

BACKGROUND:

- ❑ Survey of ~1,250+ US Consumers balanced to census.

FINDINGS:

- Our analysis of shoppers shows that a lack of coupon would cause a greater negative % difference in likelihood of shopping among BBBY customers compared to other home furnishings retailers.
- That said, both younger customers and more frequent BBBY customers project to be less impacted by a reduction in coupons when it comes to likelihood of shopping compared to older and less frequent shoppers.
- Broadly speaking, coupons are important to consumers when it comes to home furnishings purchases.
- Customers of Bed Bath and Beyond offer the most favorable feedback when we asked them to rate availability of coupons.
- Home Goods and Wayfair receive the most favorable ratings when it comes to everyday pricing (followed by Bed Bath and Beyond).

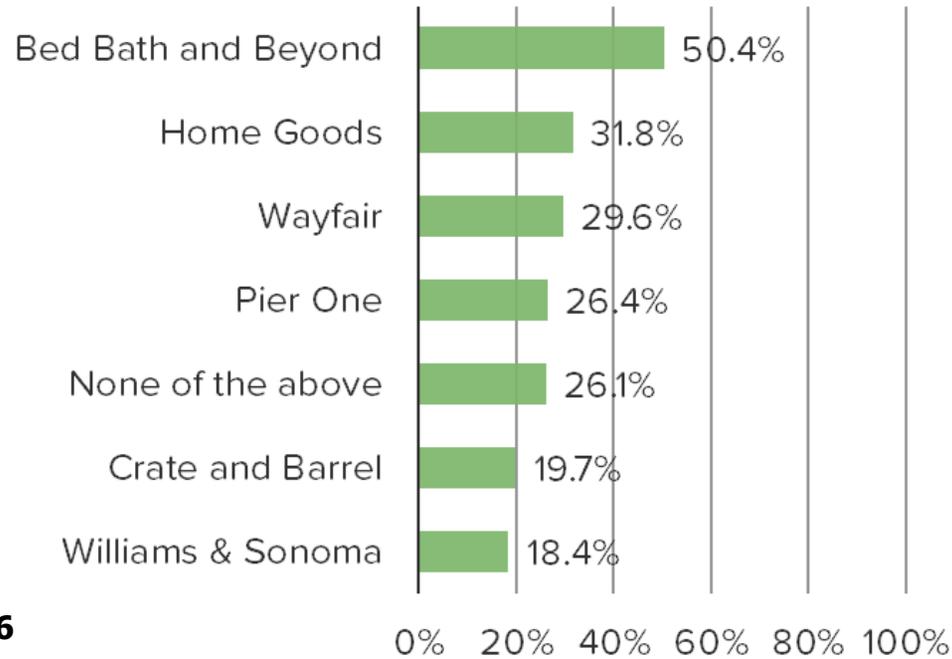


Bed, Bath, and Beyond



Have you ever purchased items from any of the following (in-stores or online)? Select ALL that apply?

Posed to all respondents.



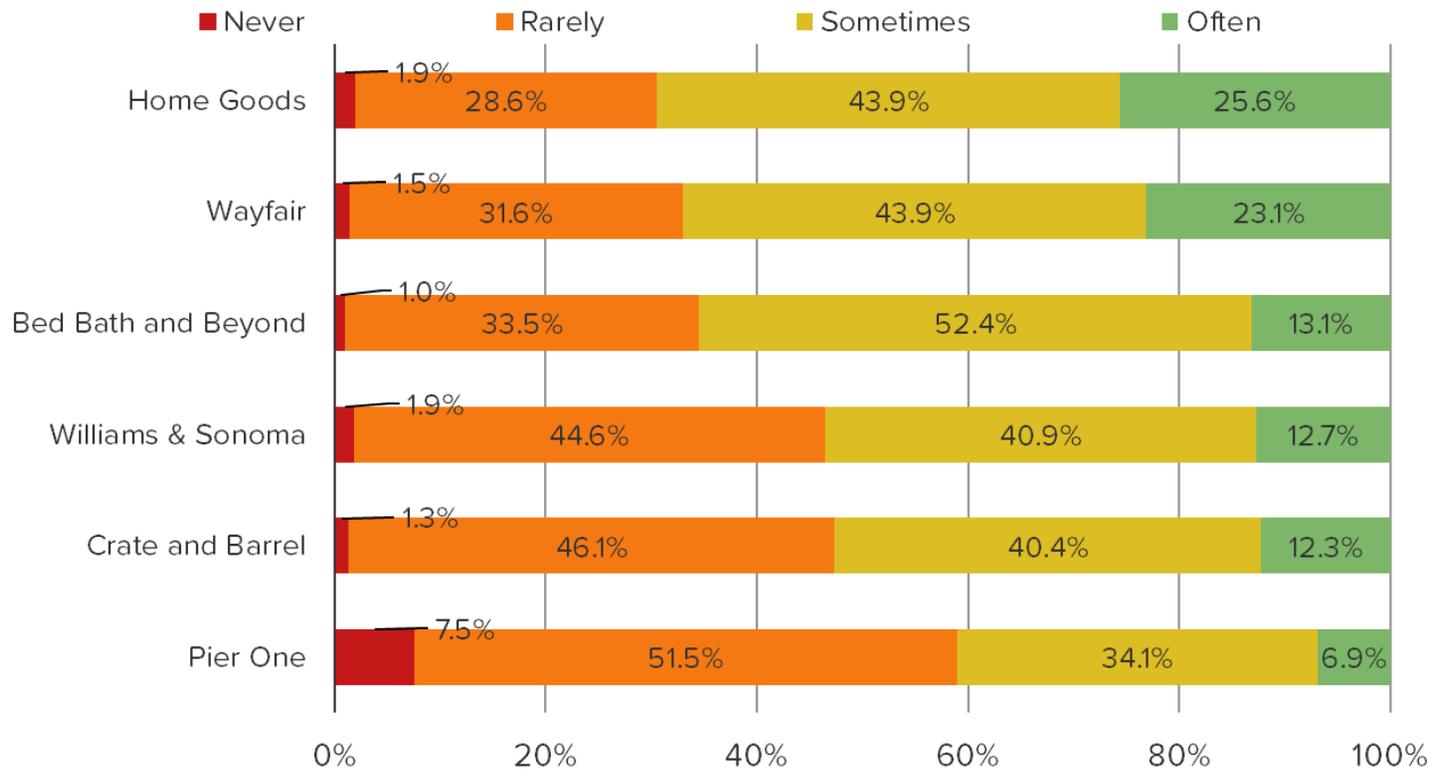
Age of Respondents Who Say They Shop Each Of The Below Sometimes or Often

	Bed Bath and Beyond	Crate and Barrel	Williams & Sonoma	Wayfair	Pier One	Home Goods
18-24	10.0%	12.5%	7.0%	9.6%	6.4%	13.3%
25-34	17.3%	21.7%	26.3%	21.0%	19.2%	21.2%
35-44	18.4%	32.5%	28.1%	26.2%	23.2%	23.9%
45-54	20.2%	16.7%	20.2%	16.6%	18.4%	18.8%
55-64	14.7%	6.7%	7.0%	10.0%	8.8%	7.1%
65-74	13.1%	5.8%	7.0%	11.8%	14.4%	8.6%
75+	6.3%	4.2%	4.4%	4.8%	9.6%	7.1%
Weighted Average (1 = 18-24, 7 = 75+)	3.77	3.18	3.33	3.51	3.86	3.39



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.



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

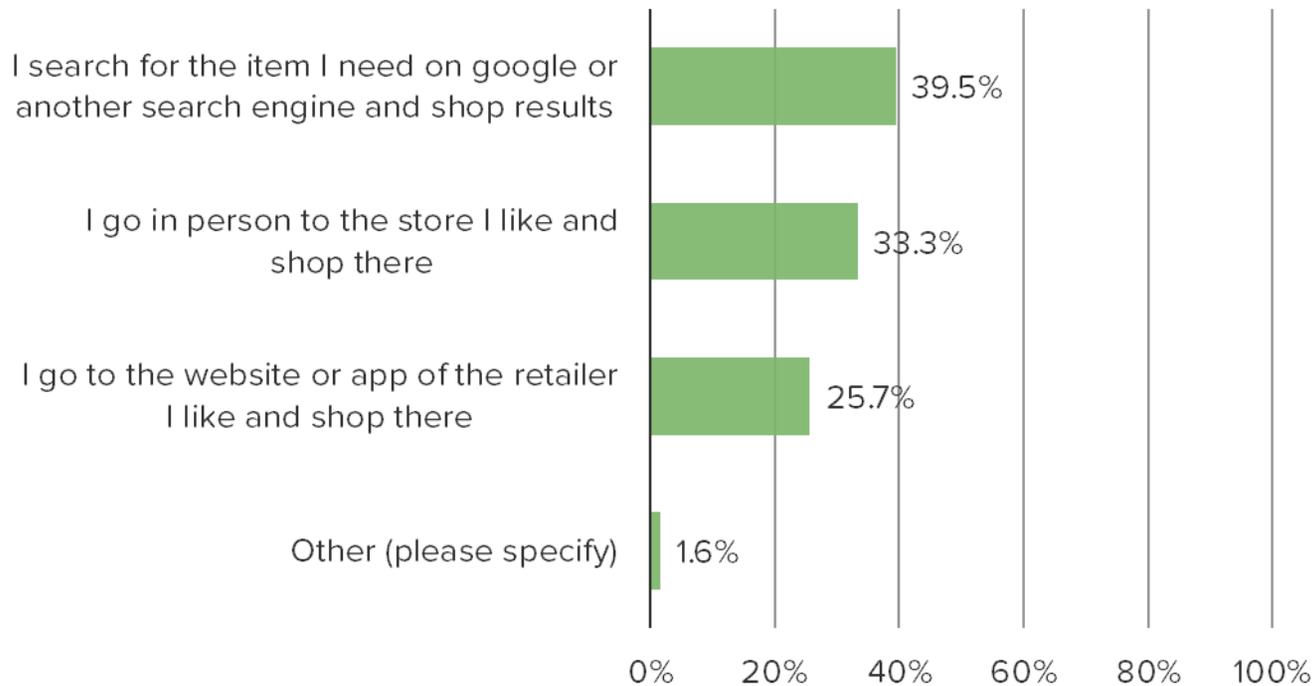
Pier One: N = 305

Home Goods: N = 305



When you shop for home furnishings and items for the home, how do you typically start your search?

Posed to all respondents.



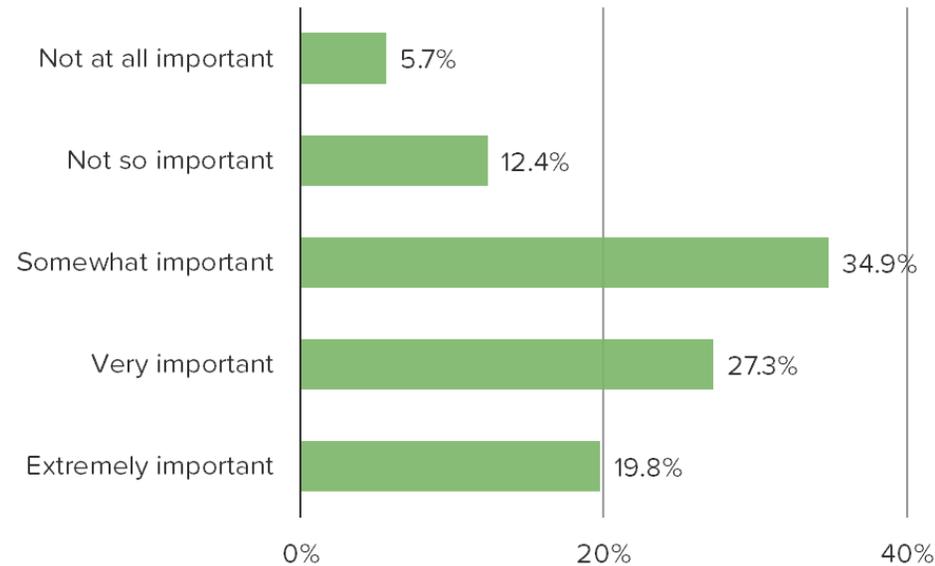
N = 1156

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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.



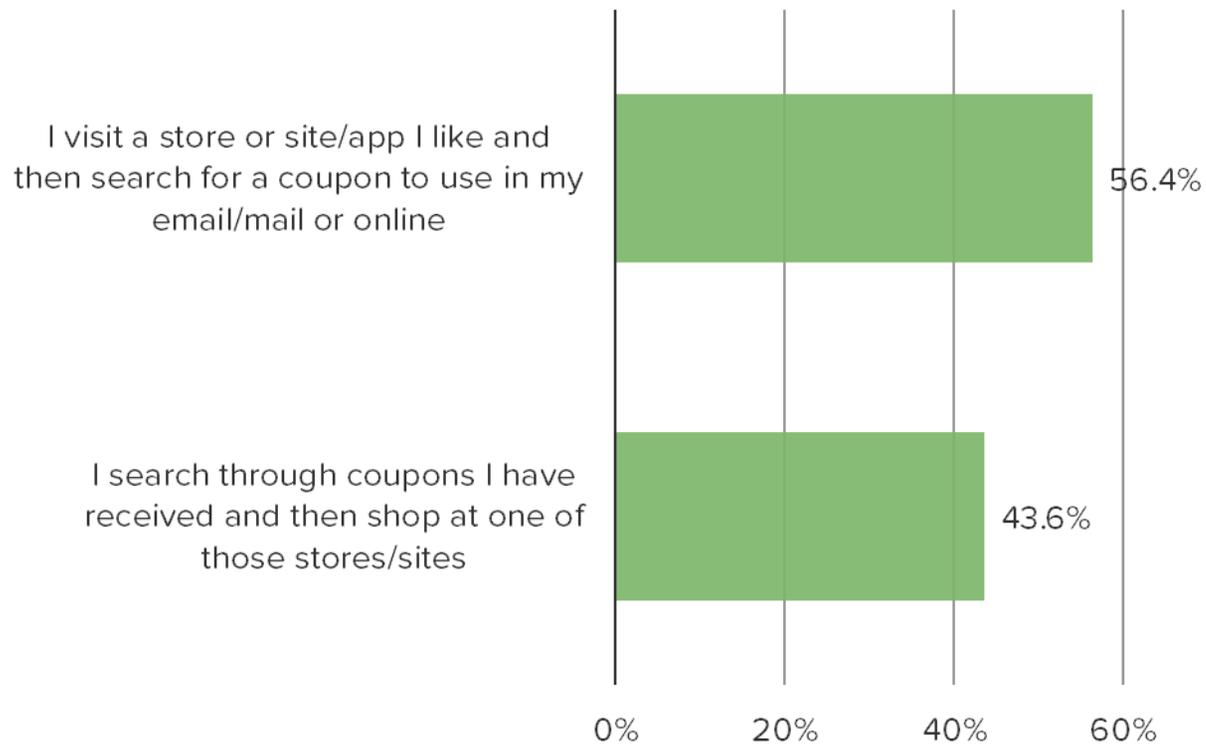
N = 1156

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Which best describes you when it comes to shopping home furnishings or items for the home?

Posed to respondents who said coupons are important or very important to them.



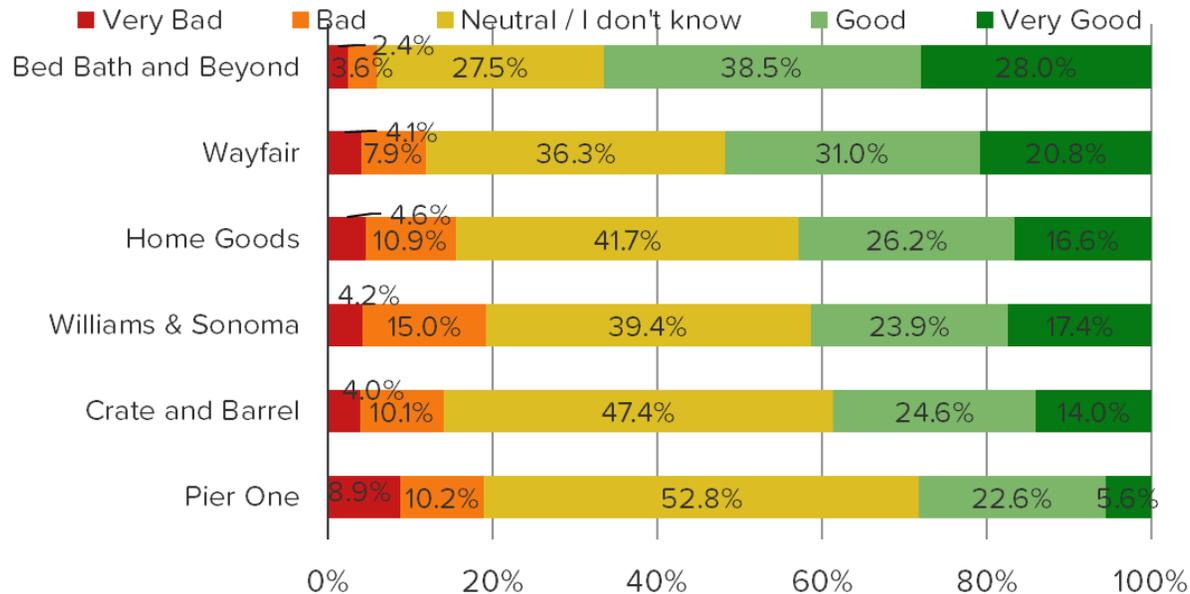
N = 947

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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.



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

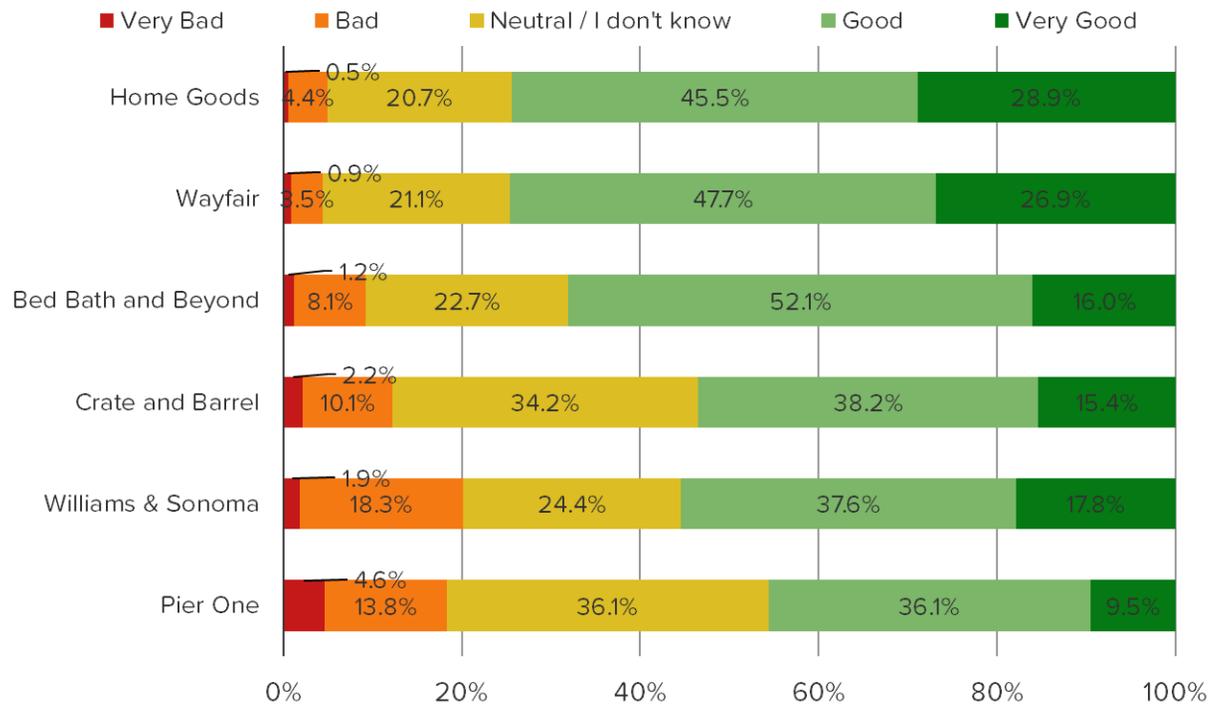
Pier One: N = 305

Home Goods: N = 305



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.



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

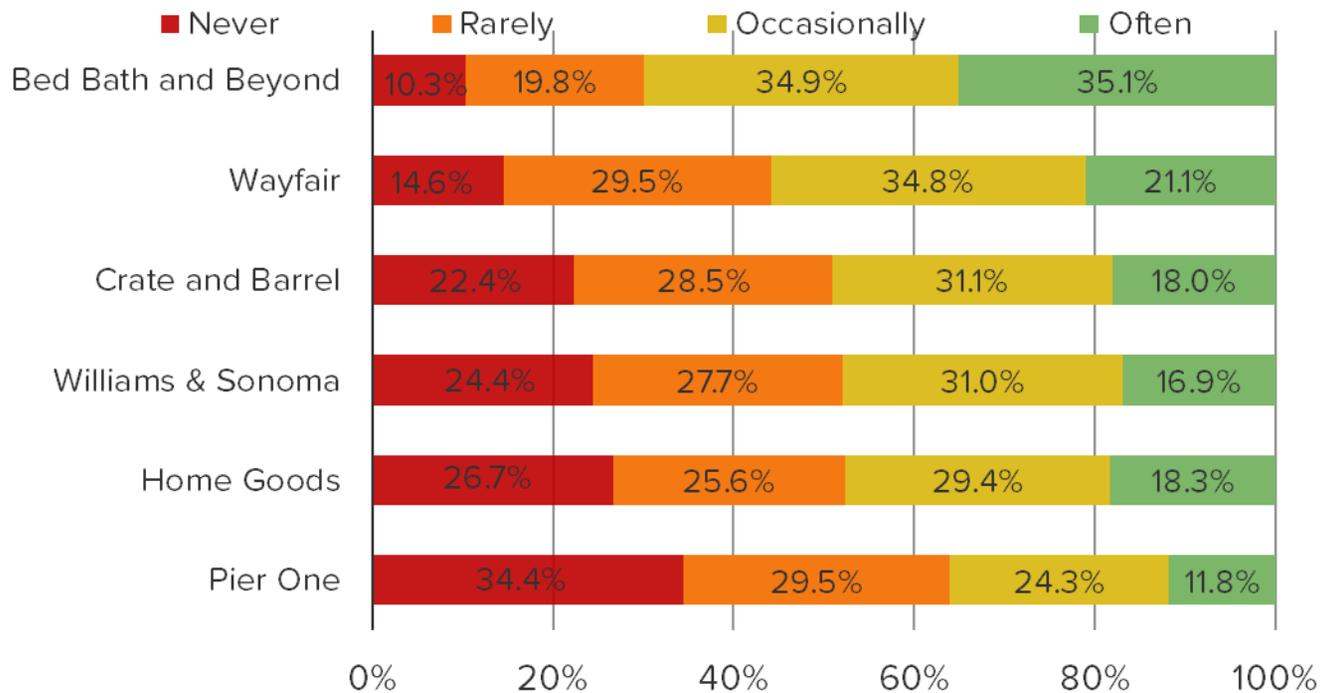
Pier One: N = 305

Home Goods: N = 305



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.



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

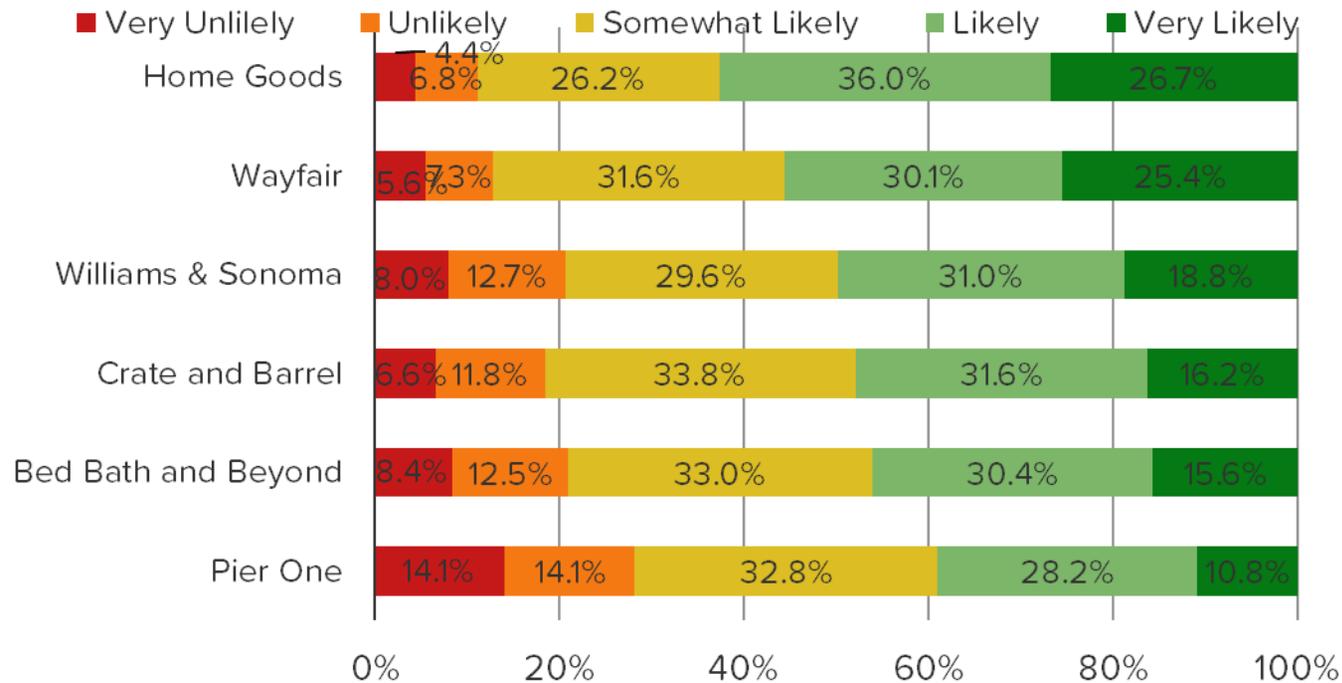
Pier One: N = 305

Home Goods: N = 305



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.



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

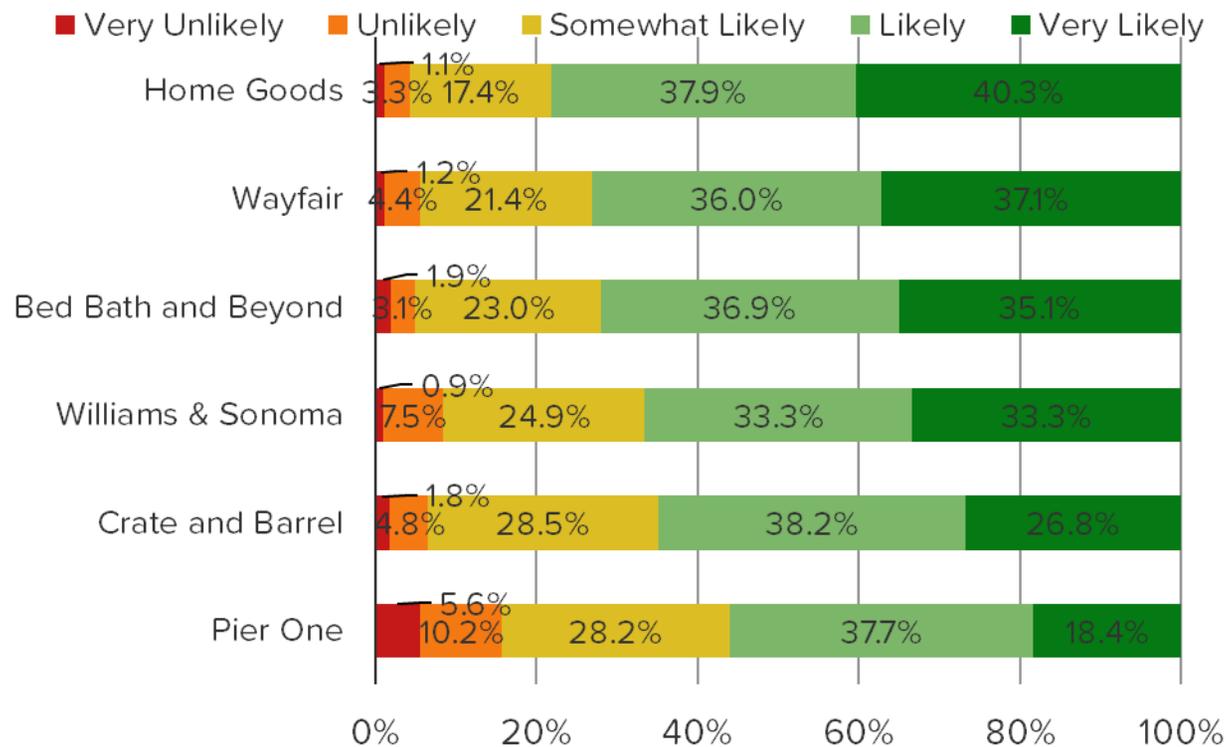
Pier One: N = 305

Home Goods: N = 305



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.



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

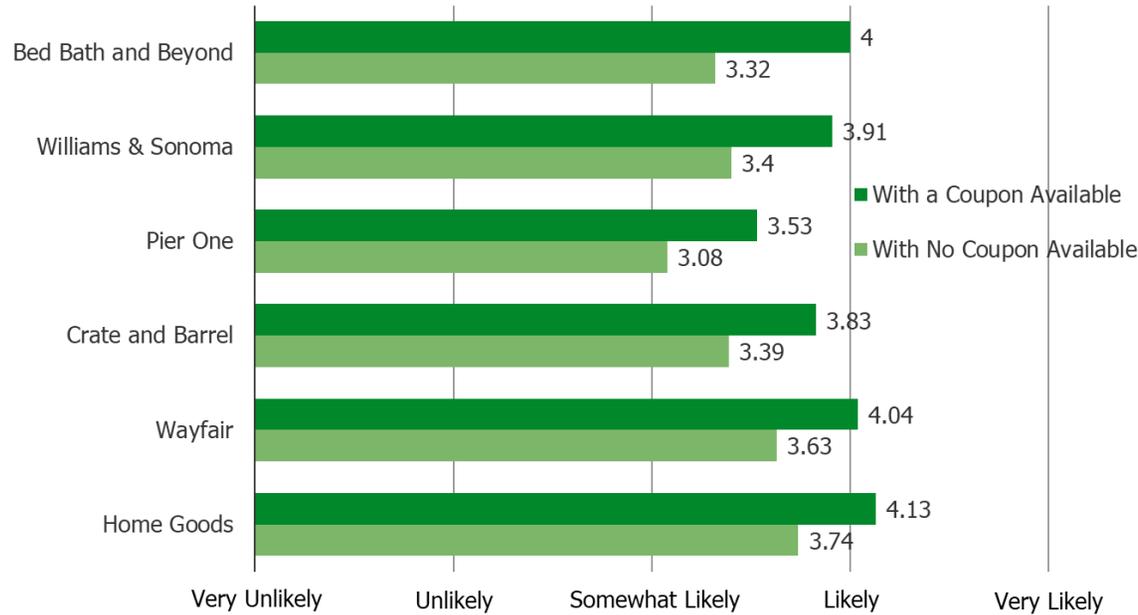
Pier One: N = 305

Home Goods: N = 305

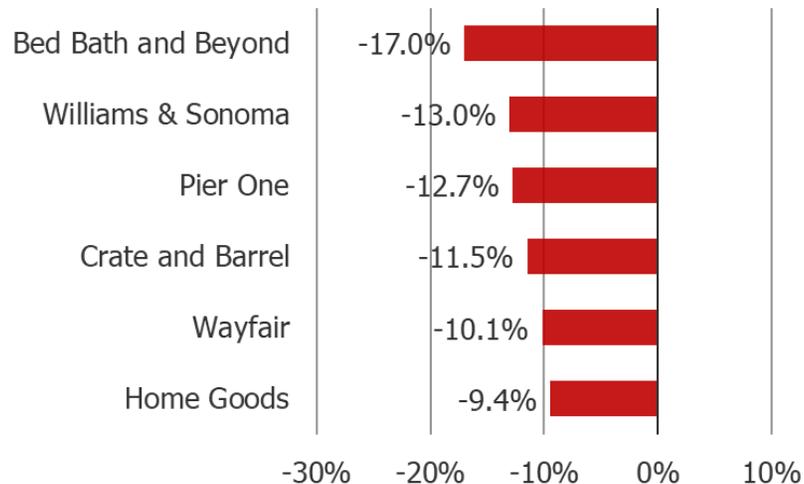


Likelihood of Shopping With and Without Coupons.

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

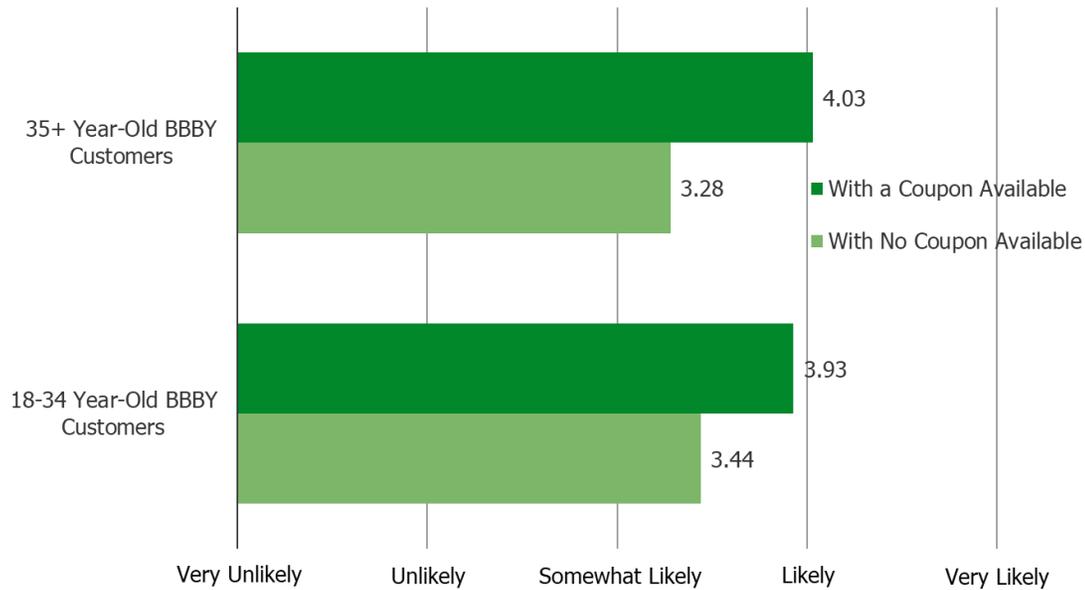


The chart at the bottom shows the % difference for each retailer when it comes to how likely customers are to shop it when they have a coupon and when they do not have a coupon.

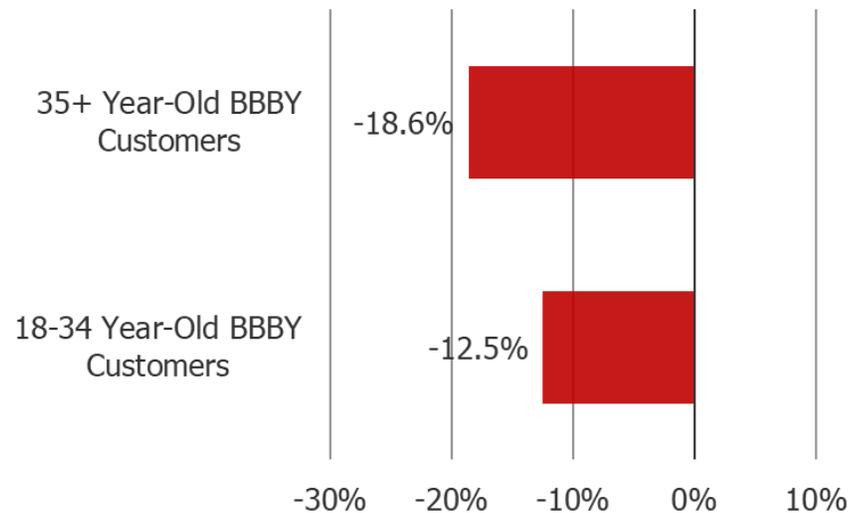


Likelihood of Shopping Bed Bath and Beyond With and Without Coupons | **By Age**

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

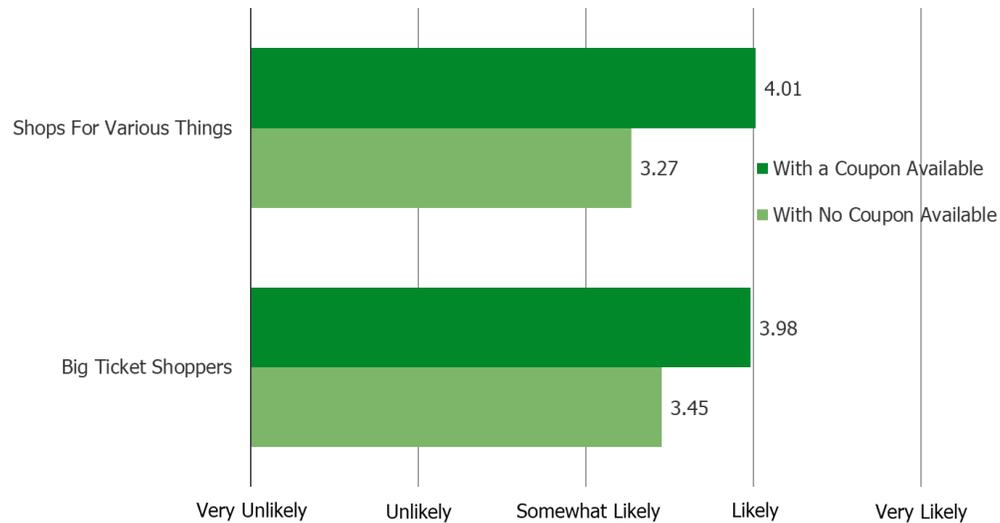


The chart at the bottom shows the % difference between each cohorts likelihood of shopping BBY if they have a coupon available vs. if they do not have a coupon available.

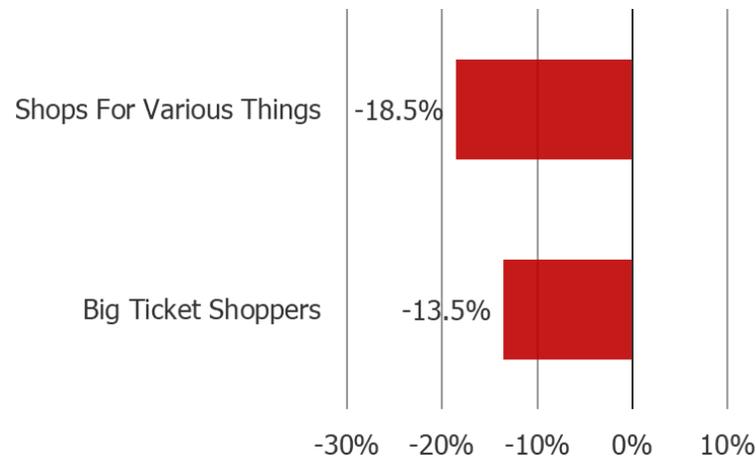


Likelihood of Shopping Bed Bath and Beyond With and Without Coupons | **By What They Typically Buy From BBBY**

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

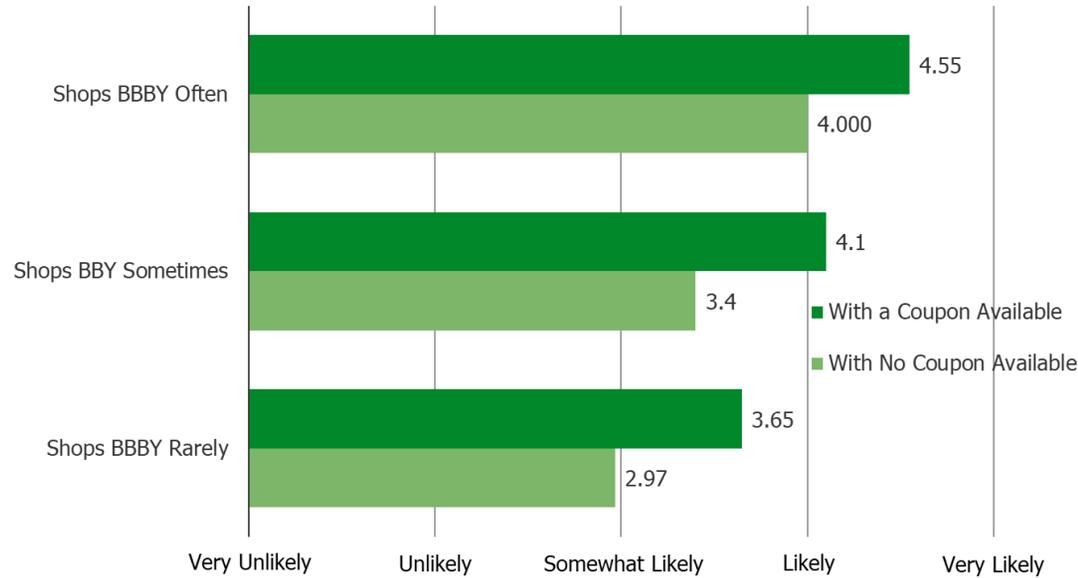


The chart at the bottom shows the % difference between each cohorts likelihood of shopping BBBY if they have a coupon available vs. if they do not have a coupon available.

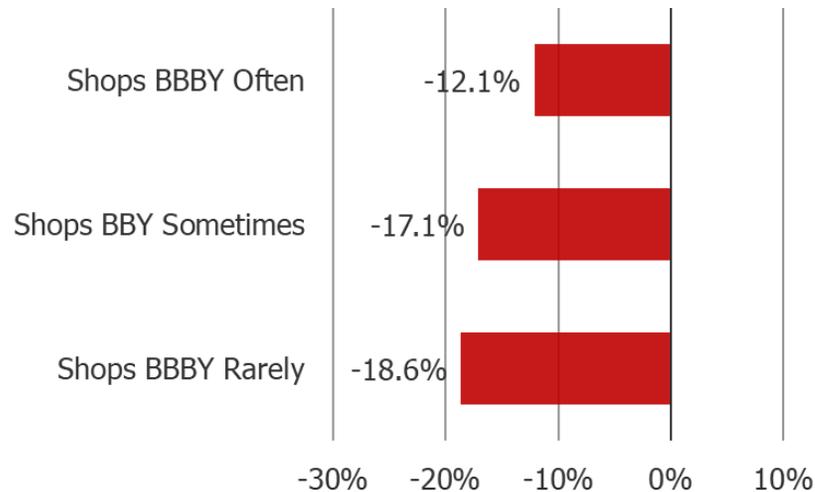


Likelihood of Shopping Bed Bath and Beyond With and Without Coupons | **By How Often They Shop BBBY**

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



The chart at the bottom shows the % difference between each cohorts likelihood of shopping BBBY if they have a coupon available vs. if they do not have a coupon available.



Bed Bath and Beyond has announced that they will be scaling back on how many coupons they offer. Would a change in availability of coupons impact your shopping with Bed Bath and Beyond in any way? How?

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

Noteworthy Quotes: [DOWNLOAD ALL FILL-INS HERE](#)

"They would have to lower prices if no coupons available."

"My wife just signed up for 20% off everything we buy without any coupons so their coupons really don't matter anymore."

"Yes, they are priced normally high, so without coupons, I will look at other places."

"Not really. Coupons are nice but not necessary."

"I would consider shopping elsewhere for a better value."

"Yes. They are overpriced to begin with. I have no desire to shop there without a coupon."

"I would probably only go there when I had a coupon."

"They are overpriced already."

"No, I'm sure they will still have sales occasionally."

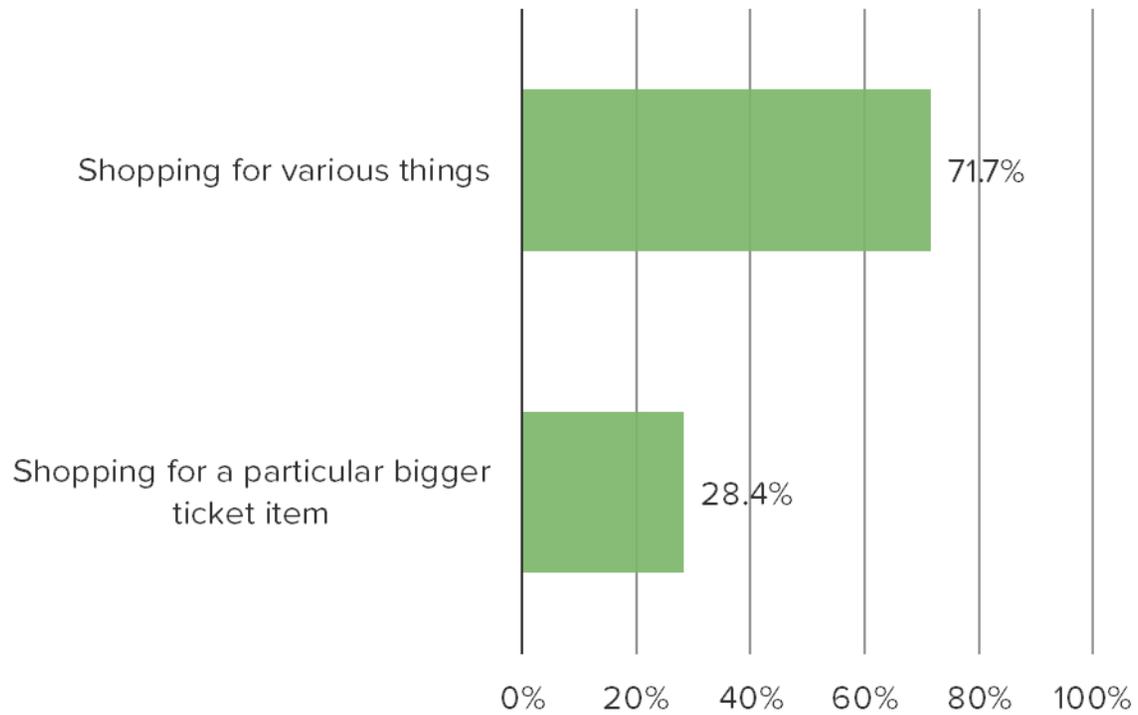
"Amazon."

N = 582

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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.



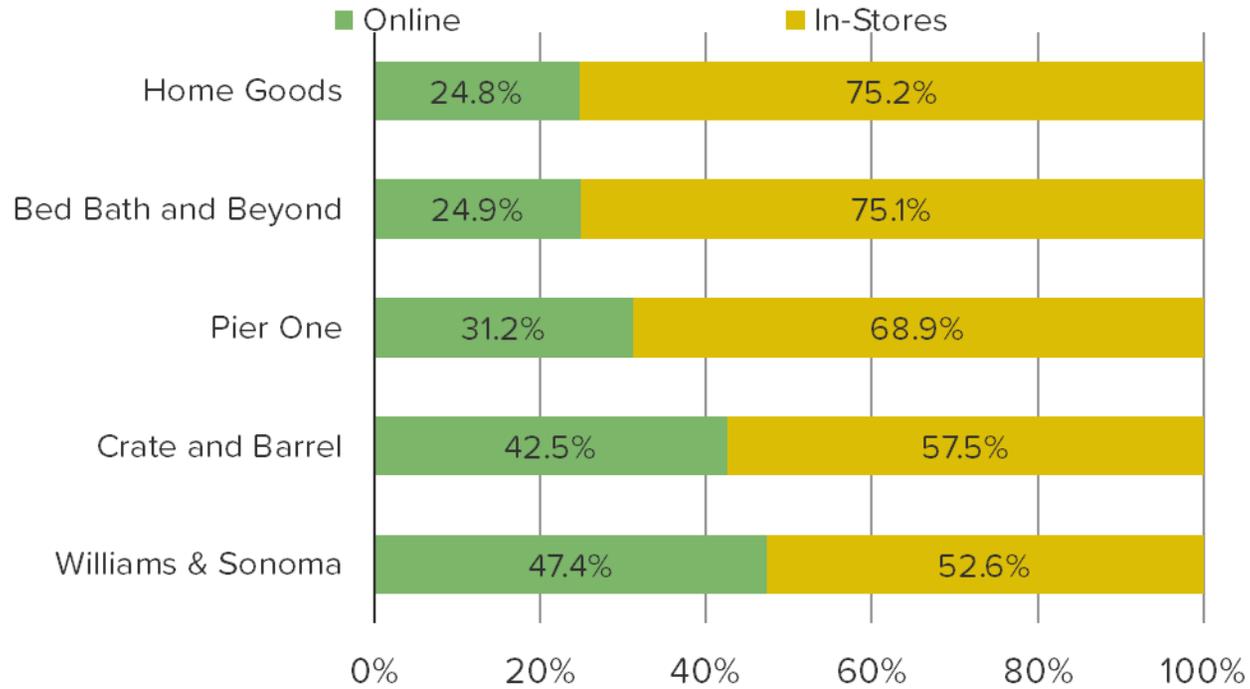
N = 582

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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.

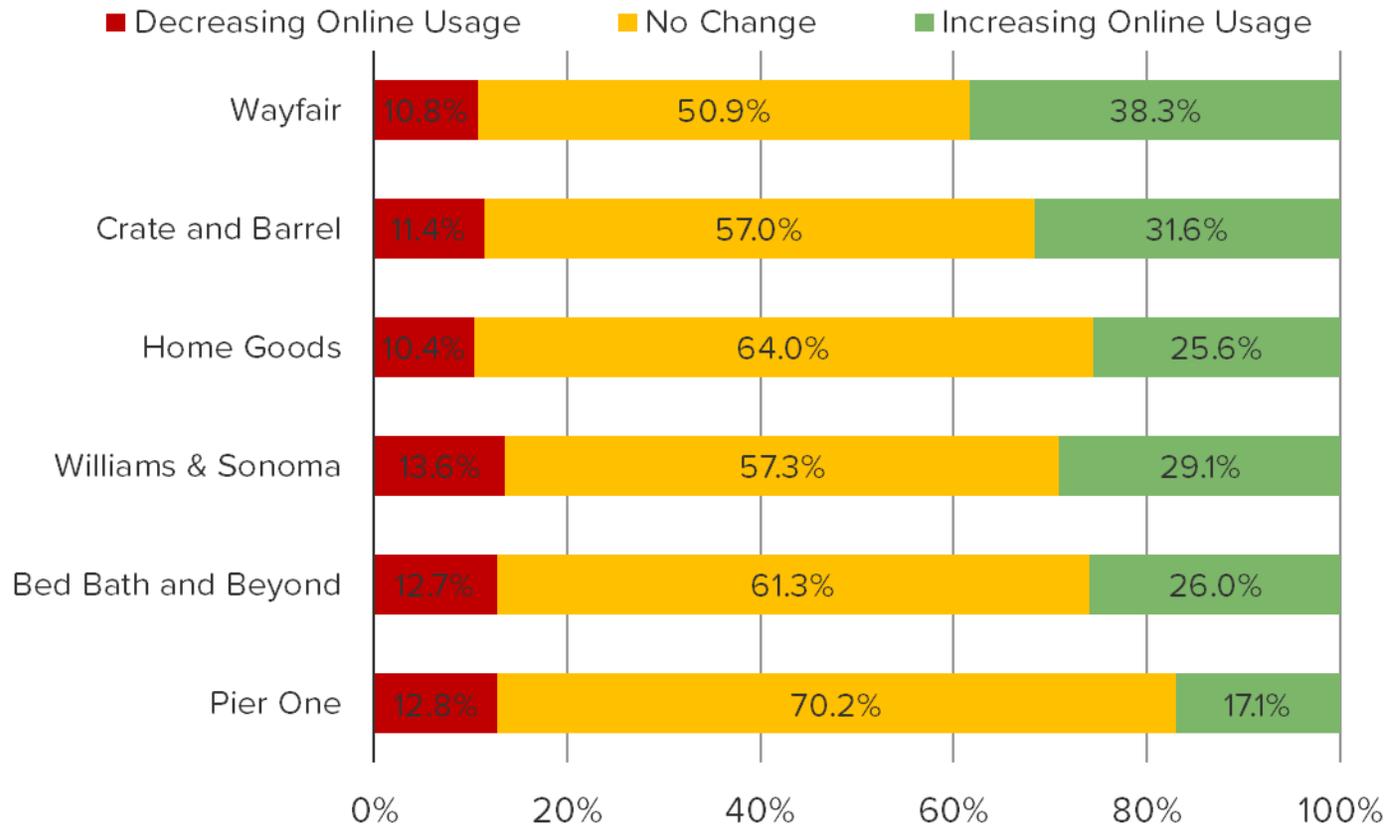


Bed Bath and Beyond: N = 582
 Crate and Barrel: N = 228
 Williams & Sonoma: N = 213
 Pier One: N = 305
 Home Goods: N = 305



Has your online usage of the following changed this year?

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



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

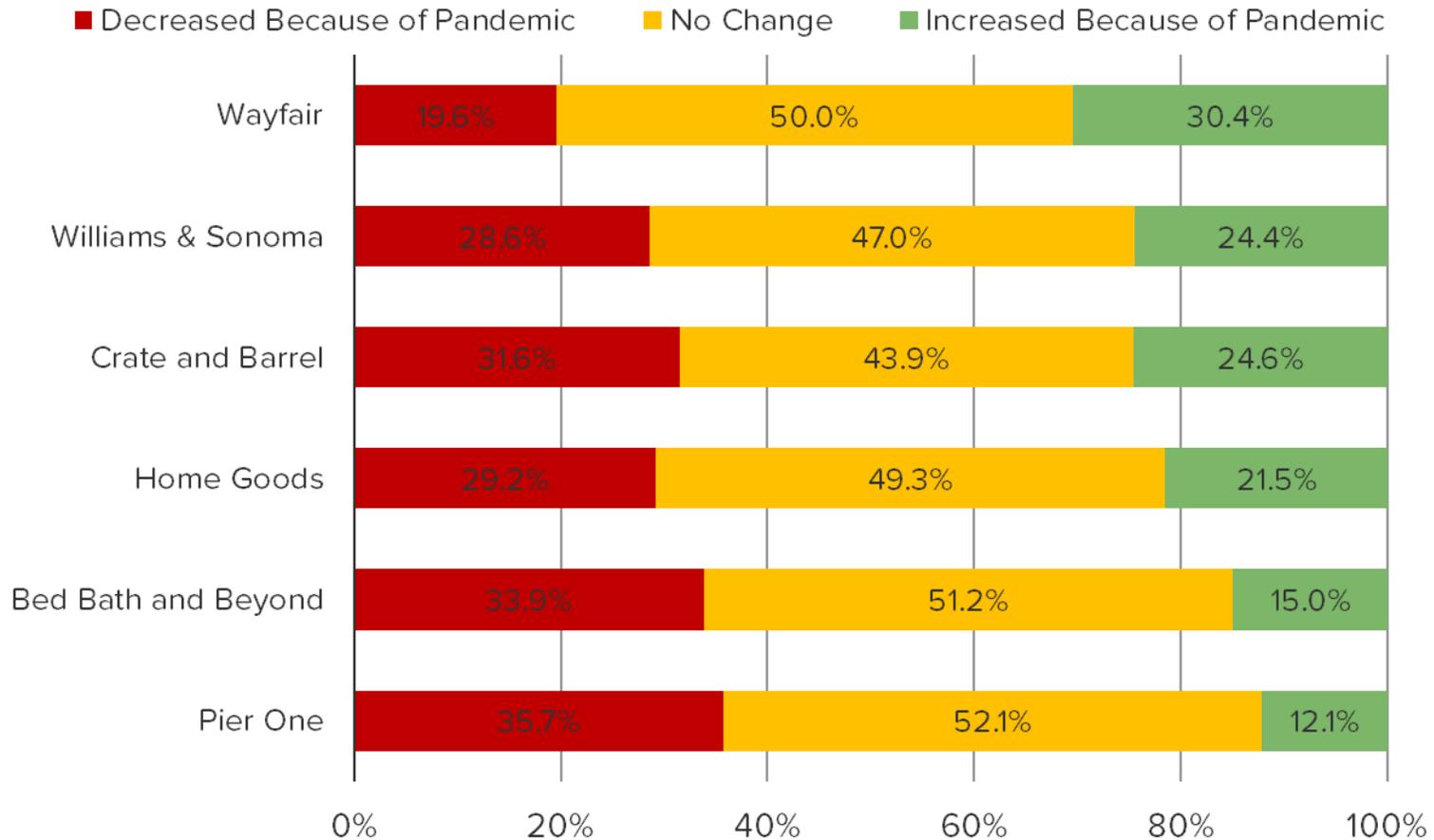
Pier One: N = 305

Home Goods: N = 305



Would you say that the pandemic has caused you to change how often you shop this retailer? (in total, online and in-stores)

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



Bed Bath and Beyond: N = 582

Crate and Barrel: N = 228

Williams & Sonoma: N = 213

Wayfair: N = 342

Pier One: N = 305

Home Goods: N = 305

