

BESPOKE SURVEYS

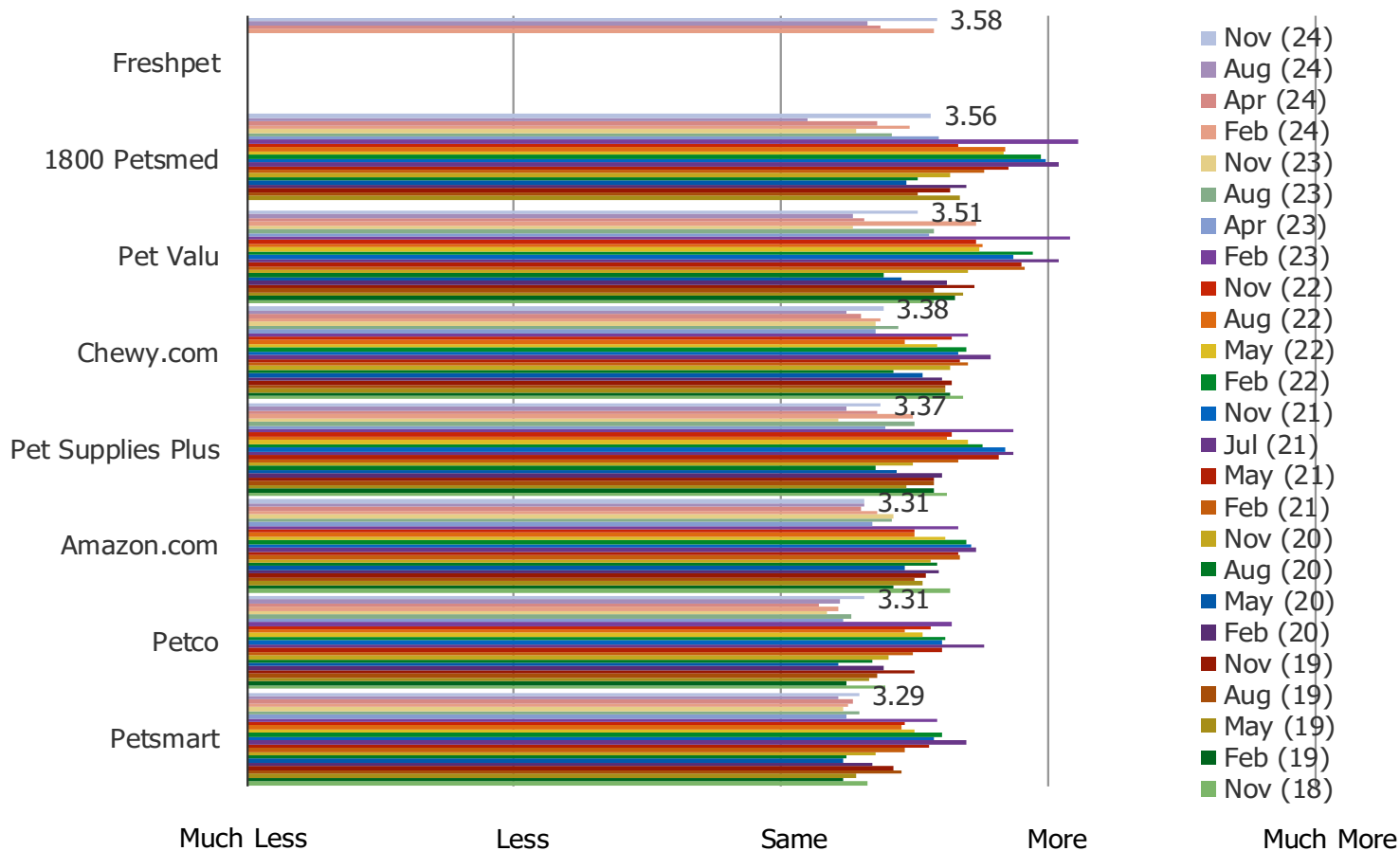
Pet Retail, Vol 26

1,000+ Respondents Per Quarter

RESPONDENTS WHO REGULARLY OR OCCASIONALLY SHOP EACH RETAILER

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

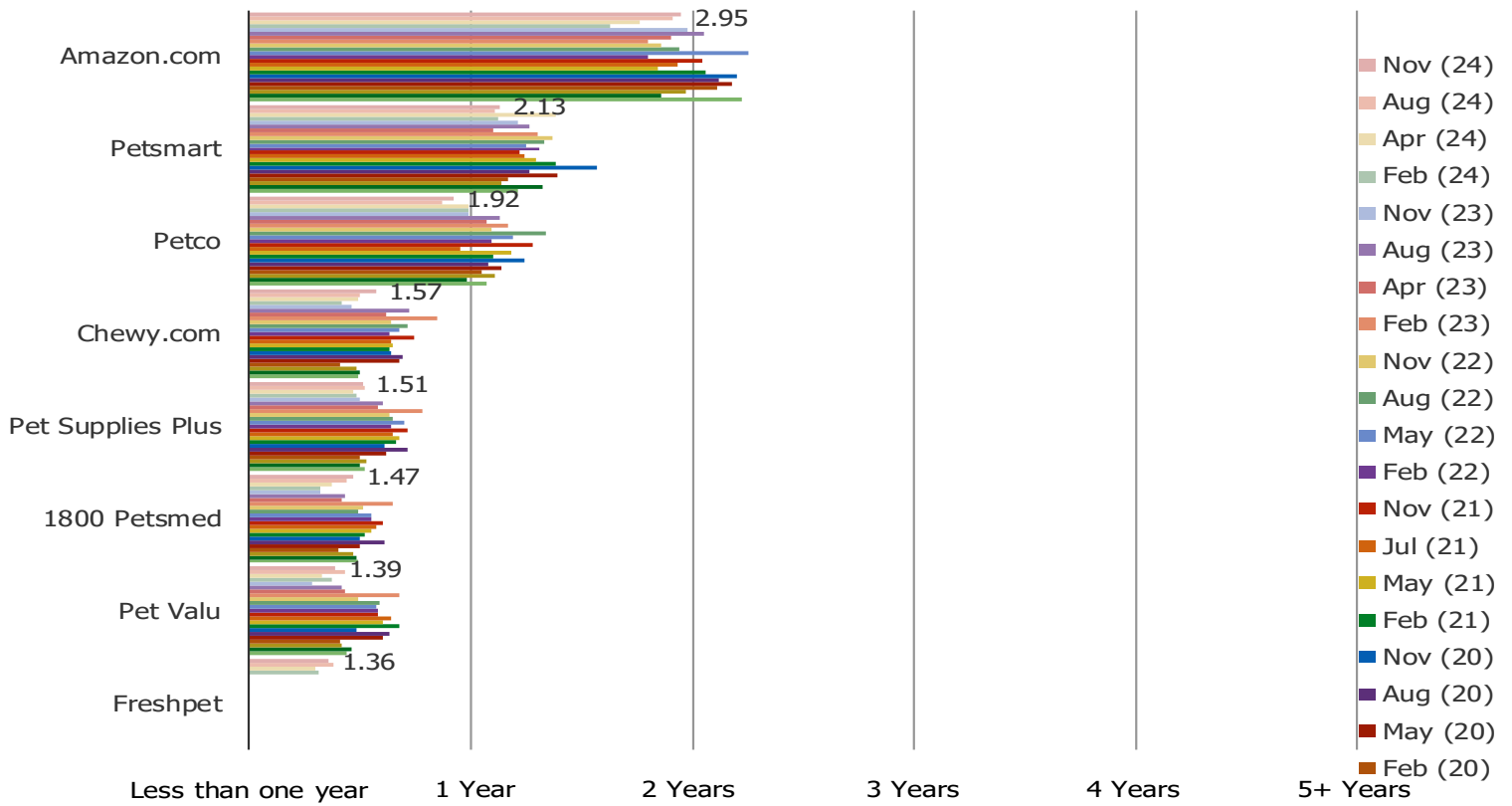
Posed to those who regularly or occasionally shop the following for pet food and products



	N=
Petsmart	267
Petco	226
Pet Valu	55
Pet Supplies Plus	115
Amazon.com	311
Chewy.com	211
1800 Petsmed	59
Freshpet	72

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

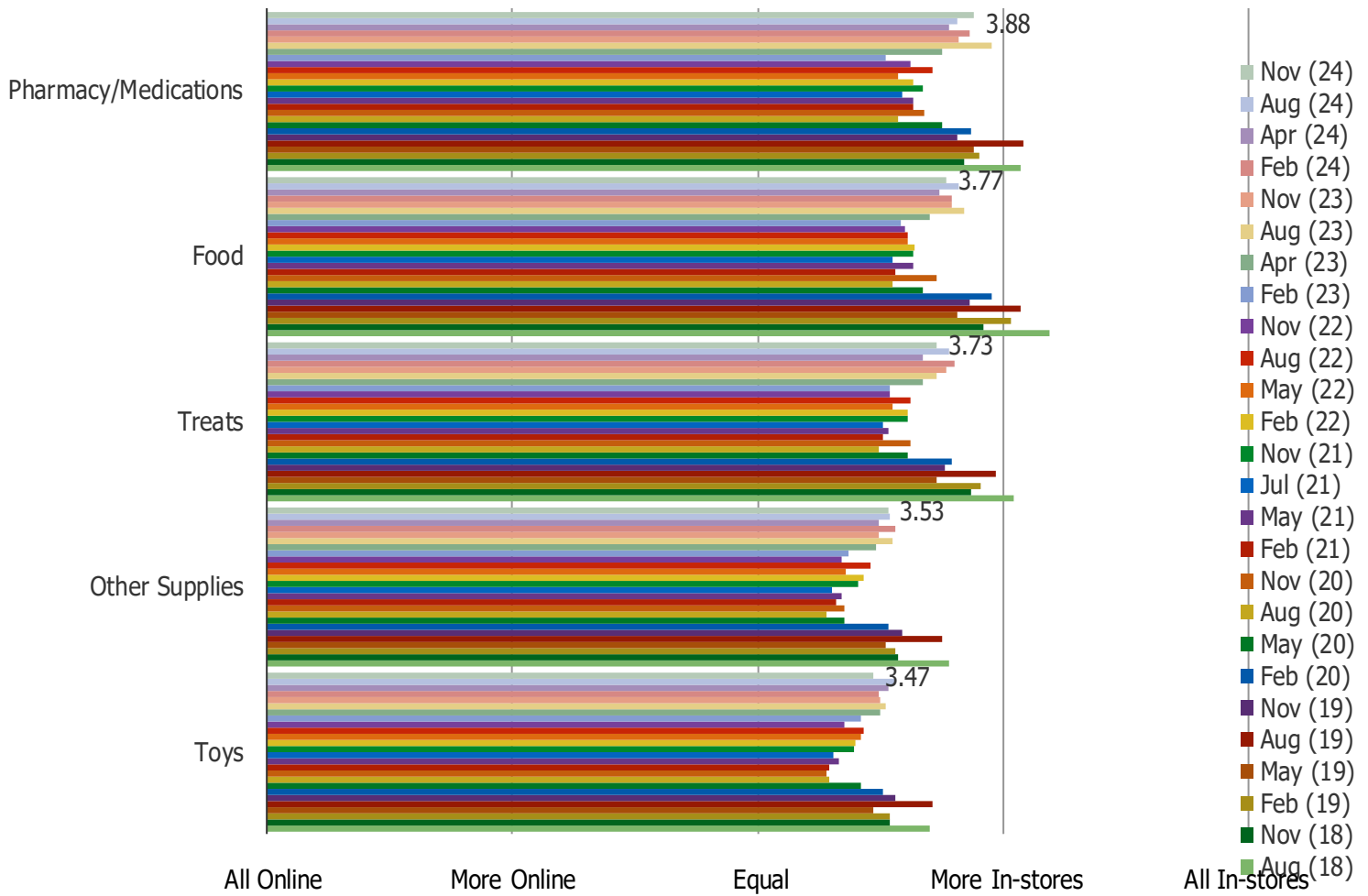


	N=
Petsmart	340
Petco	381
Pet Valu	552
Pet Supplies Plus	492
Amazon.com	296
Chewy.com	396
1800 Petsmed	548
Freshpet	535

PET PRODUCT TYPES: IN-STORES OR ONLINE

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

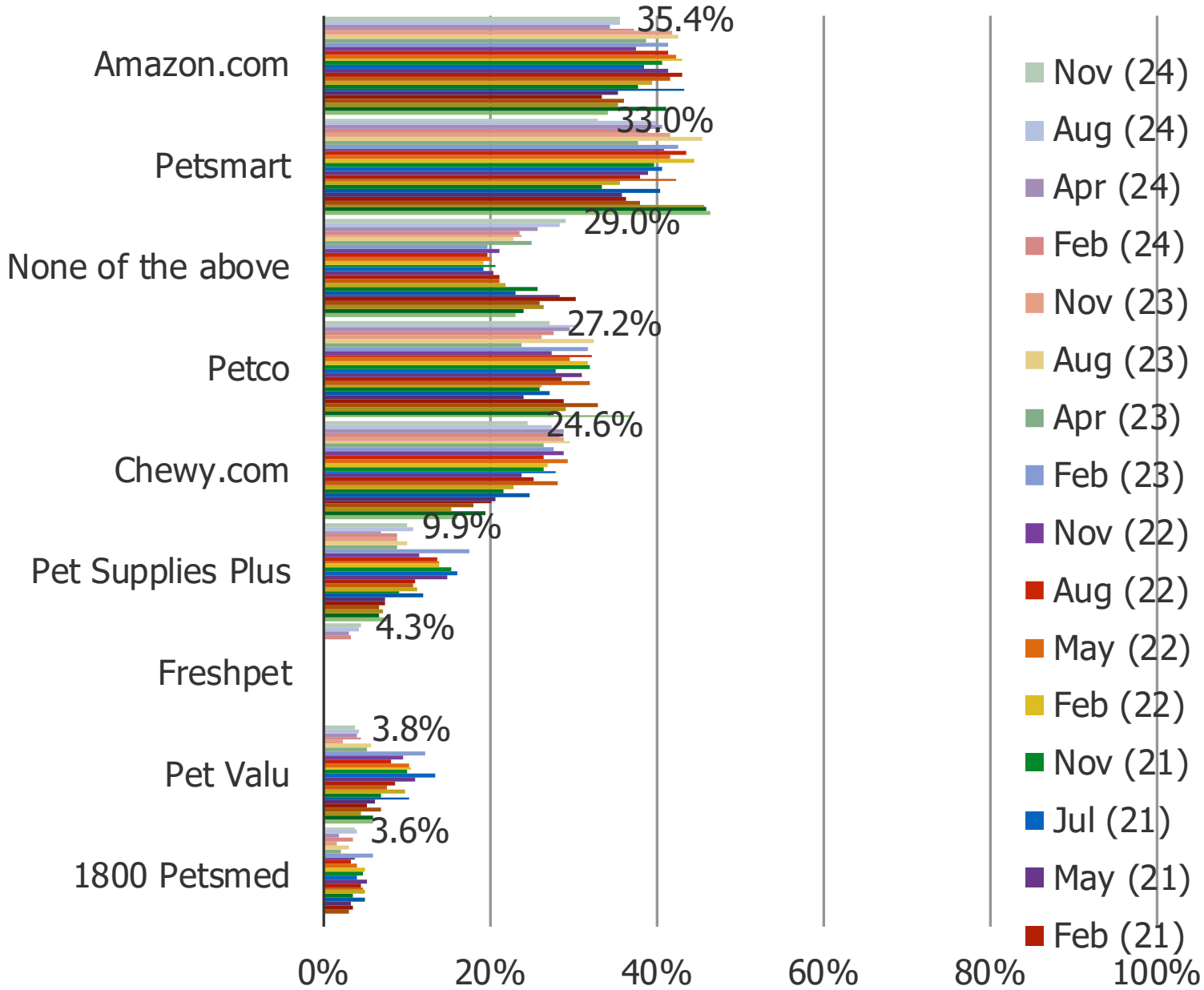
Posed to pet owners.



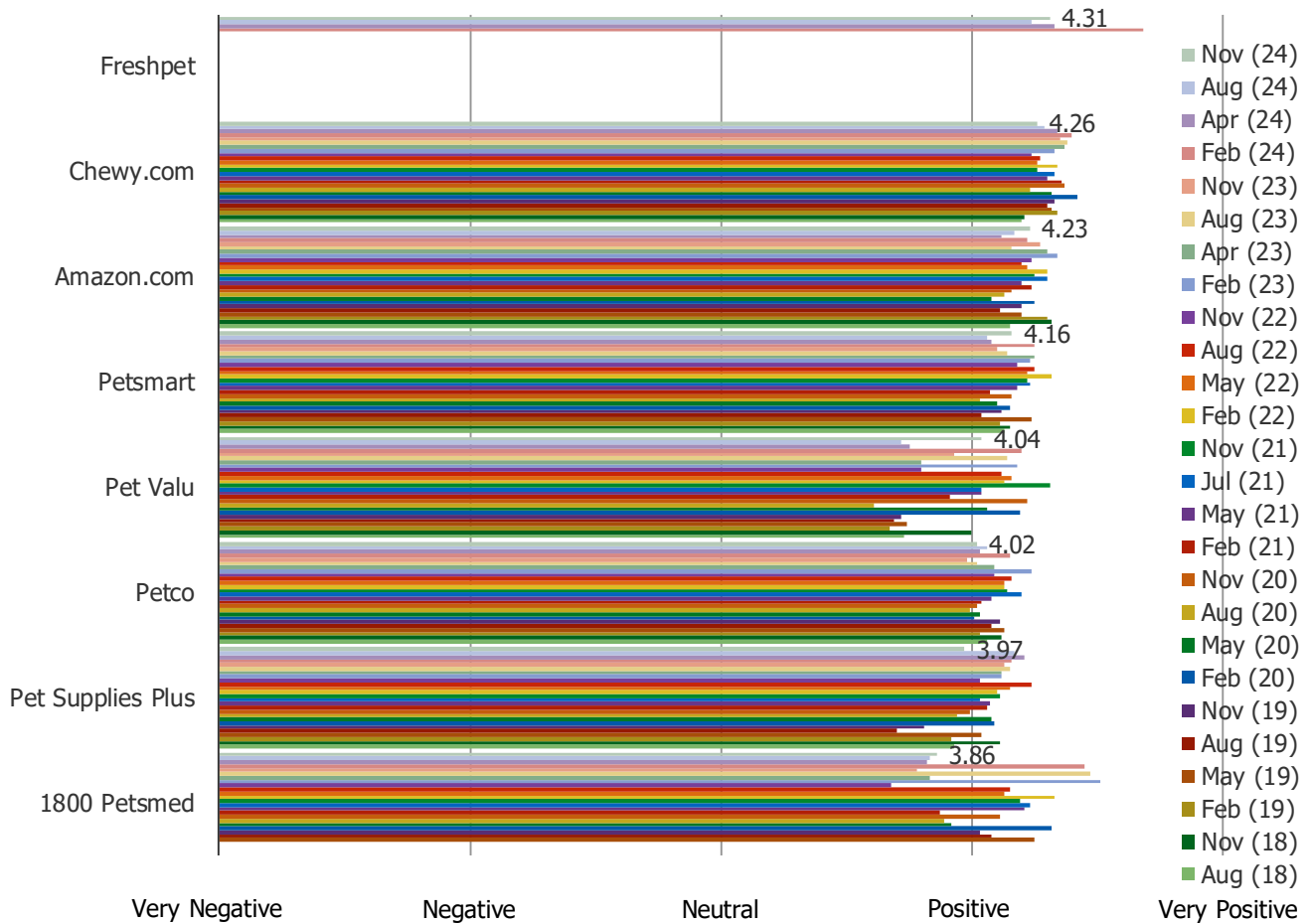
RESPONDENTS WHO PURCHASED ITEMS IN THE PAST MONTH

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

Posed to pet owners

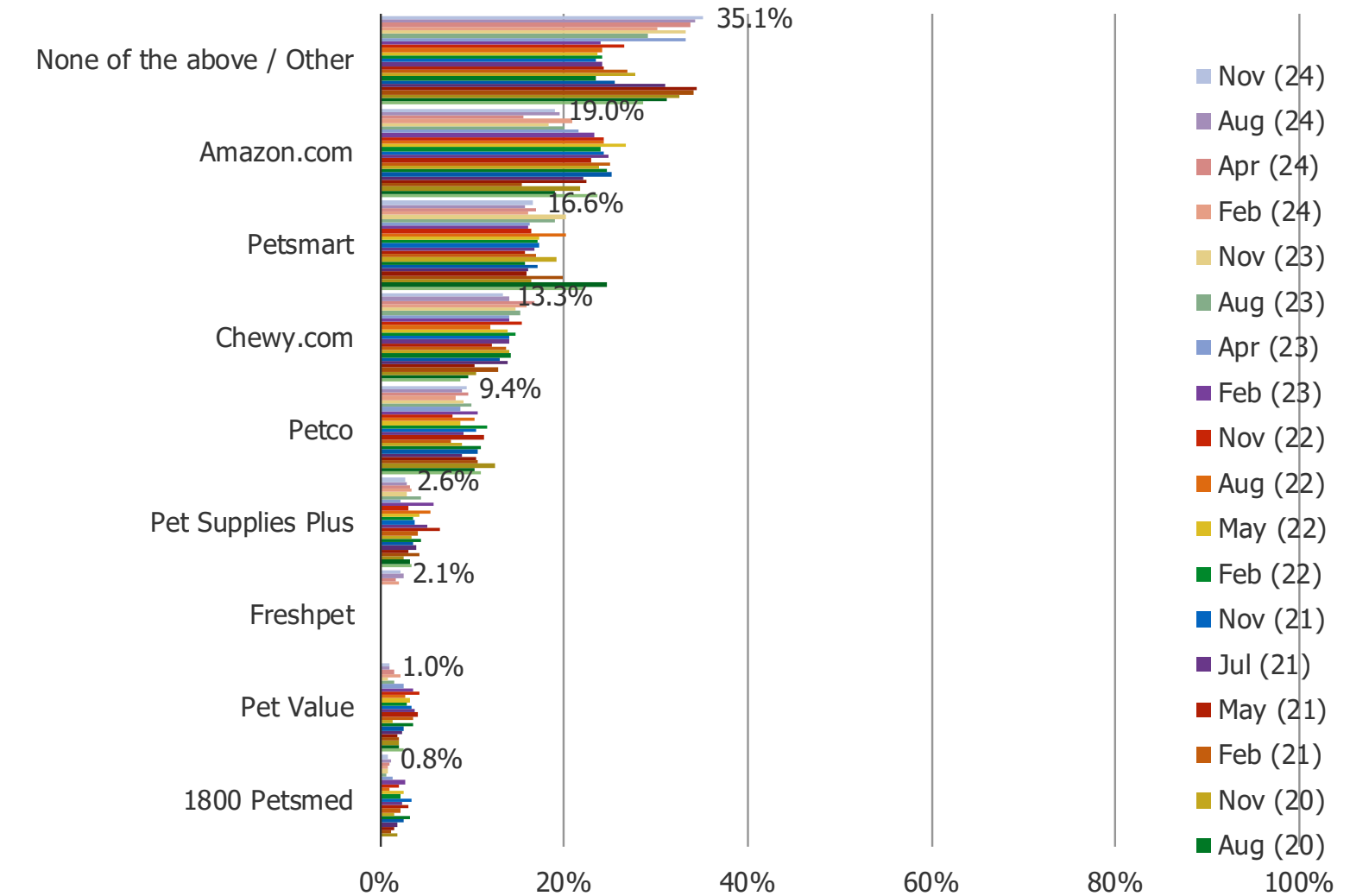


WHAT IS YOUR OPINION OF THIS RETAILER IN GENERAL FOR PET PRODUCT PURCHASES?
 Posed to pet owners who have shopped each of the following retailers in the past month



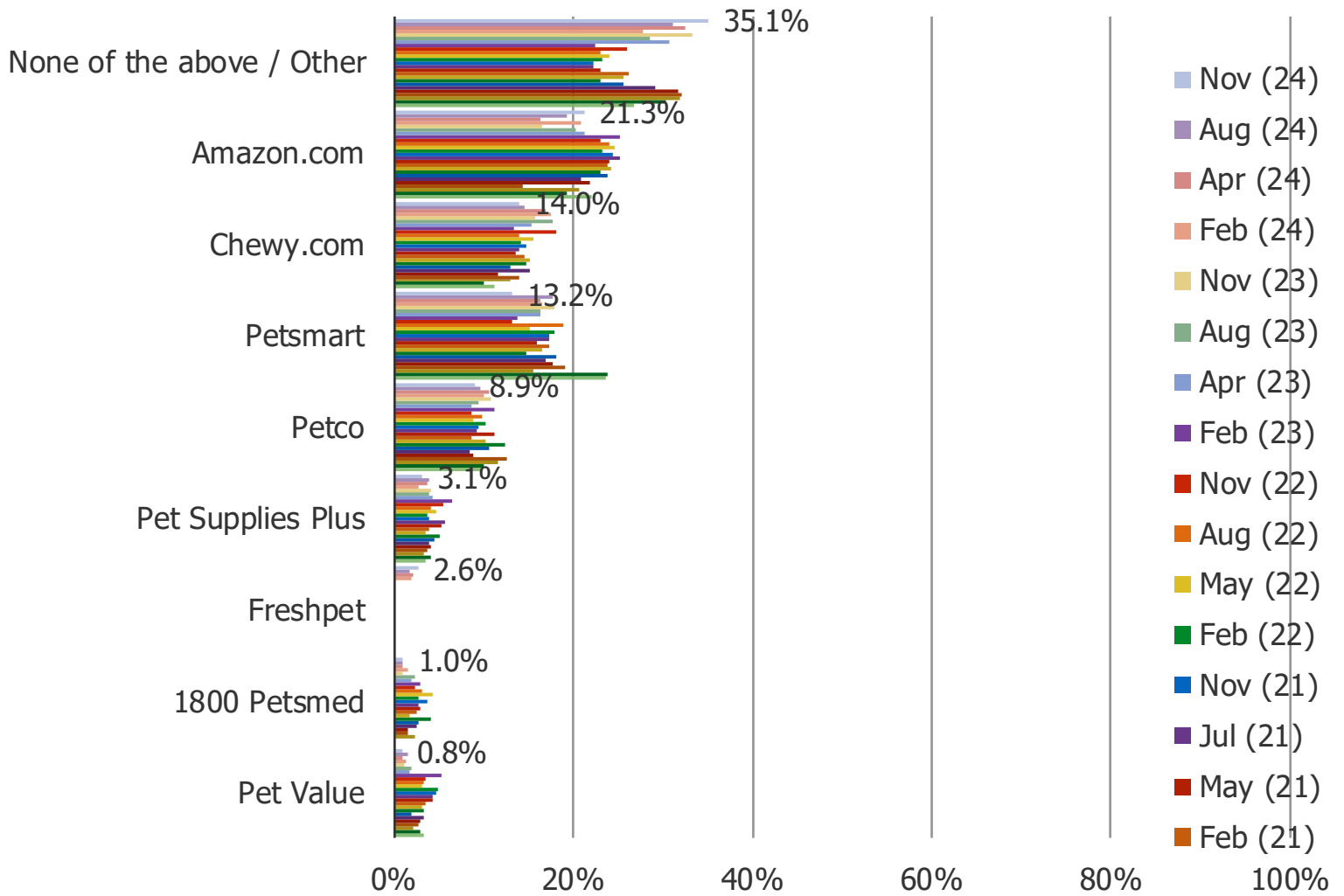
THINKING ABOUT THE LAST TIME YOU PURCHASED PET FOOD OR PRODUCTS, FROM WHICH RETAILER DID YOU MAKE THE PURCHASE?

Posed to pet owners.



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

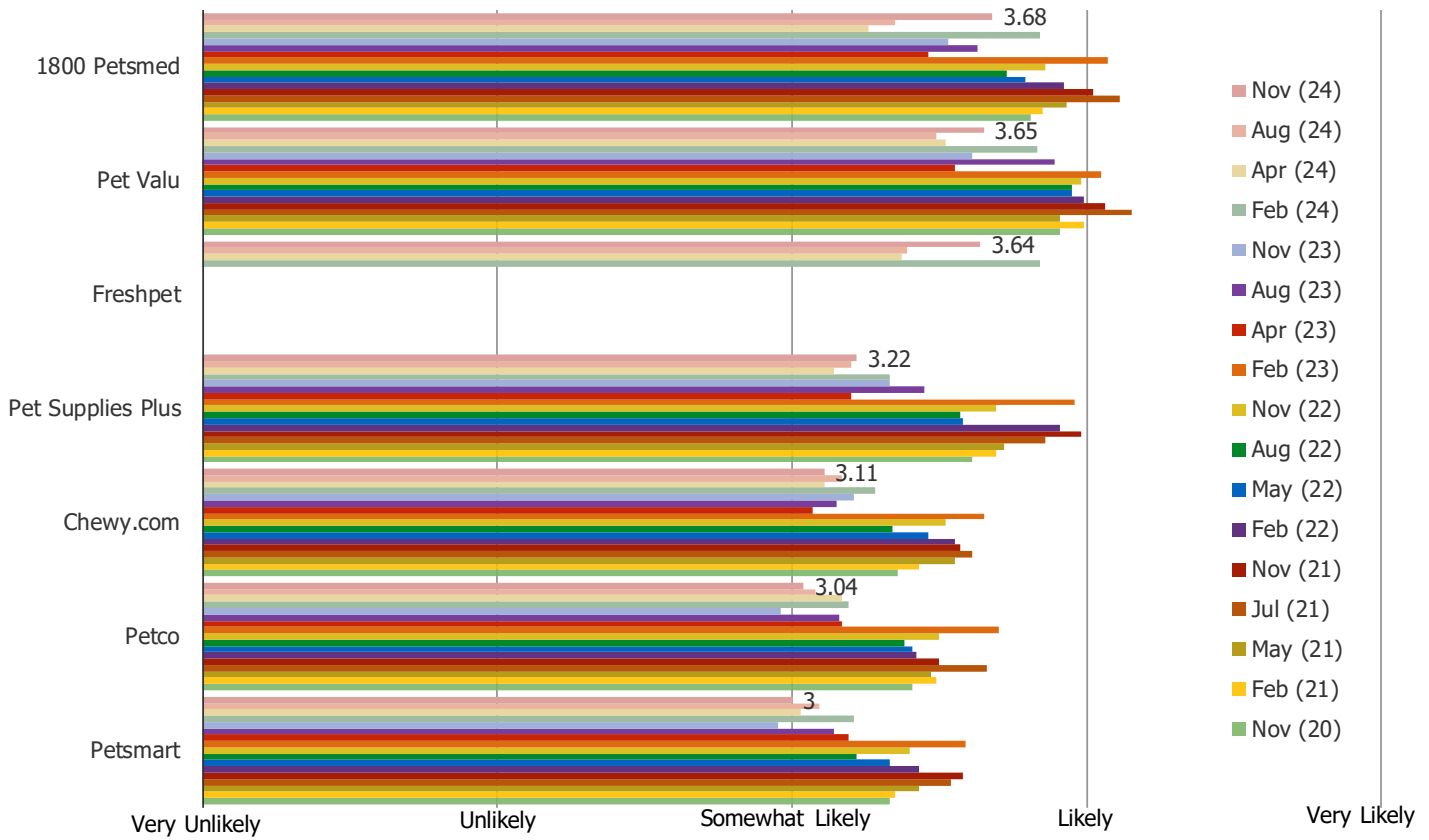
Posed to pet owners.



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?

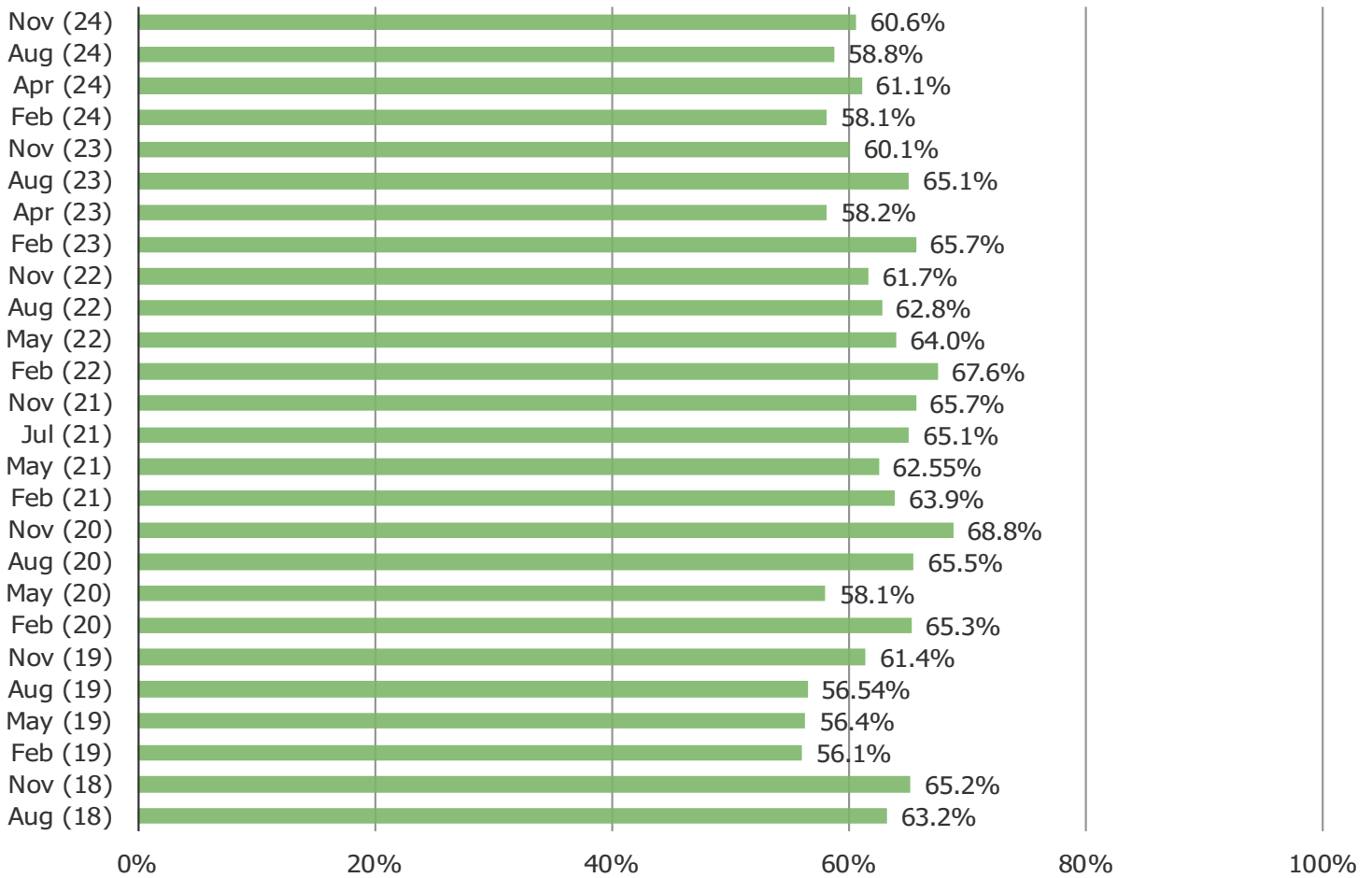
Posed to pet owners who regularly or occasionally shop each of the following.



PET OWNER BACKGROUND

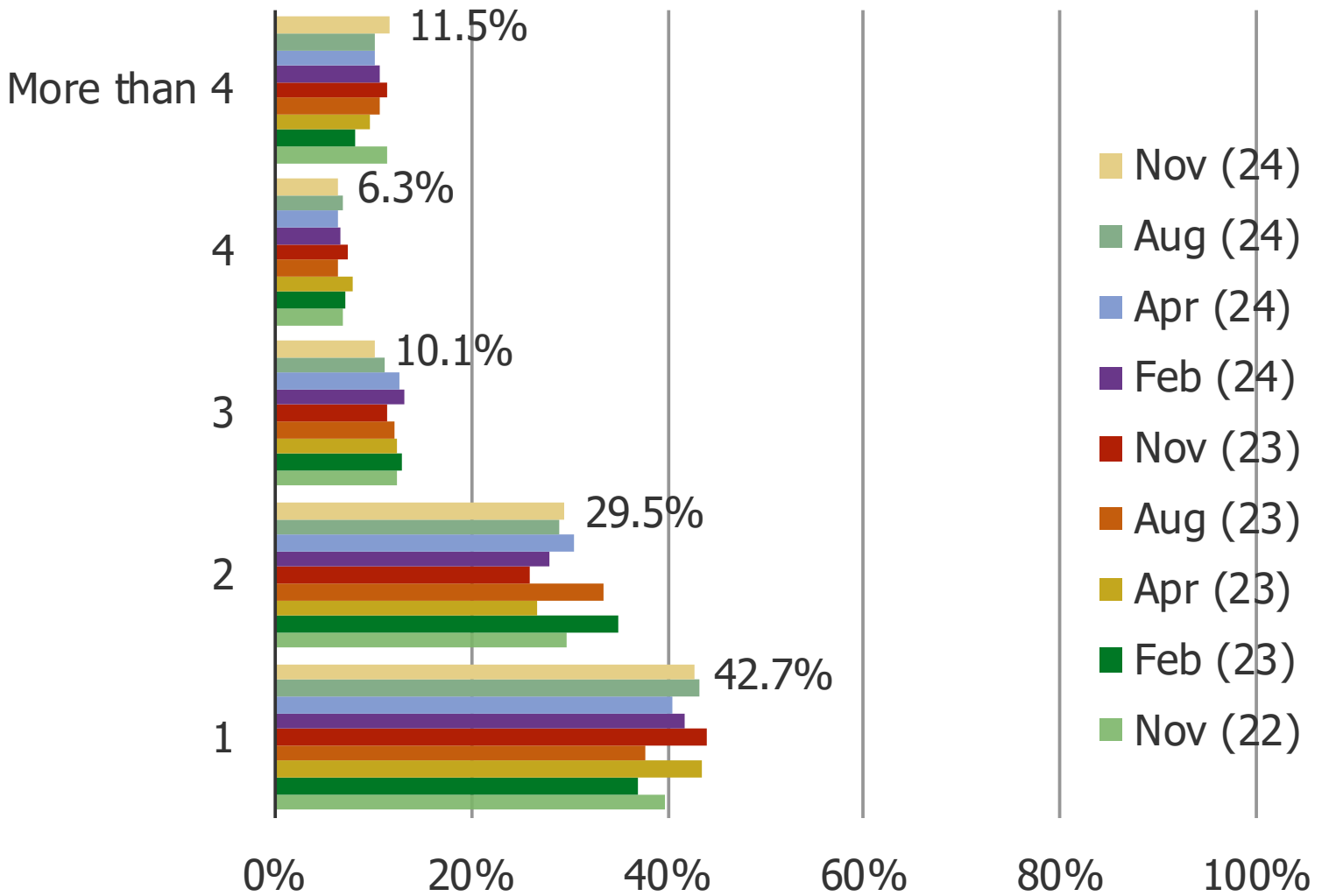
DO YOU CURRENTLY HAVE ONE OR MORE PETS?

Posed to all respondents.



HOW MANY PETS DO YOU HAVE?

Posed to pet owners.



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

Posed to pet owners.

