

October 2024

# **Online Retailers**

Volume 47 | Quarterly Survey 1,000 US Consumers Balanced To Census Tickers Covered: AMZN, ETSY, W, TEMU, OSTK, WISH, Shein, WMT, TGT, etc.

# Key Takeaways:

□ This quarter, we dug into consumer behavior across platforms. Broadly speaking, those who search on Amazon, Walmart, and Target usually know what they are looking for while shoppers of Wish.com, Shein, and Temu are relatively less likely to know what they are looking for and more likely to be browsing.

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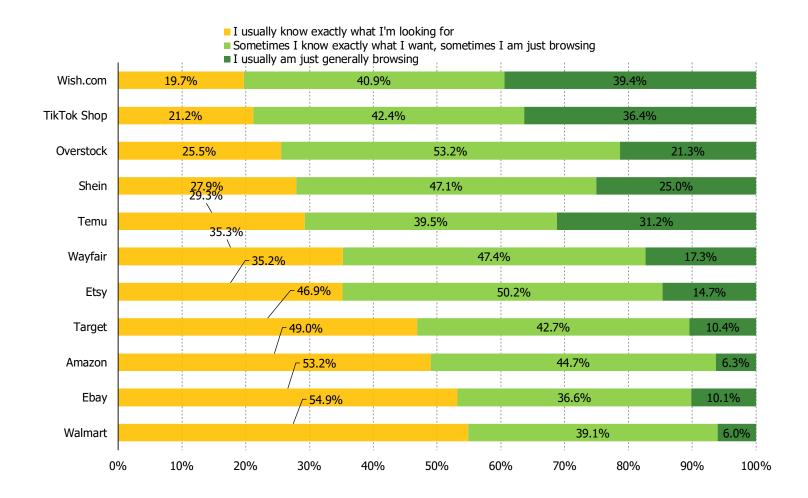
- □ Among those who have bought something on Etsy in the past three months, 20%+ said that the search experience was improved (vs. only ~5% who said it worsened).
- □ There is some interest in an Etsy insider program. Etsy shoppers were more open to joining an Etsy insider membership program at a free/low price point and less likely to join it at \$10-15 per month.
- □ On Etsy Gift Mode, both familiarity and purchases of one or more items have increased q/q.
- □ Consumers continue to characterize their Amazon, Walmart, and Target interactions as more regular vs. Etsy, Wayfair, and Wish.com usage is more episodic.
- □ Confidence in spending money has improved slightly q/q, but remains a leg lower than it was 1-2 years ago. We also continue to see increases in the share of consumers reporting declines in their personal savings.
- □ While Amazon continues to lead, Temu interactions continue to grow with each wave we run.
- □ Consumers have more trust in Amazon than any other platform, and among eCommerce platforms that we ask about, loyalty is strongest for Amazon.
- There are some interesting shopping dynamics worth looking at in the tracker section of our deck showing share of consumers shopping each platform, how many items they buy per month from each, etc.

# NEW AND RECENTLY ADDED QUESTIONS

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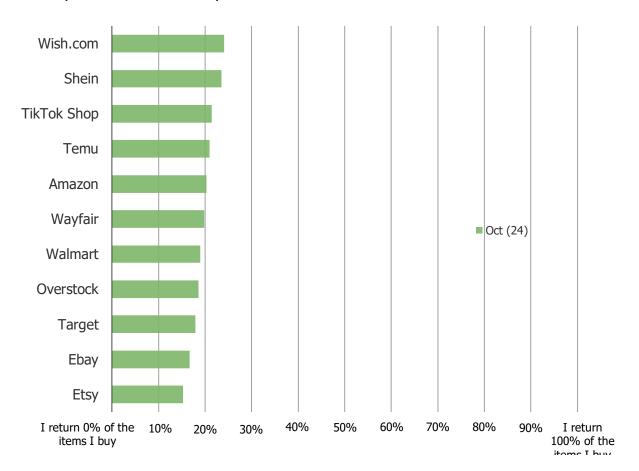
WHEN YOU SEARCH ON THESE PLATFORMS ONLINE, HOW OFTEN DO YOU KNOW EXACTLY WHAT YOU ARE LOOKING FOR VERSUS GENERALLY BROWSING?

Posed to all respondents who shop/browse the below.



## HOW OFTEN DO YOU RETURN ITEMS TO THESE PLATFORMS AFTER YOU BUY THINGS ONLINE?

Posed to all respondents who shop the below.

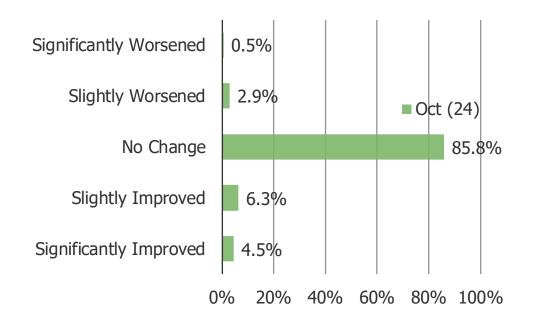


## Weighted average above, full breakdown of responses below...

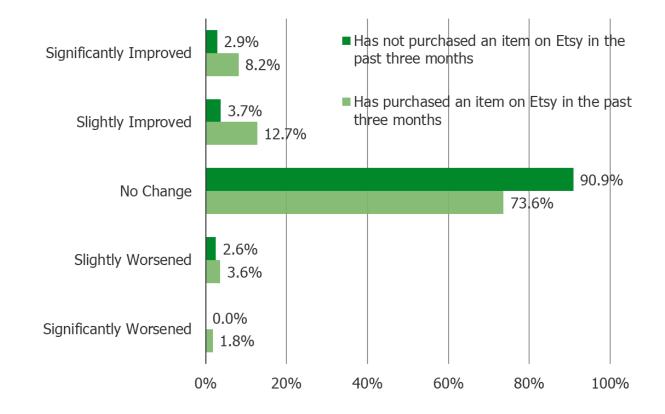
	l return 0% of the		l return 20% of the	l return 30% of the	l return 40% of the	l return 50% of the	l return 60% of the	l return 70% of the	l return 80% of the	l return 90% of the	l return 100% of the items l	N Size
	items I buy	items I buy	items I buy	items I buy	items I buy	items I buy	items I buy	items I buy	items I buy	items I buy	buy	
Amazon	45.1%	36.0%	8.5%	4.7%	1.4%	2.0%	0.4%	0.6%	0.1%	0.2%	1.2%	861
Walmart	57.1%	26.3%	7.2%	3.2%	1.2%	2.0%	0.8%	0.5%	0.4%	0.3%	1.1%	752
Target	59.3%	26.3%	7.3%	1.8%	1.1%	1.6%	0.5%	0.7%	0.5%	0.0%	0.9%	562
Shein	61.1%	13.1%	4.0%	6.9%	2.9%	4.0%	2.3%	1.1%	1.1%	2.3%	1.1%	175
Wish.com	62.5%	13.9%	5.6%	1.4%	0.0%	5.6%	4.2%	2.8%	1.4%	1.4%	1.4%	72
Temu	63.3%	16.7%	5.3%	3.0%	2.3%	2.7%	2.3%	1.1%	1.9%	0.8%	0.8%	264
Wayfair	65.1%	17.1%	6.9%	2.9%	0.6%	1.7%	0.6%	1.1%	1.1%	1.1%	1.7%	175
Overstock	65.3%	20.0%	5.3%	2.1%	1.1%	2.1%	0.0%	2.1%	1.1%	0.0%	1.1%	95
TikTok Shop	71.0%	12.0%	2.0%	3.0%	2.0%	2.0%	1.0%	1.0%	0.0%	3.0%	3.0%	100
Ebay	73.5%	16.0%	2.3%	1.8%	0.5%	3.0%	0.7%	0.5%	0.7%	0.5%	0.7%	437
Etsy	79.7%	10.9%	2.9%	1.5%	1.1%	1.1%	1.1%	0.4%	0.4%	0.0%	1.1%	276

# HAVE YOU NOTICED ANY CHANGES RECENTLY TO THE EXPERIENCE OF SEARCHING FOR ITEMS ON THE ETSY SITE OR APP?

Posed to all respondents who ever use or visit Etsy.



Cross-tabbing the above by if they have shopped Etsy in the past three months or not...



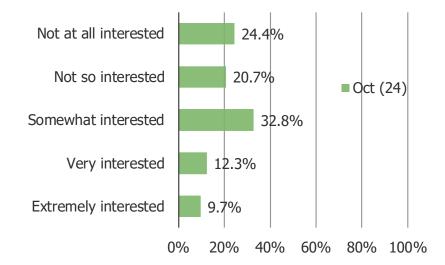
## BESPOKE Surveys Online Retailers | October 2024

#### HOW MUCH INTEREST WOULD YOU HAVE IN JOINING AN ETSY INSIDER MEMBERSHIP PROGRAM?

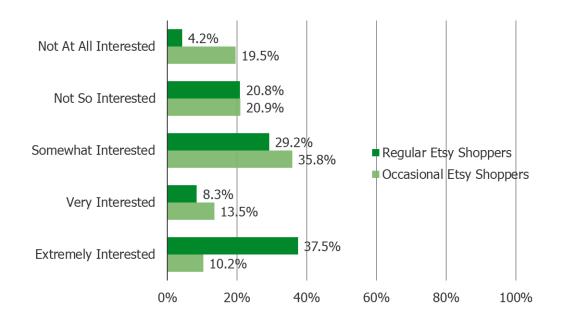
BENEFITS OF THIS PROGRAM MIGHT INCLUDE:

- FREE US DOMESTIC SHIPPING ON MILLIONS OF ITEMS
- A BIRTHDAY BONUS
- A LIMITED EDITION ANNUAL GIFT, DESIGNED BY AN ETSY SELLER
- FIRST ACCESS TO SPECIAL DISCOUNTS AND SELECT MERCHANDISE
- DOUBLE IMPACT WITH DONATE THE CHANGE

Posed to all respondents who ever use or visit Etsy.

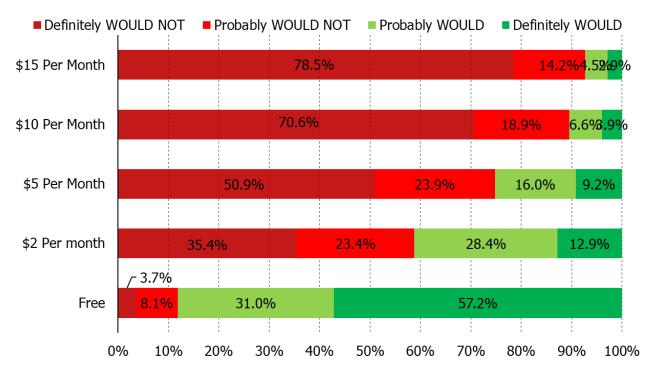


## Cross tabbing the data above...

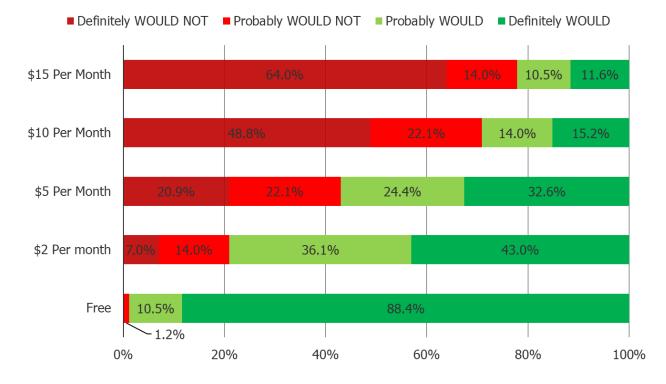


HOW LIKELY WOULD YOU BE TO JOIN AN ETSY INSIDER MEMBERSHIP PROGRAM AT THE FOLLOWING COSTS...

Posed to all respondents who ever use or visit Etsy.

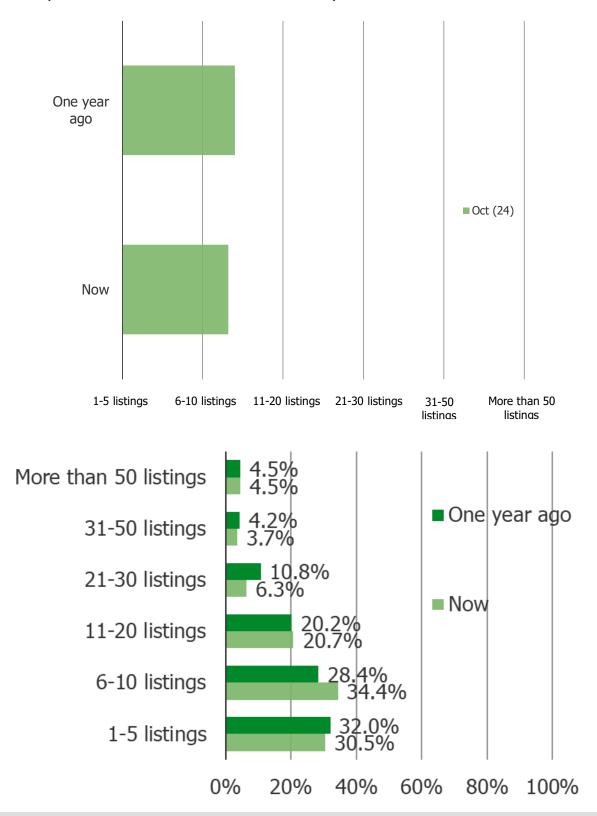


Posed to Etsy customers who said they would be very interested or extremely interested...



HOW MANY LISTINGS WOULD YOU ESTIMATE YOU NEED TO LOOK THROUGH WHEN YOU SEARCH FOR ITEMS ON ETSY BEFORE YOU FIND WHAT YOU WERE LOOKING FOR?

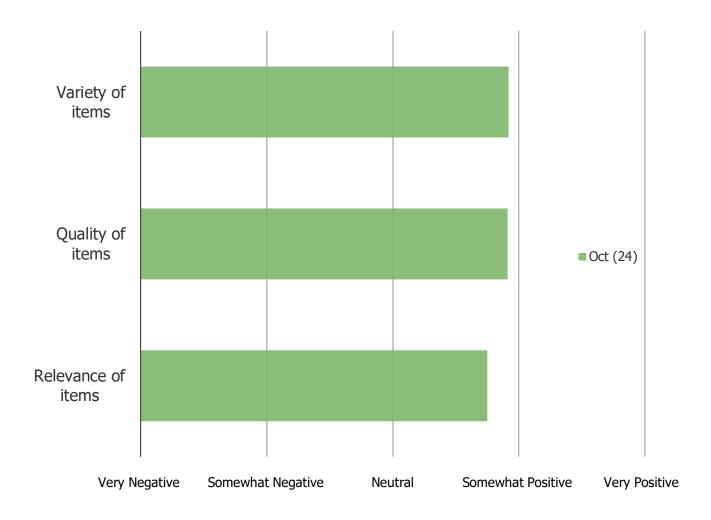
Posed to all respondents who ever use or visit Etsy.



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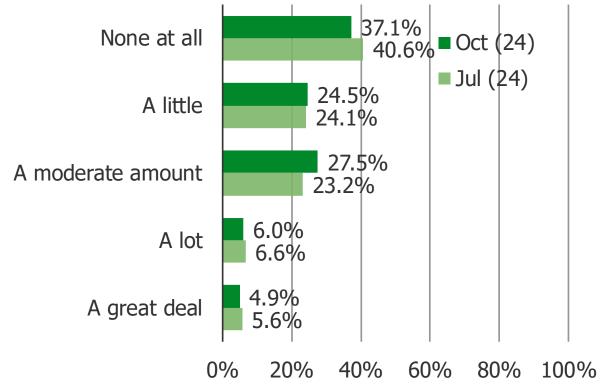
WHAT IS YOUR OPINION OF THE FOLLOWING WHEN SEARCHING FOR ITEMS ON ETSY?

Posed to all respondents who ever use or visit Etsy.



HOW MUCH USE DO YOU HAVE IN GENERAL FOR WEBSITES OR APPS THAT SELL CHEAP GOODS AND SHIP FROM WAREHOUSES IN CHINA DIRECTLY TO YOU IN THE US?

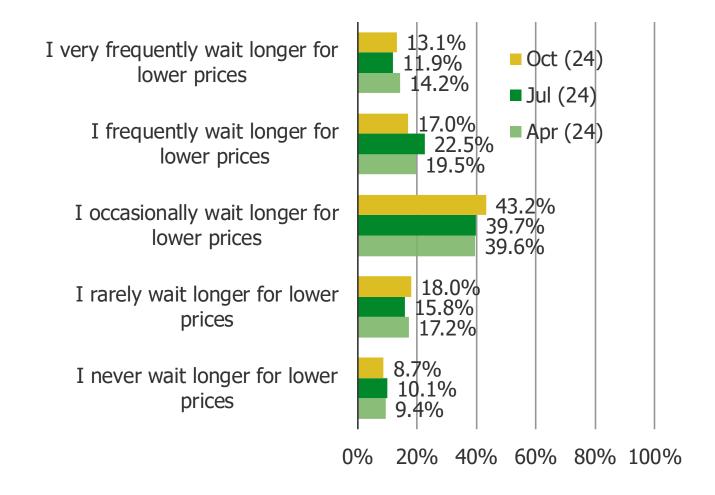
## Posed to all respondents



Cross-tabbing the above chart...

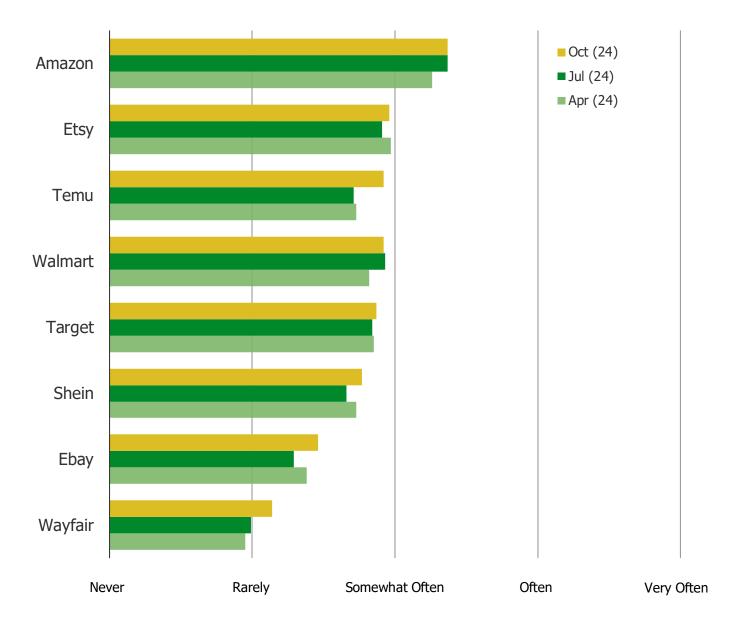
■ A	great deal 🛛 🗖 A l	ot 🗧 A moderat	e amount 🛛 🗖 A lit	tle No	one at all	
TikTok Shop	15.0% 1	4.0%	44.0%		20.	.0% 7.0%
Shein Customers	13.1% 10.3	%	46.9%		21.7	% 8.0%
Wish.com Customers	12.5% 12.5	%	44.4%		22.29	% 8.3%
Temu Customers	11.4% 11.4%	6	39.4%		28.8%	9.1%
Overstock Customers	10.5% 7.4%	26.3%	23.2%		32	2.6%
Wayfair Customers	8.0% 8.6%	32.6%	20.0	)%	3	0.9%
Etsy Shoppers	6.9% 8.0%	30.1%	27.5	%		27.5%
WalMart Customers	5.3%6.7%	31.3%	25.0%		3:	1.8%
eBay Customers	5.3%7.6%	28.4%	28.6%		3	0.2%
Target Customers	1.8%6.8%	29.7%	26.3%		32	2.4%
Amazon Customers	<mark>.4%</mark> 6.2%	28.2%	25.8%		35.	4%
0	% 20	9% 40	)% 60	)%	80%	o 100%

WHEN YOU SHOP ONLINE, HOW DO YOU THINK ABOUT THE TRADEOFF BETWEEN PRICE AND DELIVERY SPEED?



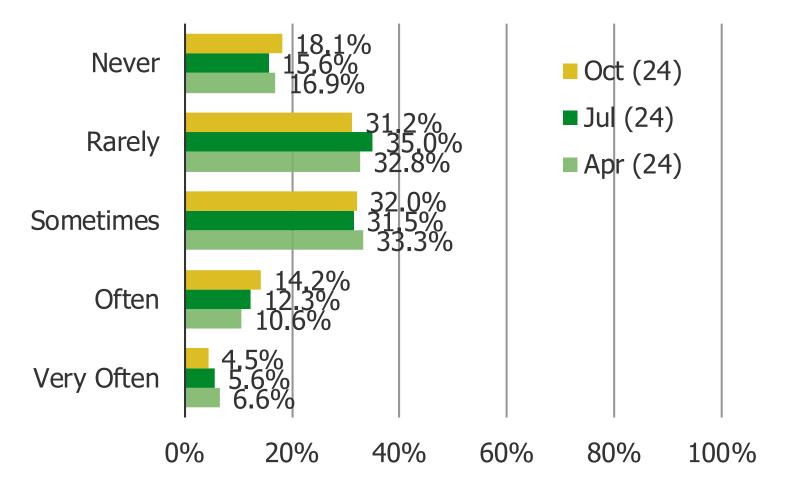
## HOW OFTEN DO YOU BUY GIFTS FOR OTHERS THROUGH THIS PLATFORM?

Posed to all respondents who shop the following regularly or occasionally.



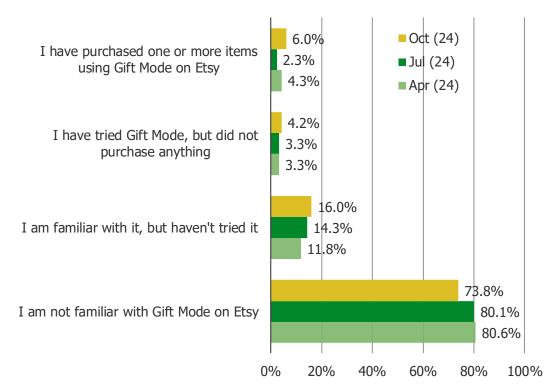
## HOW OFTEN DO YOU USE ETSY TO BUY GIFTS FOR OTHERS?

Posed to all respondents who have shopped Etsy.

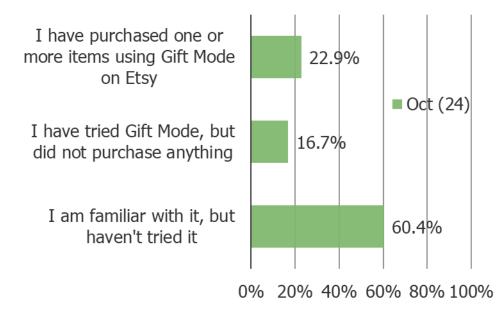


## HAVE YOU TRIED GIFT MODE ON ETSY?

Posed to all respondents who have shopped Etsy.

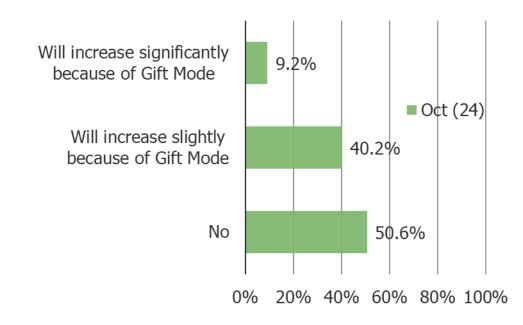


Posed to all respondents who have shopped Etsy (factoring out people who aren't aware of Gift Mode on Etsy).



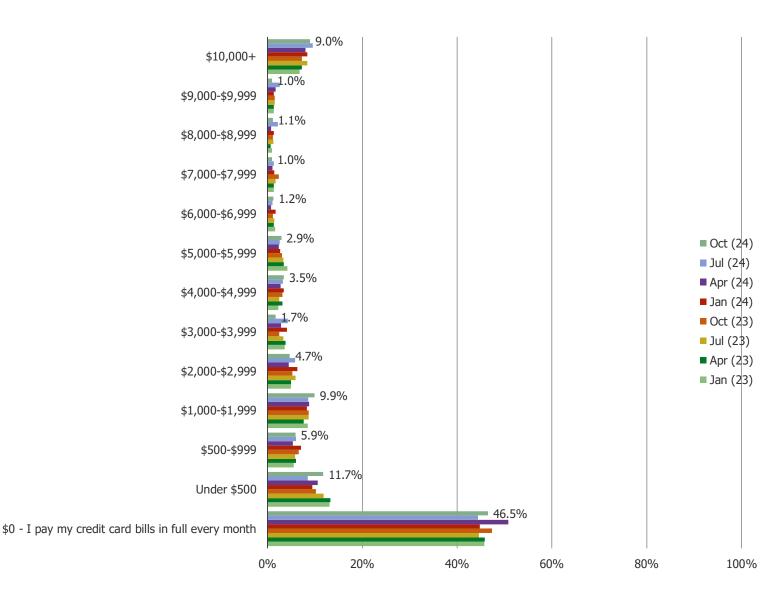
DO YOU THINK YOU WILL INCREASE THE SHARE OF YOUR GIFT GIVING THAT YOU BUY THROUGH ETSY BECAUSE OF THE GIFT MODE FEATURE?

Posed to all respondents who are at least familiar with Gift Mode on Etsy (N = 251).

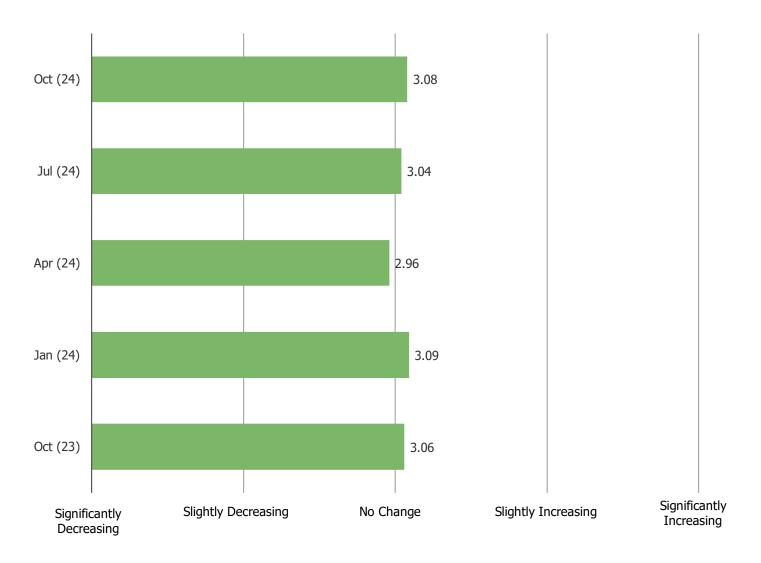


Combining all waves to date to achieve a larger N size.

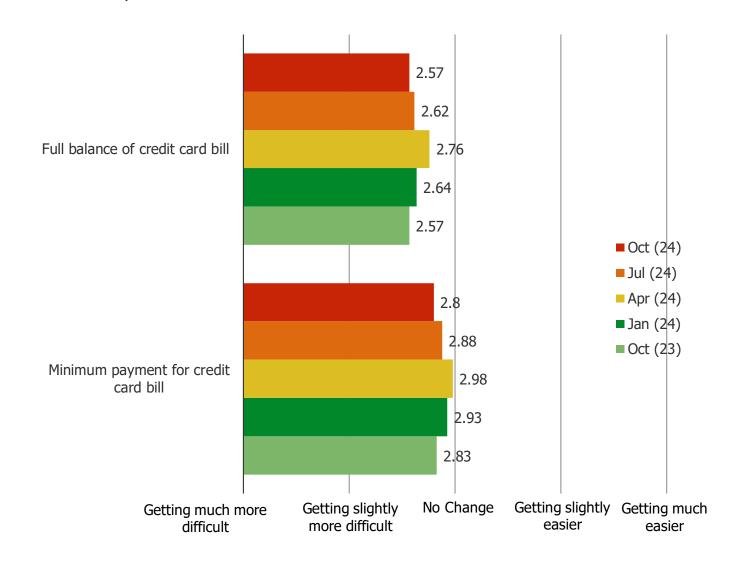
HOW MUCH CREDIT CARD DEBT DO YOU HAVE? IE – HOW MUCH OF AN OUTSTANDING BALANCE DO YOU CARRY OVER FROM MONTH TO MONTH?



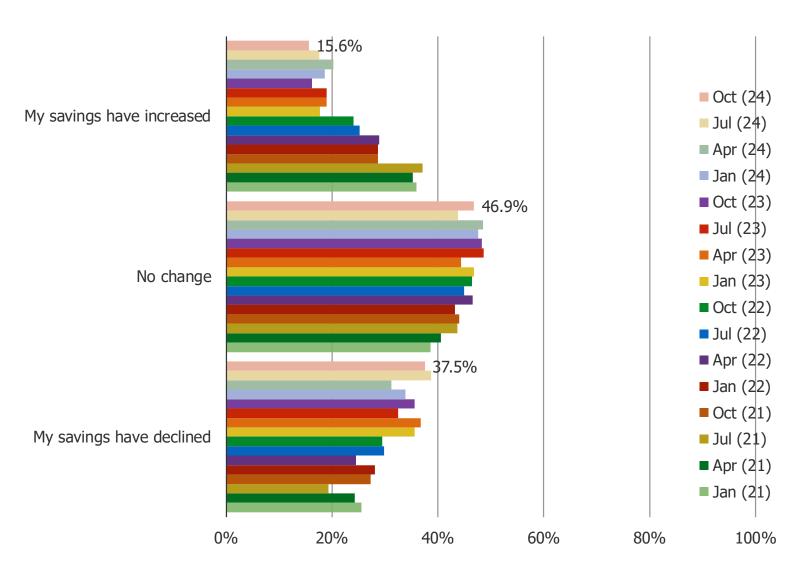
HAS THE AMOUNT OF CREDIT CARD DEBT THAT YOU HAVE BEEN INCREASING OR DECREASING OVER THE PAST 12 MONTHS?



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



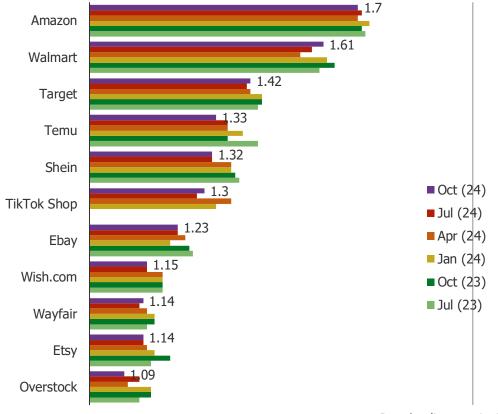
TO THE BEST OF YOUR ESTIMATION, DID THE AMOUNT OF MONEY YOU HAVE SAVED CHANGE SINCE THE START OF THE COVID-19 PANDEMIC?



## **BESPOKE Surveys** Online Retailers | October 2024

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

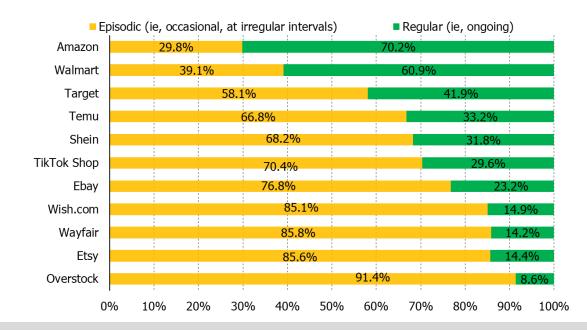
Posed to all respondents who shop the below.



Episodic (ie, occasional, at irregular intervals)

Regular (ie, ongoing)

## October 2024 Breakout



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.



#### Amazon

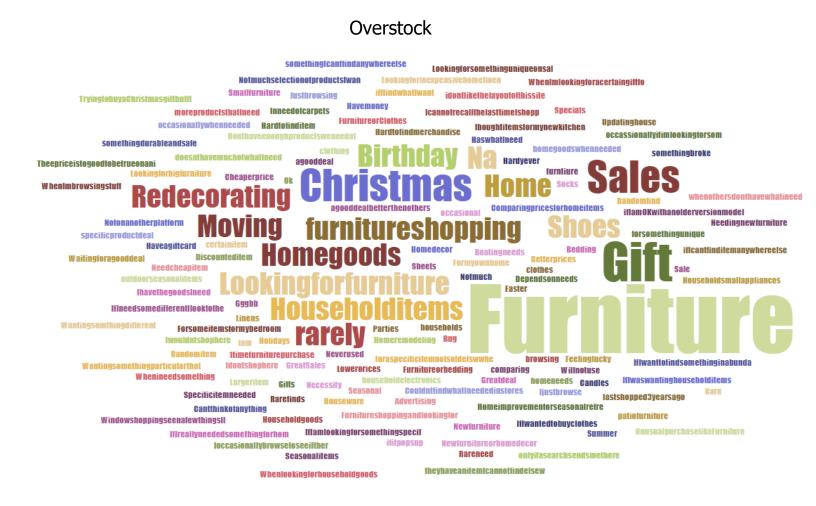
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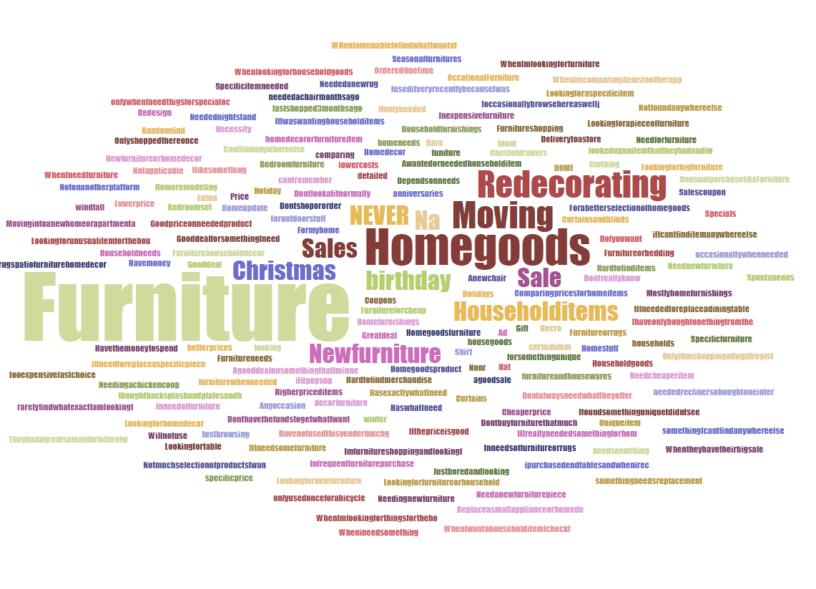
YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?



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



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.

#### Lookingforsomethingcheap ificantfinditemanywhereelse HolidaysorBirthdayshopping randomitems Getgiftcardsi Ionlyuseitiflfindthebestdealth IthadalowerpricethanIdseenelse emergencyldontlikeWalmart Grocerviovs Buvanairconditioner Ifthenhysicallocationdoesnthay Petfoodsunnlies Lookingforaparticularitem **Healthandbeautvandelectronics** iftheydonthavethenroductinstoc Holidaydecor Needstuf Mixed Specificitem Regularshopping GENERAL Pricecomnarison Frames awantorneed Moreactionfigures mickhomeneeds Needvalueiten Christmasgifts hathroom pickupatstore Justcause Neverthinkofthem Racktoschooldeals Rareneed Birthdaysgricerys hlackfridavalldays Inolongeruseit Markdown Necessities foralownrice Betterouality **Justlooking** Gototheatore Flectronicshonning Christmasgift storeitems Electronicsneeded Tshirts Betterprice Idonotuseit essentials Cantthinkofanything Holiday IfIneedsomething Findsnecificnroductnotavailabl Familystuff ods **InStock** Oncemonth **Electronicaccessories EverytimeltrytoshopatWalmartil** forcoffe useholditems Onlinenhotos Wheninneed inparticular **1timefurniturepurchase Specials** Cantfindinstore easvinandoutthatvoucangetevery Lessthanonceayear vhatiwant bulkpurchases Thanksgiving Familynichic Herelhuvmanvnroductstoimnrovem Betterselection **Ipreferotherplaces** Notrust Inneedofregularsupplies Homeneeds discounts Atk Unabletogettotown comparing Cheaneritemfromtheirsited erot lfimiookingforauniquedeal Giftgiving Cheaperthanotherstores agoodpricenotavailableinthesto Inreferthestore Goodsale householditemsschoolshoppingcl Haswhatineed **Iowernricethanamazon** Hasexactlywhatineed Go Tires Freeshipping **Mygotoforeverydayitems** Havemoney ItemtonickunatiocalWalmart Ibarelybuyfromhere **HomeNeedsareusualivatWalmart** Locaineed Grandsonbirthday Incededwirelessheadphonesthatw **Insedittogetalowernrice** Homedecorandgardenitems IfIsearchforasnecificnroductan **Autofstockinstore** Imidenth: eanopinioneitherway iboughtanewpairofsneakersrecen Incedednewfiressols latWal Needcheanitem Iwouldorderfromhereificouldnot lusuallyshopinstore

Iflamlookingforsomethingspecif

lfitischeaperth

Inneedofsomethingthaticannotfi

Necessity

Wal-Mart

Incedsomething

**Justlookingforsomethinghasicat** 

Ionlybuytheirproductsonlinewhe

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.



## Target

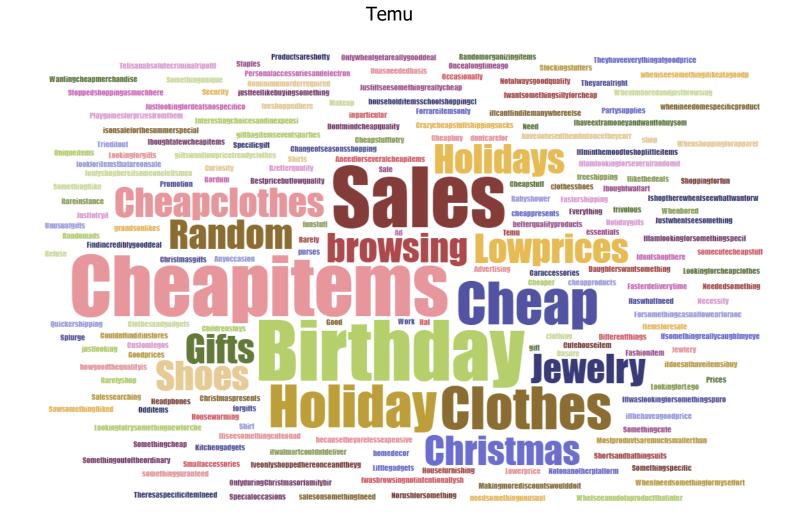
YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

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

#### smallmeaninglessitems Seeingsomethinglcantgetanywher Newwardrobe oddsandends Variable Lowprices Unusualitem Smallaccessories Sale hadareallybadexperiencewiththe WhenIneedsomecheantovsorcrafts ihavenotusedthisplatforminalon deal Inneedofgift WhenIcantfinditonTemu Heytherelmon Rarelylfindanitemthatlcannotfi Rings Garbage thinktoshonthere **OnlywhenIsawsomethingthatpeeke** Rirthdays Onlybuyonetime Impulseshoppingforfunornovelty Cheapitems gadget Randomads Ibarelyevenbrowseonherebecause Oncealongtimeago Snlurge Customlegos **Cheanclothes** whenineedcheapjunk Fun Wishco idontshopthismuch Insearchforgiftsthatlcannotfin lusewishwhenIdonthavemuchmonev Holidav Jnnnn householditemsschoolshoppingel Whenlookingforagiftleannotfind **IflwantedtolookattheirPennyite** Snecificitem SeesomethinginanWishadthatinte Cannotthinkofanvreason Dontneedmuchoffofit Gifts Randomstuff **Gostumeiewelry** Necessity Moreclothesatadiscount Partysunnlies Dontyo Cheaphouseiten Ad Havemoney Specialoccasions **Iflwantsomethingexpensivecheap** somethingmorepersonalized Specificgift Boredandlookedonho Advertising tovs Onceinabluemoon lfiseesomethingcuteonad Imthewinter IseesomethingIlike Boredom **Occasionally use it only for family** Cheapestprice Convenient Self Prices itishorrible Idontshophereanymore Holidaygifts Neededtogetalotofpresentsforki Christmas **Ihavethegoodsineed** Findingagiftformydaughter Christmasshopping 1186 Cheapstorage **Cablesorcheapelectronics** hardivus Party Somethingcute Itsol Unusualgifts Pricesgodown ofandon Saw something liked ItkindadependsasIscrollthruthe **Priceshaveincreased Pricewouldneedtobeextremelylow** Lookingforacheanitem Unsure something unavailable or to oexnen WhenIneedcheapelectronicparts Somethingcheap

Wish.com

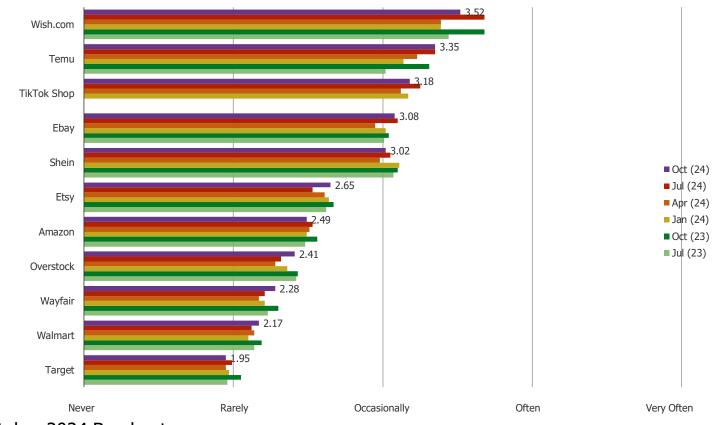
YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?



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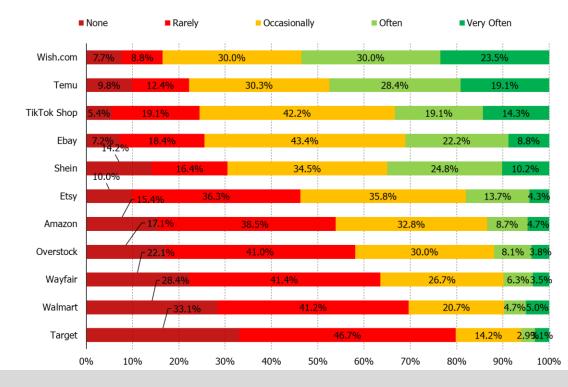


## HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?



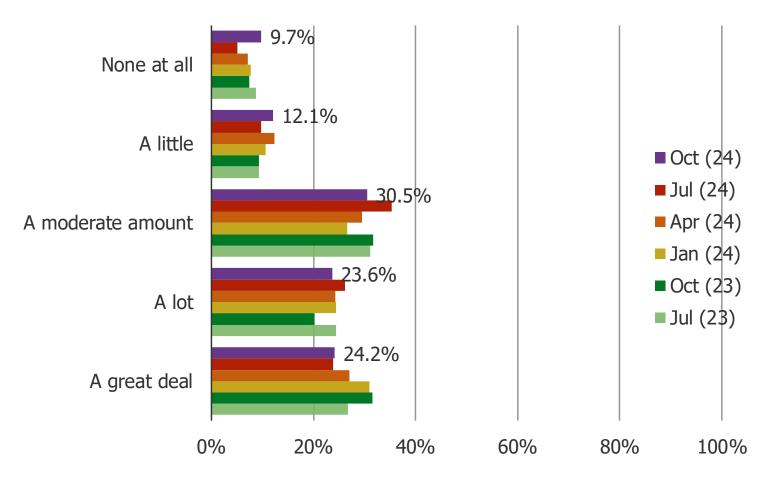
Posed to all respondents who shop the below.

# October 2024 Breakout



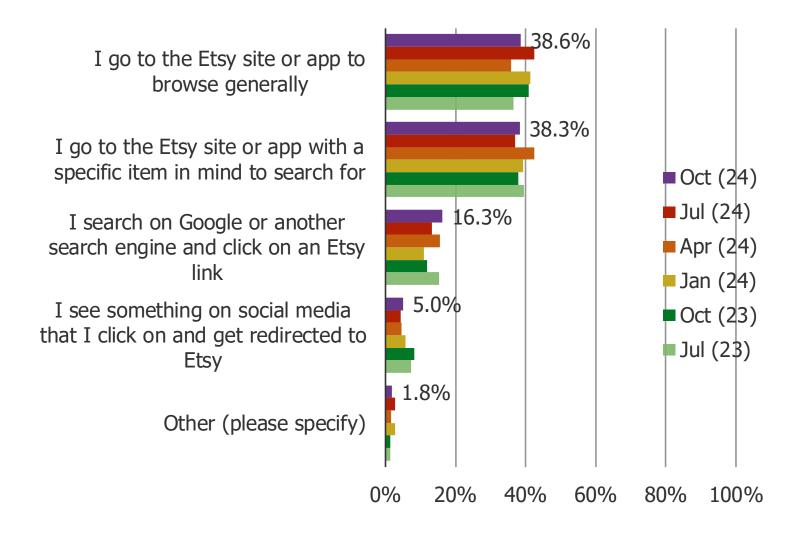
WHEN YOU SHOP ETSY, HOW MUCH DOES IT MATTER TO YOU THAT YOU ARE SUPPORTING SMALL BUSINESSES AND MAKING A POSITIVE IMPACT WITH YOUR PURCHASES?

Posed to all respondents who shop Etsy.



HOW DO YOU MOST COMMONLY FIND YOURSELF SHOPPING ON ETSY?

Posed to all respondents who shop Etsy.



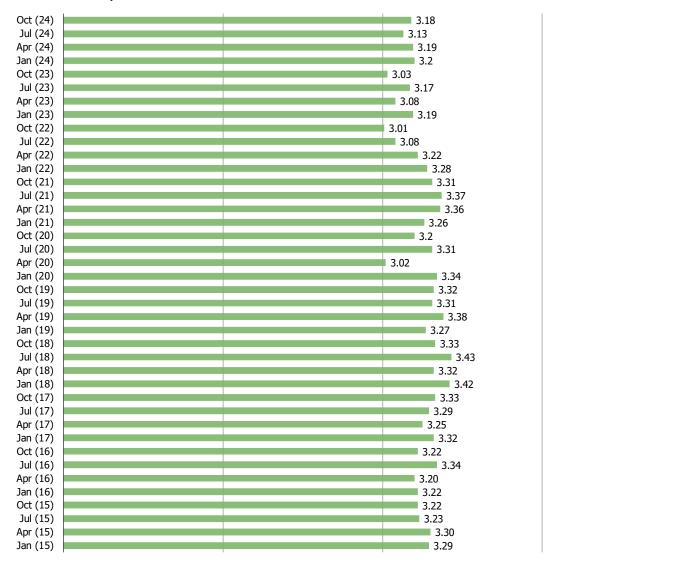
# OVERALL SHOPPING TRENDS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

## **BESPOKE Surveys** Online Retailers | October 2024

#### HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

## Posed to all respondents



Very Weak Confidence

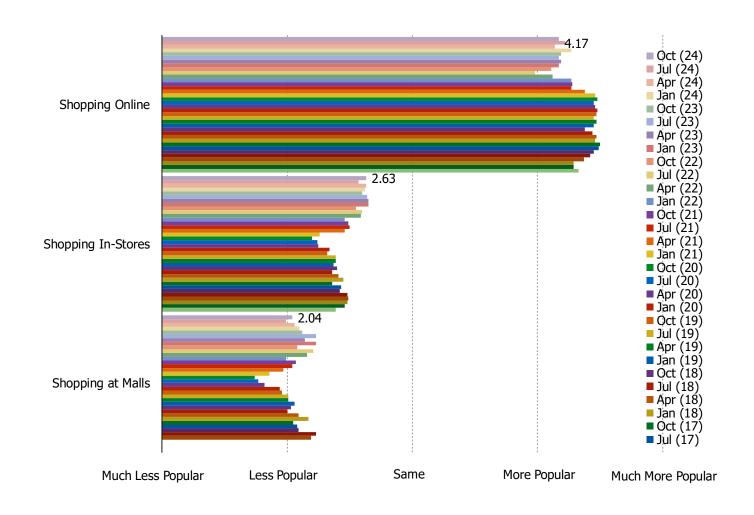
Weak Confidence

Neutral

Strong Confidence

Very Strong Confidence

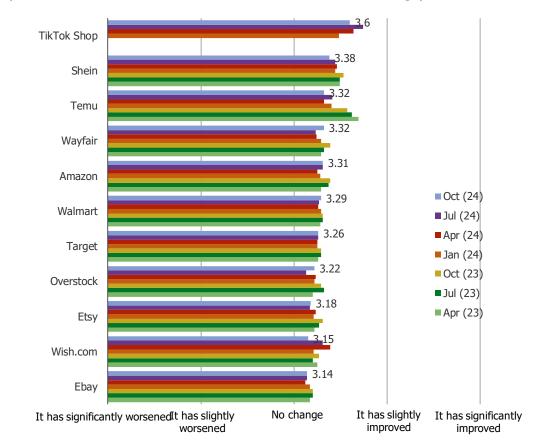
## ARE THE FOLLOWING TYPES OF ACTIVITIES BECOMING MORE OR LESS POPULAR?



## SALES AND TRUST

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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

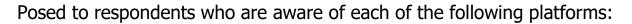


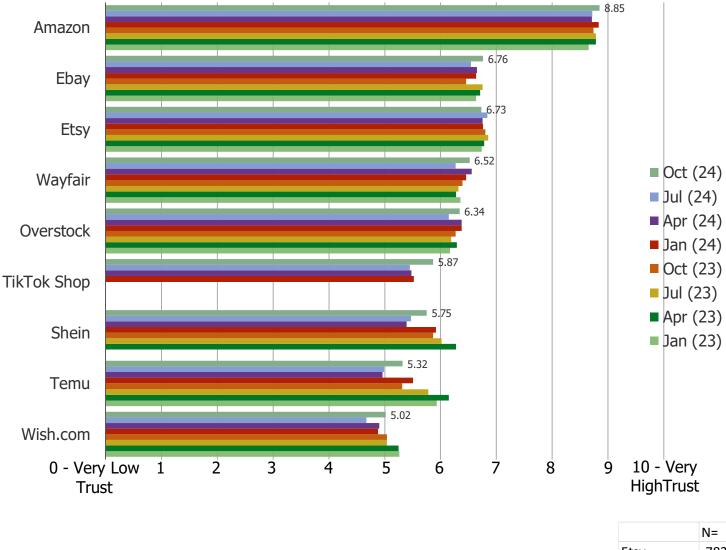
Posed to respondents who are aware of each of the following platforms:

### October 2024 Breakout



### HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?





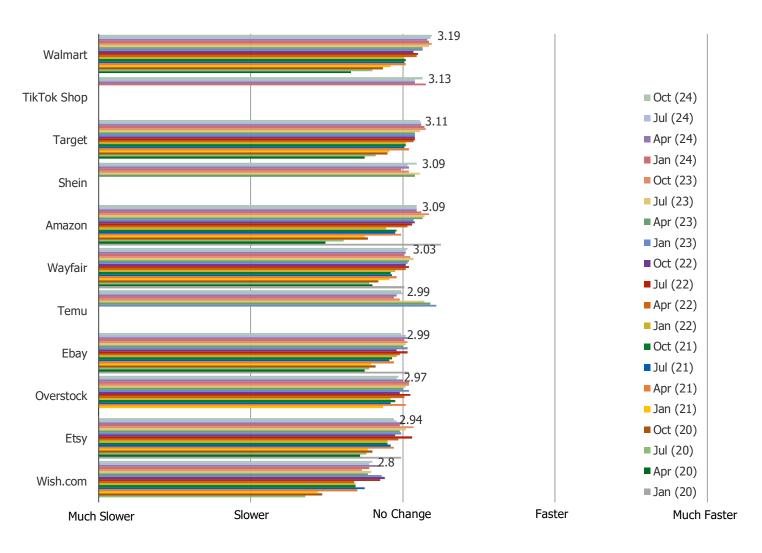
	N=
Etsy	782
Amazon	934
Ebay	877
TikTok Shop	336
Overstock	664
Wayfair	763
Wish.com	483
Temu	763
Shein	551

## SHIPPING

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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

Posed to users of each site/app.

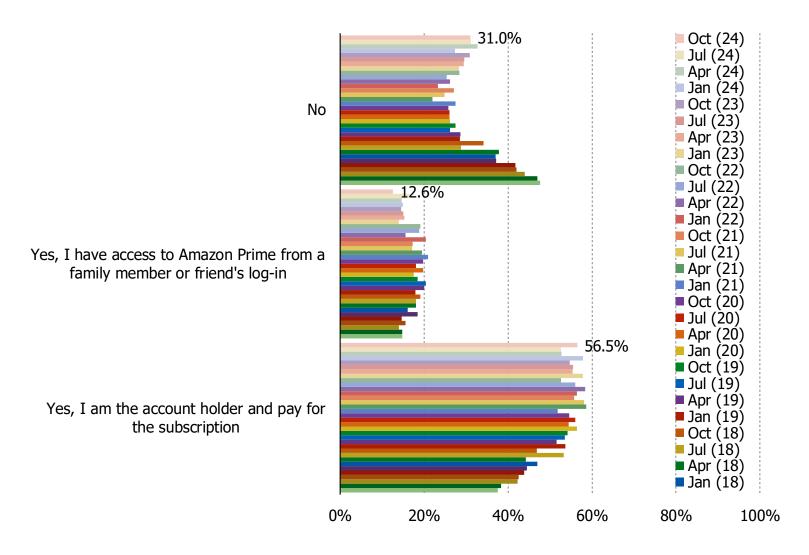


## AMZN PRIME TRENDS

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### ARE YOU CURRENTLY A SUBSCRIBER TO AMAZON PRIME?

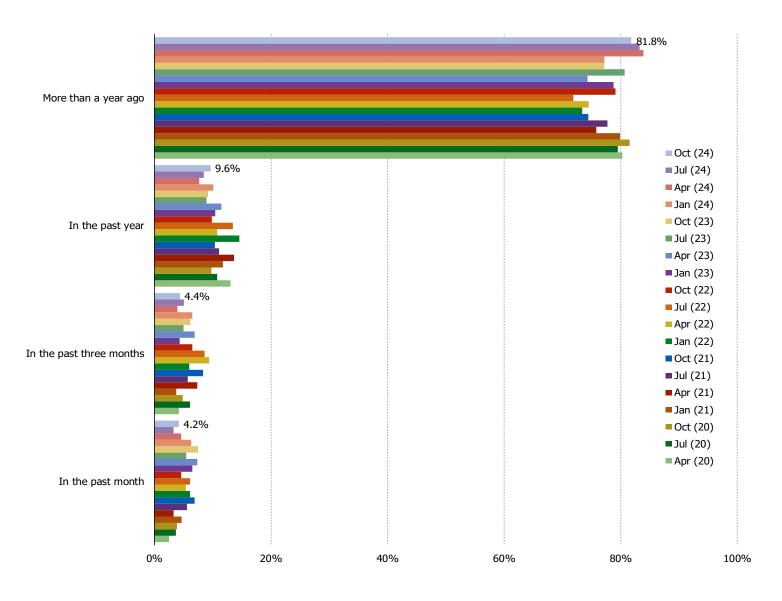
### Posed to Amazon users



Top reasons for not subscribing to Prime include cost/price (top reason), not using Amazon enough to justify it, or preferring other options over Amazon.

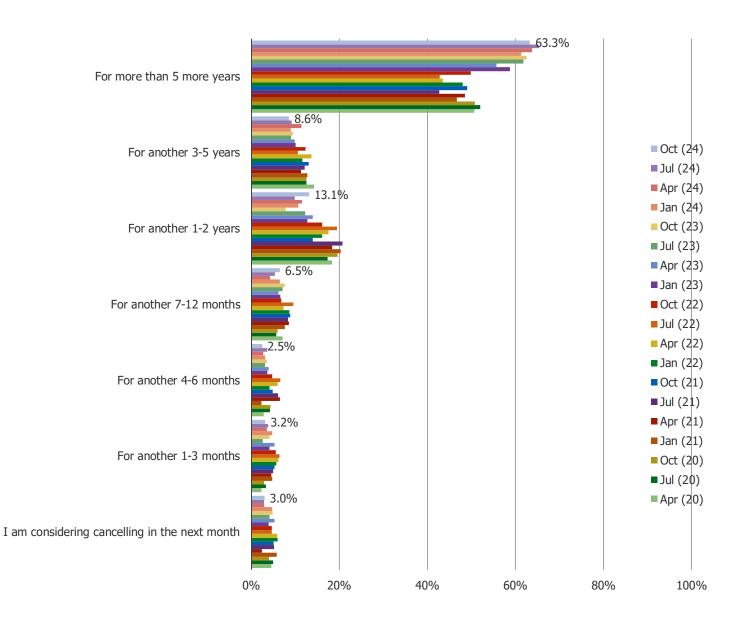
### WHEN DID YOU START YOUR CURRENT AMAZON PRIME MEMBERSHIP?

Posed to Amazon users who are Prime members.



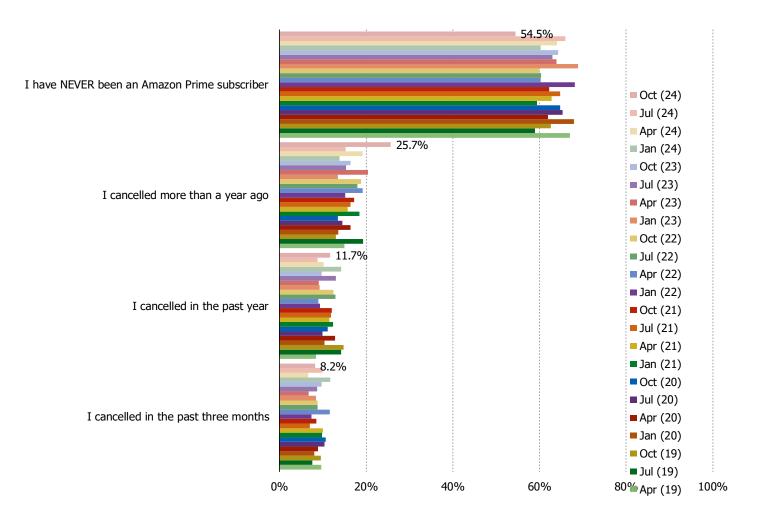
FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

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

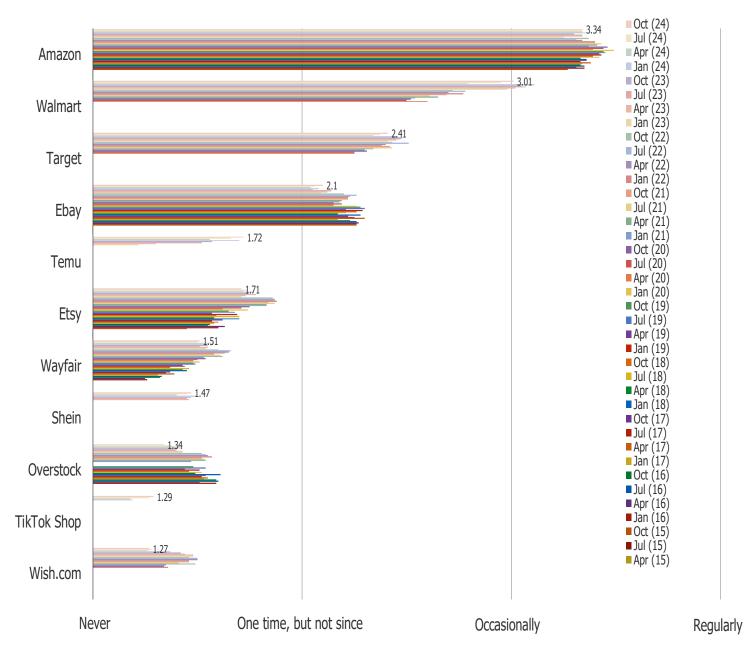


## COMPETITIVE DYNAMICS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

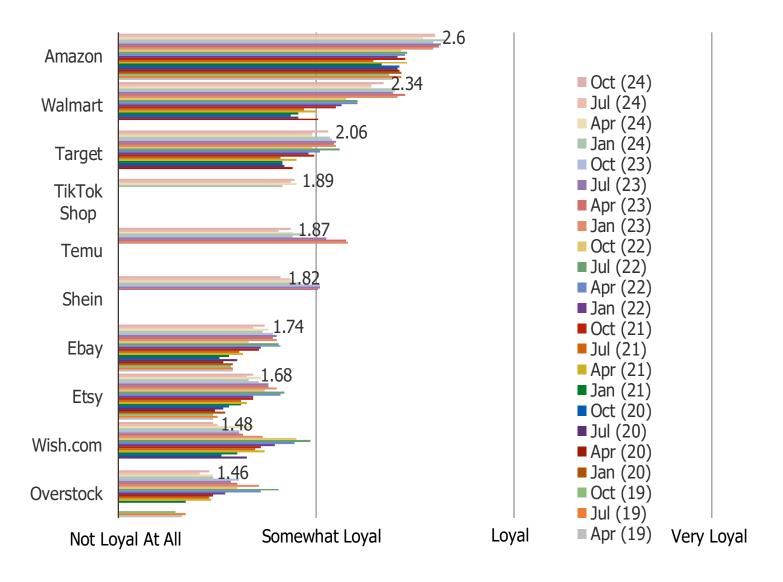
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

### 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

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

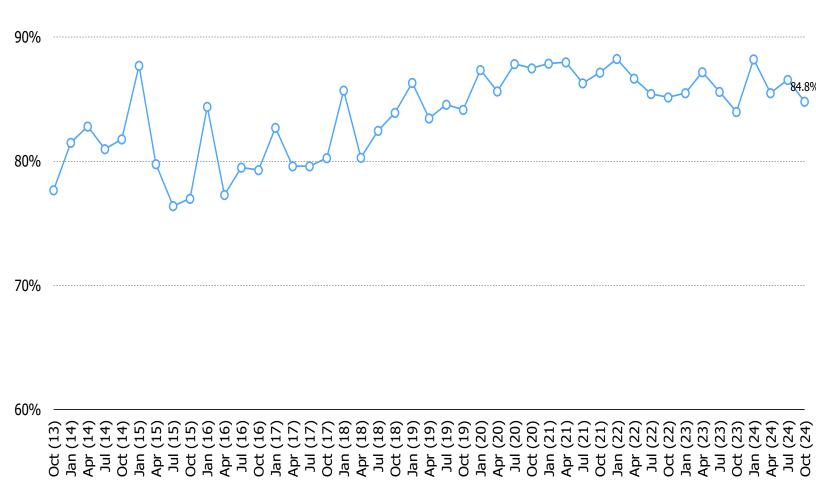
DO YOU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?

Posed to all respondents.

100%																																				
80%	<u>م</u>	0	2	0-	0-	<u>م</u>	•0-	-0-	-0	0	0	•	•	ð	٩	6	<u>A</u>	`∕~	-0-	٩	∽-	-0	0	0	٩	کر	6	ጲ	6	<u>0</u> -	•	0	٩	85	5.4%	′o - <b>○</b>
60%																																				
40%																																				
20%																																				
0%	Jan (16)	Apr (16)	(qt) Inc	Oct (16)	Jan (17)	Apr (17)	(17) lut	Oct (17)	Jan (18)	Apr (18)	Jul (18)	Oct (18)	Jan (19)	Apr (19)	Jul (19)	Oct (19)	Jan (20)	Apr (20)	Jul (20)	Oct (20)	Jan (21)	Apr (21)	Jul (21)	Oct (21)	Jan (22)	Apr (22)	(22) INC	Oct (22)	Jan (23)	Apr (23)	Jul (23)	Oct (23)	Jan (24)	Apr (24)	Jul (24)	Oct (24) <sup> </sup>

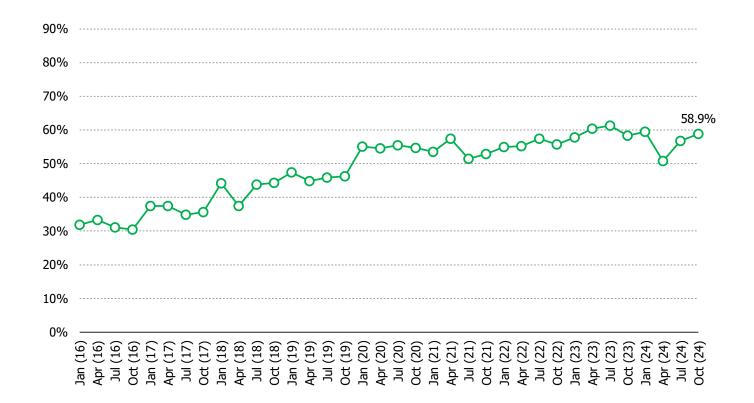
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?

100% Posed to Amazon users

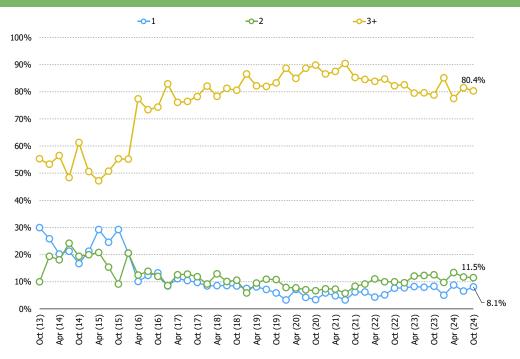


AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?

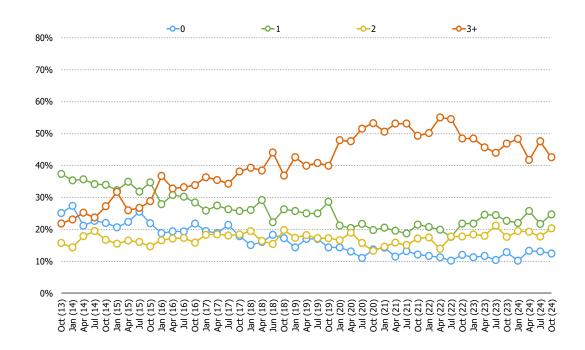
Posed to Amazon users



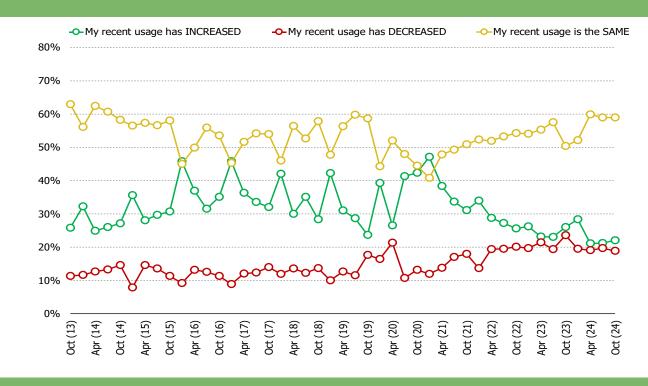
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?



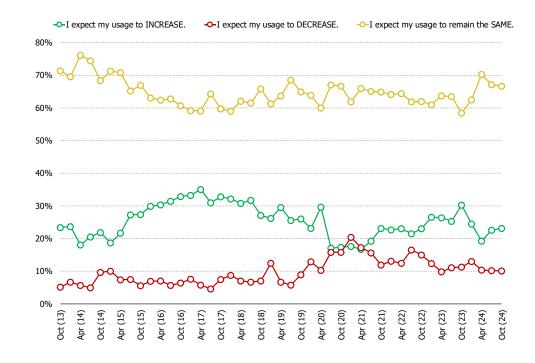
#### AMAZON USERS - ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?



#### AMAZON USERS – RECENT USAGE



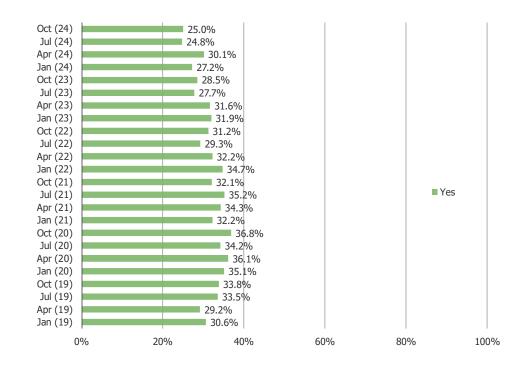
#### AMAZON USERS – EXPECTED USAGE



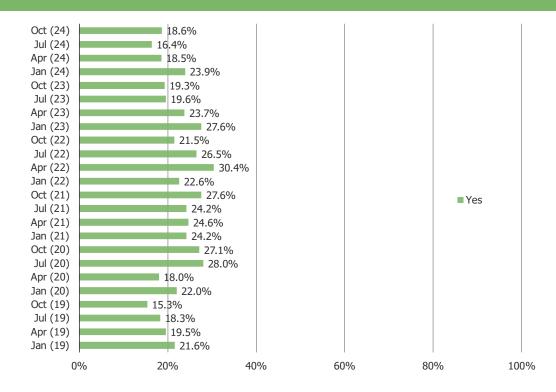
## WAYFAIR TRENDS

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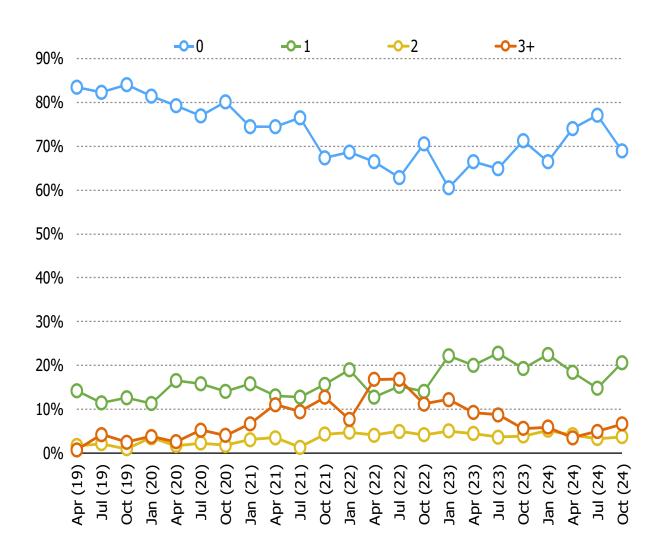
#### ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?



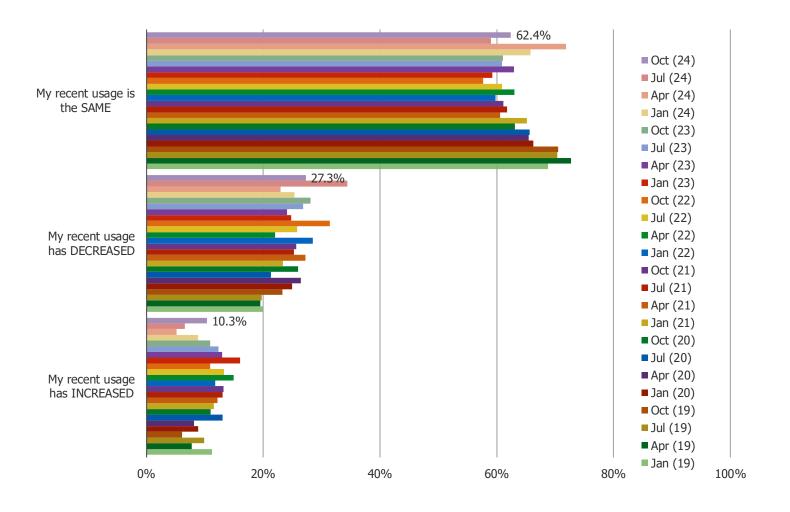
#### WAYFAIR USERS - HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?



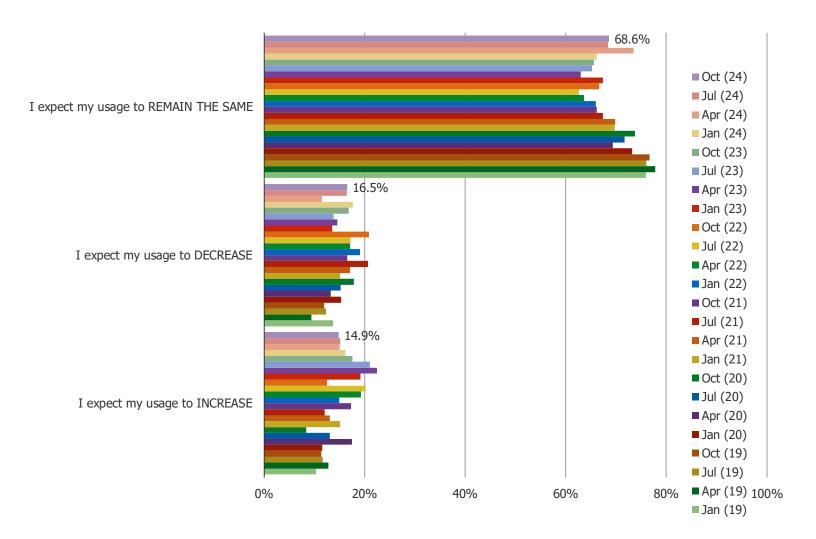
ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?



#### WAYFAIR USERS – RECENT USAGE

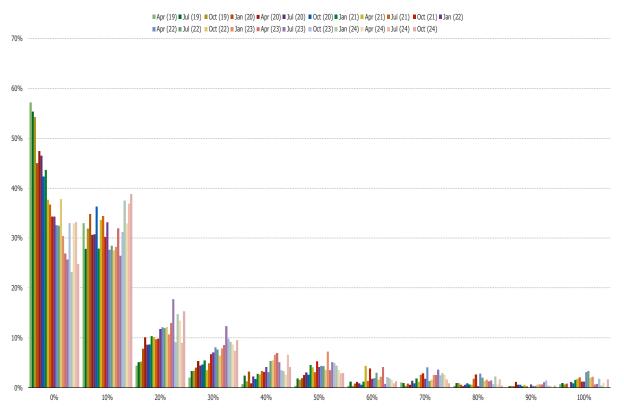


#### WAYFAIR USERS – EXPECTED USAGE

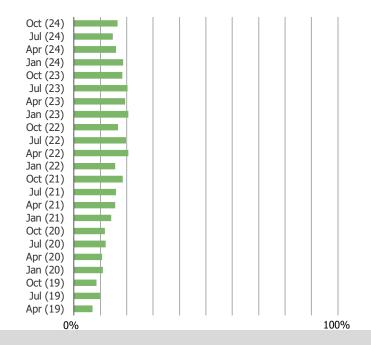


WAYFAIR USERS – WHAT PERCENTAGE OF YOUR TOTAL FURNITURE AND HOME FURNISHINGS PURCHASES DO YOU MAKE THROUGH WAYFAIR?

### Posed to Wayfair users.

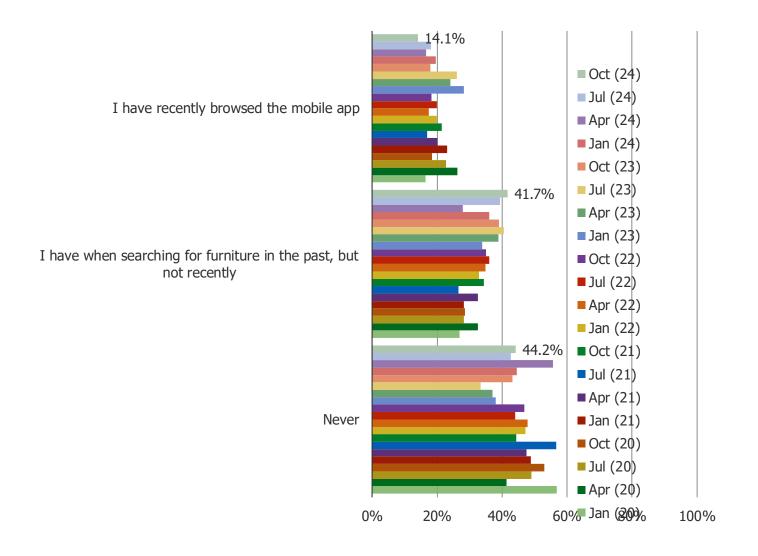


Weighted Average of Chart Above:

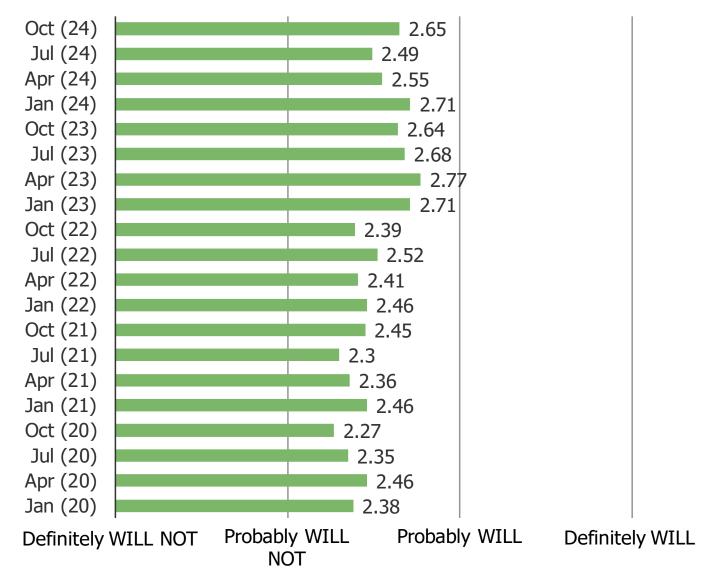


FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

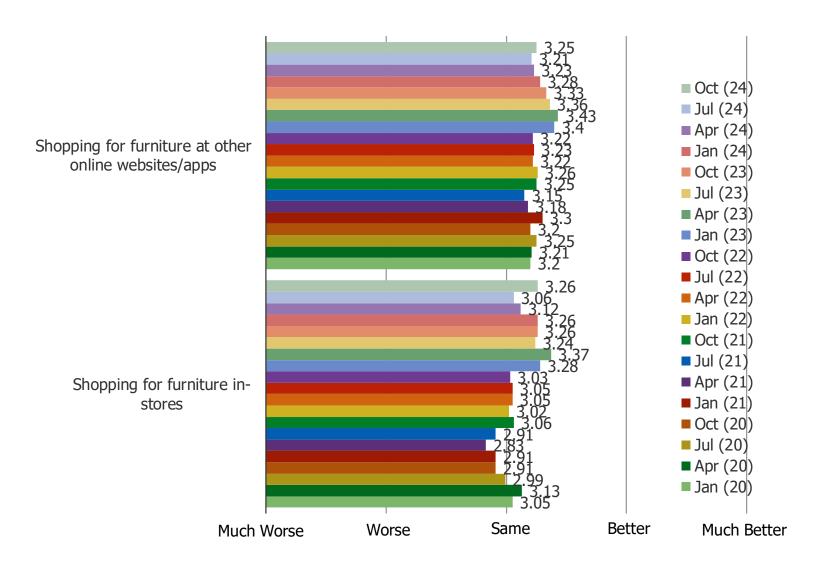
HAVE YOU EVER BROWSED THE WAYFAIR MOBILE APP FOR ITEMS?



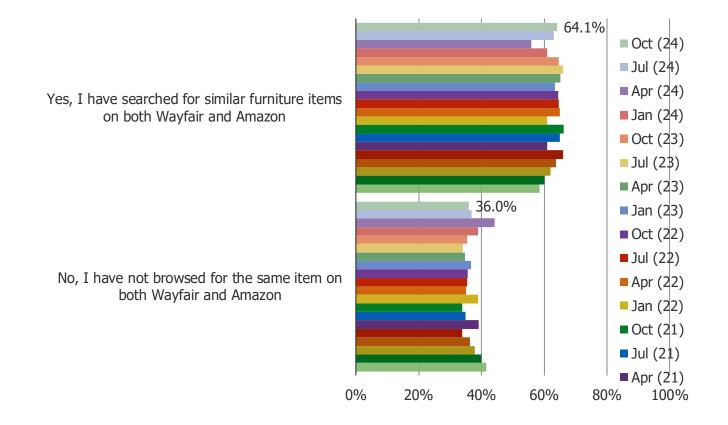
HOW LIKELY ARE YOU TO USE WAYFAIR FOR YOUR NEXT FURNITURE PURCHASE?



HOW DOES THE WAYFAIR SHOPPING EXPERIENCE COMPARE TO...

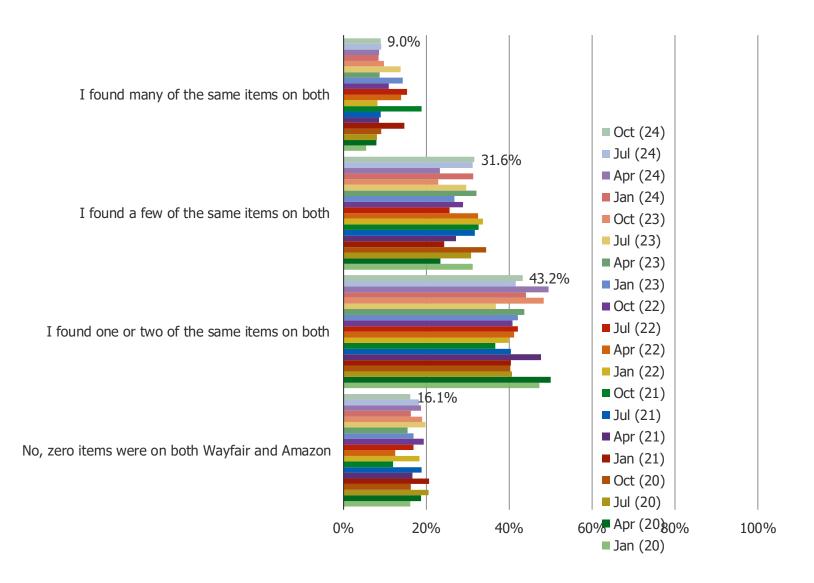


HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?



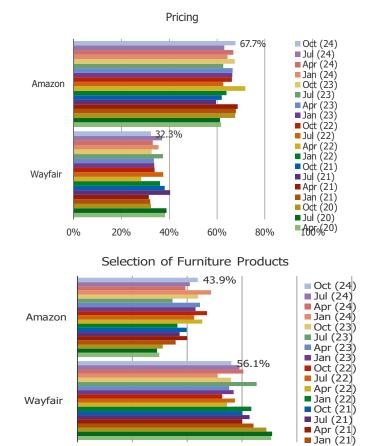
IN THE COURSE OF YOUR SEARCH, DID YOU FIND ANY ITEMS THAT WERE IDENTICAL AND LISTED ON BOTH WAYFAIR AND AMAZON?

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.



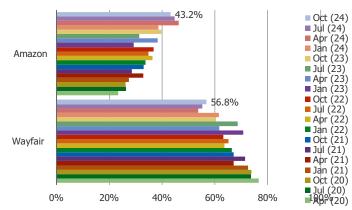


60%

80%

100%

40%

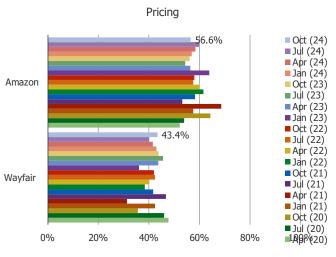


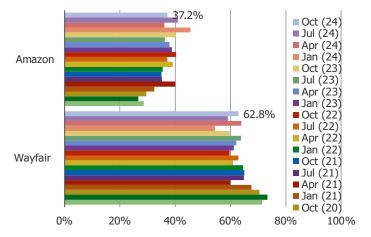
0%

20%

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

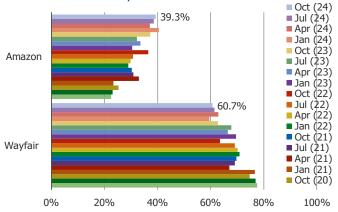
### Posed to ALL Wayfair users.





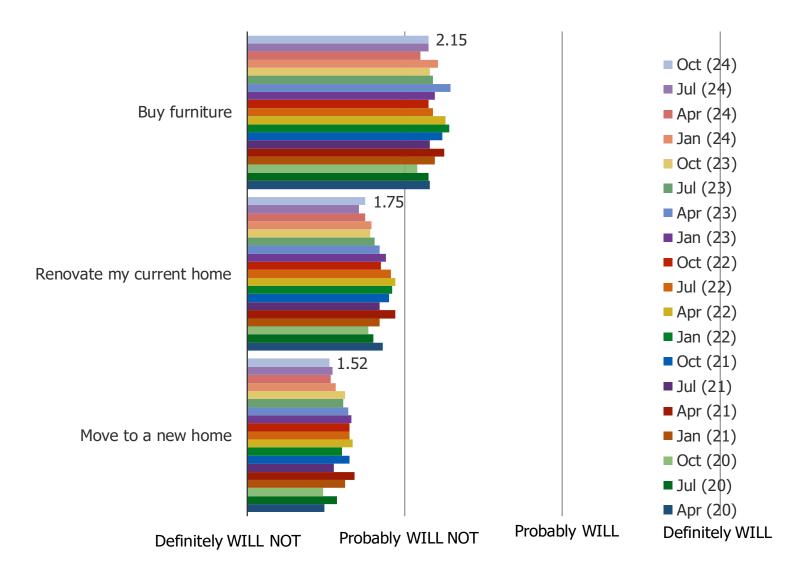
Selection of Furniture Products





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

Posed to ALL respondents.

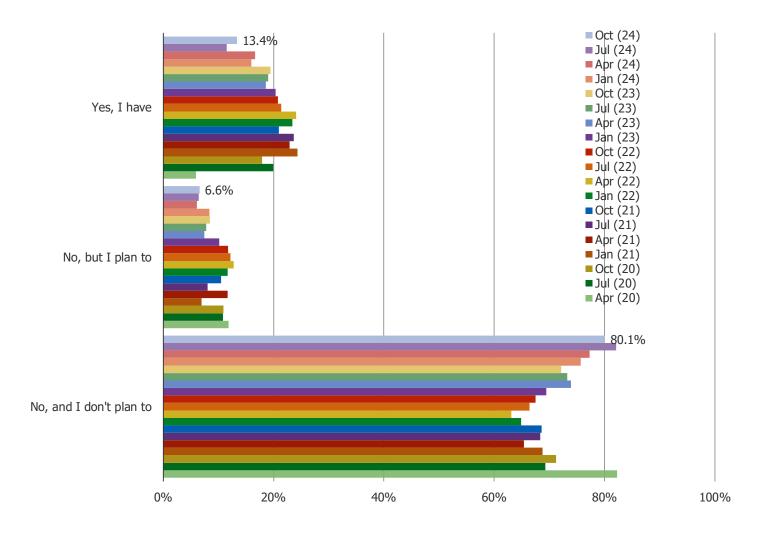


## **ETSY TRENDS**

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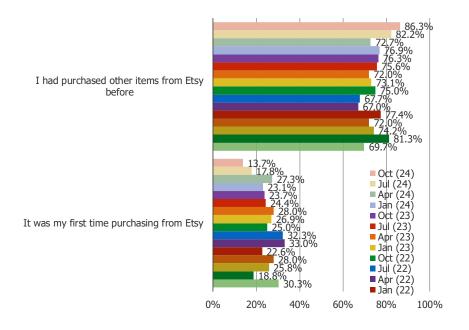
HAVE YOU PURCHASED ANY MASKS / PROTECTIVE FACE MASKS ON ETSY SINCE THE START OF THE PANDEMIC?

### Posed to Etsy users.



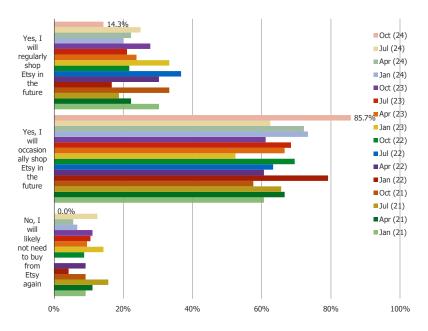
THINKING ABOUT YOUR MASK PURCHASE FROM ETSY, WAS IT YOUR FIRST TIME PURCHASING AN ITEM FROM ETSY OR HAD YOU ALREADY PURCHASED OTHER ITEMS FROM ETSY BEFORE?

Posed to users who purchased a mask from Etsy.

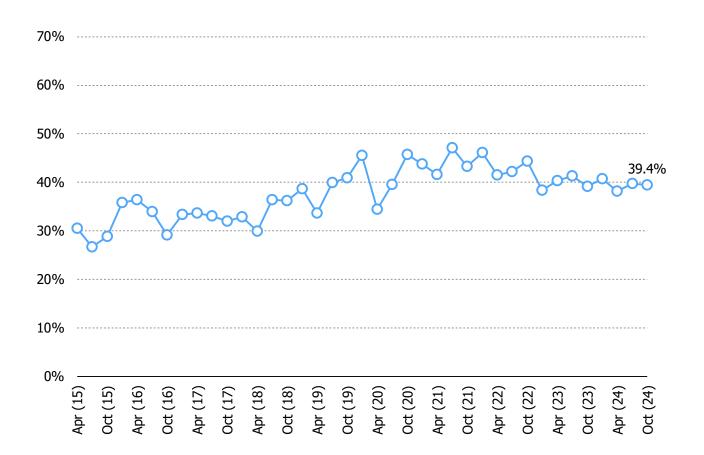


### DO YOU EXPECT TO CONTINUE SHOPPING FOR PRODUCTS ON ETSY IN THE FUTURE?

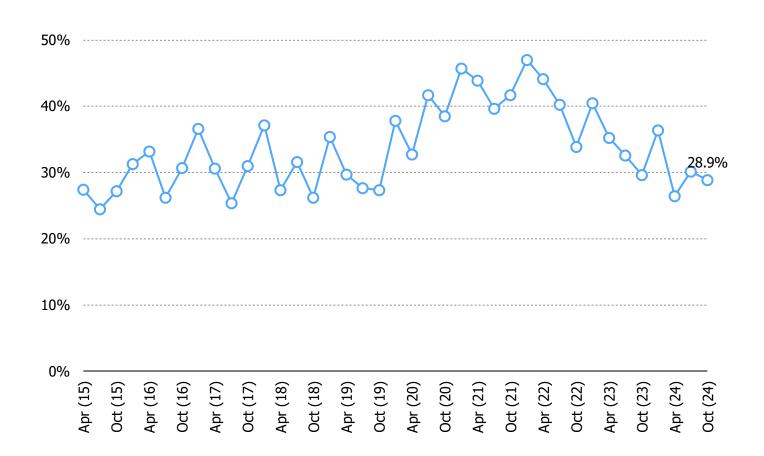
Posed to users whose first purchase from Etsy was a mask.



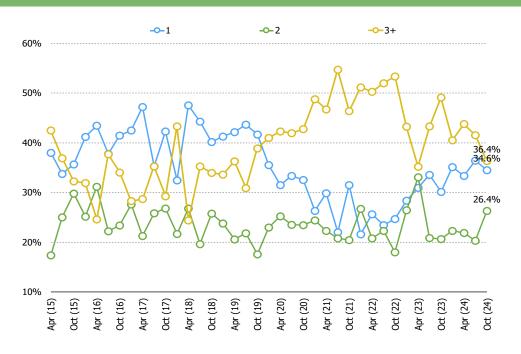
ALL RESPONDENTS – DO YOU EVER USE OR VISIT ETSY (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?



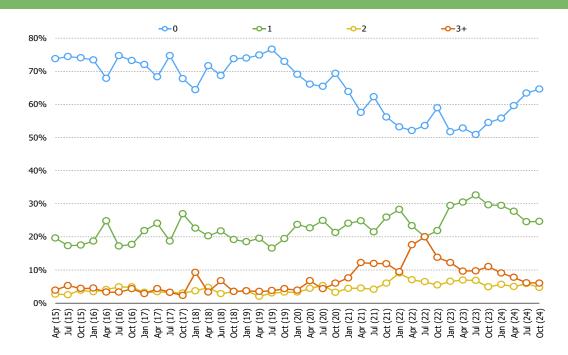
ETSY USERS - HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?



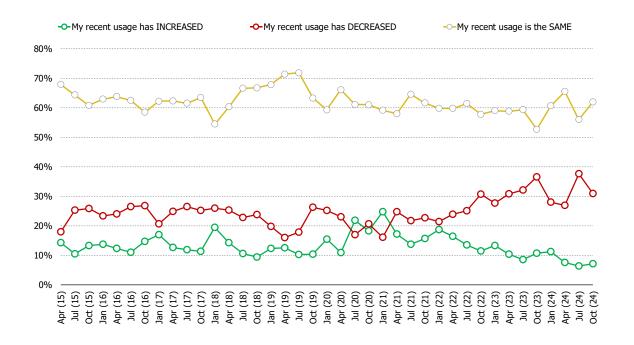
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?



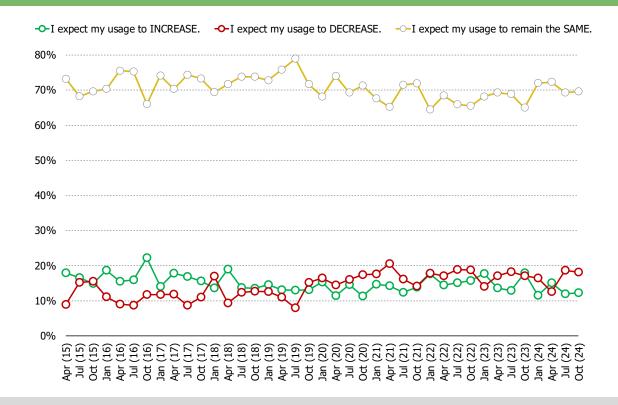
#### ETSY USERS - ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH



**ETSY USERS – RECENT USAGE** 



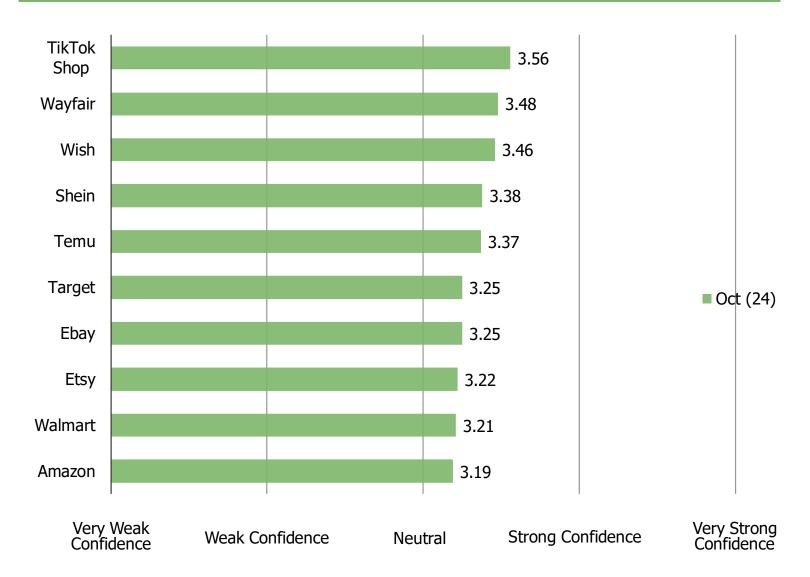
#### ETSY USERS - EXPECTED USAGE



# **CROSS-TAB ANALYSIS**

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#### 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...

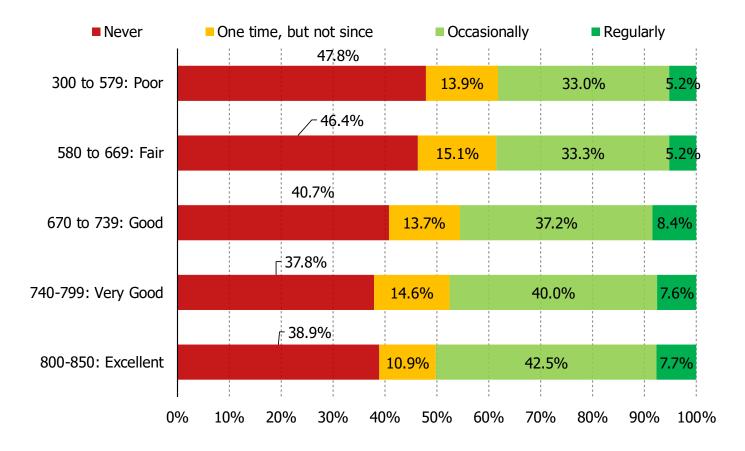
#### BY SELF-REPORTED CREDIT SCORE

■ Never		One t	ime, but	not sin	ce	Occasionally			Regularly			
		<u>ر</u> 20	0.0%									
300 to 579: Poor			6.1	%	39	.1%			34.8%	6		
		_ 12.0	)%									
580 to 669: Fair		<mark>5.2%</mark> 38.5%			3.5%	44.3%						
	Γ	5.6%										
670 to 739: Good	3	3.5% 33.69				56.2%						
	ſ	6.5%										
740-799: Very Good	0.	0. <mark>5</mark> % 31.4%				61.6%						
	_3	.6%										
800-850: Excellent	1.29	1.2% 31		.2%		64.0			0%			
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	1009	

#### October 2024

Experience with eBay – Purchased items...

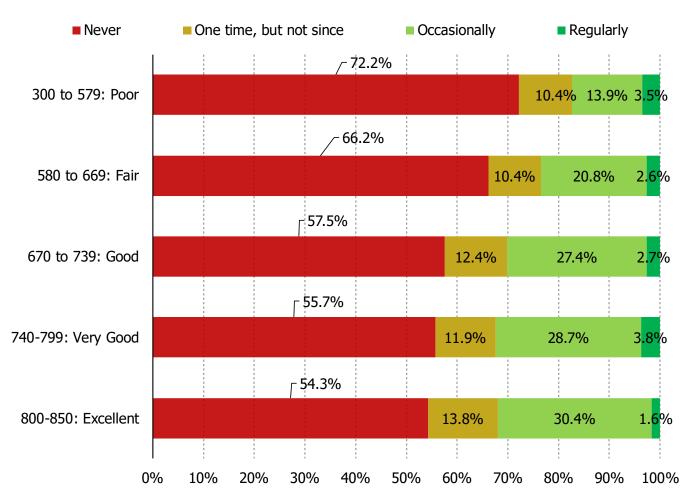
#### BY SELF-REPORTED CREDIT SCORE



October 2024

Experience with Etsy – Purchased items...

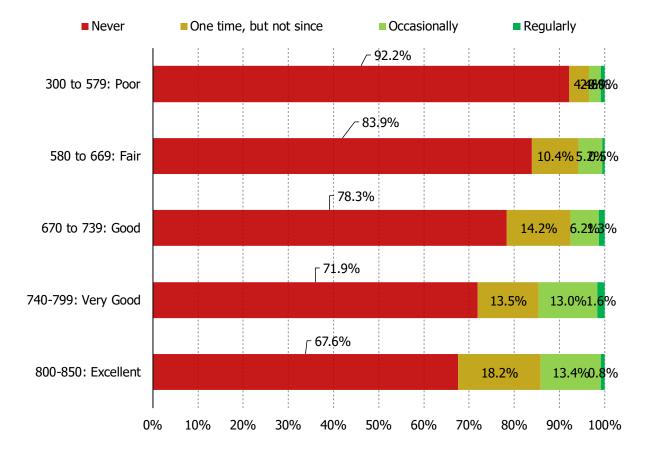




October 2024

Experience with Overstock – Purchased items...

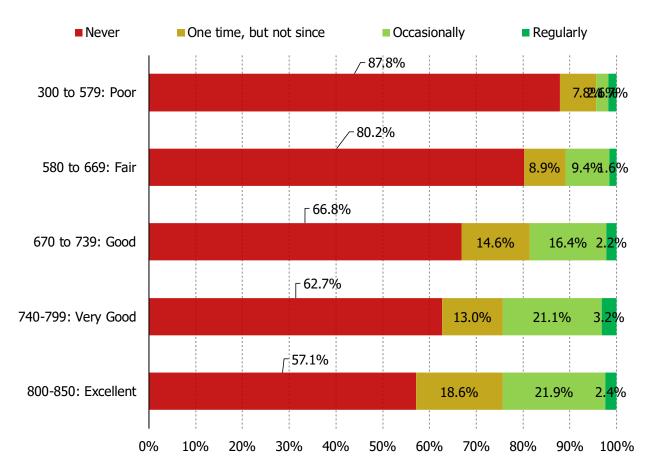




October 2024

Experience with Wayfair - Purchased items...

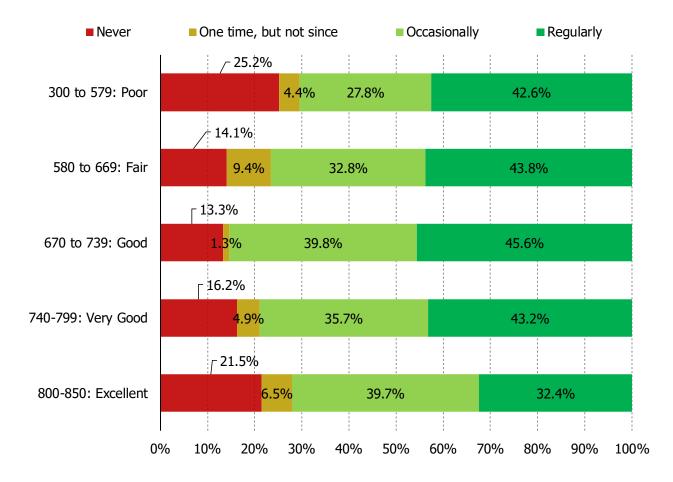




October 2024

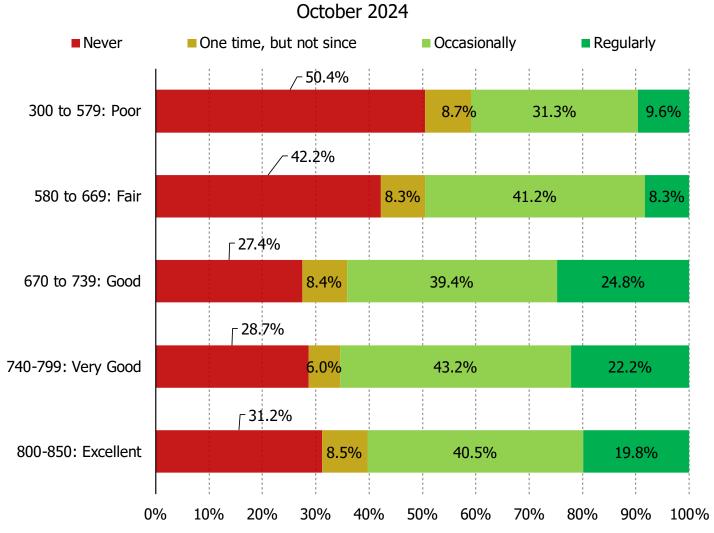
Experience with Wal-Mart – Purchased items...

# BY SELF-REPORTED CREDIT SCORE October 2024



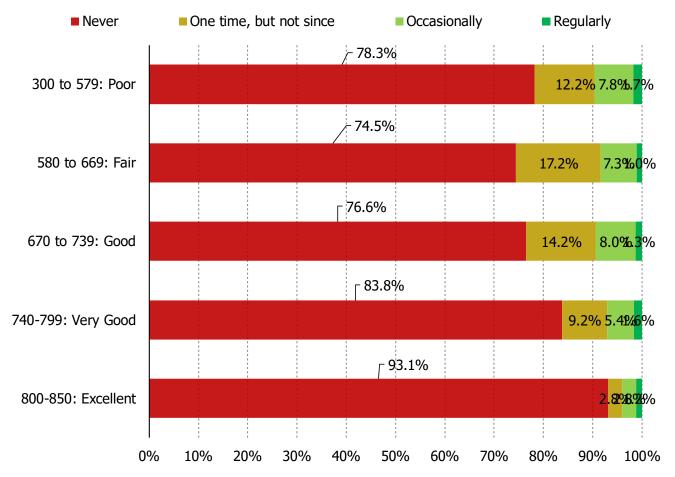
Experience with Target – Purchased items...

#### BY SELF-REPORTED CREDIT SCORE



Experience with Wish.com – Purchased items...

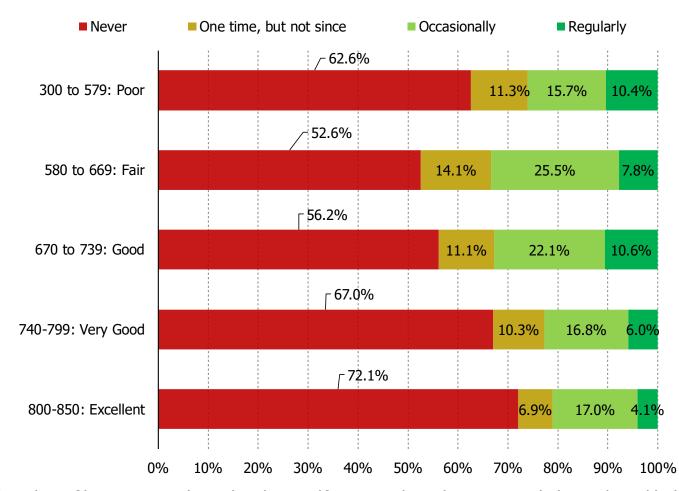




October 2024

**BY SELF-REPORTED CREDIT SCORE** 

Experience with Temu – Purchased items...



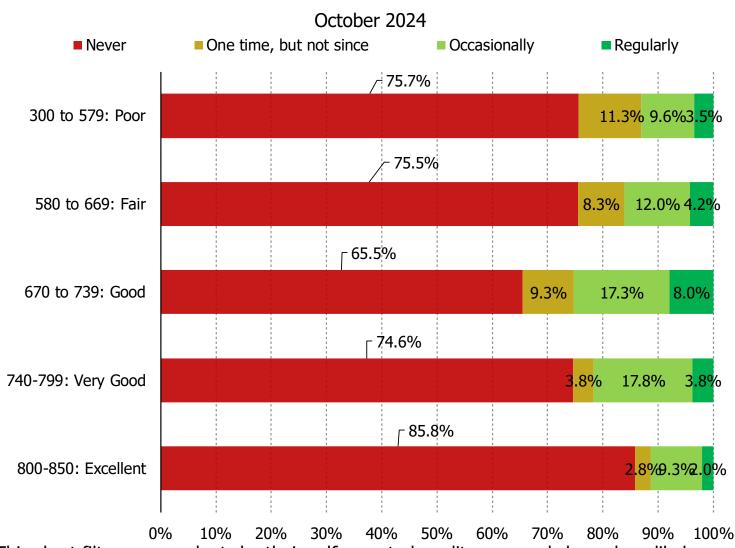
#### October 2024

#### BESPOKE Surveys

# **Online Retailers | October 2024**

Experience with Shein – Purchased items...

#### BY SELF-REPORTED CREDIT SCORE



Experience with TikTok Shop – Purchased items...

#### BY SELF-REPORTED CREDIT SCORE

