

BESPOKE SURVEYS

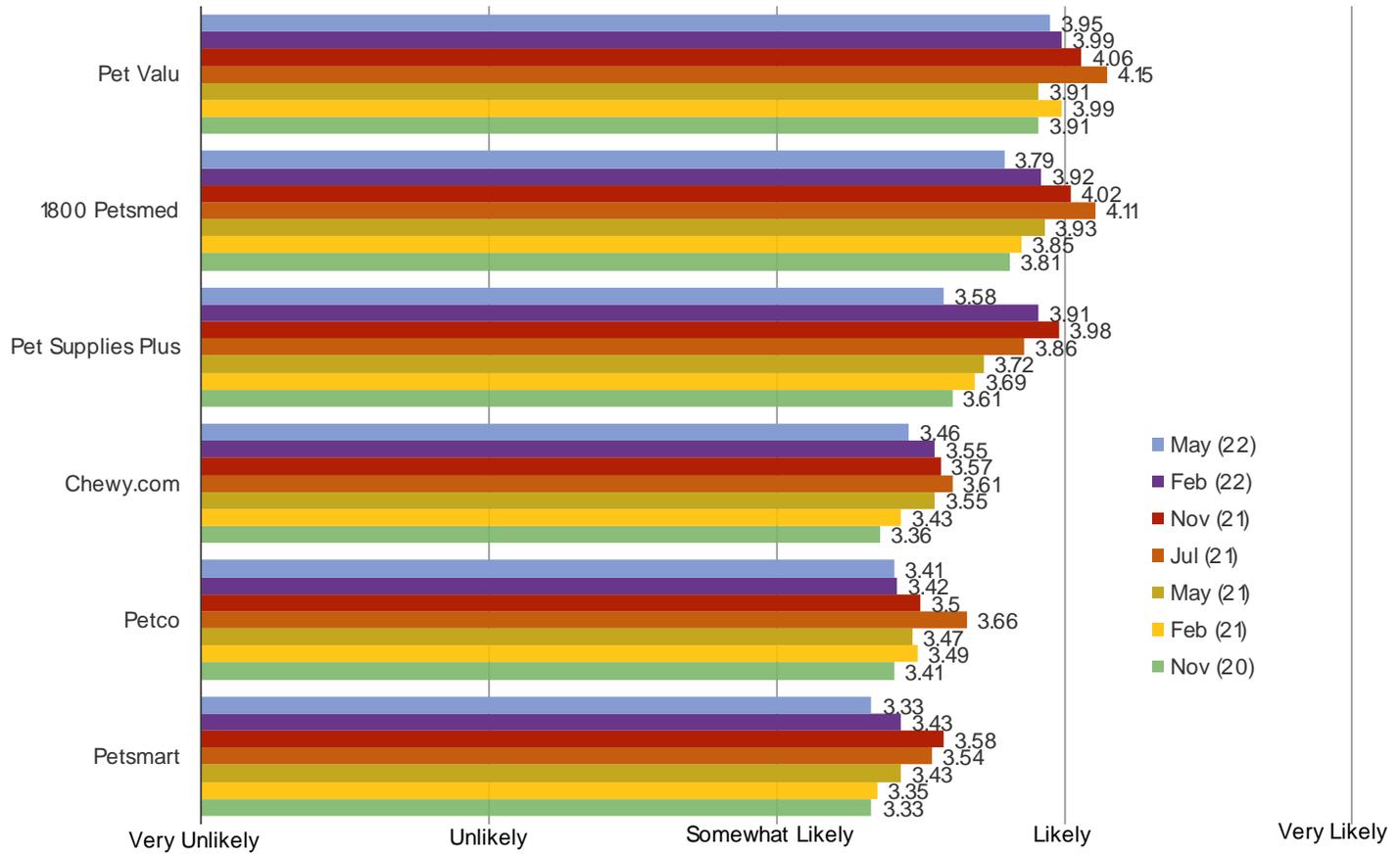
Pet Retail Vol 16

1,250+ US Consumers, Balanced to Census

CROSS-SHOPPING AMAZON

WHEN YOU SHOP FOR PET FOOD OR PRODUCTS FROM THE FOLLOWING, HOW LIKELY ARE YOU TO PRICE CHECK THE ITEM ON AMAZON BEFORE MAKING THE PURCHASE?

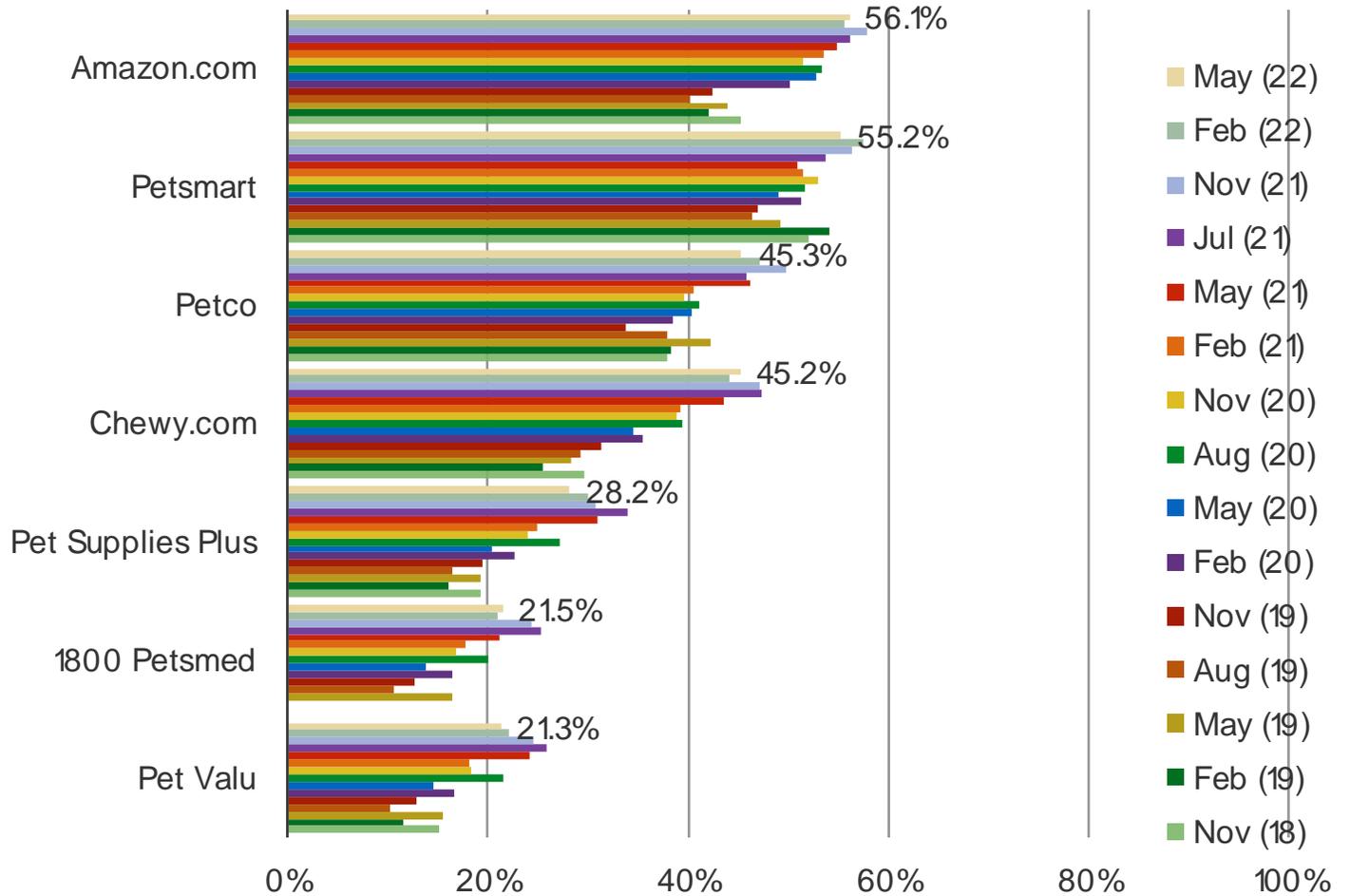
Posed to pet owners who regularly or occasionally shop each of the following.



RESPONDENTS WHO REGULARLY OR OCCASIONALLY SHOP EACH RETAILER

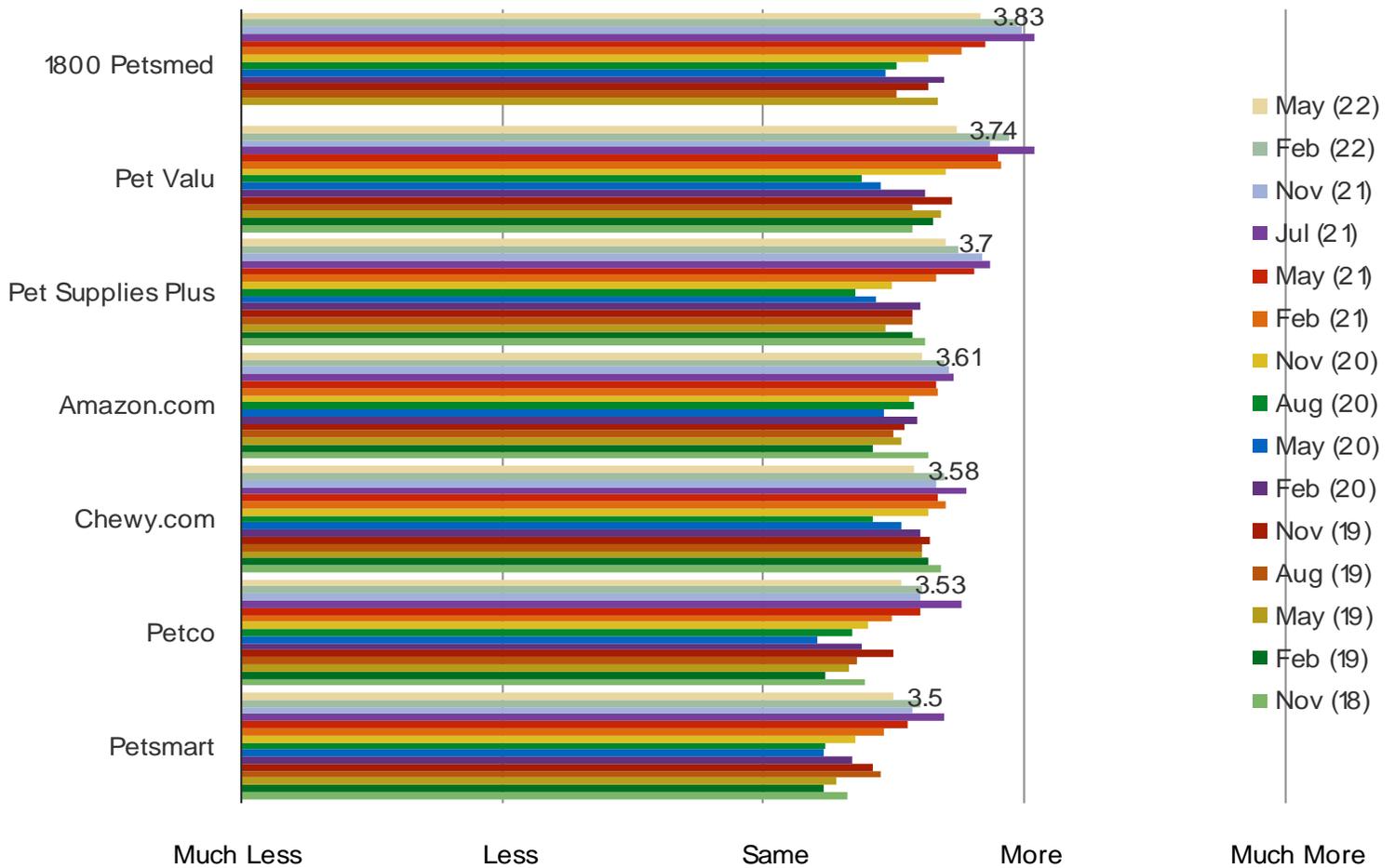
DO YOU REGULARLY OR OCCASIONALLY SHOP THE FOLLOWING RETAILERS FOR PET FOOD AND PRODUCTS?

Posed to pet owners



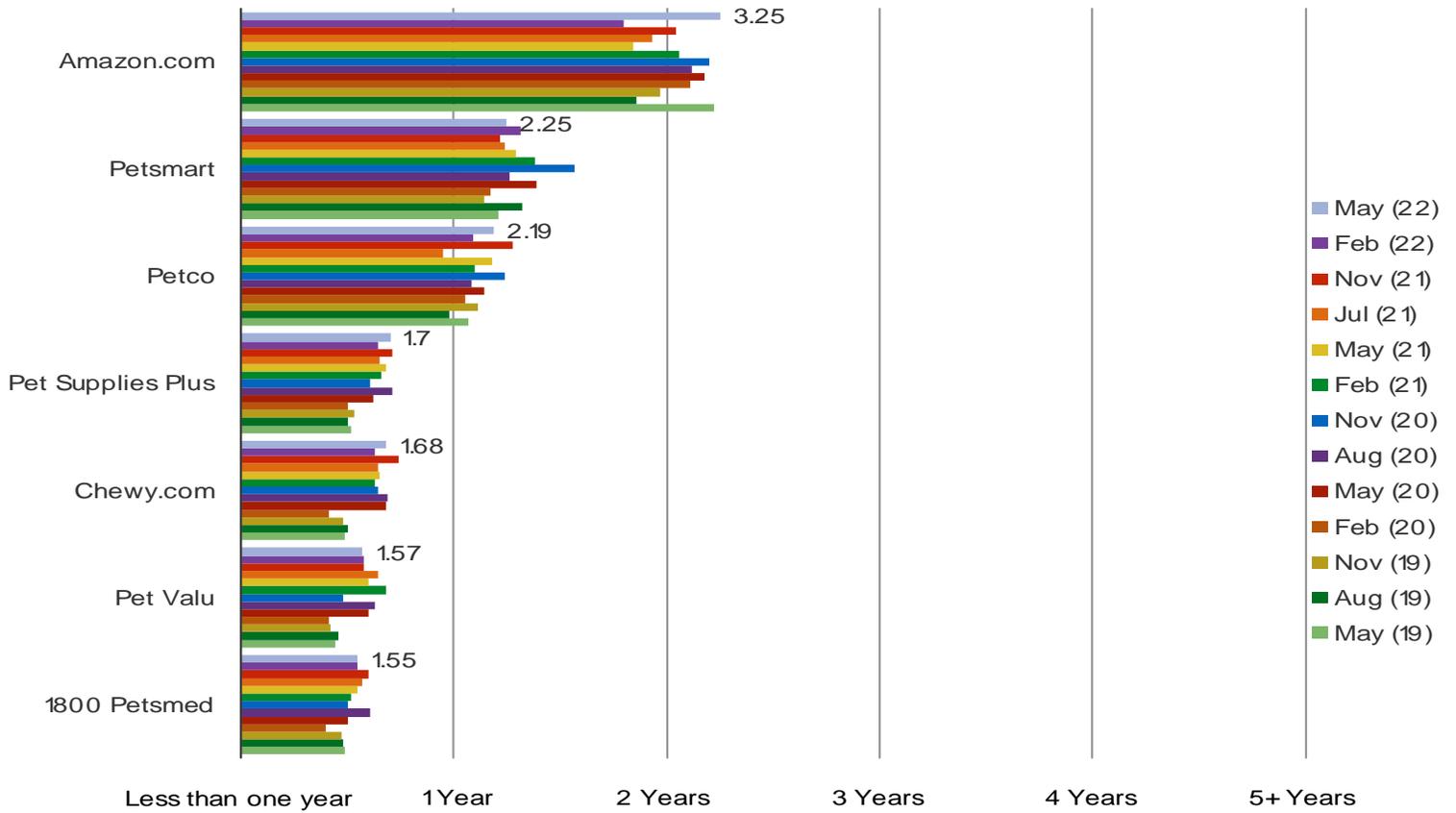
DO YOU EXPECT TO USE THIS RETAILER FOR PET FOOD AND PRODUCTS MORE OR LESS OFTEN THAN YOU ARE NOW GOING FORWARD?

Posed to those who regularly or occasionally shop the following for pet food and products



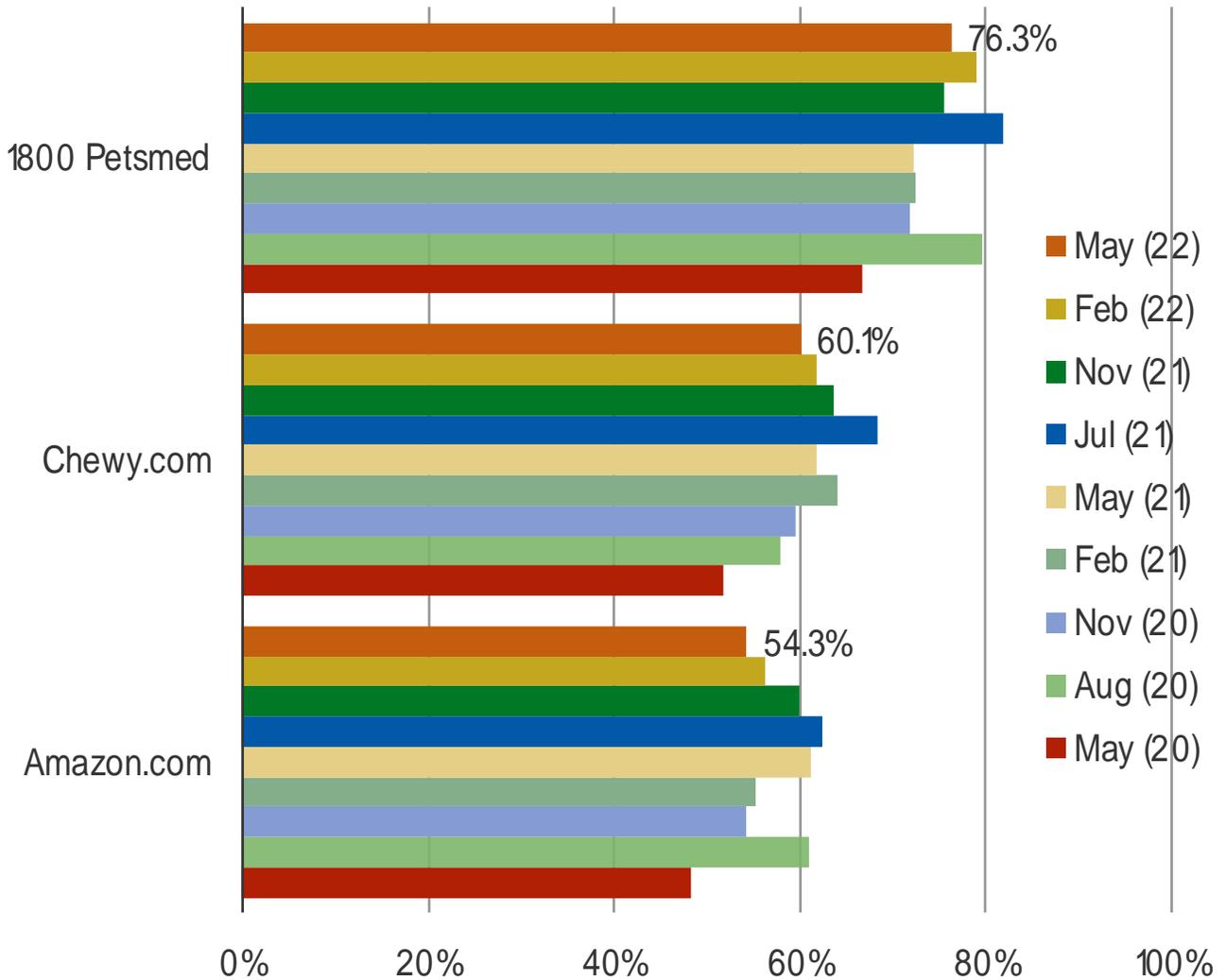
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF THIS RETAILER?

Posed to those who regularly or occasionally shop the following for pet food and products



DO YOU CURRENTLY USE ANY AUTO-SHIP/AUTO-ORDER PROGRAMS FOR PET PRODUCTS THROUGH THIS RETAILER?

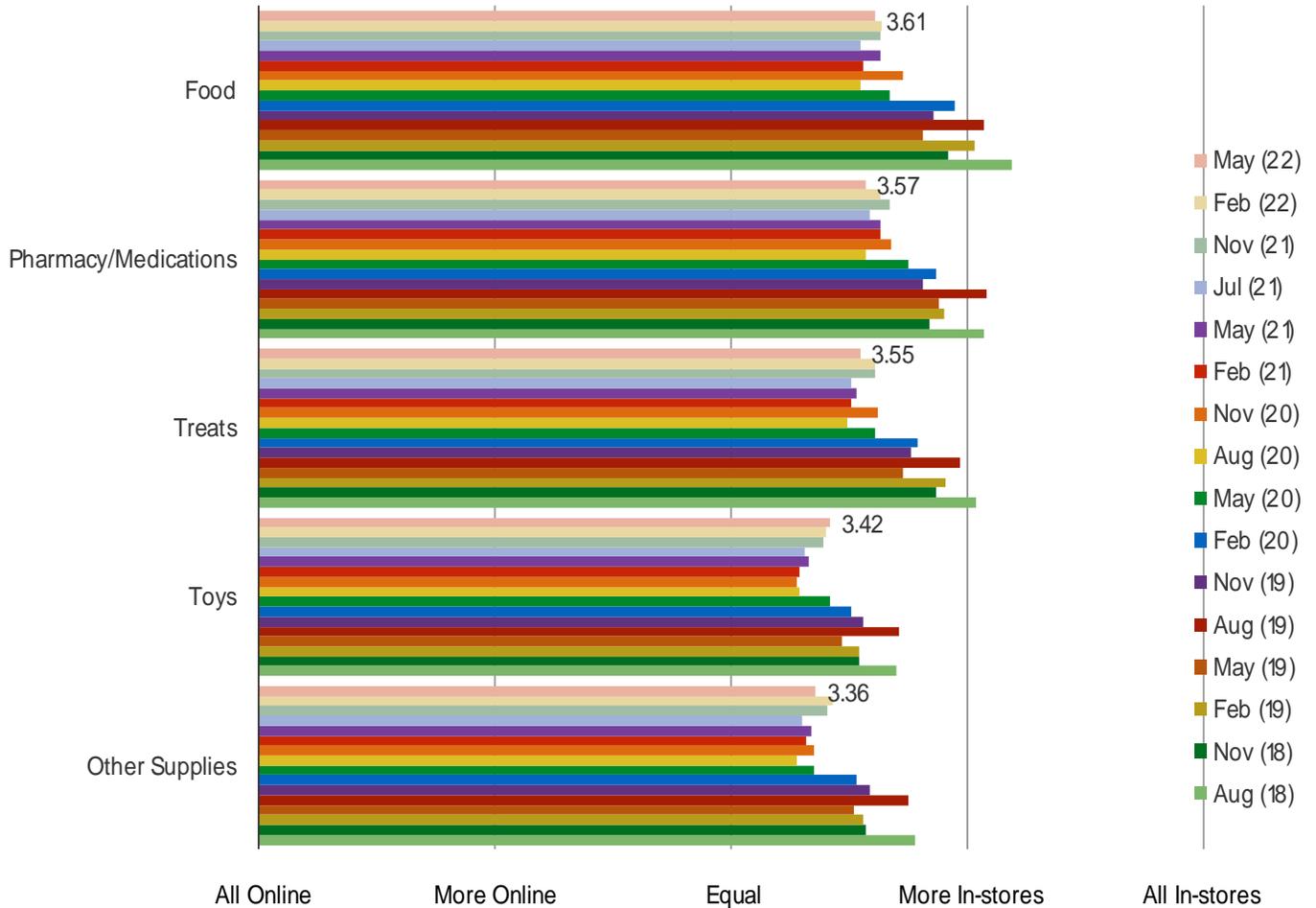
Posed to those who regularly or occasionally shop the following for pet food and products



PET PRODUCT TYPES: IN-STORES OR ONLINE

DO YOU PREFER TO BUY THE FOLLOWING TYPES OF PRODUCTS IN-STORES OR ONLINE?

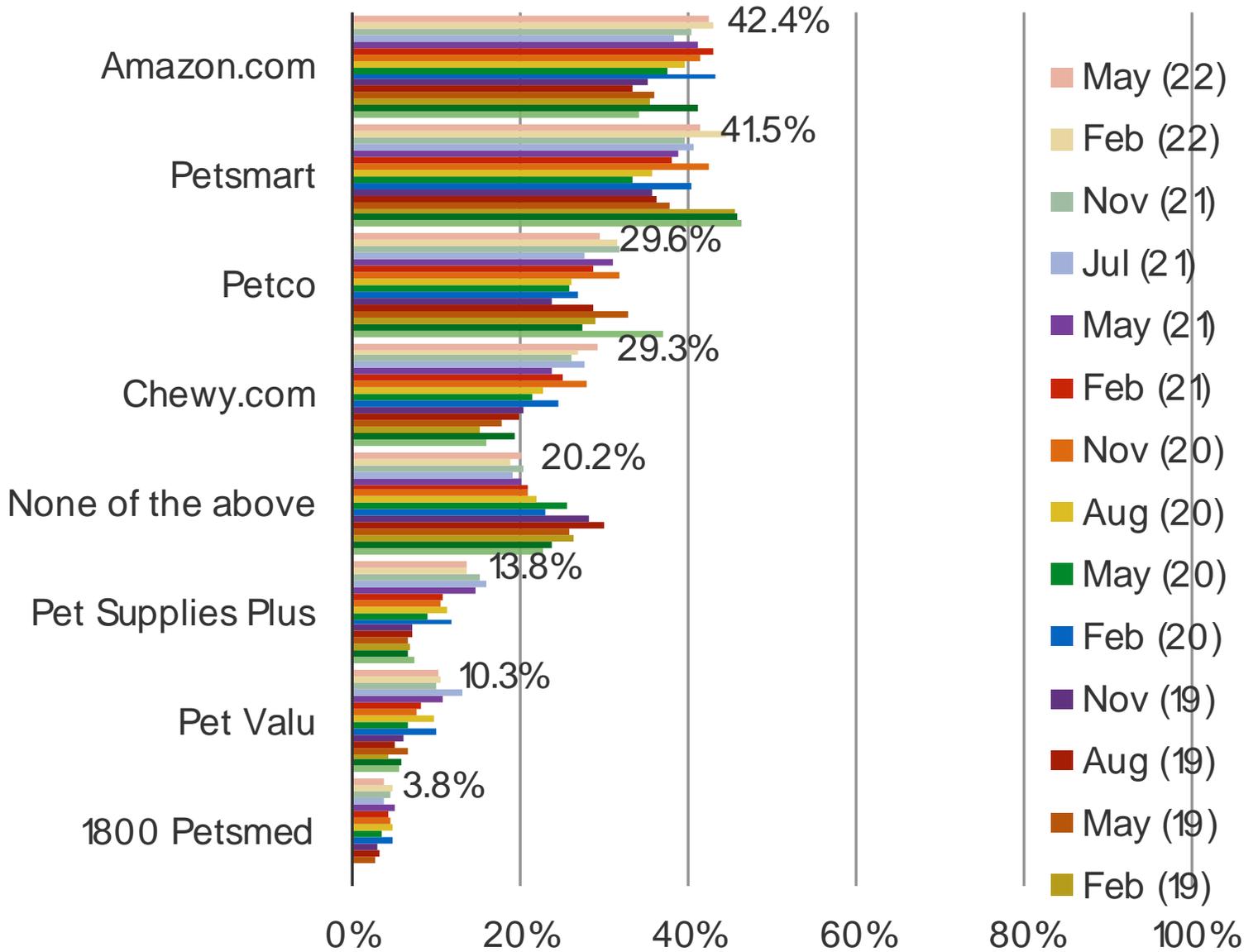
Posed to pet owners



RESPONDENTS WHO PURCHASED ITEMS IN THE PAST MONTH

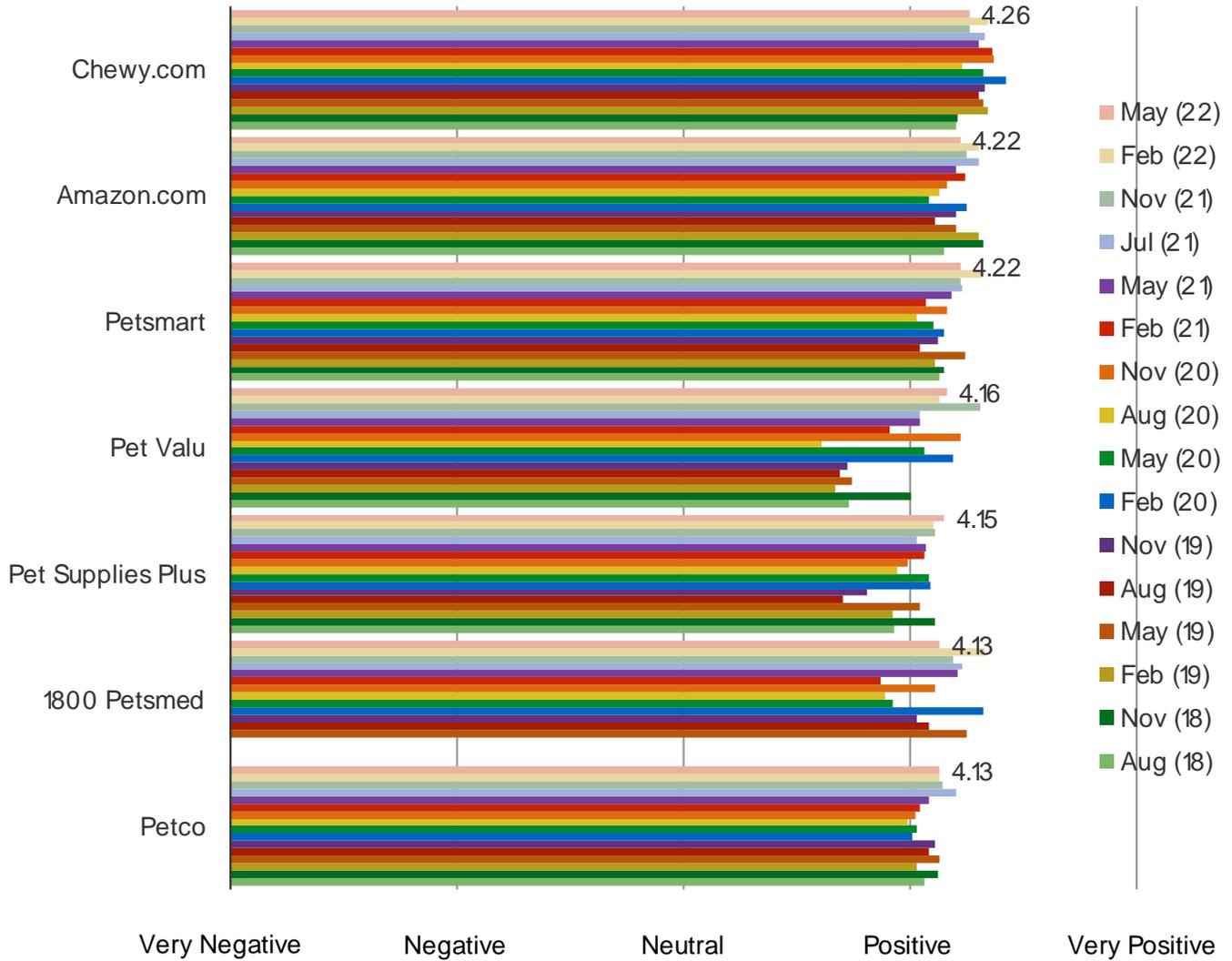
HAVE YOU SHOPPED ANY OF THE FOLLOWING RETAILERS IN THE PAST MONTH FOR PET PRODUCTS?
(SELECT ALL THAT APPLY)

Posed to pet owners



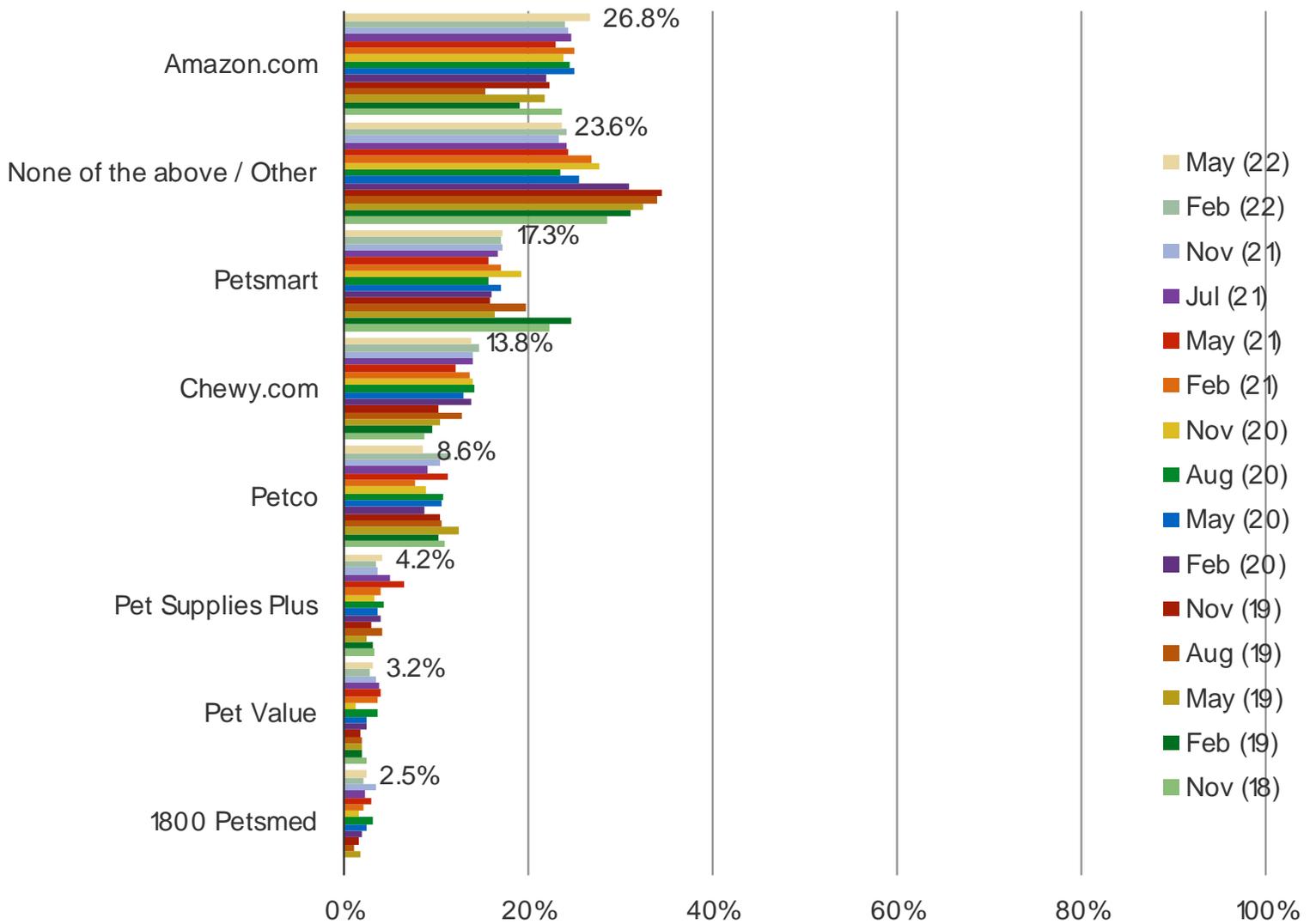
WHAT IS YOUR OPINION OF THIS RETAILER IN GENERAL FOR PET PRODUCT PURCHASES?

Posed to pet owners who have shopped each of the following retailers in the past month



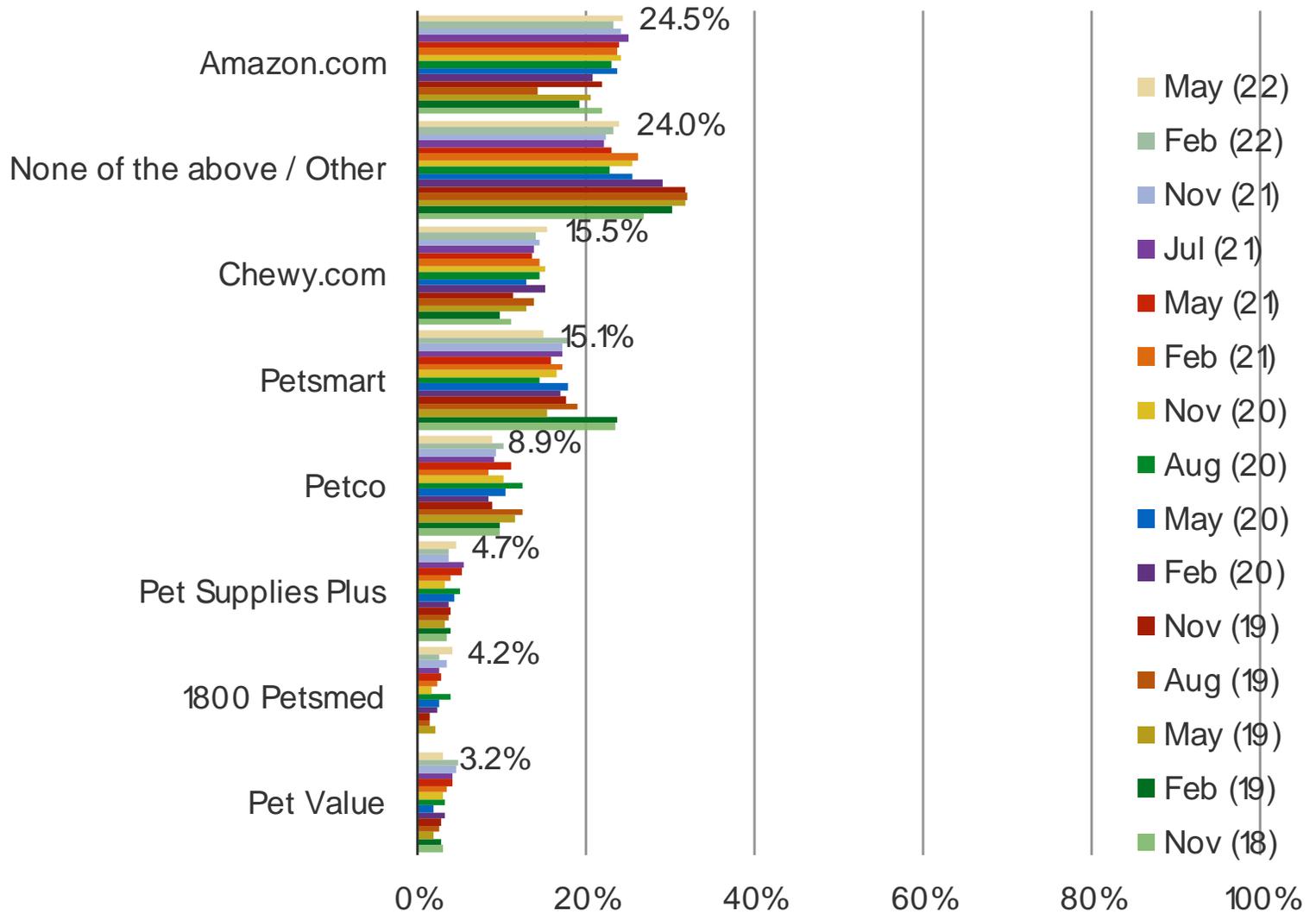
THINKING ABOUT THE LAST TIME YOU PURCHASED PET FOOD OR PRODUCTS, FROM WHICH RETAILER DID YOU MAKE THE PURCHASE?

Posed to pet owners who have shopped each of the following retailers in the past month



THINKING ABOUT THE NEXT TIME YOU NEED TO PURCHASE PET FOOD OR PRODUCTS, FROM WHICH RETAILER WILL YOU BE MOST LIKELY TO PURCHASE FROM?

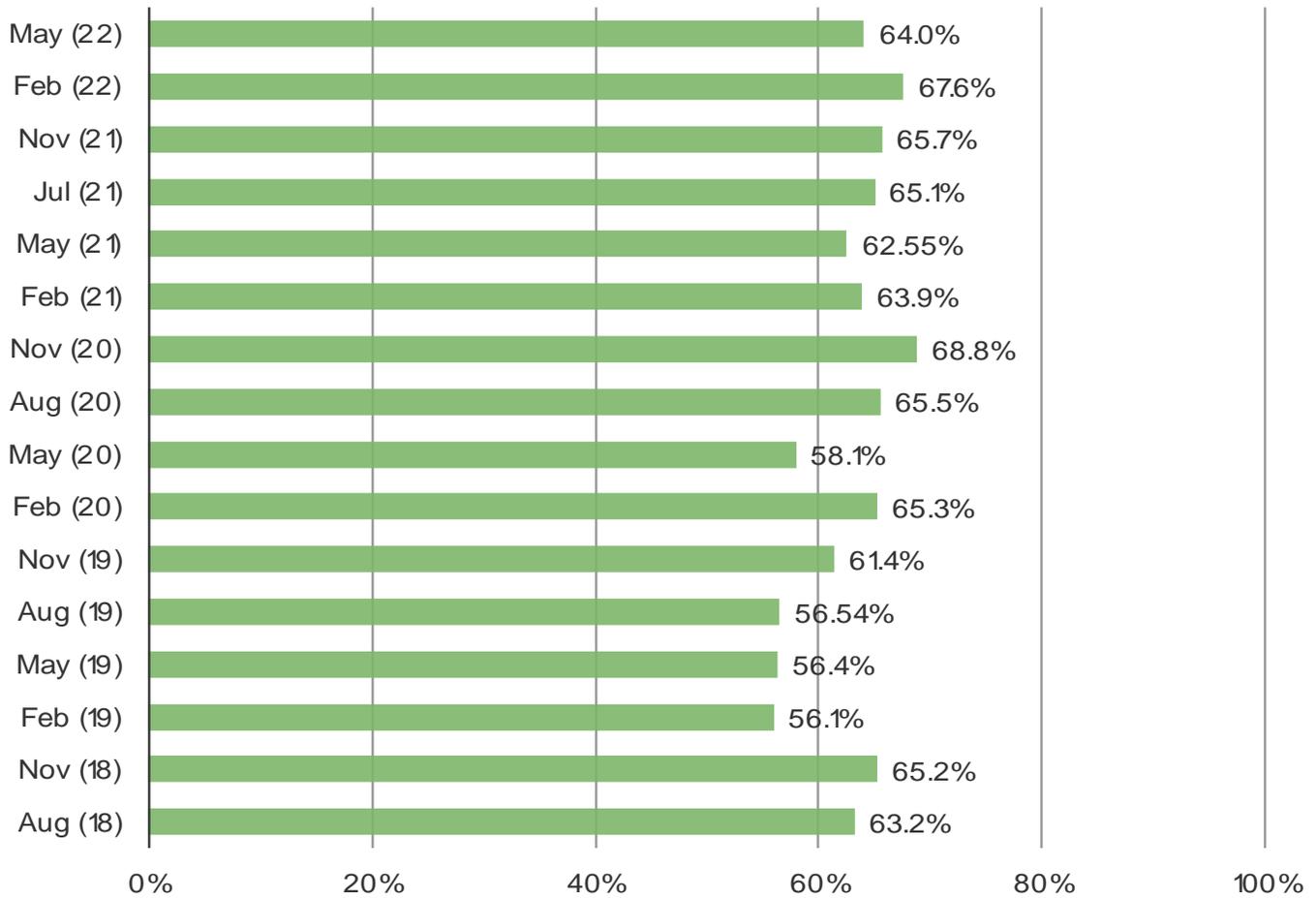
Posed to pet owners who have shopped each of the following retailers in the past month



PET OWNER BACKGROUND

DO YOU CURRENTLY HAVE ONE OR MORE PETS?

Posed to all respondents.



WHAT KIND OF PET(S) DO YOU HAVE? (SELECT ALL THAT APPLY)

Posed to pet owners

