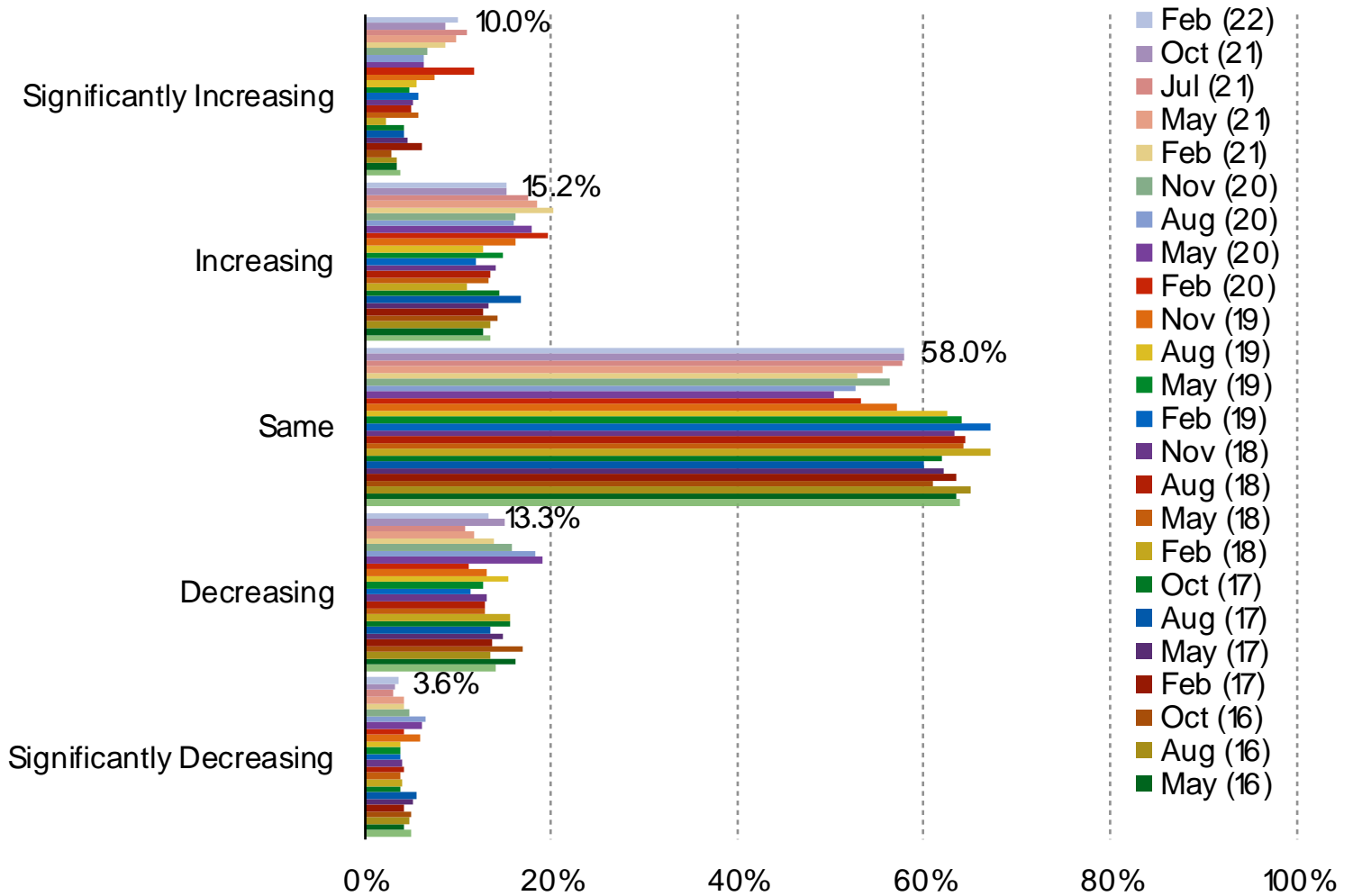
WAL-MART CUSTOMERS: IS AMAZON IMPACTING YOUR SHOPPING AT WAL-MART?

Posed to respondents who have purchased from Wal-Mart in the past 12 months.



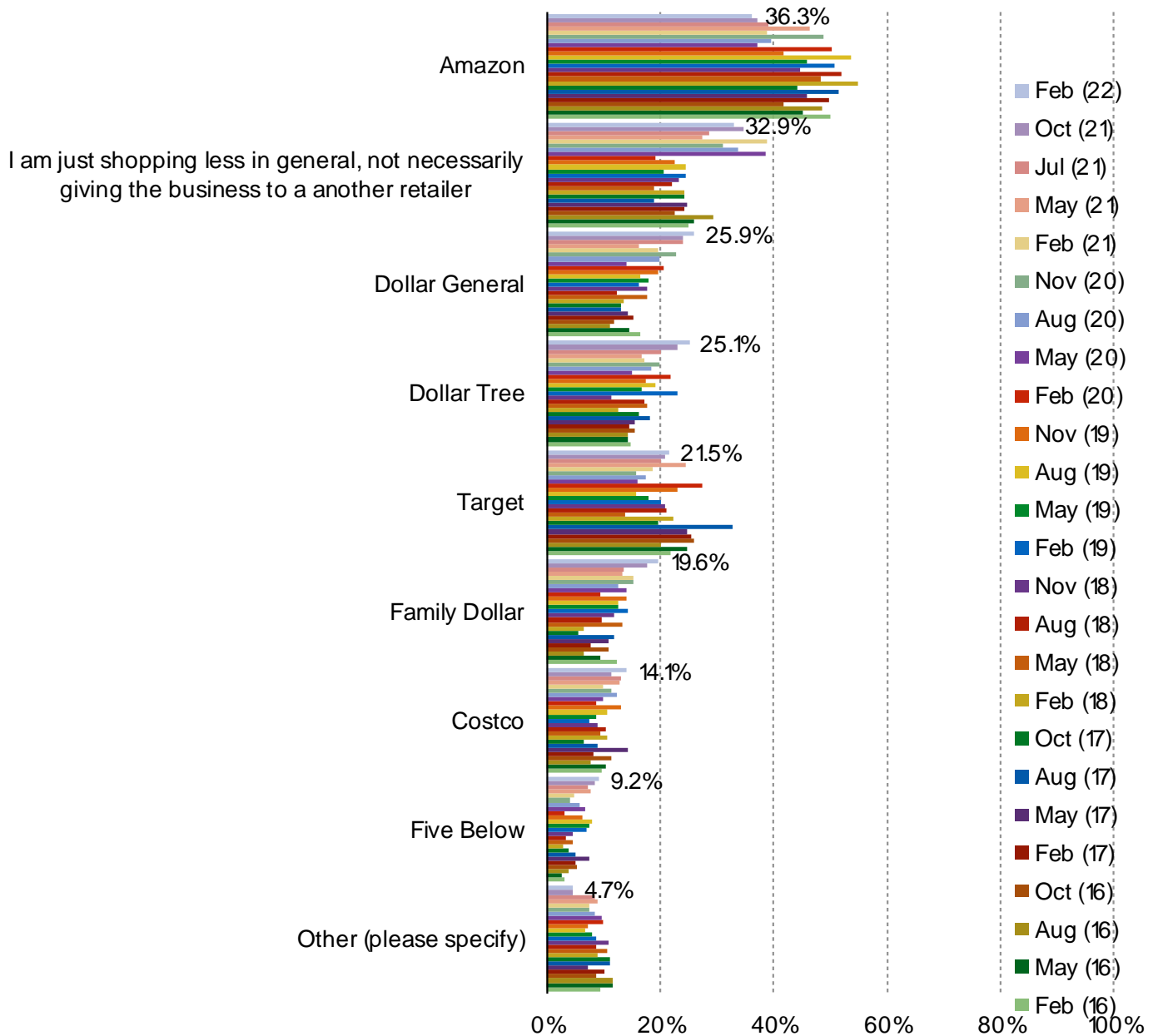
WAL-MART CUSTOMERS: CHANGES IN RECENT SHOPPING FREQUENCY

Posed to respondents who have purchased from Wal-Mart in the past 12 months.



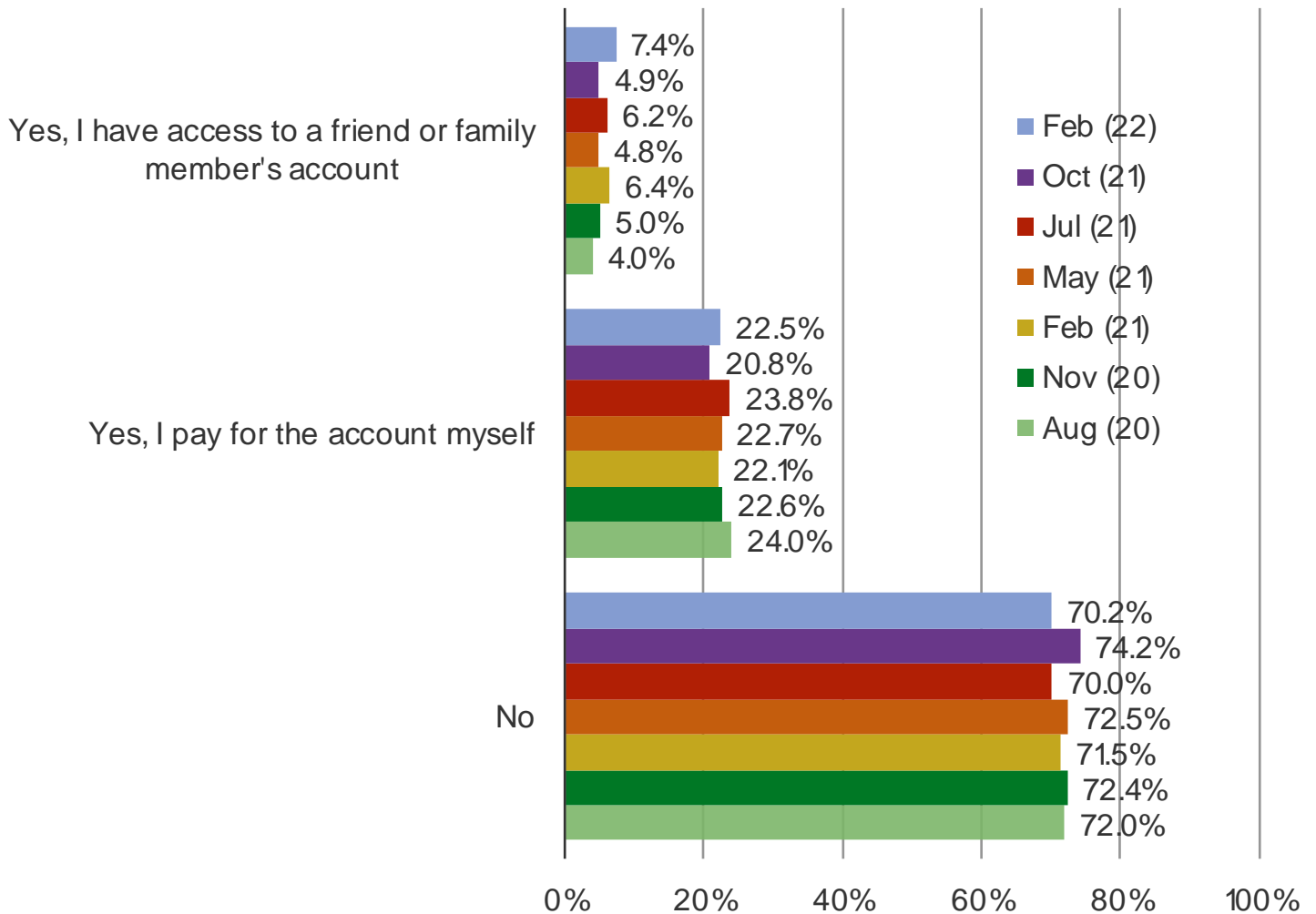
SINCE YOU ARE SHOPPING LESS AT WAL-MART, ARE YOU GIVING THAT BUSINESS TO ANY OF THE FOLLOWING RETAILERS INSTEAD?

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?

Posed to respondents who have purchased from Wal-Mart in the past 12 months.

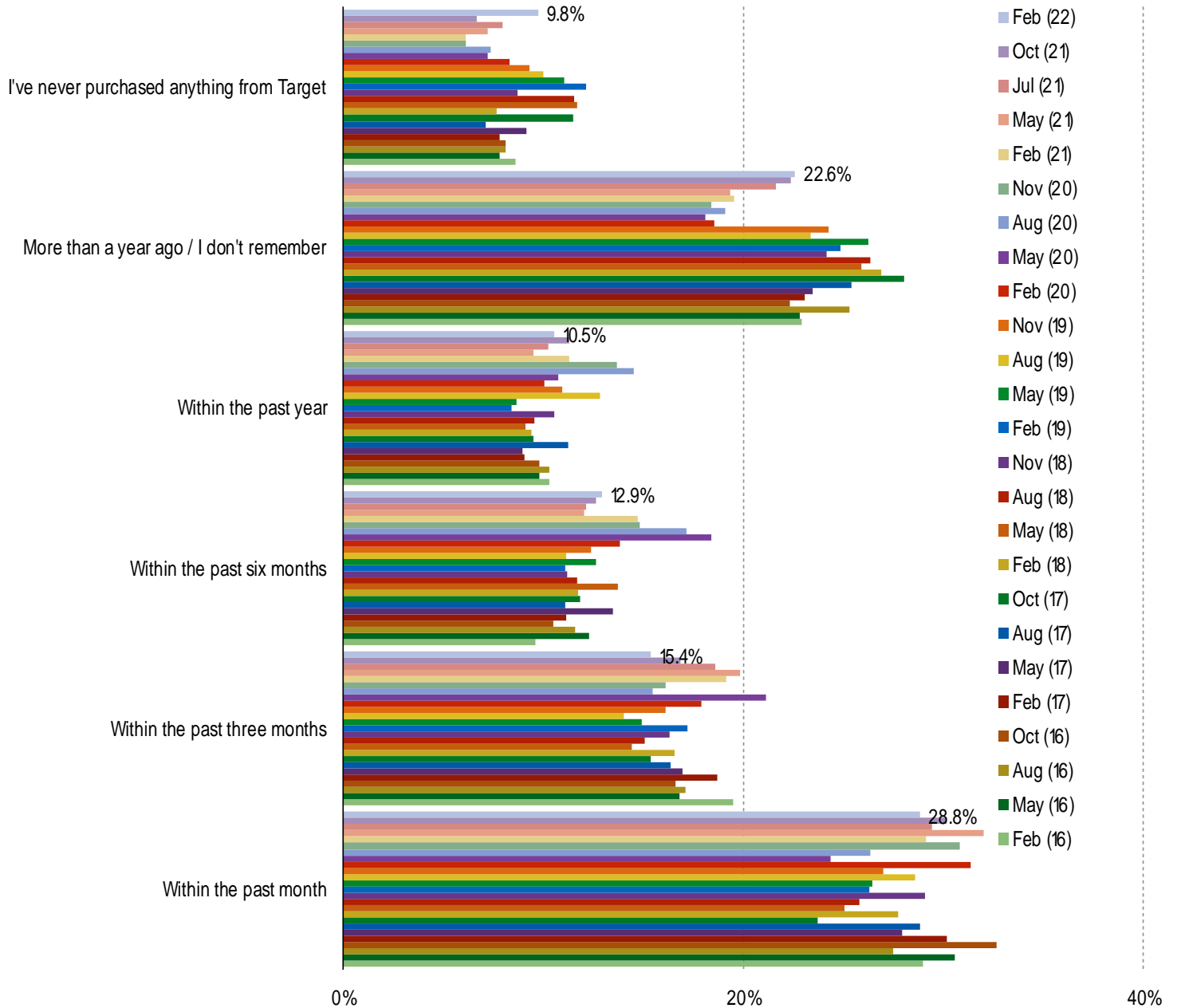


## TARGET DEEP DIVE



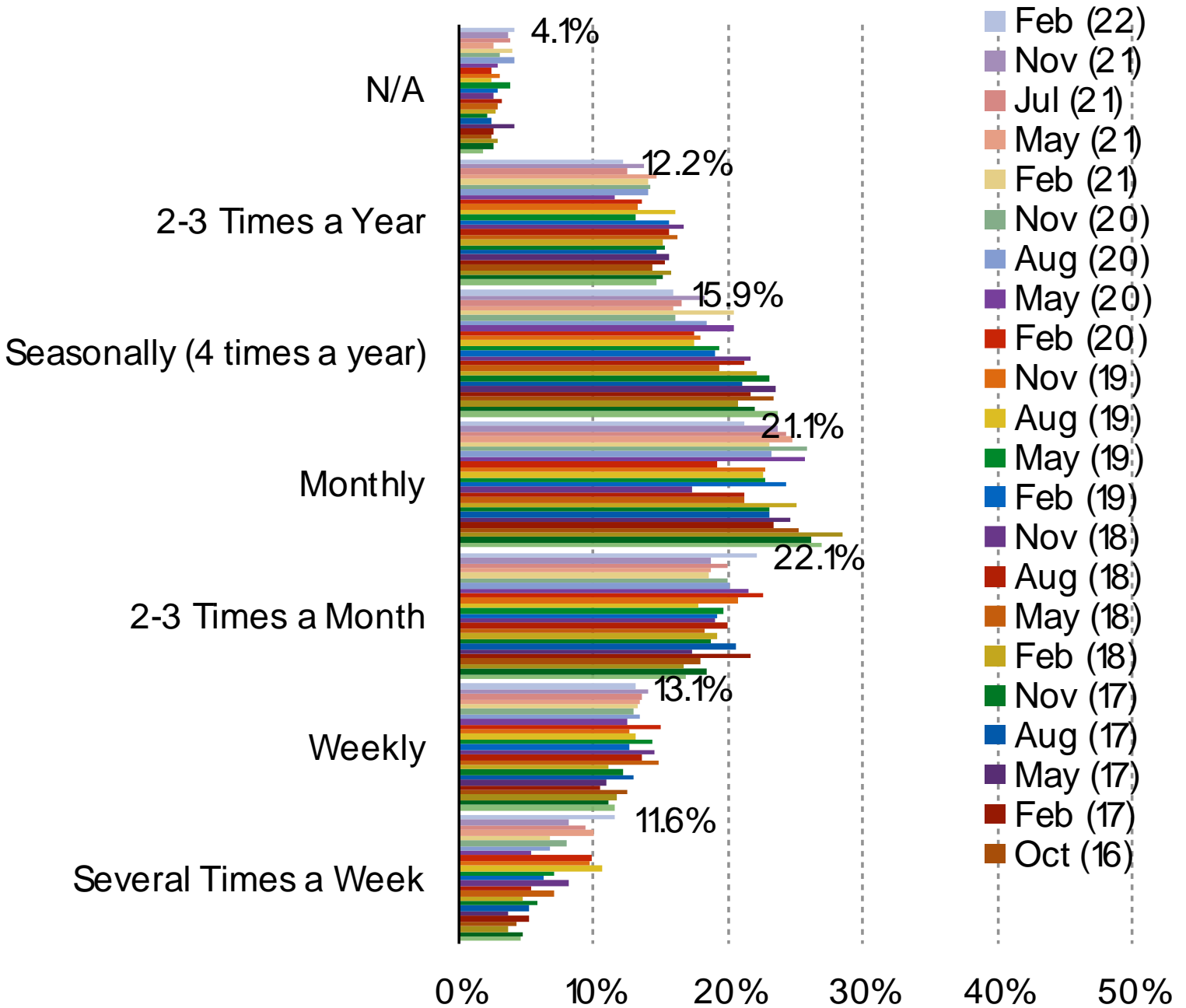
ALL CONSUMERS: LAST TIME PURCHASING FROM TARGET

This question was posed to all consumers.



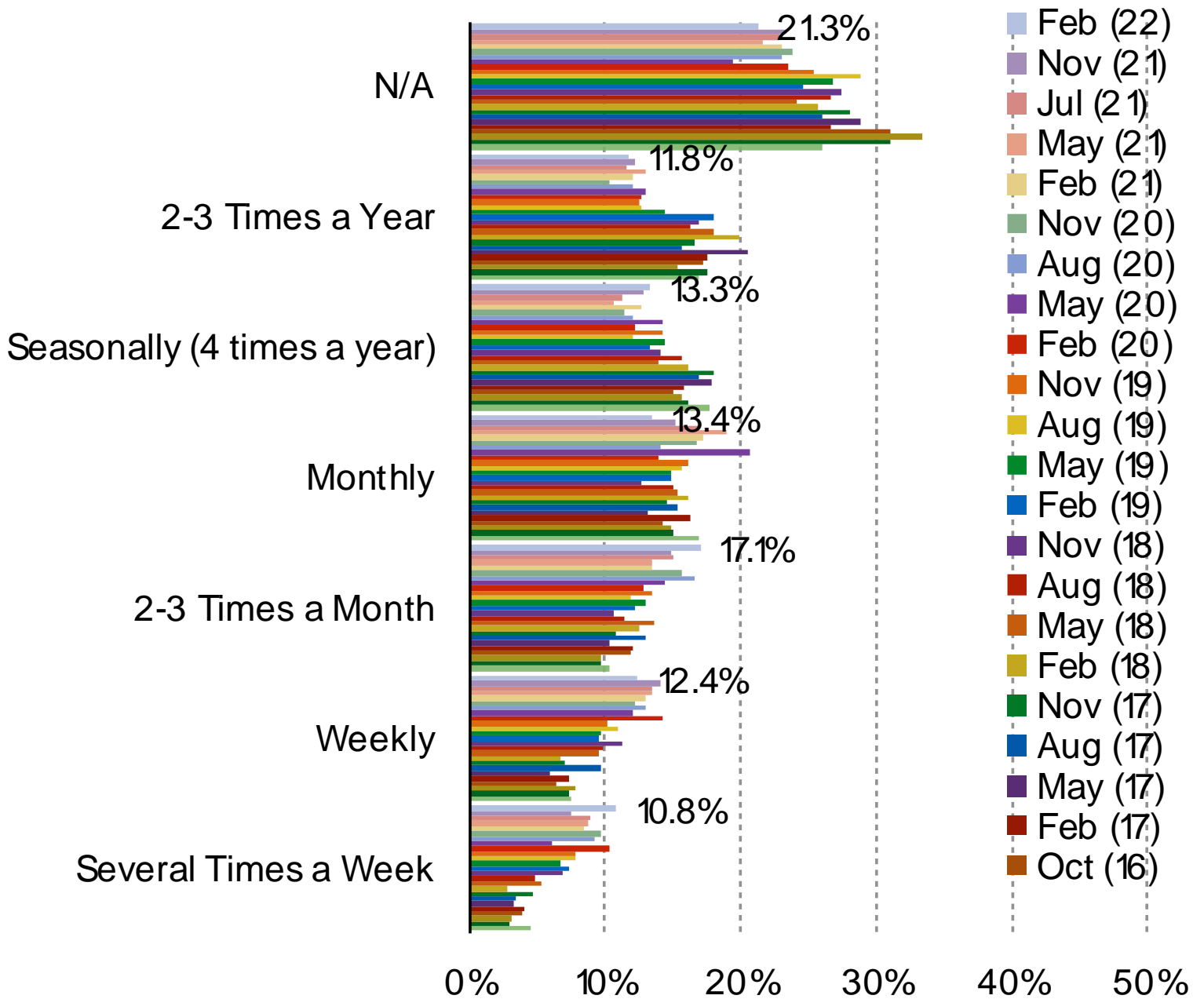
TARGET CUSTOMERS: SHOPPING FREQUENCY IN-STORES AT TARGET

Posed to respondents who have purchased from Target in the past 12 months.



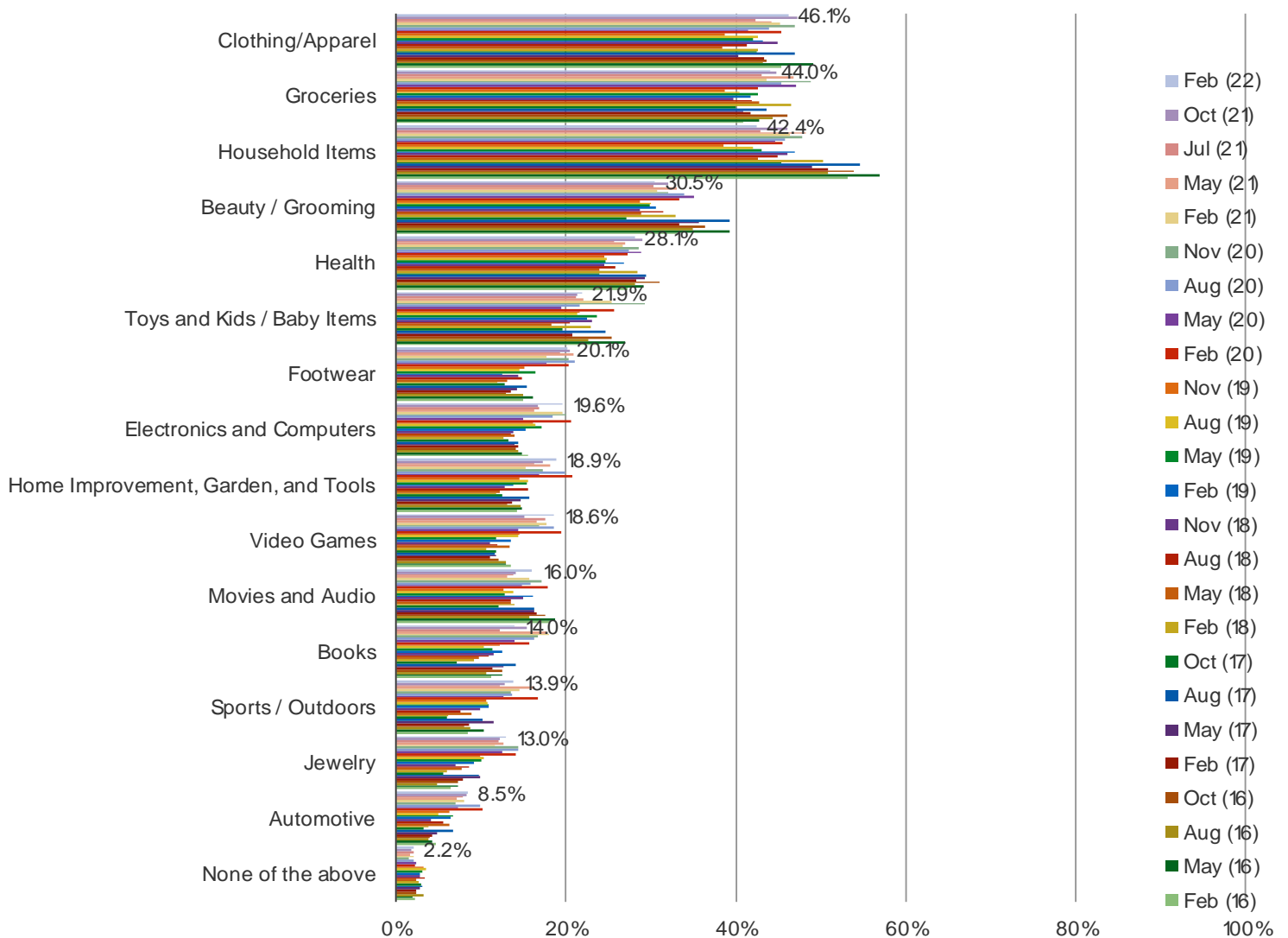
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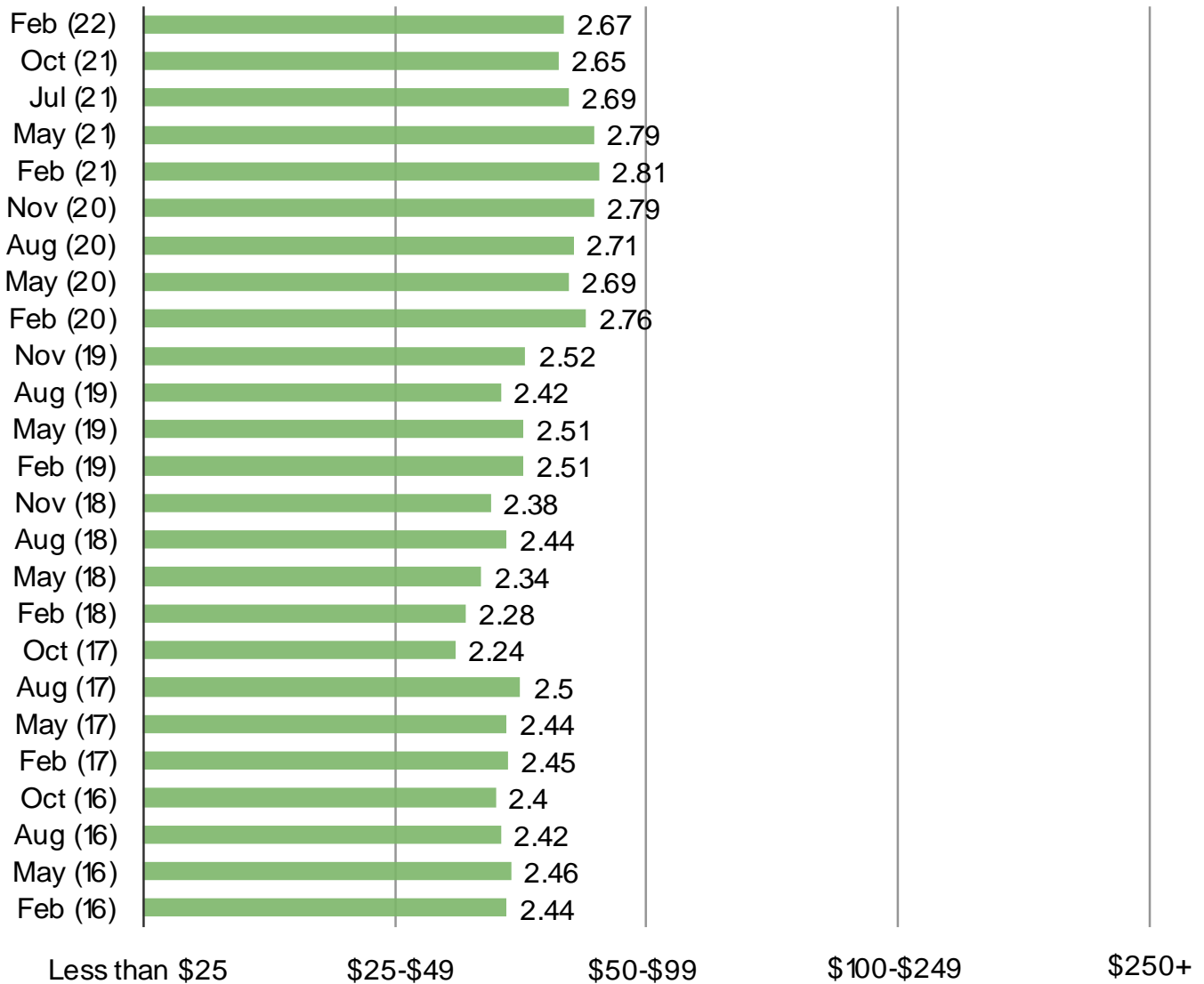
WHAT CUSTOMERS TYPICALLY BUY FROM TARGET (Q/Q TRACKING)

Posed to respondents who have purchased from Target in the past 12 months.



TARGET CUSTOMERS: AVERAGE SPEND PER VISIT

Posed to respondents who have purchased from Target in the past 12 months.



Less than \$25

\$25-\$49

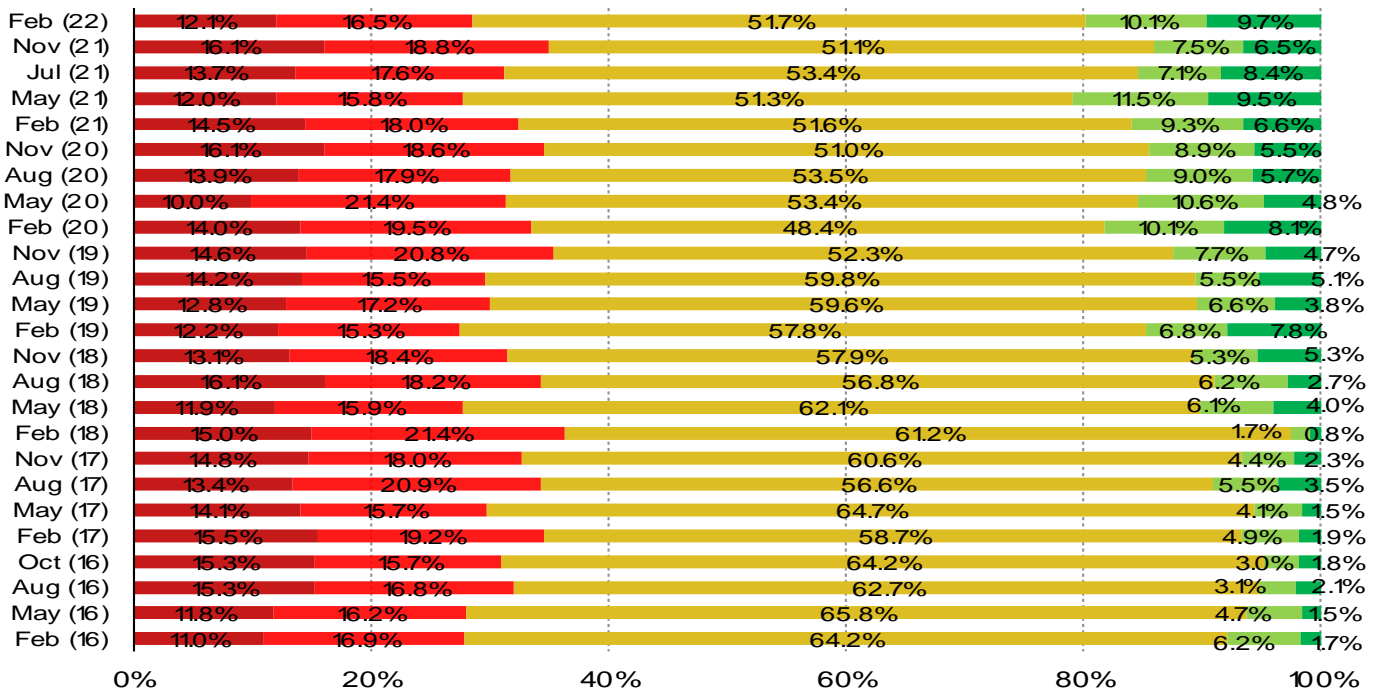
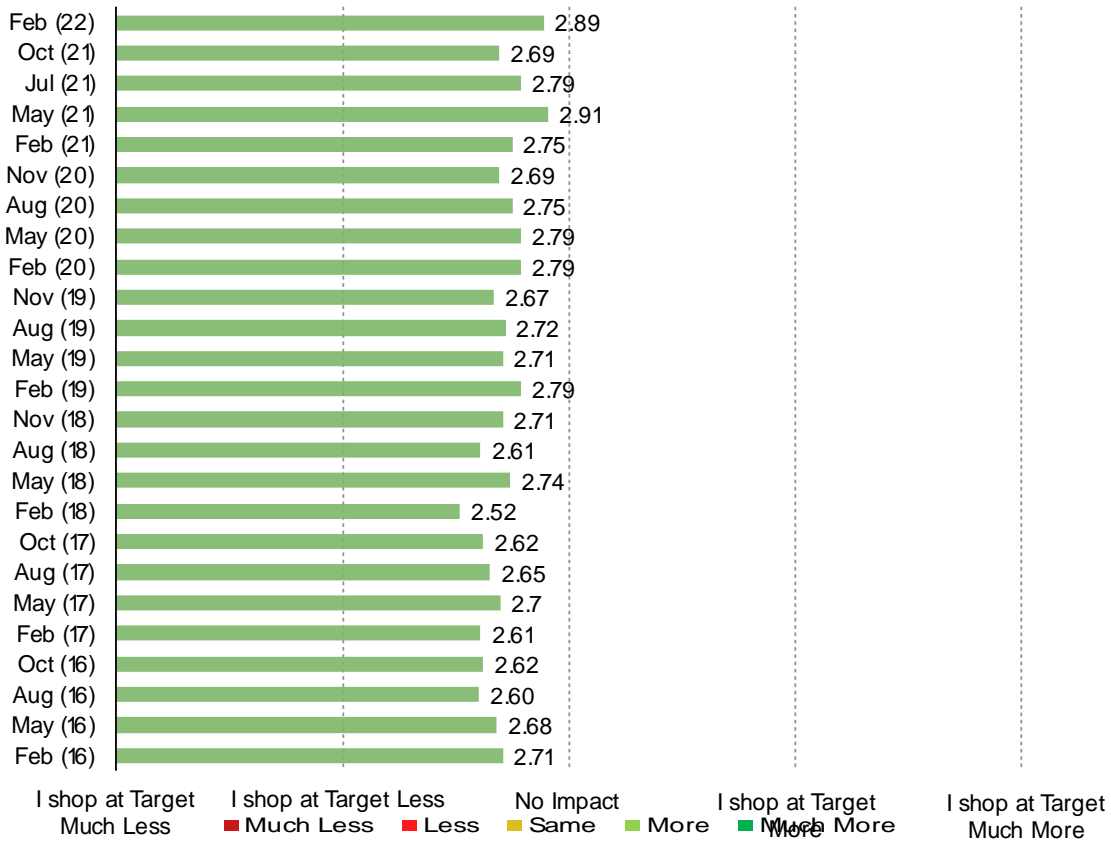
\$50-\$99

\$100-\$249

\$250+

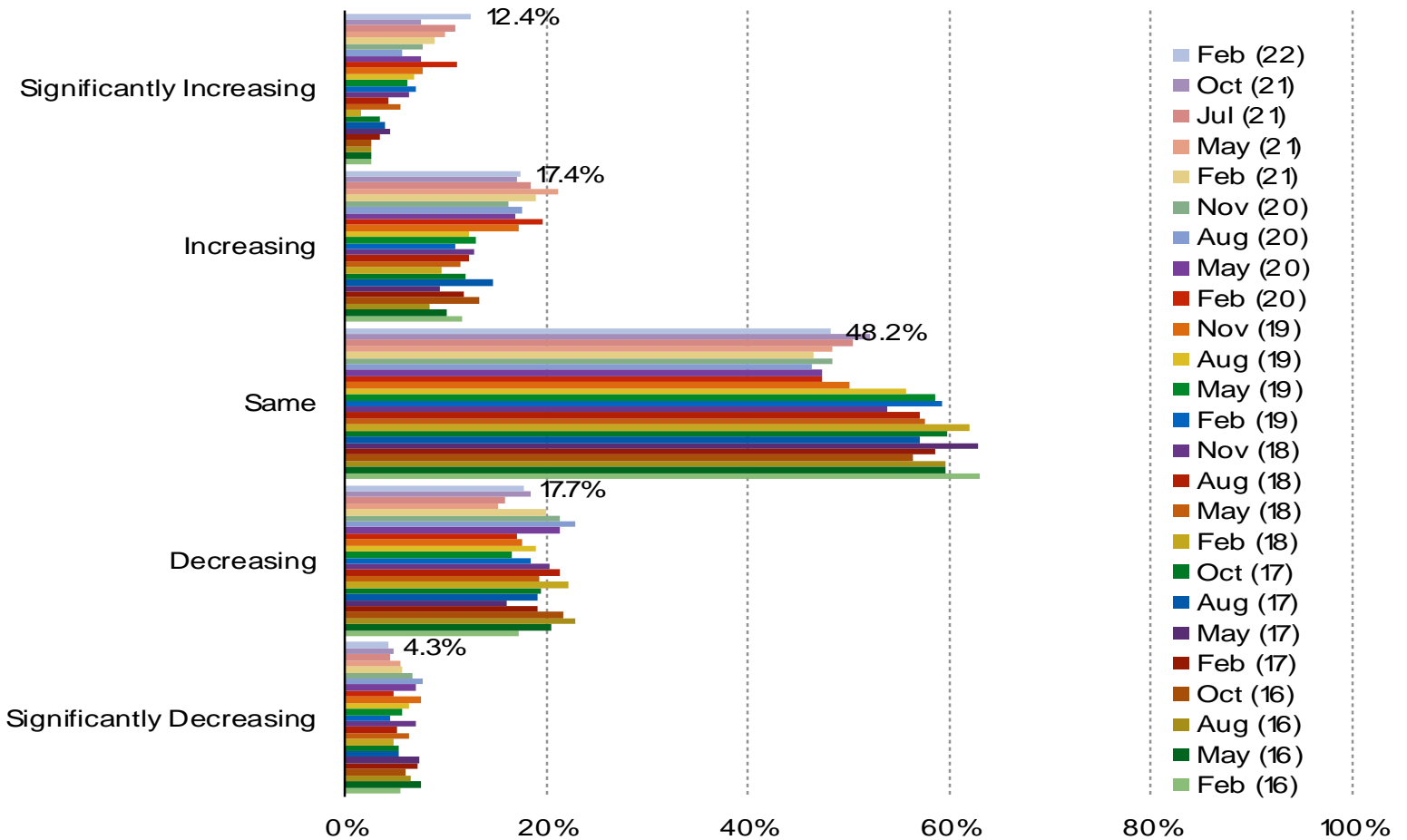
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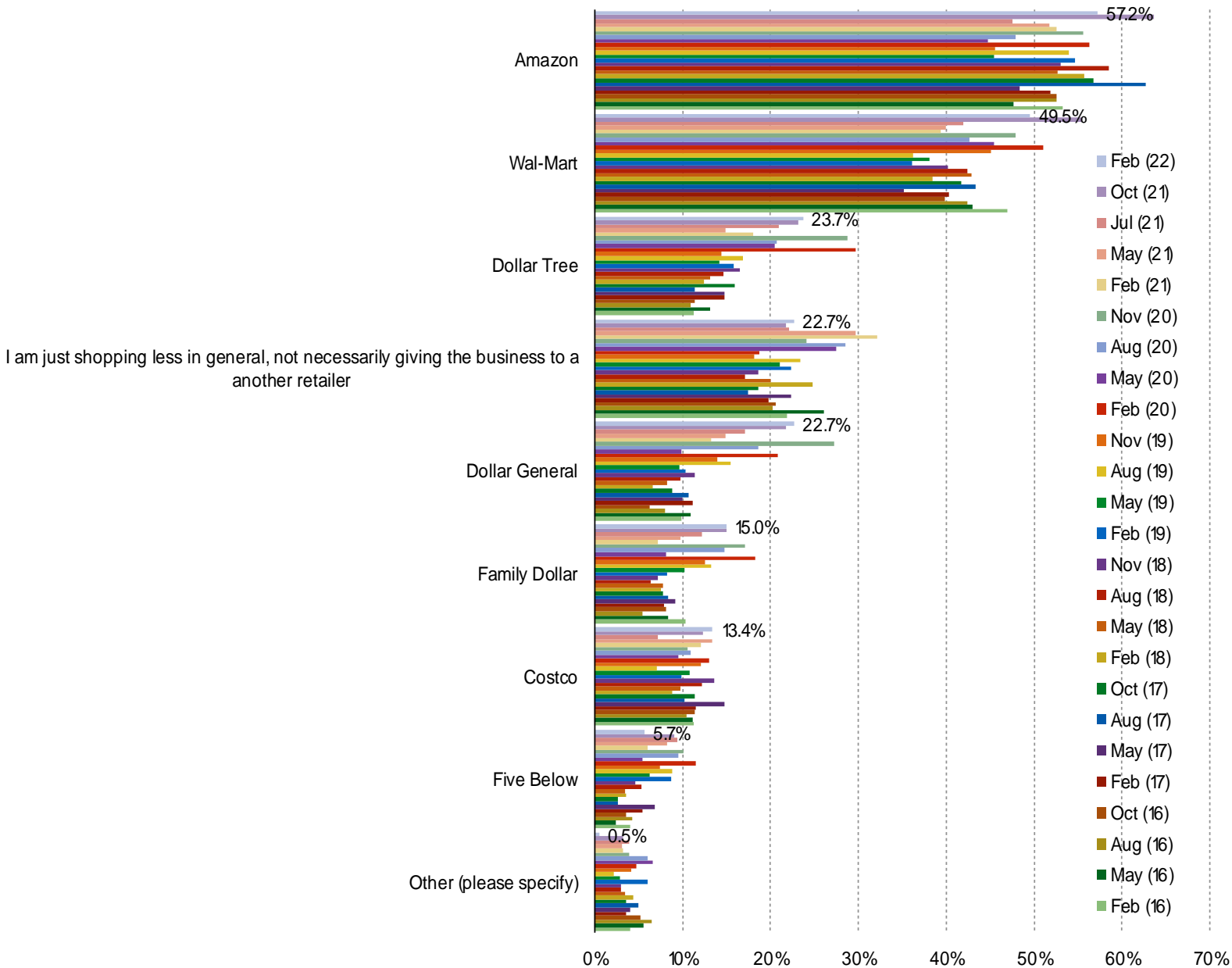
TARGET CUSTOMERS: CHANGES IN RECENT SHOPPING FREQUENCY

Posed to respondents who have purchased from Target in the past 12 months.



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.

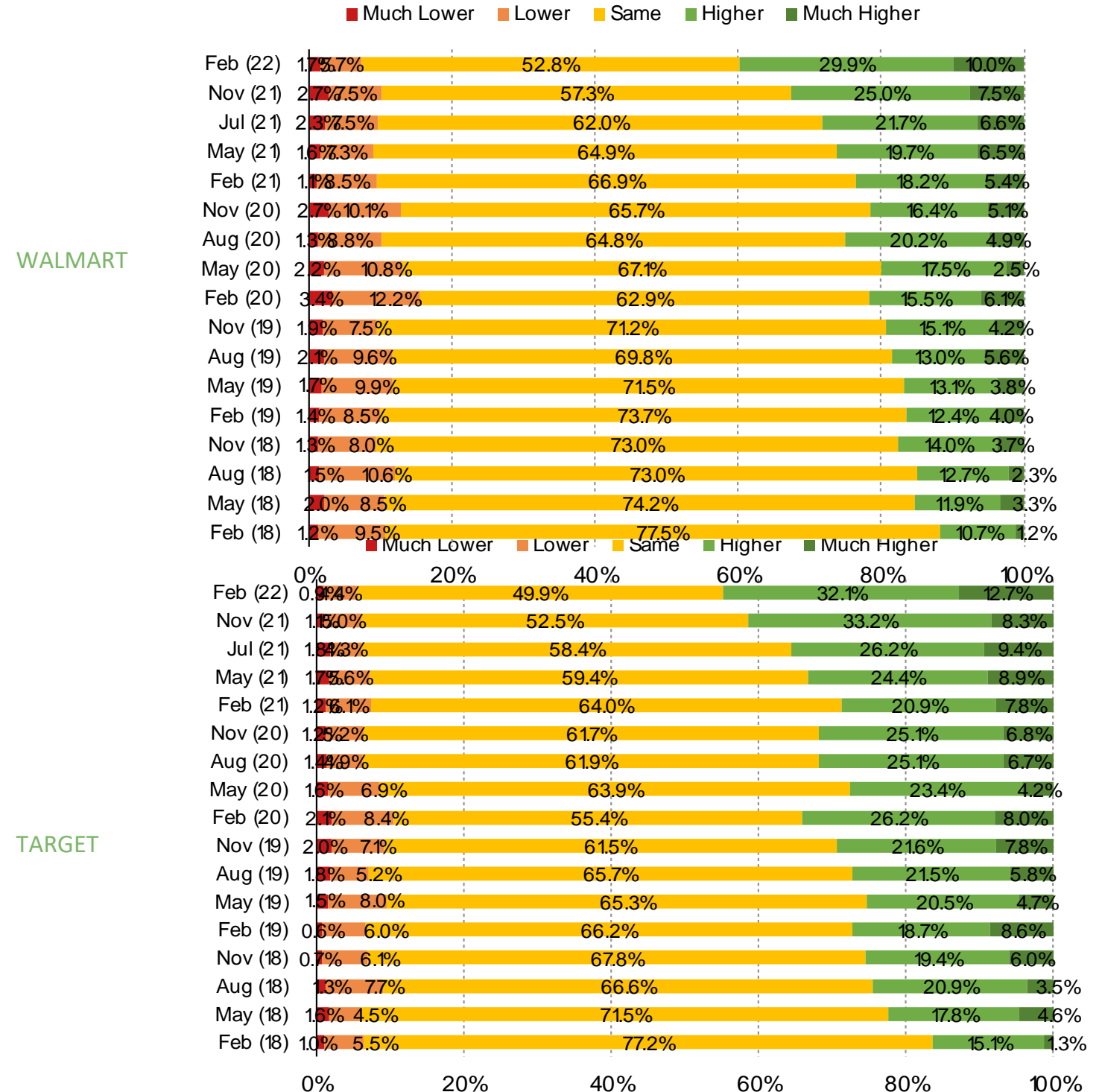




## SENTIMENT TOWARD PRICING

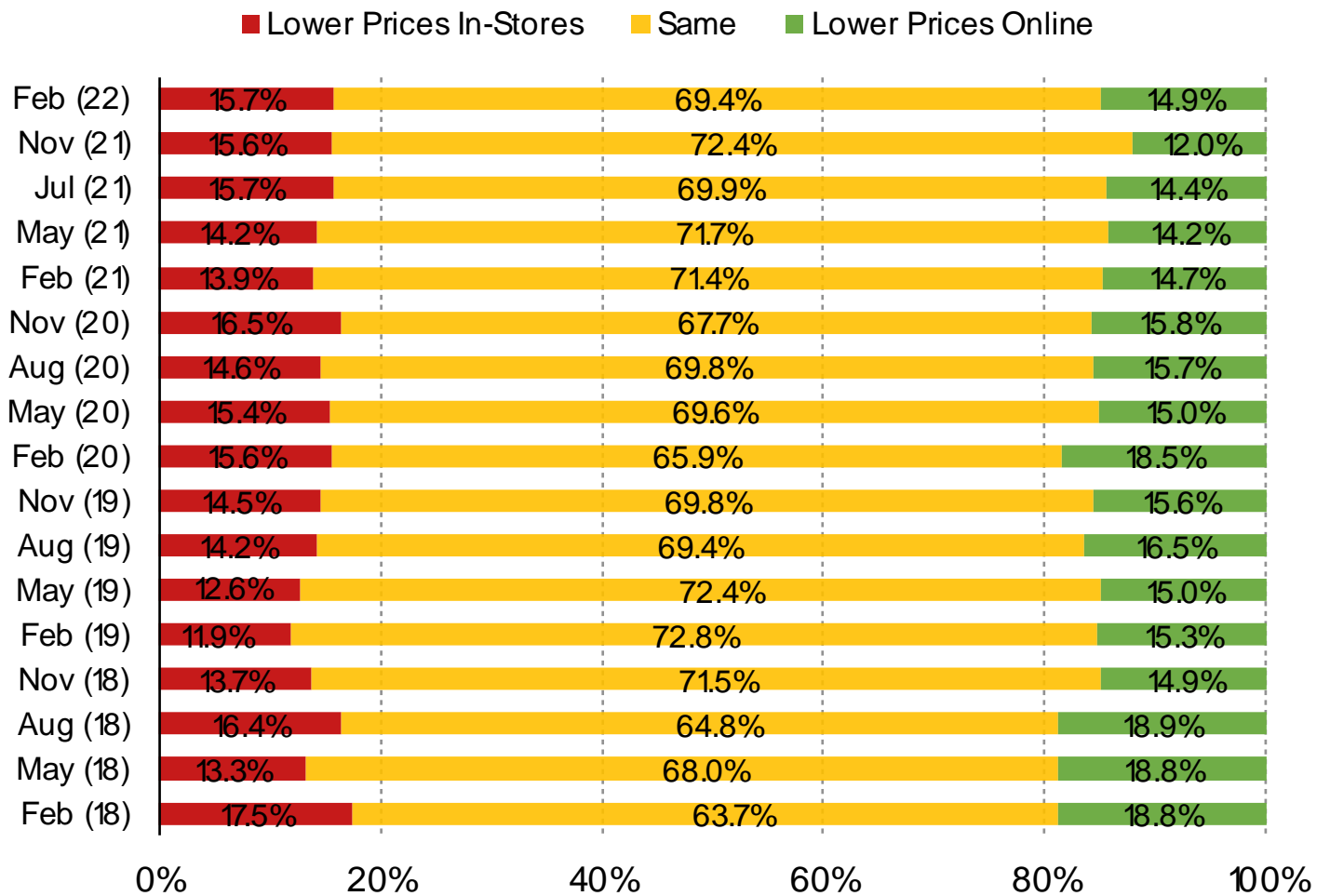
WHEN YOU LAST VISITED, DID YOU NOTICE ANY CHANGES TO PRODUCT PRICES?

This question was posed to consumers who have shopped each retailer in the past 12 months.



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

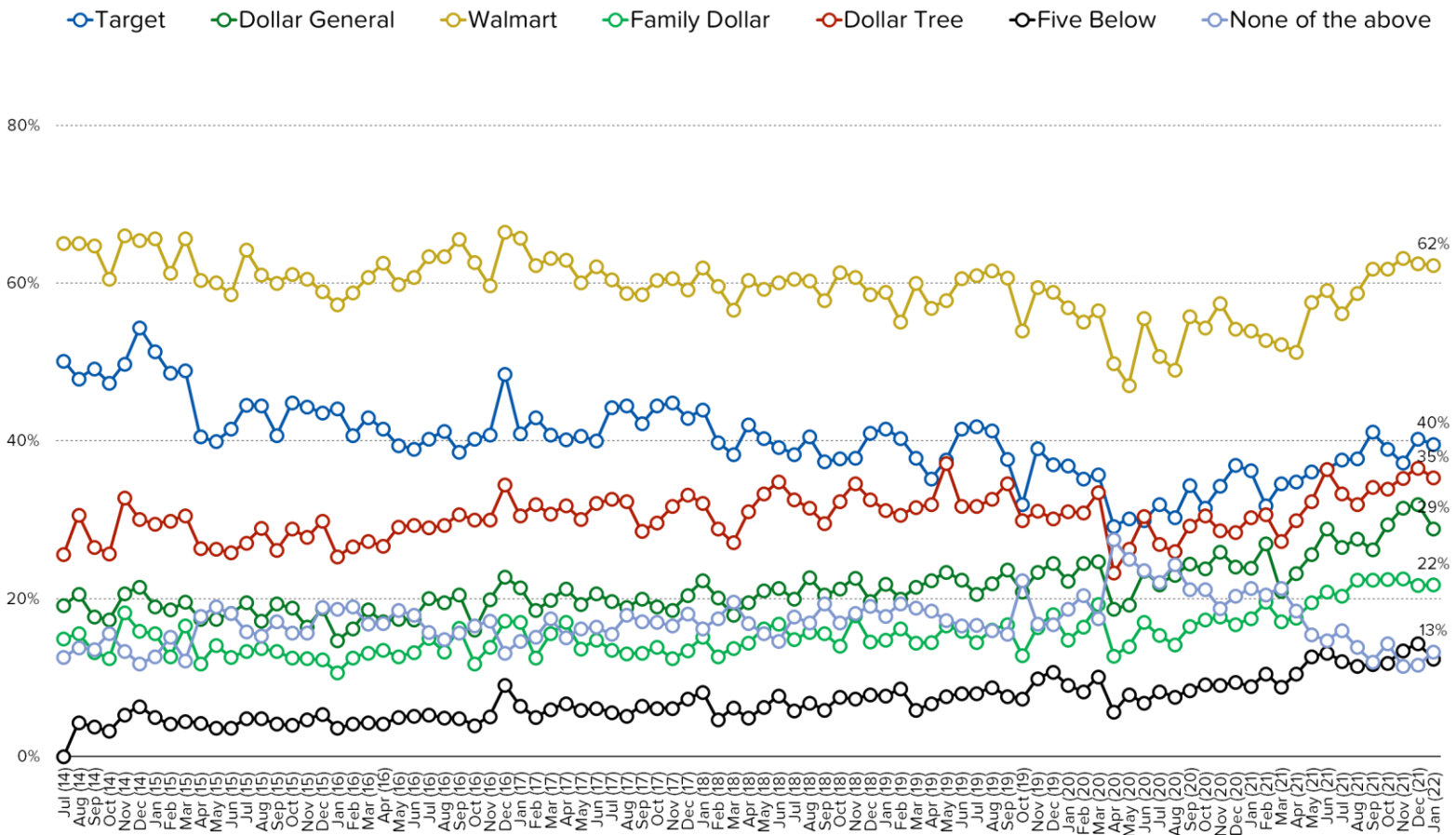
This question was posed to consumers who have shopped Wal-Mart online AND in-stores monthly or more frequently.



## MONTHLY TRACKERS

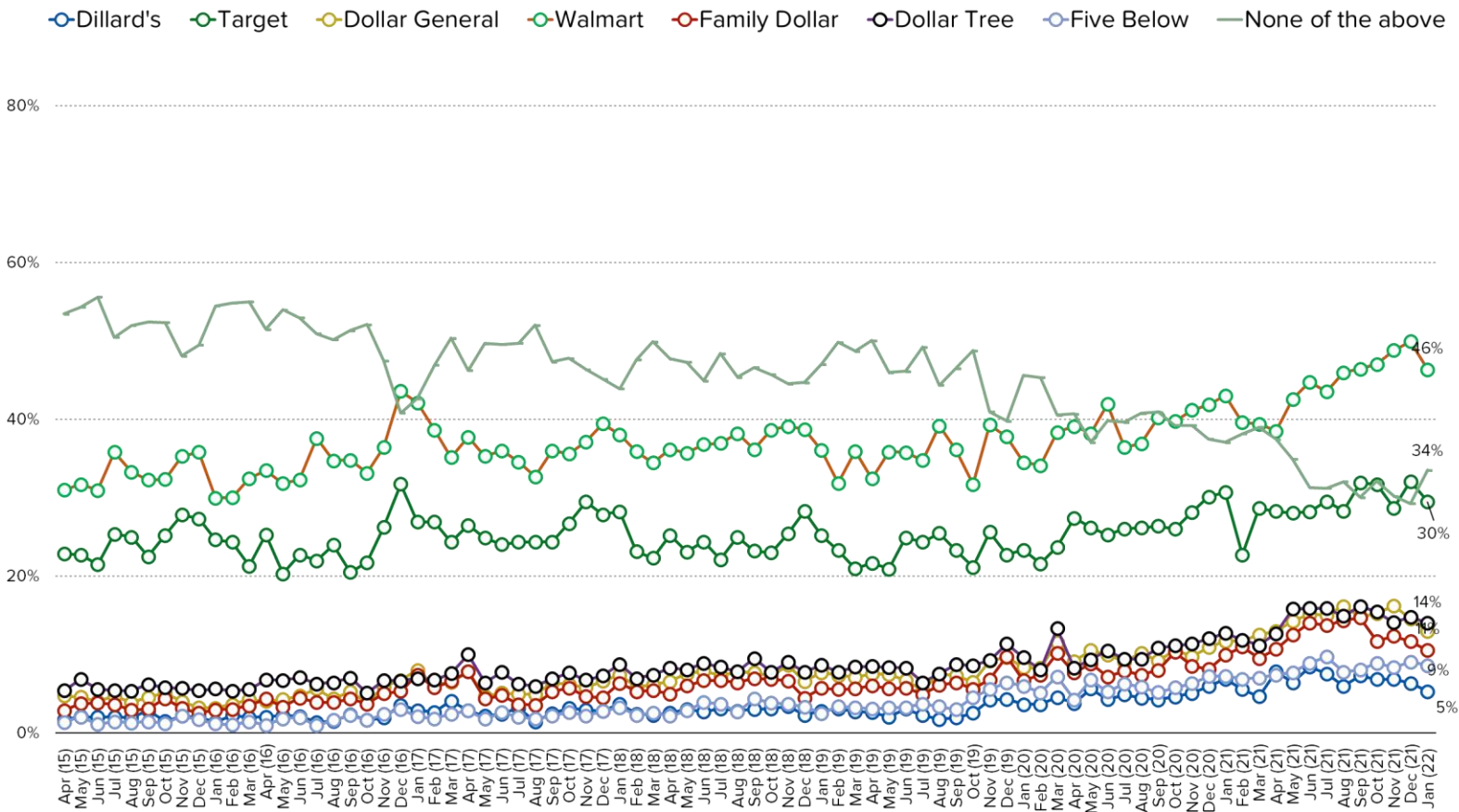
HAVE YOU VISITED ANY OF THE FOLLOWING COMPANY STORES IN THE PAST MONTH?

This question was posed to all respondents.



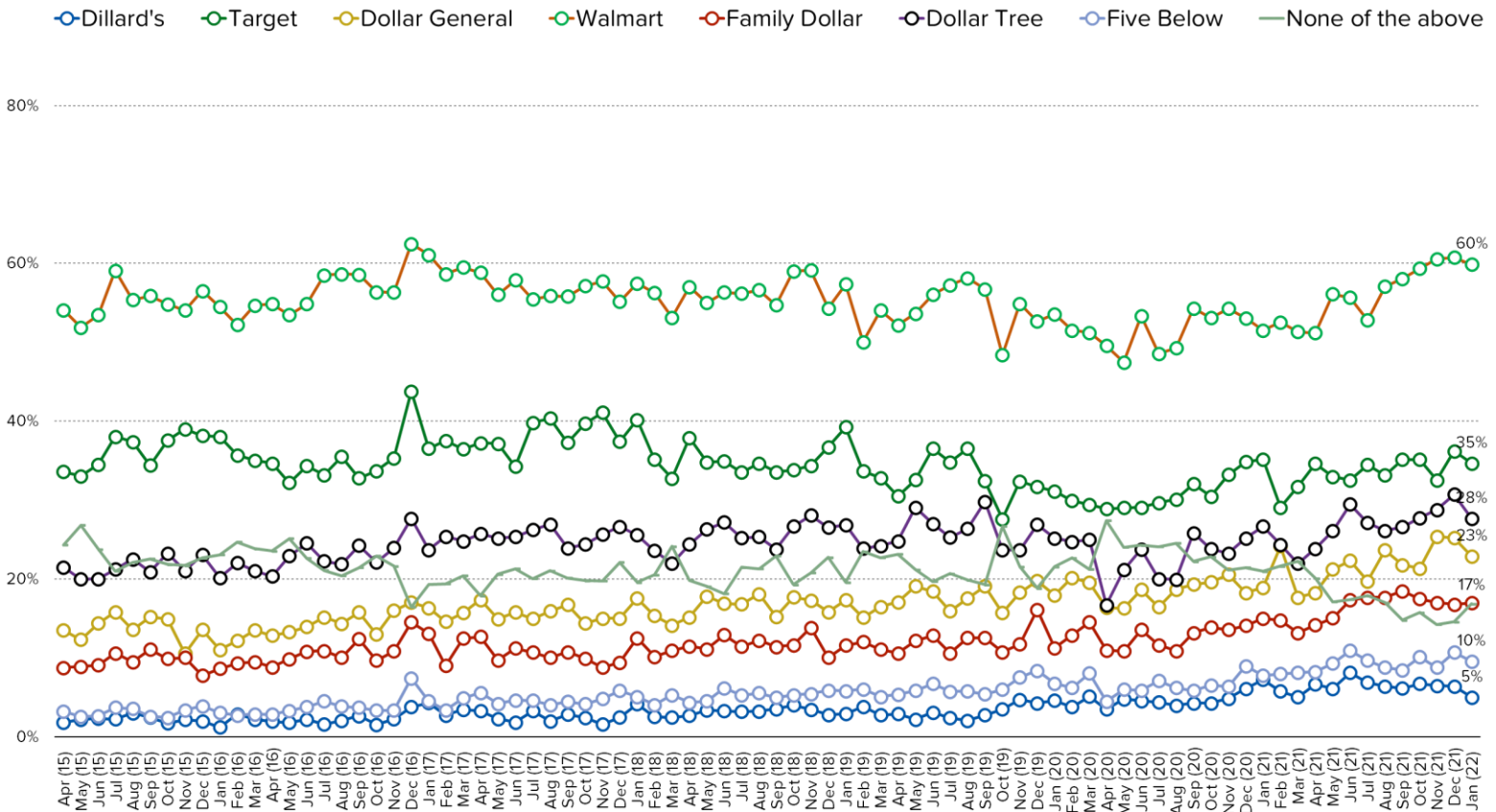
HAVE YOU VISITED ANY OF THE FOLLOWING COMPANY WEBSITES IN THE PAST MONTH?

This question was posed to all respondents.



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

This question was posed to all respondents.



VISITED FOR GROCERIES IN THE PAST MONTH (%)

This question was posed to all respondents.

