

# Bespoke Survey Research

October 2023

## Online Retailers

Volume 43 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: AMZN, ETSY, W, TEMU, OSTK, WISH, Shein, WMT, TGT, etc.

### KPIs and Key questions

1. The financial condition of the average consumer has been worsening in the most recent history of our survey. Consumers report declines in savings and increases in their credit card debt. They also, on net, are more likely to report that it is getting easier to make their credit card payments each month (both full balance and minimums).
2. Consumer spending confidence currently sits at Neutral, which is lower q/q and in-line with readings one year ago (which is at the lower end of what we have historically observed since survey inception).
3. Awareness of and engagement with Temu has increased considerably since we started tracking it in the beginning of 2023. However, we would note that q/q growth in these metrics was far less pronounced in our October wave relative to our July wave (and the share of Temu customers who say they are more episodic shoppers than regular shoppers increased q/q).
4. Respondents remain more concerned with counterfeit / fake items on platforms like Wish.com, Temu, Shein, and eBay compared to other platforms.
5. Face mask purchasing continues to fall sequentially.
6. The share of consumers who are paying Prime members has been unchanged in recent history of our survey.
7. Among customers of each platform, self-reported Amazon engagement trends are generally positive/consistent. Trends are a bit weaker compared to recent history for Wayfair and Etsy.

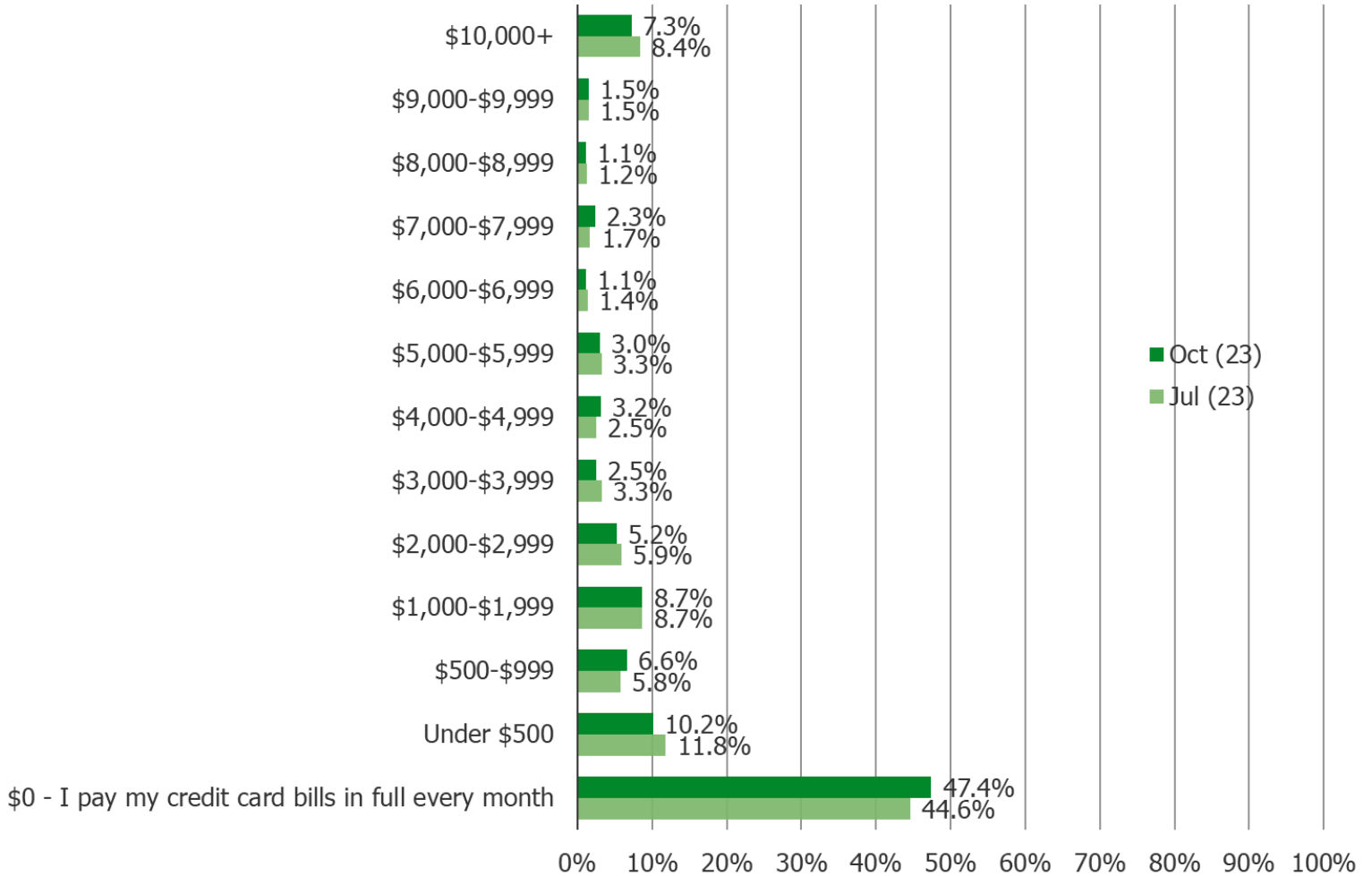
### Noteworthy Stats:

- 15.4%** of respondents said that their credit card debt has been increasing in the next 12 months (compared to 18.7% who said that it has been decreasing).
- 38.2%** of respondents said it is getting more difficult to make their credit card payments in full (vs. 8.8% who said it is getting easier).
- 21.6%** of respondents said it is getting more difficult to make their minimum payment for their credit card bill (vs. 12%, who said it is getting easier).
- 32.9%** said their savings have declined since the start of Covid (vs. 16.2%, who said their savings have increased).

# NEW QUESTIONS

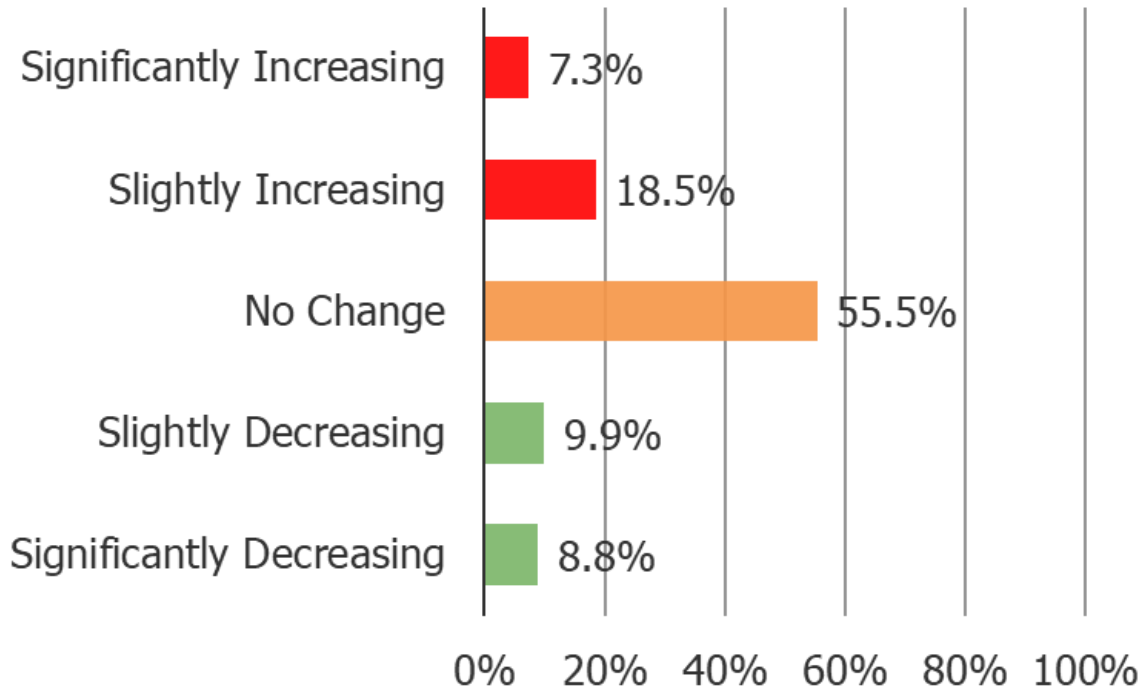
HOW MUCH CREDIT CARD DEBT DO YOU HAVE? IE – HOW MUCH OF AN OUTSTANDING BALANCE DO YOU CARRY OVER FROM MONTH TO MONTH?

Posed to all respondents.



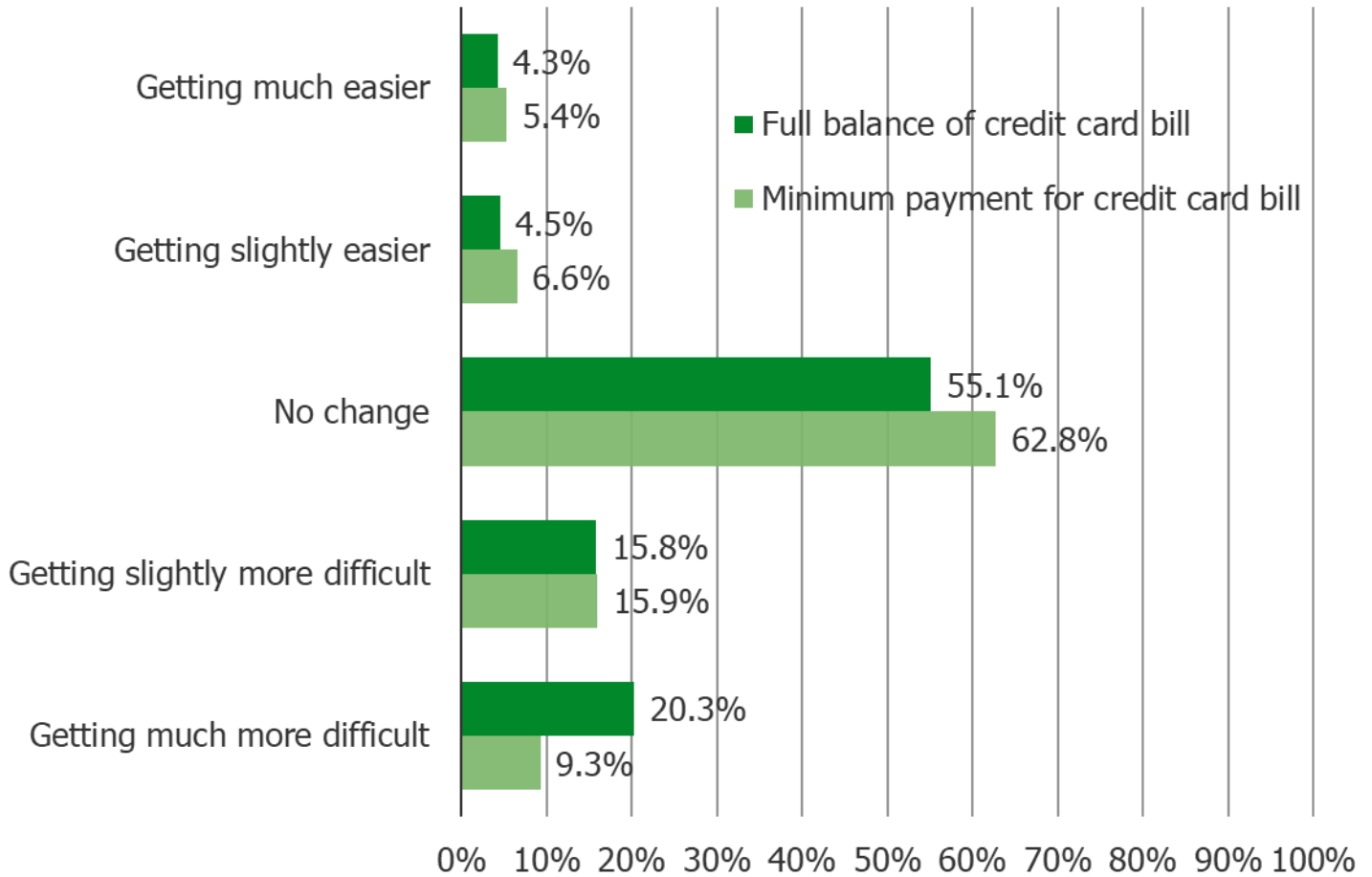
HAS THE AMOUNT OF CREDIT CARD DEBT THAT YOU HAVE BEEN INCREASING OR DECREASING OVER THE PAST 12 MONTHS?

Posed to all respondents.



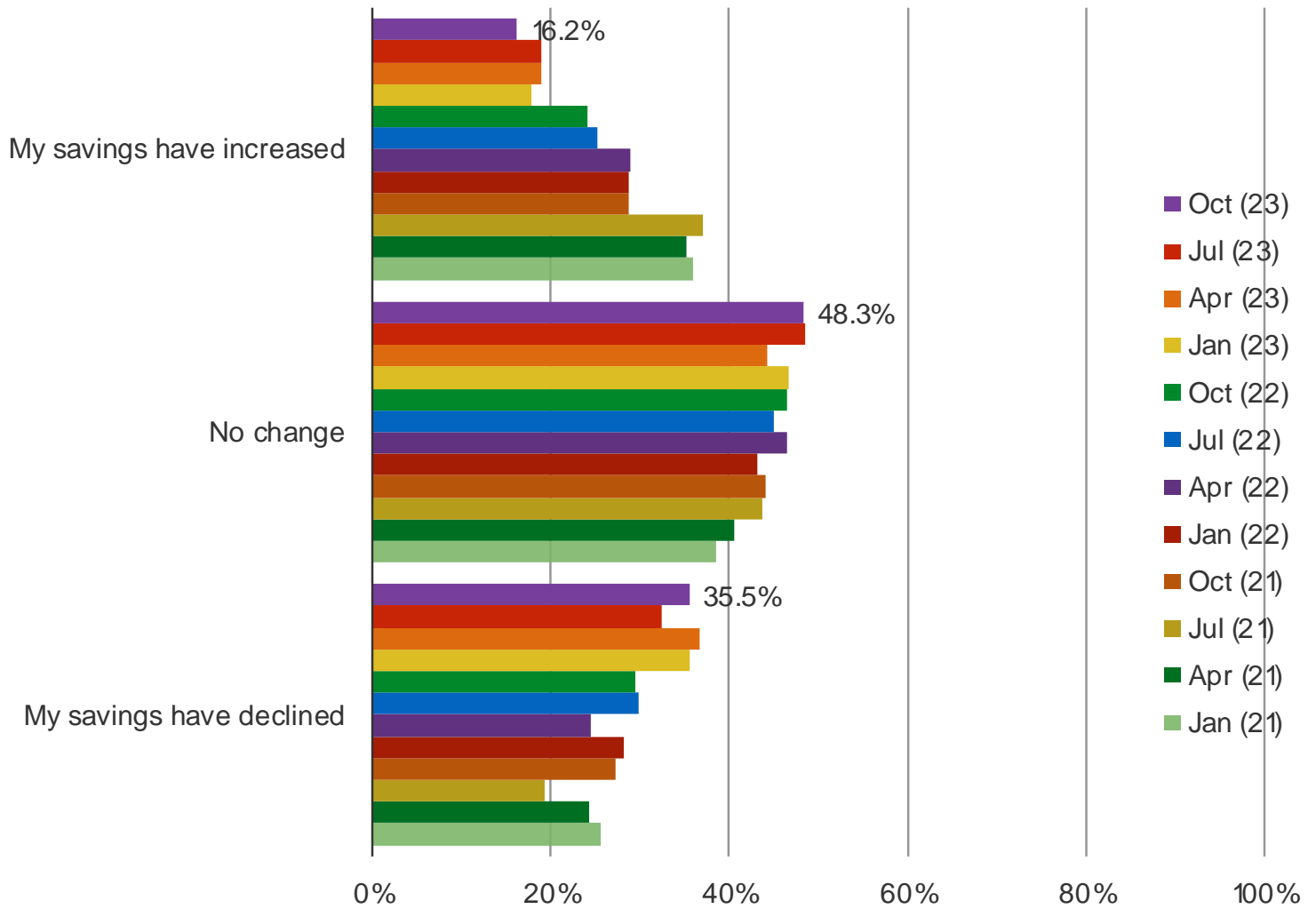
IS IT GETTING EASIER OR MORE DIFFICULT TO PAY THE FOLLOWING EACH MONTH...

Posed to all respondents.



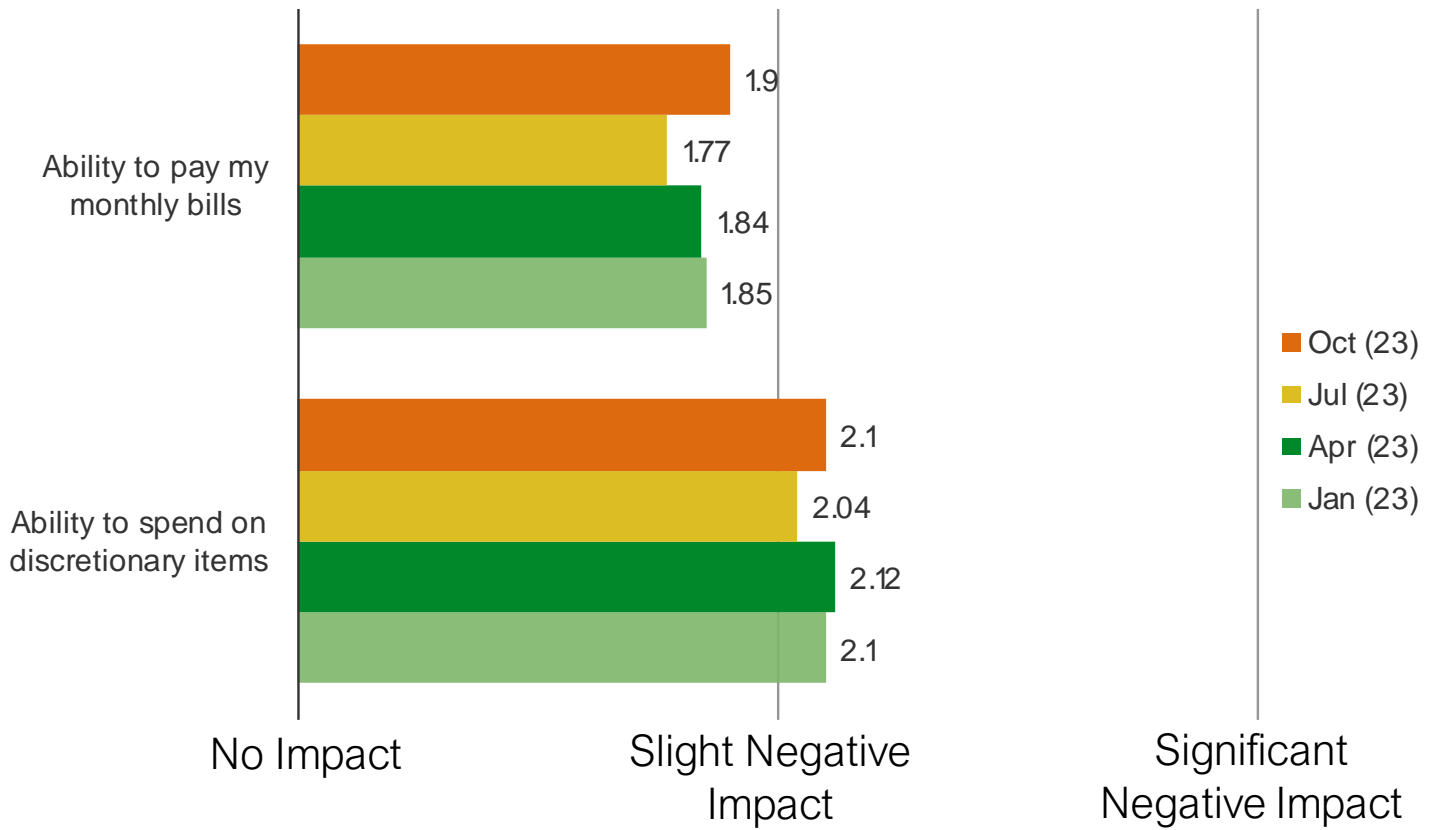
TO THE BEST OF YOUR ESTIMATION, DID THE AMOUNT OF MONEY YOU HAVE SAVED CHANGE SINCE THE START OF THE COVID-19 PANDEMIC?

Posed to all respondents.



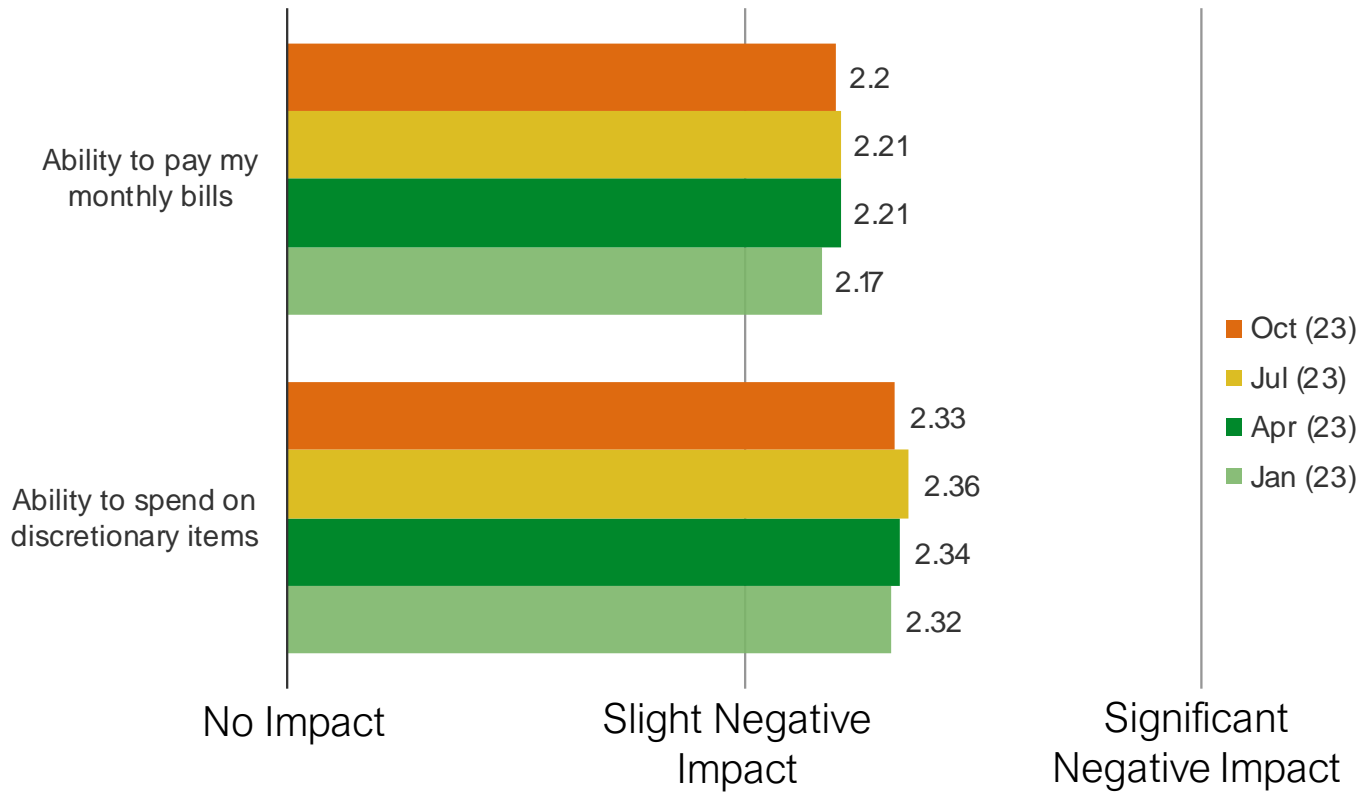
IF YOUR HOUSEHOLD INCOME DECLINED BY 5-10%, WHICH OF THE FOLLOWING WOULD BEST DESCRIBE HOW IT WOULD IMPACT YOUR...

Posed to all respondents.



IF YOU LOSE YOUR JOB, WHICH OF THE FOLLOWING WOULD BEST DESCRIBE HOW IT WOULD IMPACT YOUR...

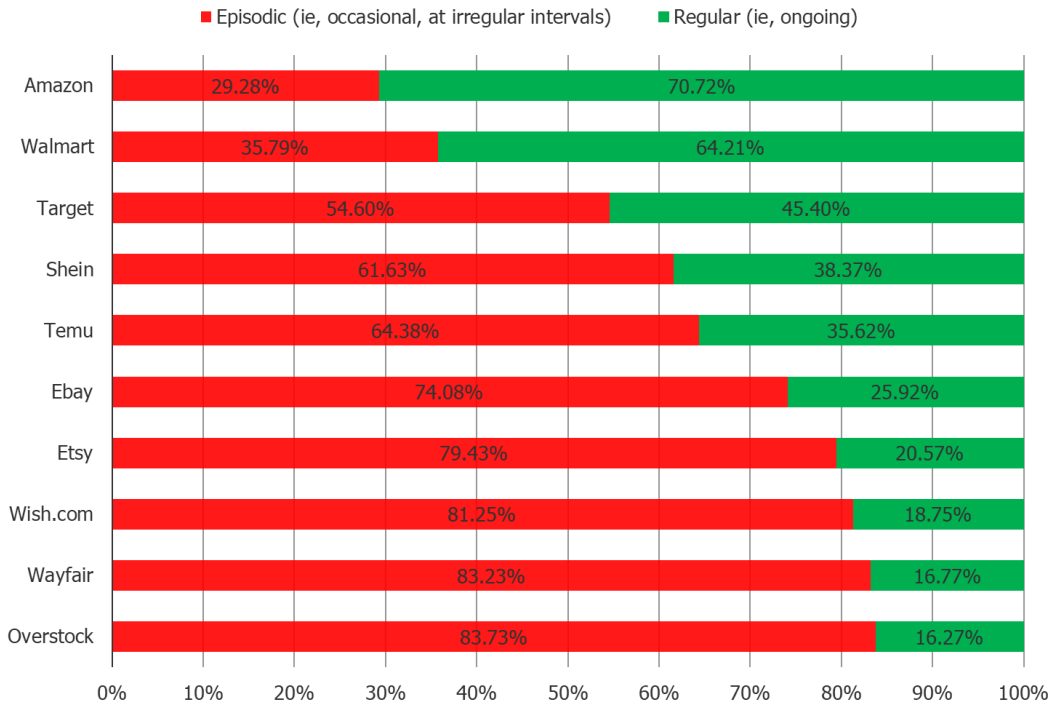
Posed to all respondents.



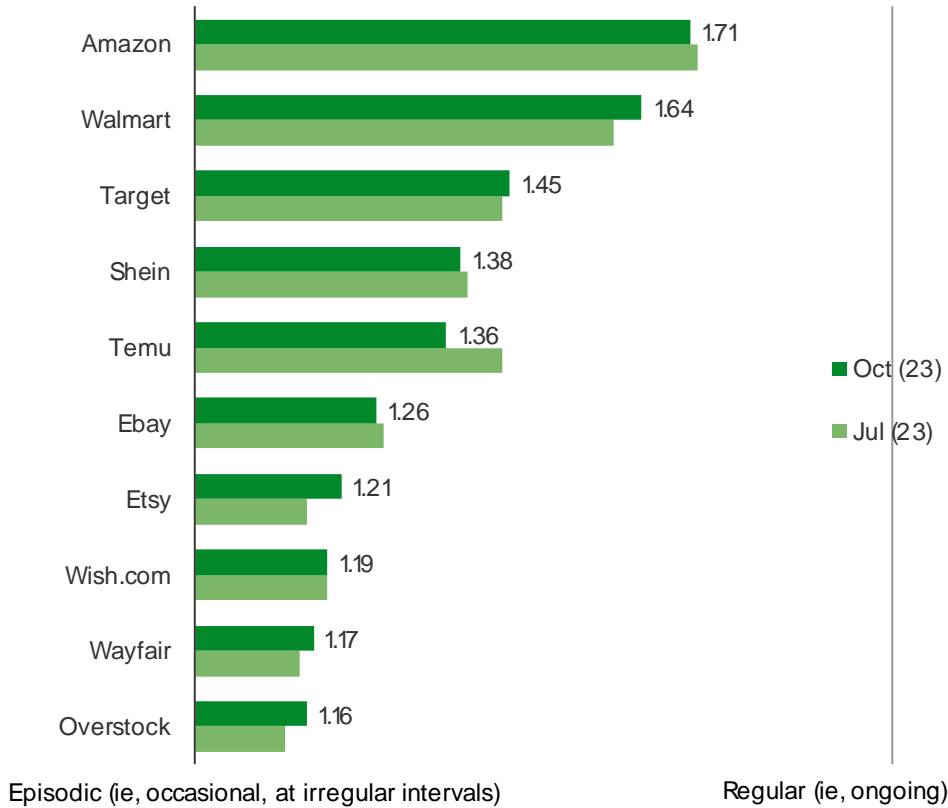


WOULD YOU DESCRIBE YOUR USAGE OF THIS PLATFORM AS REGULAR (IE, ONGOING) OR EPISODIC (OCCASIONAL, AT IRREGULAR INTERVALS)

Posed to all respondents who shop the below.



Compared to July (Weighted Average)



	N=
Amazon	912
Ebay	571
Etsy	423
Overstock	252
Wayfair	328
Walmart	841
Target	696
Wish.com	272
Temu	306
Shein	245



YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

eBay









YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

### Wayfair















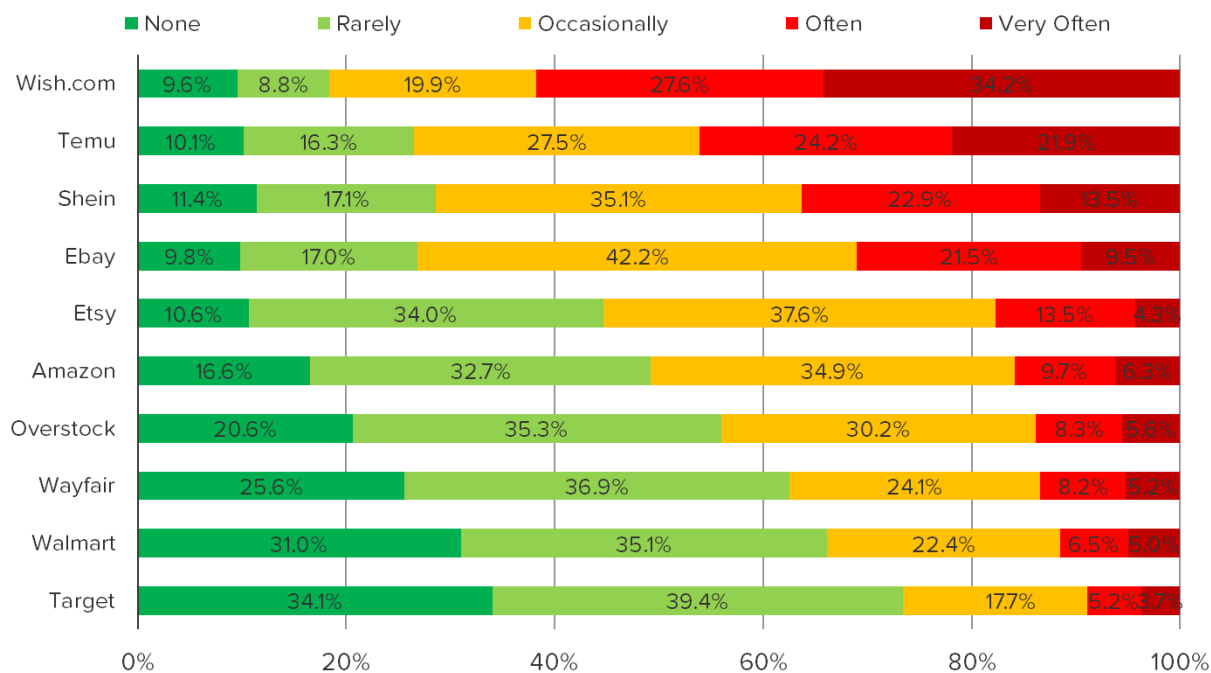




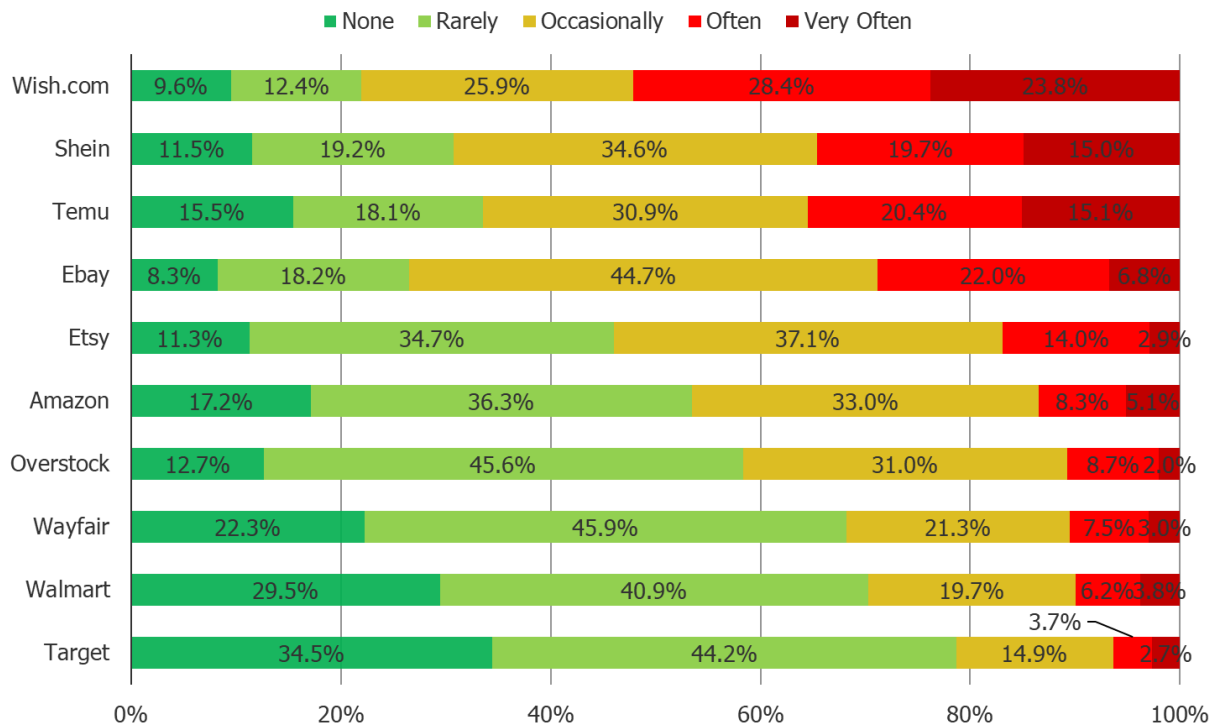
**HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?**

Posed to all respondents who shop the below.

**October 2023**

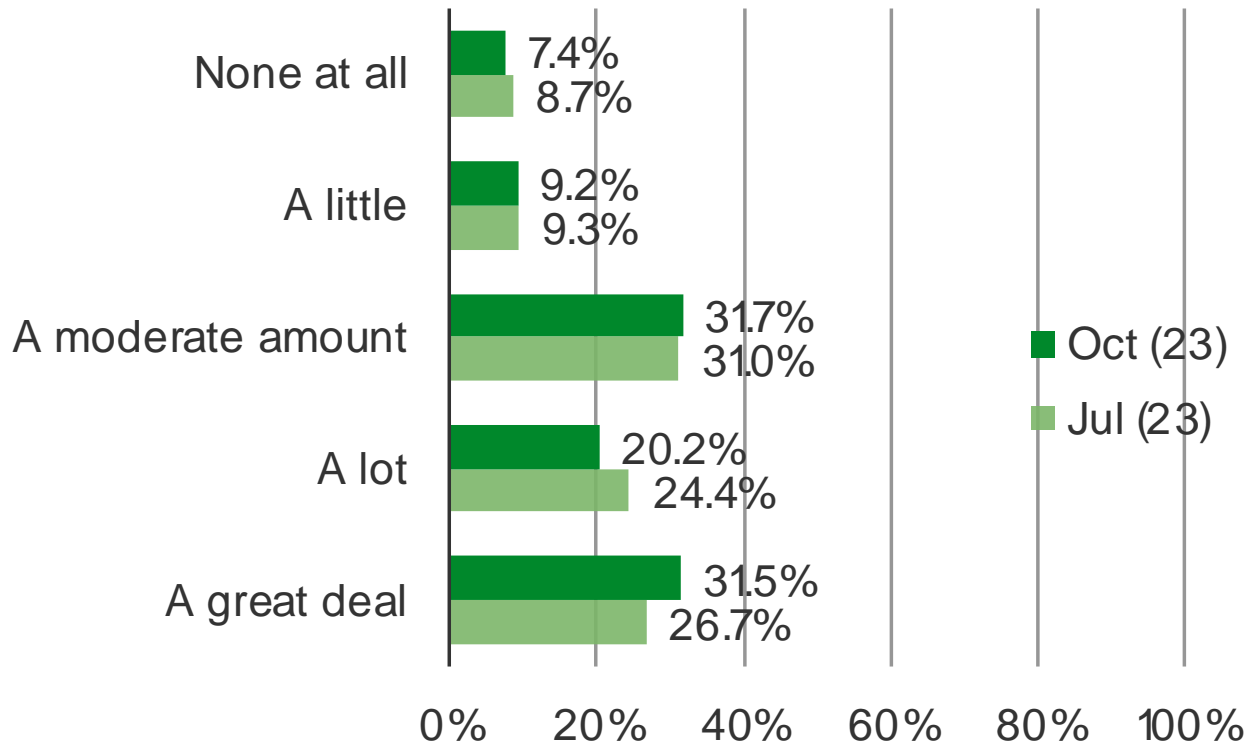


**July 2023**



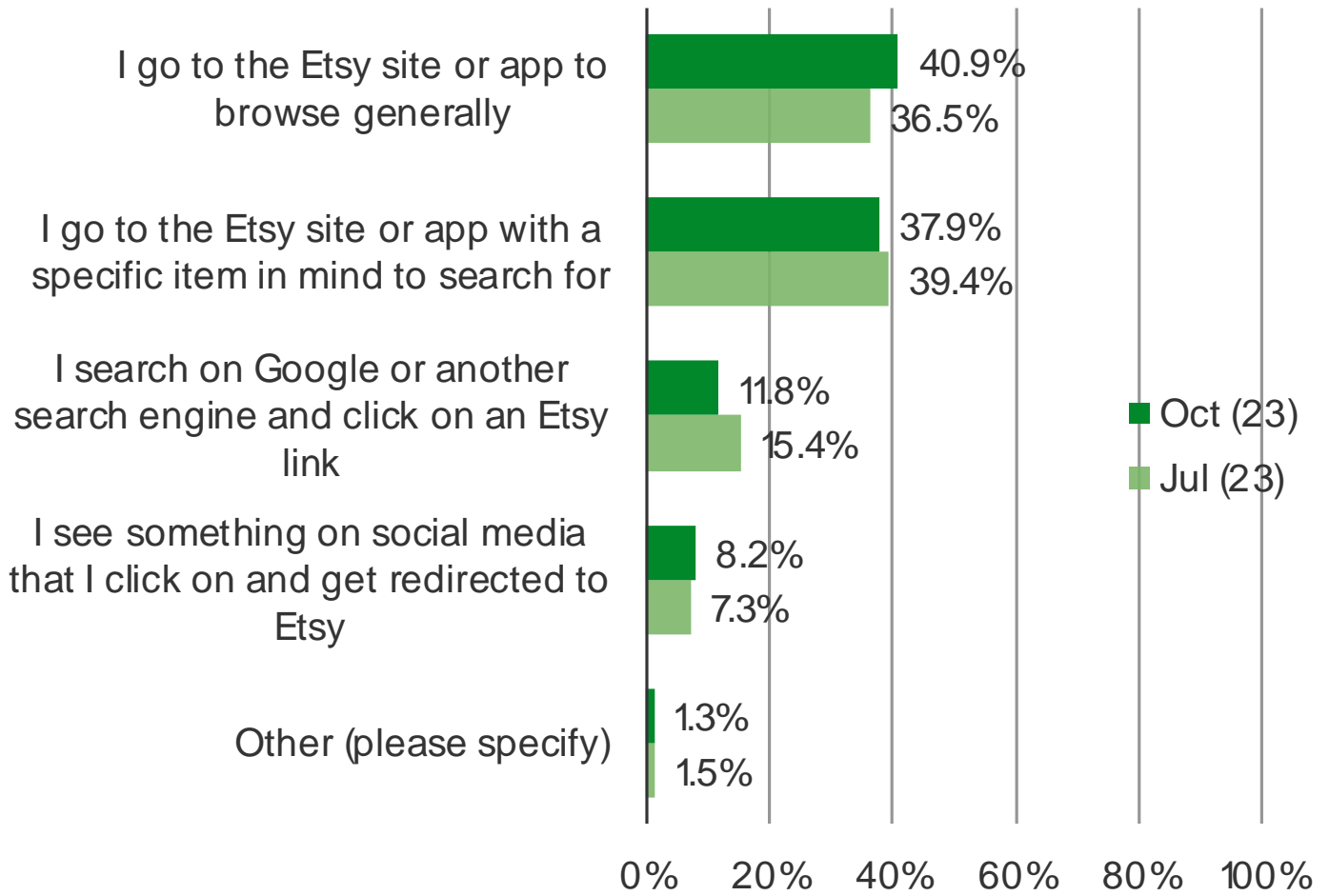
WHEN YOU SHOP ETSY, HOW MUCH DOES IT MATTER TO YOU THAT YOU ARE SUPPORTING SMALL BUSINESSES AND MAKING A POSITIVE IMPACT WITH YOUR PURCHASES?

Posed to all respondents who shop Etsy.



HOW DO YOU MOST COMMONLY FIND YOURSELF SHOPPING ON ETSY?

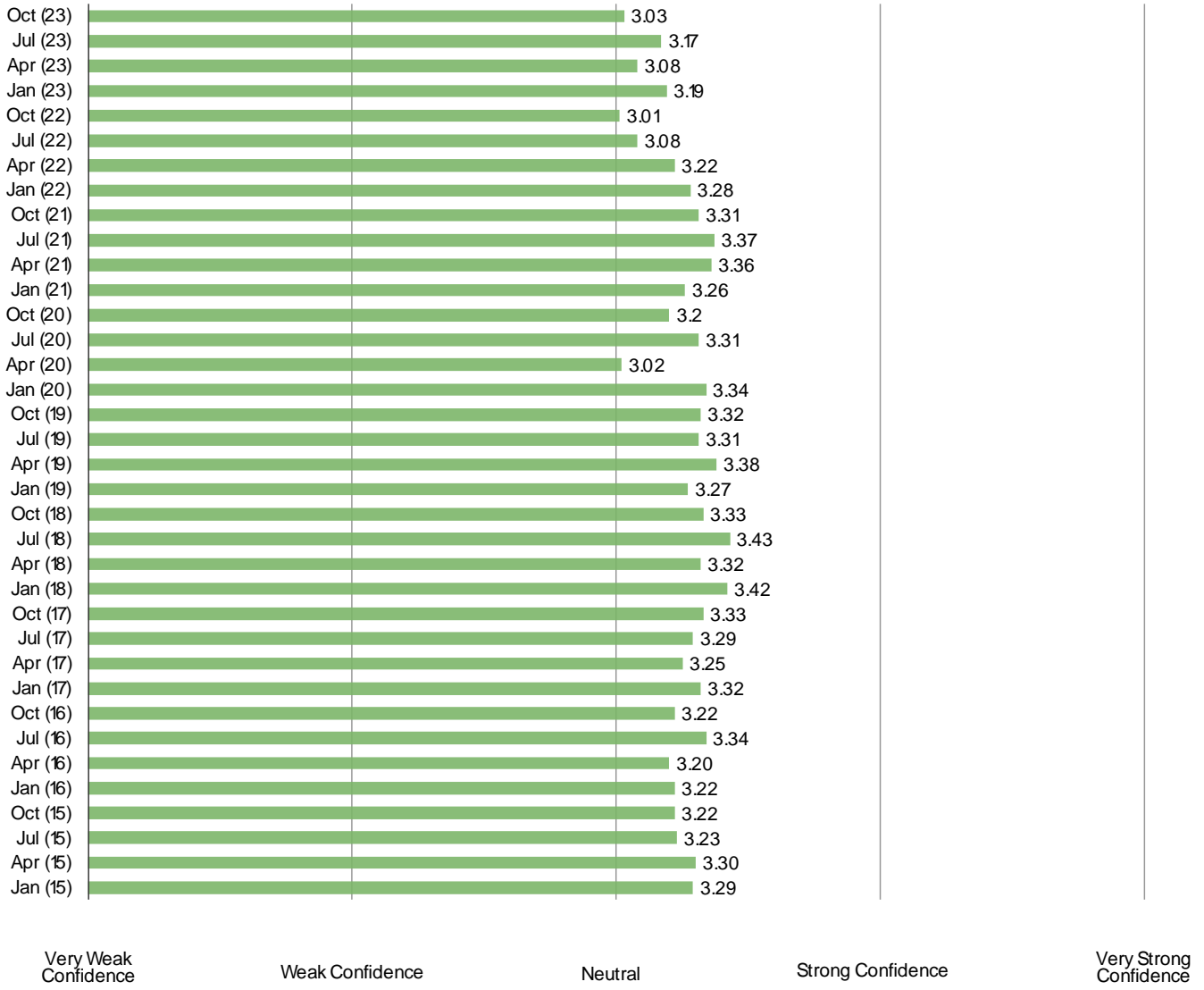
Posed to all respondents who shop Etsy.



# OVERALL SHOPPING TRENDS

HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

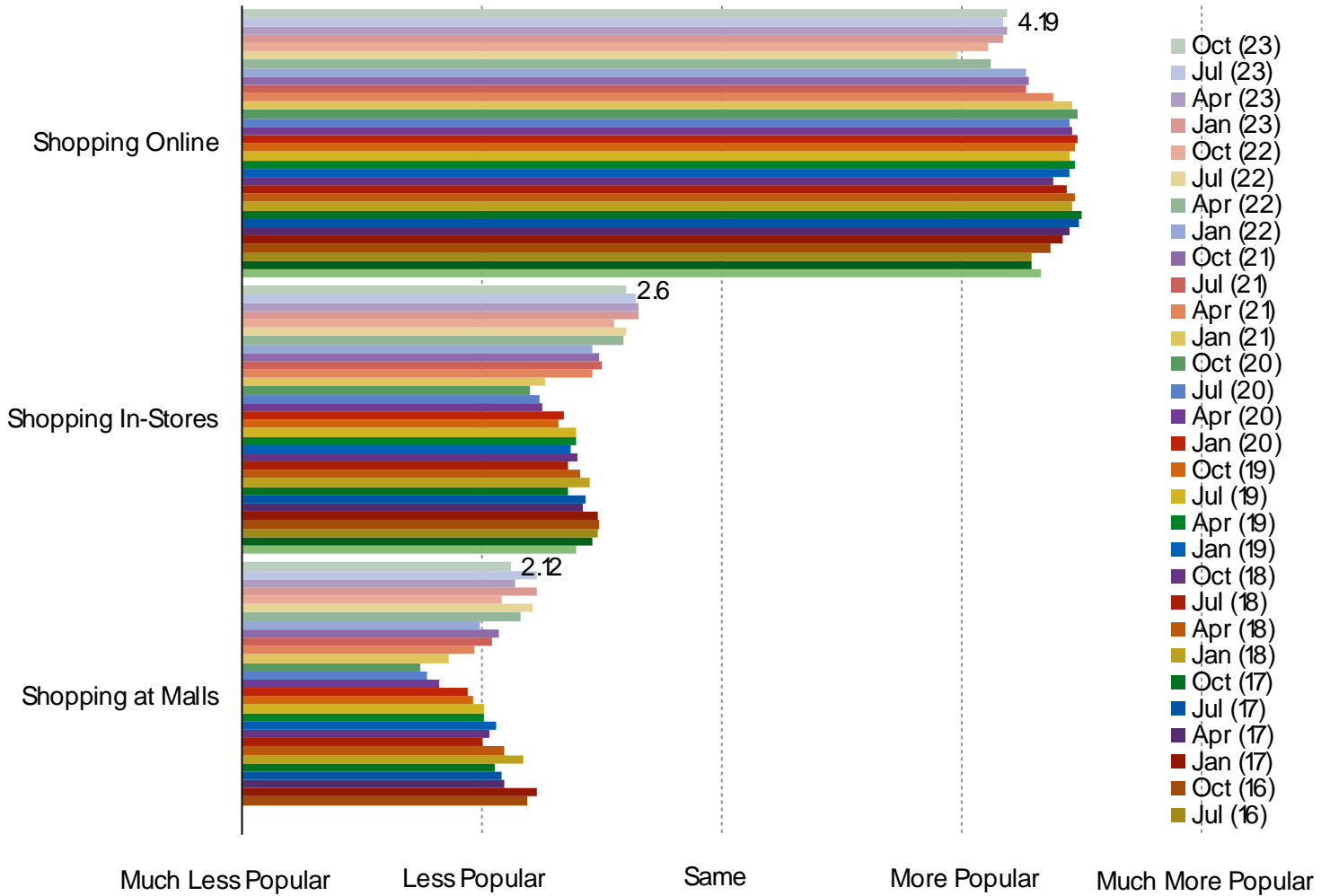
Posed to all respondents





ARE THE FOLLOWING TYPES OF ACTIVITIES BECOMING MORE OR LESS POPULAR?

Posed to all respondents

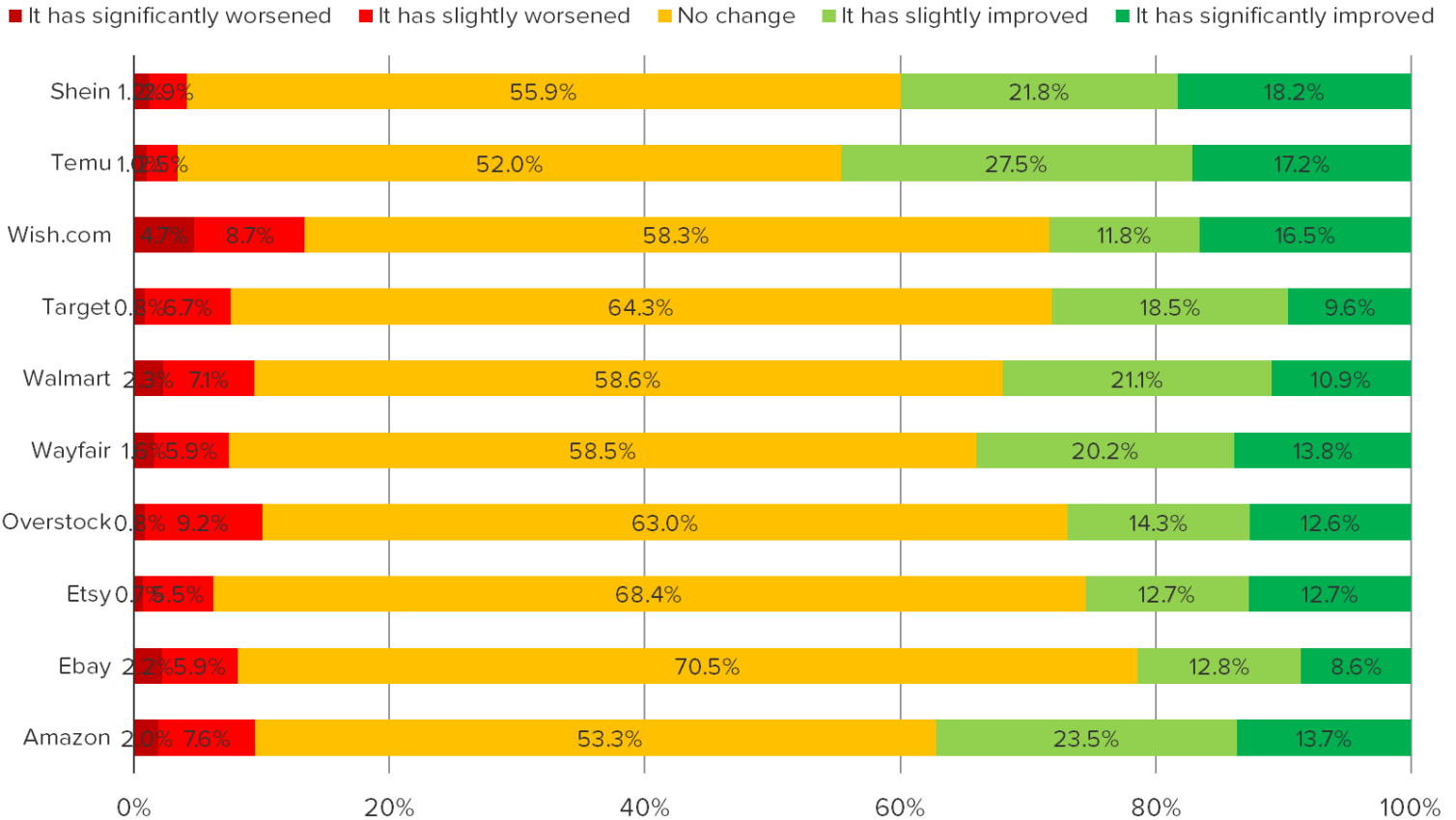


# SALES AND TRUST

HAVE YOU NOTICED ANY CHANGES TO HOW GOOD THE SALES / PROMOTIONAL OFFERS ARE ON THESE PLATFORMS RECENTLY?

Posed to respondents who are aware of each of the following platforms:

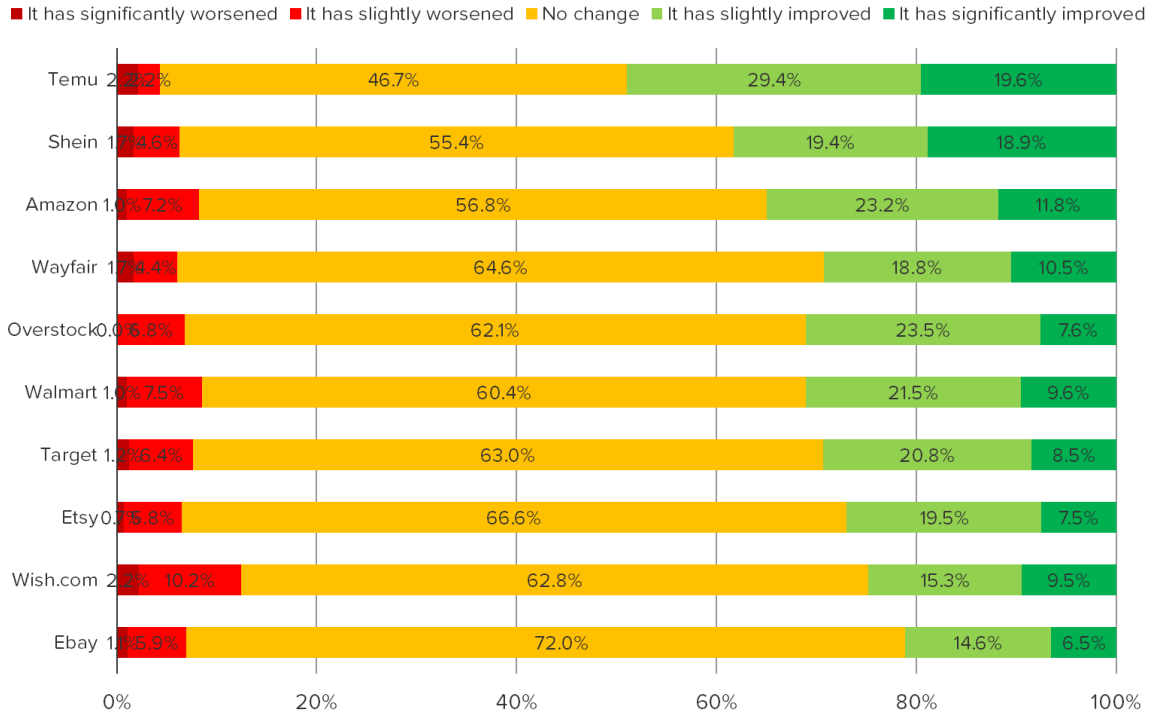
October 2023



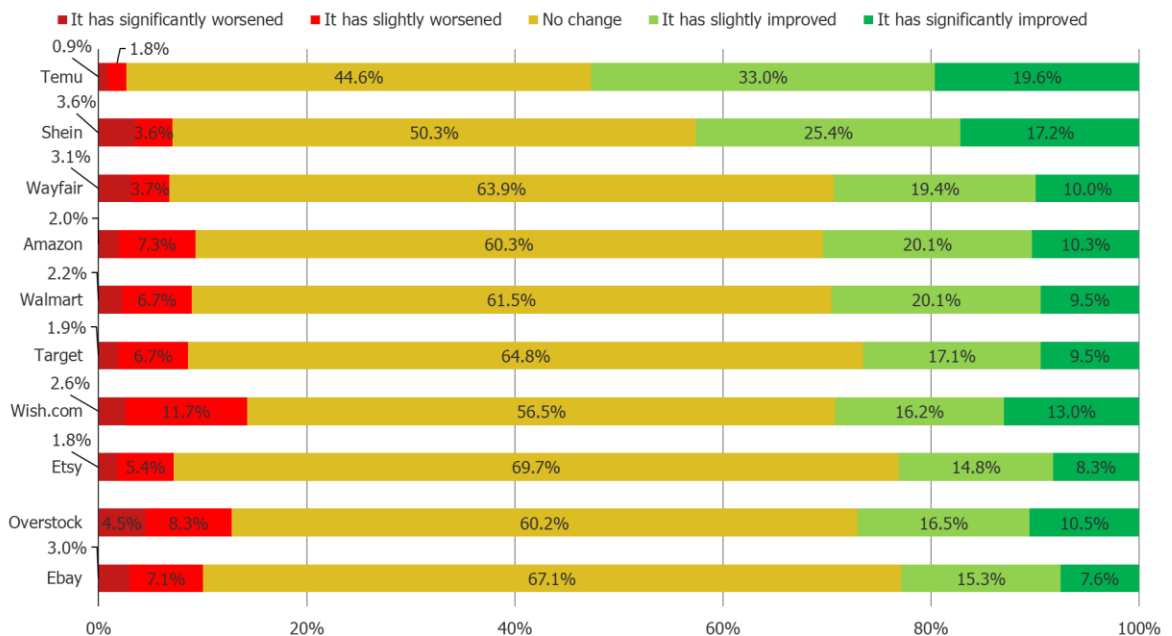
HAVE YOU NOTICED ANY CHANGES TO HOW GOOD THE SALES / PROMOTIONAL OFFERS ARE ON THESE PLATFORMS RECENTLY?

Posed to respondents who are aware of each of the following platforms:

July 2023

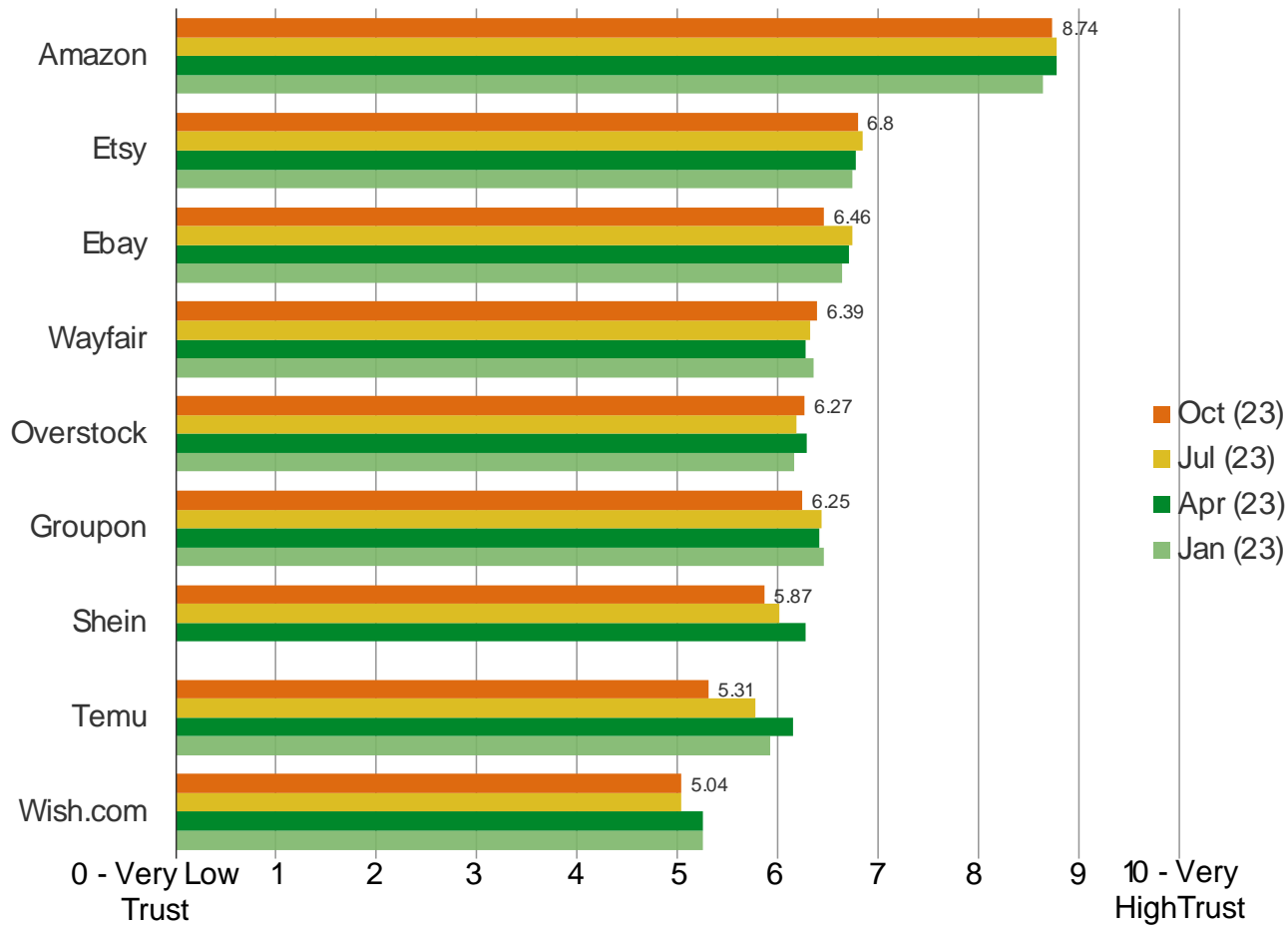


April 2023



HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?

Posed to respondents who are aware of each of the following platforms:

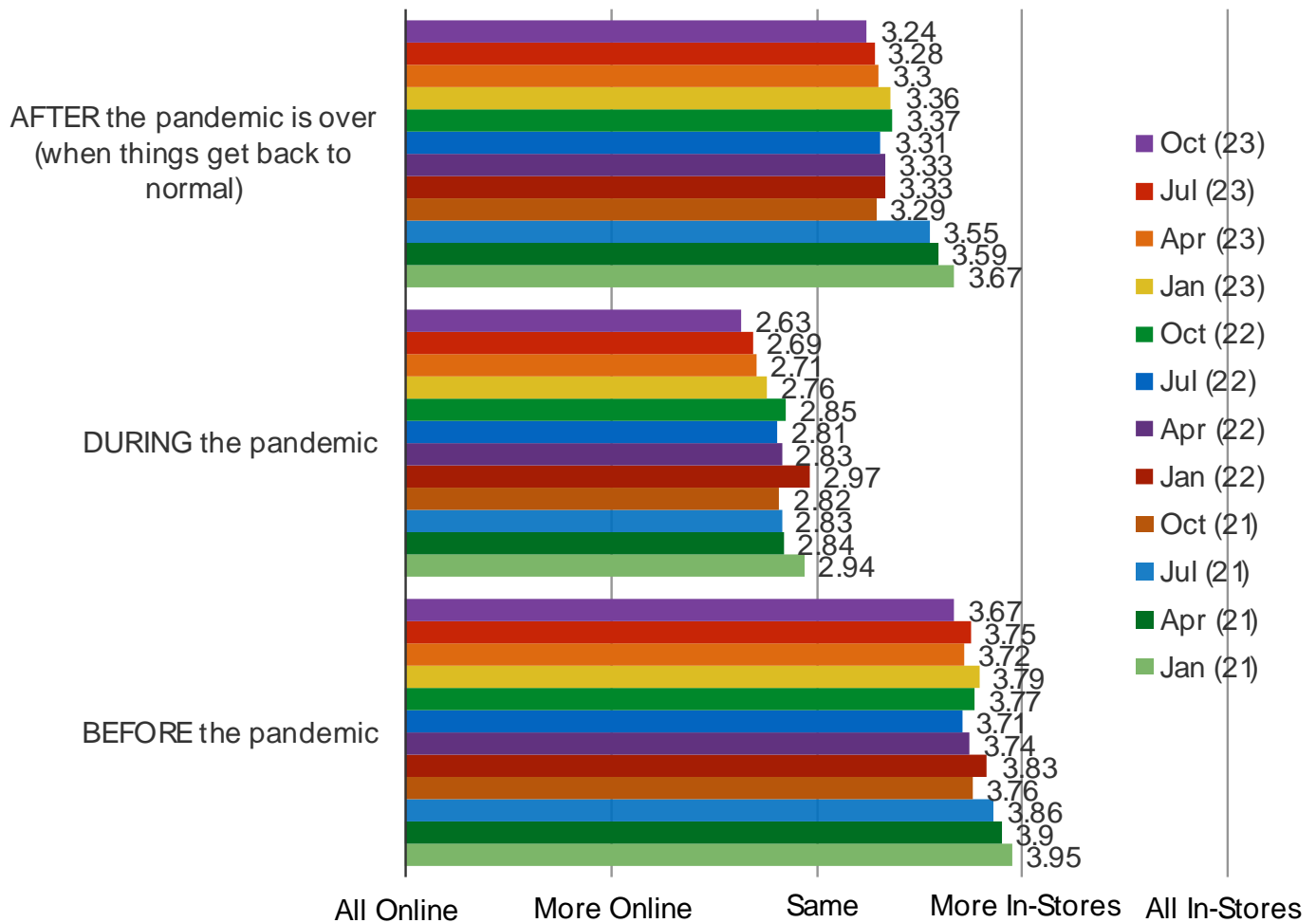


	N=
Etsy	807
Amazon	969
Ebay	912
Groupon	711
Overstock	710
Wayfair	796
Wish.com	597
Temu	710
Shein	547

# FURNITURE PURCHASE TRENDS PRE / DURING / POST PANDEMIC

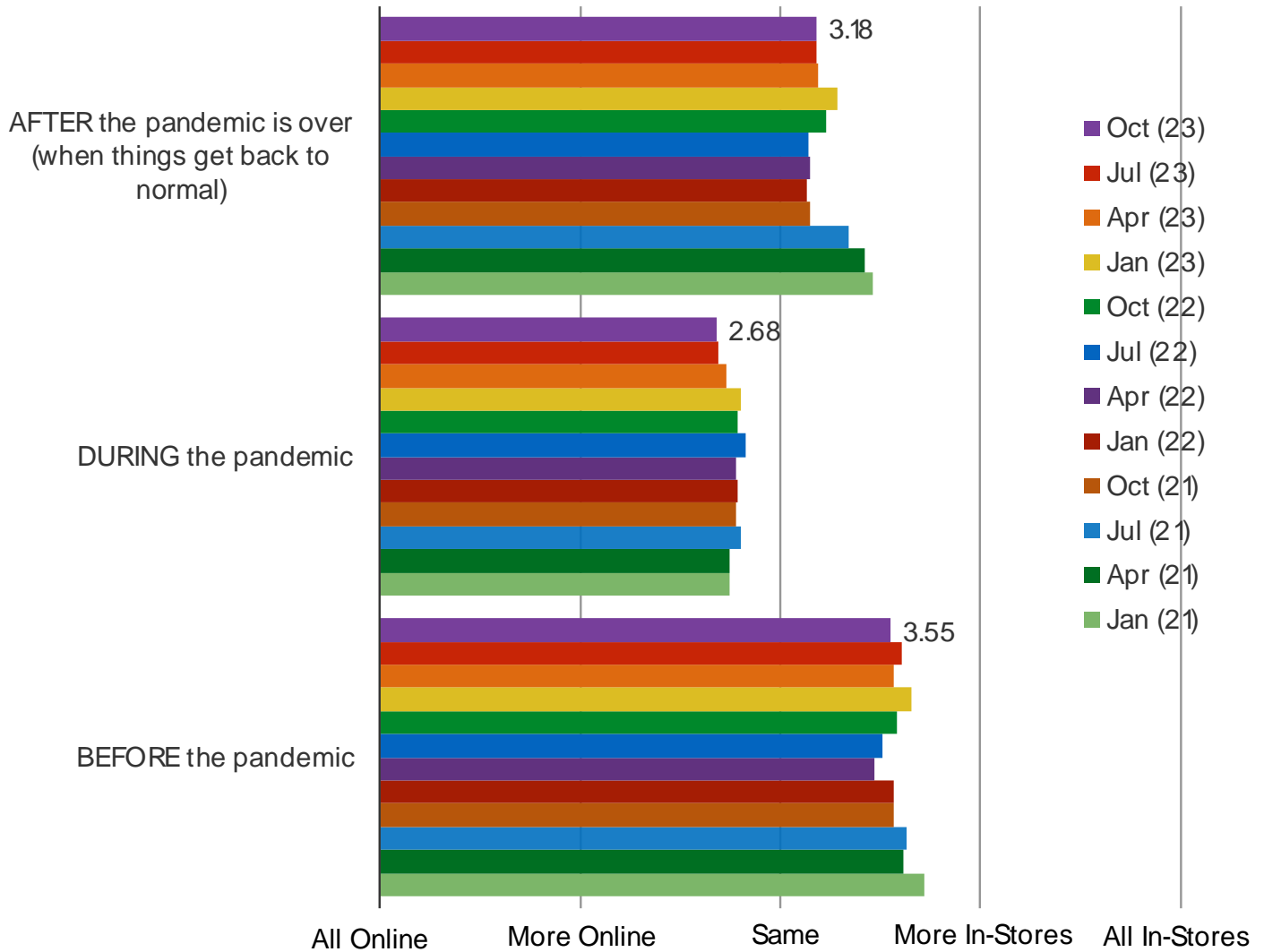
HOW MUCH OF YOUR FURNITURE PURCHASES DID YOU/WILL YOU BUY ONLINE VS IN-STORES...

Posed to all respondents.



HOW MUCH OF YOUR HOME FURNISHINGS AND OTHER ITEMS FOR THE HOME PURCHASES DID YOU/WILL YOU BUY ONLINE VS IN-STORES...

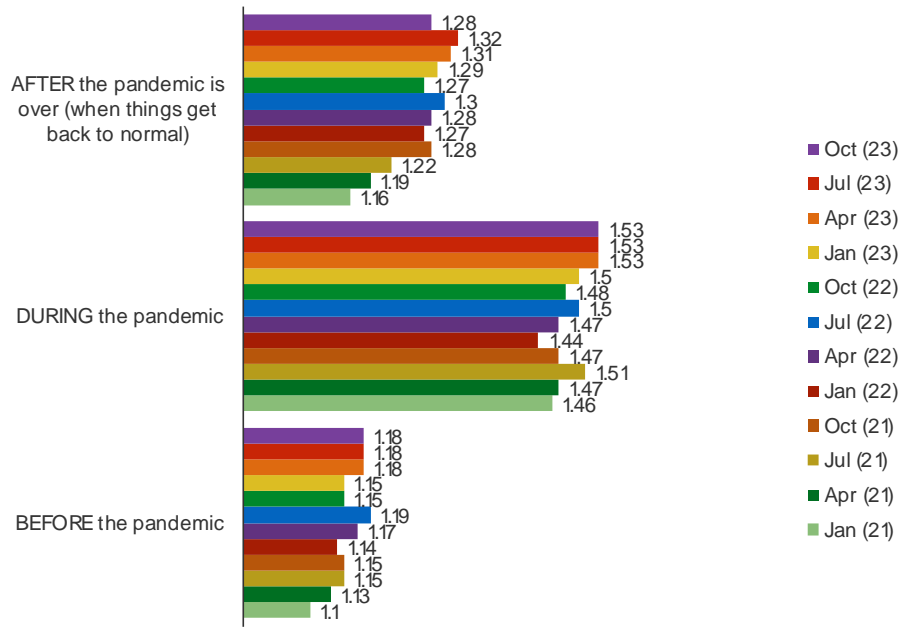
Posed to all respondents.





WHEN IT COMES TO BUYING FURNITURE, WHICH IS MORE IMPORTANT?

Posed to all respondents.

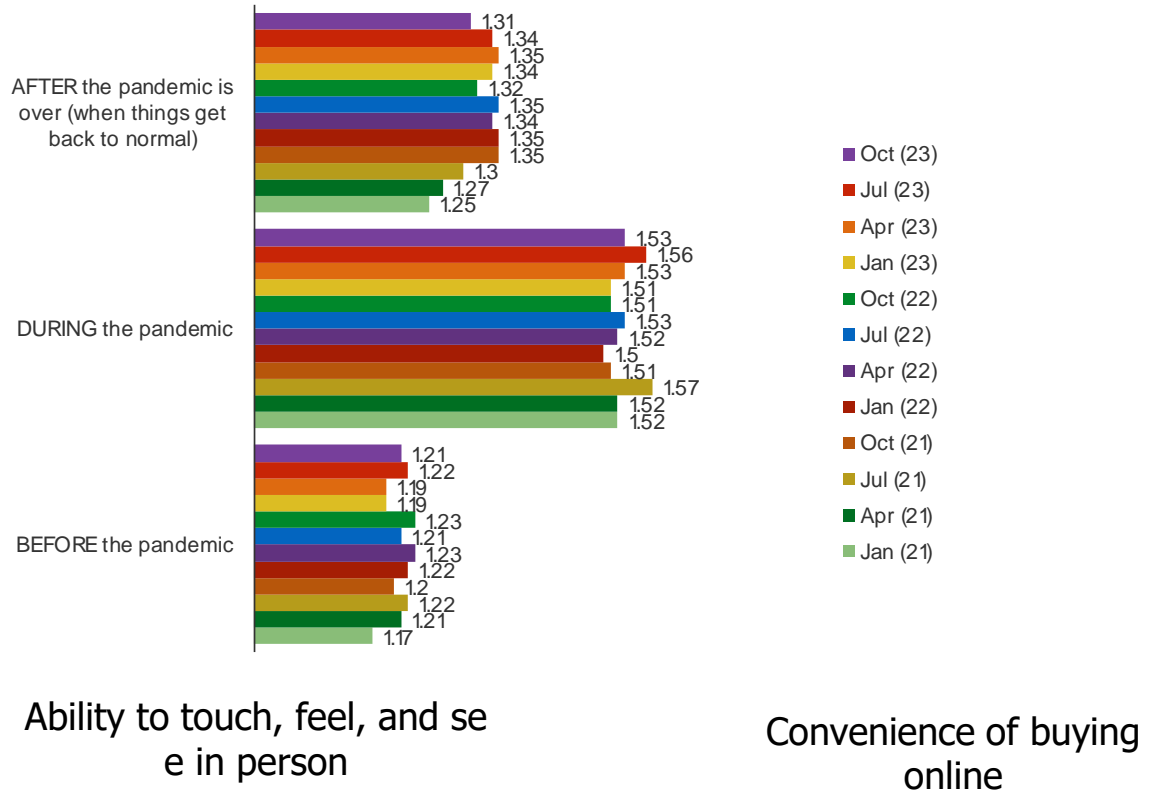


Ability to touch, feel, and see in person

Convenience of buying online

WHEN IT COMES TO BUYING HOME FURNISHINGS AND OTHER ITEMS FOR THE HOME, WHICH IS MORE IMPORTANT?

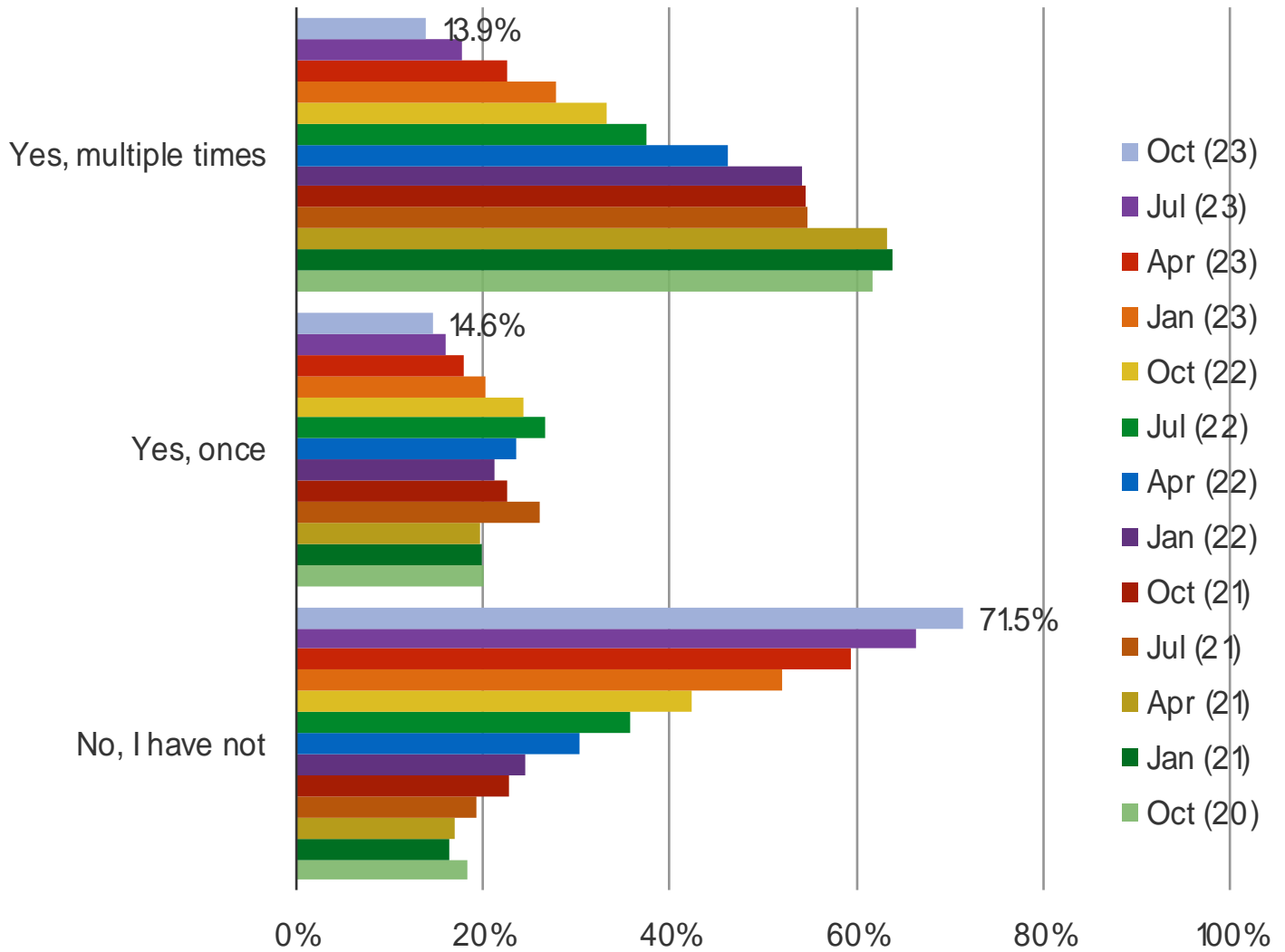
Posed to all respondents.



# FACE MASKS

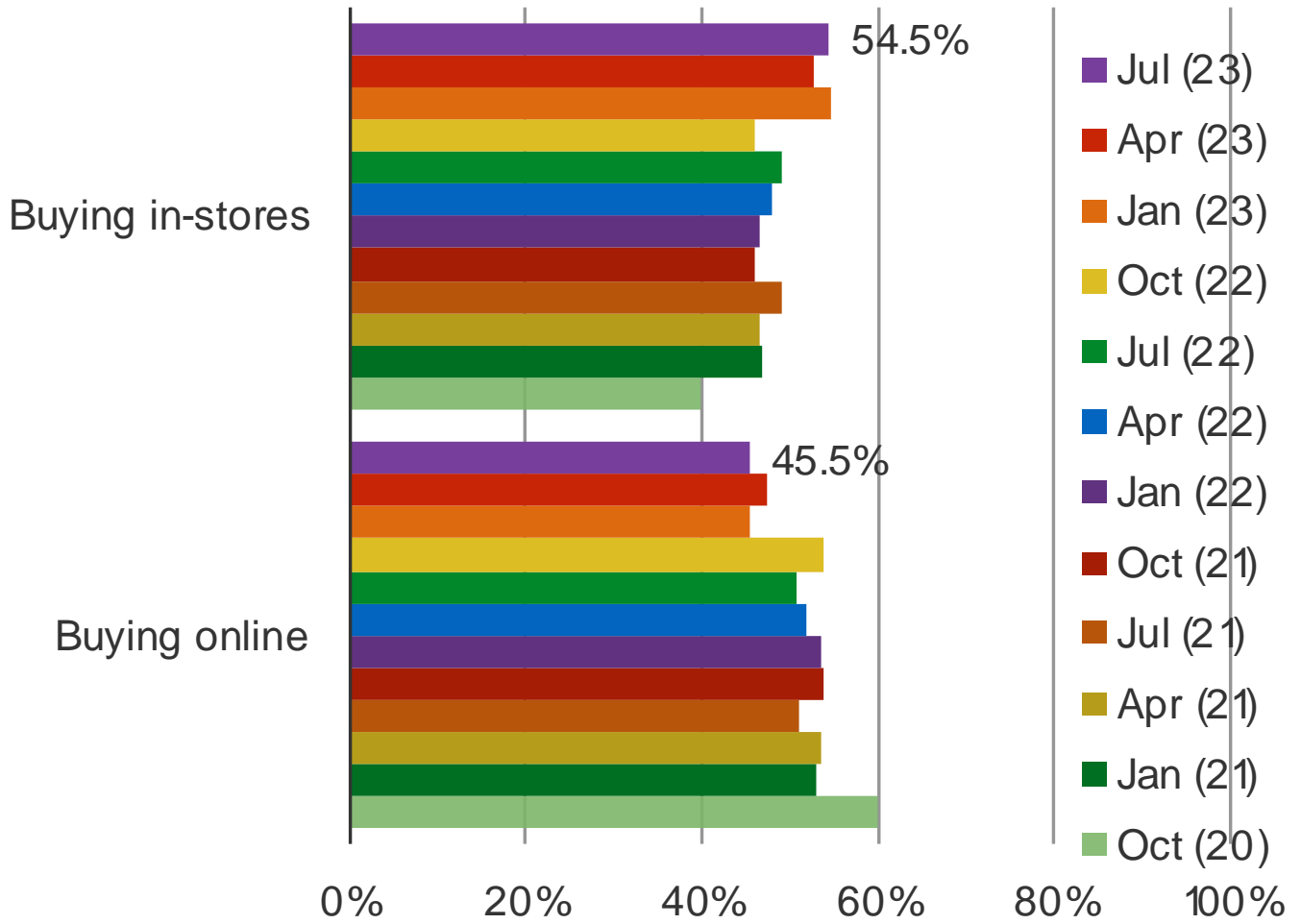
HAVE YOU PURCHASED MASK(S) THIS YEAR?

Posed to all respondents



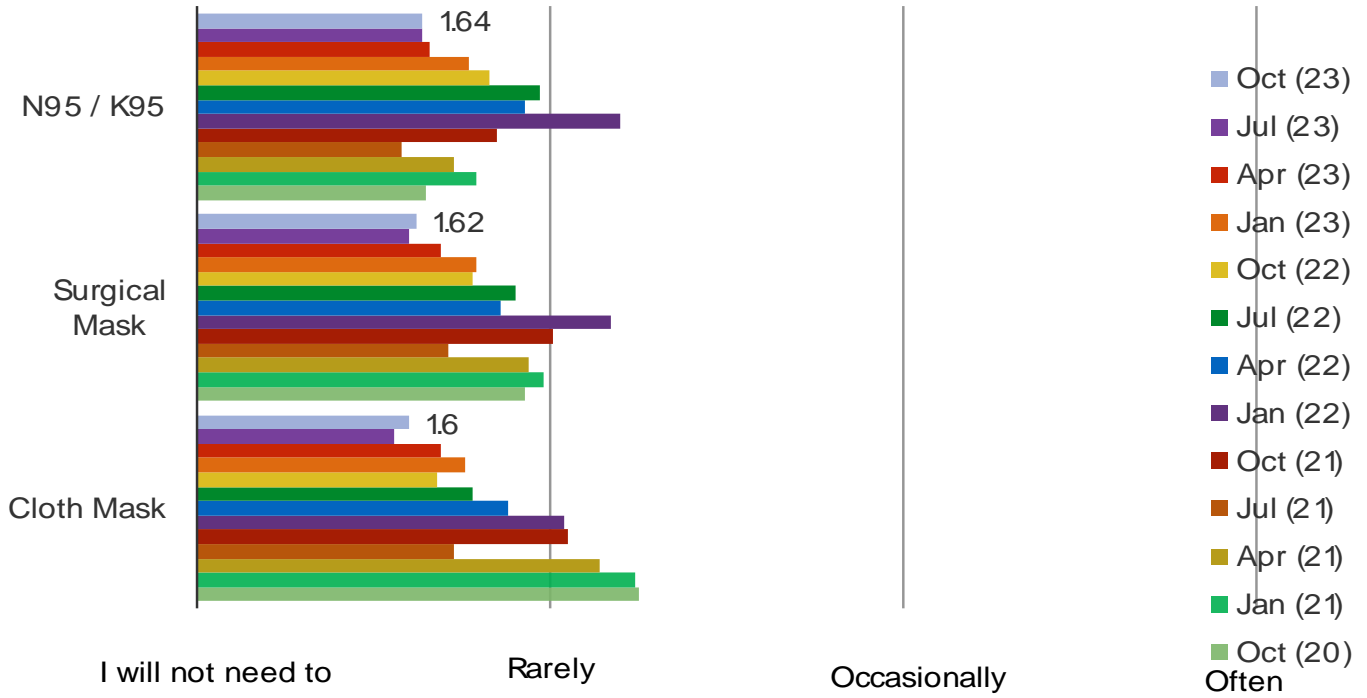
WHICH WOULD YOU PREFER FOR PURCHASING MASKS?

Posed to all respondents



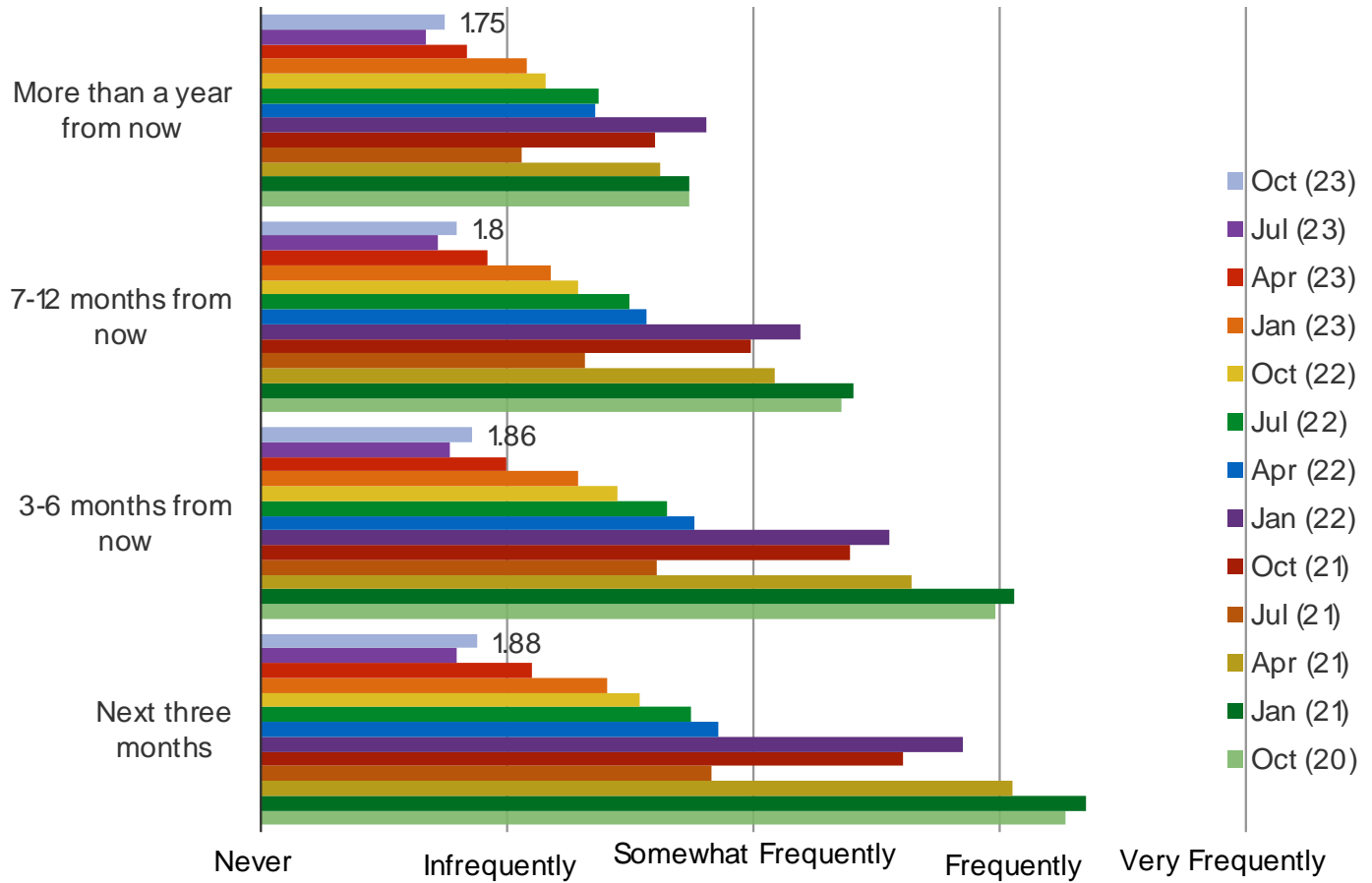
GOING FORWARD, HOW OFTEN DO YOU EXPECT TO NEED TO PURCHASE NEW MASKS OR FACE COVERINGS?

Posed to all respondents



HOW OFTEN DO YOU EXPECT TO WEAR A MASK DURING THE FOLLOWING PERIODS?

Posed to all respondents

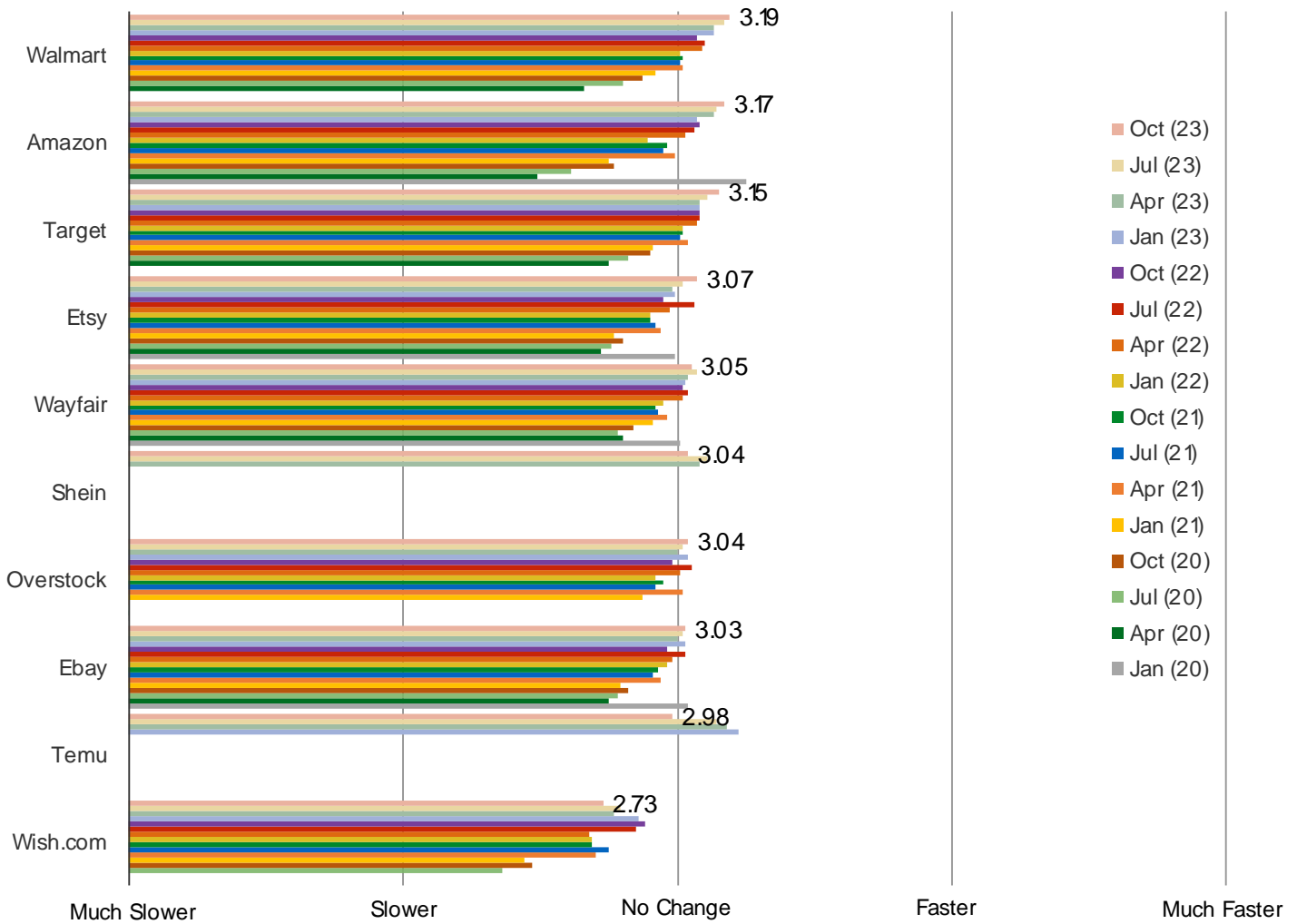


# SHIPPING



HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

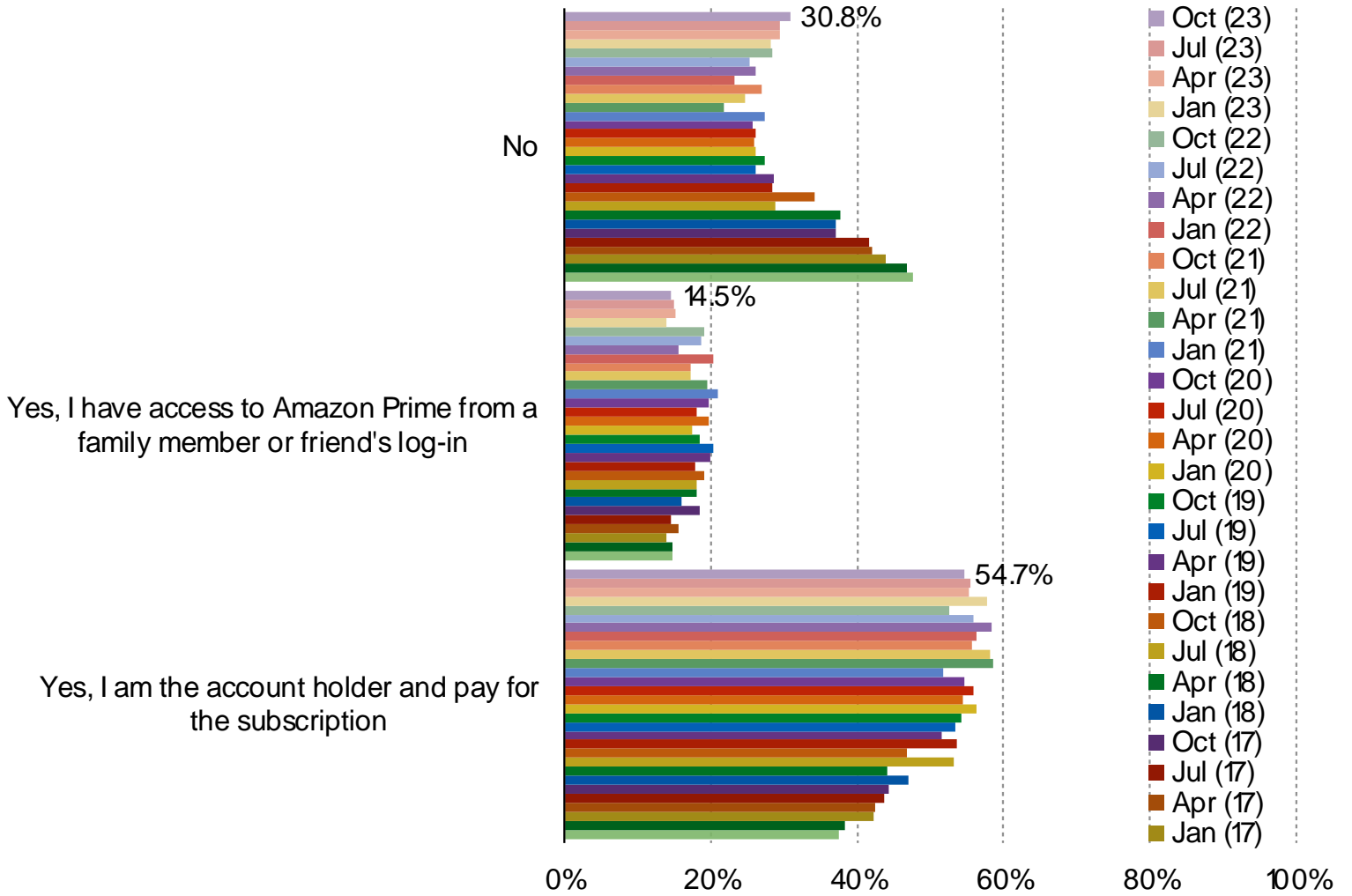
Posed to users of each site/app.



# AMZN PRIME TRENDS

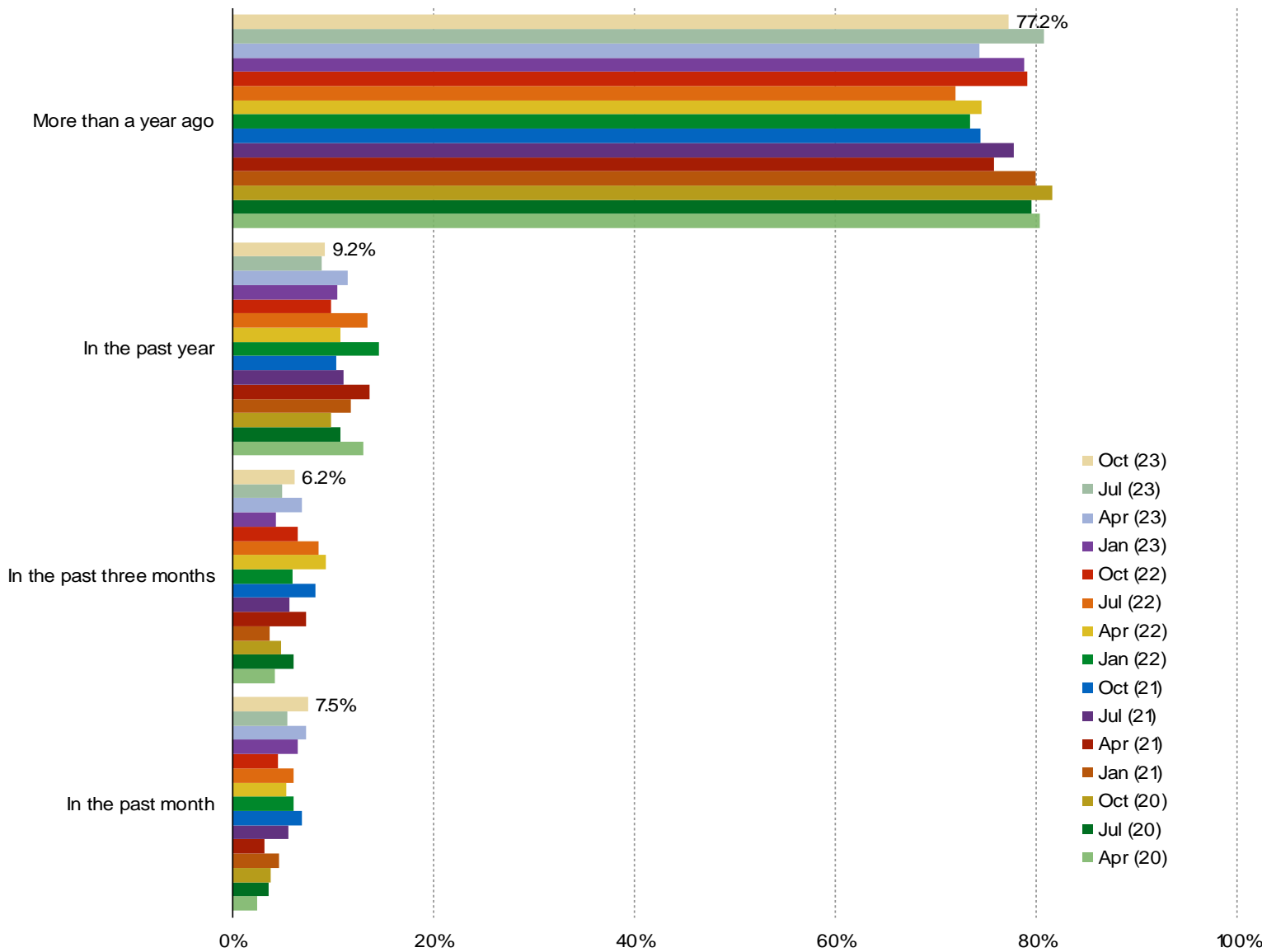
ARE YOU CURRENTLY A SUBSCRIBER TO AMAZON PRIME?

Posed to Amazon users



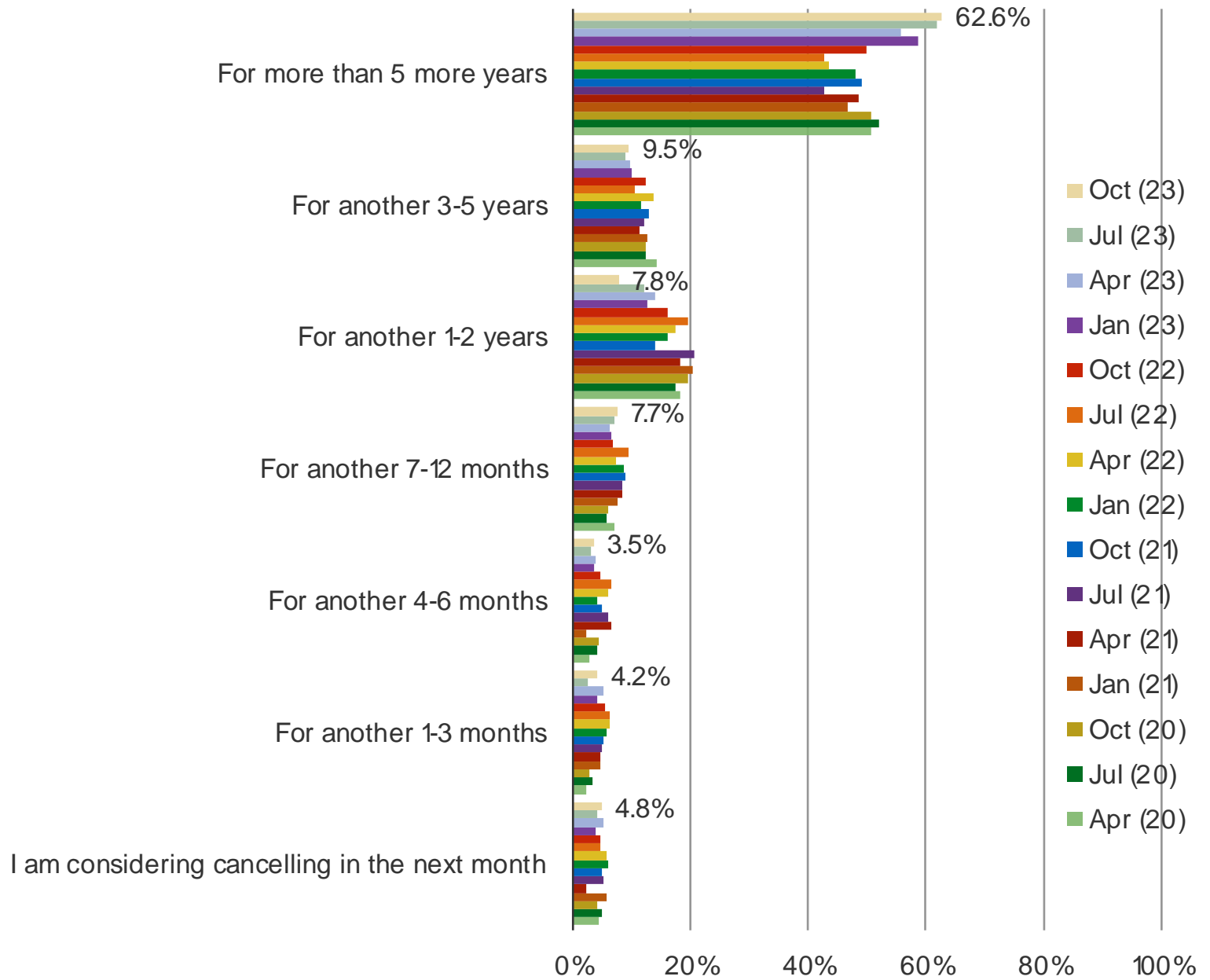
WHEN DID YOU START YOUR CURRENT AMAZON PRIME MEMBERSHIP?

Posed to Amazon users who are Prime members.



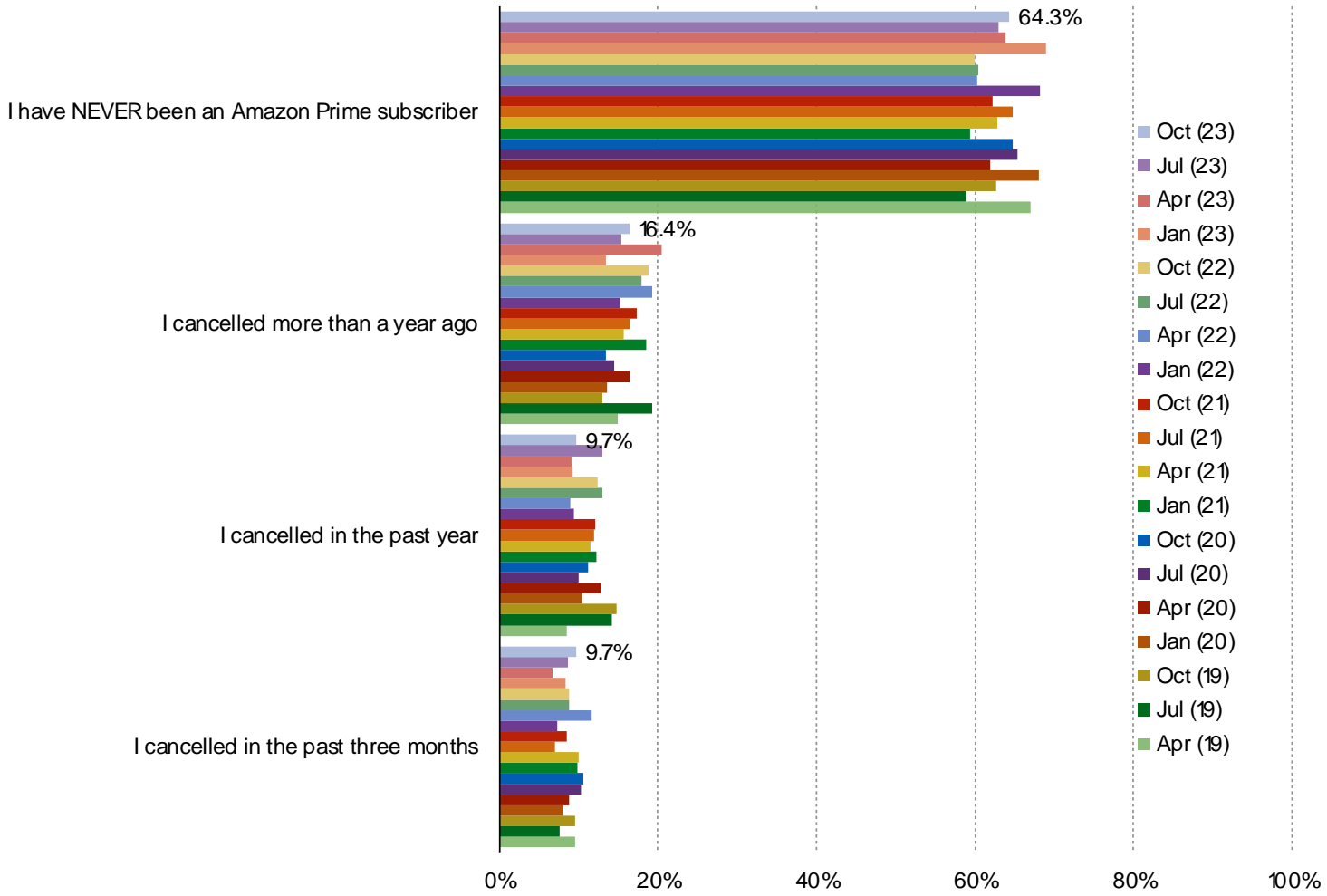
FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

Posed to Amazon users who are Prime members.



HAVE YOU EVER BEEN AN AMAZON PRIME SUBSCRIBER IN THE PAST?

Posed to Amazon users **who are not prime subscribers**

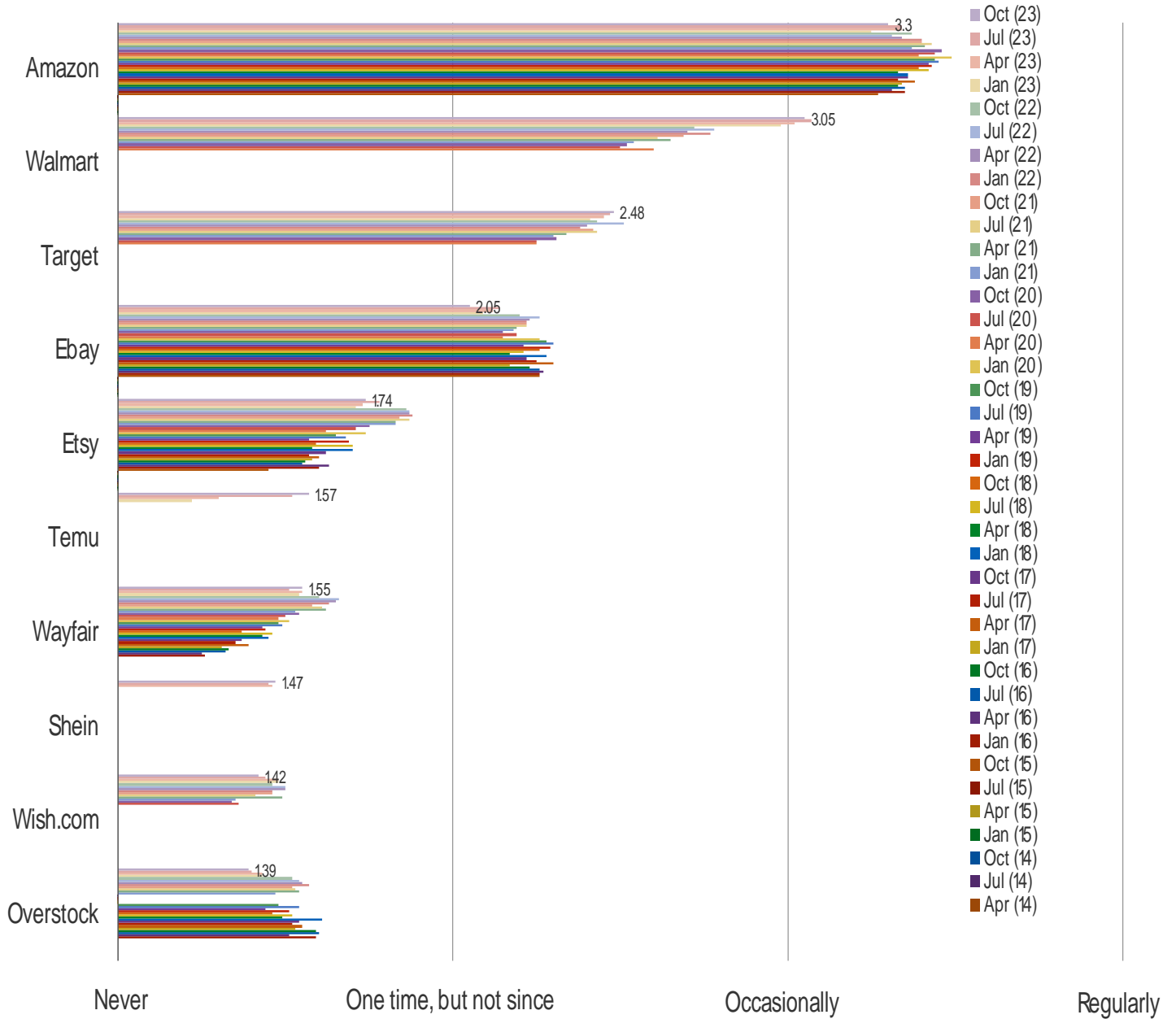


# COMPETITIVE DYNAMICS



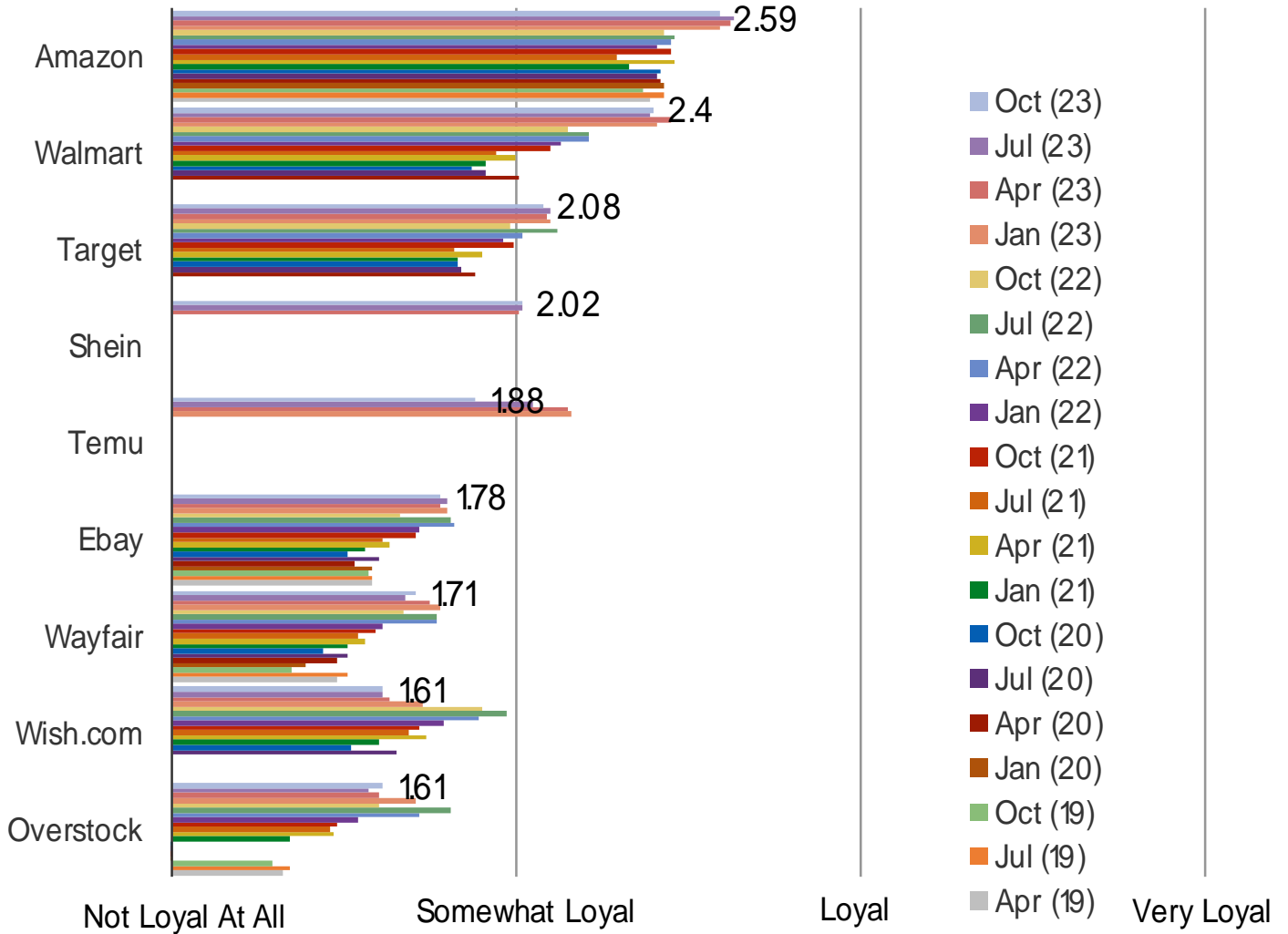
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents



PLEASE RATE HOW LOYAL YOU ARE TO THIS APP/SITE FOR THE TYPES OF ITEMS YOU BUY FROM THEM:

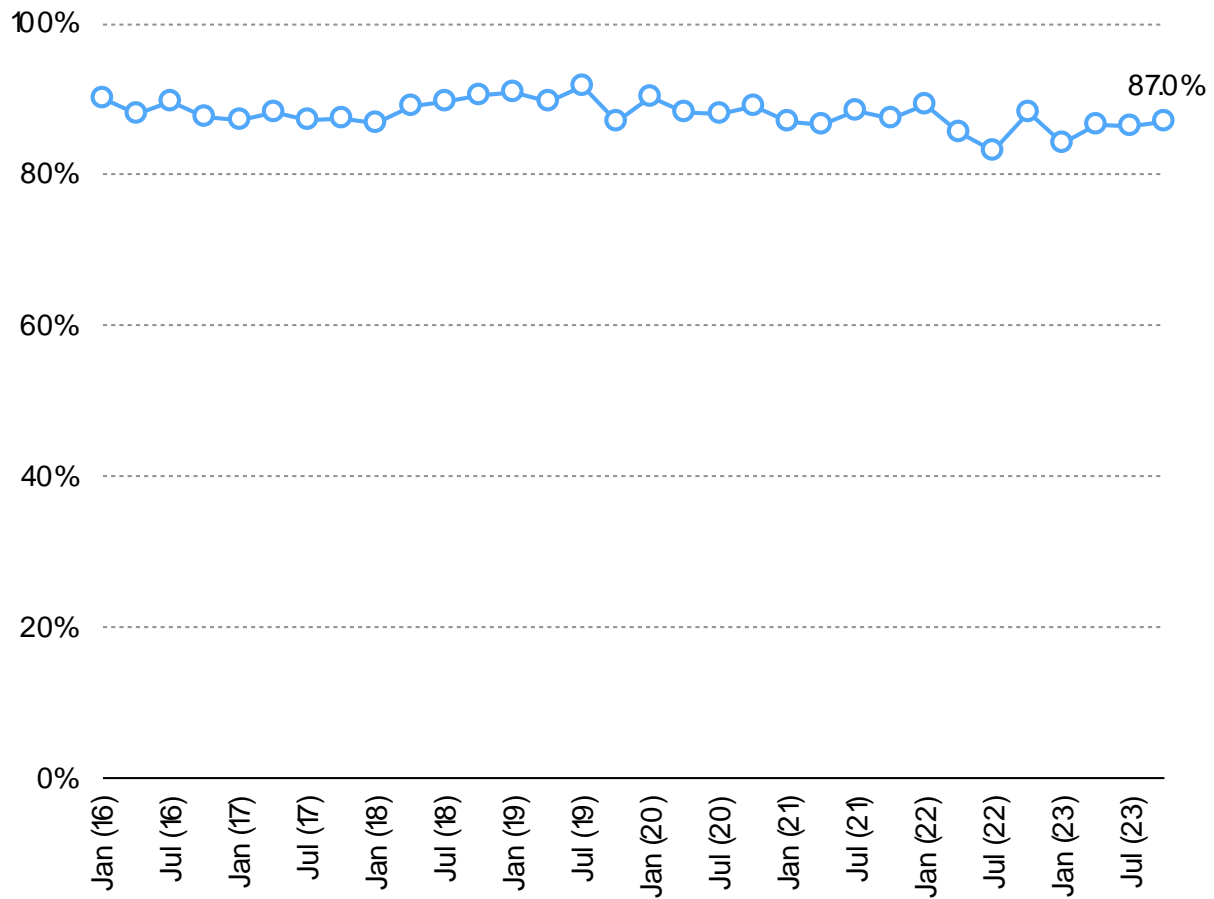
Posed to users of each site/app



# AMZN TRENDS

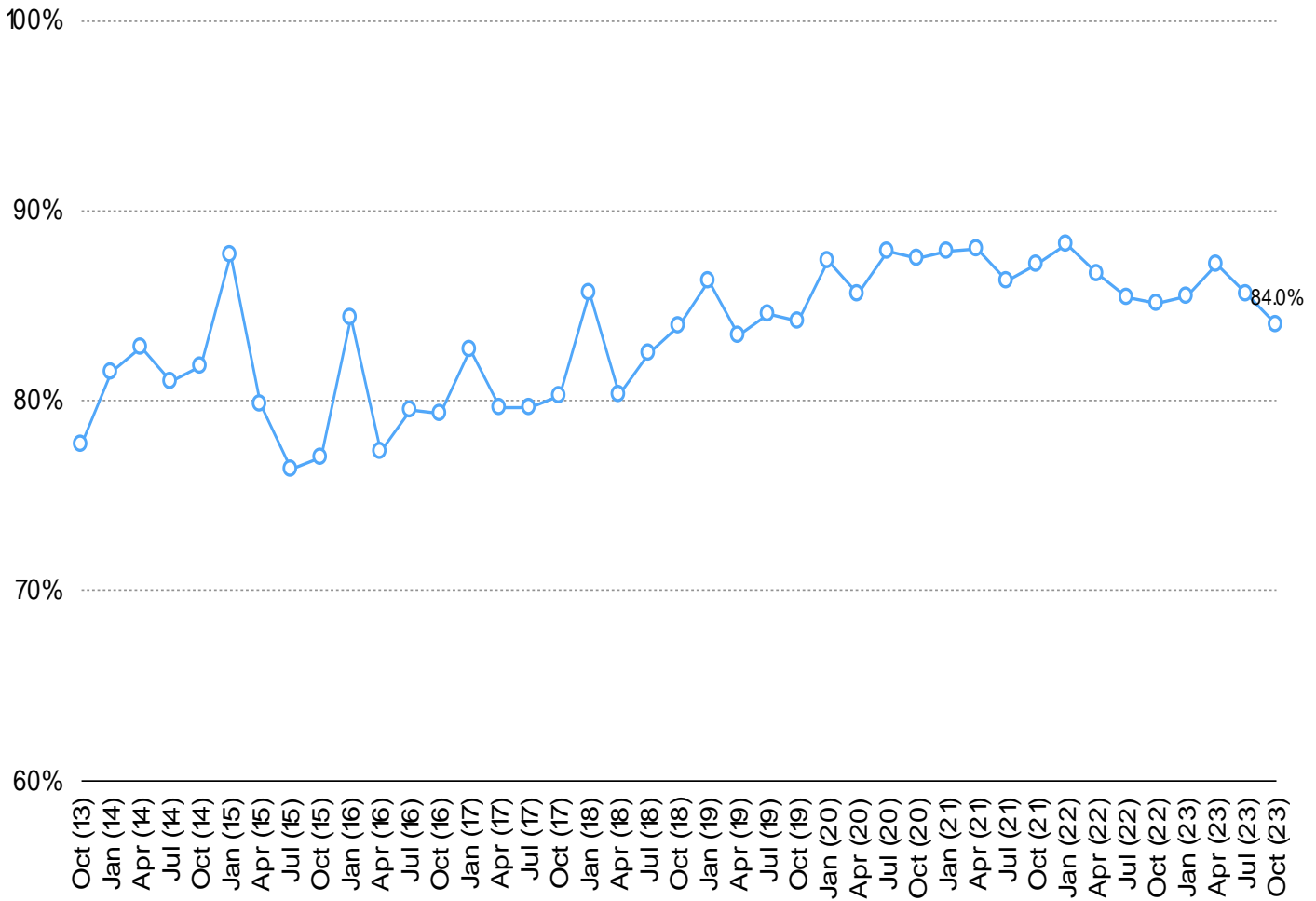
DO YOU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?

Posed to all respondents.



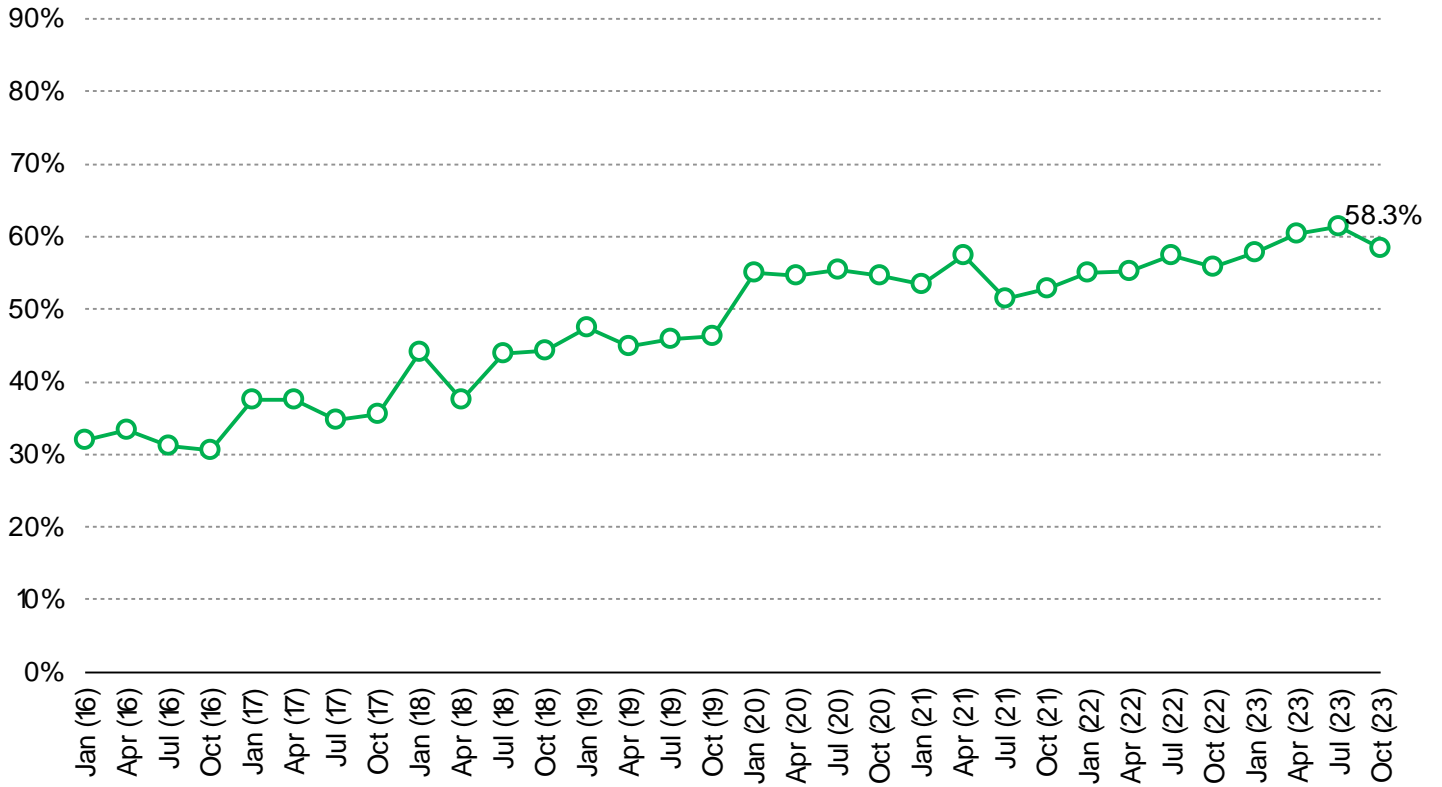
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?

Posed to Amazon users

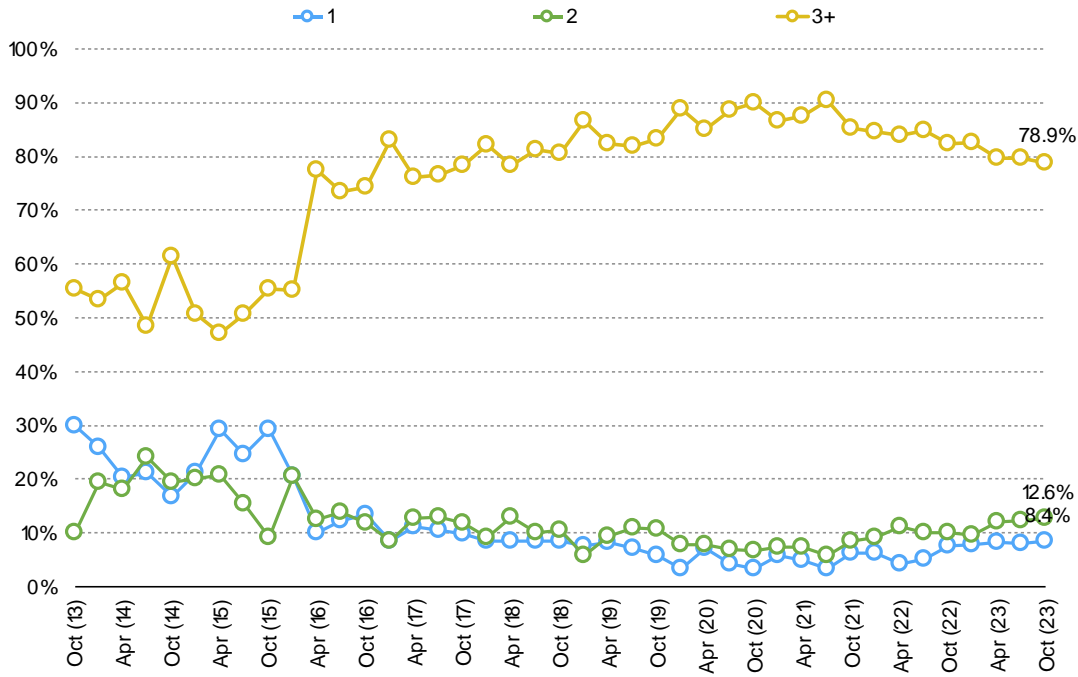


AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?

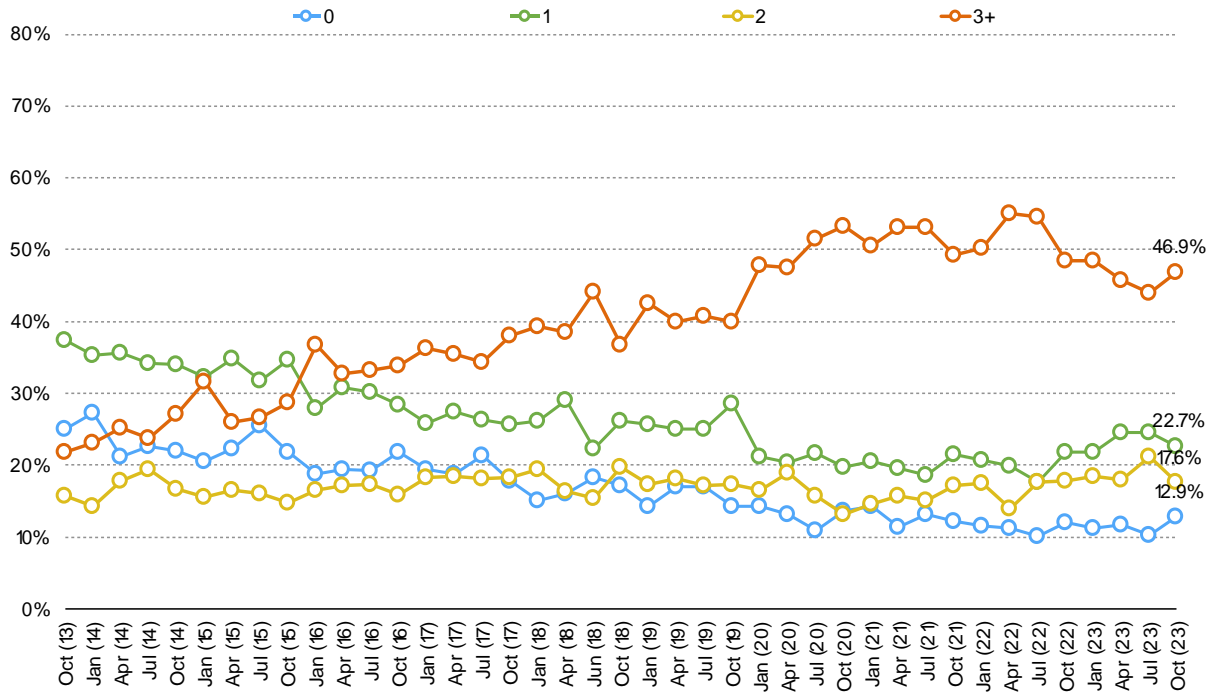
Posed to Amazon users



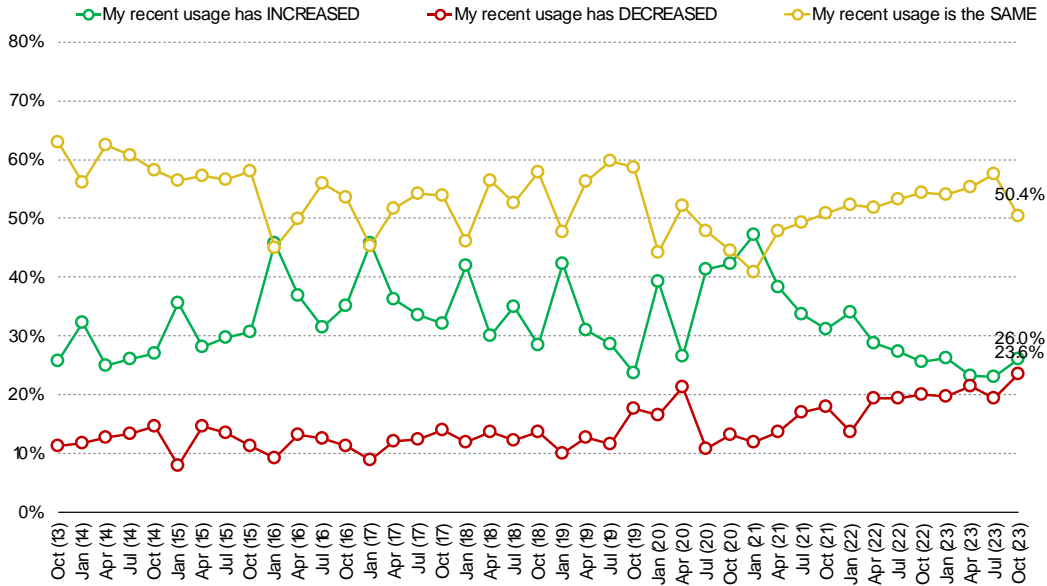
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?



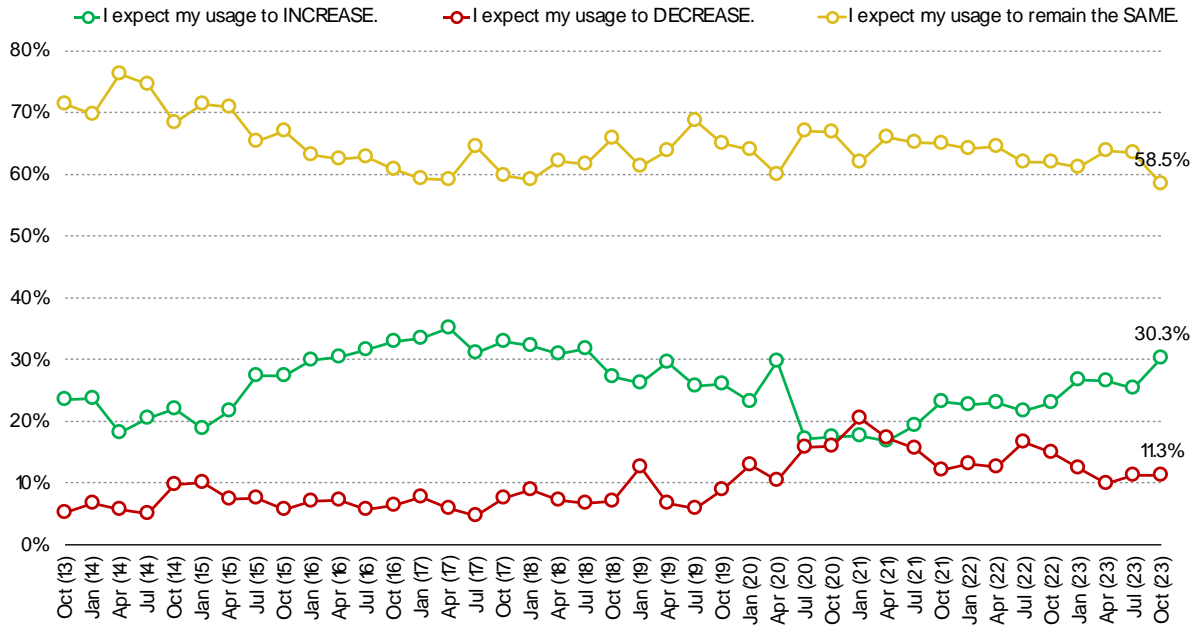
AMAZON USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?



AMAZON USERS – RECENT USAGE



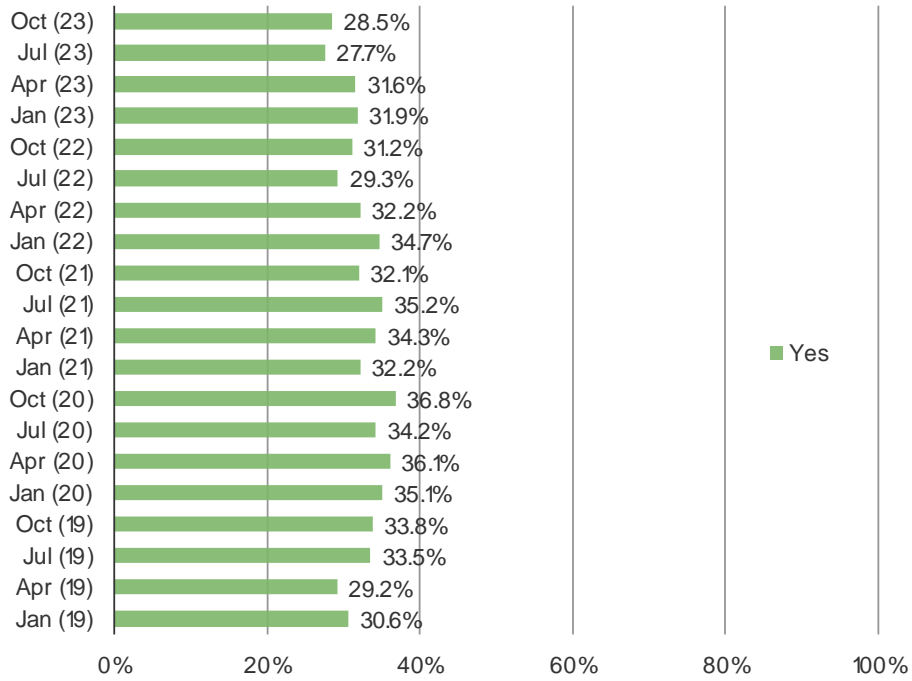
AMAZON USERS – EXPECTED USAGE



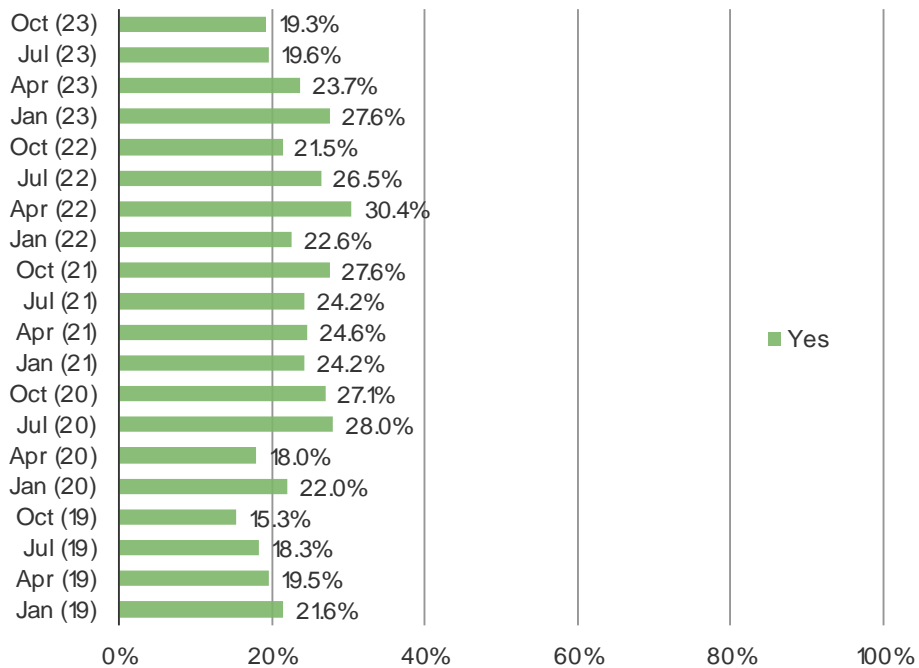


# WAYFAIR TRENDS

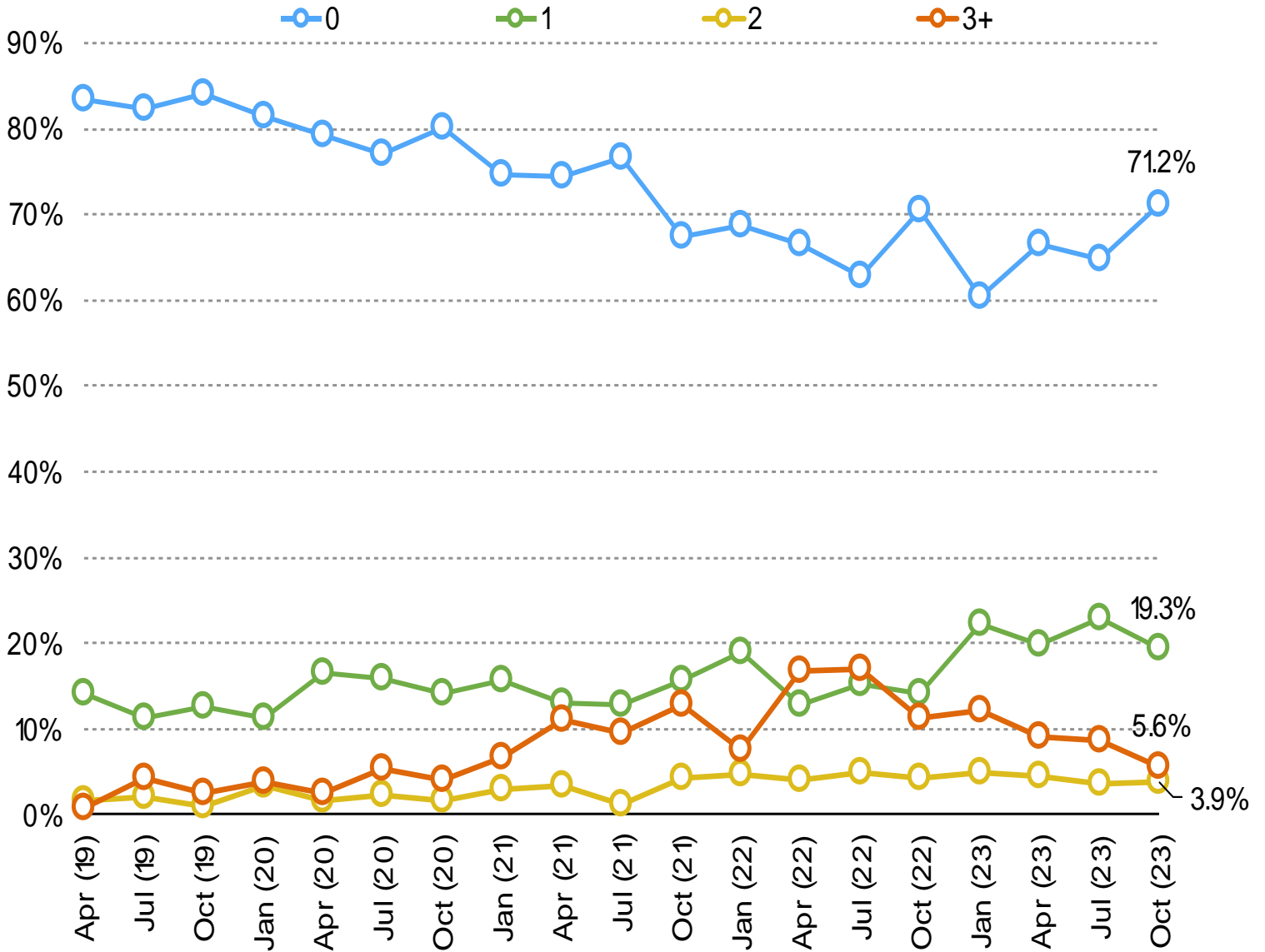
ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?



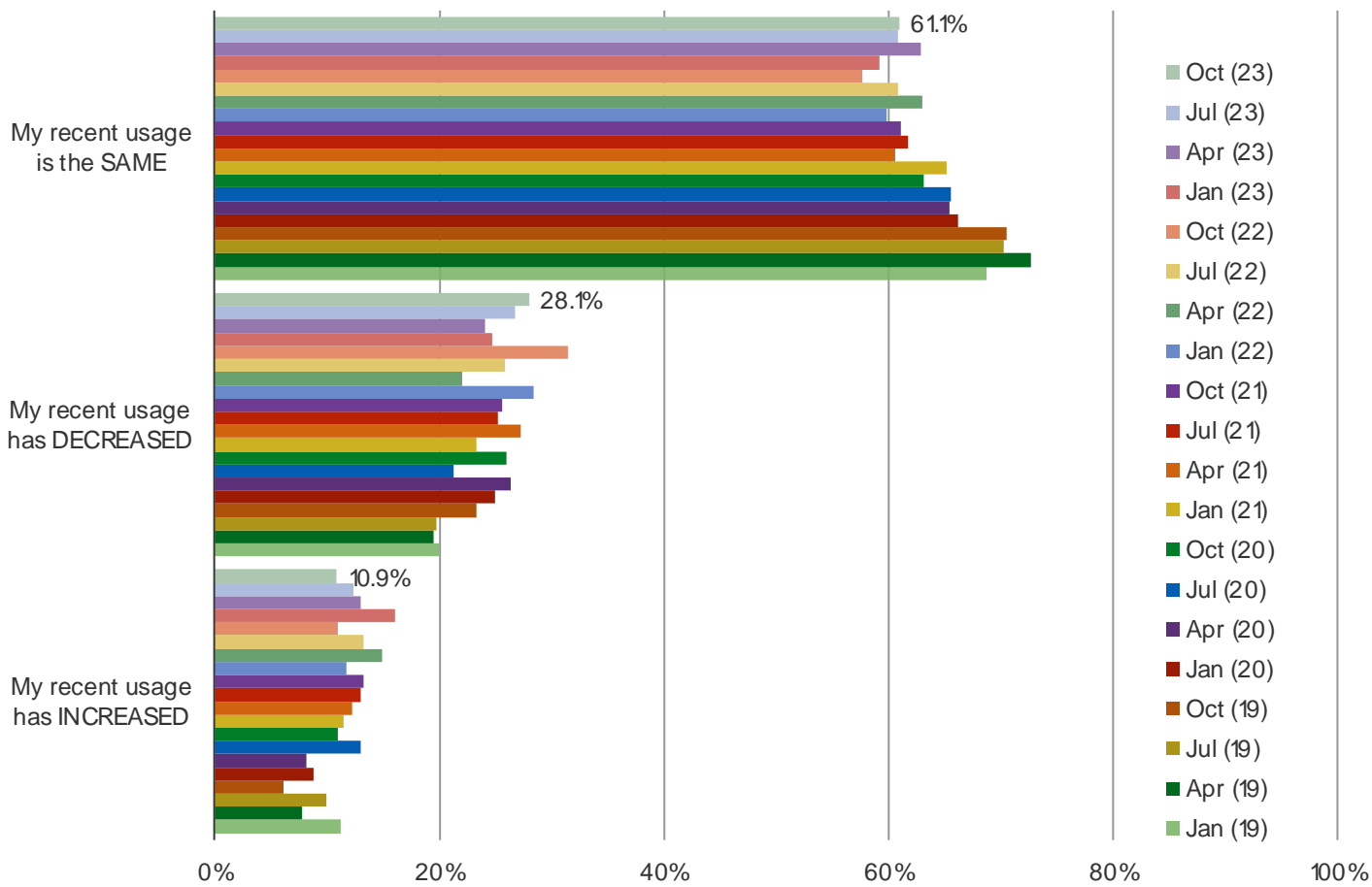
WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?



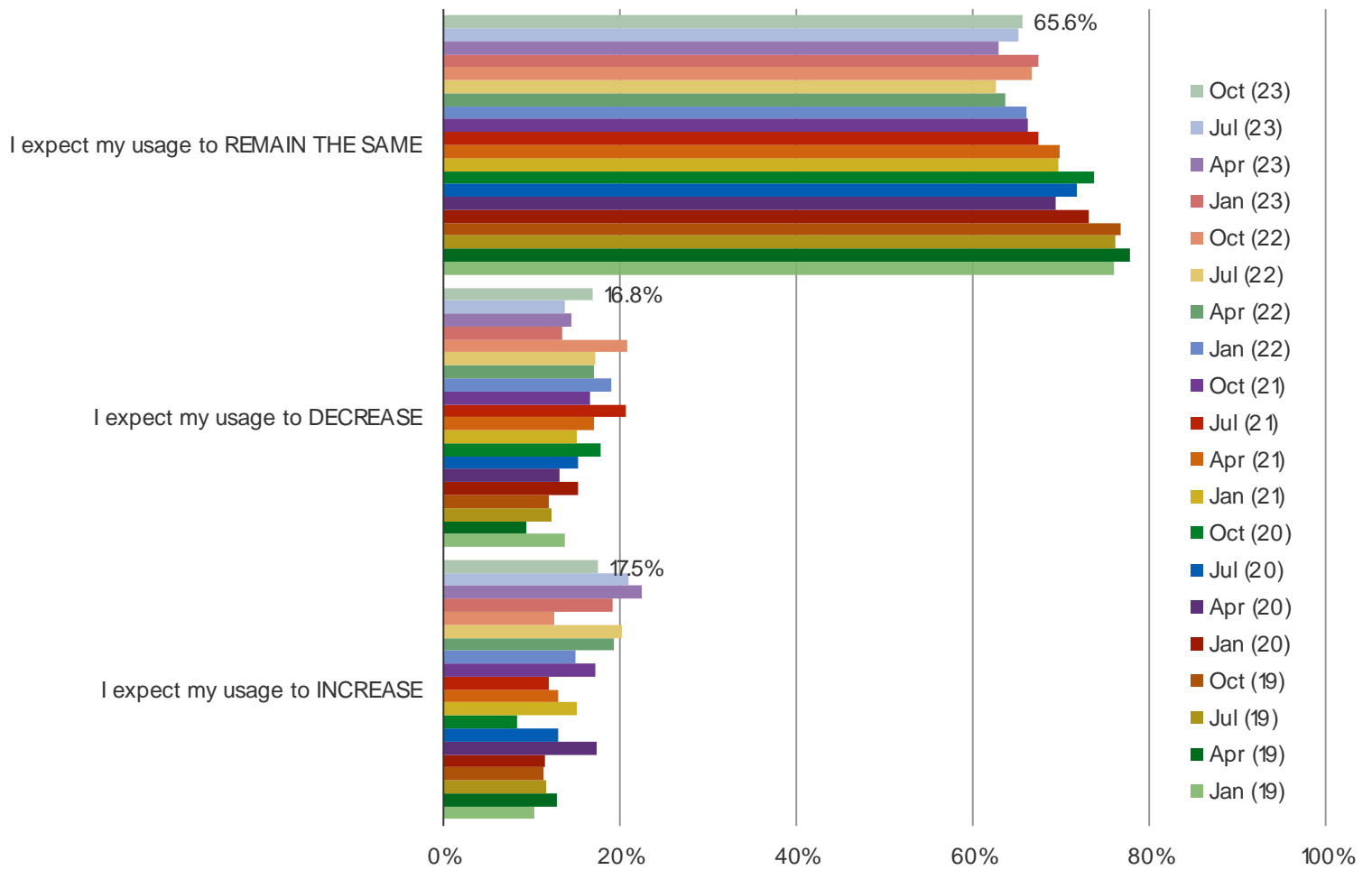
ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?



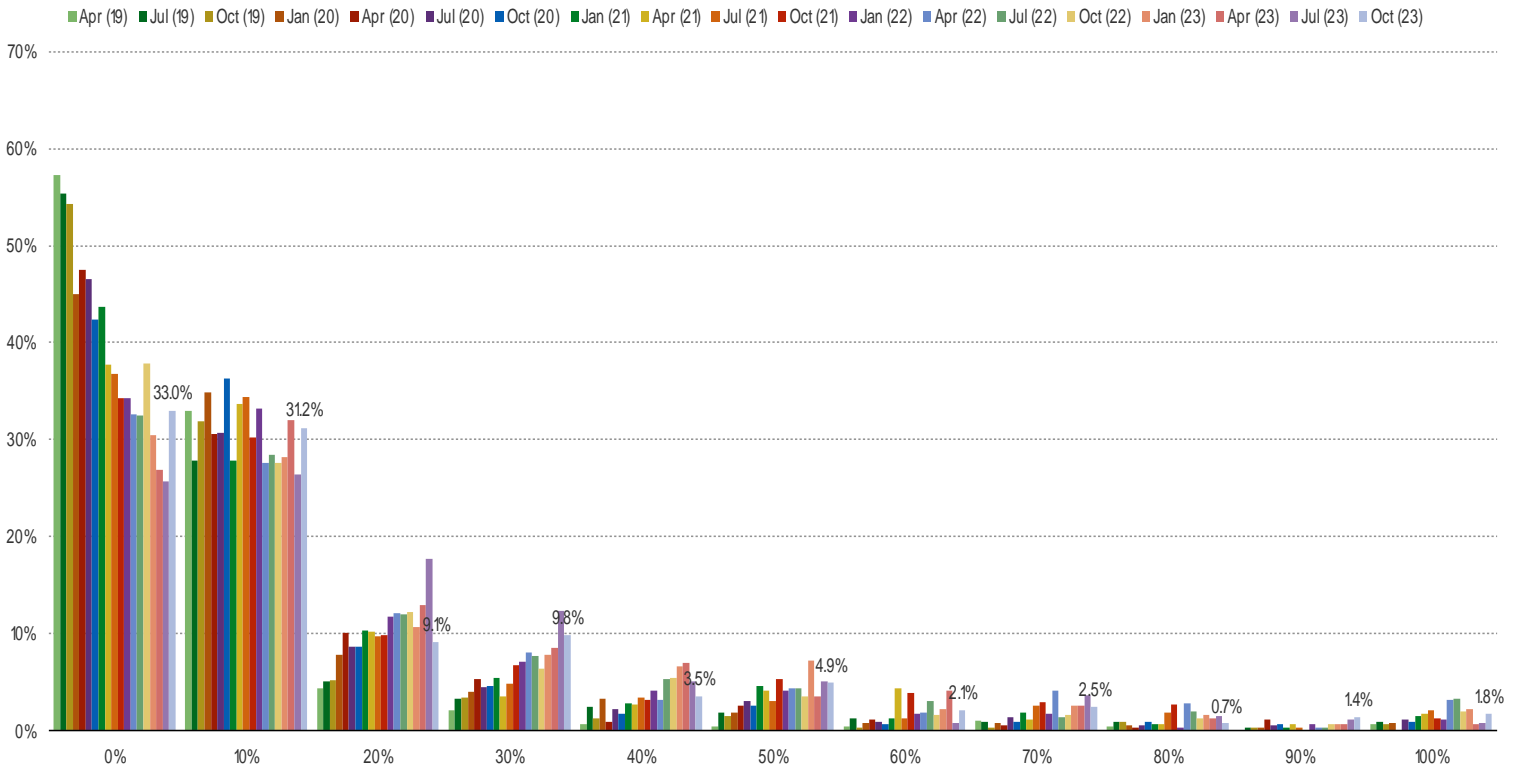
WAYFAIR USERS – RECENT USAGE



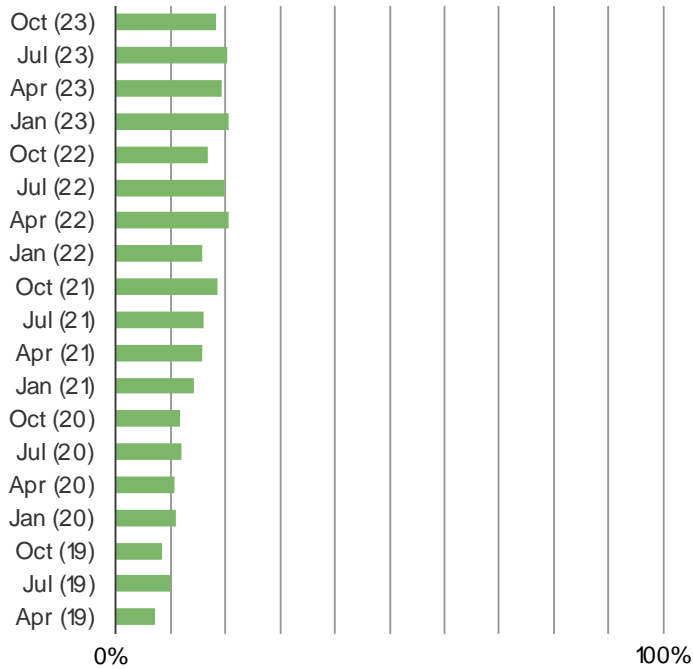
WAYFAIR USERS – EXPECTED USAGE



WAYFAIR USERS – WHAT PERCENTAGE OF YOUR TOTAL FURNITURE AND HOME FURNISHINGS PURCHASES DO YOU MAKE THROUGH WAYFAIR?

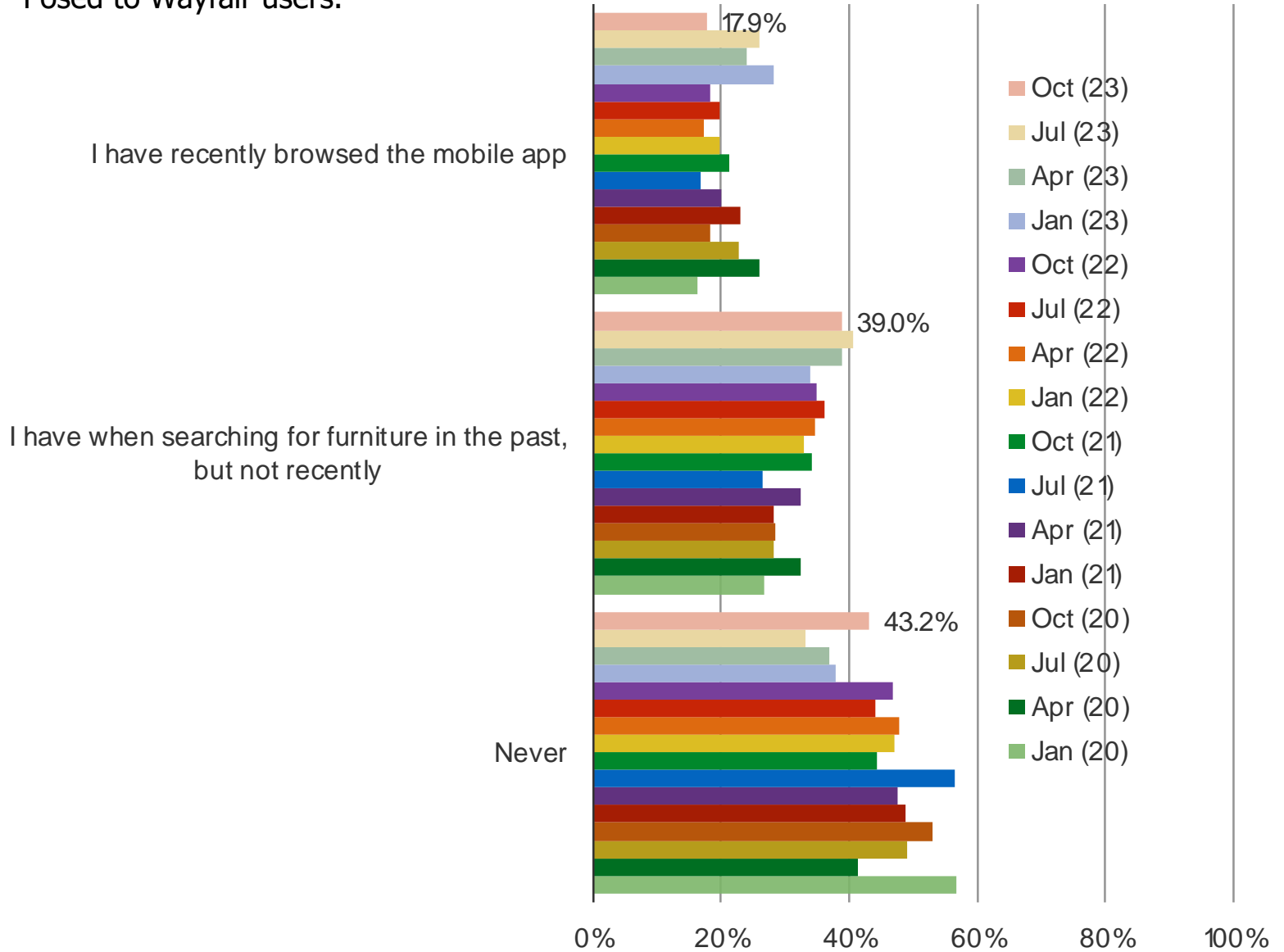


Weighted Average of Chart Above:



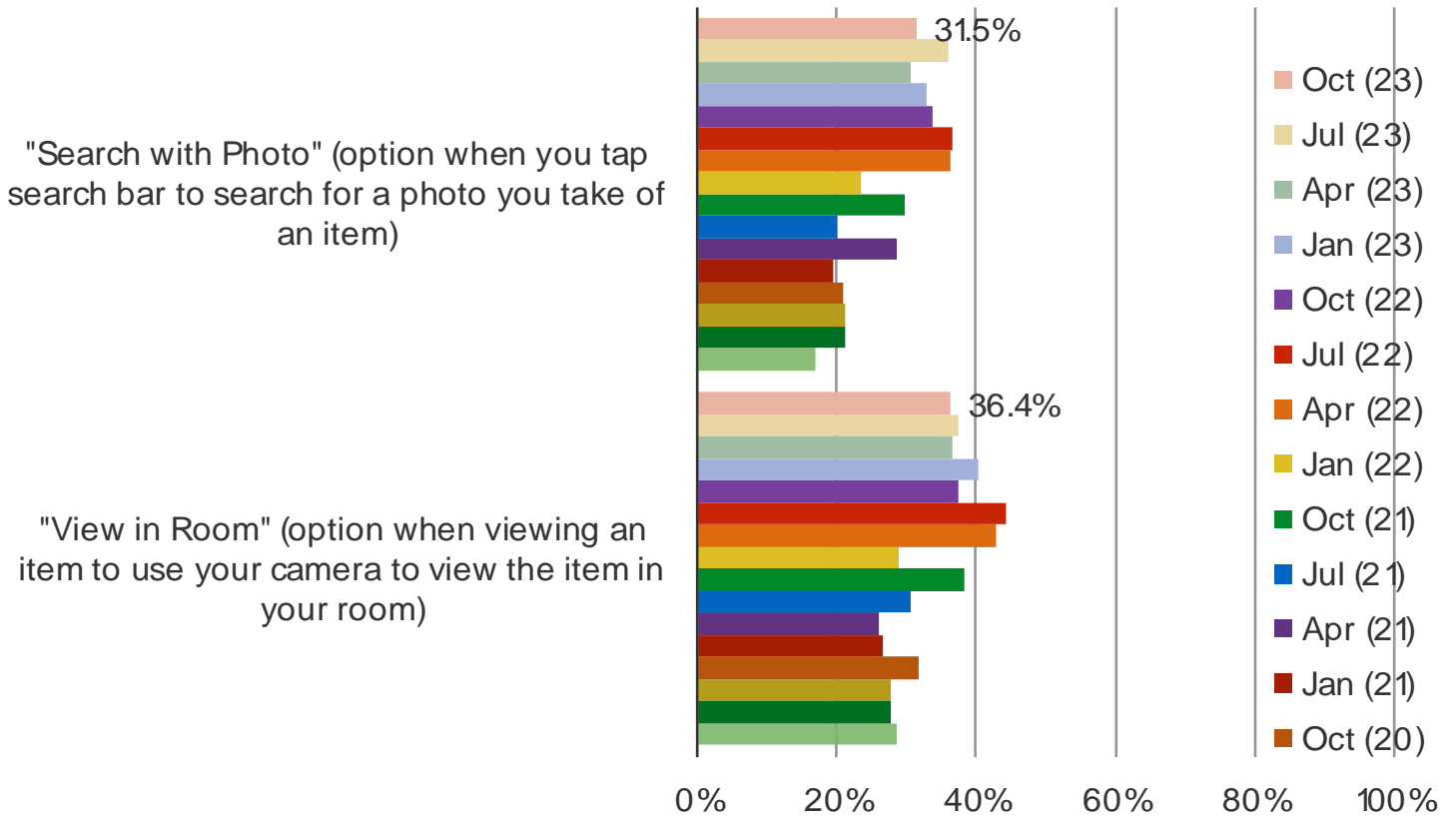
HAVE YOU EVER BROWSED THE WAYFAIR MOBILE APP FOR ITEMS?

Posed to Wayfair users.



HAVE YOU USED ANY OF THE FOLLOWING FEATURES WHILE BROWSING WAYFAIR?

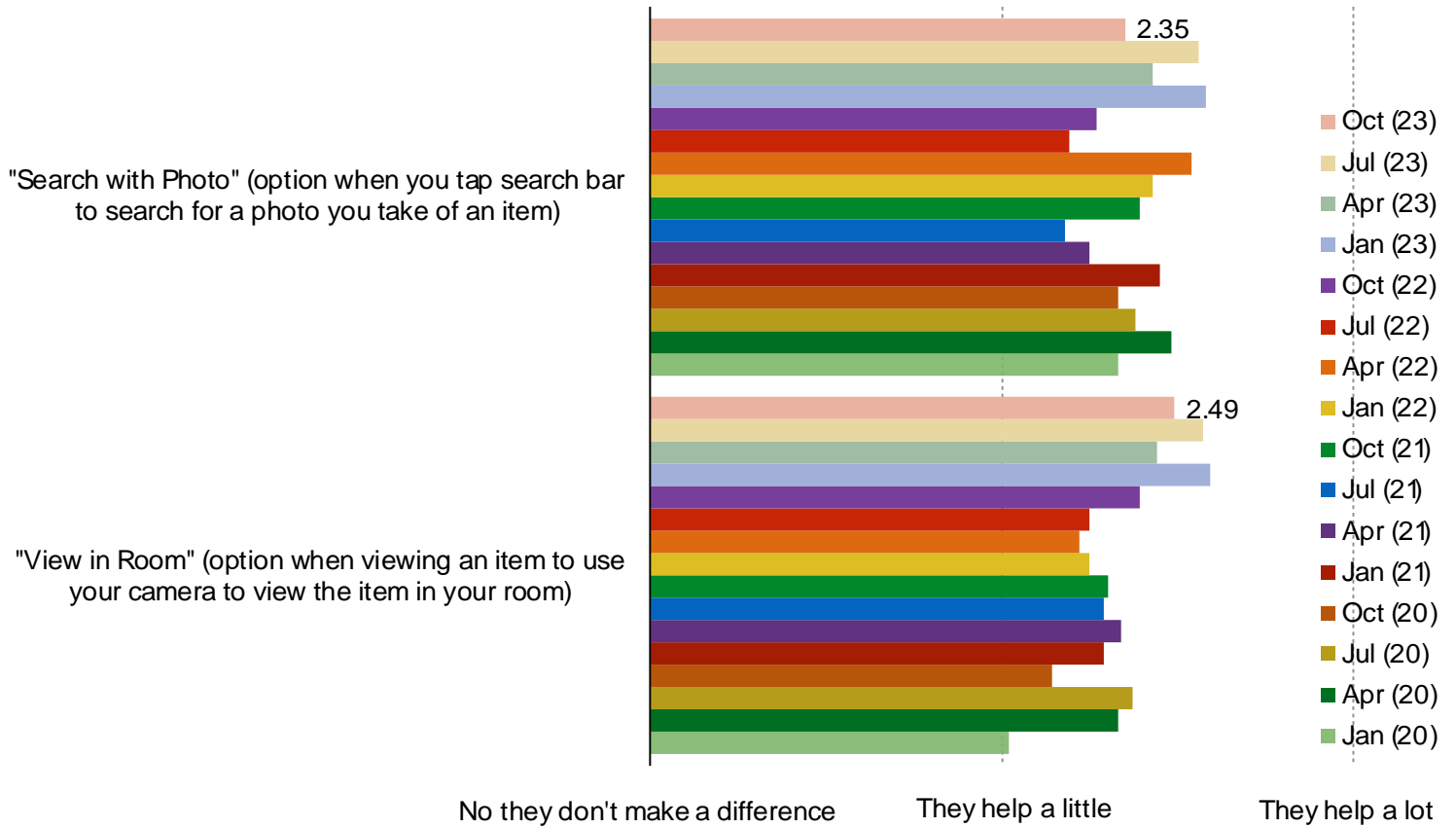
Posed to Wayfair users who have browsed the mobile app.





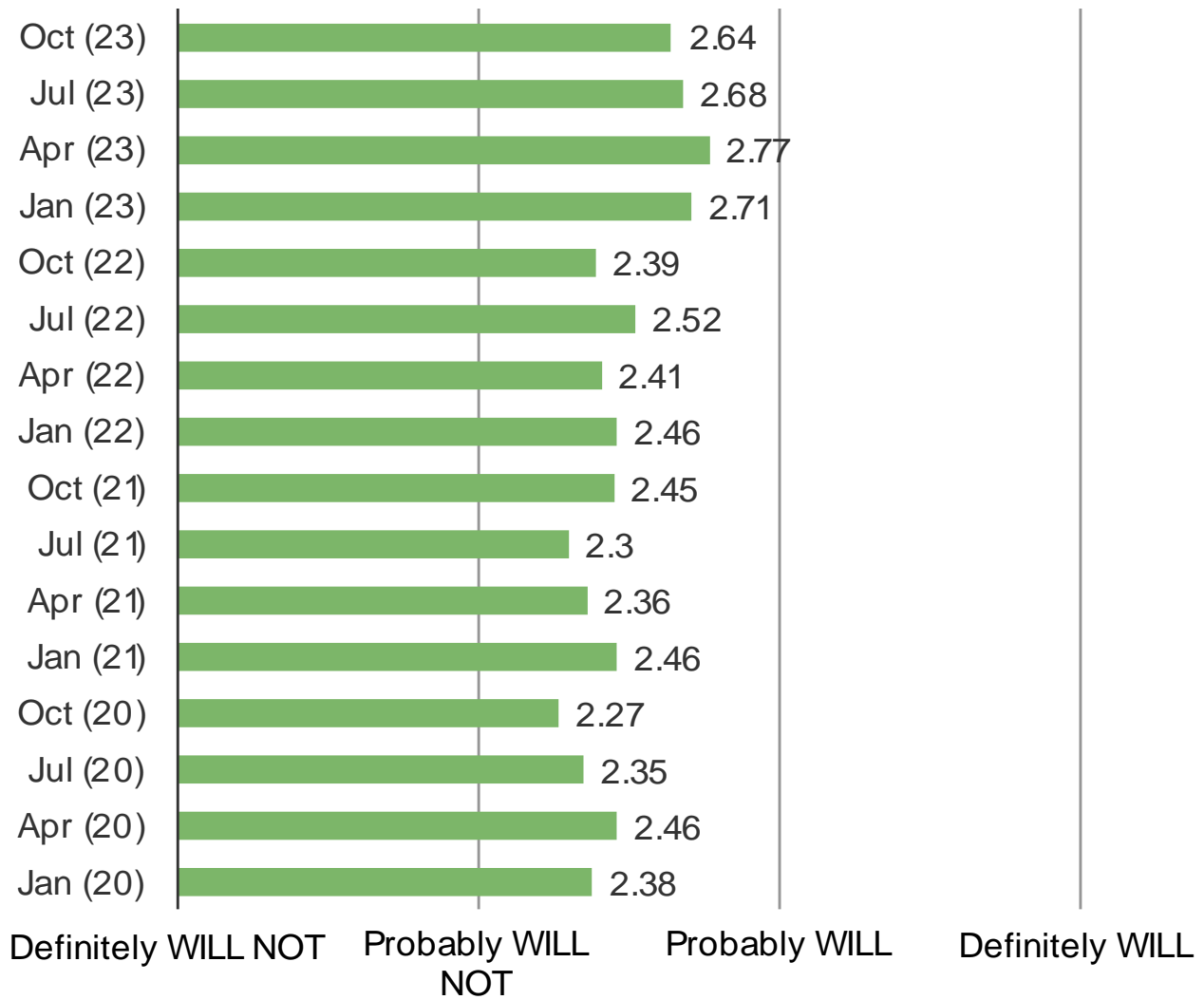
DO THESE FEATURES IMPROVE THE SEARCH AND EVALUATION OF PRODUCTS WHEN FURNITURE SHOPPING ONLINE?

Posed to Wayfair users who have used the following features.



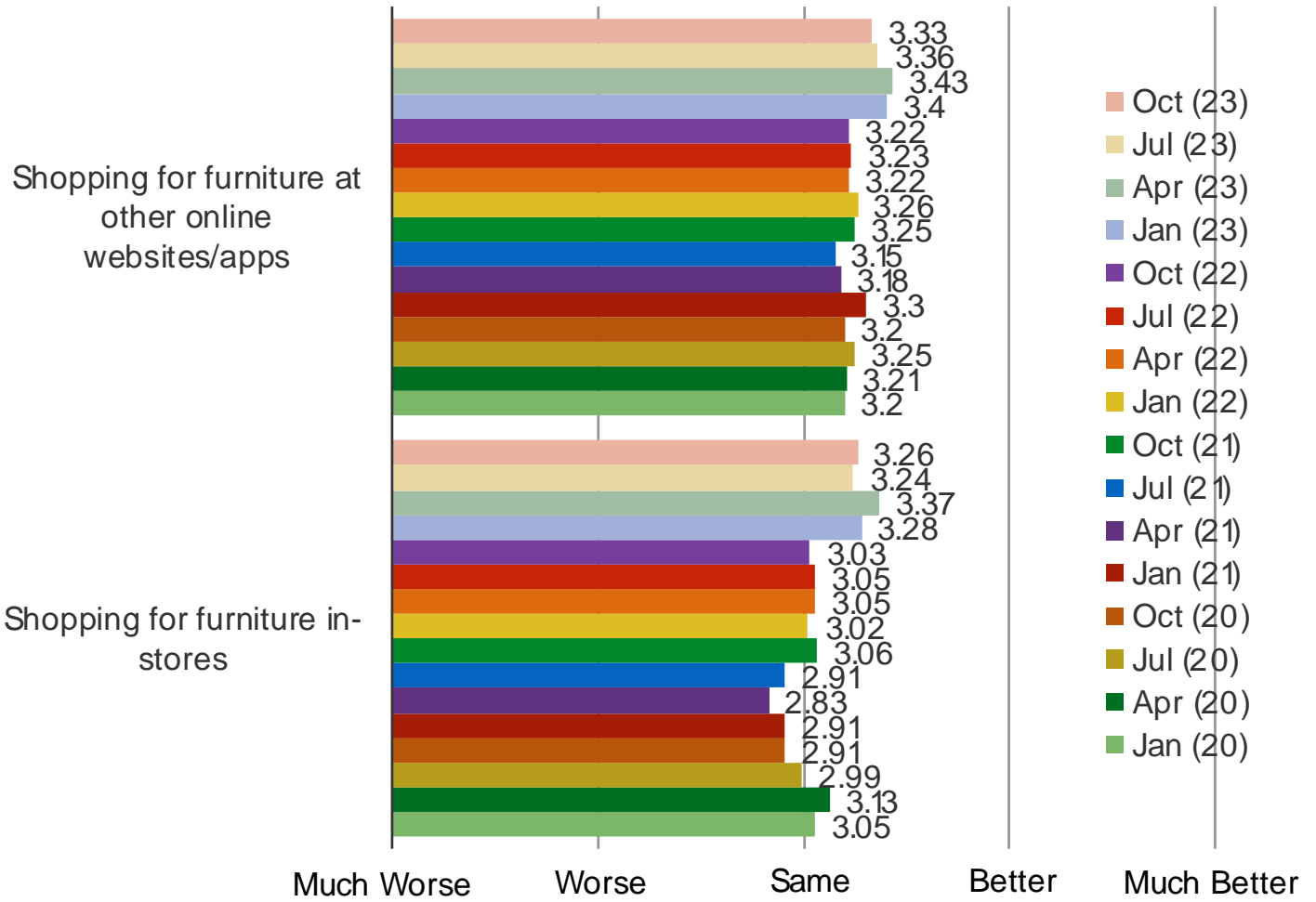
HOW LIKELY ARE YOU TO USE WAYFAIR FOR YOUR NEXT FURNITURE PURCHASE?

Posed to Wayfair users.



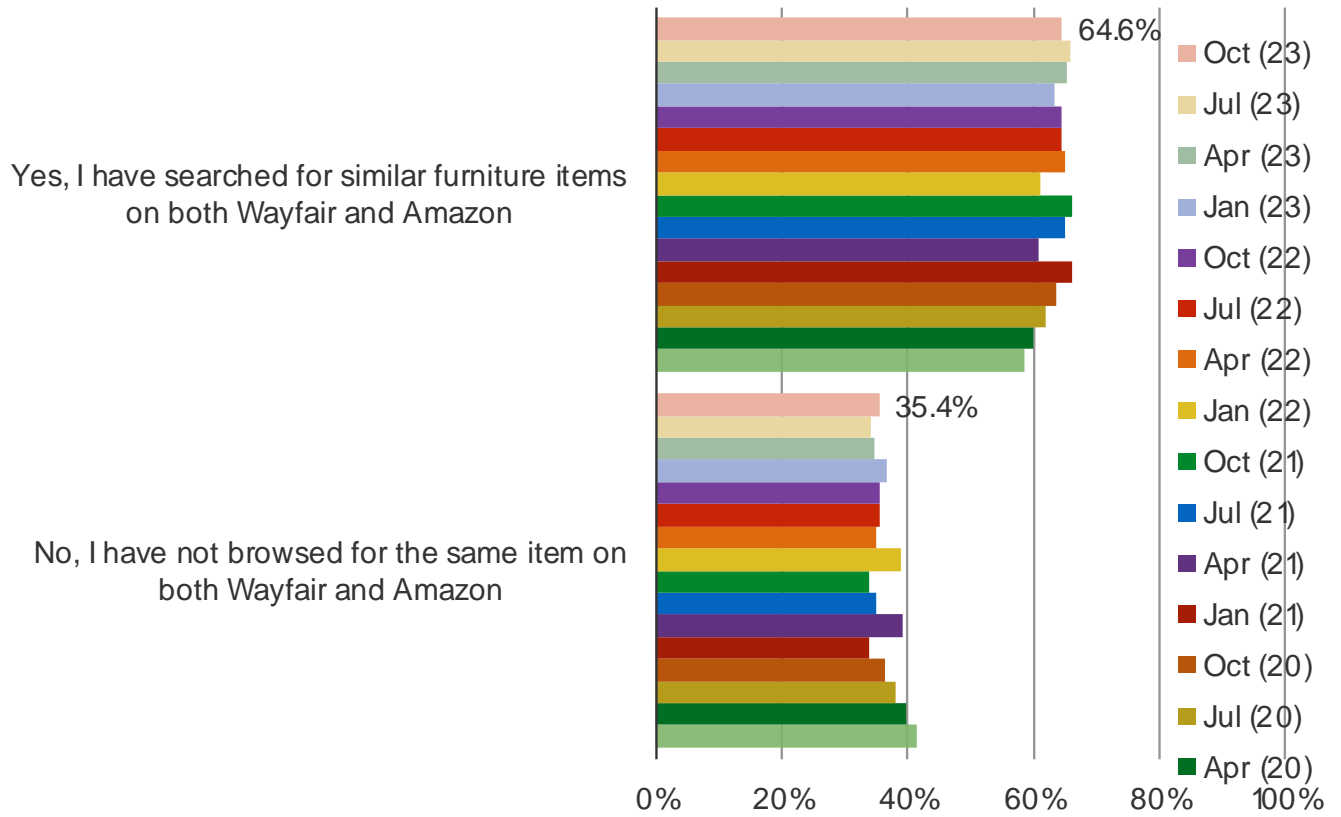
HOW DOES THE WAYFAIR SHOPPING EXPERIENCE COMPARE TO...

Posed to Wayfair users.



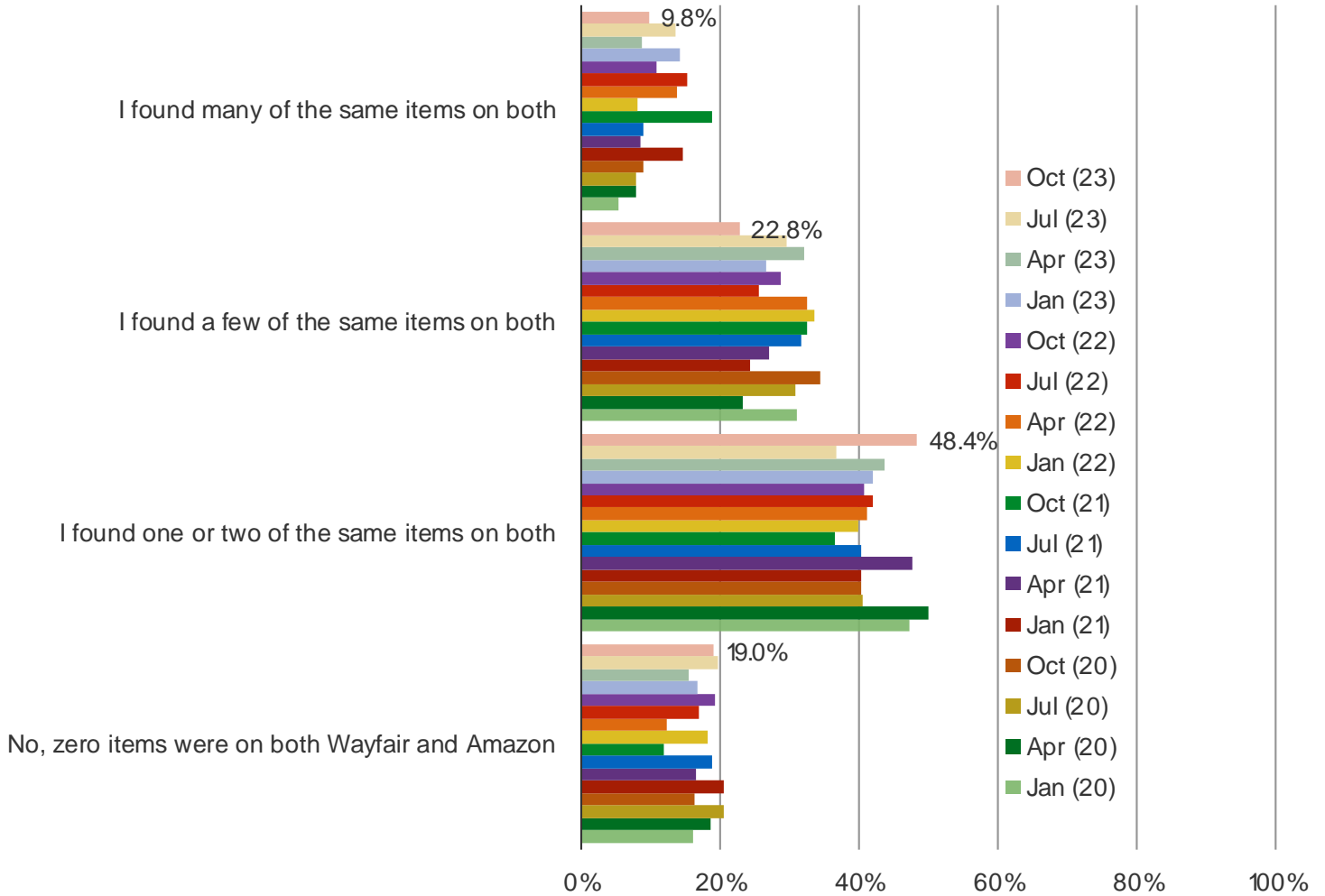
HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users.



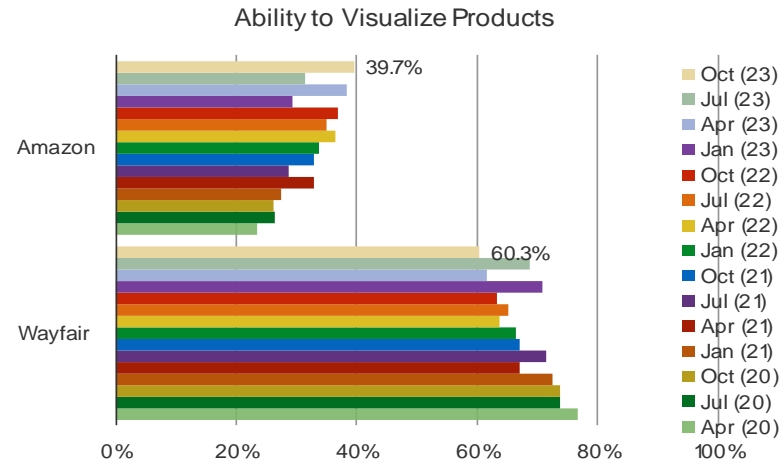
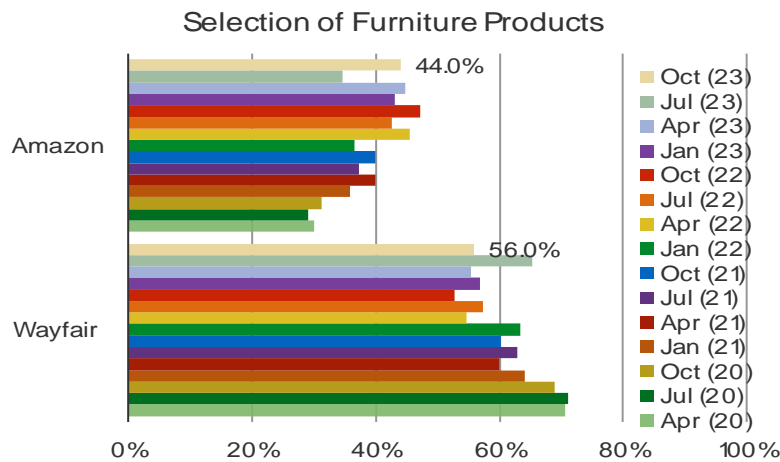
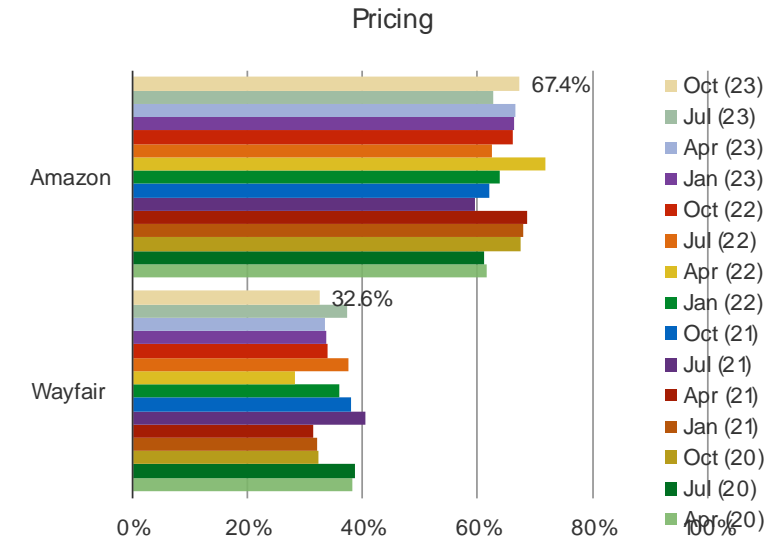
IN THE COURSE OF YOUR SEARCH, DID YOU FIND ANY ITEMS THAT WERE IDENTICAL AND LISTED ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



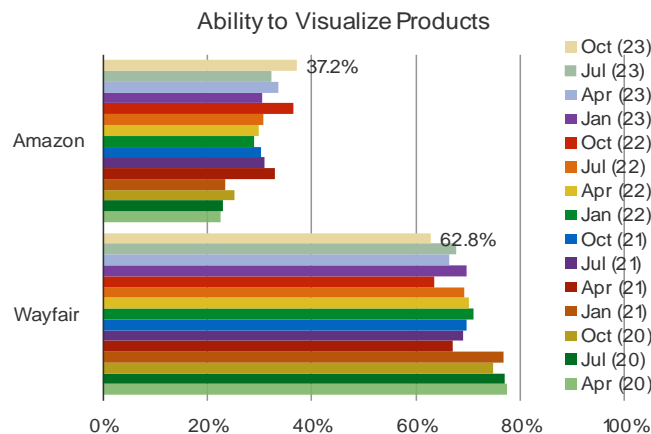
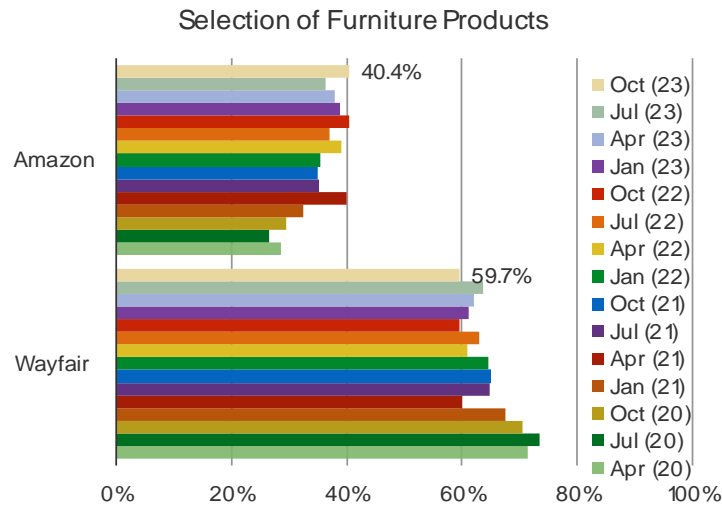
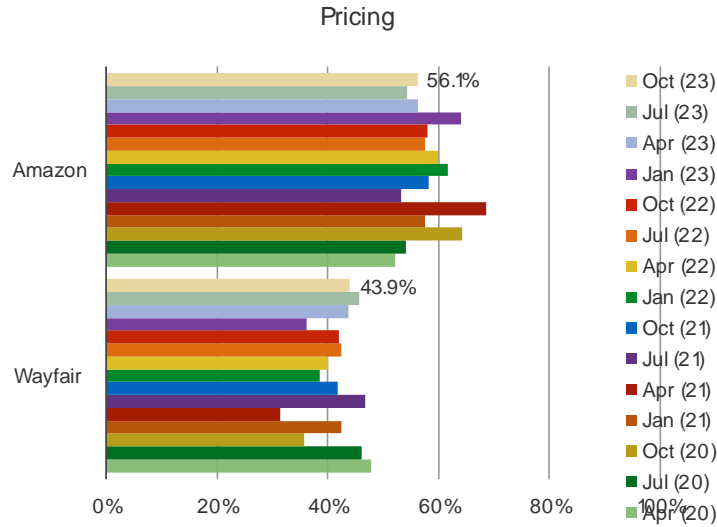
WHEN YOU WERE SHOPPING FOR THE SAME FURNITURE CATEGORY ON BOTH WAYFAIR AND AMAZON, WHICH PLATFORM HAD BETTER...

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



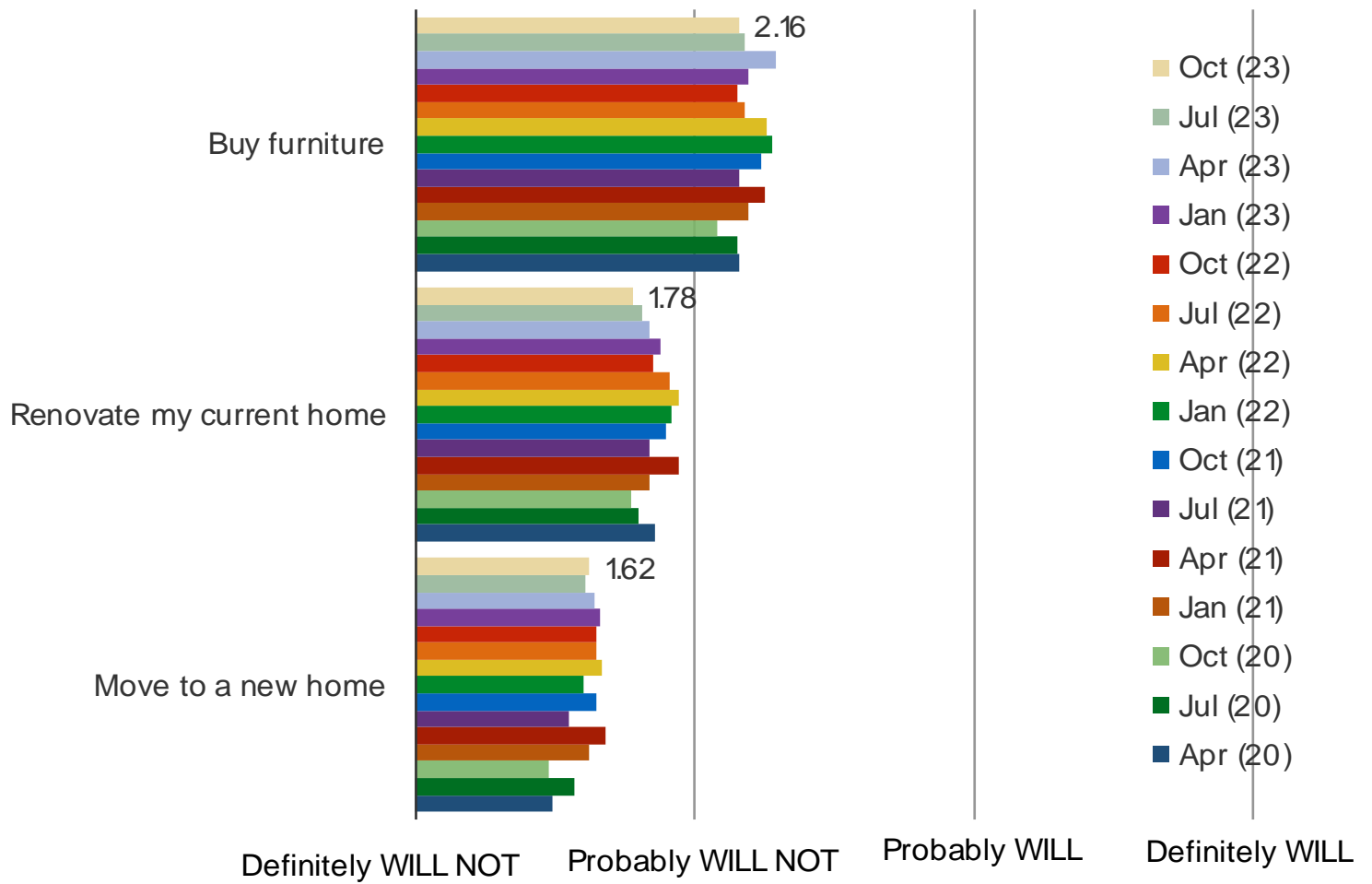
IF YOU NEEDED TO SHOP FOR A TYPE OF FURNITURE TODAY, WHICH PLATFORM DO YOU THINK WOULD HAVE BETTER...

Posed to ALL Wayfair users.



DO YOU PLAN TO DO ANY OF THE FOLLOWING IN THE NEXT FEW MONTHS?

Posed to ALL respondents.

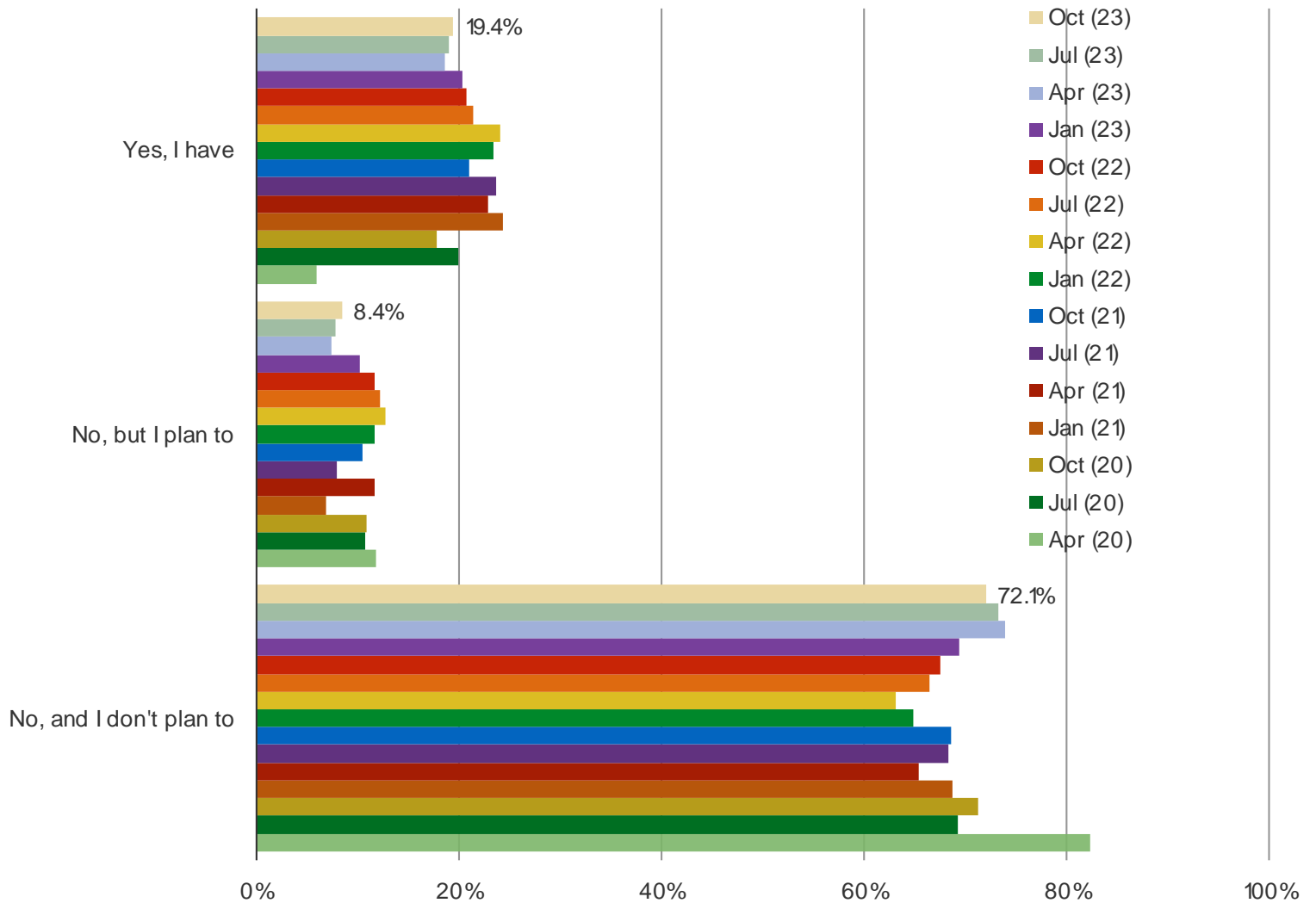




# ETSY TRENDS

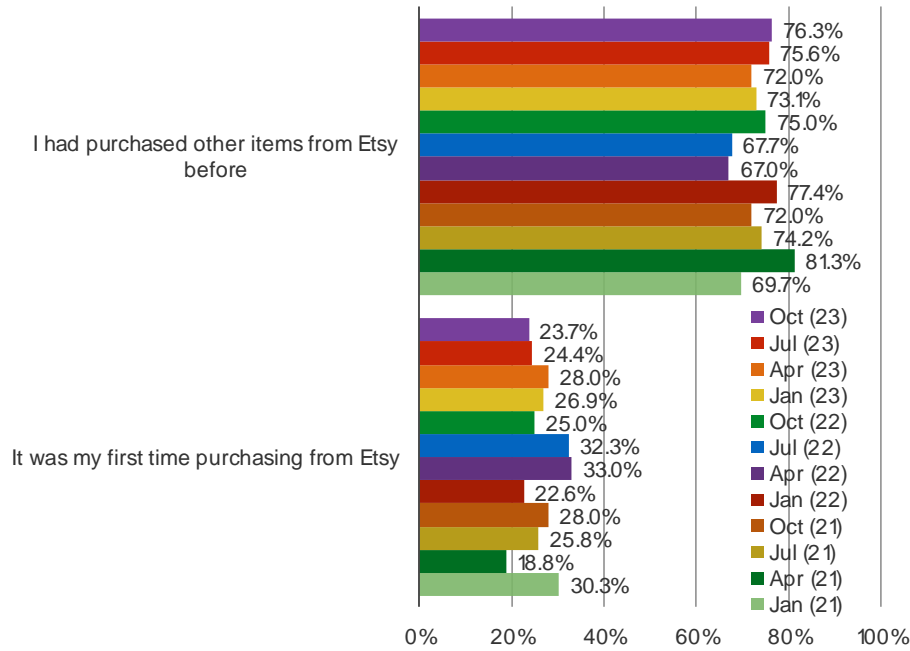
HAVE YOU PURCHASED ANY MASKS / PROTECTIVE FACE MASKS ON ETSY IN THE PAST MONTH OR TWO?

Posed to Etsy users.



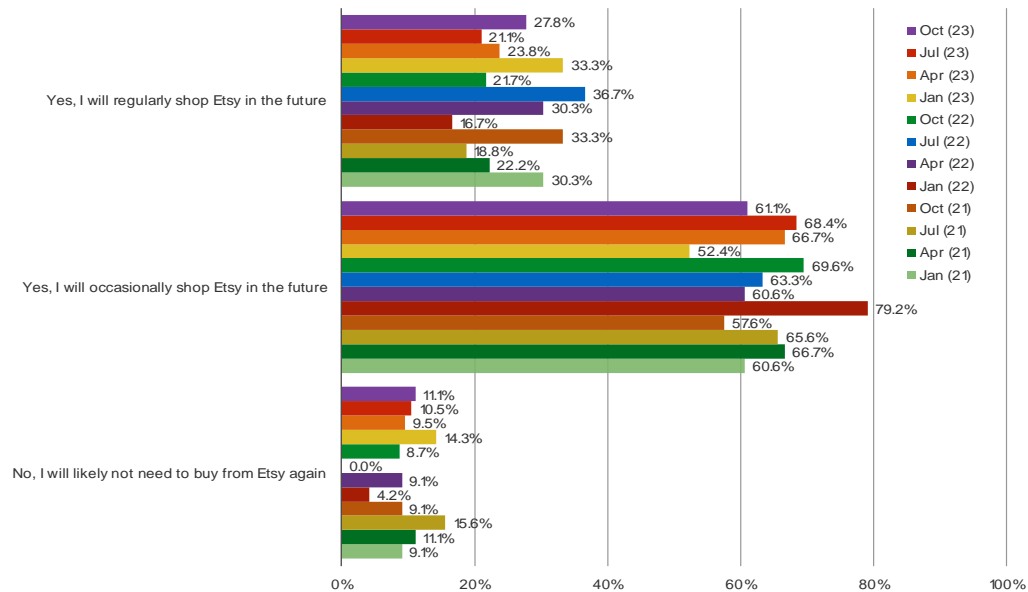
THINKING ABOUT YOUR MASK PURCHASE FROM ETSY, WAS IT YOUR FIRST TIME PURCHASING AN ITEM FROM ETSY OR HAD YOU ALREADY PURCHASED OTHER ITEMS FROM ETSY BEFORE?

Posed to users who purchased a mask from Etsy.

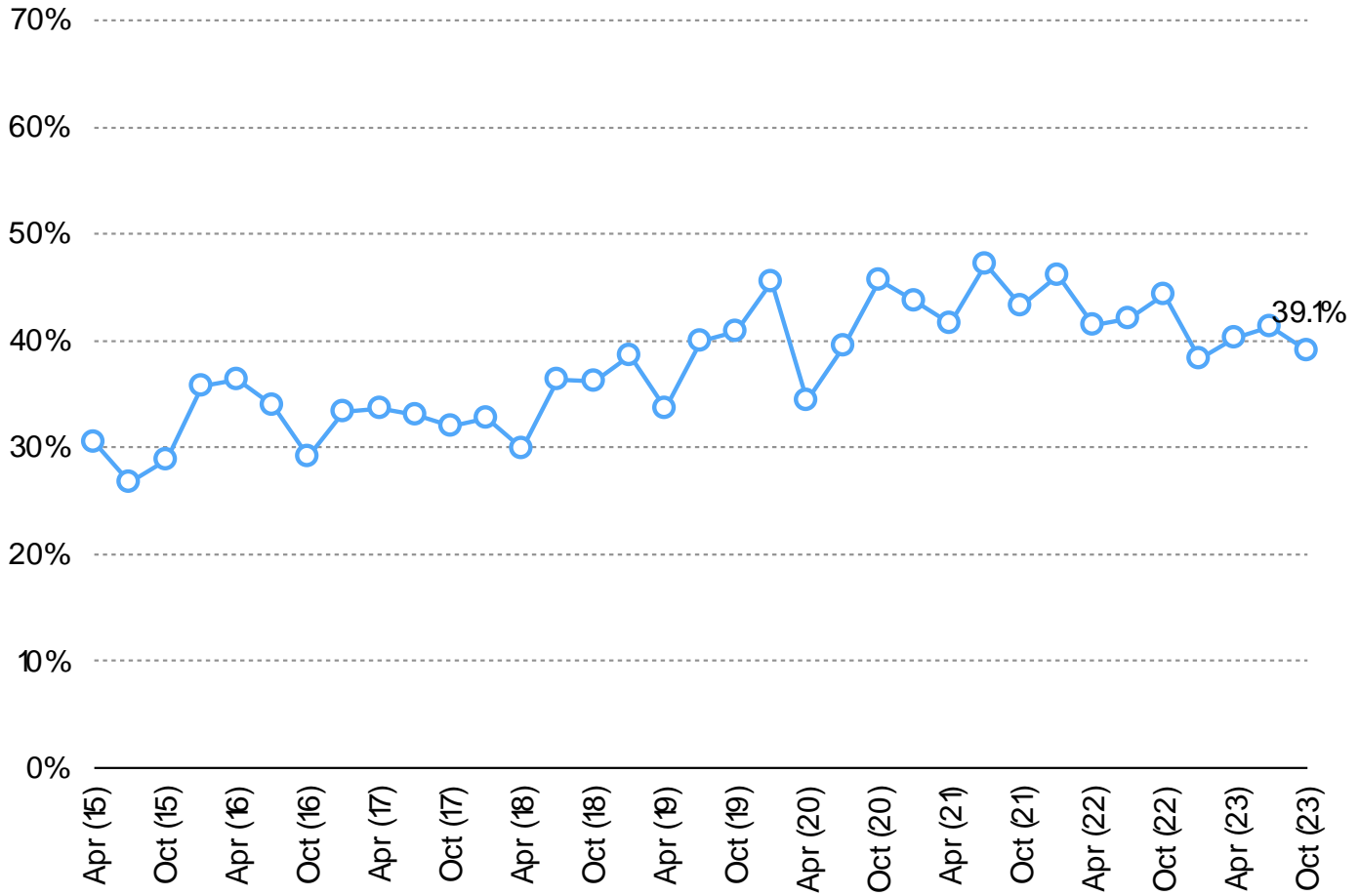


DO YOU EXPECT TO CONTINUE SHOPPING FOR PRODUCTS ON ETSY IN THE FUTURE?

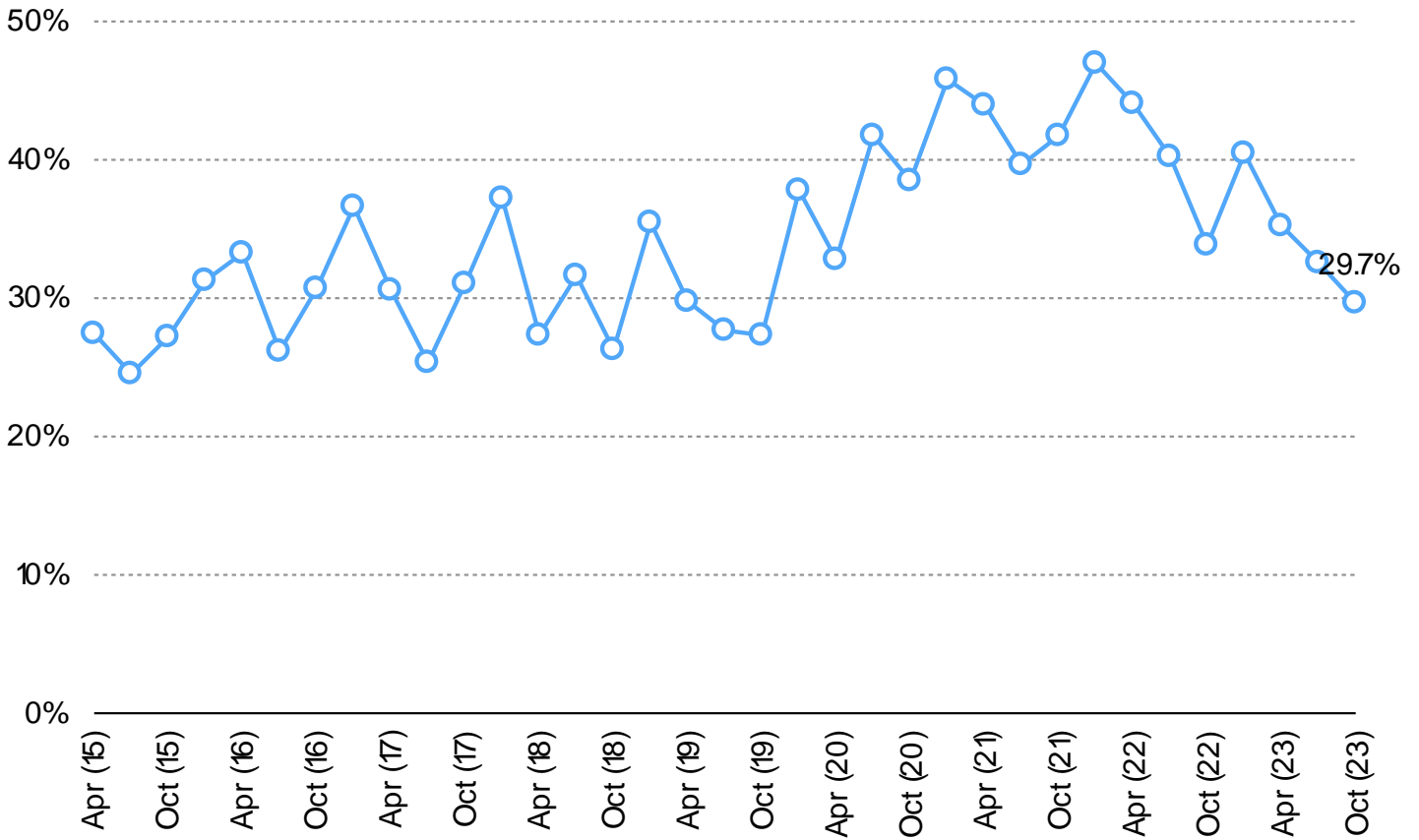
Posed to users whose first purchase from Etsy was a mask.



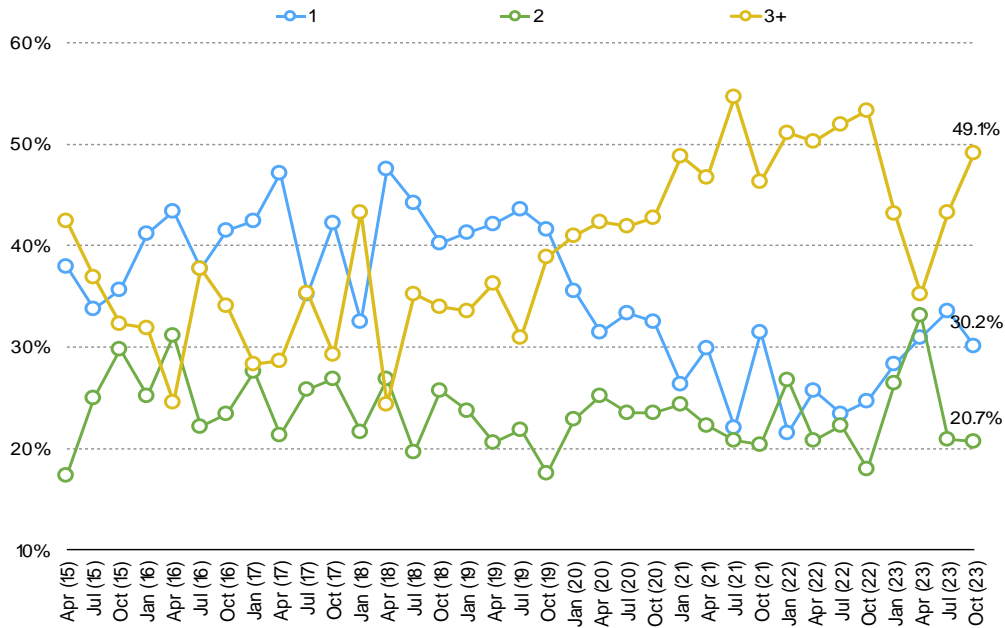
ALL RESPONDENTS – DO YOU EVER USE OR VISIT ETSY (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?



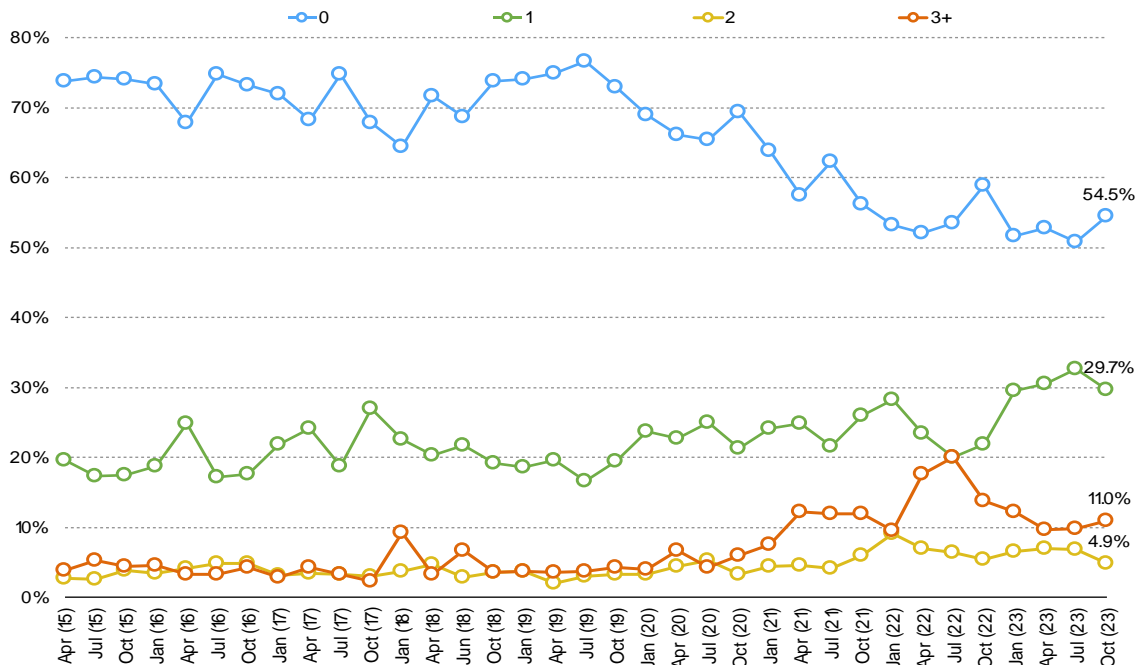
ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?



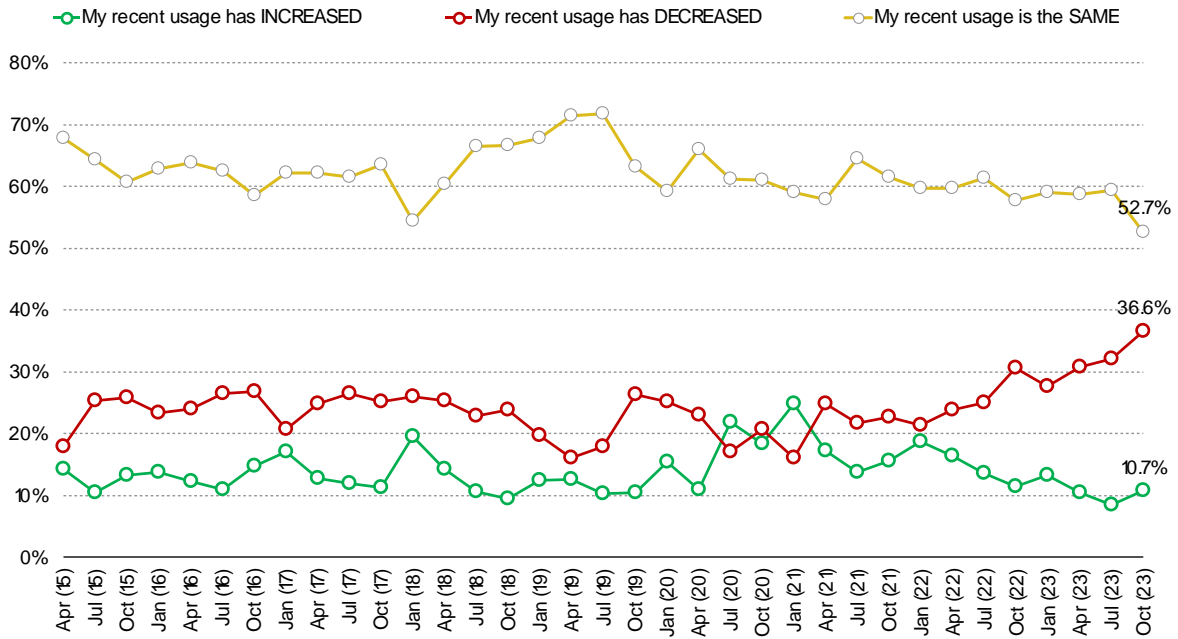
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?



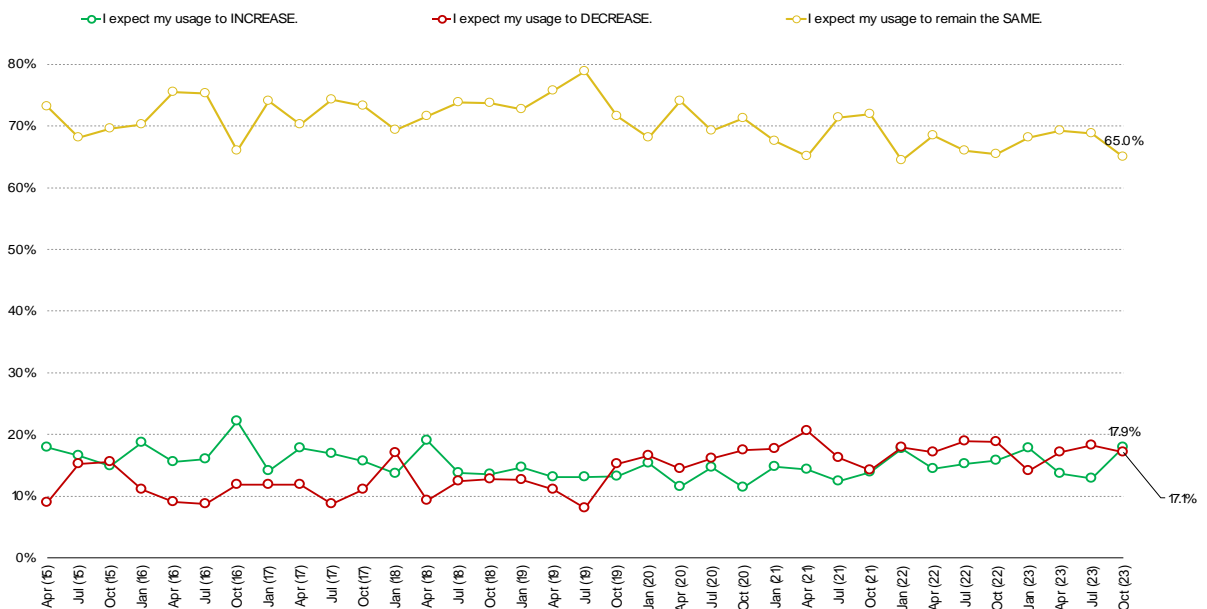
ETSY USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH



### ETSY USERS – RECENT USAGE



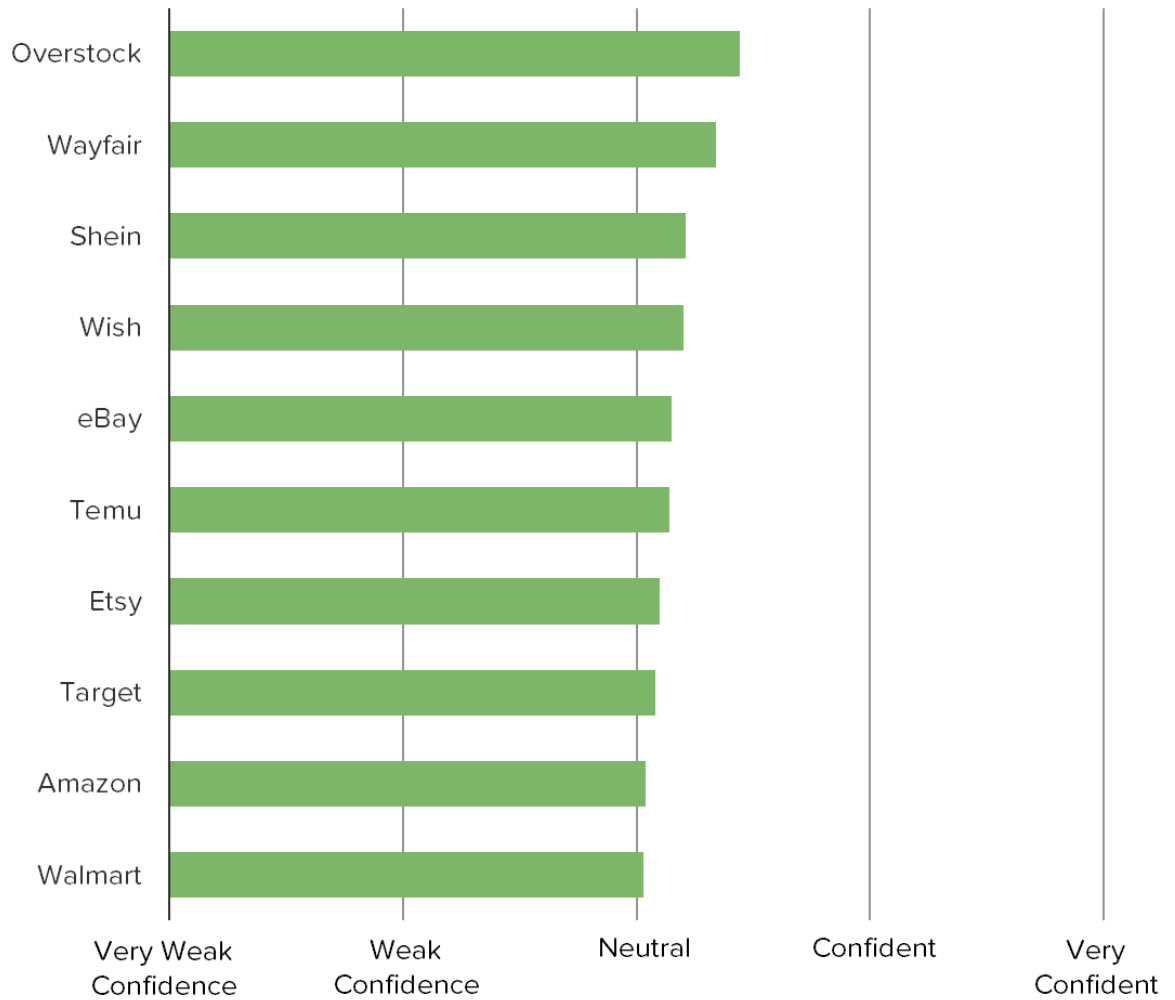
### ETSY USERS – EXPECTED USAGE



# CROSS-TAB ANALYSIS



CURRENT SPENDING CONFIDENCE OVERALL...

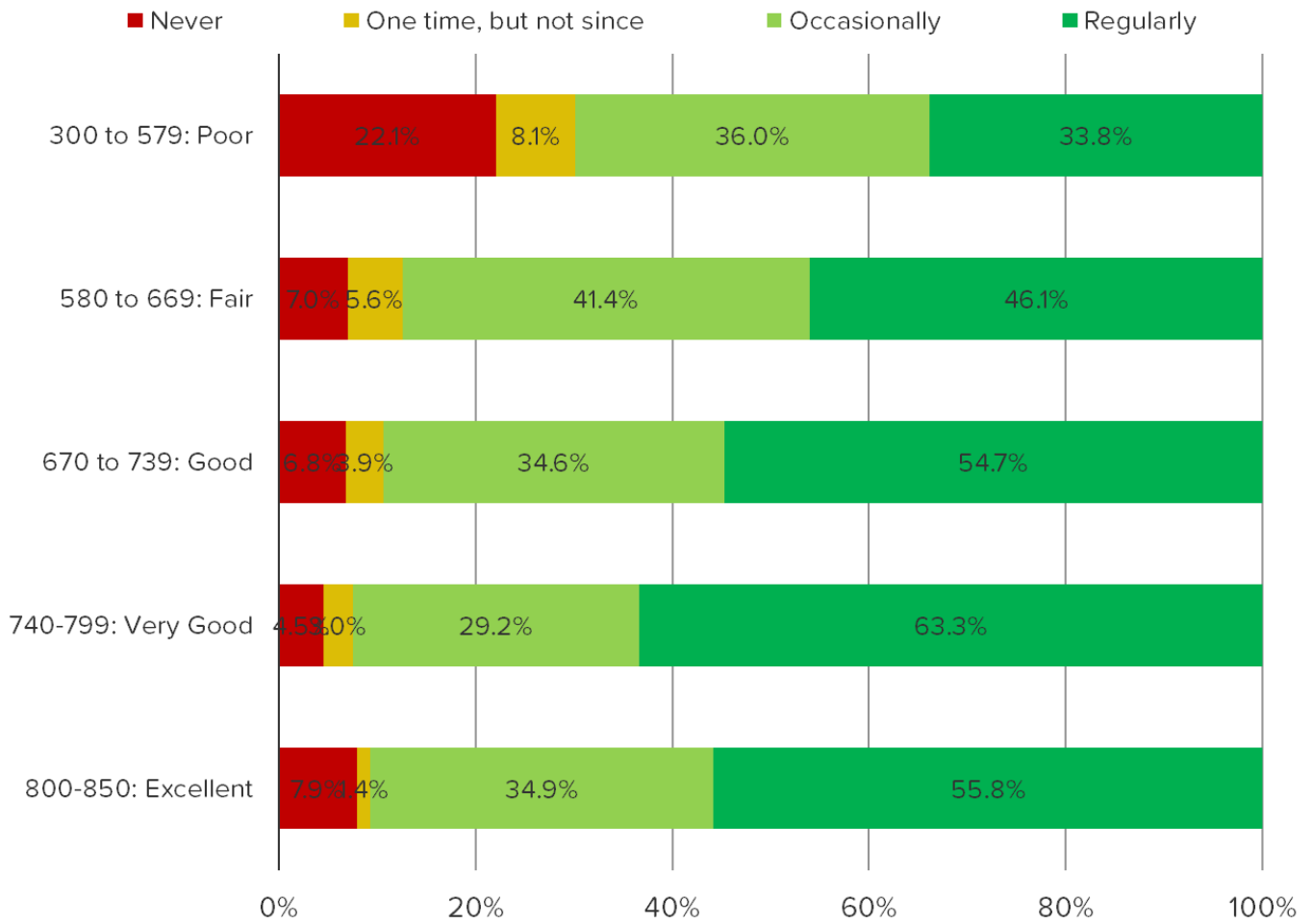


\* This chart filters respondents who occasionally or regularly shop each of the above and shows how confident these respondents currently feel overall in spending money.

Experience with Amazon – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

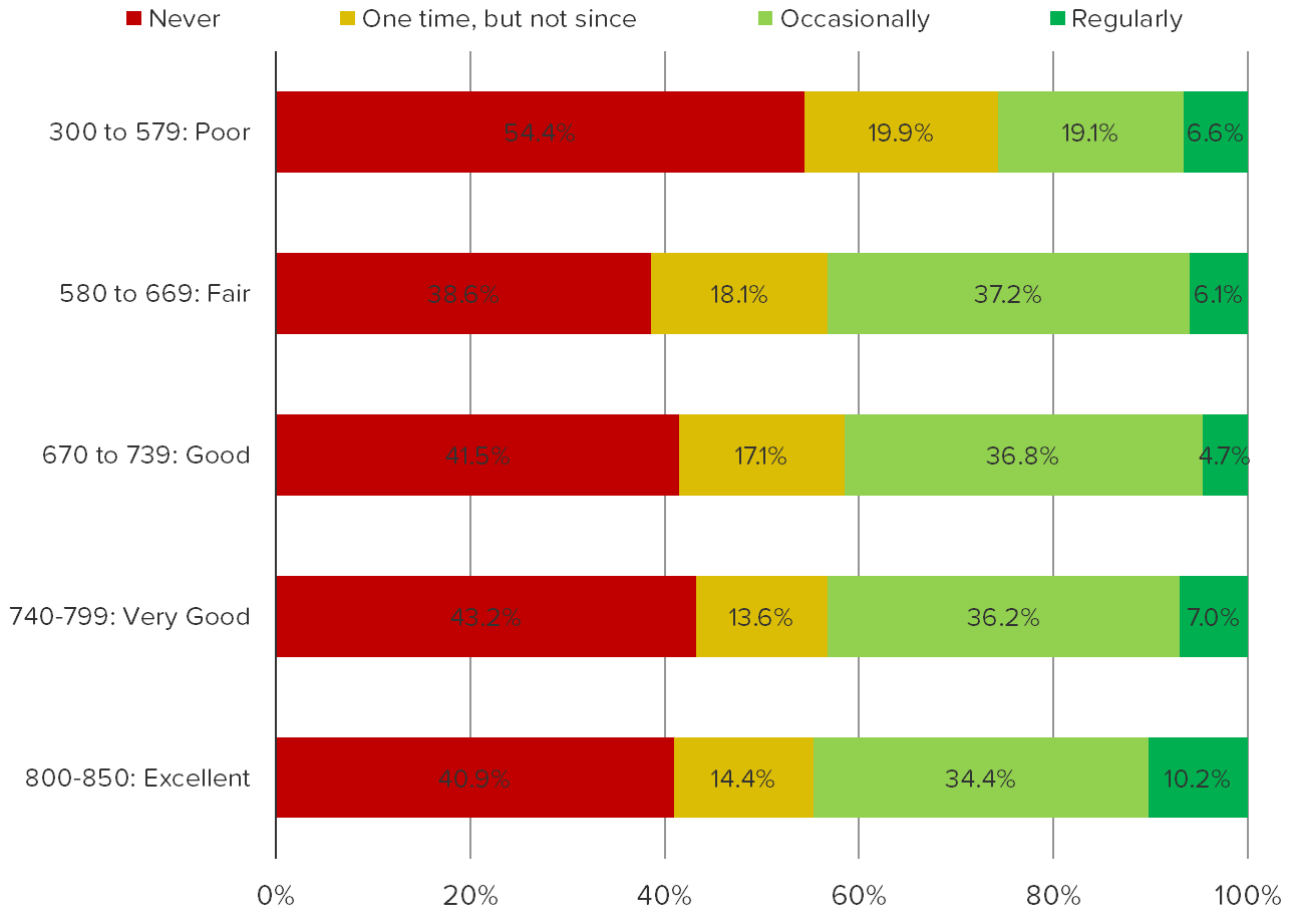


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with eBay – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

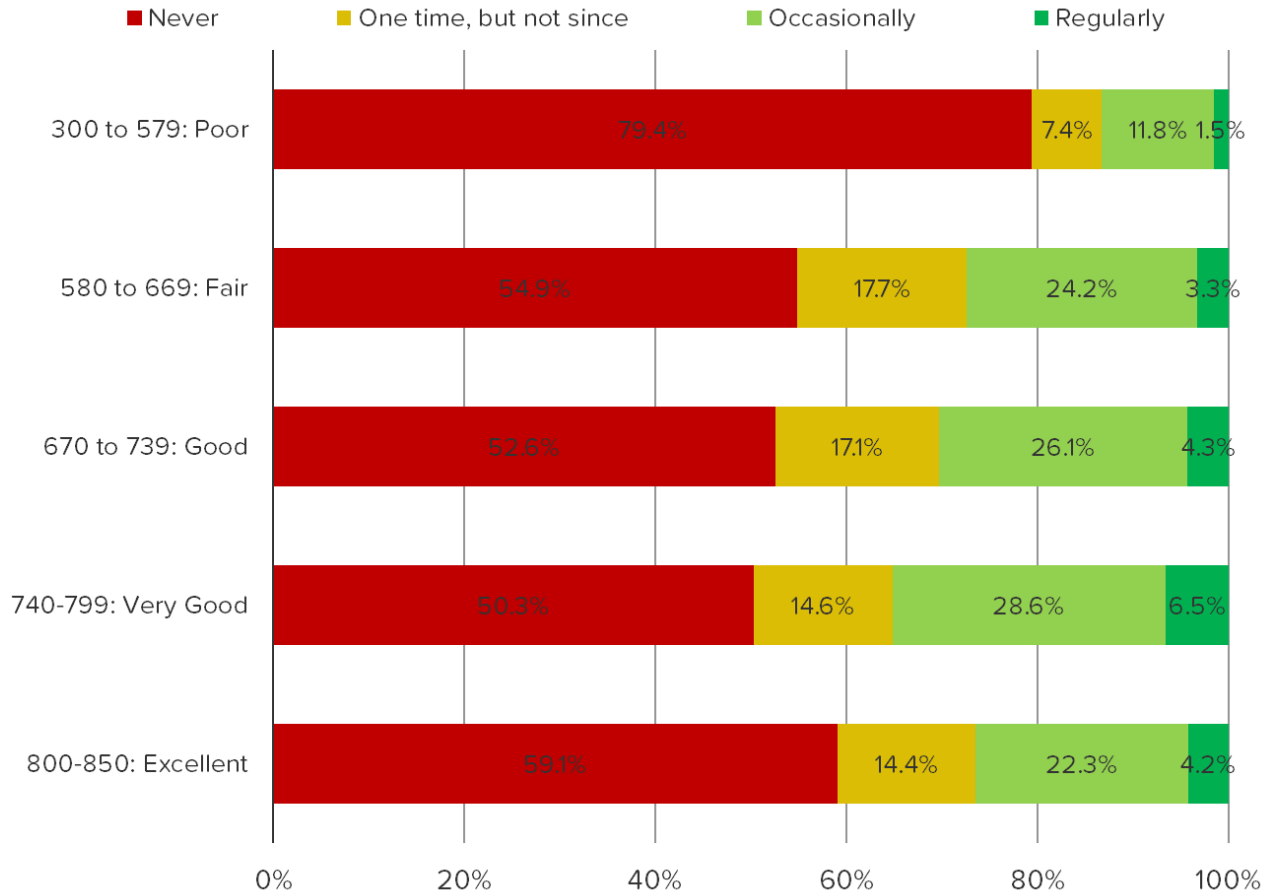


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Etsy – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

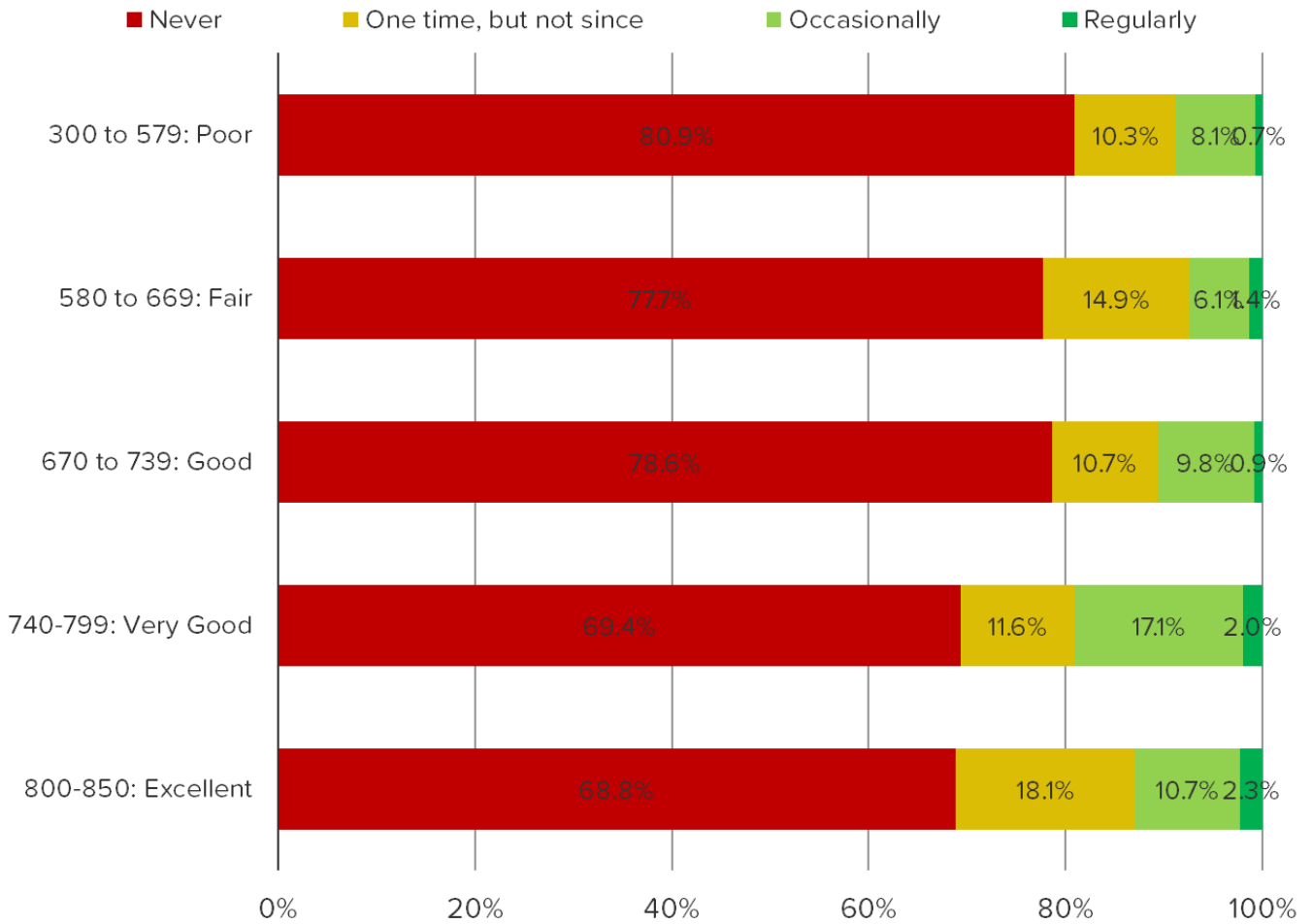


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Overstock – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

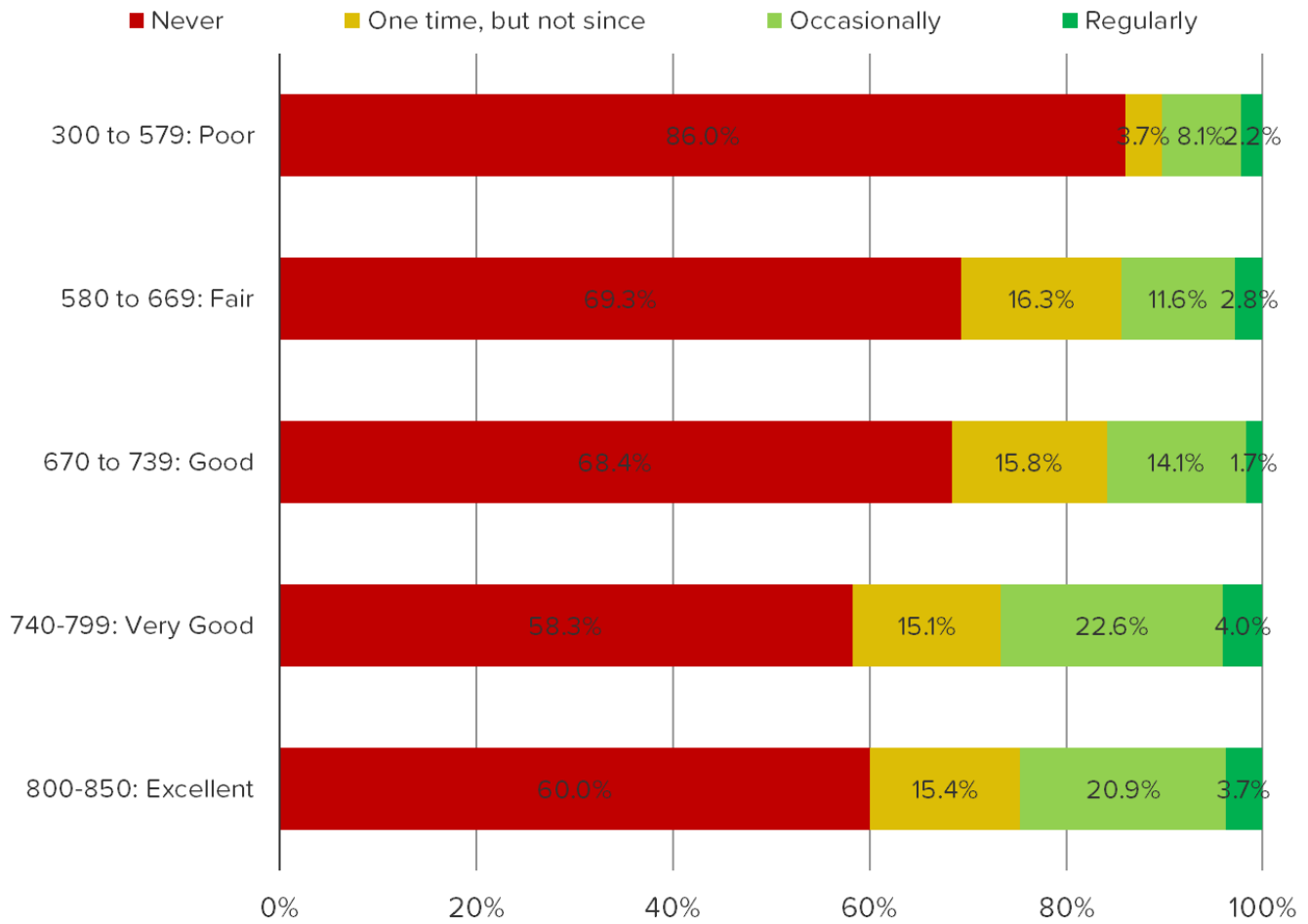


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Wayfair – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

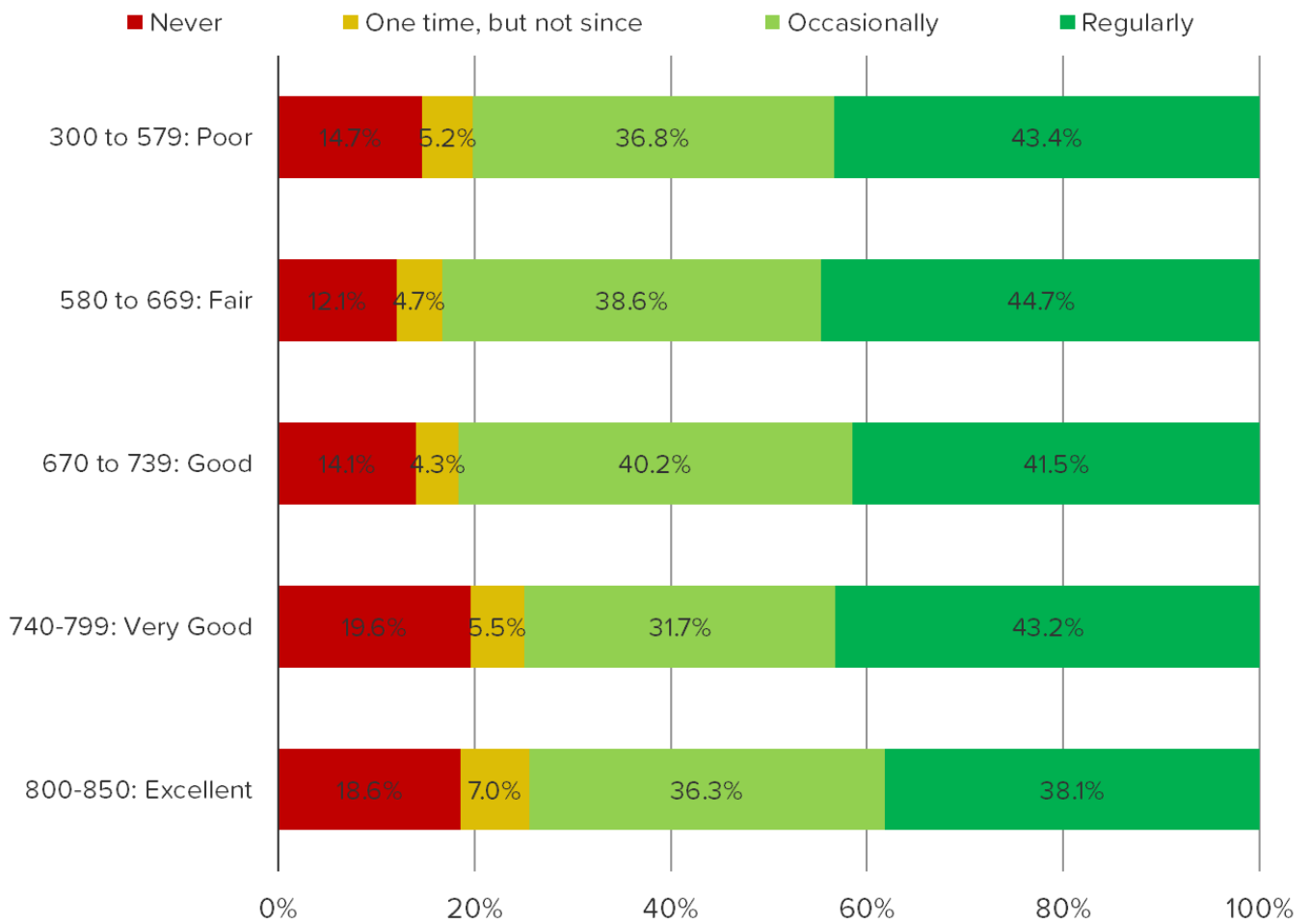


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Wal-Mart – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

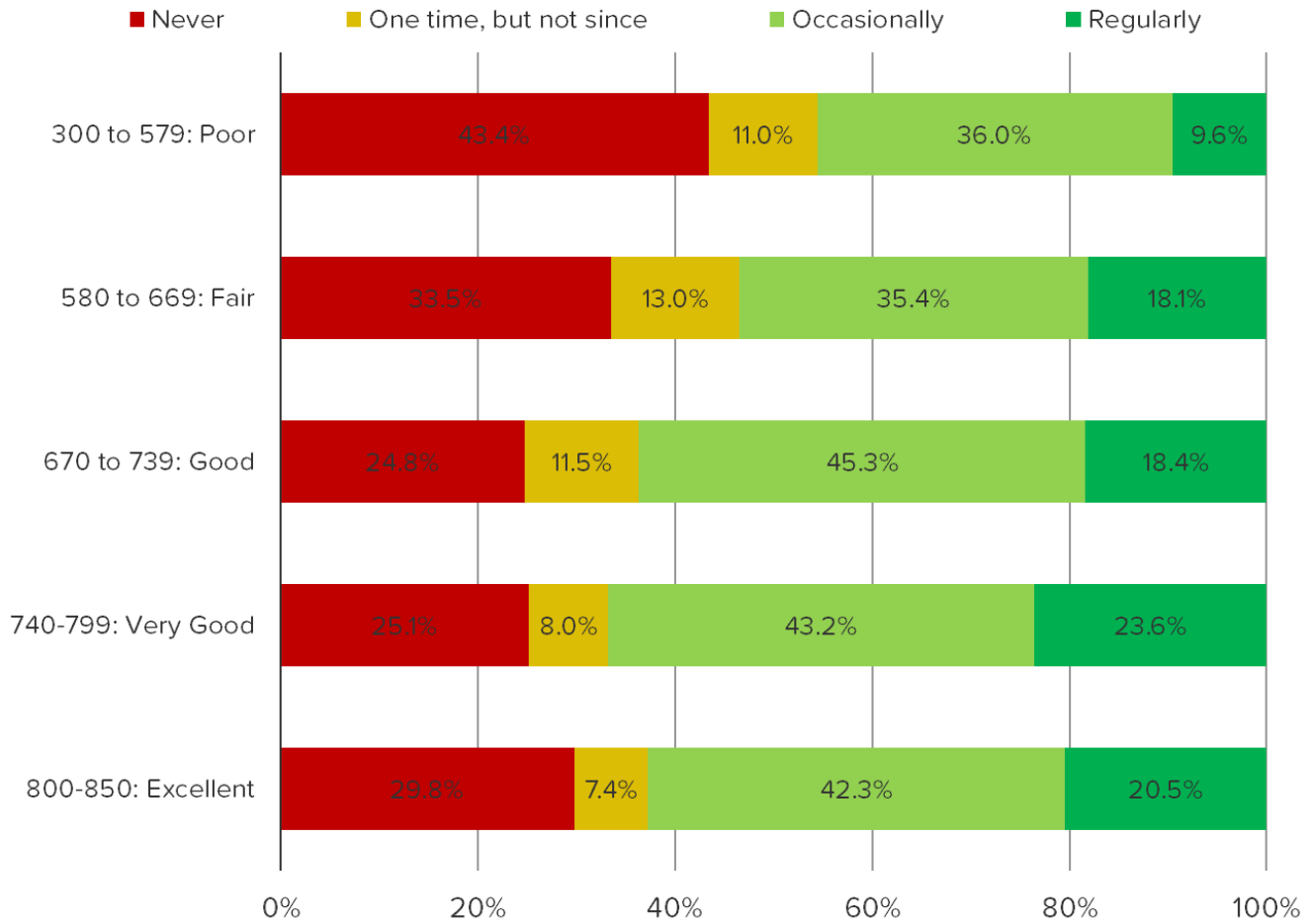


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Target – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023



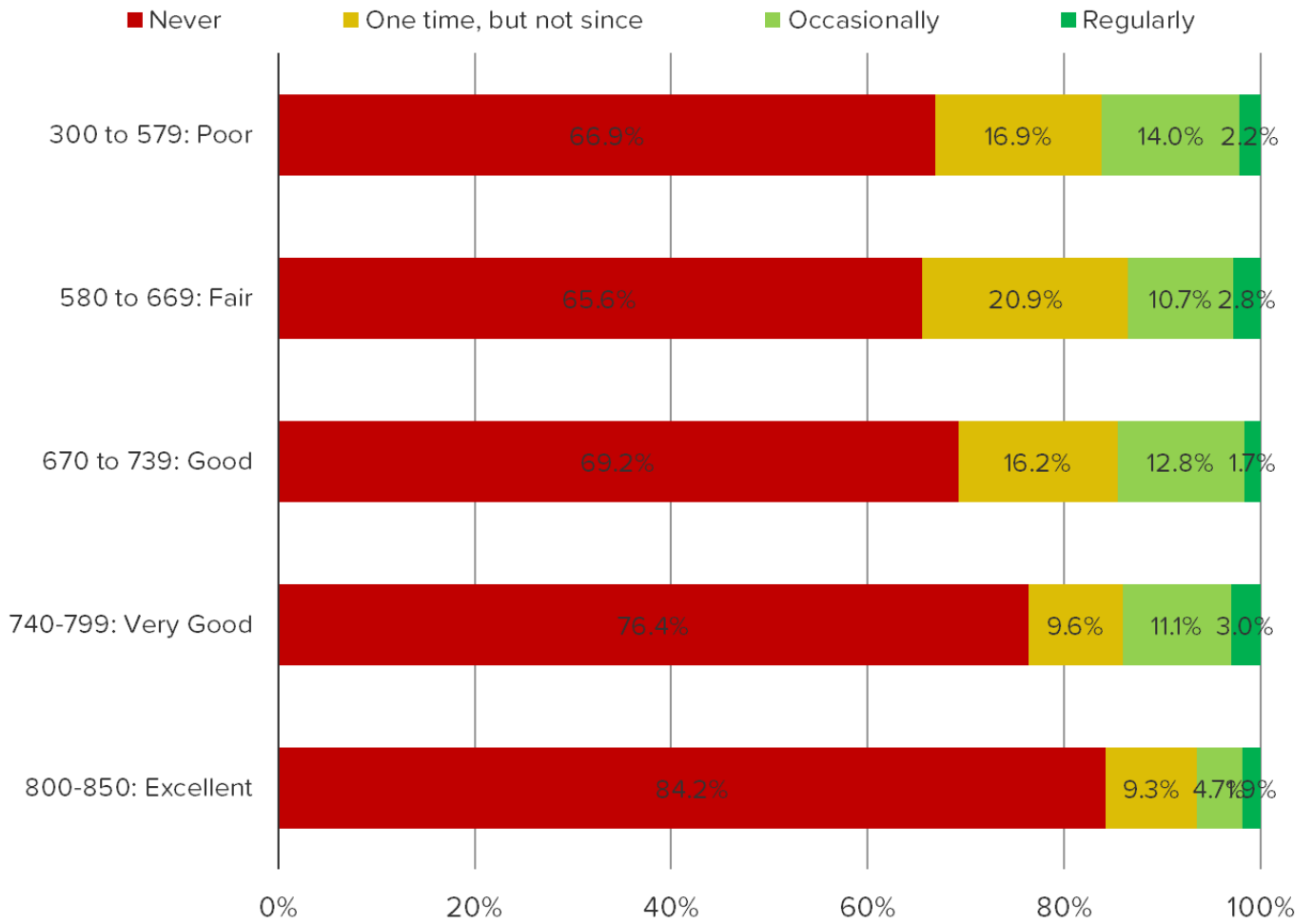
\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.



Experience with Wish.com – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

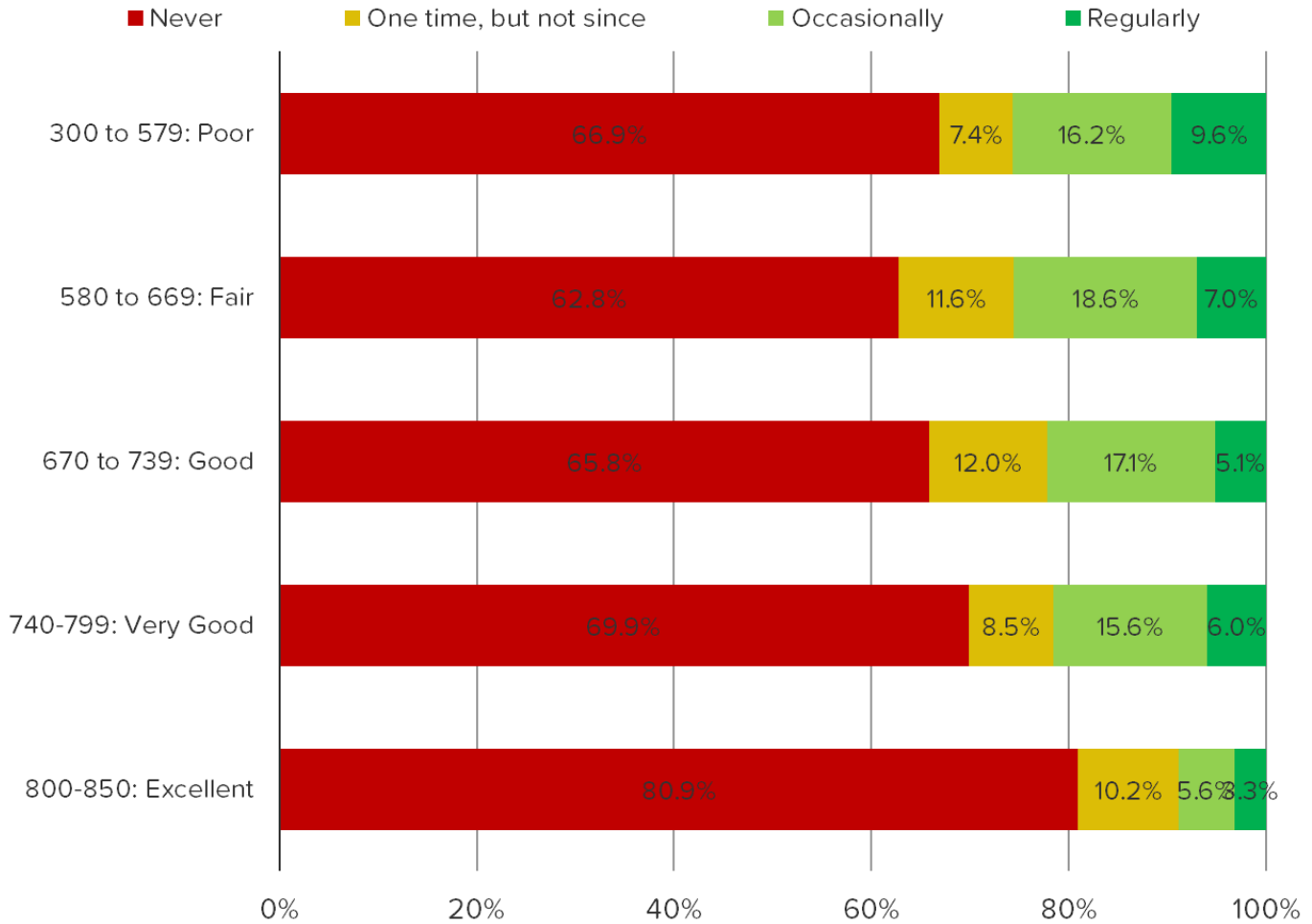


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Temu – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023

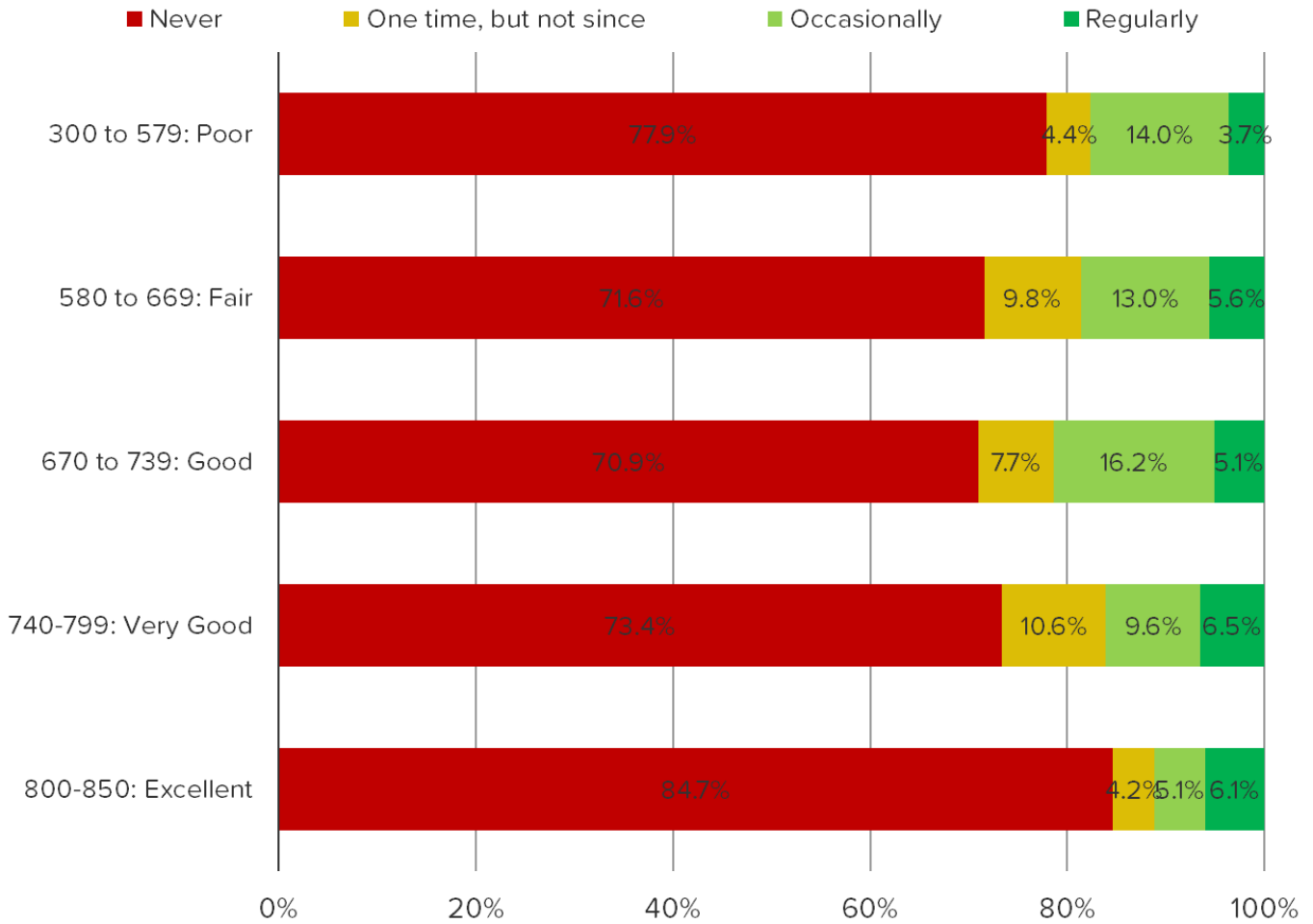


\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.

Experience with Shein – Purchased items...

BY SELF-REPORTED CREDIT SCORE

OCTOBER 2023



\*This chart filters respondents by their self-reported credit score and shows how likely each cohort is to be a customer of the company noted above.