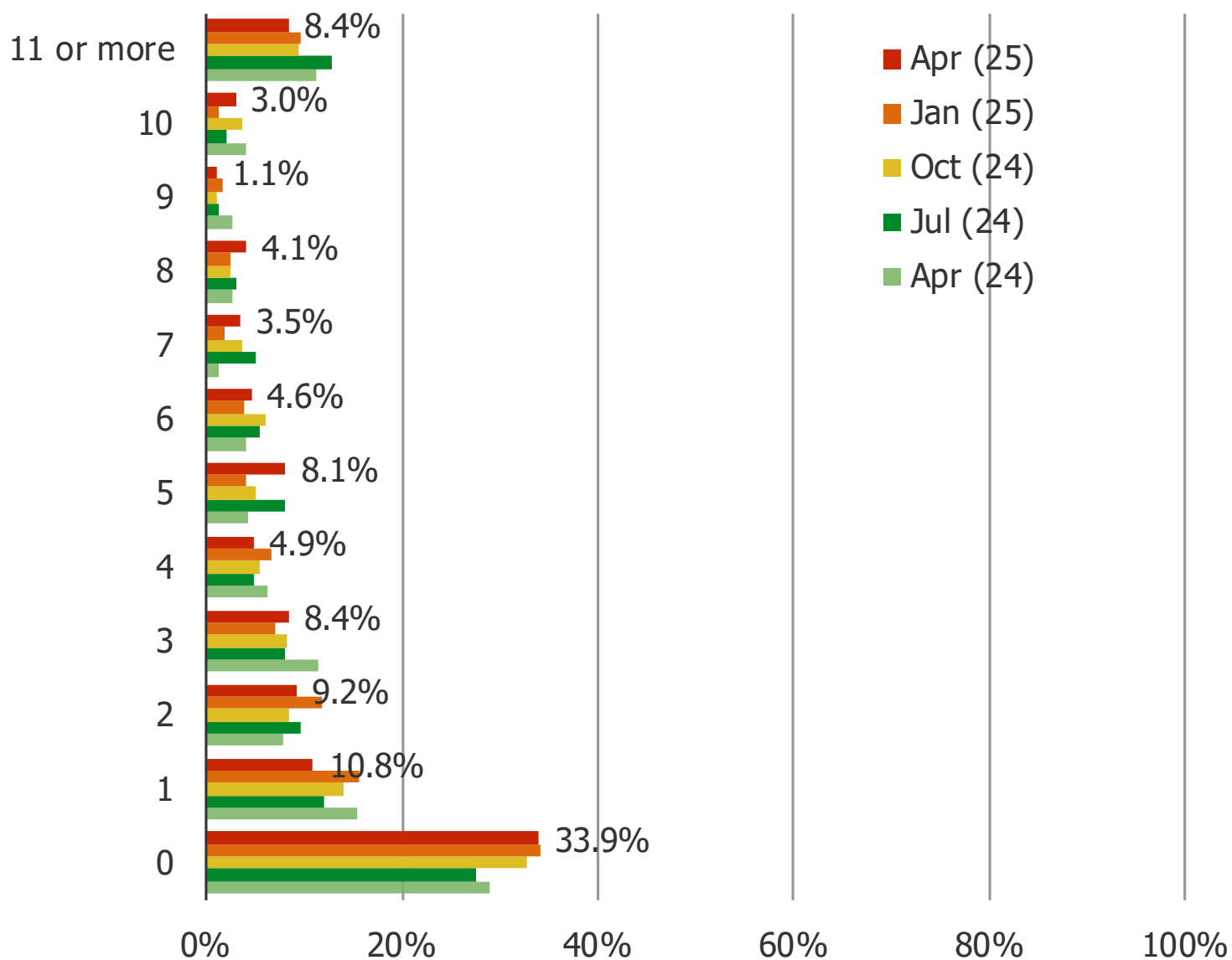BESPOKE SURVEYS

Temu, Vol 10

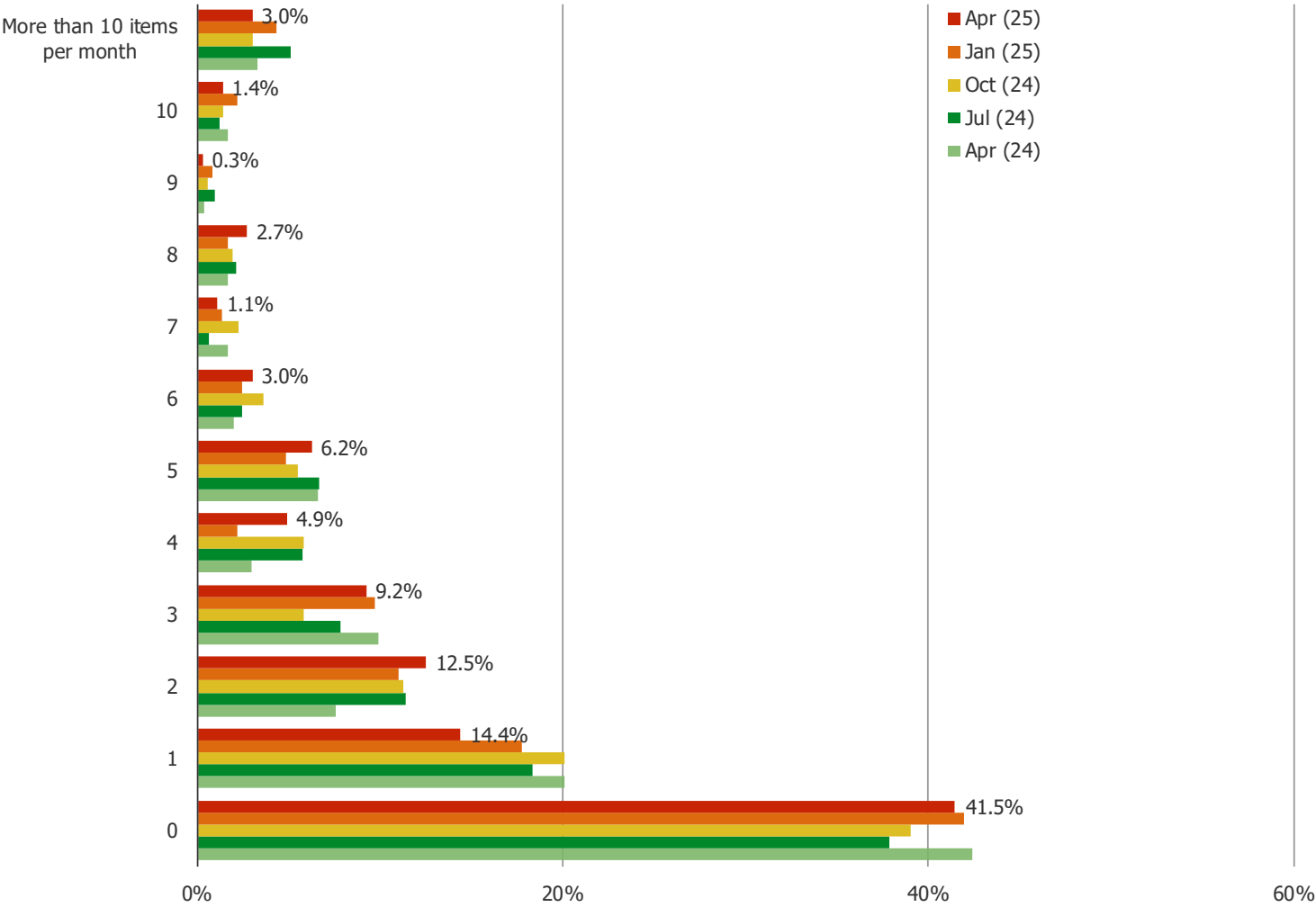## 1,000+ Respondents Per Quarter

April 2025

RECENTLY ADDED QUESTIONS

HOW MANY ITEMS HAVE YOU PURCHASED THROUGH TEMU IN THE LAST THREE MONTHS?

Posed to all respondents who have shopped Temu (N = 369).

Legend:
- Apr (25)
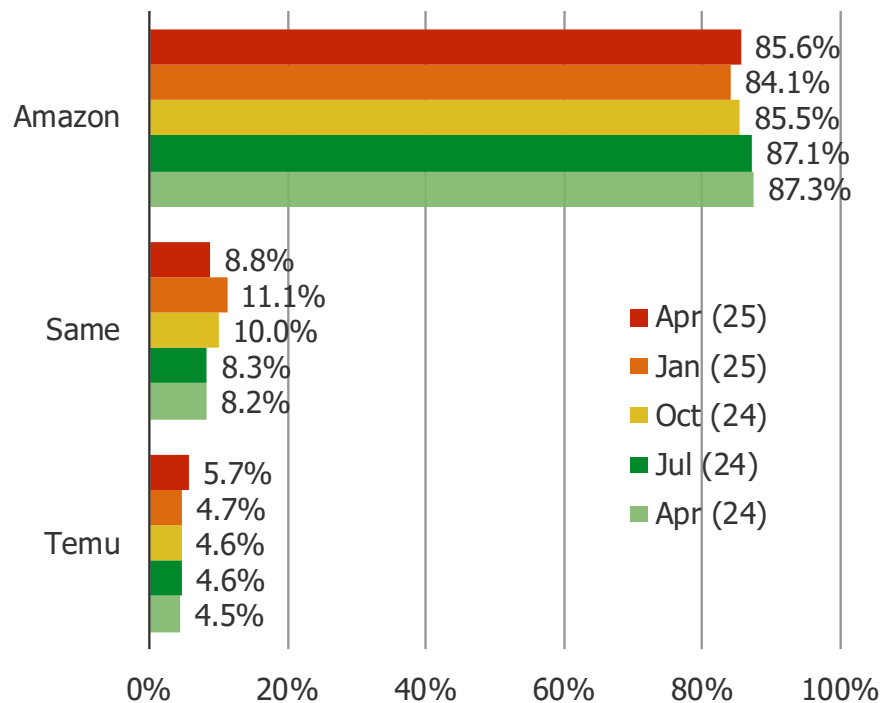- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

Category	Value
11 or more	8.4%
10	3.0%
9	1.1%
8	4.1%
7	3.5%
6	4.6%
5	8.1%
4	4.9%
3	8.4%
2	9.2%
1	10.8%
0	33.9%

ON AVERAGE, HOW MANY ITEMS DO YOU BUY ON TEMU PER MONTH?

Posed to all respondents who have shopped Temu (N = 369).

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

Categories and Apr (25) values:
- More than 10 items per month: 3.0%
- 10: 1.4%
- 9: 0.3%
- 8: 2.7%
- 7: 1.1%
- 6: 3.0%
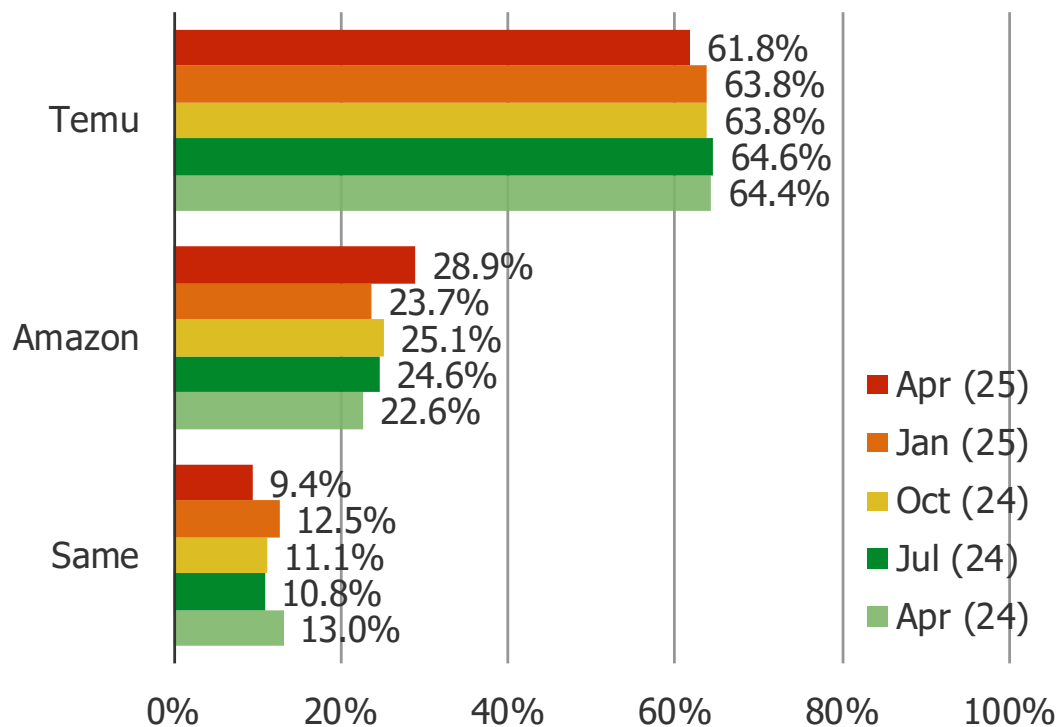- 5: 6.2%
- 4: 4.9%
- 3: 9.2%
- 2: 12.5%
- 1: 14.4%
- 0: 41.5%

YOU MENTIONED EARLIER THAT YOU HAVE USED BOTH AMAZON AND TEMU…WHICH DO YOU THINK HAS BETTER DELIVERY SPEEDS?

Posed to all respondents who have used both Amazon and Temu (N = 353).

Amazon
85.6%
84.1%
85.5%
87.1%
87.3%

Same
8.8%
11.1%
10.0%
8.3%
8.2%

Temu
5.7%
4.7%
4.6%
4.6%
4.5%

Legend:
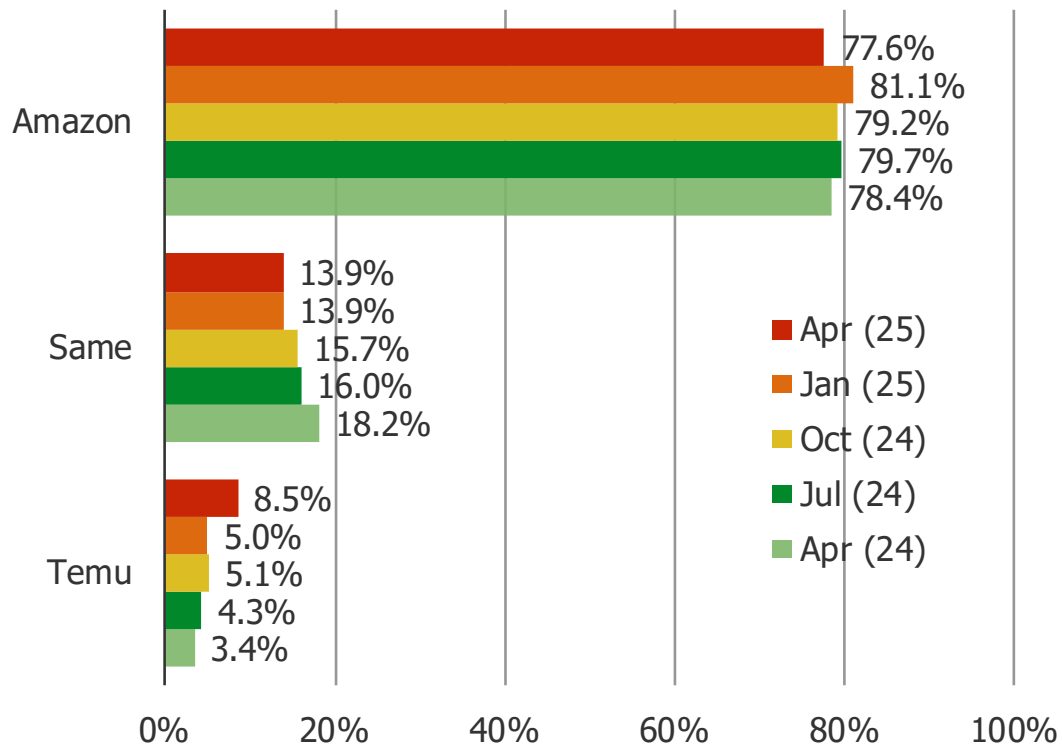- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

YOU MENTIONED EARLIER THAT YOU HAVE USED BOTH AMAZON AND TEMU…WHICH DO YOU THINK HAS BETTER PRICES?

Posed to all respondents who have used both Amazon and Temu (N = 353).

Temu
- 61.8% Apr (25)
- 63.8% Jan (25)
- 63.8% Oct (24)
- 64.6% Jul (24)
- 64.4% Apr (24)

Amazon
- 28.9% Apr (25)
- 23.7% Jan (25)
- 25.1% Oct (24)
- 24.6% Jul (24)
- 22.6% Apr (24)

Same
- 9.4% Apr (25)
- 12.5% Jan (25)
- 11.1% Oct (24)
- 10.8% Jul (24)
- 13.0% Apr (24)

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

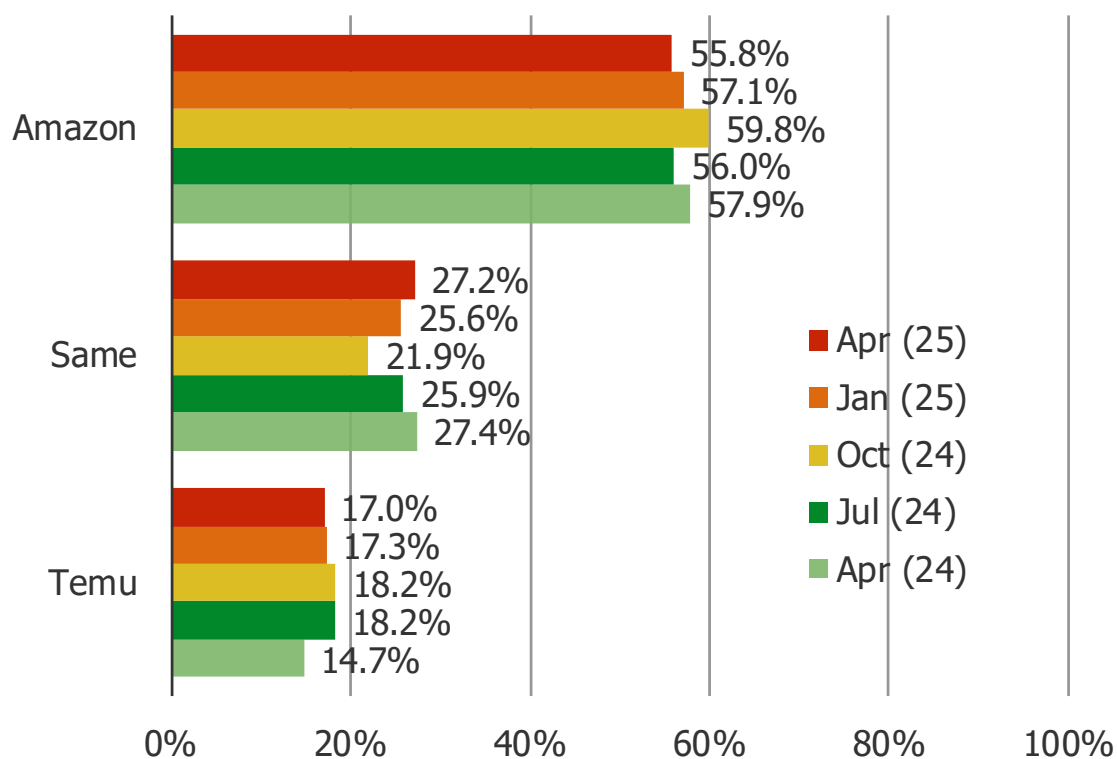YOU MENTIONED EARLIER THAT YOU HAVE USED BOTH AMAZON AND TEMU…WHICH DO YOU THINK HAS BETTER QUALITY PRODUCTS?

Posed to all respondents who have used both Amazon and Temu (N = 353).

Amazon
- 77.6%
- 81.1%
- 79.2%
- 79.7%
- 78.4%

Same
- 13.9%
- 13.9%
- 15.7%
- 16.0%
- 18.2%

Temu
- 8.5%
- 5.0%
- 5.1%
- 4.3%
- 3.4%

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

X-axis: 0% 20% 40% 60% 80% 100%

Posed to all respondents who have used both Amazon and Temu (N = 353).

Chart data:

Amazon
- Apr (25): 55.8%
- Jan (25): 57.1%
- Oct (24): 59.8%
- Jul (24): 56.0%
- Apr (24): 57.9%

Same
- Apr (25): 27.2%
- Jan (25): 25.6%
- Oct (24): 21.9%
- Jul (24): 25.9%
- Apr (24): 27.4%

Temu
- Apr (25): 17.0%
- Jan (25): 17.3%
- Oct (24): 18.2%
- Jul (24): 18.2%
- Apr (24): 14.7%

Legend:
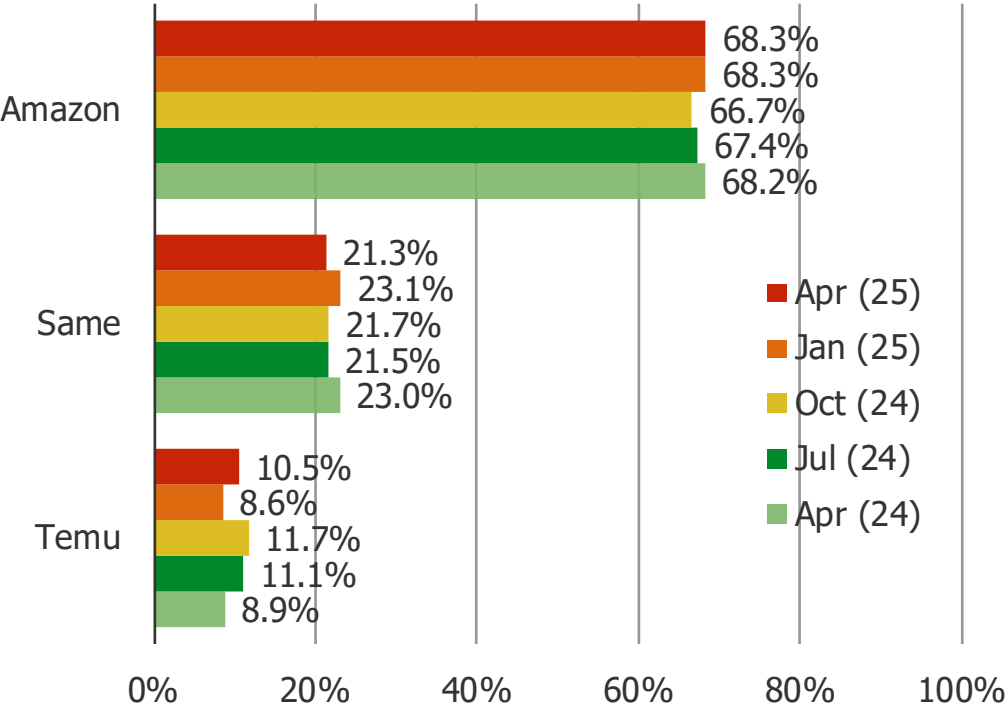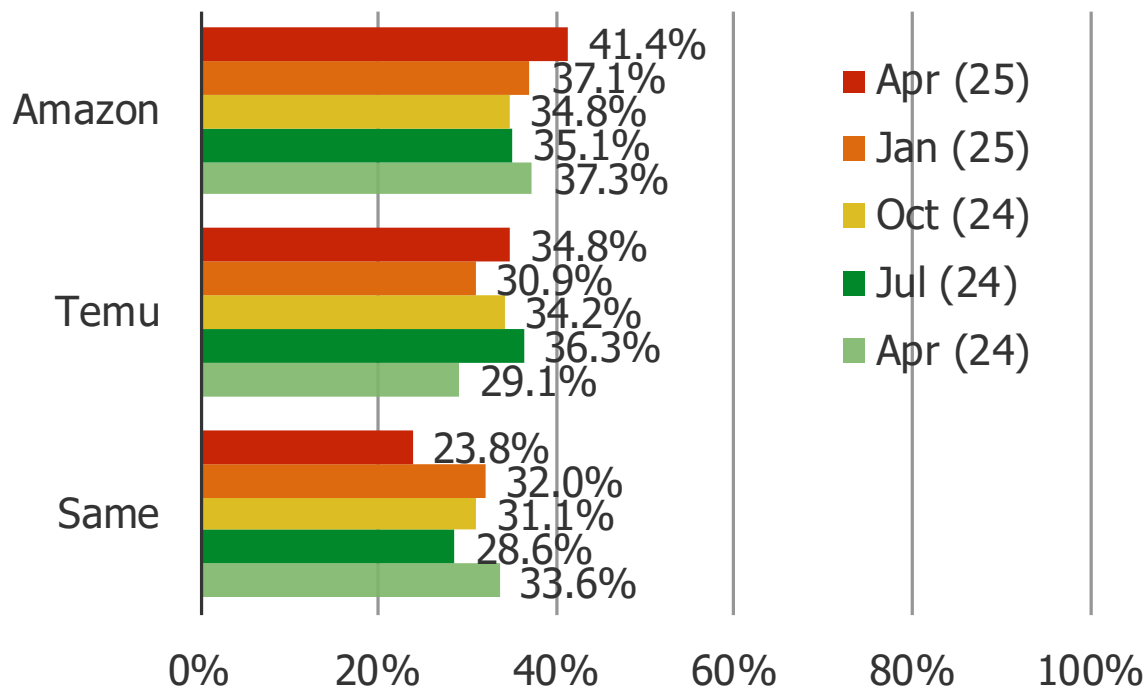- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

> YOU MENTIONED EARLIER THAT YOU HAVE USED BOTH AMAZON AND TEMU…WHICH DO YOU THINK IS BETTER FOR RETURNS?

Posed to all respondents who have used both Amazon and Temu (N = 353).

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

Amazon:
- Apr (25): 68.3%
- Jan (25): 68.3%
- Oct (24): 66.7%
- Jul (24): 67.4%
- Apr (24): 68.2%

Same:
- Apr (25): 21.3%
- Jan (25): 23.1%
- Oct (24): 21.7%
- Jul (24): 21.5%
- Apr (24): 23.0%

Temu:
- Apr (25): 10.5%
- Jan (25): 8.6%
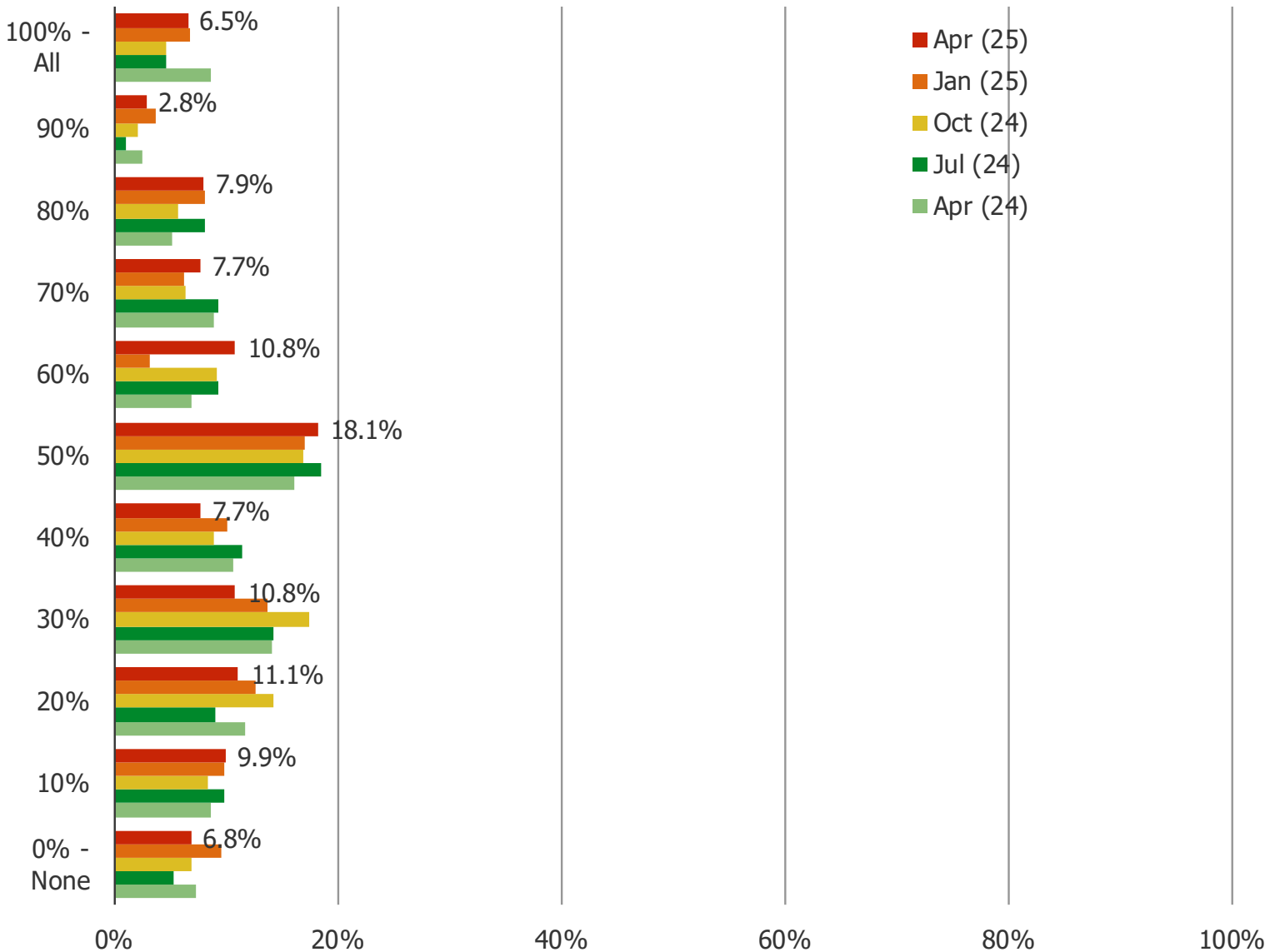- Oct (24): 11.7%
- Jul (24): 11.1%
- Apr (24): 8.9%

YOU MENTIONED EARLIER THAT YOU HAVE USED BOTH AMAZON AND TEMU…WHICH DO YOU THINK IS MORE FUN TO SHOP?

Posed to all respondents who have used both Amazon and Temu (N = 353).

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

Amazon
- Apr (25): 41.4%
- Jan (25): 37.1%
- Oct (24): 34.8%
- Jul (24): 35.1%
- Apr (24): 37.3%

Temu
- Apr (25): 34.8%
- Jan (25): 30.9%
- Oct (24): 34.2%
- Jul (24): 36.3%
- Apr (24): 29.1%

Same
- Apr (25): 23.8%
- Jan (25): 32.0%
- Oct (24): 31.1%
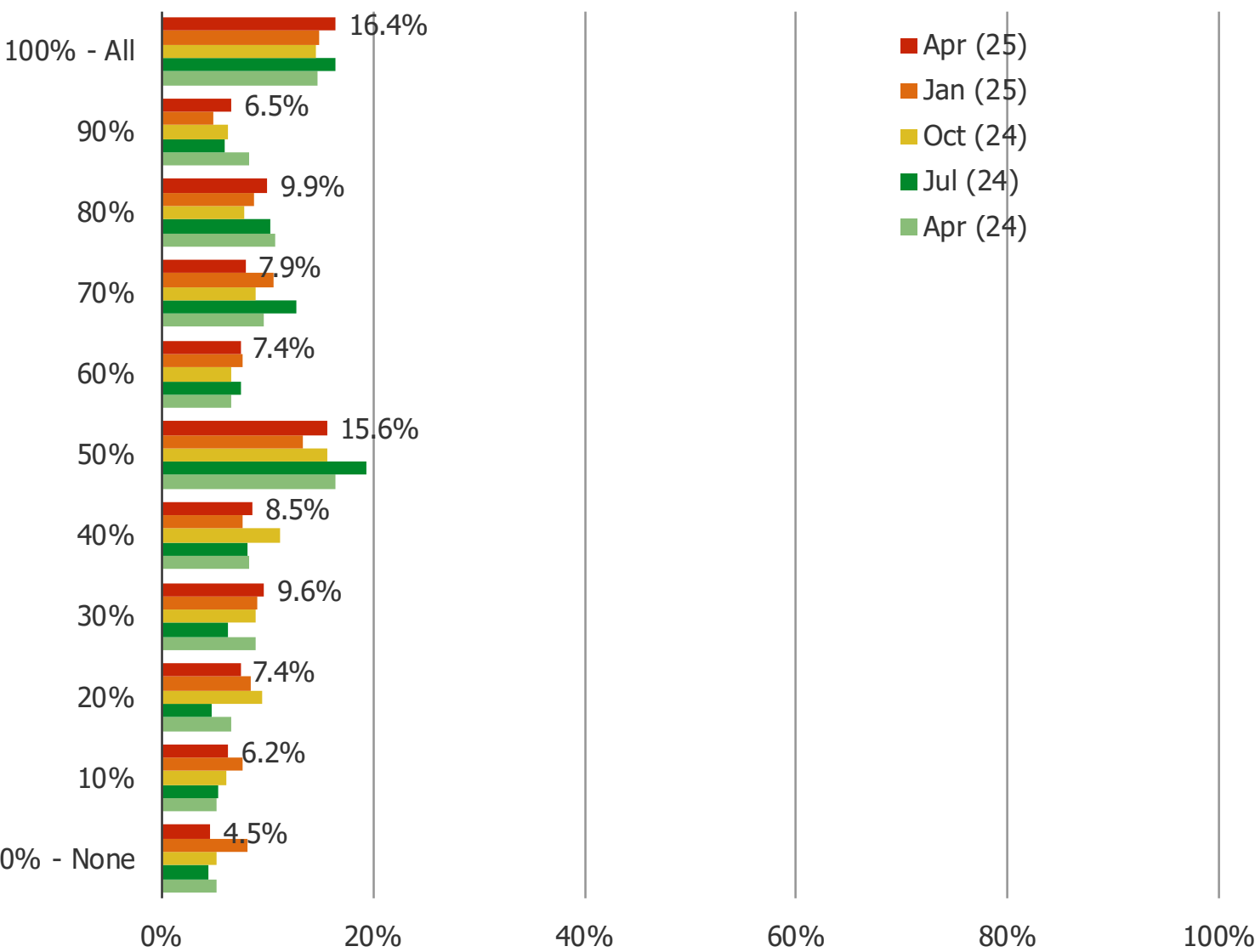- Jul (24): 28.6%
- Apr (24): 33.6%

> **WHAT PERCENTAGE OF ITEMS THAT YOU WOULD TYPICALLY BUY ON AMAZON DO YOU THINK YOU COULD ALSO FIND ON TEMU?**

Posed to all respondents who have used both Amazon and Temu (N = 353).

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

Category	Apr (25)
100% - All	6.5%
90%	2.8%
80%	7.9%
70%	7.7%
60%	10.8%
50%	18.1%
40%	7.7%
30%	10.8%
20%	11.1%
10%	9.9%
0% - None	6.8%

WHAT PERCENTAGE OF ITEMS THAT YOU WOULD TYPICALLY BUY ON TEMU DO YOU THINK YOU COULD ALSO FIND ON AMAZON?

Posed to all respondents who have used both Amazon and Temu (N = 353).
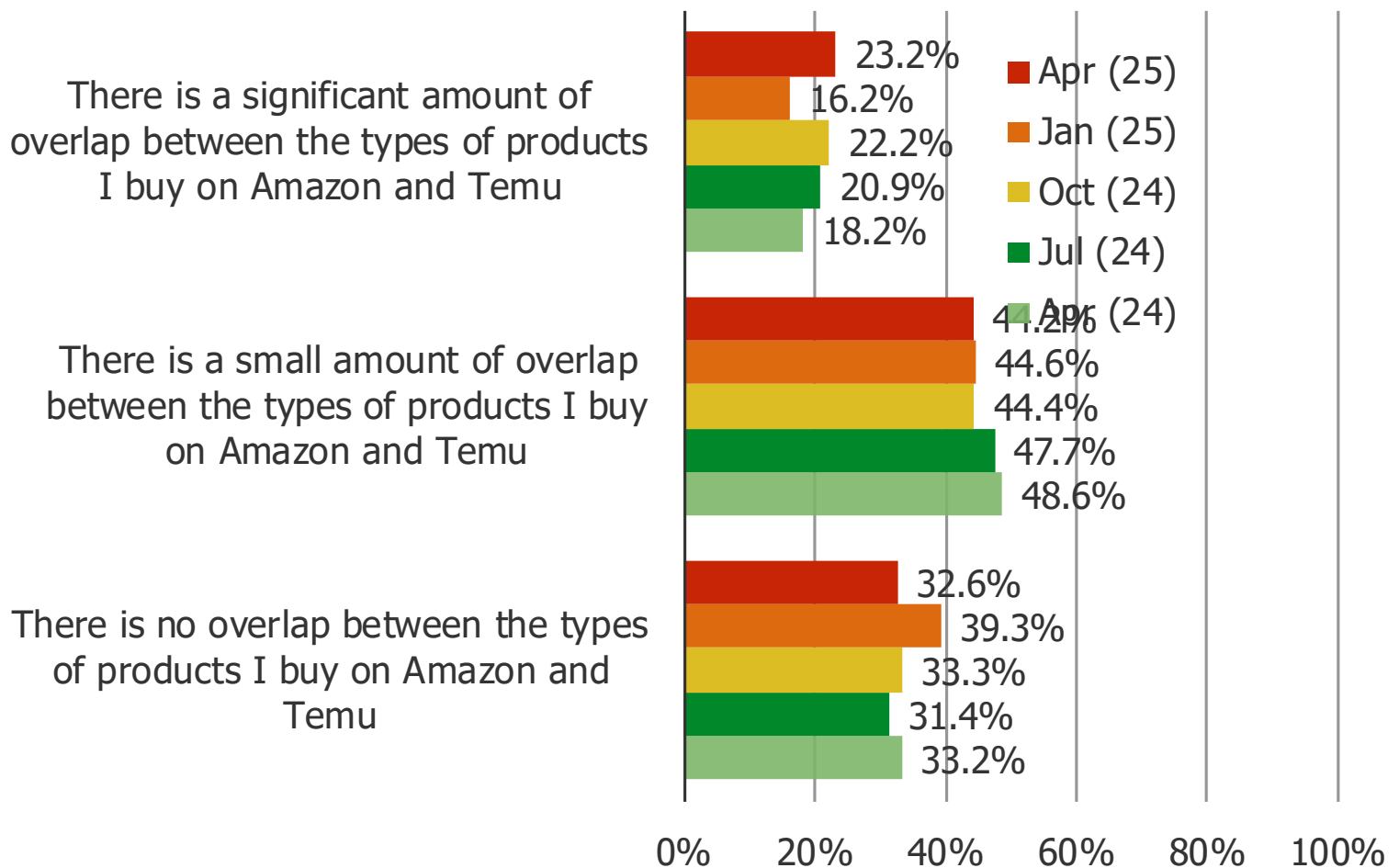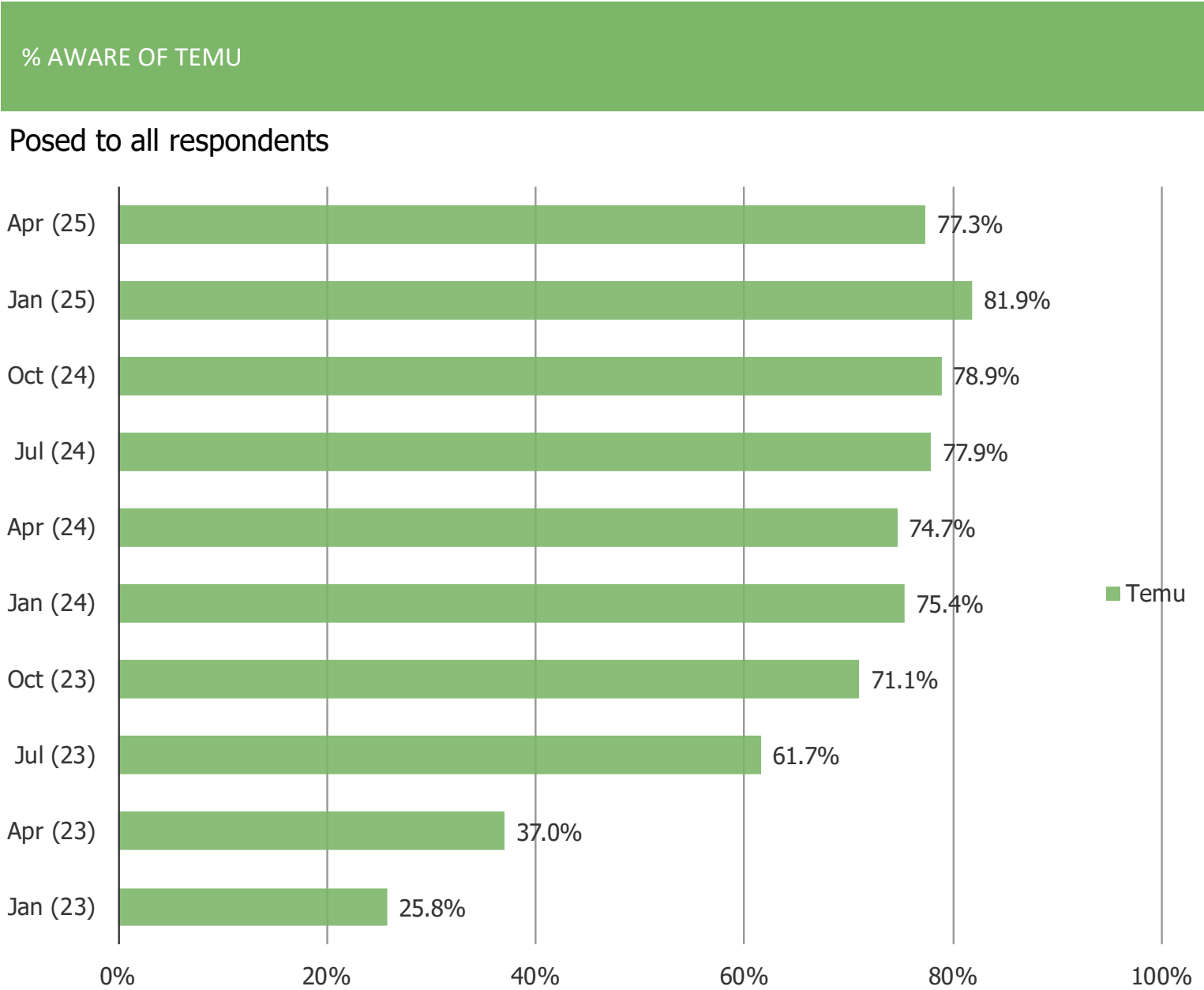

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

Categories and Apr (25) values:
- 100% - All: 16.4%
- 90%: 6.5%
- 80%: 9.9%
- 70%: 7.9%
- 60%: 7.4%
- 50%: 15.6%
- 40%: 8.5%
- 30%: 9.6%
- 20%: 7.4%
- 10%: 6.2%
- 0% - None: 4.5%

WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to all respondents who have used both Amazon and Temu (N = 353).

There is a significant amount of overlap between the types of products I buy on Amazon and Temu
- Apr (25): 23.2%
- Jan (25): 16.2%
- Oct (24): 22.2%
- Jul (24): 20.9%
- Apr (24): 18.2%

There is a small amount of overlap between the types of products I buy on Amazon and Temu
- Apr (25): 44.2%
- Jan (25): 44.6%
- Oct (24): 44.4%
- Jul (24): 47.7%
- Apr (24): 48.6%

There is no overlap between the types of products I buy on Amazon and Temu
- Apr (25): 32.6%
- Jan (25): 39.3%
- Oct (24): 33.3%
- Jul (24): 31.4%
- Apr (24): 33.2%

Legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24)

TEMU ENGAGEMENT AND SENTIMENT

% AWARE OF TEMU

Posed to all respondents

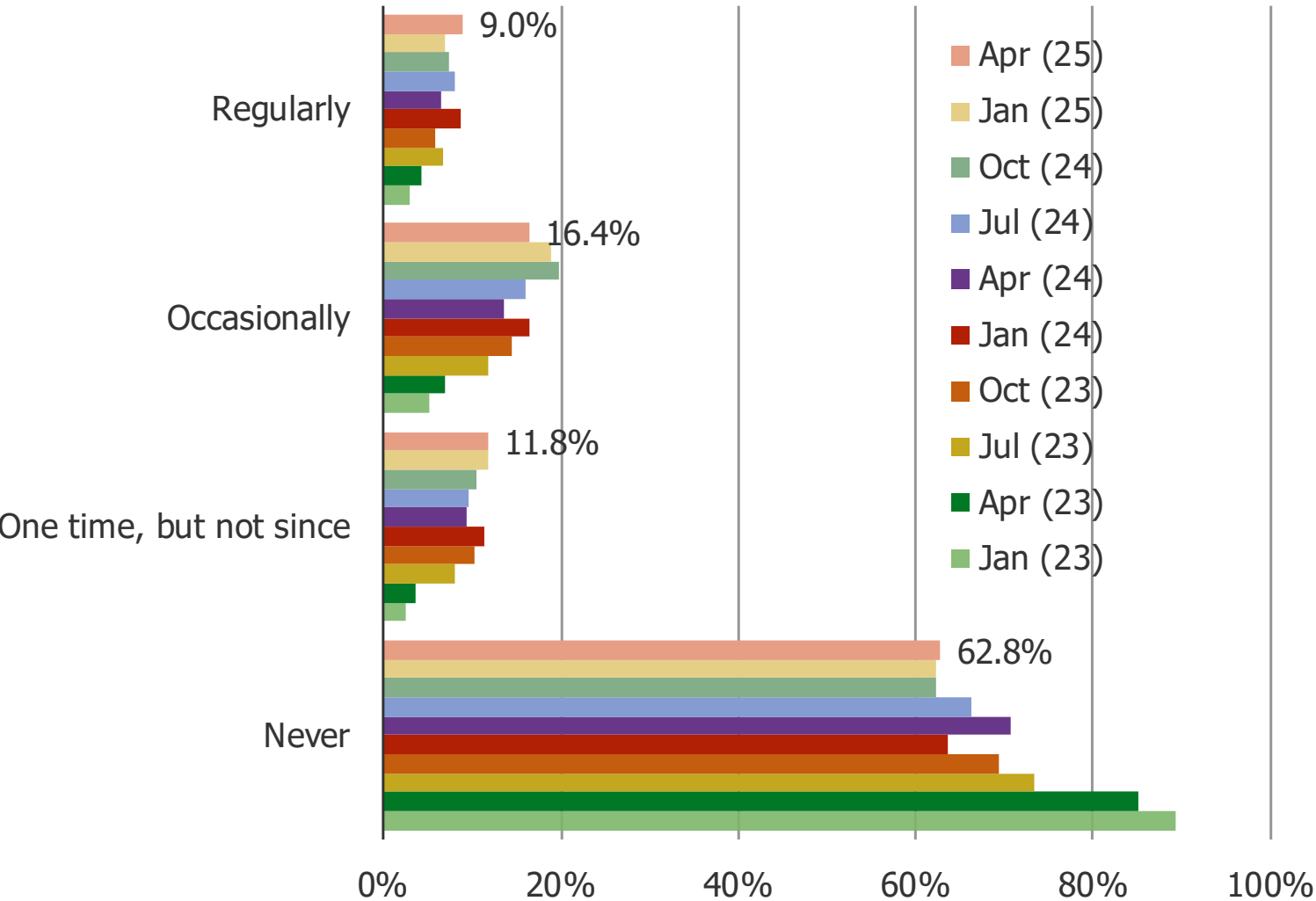| Month	%
Apr (25)	77.3%
Jan (25)	81.9%
Oct (24)	78.9%
Jul (24)	77.9%
Apr (24)	74.7%
Jan (24)	75.4%
Oct (23)	71.1%
Jul (23)	61.7%
Apr (23)	37.0%
Jan (23)	25.8%

■ Temu

WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH TEMU?

Posed to all respondents

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Regularly: 9.0%
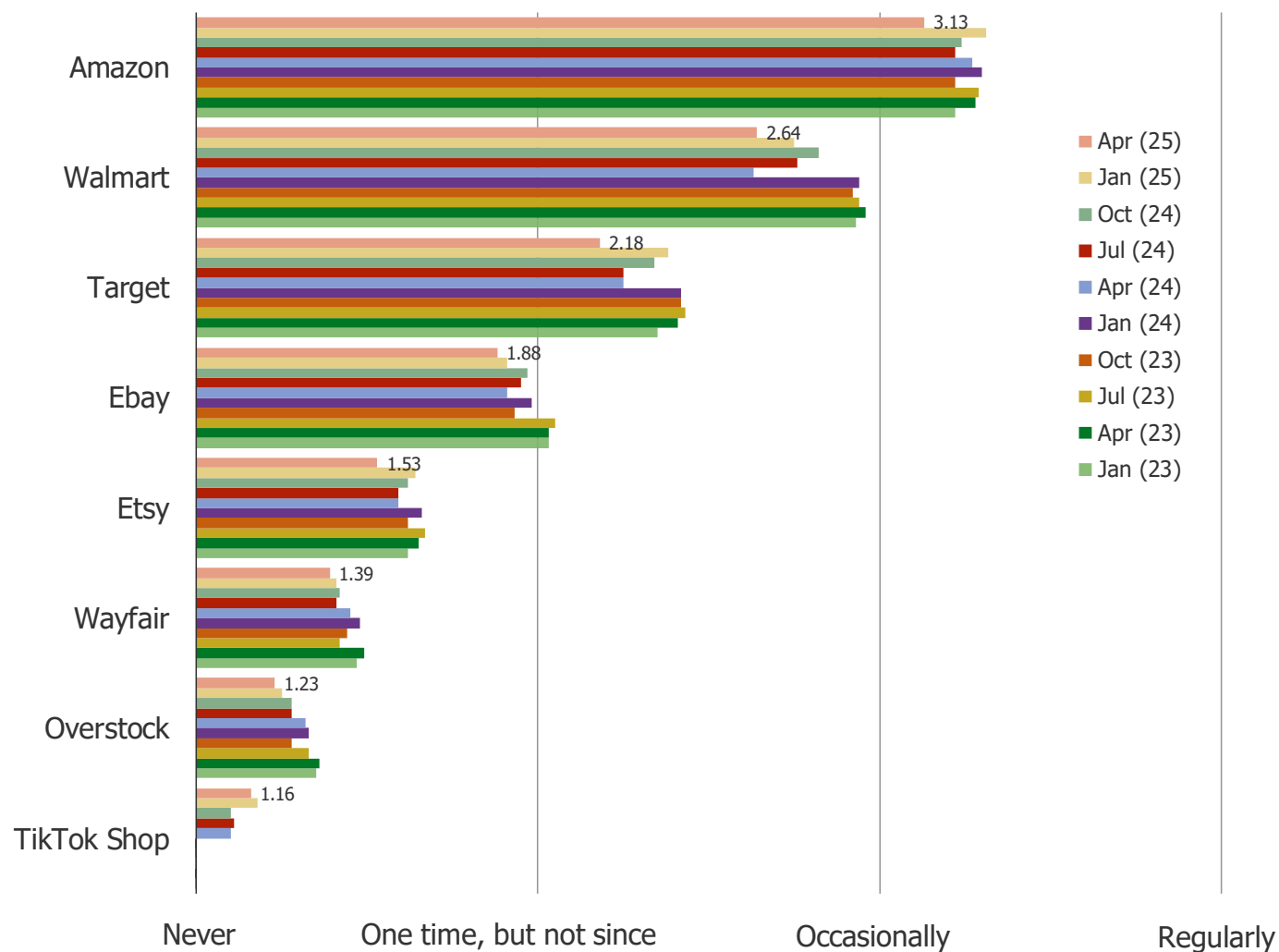Occasionally: 16.4%
One time, but not since: 11.8%
Never: 62.8%

WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

Posed to respondents who said they shop Temu Regularly or Occasionally (N = ~200 per wave, less in the earlier waves)
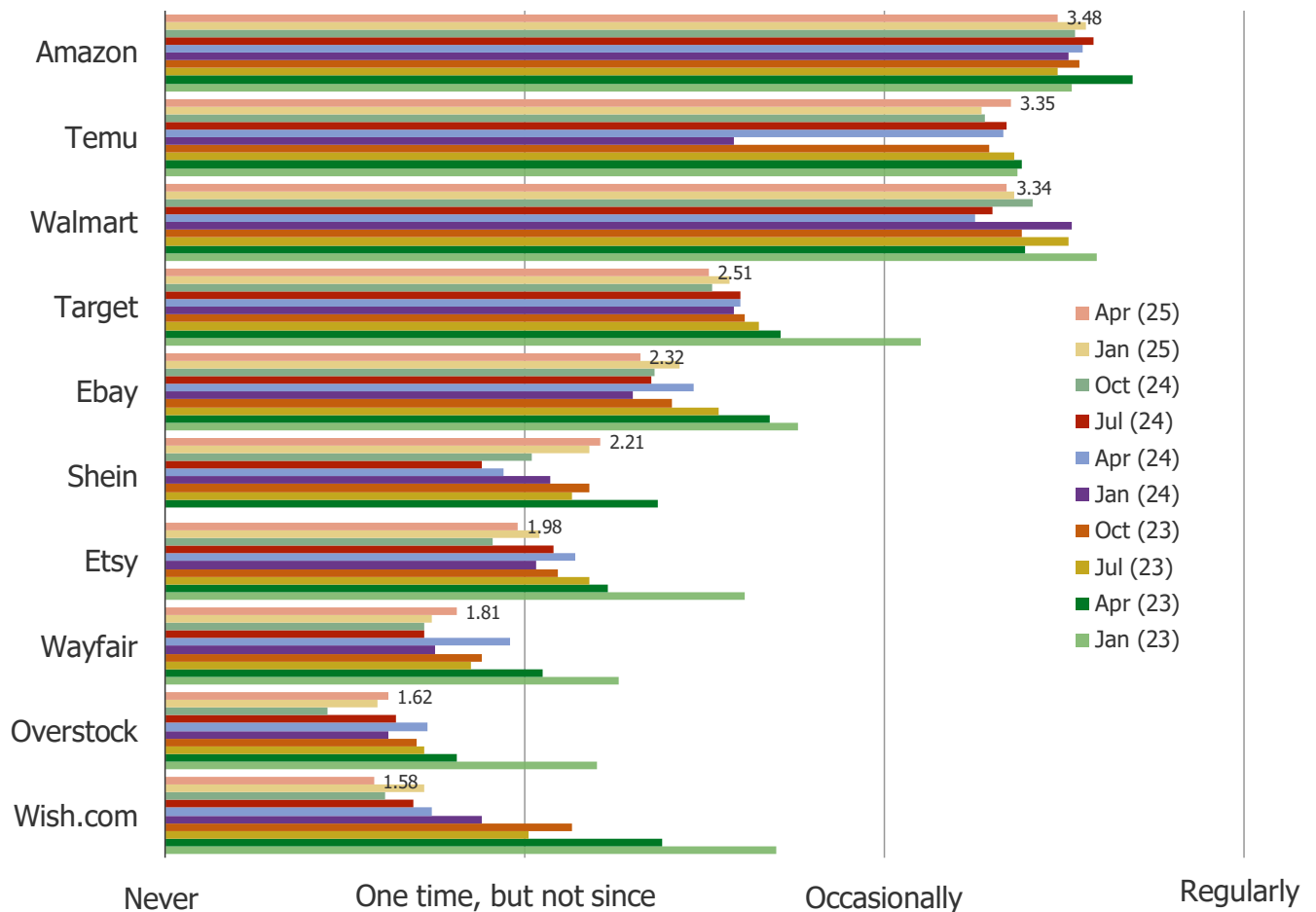
Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Platform	Apr (25) value
Amazon	3.48
Temu	3.35
Walmart	3.34
Target	2.51
Ebay	2.32
Shein	2.21
Etsy	1.98
Wayfair	1.81
Overstock	1.62
Wish.com	1.58

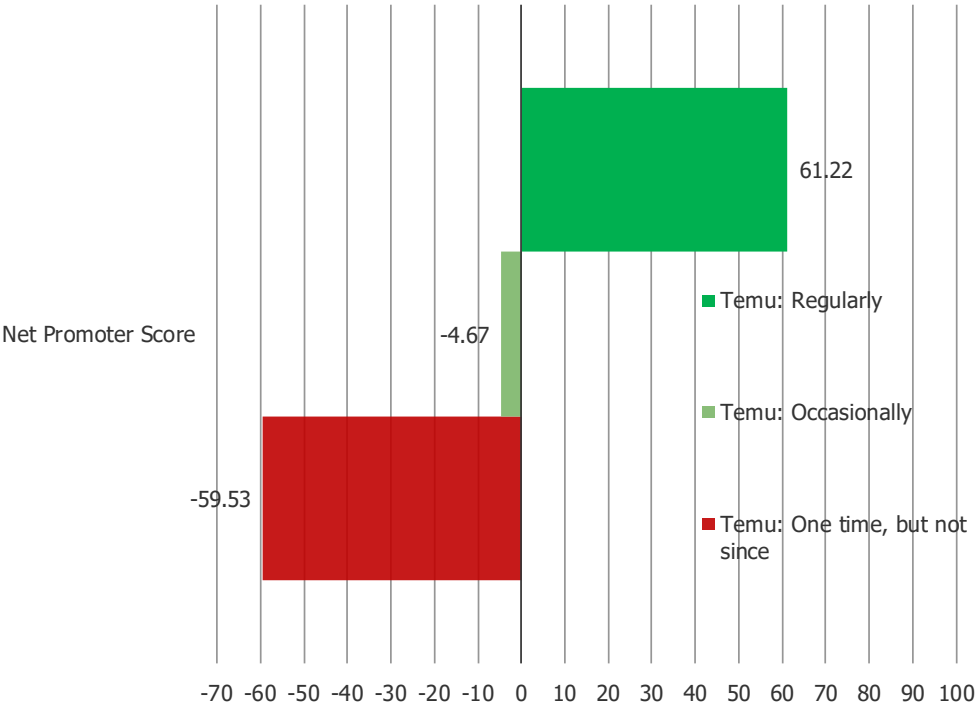X-axis: Never — One time, but not since — Occasionally — Regularly

WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

Posed to respondents who said they have never shopped Temu (N = ~600 per wave, less in the earlier waves)

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Platform	Apr (25) value
Amazon	3.13
Walmart	2.64
Target	2.18
Ebay	1.88
Etsy	1.53
Wayfair	1.39
Overstock	1.23
TikTok Shop	1.16

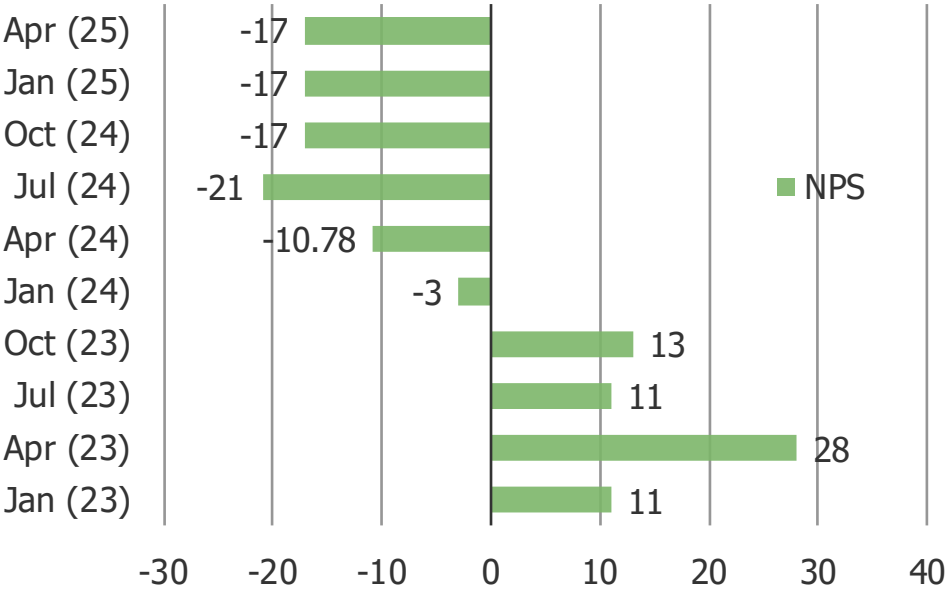X-axis labels: Never | One time, but not since | Occasionally | Regularly

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND TEMU TO A FRIEND OR COLLEAGUE?

Posed to all respondents who have shopped Temu (combining all historical waves to achieve a larger N size on cross-tabs by frequency)

Net Promoter Score

61.22

-4.67

-59.53

- Temu: Regularly
- Temu: Occasionally
- Temu: One time, but not since

-70 -60 -50 -40 -30 -20 -10 0 10 20 30 40 50 60 70 80 90 100

All who have shopped Temu (ever), wave by wave.

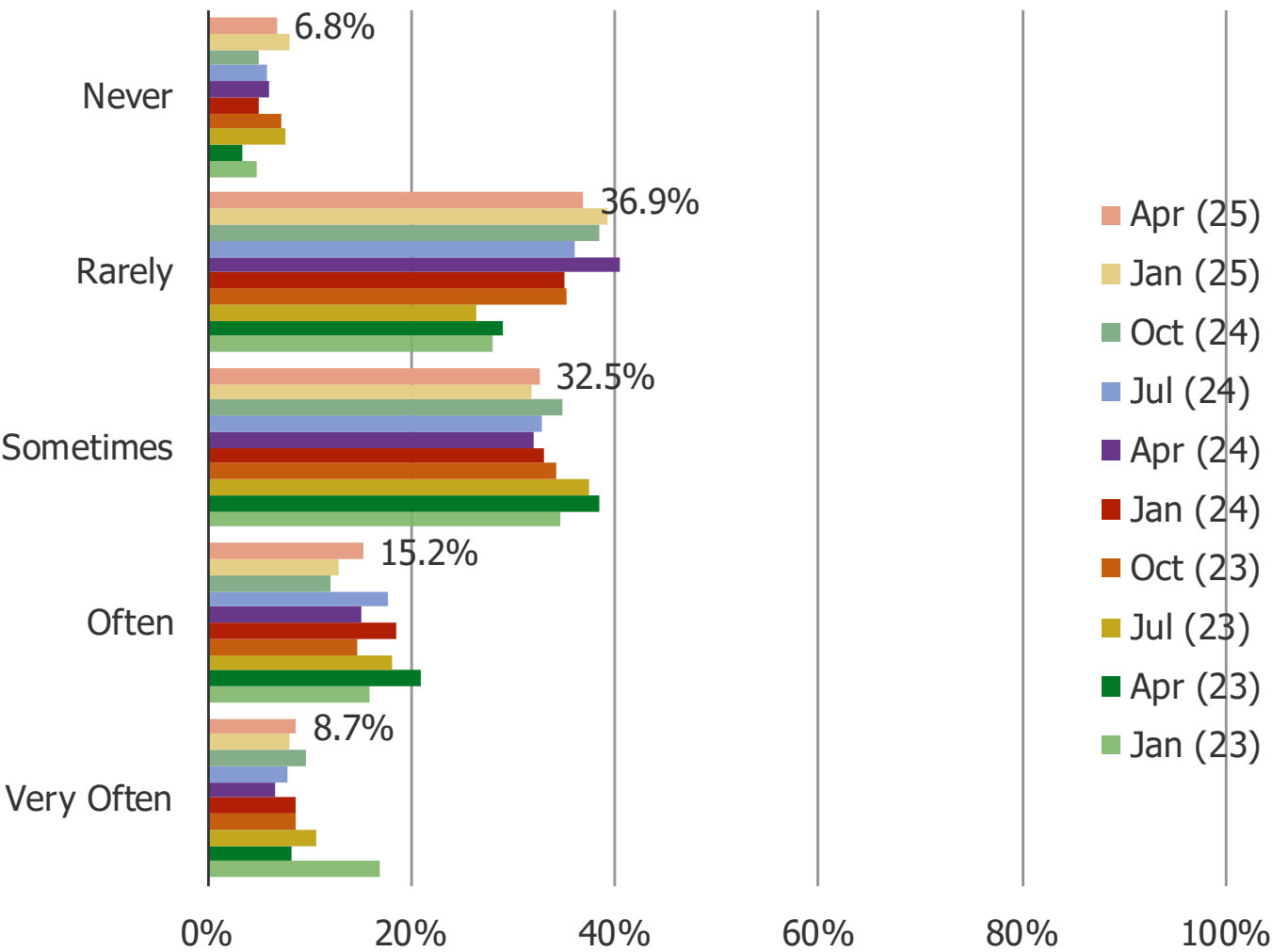| Wave	NPS
Apr (25)	-17
Jan (25)	-17
Oct (24)	-17
Jul (24)	-21
Apr (24)	-10.78
Jan (24)	-3
Oct (23)	13
Jul (23)	11
Apr (23)	28
Jan (23)	11

-30 -20 -10 0 10 20 30 40

WHAT IS THE LAST TYPE OF ITEM/PRODUCT YOU BOUGHT FROM TEMU?

Posed to all respondents who have shopped Temu (N = 369)

HOW OFTEN DO YOU BUY PRODUCTS ON TEMU?
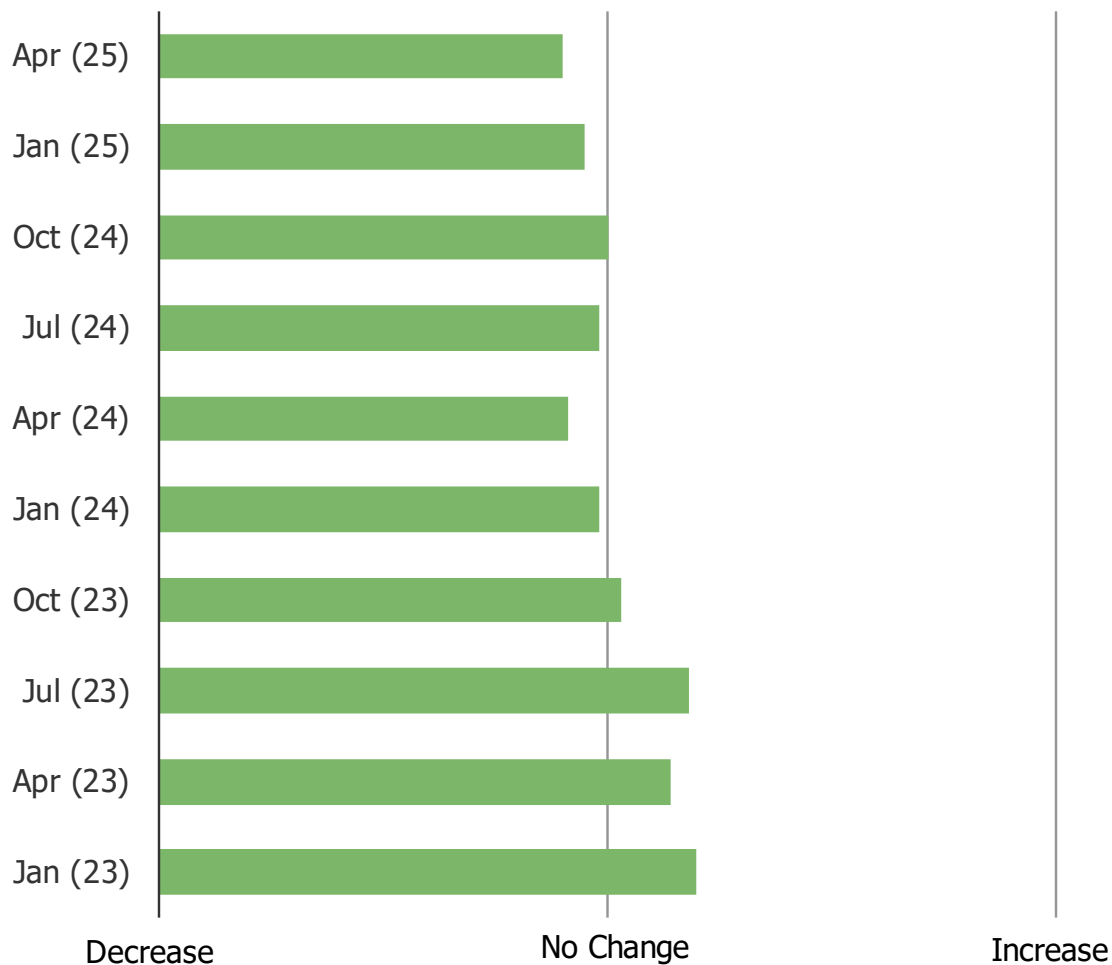
Posed to all respondents who have shopped Temu (N = 369)

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Never: 6.8%
Rarely: 36.9%
Sometimes: 32.5%
Often: 15.2%
Very Often: 8.7%

DO YOU EXPECT TO INCREASE OR DECREASE YOUR USAGE OF TEMU GOING FORWARD?

Posed to all respondents who have shopped Temu (N = 369)
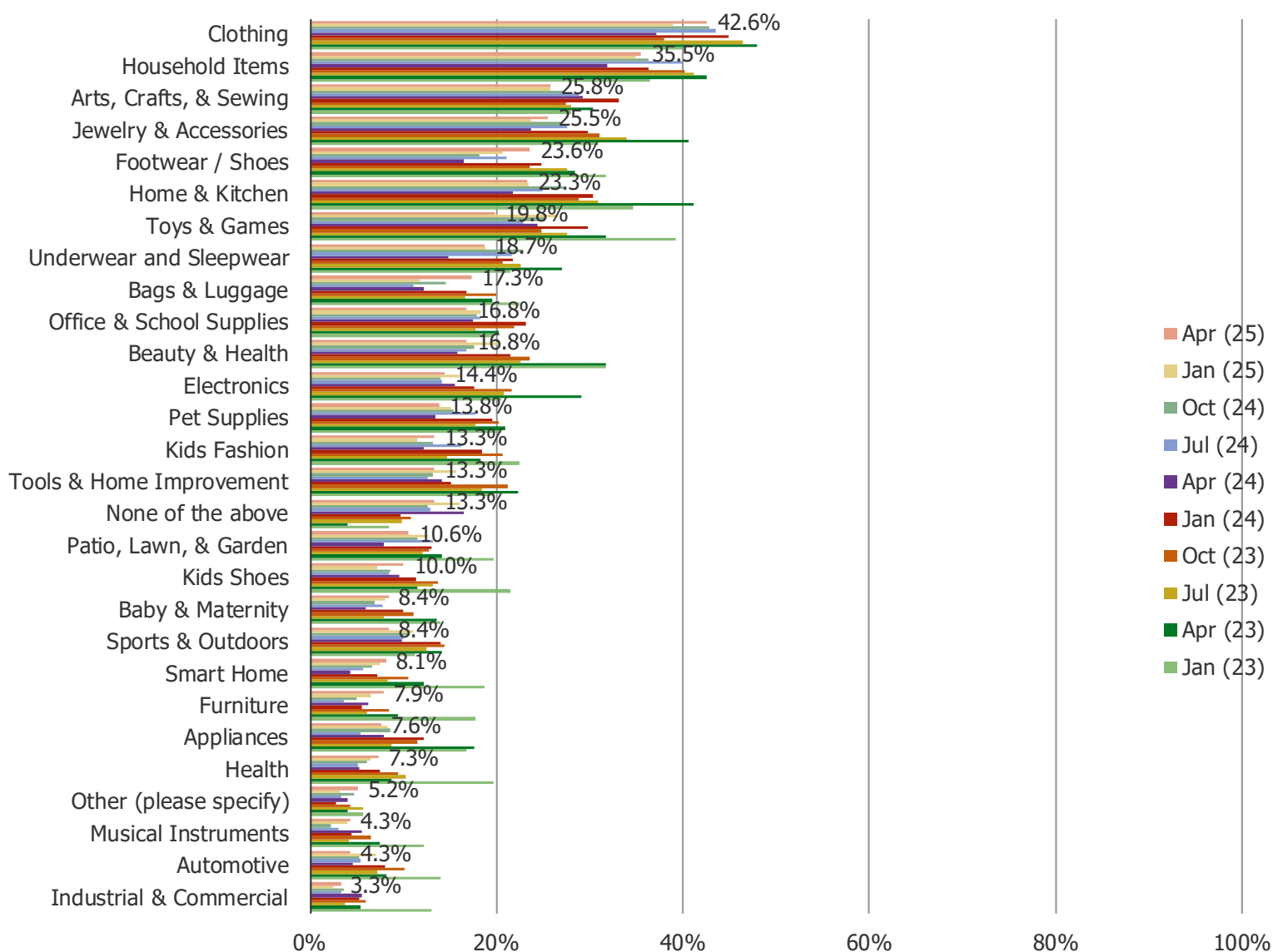

Reasons cited for decreasing:
-Poor quality
-Made in China
-Slow shipping
-Cutting back spending in general

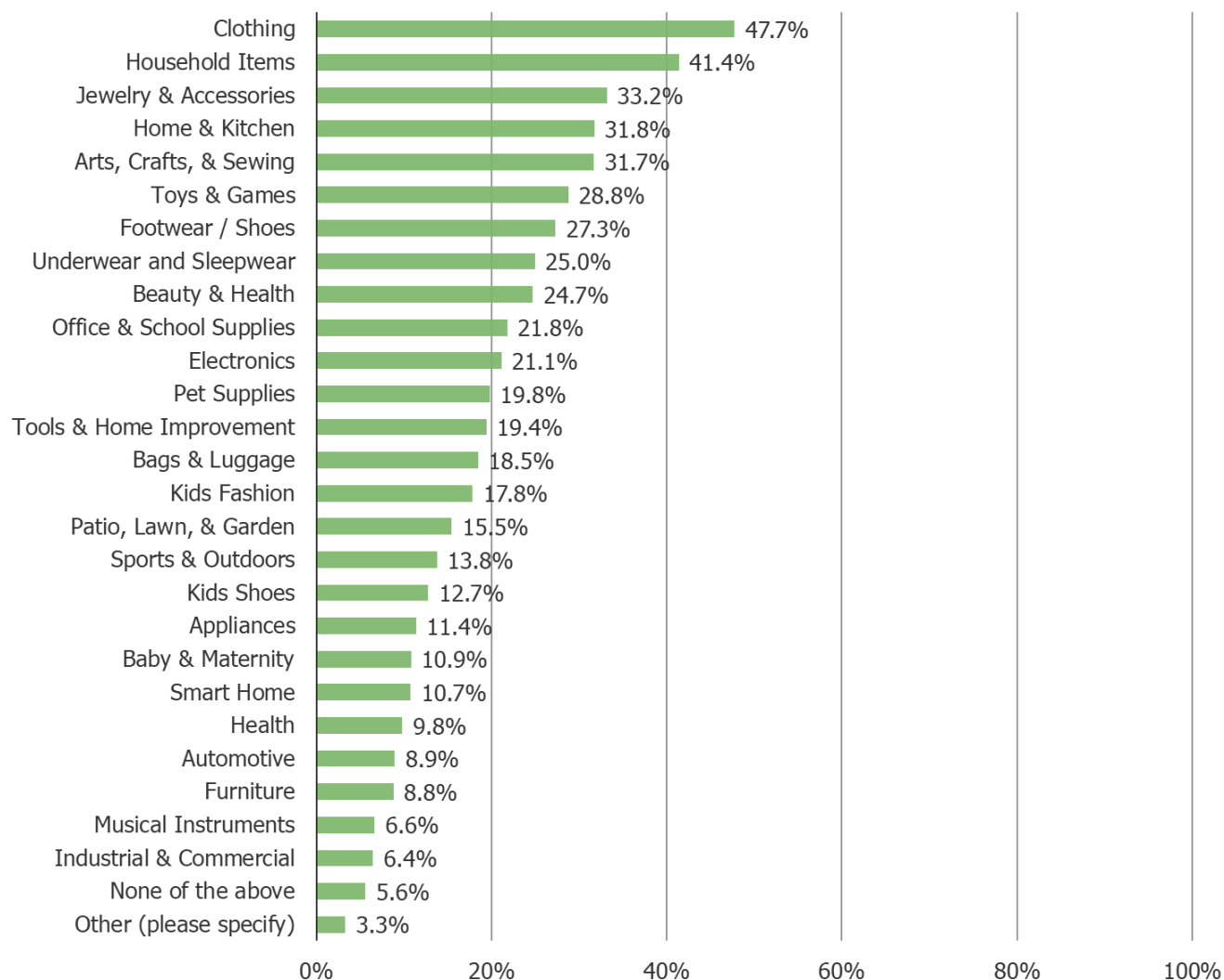Reasons cited for increasing:
-Great prices / value
-It's fun and easy

WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

Posed to all respondents who have shopped Temu (N = 369)

Category	Apr (25)
Clothing	42.6%
Household Items	35.5%
Arts, Crafts, & Sewing	25.8%
Jewelry & Accessories	25.5%
Footwear / Shoes	23.6%
Home & Kitchen	23.3%
Toys & Games	19.8%
Underwear and Sleepwear	18.7%
Bags & Luggage	17.3%
Office & School Supplies	16.8%
Beauty & Health	16.8%
Electronics	14.4%
Pet Supplies	13.8%
Kids Fashion	13.3%
Tools & Home Improvement	13.3%
None of the above	13.3%
Patio, Lawn, & Garden	10.6%
Kids Shoes	10.0%
Baby & Maternity	8.4%
Sports & Outdoors	8.4%
Smart Home	8.1%
Furniture	7.9%
Appliances	7.6%
Health	7.3%
Other (please specify)	5.2%
Musical Instruments	4.3%
Automotive	4.3%
Industrial & Commercial	3.3%

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

Posed to respondents who said they shop Temu regularly/occasionally (N = 2231)

Product Type	Percentage
Clothing	47.7%
Household Items	41.4%
Jewelry & Accessories	33.2%
Home & Kitchen	31.8%
Arts, Crafts, & Sewing	31.7%
Toys & Games	28.8%
Footwear / Shoes	27.3%
Underwear and Sleepwear	25.0%
Beauty & Health	24.7%
Office & School Supplies	21.8%
Electronics	21.1%
Pet Supplies	19.8%
Tools & Home Improvement	19.4%
Bags & Luggage	18.5%
Kids Fashion	17.8%
Patio, Lawn, & Garden	15.5%
Sports & Outdoors	13.8%
Kids Shoes	12.7%
Appliances	11.4%
Baby & Maternity	10.9%
Smart Home	10.7%
Health	9.8%
Automotive	8.9%
Furniture	8.8%
Musical Instruments	6.6%
Industrial & Commercial	6.4%
None of the above	5.6%
Other (please specify)	3.3%

*Combining all responses from all waves to date (2023+2024+2025ytd) to increase N size for the most frequent Temu customers…

Posed to all respondents who have shopped Temu (N = 369)

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

High cost items
- Apr (25): 2.08
- Jan (25): 2.03
- Oct (24): 2.07
- Jul (24): 2.05
- Apr (24): 2.06
- Jan (24): 2.1
- Oct (23): 2.18
- Jul (23): 2.32
- Apr (23): 2.6
- Jan (23): 2.75

Medium cost items
- Apr (25): 2.79
- Jan (25): 2.69
- Oct (24): 2.78
- Jul (24): 2.77
- Apr (24): 2.78
- Jan (24): 2.78
- Oct (23): 2.86
- Jul (23): 2.98
- Apr (23): 3.14
- Jan (23): 3.25

Low cost items
- Apr (25): 3.23
- Jan (25): 3.22
- Oct (24): 3.29
- Jul (24): 3.42
- Apr (24): 3.3
- Jan (24): 3.34
- Oct (23): 3.44
- Jul (23): 3.51
- Apr (23): 3.57
- Jan (23): 3.71

Scale: Never — Rarely — Sometimes — Often — Very Often

THINKING ABOUT TEMU...WHAT DO YOU LIKE MOST ABOUT IT?

Posed to all respondents who have shopped Temu (N = 369)

THINKING ABOUT TEMU...WHAT COULD TEMU DO BETTER?

Posed to all respondents who have shopped Temu (N = 369)

WHAT IS YOUR OPINION OF TEMU WHEN IT COMES TO...

Posed to all respondents who have shopped Temu at least one time.

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Categories (top to bottom):
- Pricing of products
- Selection of products
- Interesting / cool items
- Experience browsing website
- Experience browsing the mobile app
- Quality of products
- Shipping speed

1 = Very Poor   11 = Very Good

www.bespokeintel.com

WHO MIGHT TEMU AND SHEIN BE DISRUPTING?

DO YOU FEEL YOUR SHOPPING ON TEMU REPLACES ANY OF YOUR SPENDING THAT WOULD TYPICALLY GO TO OTHER WEBSITES, APPS, OR STORES?

Posed to all respondents who have shopped Temu (N = 369)

HOW DO THE FOLLOWING COMPARE TO TEMU?

Posed to all respondents who have shopped Temu AND also shop the following.

Legend: ■ I prefer this platform   ■ I prefer Temu

Platform	I prefer this platform	I prefer Temu
Wish.com	35.6%	64.4%
Shein	58.4%	41.6%
Overstock	58.0%	42.0%
TikTok Shop	59.7%	40.3%
Ebay	59.7%	40.3%
Wayfair	63.4%	36.6%
Etsy	63.7%	36.3%
Target	66.7%	33.3%
Walmart	77.1%	22.9%
Amazon	81.9%	18.1%
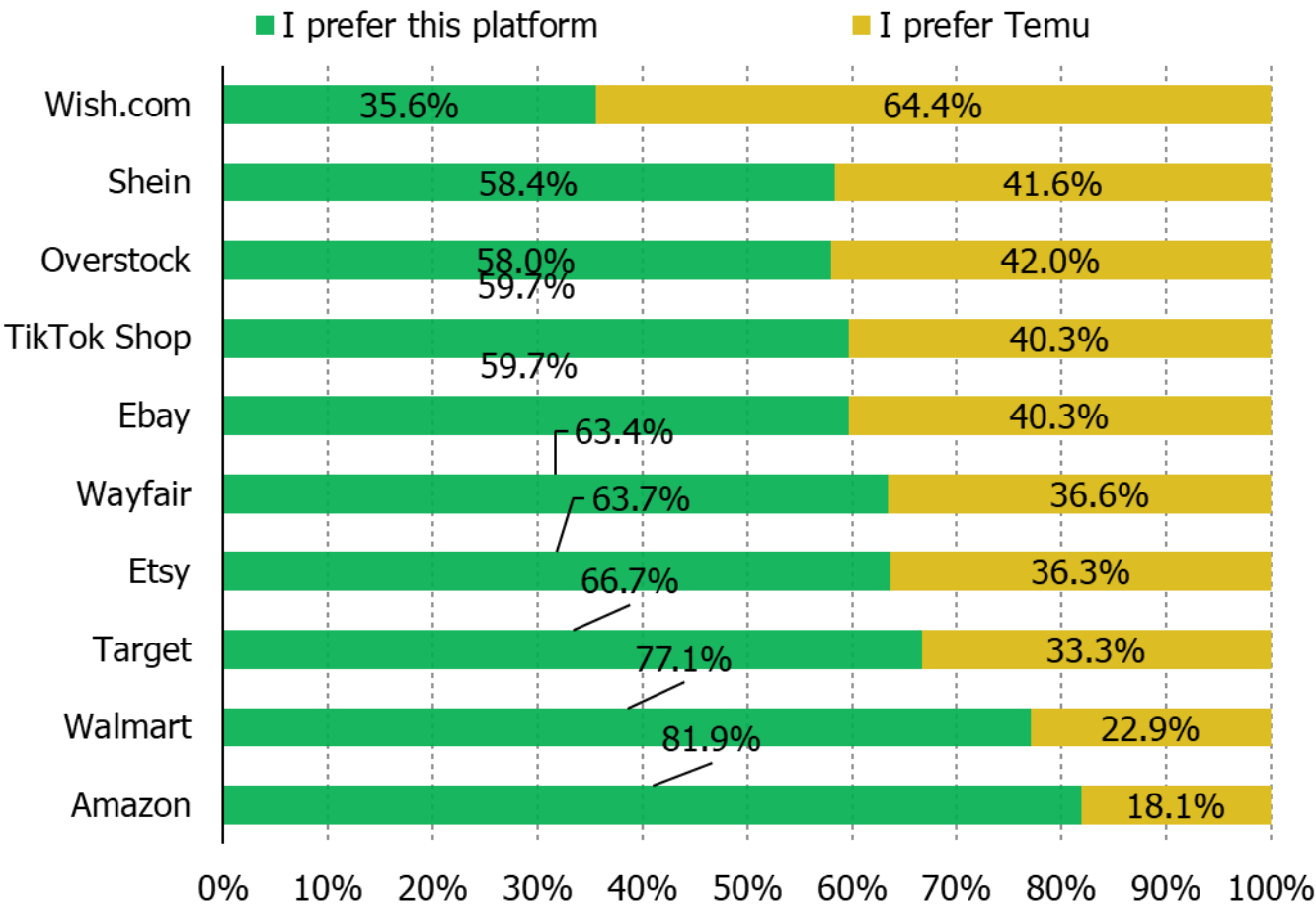
	N=
Amazon	353
Ebay	253
TikTok Shop	144
Etsy	193
Overstock	138
Wayfair	175
Walmart	332
Target	258
Wish.com	118
Shein	202

AMAZON COMPETING WITH TEMU (RE-FLAGGING FROM ONLINE RETAILERS SURVEY REPORT)

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

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)

None at all
- 38.2%
- 35.2%
- 37.1%
- 40.6%

A little
- 23.2%
- 25.4%
- 24.5%
- 24.1%

A moderate amount
- 25.1%
- 24.9%
- 27.5%
- 23.2%

A lot
- 6.0%
- 7.8%
- 6.0%
- 6.6%

A great deal
- 7.6%
- 6.8%
- 4.9%
- 5.6%
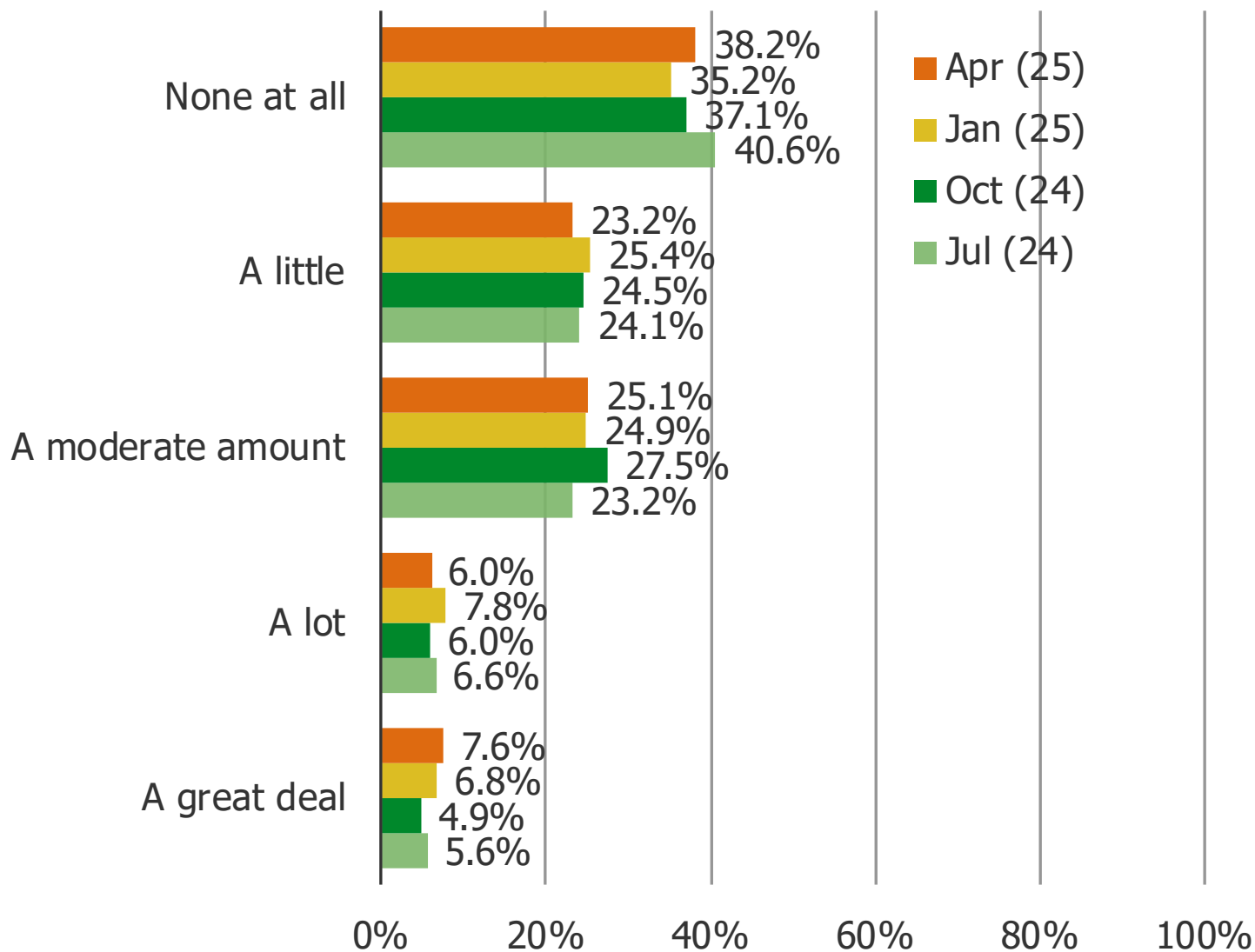
WHEN YOU SHOP ONLINE, HOW DO YOU THINK ABOUT THE TRADEOFF BETWEEN PRICE AND DELIVERY SPEED?

Posed to all respondents.

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)

I very frequently wait longer for lower prices
- 16.4%
- 11.9%
- 13.1%
- 11.9%
- 14.2%

I frequently wait longer for lower prices
- 17.7%
- 21.0%
- 17.0%
- 22.5%
- 19.5%

I occasionally wait longer for lower prices
- 41.0%
- 43.9%
- 43.2%
- 39.7%
- 39.6%

I rarely wait longer for lower prices
- 14.7%
- 15.7%
- 18.0%
- 15.8%
- 17.2%

I never wait longer for lower prices
- 10.2%
- 7.5%
- 8.7%
- 10.1%
- 9.4%
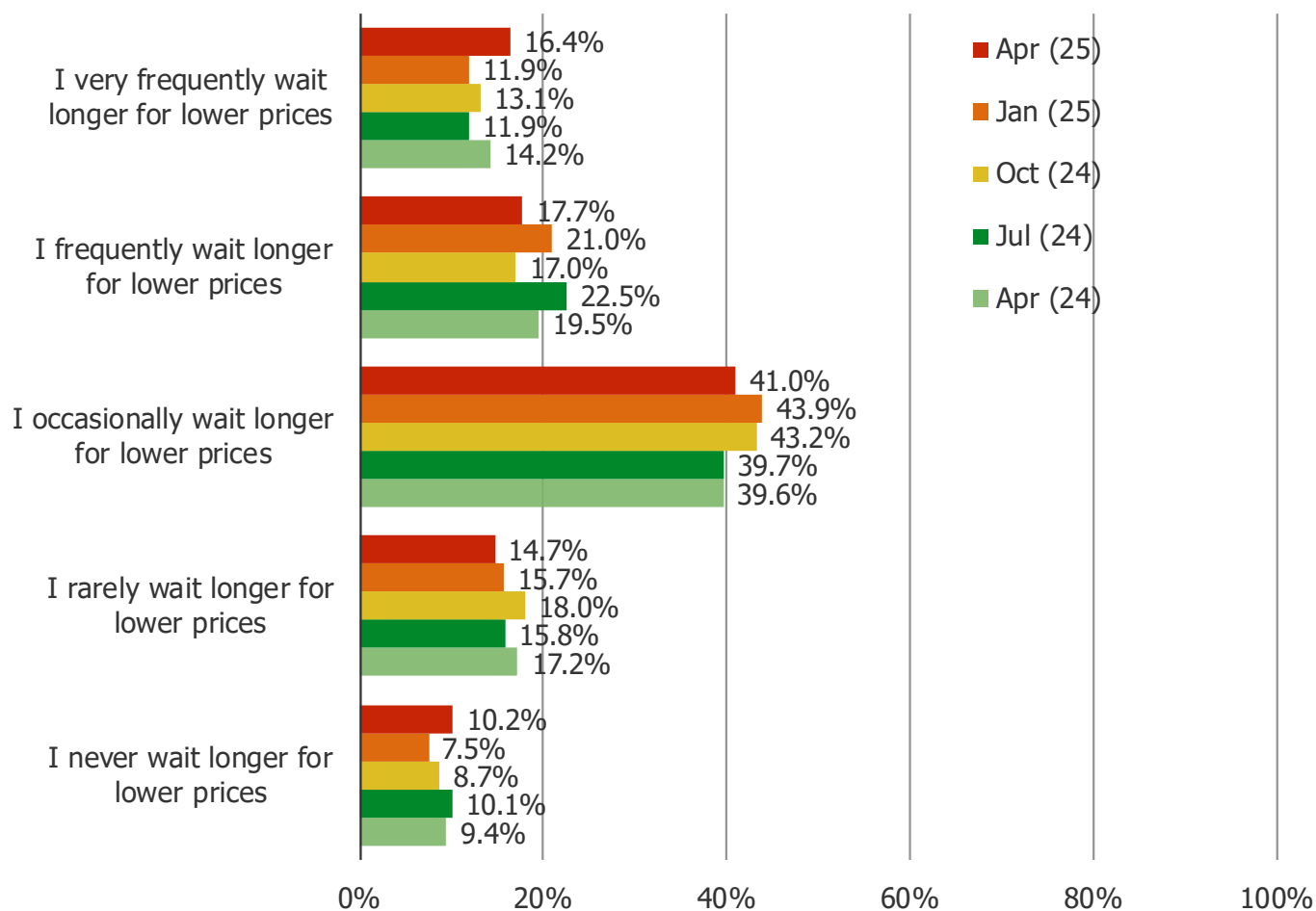
COMPETITIVE DYNAMICS

HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?

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

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

Platform	Apr (25) value
Amazon	8.65
Ebay	6.74
Etsy	6.66
Wayfair	6.39
Overstock	6.12
TikTok Shop	5.77
Shein	5.49
Temu	5.12
Wish.com	4.73

X-axis: 0 - Very Low Trust ... 10 - Very High Trust
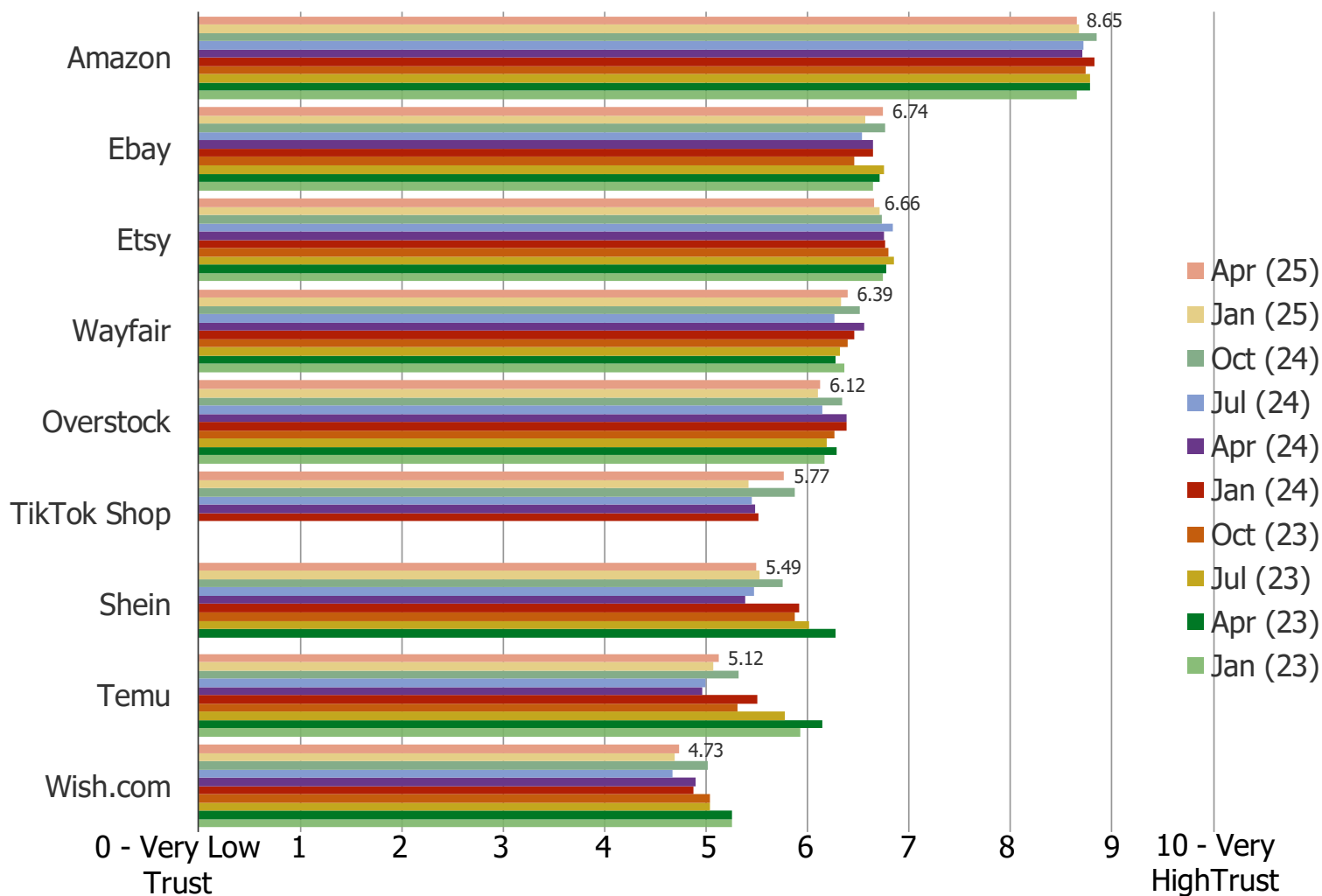
HAVE YOU NOTICED ANY CHANGES TO HOW GOOD THE SALES / PROMOTIONAL OFFERS ARE ON THESE PLATFORMS RECENTLY?

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

Chart legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)

Platform	Apr (25) value
TikTok Shop	3.64
Walmart	3.32
Shein	3.31
Overstock	3.28
Amazon	3.28
Temu	3.26
Wayfair	3.26
Wish.com	3.21
Target	3.21
Etsy	3.21
Ebay	3.19

X-axis labels: It has significantly worsened · It has slightly worsened · No change · It has slightly improved · It has significantly improved

Posed to all respondents

Chart legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23), Oct (22), Jul (22), Apr (22), Jan (22), Oct (21), Jul (21), Apr (21), Jan (21), Oct (20), Jul (20), Apr (20), Jan (20), Oct (19), Jul (19), Apr (19), Jan (19), Oct (18), Jul (18), Apr (18), Jan (18), Oct (17), Jul (17), Apr (17), Jan (17), Oct (16), Jul (16), Apr (16), Jan (16), Oct (15), Jul (15), Apr (15), Jan (15), Oct (14)

Values: Amazon 3.28, Walmart 2.89, Target 2.32, Ebay 2.05, Temu 1.72, Etsy 1.69, Wayfair 1.54, Shein 1.48, Overstock 1.38, TikTok Shop 1.38, Wish.com 1.24

Scale: Never — One time, but not since — Occasionally — Regularly

HOW DO YOU FIND THE SHIPPING EXPERIENCE WITH THIS APP/SITE?

Posed to users of each site/app

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)
- Jul (21)
- Apr (21)
- Jan (21)
- Oct (20)
- Jul (20)
- Apr (20)
- Jan (20)
- Oct (19)
- Jul (19)
- Apr (19)

Values shown (Apr 25):
- Walmart: 8.32
- TikTok Shop: 8.1
- Target: 8.07
- Etsy: 7.82
- Wayfair: 7.61
- Shein: 7.54
- Overstock: 7.41
- Temu: 6.96
- Wish.com: 6.06

X-axis: 0 - Terrible to 10 - Great
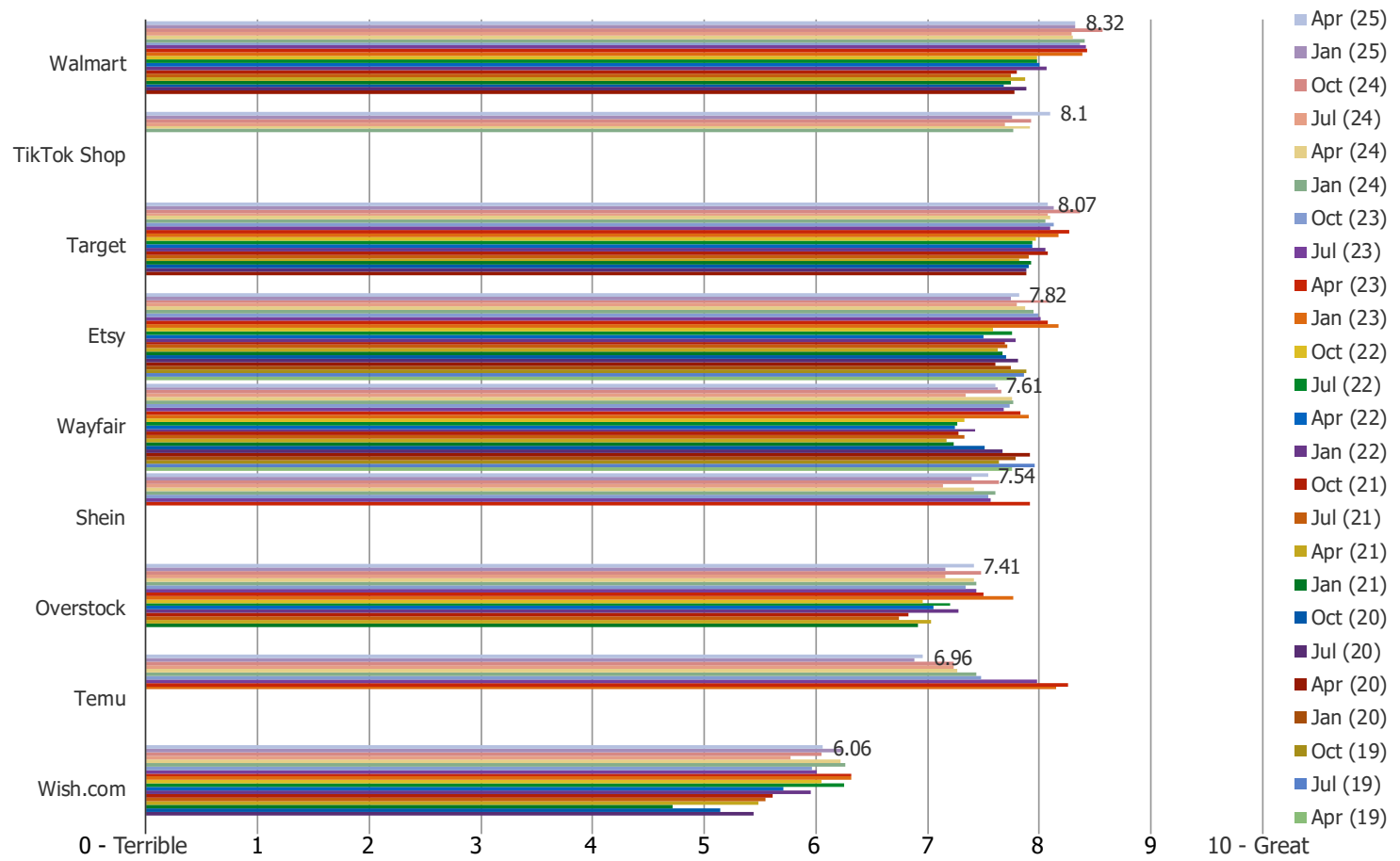
PLEASE RATE HOW LOYAL YOU ARE TO THIS APP/SITE FOR THE TYPES OF ITEMS YOU BUY FROM THEM:

Posed to users of each site/app

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)
- Jul (21)
- Apr (21)
- Jan (21)
- Oct (20)
- Jul (20)
- Apr (20)
- Jan (20)
- Oct (19)
- Jul (19)

Categories and values:
- Amazon — 2.65
- Walmart — 2.41
- Target — 2.08
- TikTok Shop — 2.08
- Shein — 2
- Temu — 1.94
- Ebay — 1.81
- Etsy — 1.77
- Wish.com — 1.65
- Overstock — 1.56

Axis labels: Not Loyal At All | Somewhat Loyal | Loyal | Very Loyal
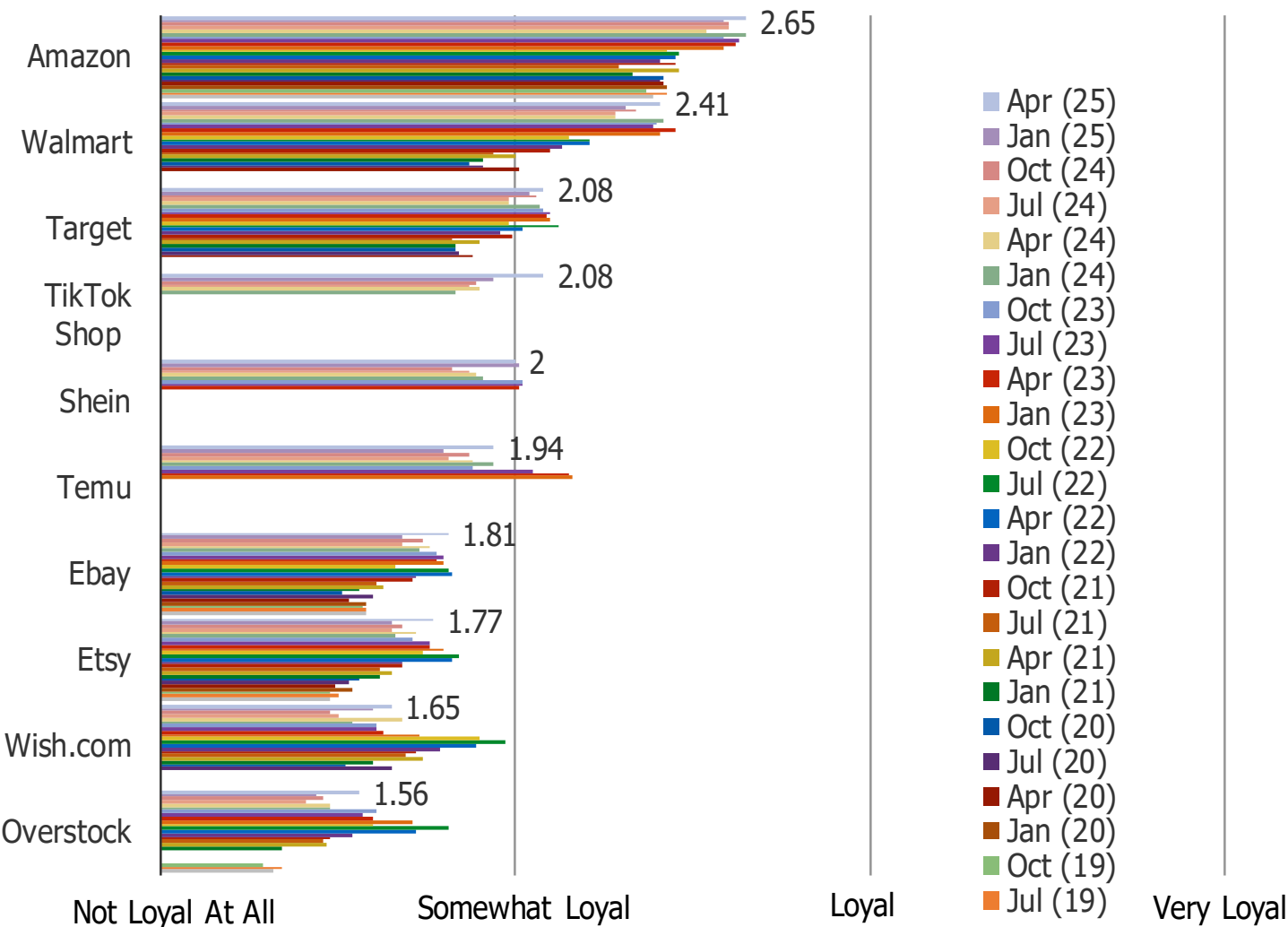
HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?

Posed to all respondents who shop the below.

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)

Platform	Apr (25) value
Wish.com	3.28
Temu	3.24
TikTok Shop	3.13
Shein	3.06
Ebay	3
Etsy	2.56
Amazon	2.54
Overstock	2.4
Wayfair	2.23
Walmart	2.2
Target	2.1

Axis: Never — Rarely — Occasionally — Often — Very Often
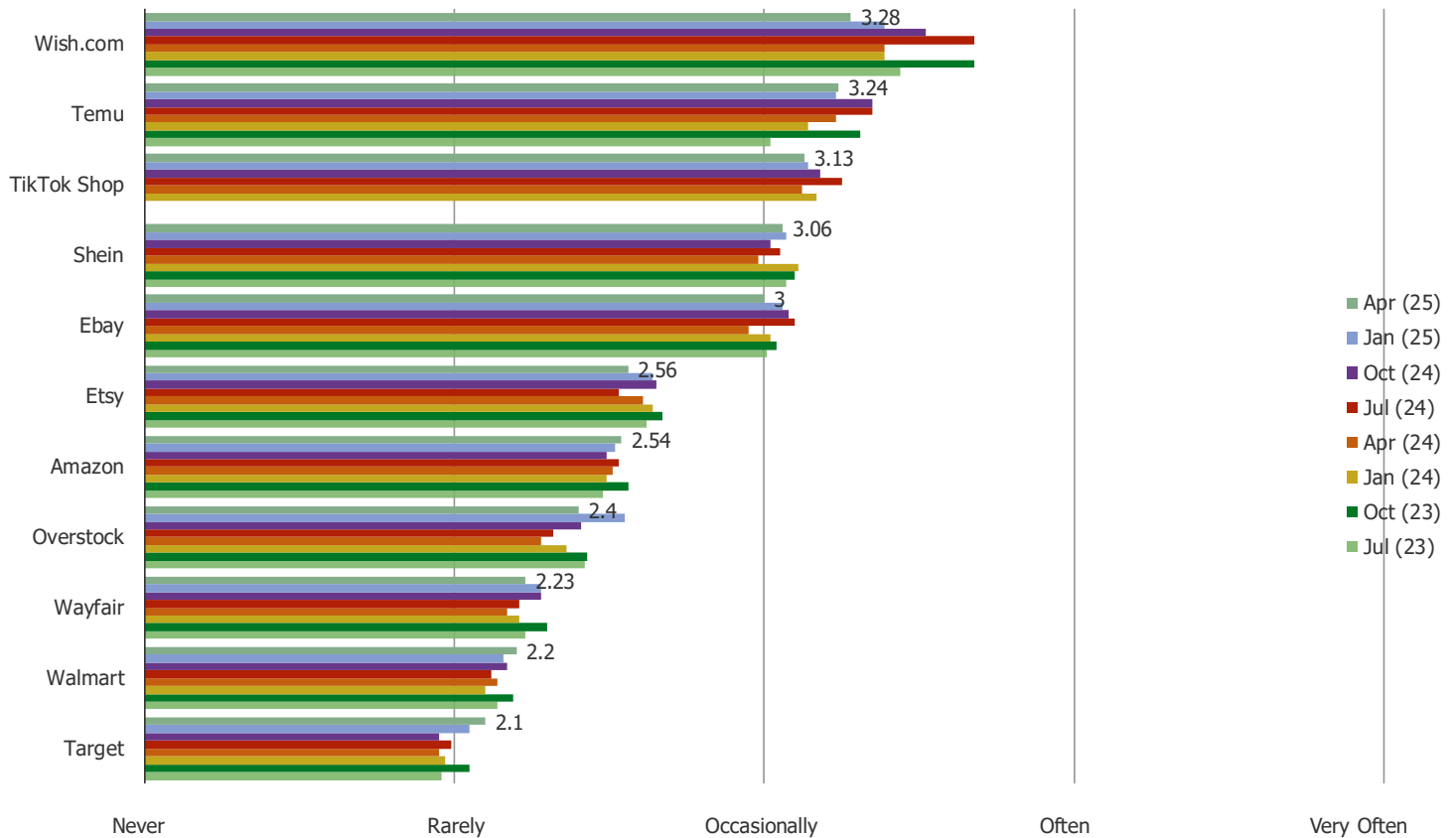
WOULD YOU DESCRIBE YOUR USAGE OF THIS PLATFORM AS REGULAR (IE, ONGOING) OR EPISODIC (OCCASIONAL, AT IRREGULAR INTERVALS)

Posed to all respondents who shop the below.

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)

Platform	Value
Amazon	1.71
Walmart	1.6
Target	1.44
TikTok Shop	1.38
Shein	1.37
Temu	1.37
Ebay	1.24
Wish.com	1.22
Etsy	1.16
Wayfair	1.15
Overstock	1.13

Episodic (ie, occasional, at irregular intervals) ← → Regular (ie, ongoing)
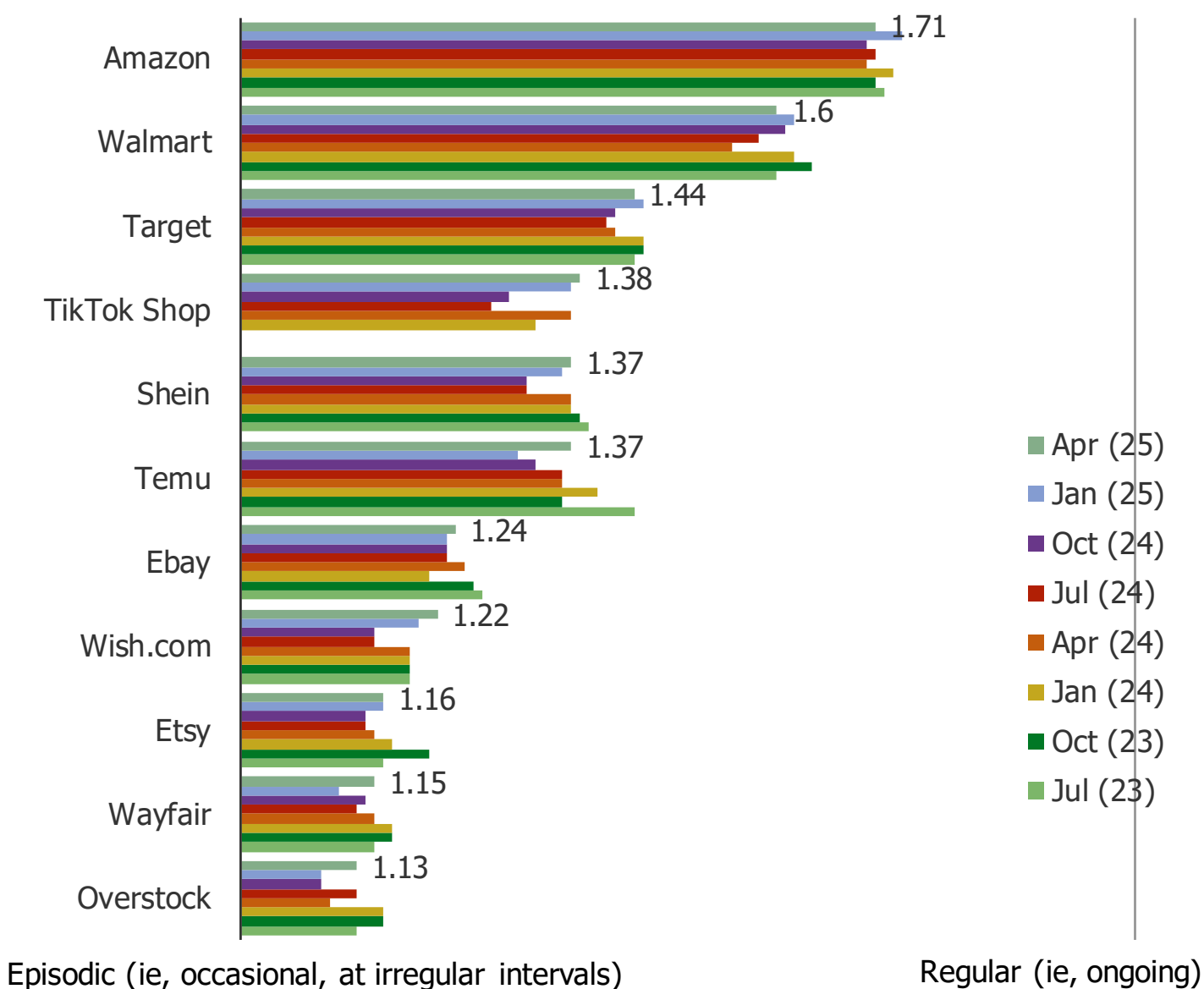
HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

Posed to users of each site/app.

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)
- Jul (21)
- Apr (21)
- Jan (21)
- Oct (20)
- Jul (20)
- Apr (20)
- Jan (20)

Platform	Value
TikTok Shop	3.19
Walmart	3.17
Target	3.09
Amazon	3.09
Overstock	3.04
Wayfair	3.02
Shein	3.01
Ebay	2.99
Etsy	2.97
Temu	2.94
Wish.com	2.89

X-axis: Much Slower — Slower — No Change — Faster — Much Faster
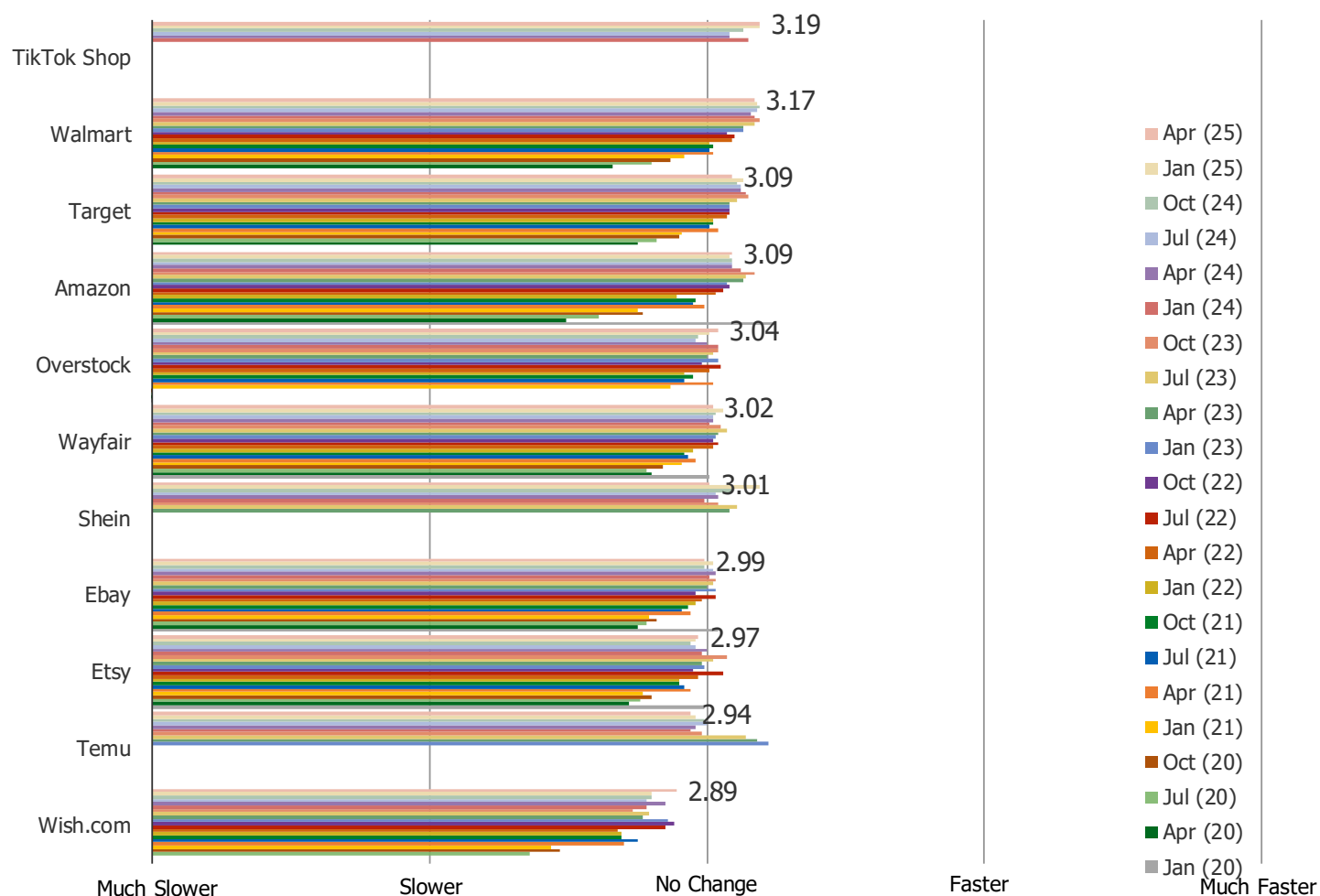
TEMU CUSTOMER DEMOGRAPHICS

TEMU CUSTOMERS - AGE

All respondents vs. respondents who shop Temu regularly or occasionally. (N= 252)
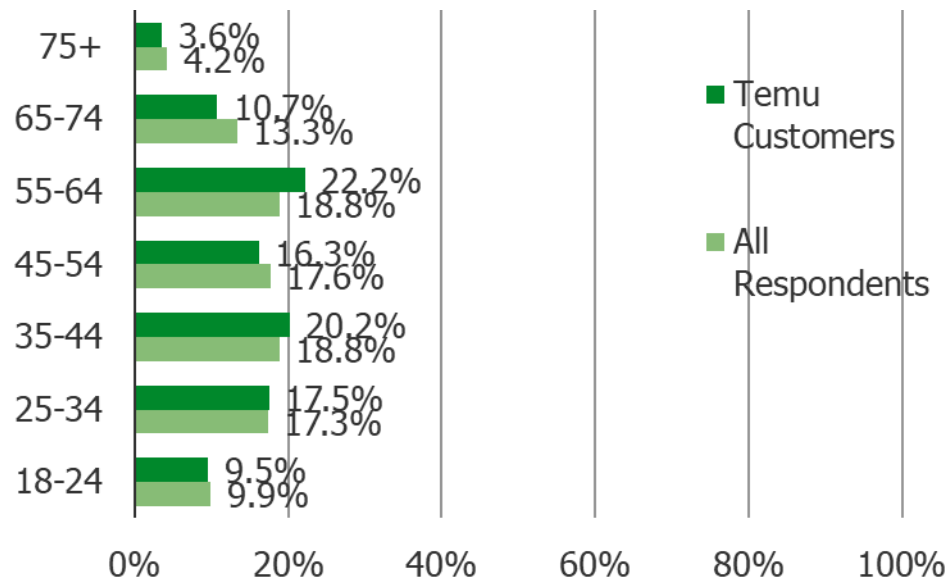
Time series (Regular or occasional Temu Customers)
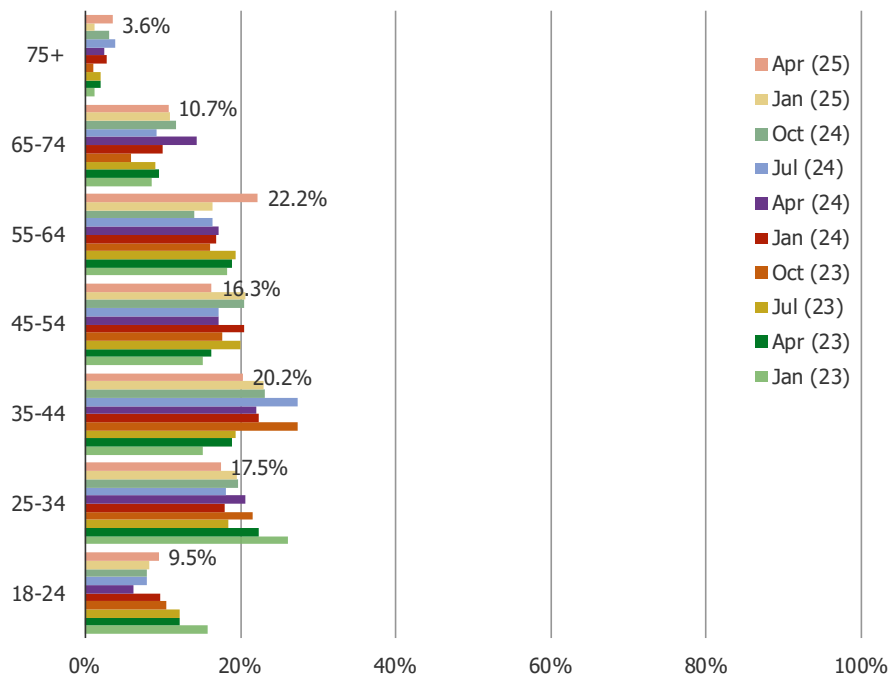
TEMU CUSTOMERS - GENDER

All respondents vs. respondents who shop Temu regularly or occasionally. (N= 252)
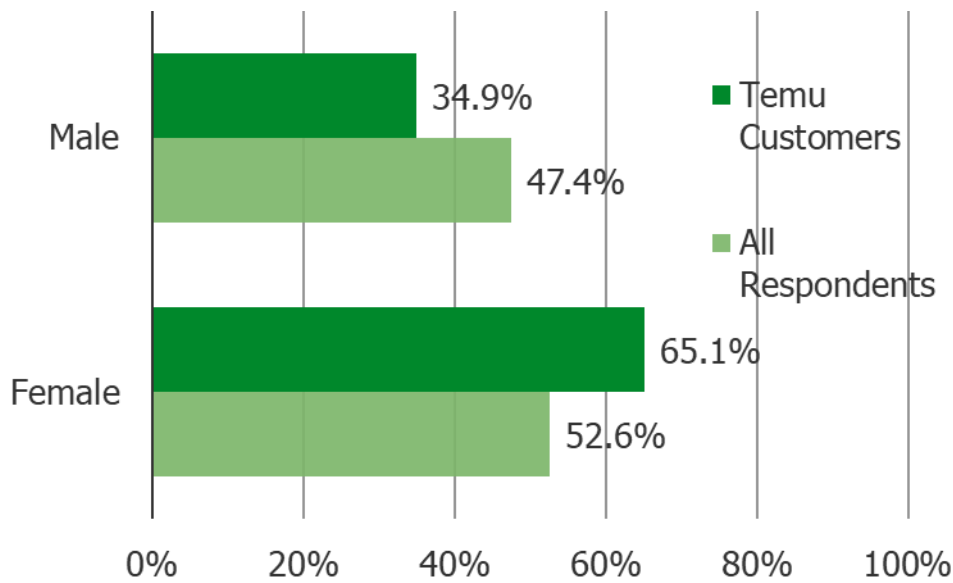
Time series (Regular or occasional Temu Customers)
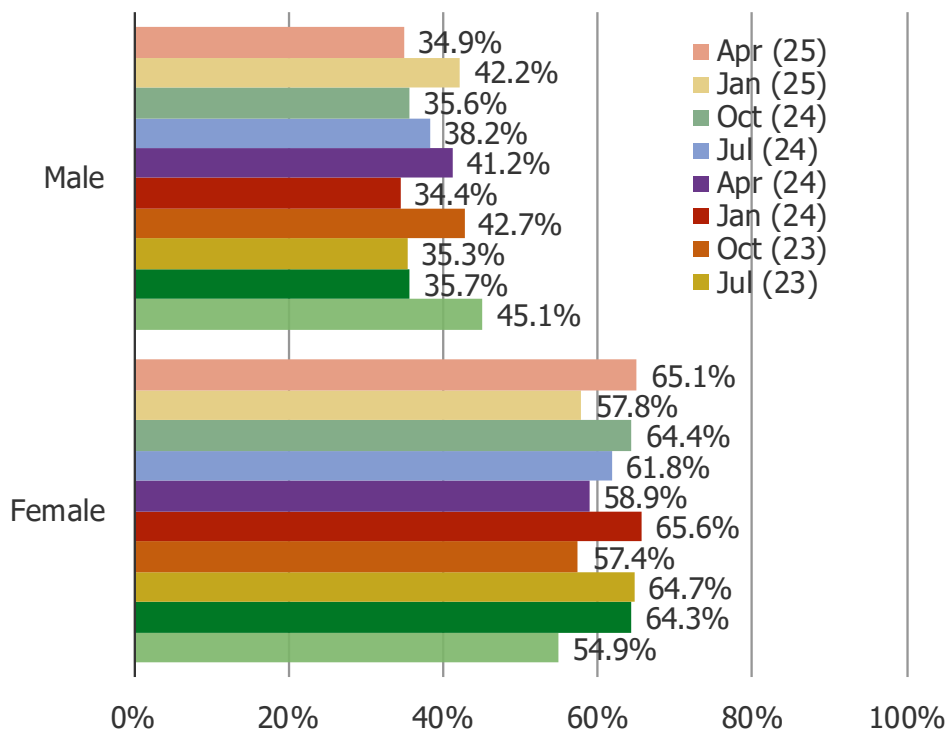
TEMU CUSTOMERS - INCOME

All respondents vs. respondents who shop Temu regularly or occasionally. (N= 252)
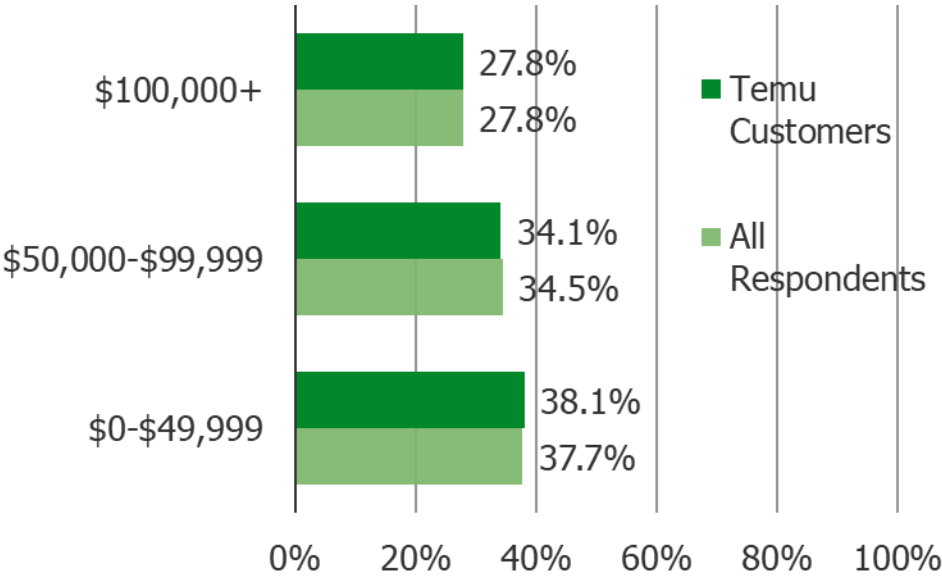
Time series (Regular or occasional Temu Customers)
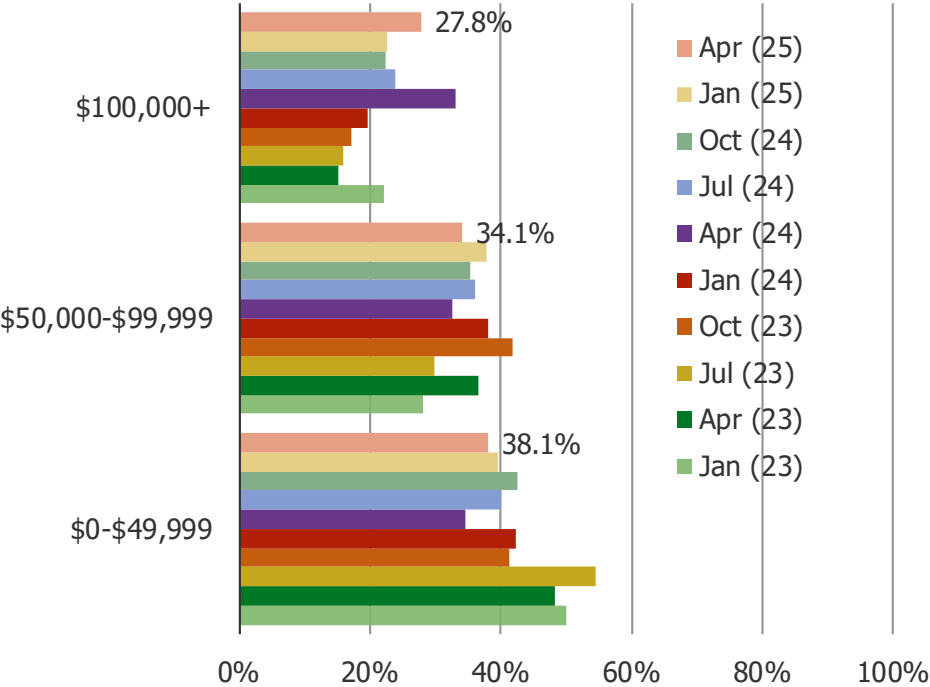
APPENDIX – AMZN <> TEMU

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

Posed to all respondents.
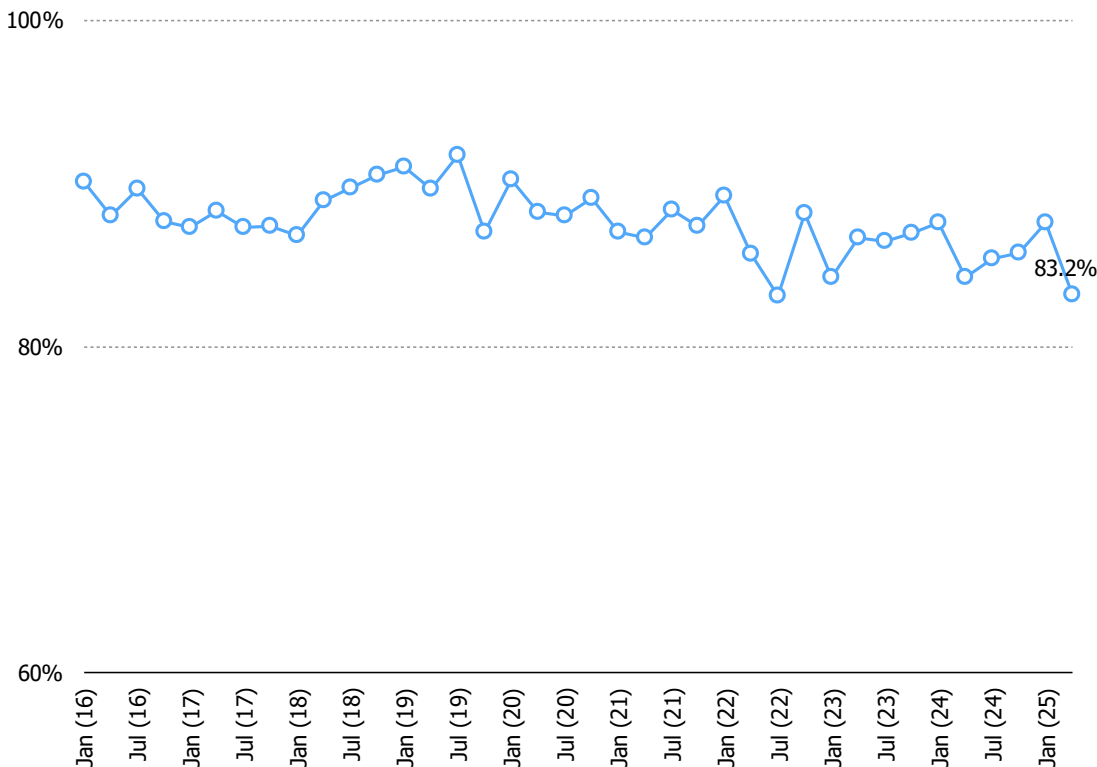
Posed to respondents who shop Temu regularly or occasionally…

Apr (25)	89.3%
Jan (25)	92.6%
Oct (24)	91.7%
Jul (24)	91.2%
Apr (24)	90.0%
Jan (24)	90.8%
Oct (23)	92.7%
Jul (23)	93.5%
Apr (23)	95.5%
Jan (23)	95.1%
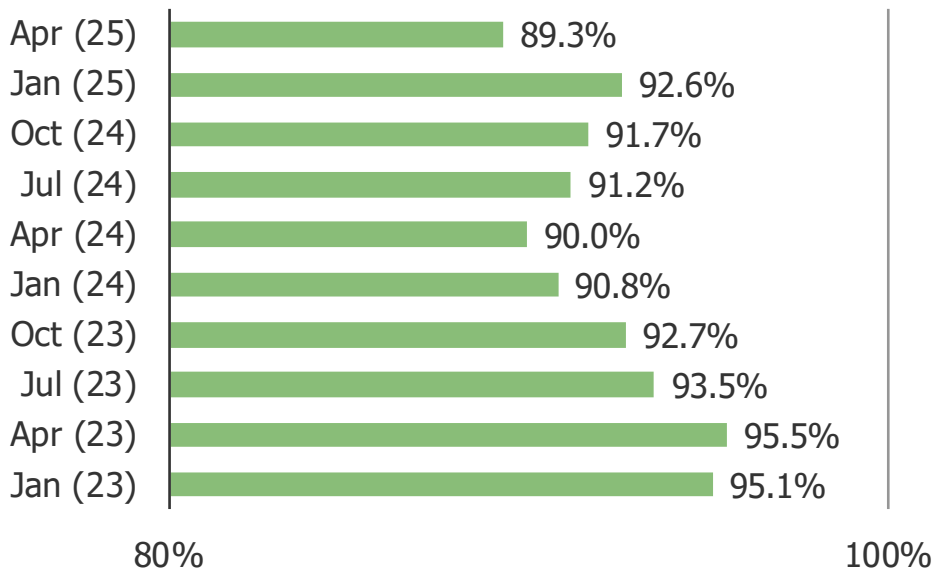
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?
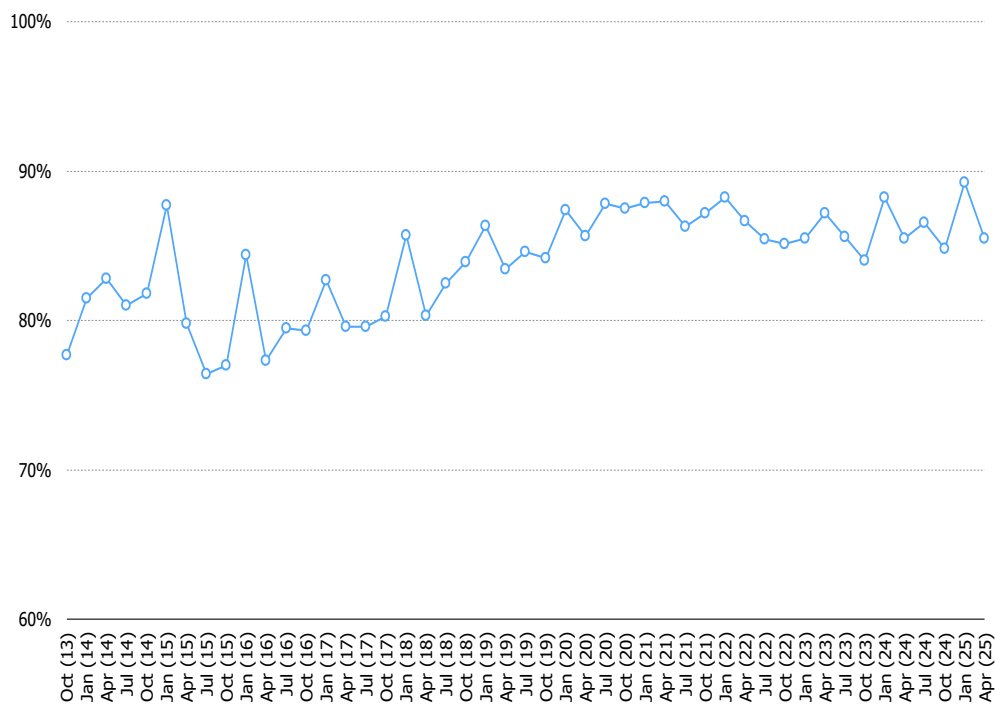
Posed to Amazon users

Posed to respondents who shop Temu regularly or occasionally and shop Amazon...

Period	Value
Apr (25)	83.6%
Jan (25)	88.6%
Oct (24)	86.4%
Jul (24)	92.6%
Apr (24)	89.4%
Jan (24)	90.8%
Oct (23)	86.2%
Jul (23)	86.6%
Apr (23)	95.3%
Jan (23)	91.0%
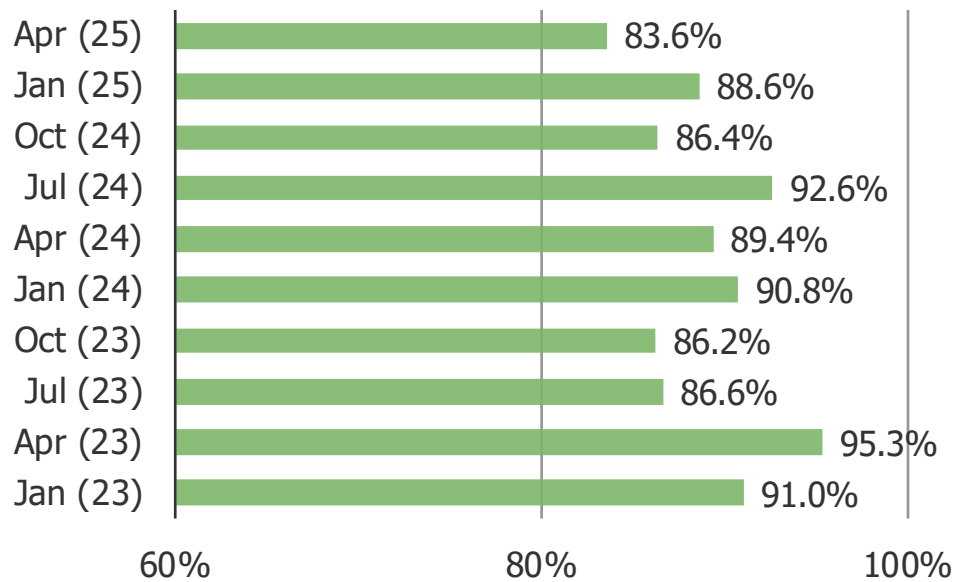
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?
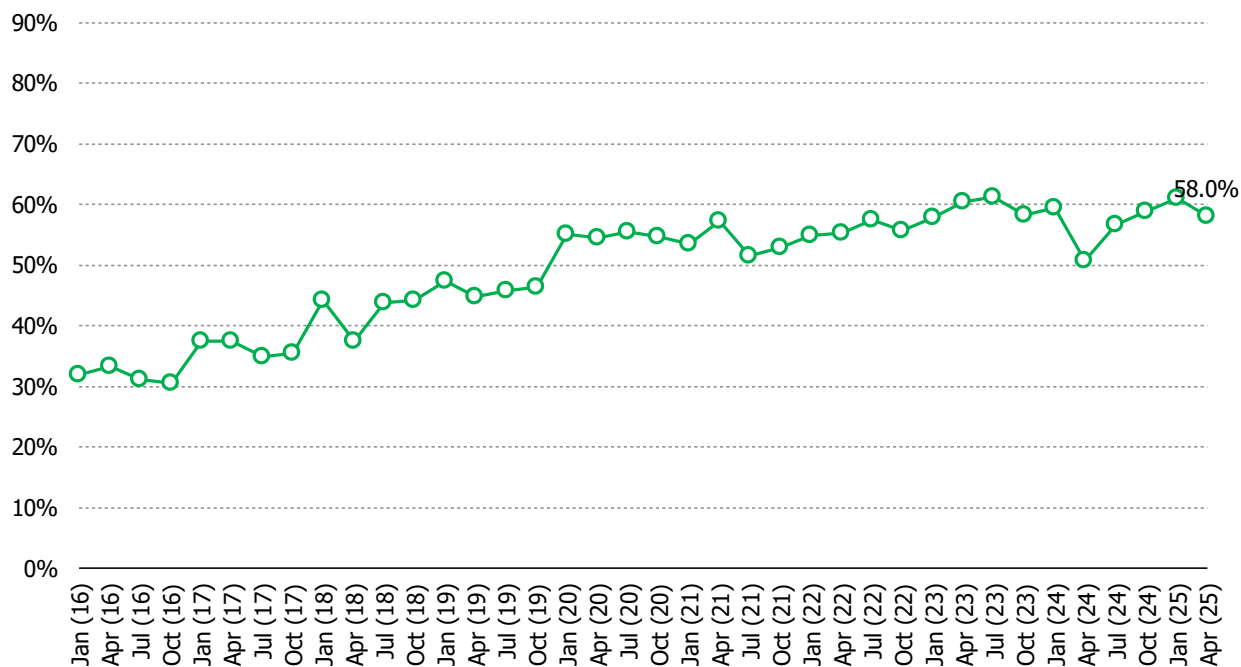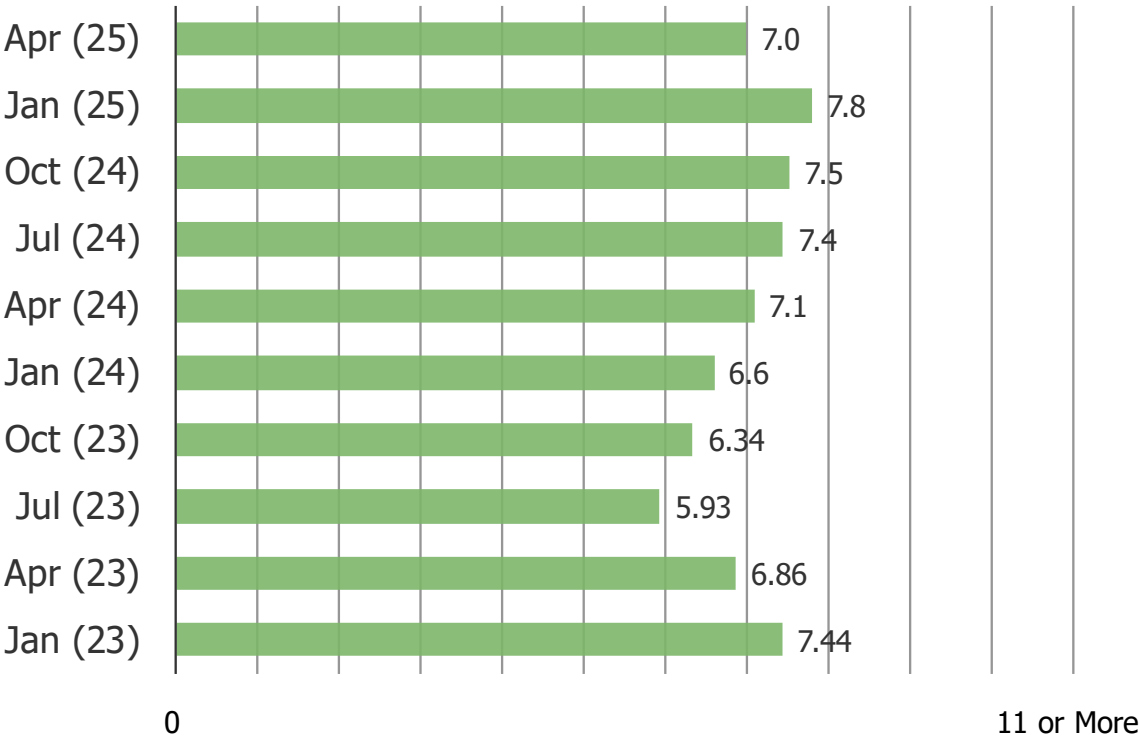
Posed to Amazon users

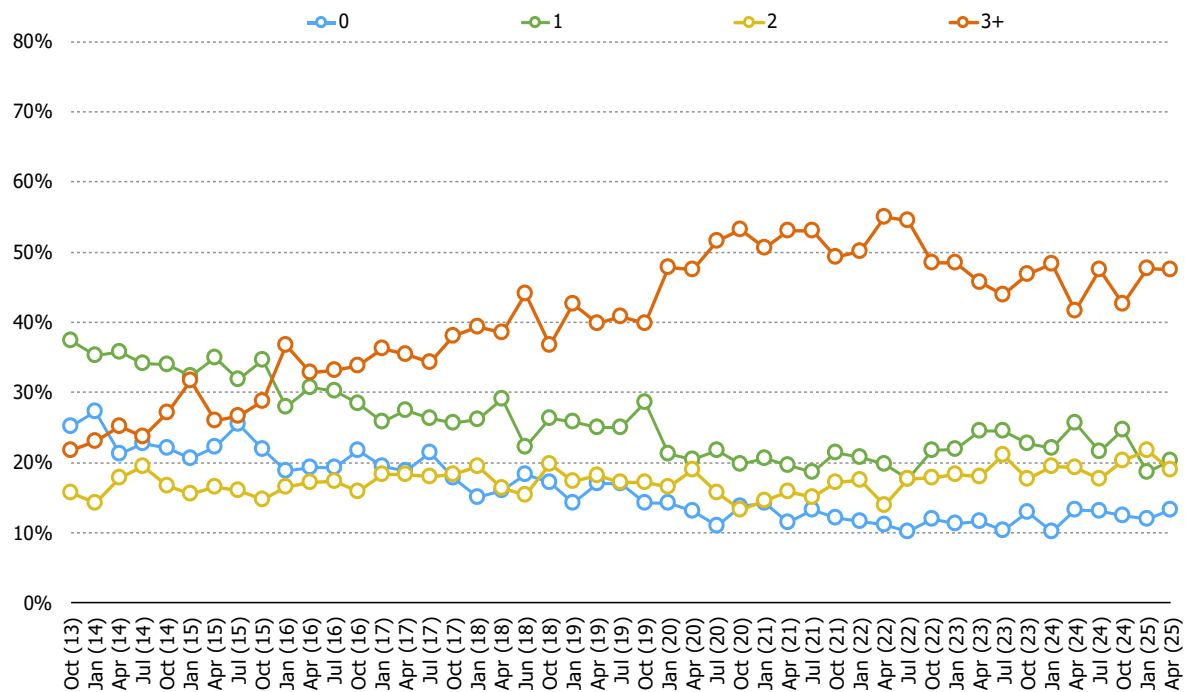Posed to respondents who shop Temu regularly or occasionally and shop Amazon...

Period	Percentage
Apr (25)	67.6%
Jan (25)	69.6%
Oct (24)	71.5%
Jul (24)	74.2%
Apr (24)	66.5%
Jan (24)	70.9%
Oct (23)	70.9%
Jul (23)	75.0%
Apr (23)	81.3%
Jan (23)	75.6%
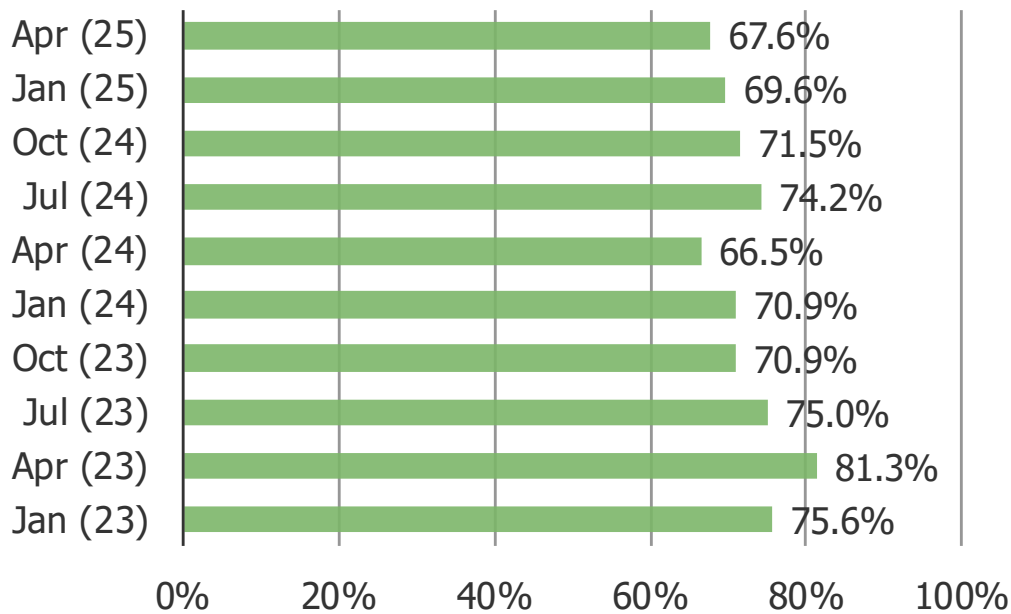
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?
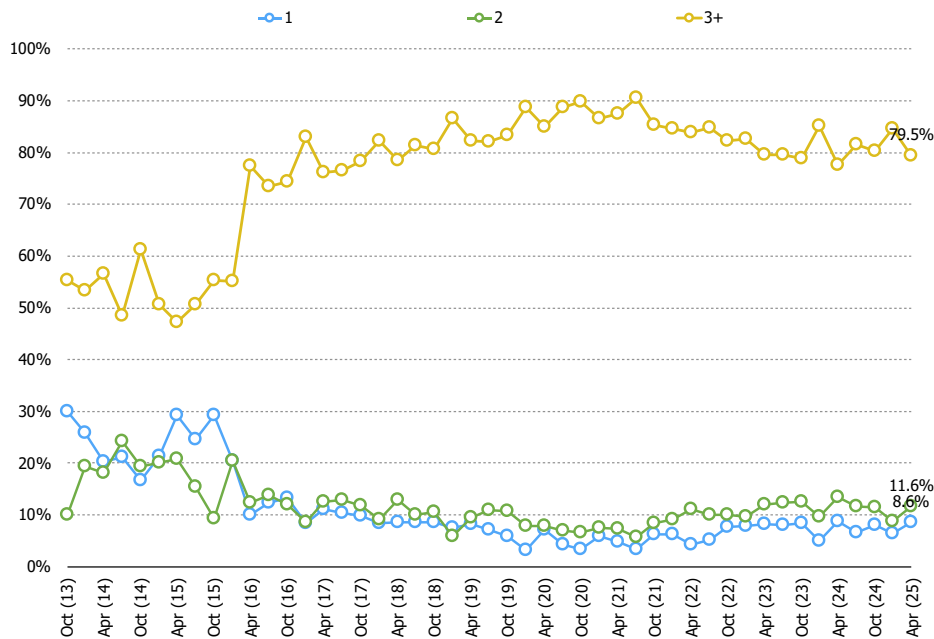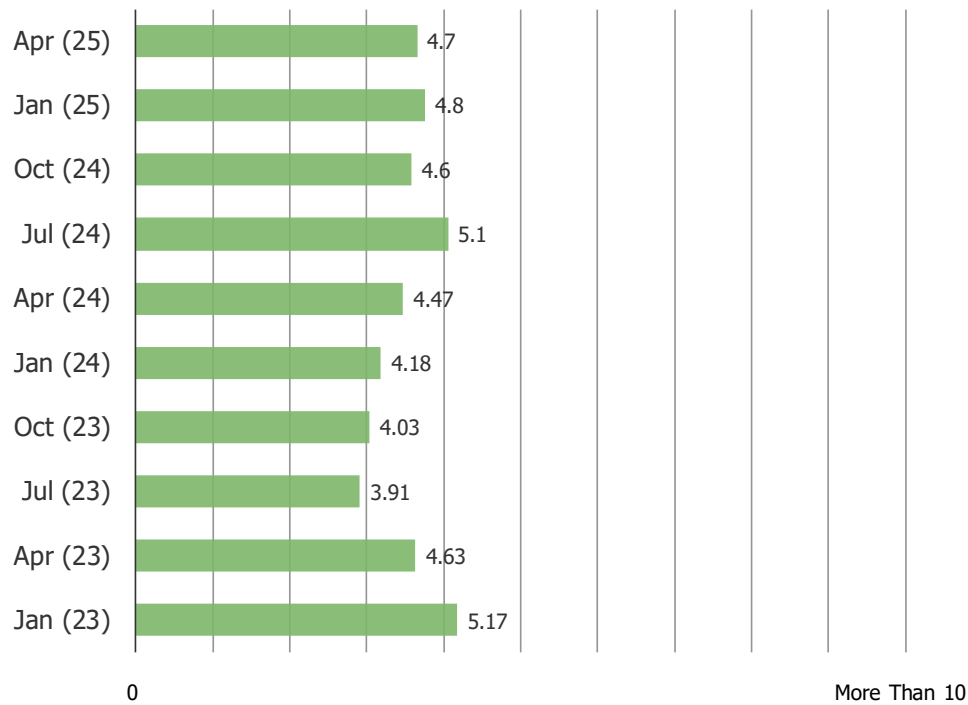

Legend: 1 · 2 · 3+

Values labeled: 79.5%, 11.6%, 8.6%

Posed to respondents who shop Temu regularly or occasionally and shop Amazon…

Month	Value
Apr (25)	7.0
Jan (25)	7.8
Oct (24)	7.5
Jul (24)	7.4
Apr (24)	7.1
Jan (24)	6.6
Oct (23)	6.34
Jul (23)	5.93
Apr (23)	6.86
Jan (23)	7.44

0 — 11 or More

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

Legend: 0 | 1 | 2 | 3+

Posed to respondents who shop Temu regularly or occasionally and shop Amazon...

Period	Value
Apr (25)	4.7
Jan (25)	4.8
Oct (24)	4.6
Jul (24)	5.1
Apr (24)	4.47
Jan (24)	4.18
Oct (23)	4.03
Jul (23)	3.91
Apr (23)	4.63
Jan (23)	5.17

0   More Than 10

AMAZON USERS – RECENT USAGE
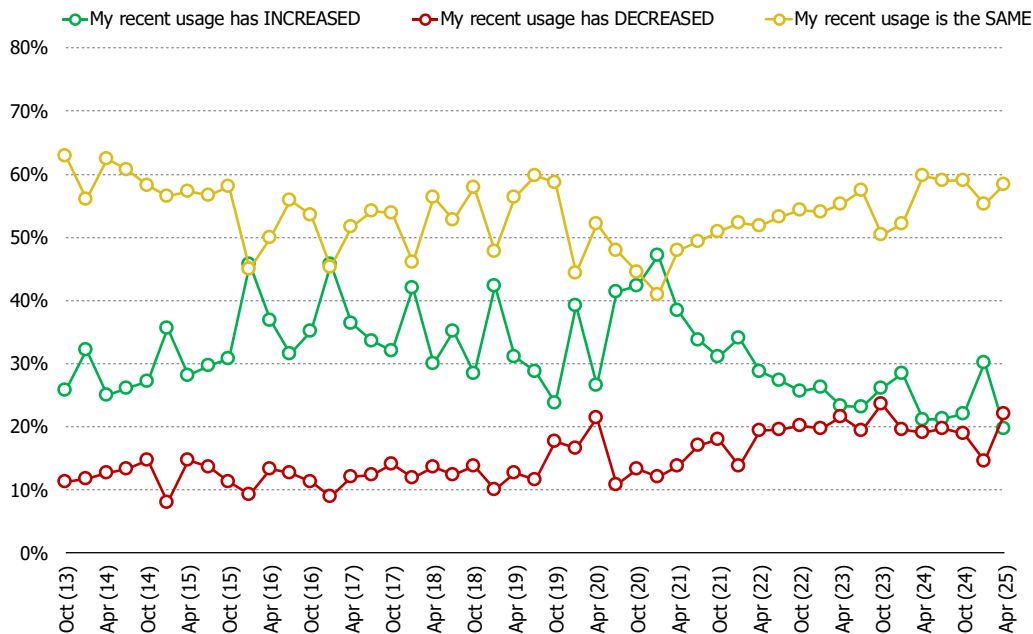
Legend: –○– My recent usage has INCREASED   –○– My recent usage has DECREASED   –○– My recent usage is the SAME

Posed to respondents who shop Temu regularly or occasionally and shop Amazon...

My recent usage is the SAME
- 52.0%
- 53.6%
- 54.6%
- 59.9%
- 59.6%
- 49.3%
- 41.8%
- 52.3%
- 51.4%
- 41.0%

My recent usage has DECREASED
- 24.9%
- 14.8%
- 18.6%
- 15.7%
- 17.0%
- 18.1%
- 22.8%
- 21.5%
- 15.9%
- 11.5%

My recent usage has INCREASED
- 23.1%
- 31.7%
- 26.9%
- 24.4%
- 23.4%
- 32.6%
- 35.5%
- 26.2%
- 32.7%
- 47.4%

Legend:
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
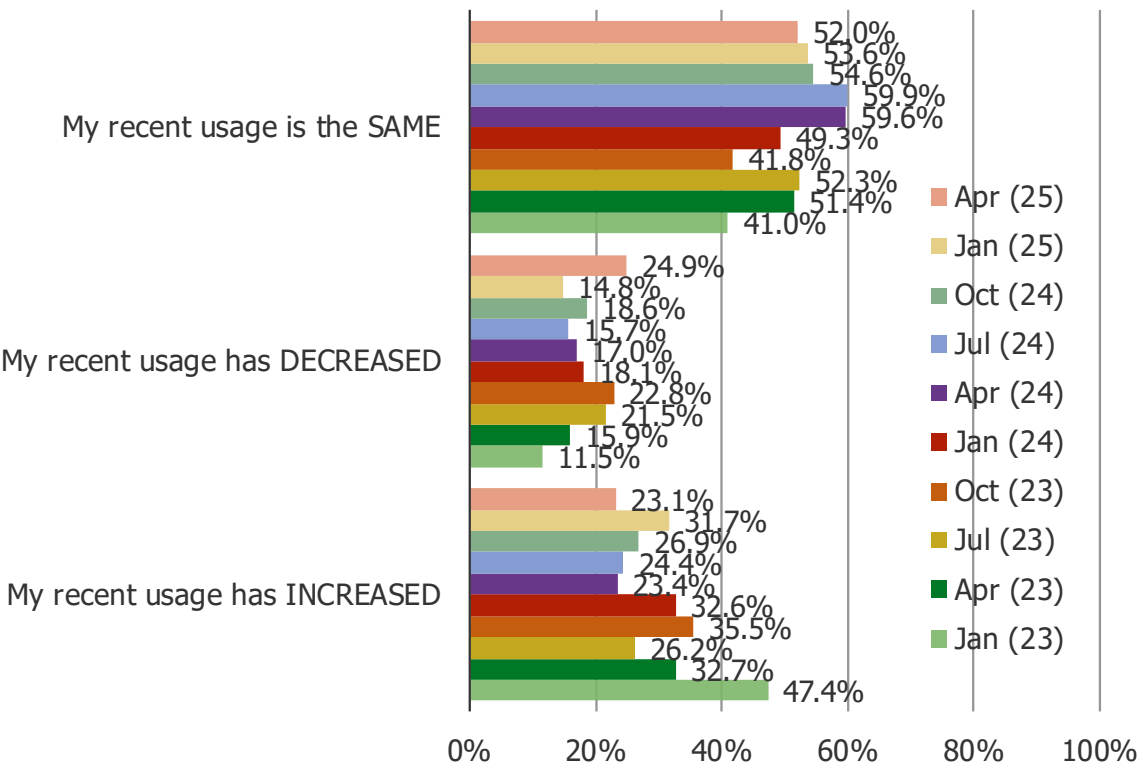
AMAZON USERS – EXPECTED USAGE

Legend: I expect my usage to INCREASE. — I expect my usage to DECREASE. — I expect my usage to remain the SAME.

Posed to respondents who shop Temu regularly or occasionally and shop Amazon…

I expect my usage to remain the SAME.
- Apr (25): 60.4%
- Jan (25): 58.2%
- Oct (24): 63.2%
- Jul (24): 65.0%
- Apr (24): 67.0%
- Jan (24): 55.1%
- Oct (23): 52.9%
- Jul (23): 56.4%
- Apr (23): 51.4%
- Jan (23): 51.3%

I expect my usage to DECREASE.
- Apr (25): 15.1%
- Jan (25): 11.8%
- Oct (24): 5.8%
- Jul (24): 9.2%
- Apr (24): 8.0%
- Jan (24): 13.7%
- Oct (23): 10.1%
- Jul (23): 12.8%
- Apr (23): 5.6%
- Jan (23): 10.3%

I expect my usage to INCREASE.
- Apr (25): 24.4%
- Jan (25): 30.0%
- Oct (24): 31.0%
- Jul (24): 25.8%
- Apr (24): 25.0%
- Jan (24): 31.3%
- Oct (23): 37.0%
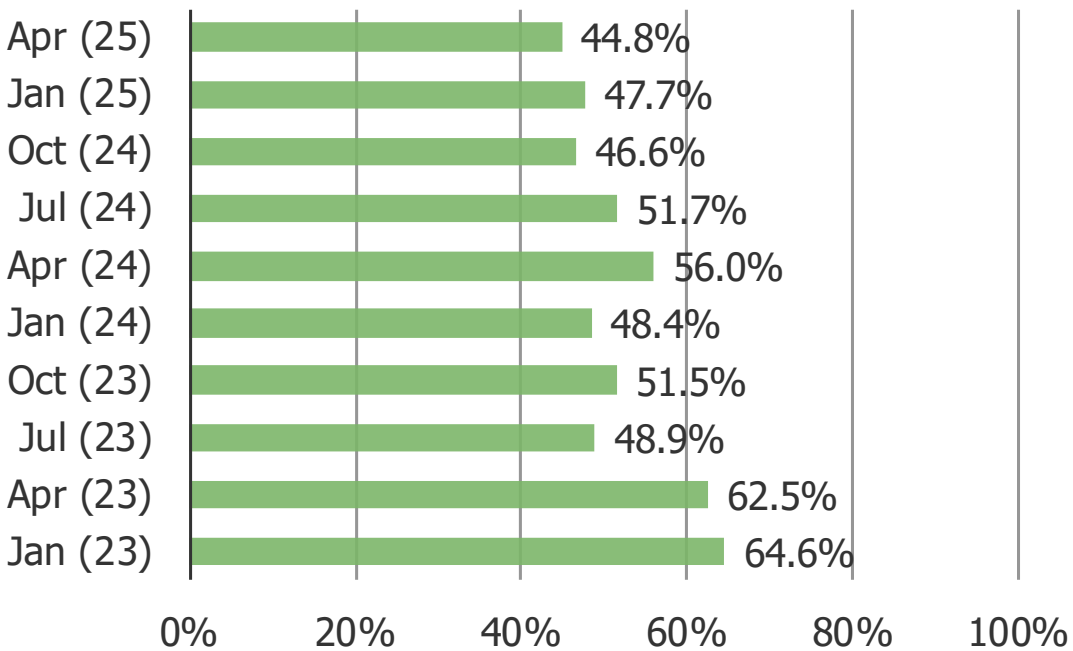- Jul (23): 30.8%
- Apr (23): 43.0%
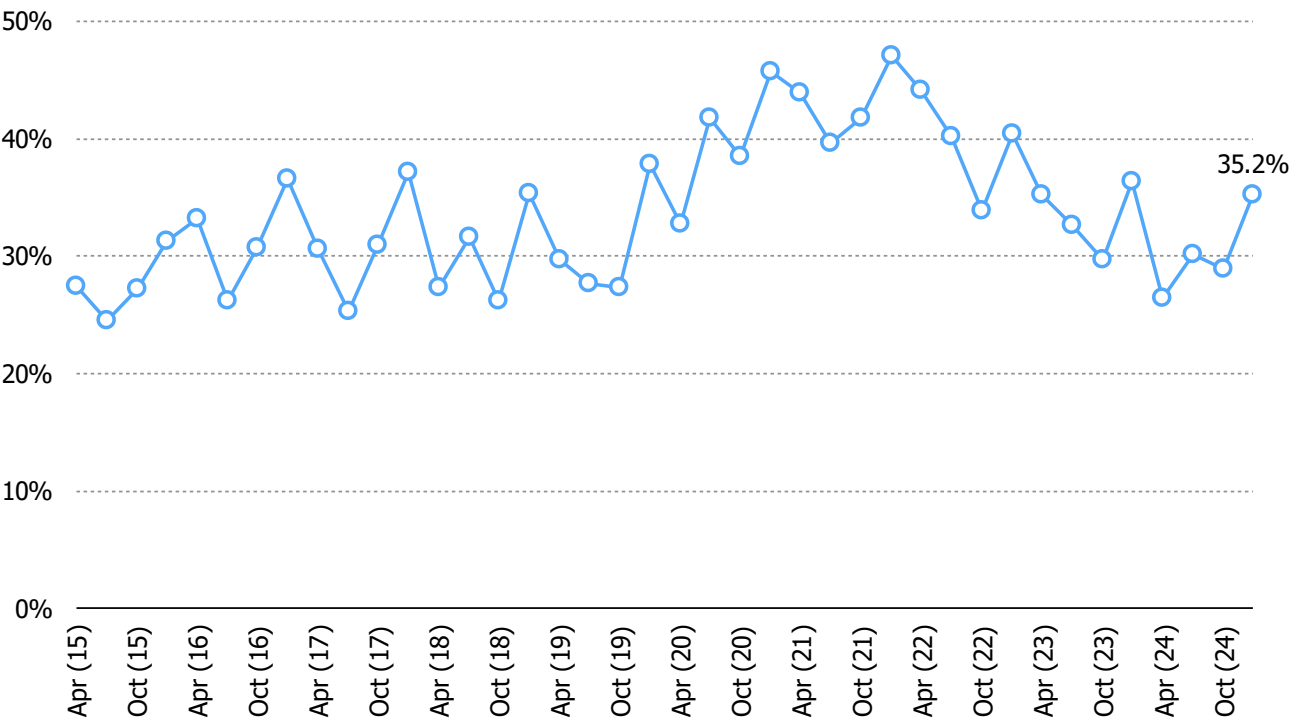- Jan (23): 38.5%

APPENDIX – ETSY <> TEMU

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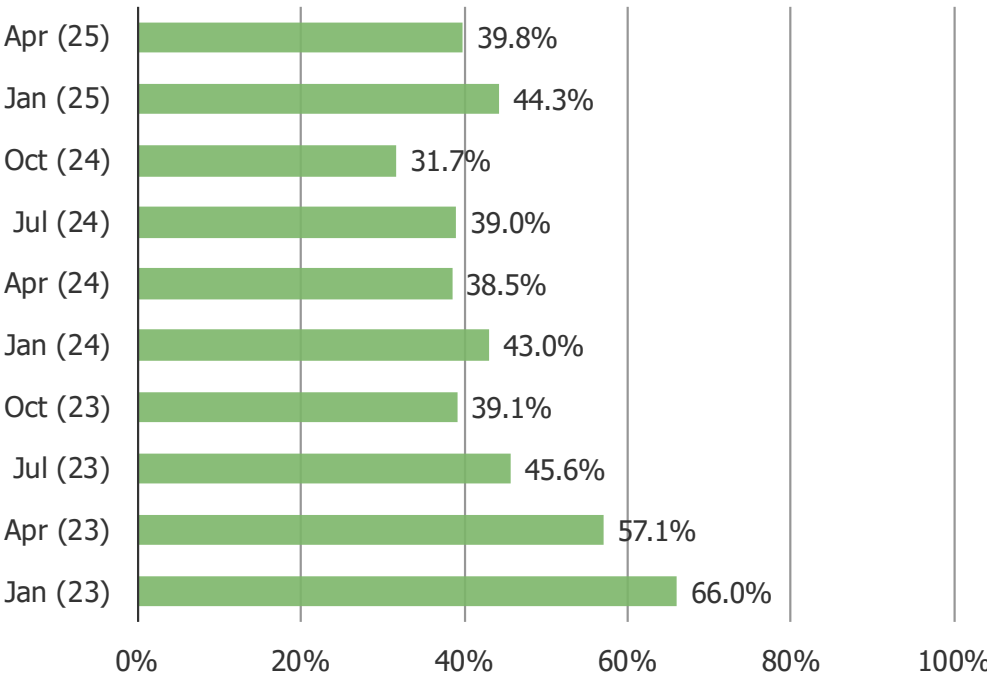

Posed to respondents who shop Temu regularly or occasionally…
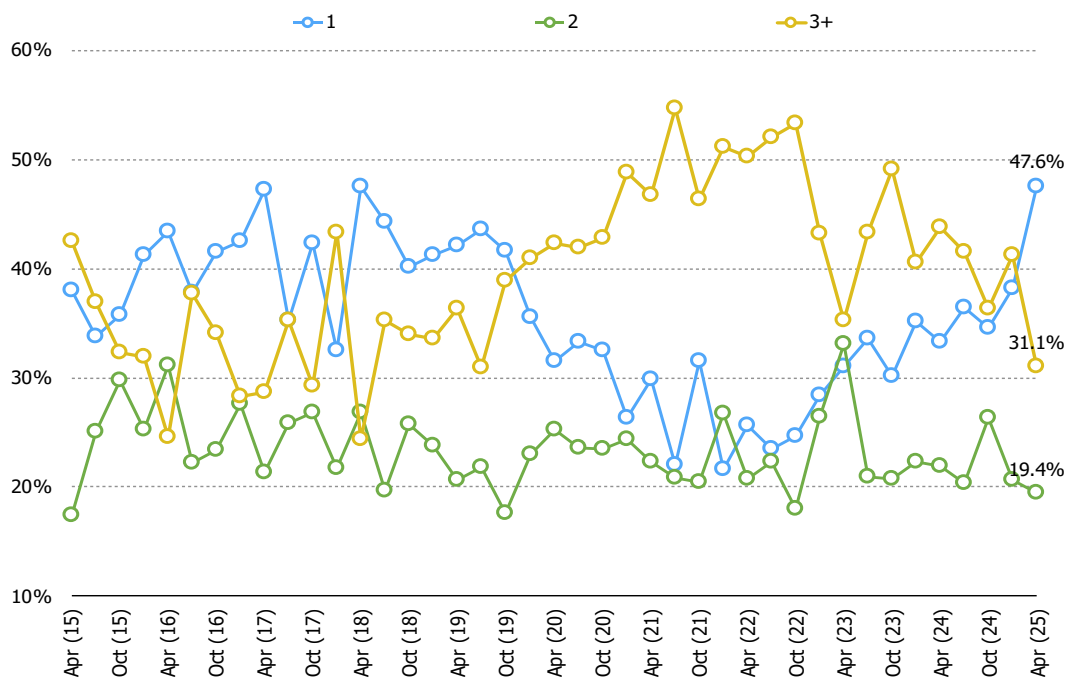

Apr (25)	44.8%
Jan (25)	47.7%
Oct (24)	46.6%
Jul (24)	51.7%
Apr (24)	56.0%
Jan (24)	48.4%
Oct (23)	51.5%
Jul (23)	48.9%
Apr (23)	62.5%
Jan (23)	64.6%
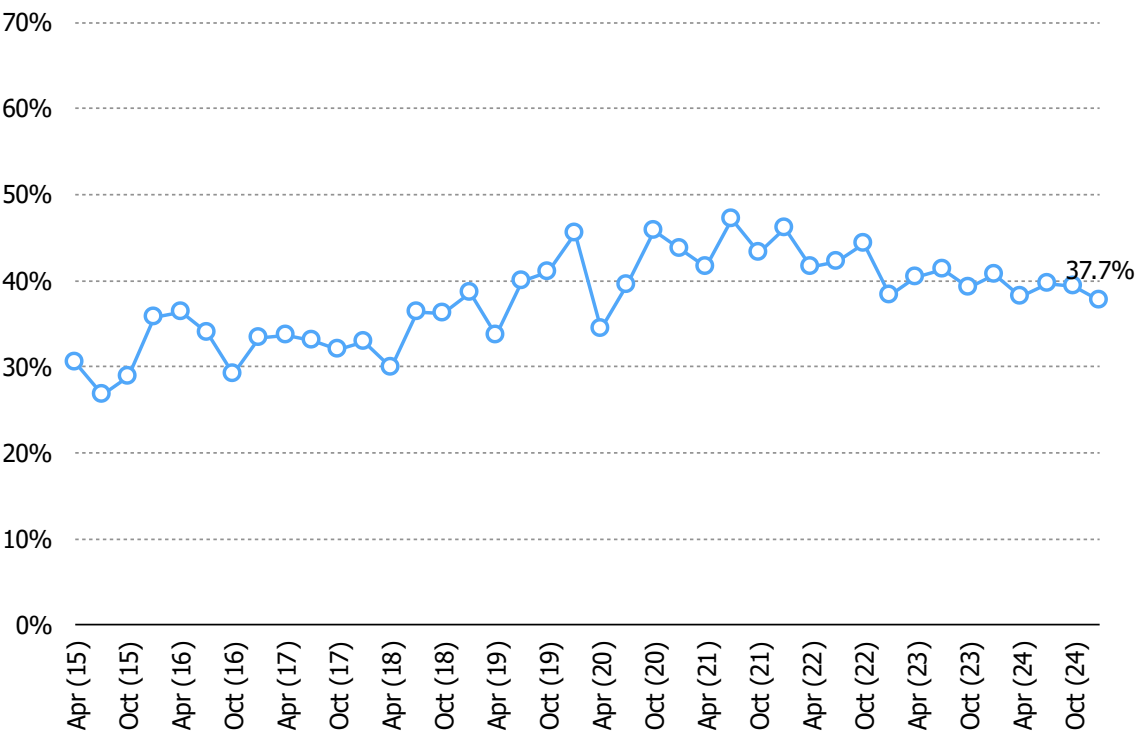
ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?

Posed to respondents who shop Temu regularly or occasionally and shop Etsy...

Period	Value
Apr (25)	39.8%
Jan (25)	44.3%
Oct (24)	31.7%
Jul (24)	39.0%
Apr (24)	38.5%
Jan (24)	43.0%
Oct (23)	39.1%
Jul (23)	45.6%
Apr (23)	57.1%
Jan (23)	66.0%

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

Legend: 1, 2, 3+

Final values: 47.6%, 31.1%, 19.4%
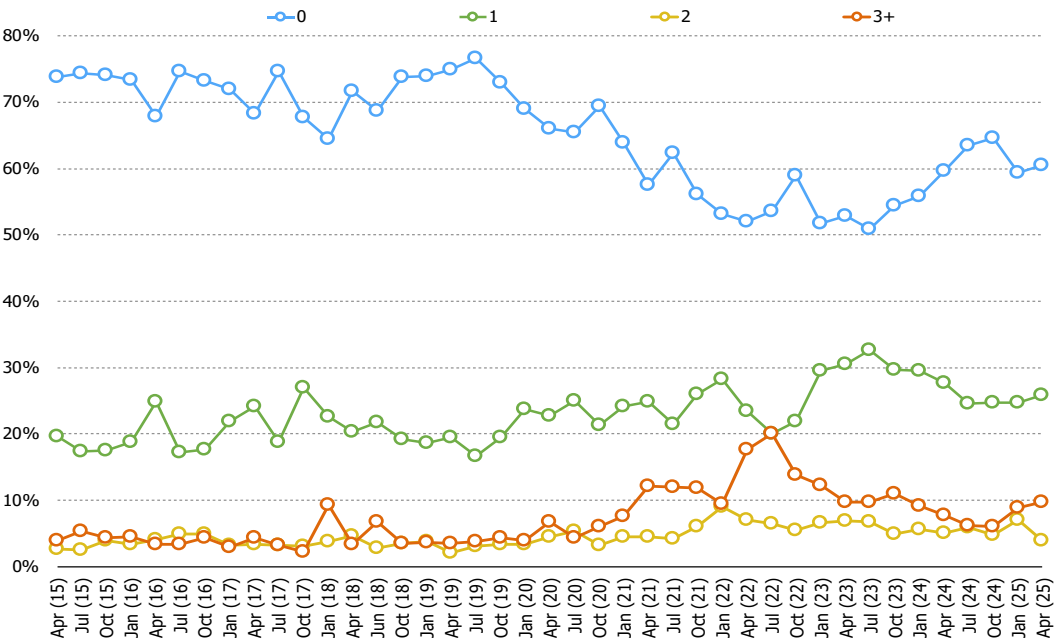
Posed to respondents who shop Temu regularly or occasionally and shop Etsy…

Period	Value
Apr (25)	3.6
Jan (25)	4.37
Oct (24)	4.05
Jul (24)	3.87
Apr (24)	4.56
Jan (24)	3.88
Oct (23)	4.29
Jul (23)	3.64
Apr (23)	4.4
Jan (23)	6.03

0 — 11 or More

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

Posed to respondents who shop Temu regularly or occasionally and shop Etsy…
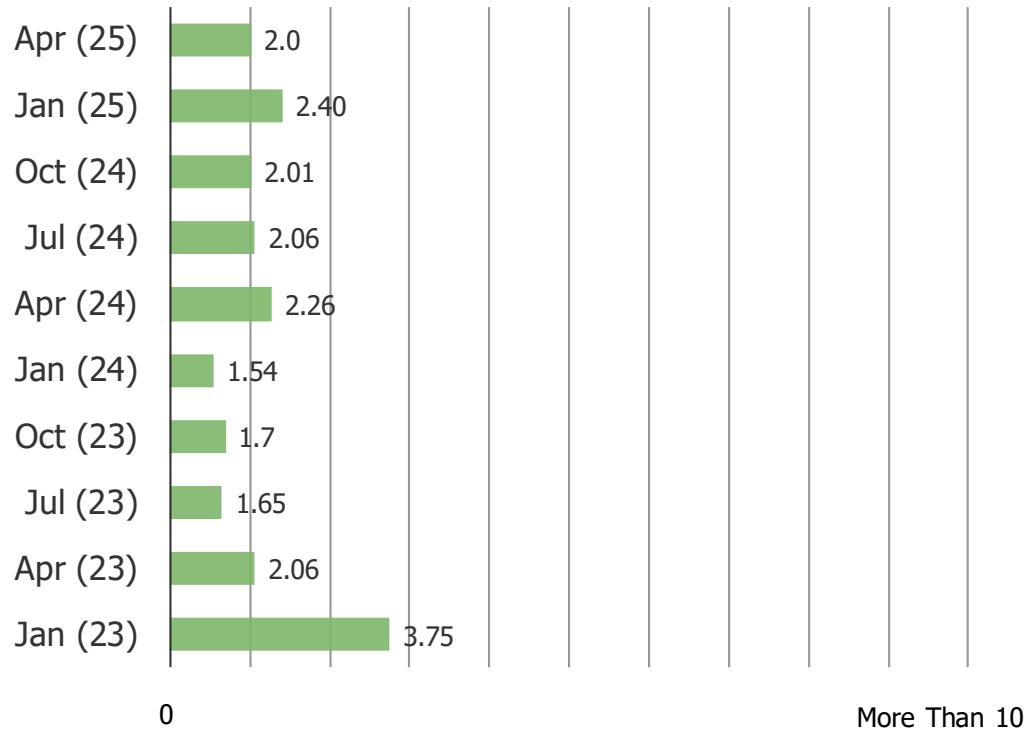
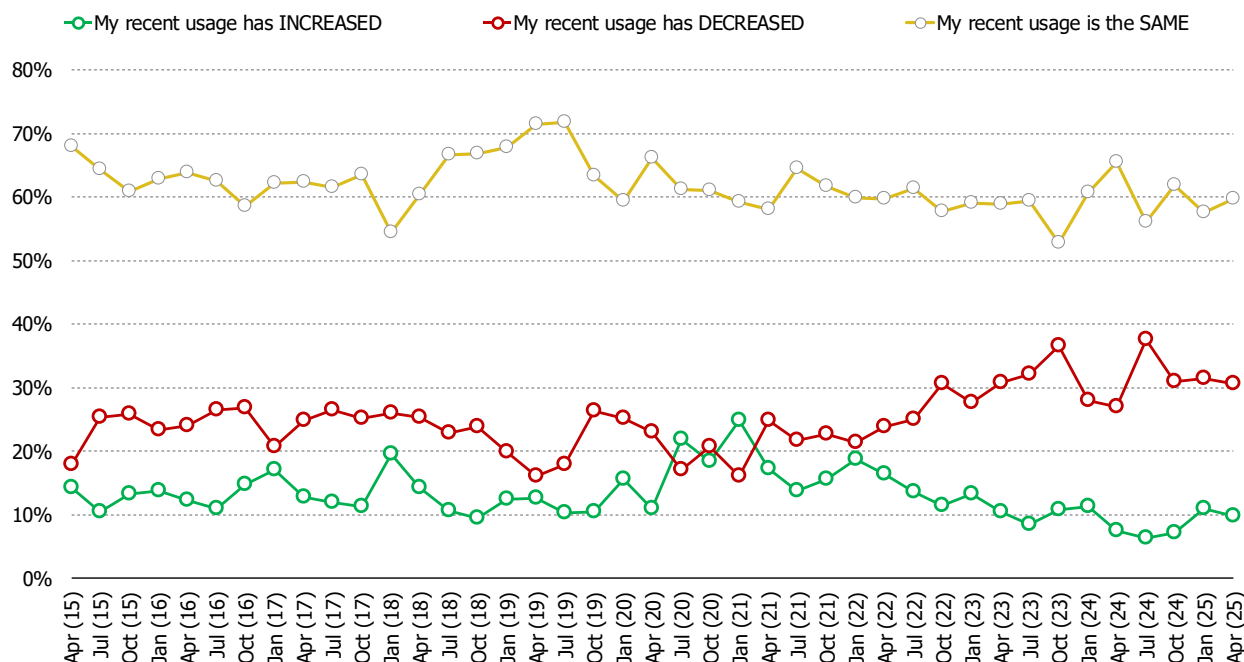| Month	Value
Apr (25)	2.0
Jan (25)	2.40
Oct (24)	2.01
Jul (24)	2.06
Apr (24)	2.26
Jan (24)	1.54
Oct (23)	1.7
Jul (23)	1.65
Apr (23)	2.06
Jan (23)	3.75

0   More Than 10

ETSY USERS – RECENT USAGE

- My recent usage has INCREASED
- My recent usage has DECREASED
- My recent usage is the SAME

Posed to respondents who shop Temu regularly or occasionally and shop Etsy…

My recent usage is the SAME — 58.4%

My recent usage has DECREASED — 25.7%

My recent usage has INCREASED — 15.9%

- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

ETSY USERS – EXPECTED USAGE

Legend: I expect my usage to INCREASE. — I expect my usage to DECREASE. — I expect my usage to remain the SAME.

Posed to respondents who shop Temu regularly or occasionally and shop Etsy…

- I expect my usage to remain the SAME. — 63.7%
- I expect my usage to DECREASE. — 18.6%
- I expect my usage to INCREASE. — 17.7%

Legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23)
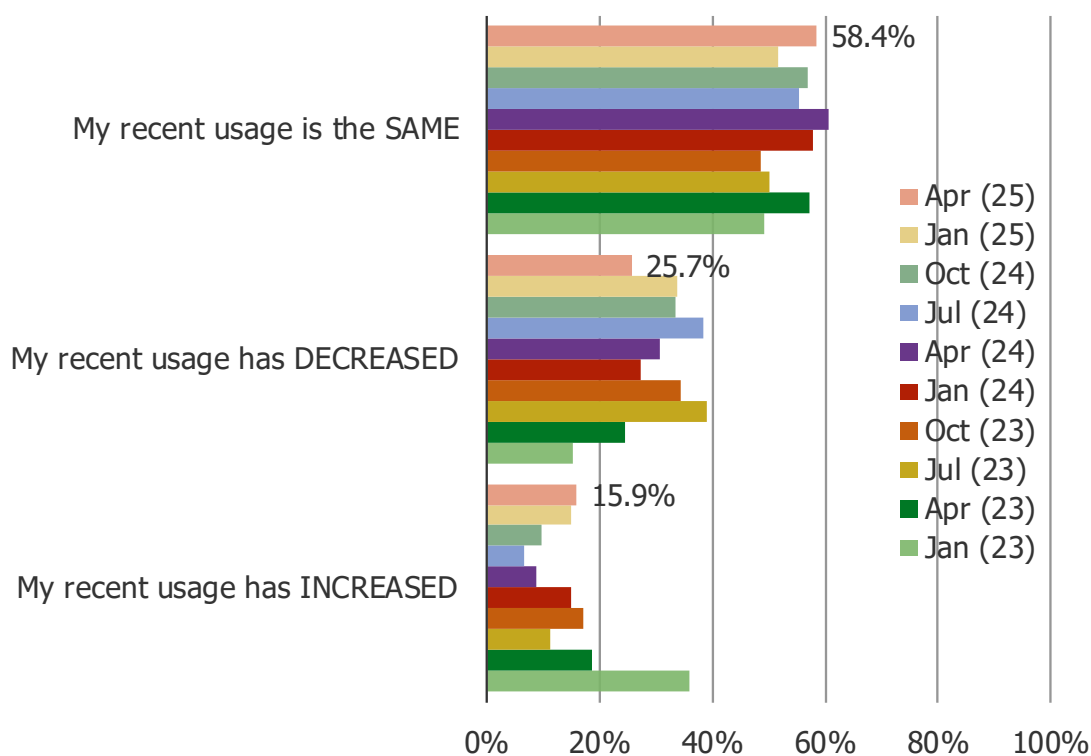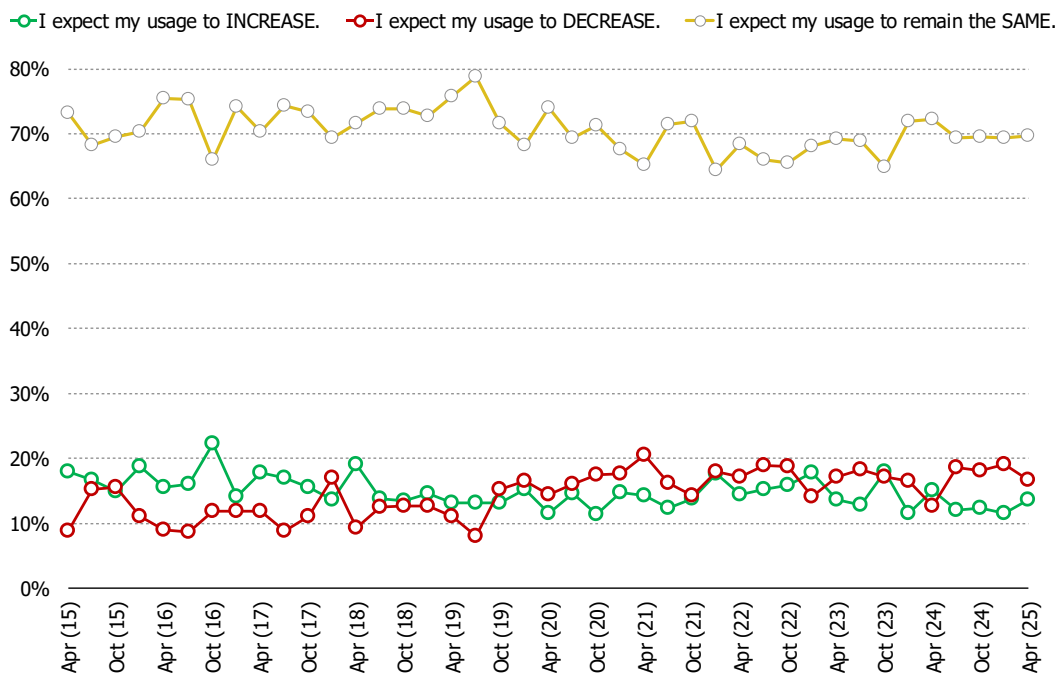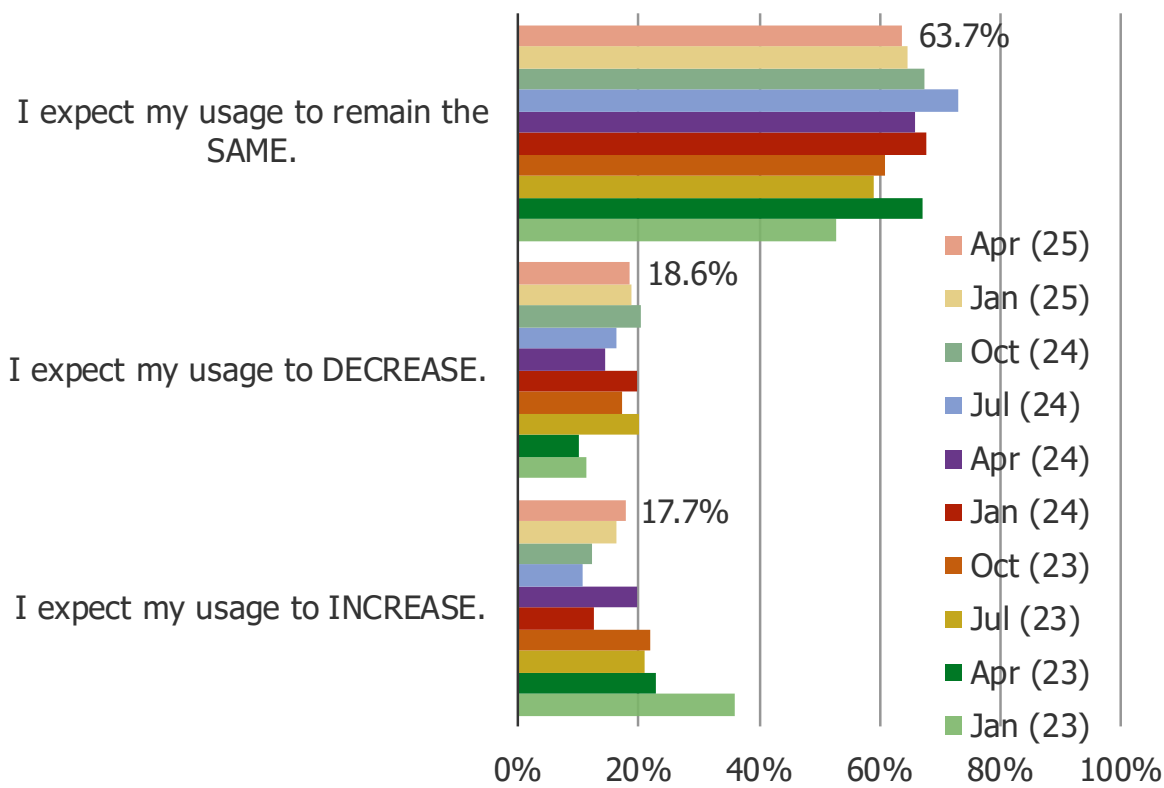
APPENDIX – WAYFAIR <> TEMU

ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?

Period	Yes
Apr (25)	25.2%
Jan (25)	27.5%
Oct (24)	25.0%
Jul (24)	24.8%
Apr (24)	30.1%
Jan (24)	27.2%
Oct (23)	28.5%
Jul (23)	27.7%
Apr (23)	31.6%
Jan (23)	31.9%
Oct (22)	31.2%
Jul (22)	29.3%
Apr (22)	32.2%
Jan (22)	34.7%
Oct (21)	32.1%
Jul (21)	35.2%
Apr (21)	34.3%
Jan (21)	32.2%
Oct (20)	36.8%
Jul (20)	34.2%
Apr (20)	36.1%
Jan (20)	35.1%
Oct (19)	33.8%
Jul (19)	33.5%
Apr (19)	29.2%
Jan (19)	30.6%

Posed to respondents who shop Temu regularly or occasionally…

Period	Value
Apr (25)	36.1%
Jan (25)	35.9%
Oct (24)	29.9%
Jul (24)	31.9%
Apr (24)	41.2%
Jan (24)	34.4%
Oct (23)	37.3%
Jul (23)	32.1%
Apr (23)	52.7%
Jan (23)	57.3%
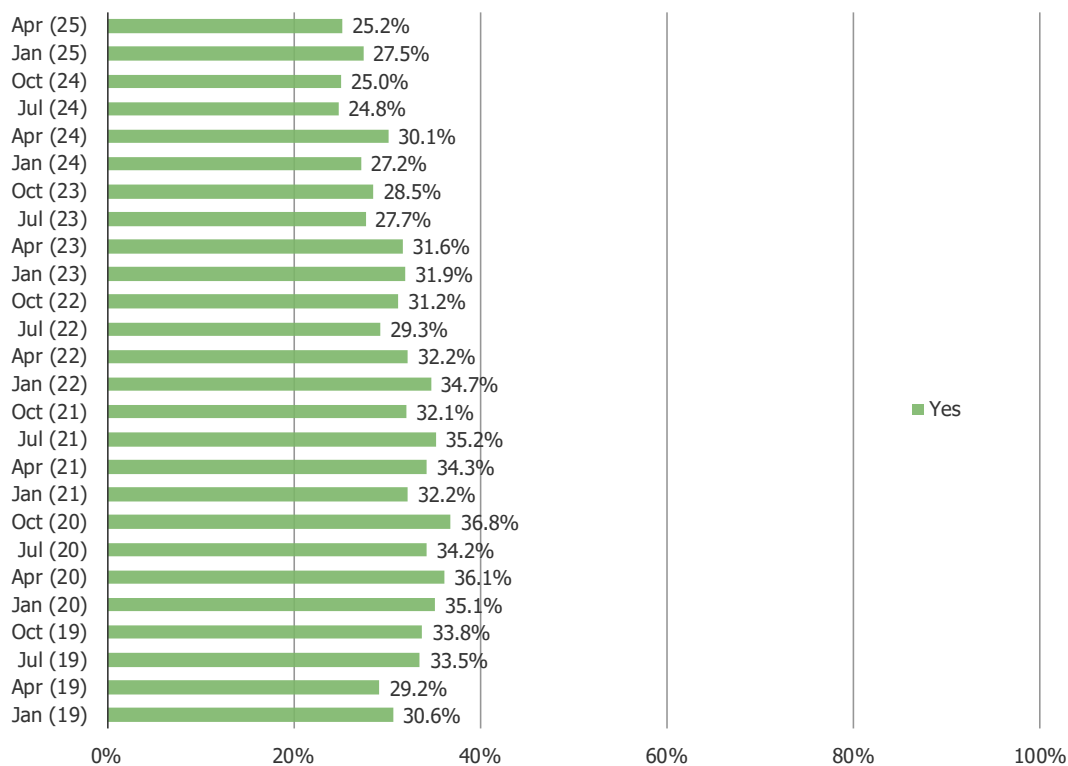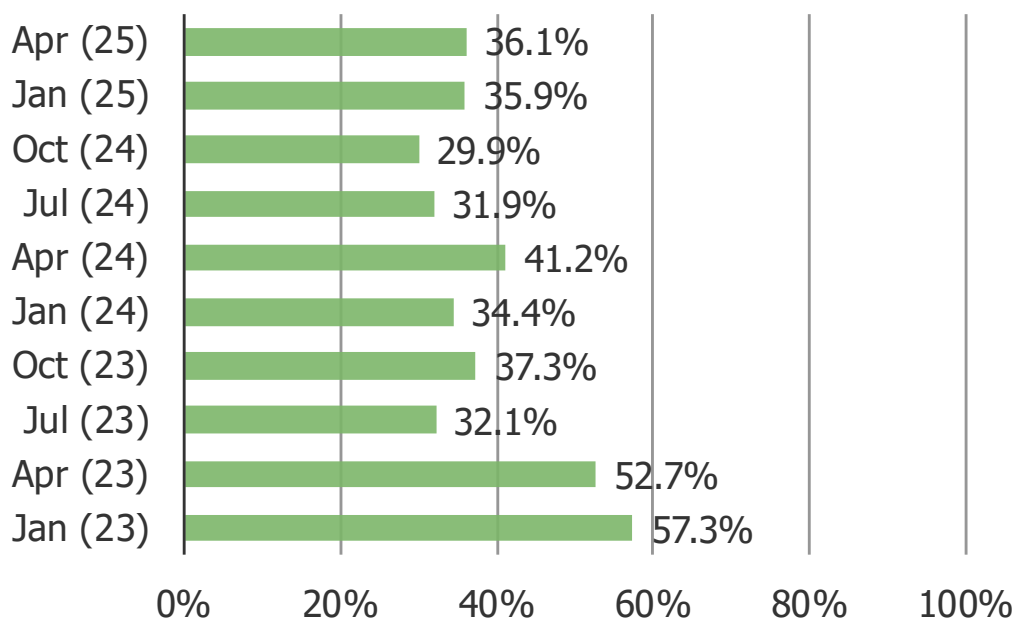
WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?
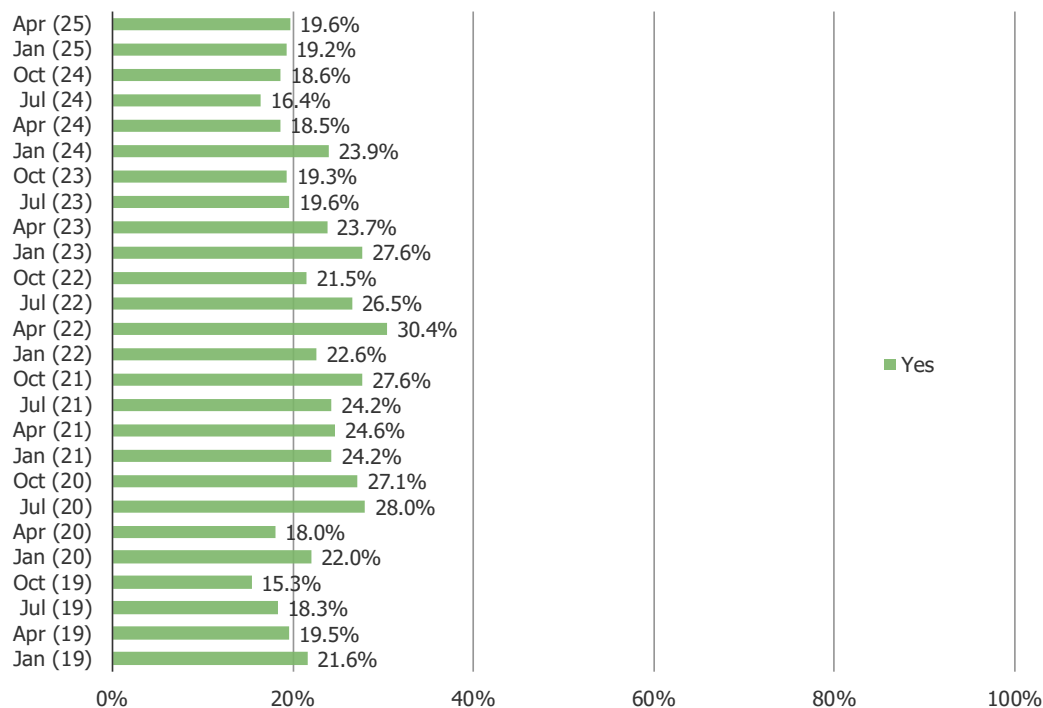
Month	Yes
Apr (25)	19.6%
Jan (25)	19.2%
Oct (24)	18.6%
Jul (24)	16.4%
Apr (24)	18.5%
Jan (24)	23.9%
Oct (23)	19.3%
Jul (23)	19.6%
Apr (23)	23.7%
Jan (23)	27.6%
Oct (22)	21.5%
Jul (22)	26.5%
Apr (22)	30.4%
Jan (22)	22.6%
Oct (21)	27.6%
Jul (21)	24.2%
Apr (21)	24.6%
Jan (21)	24.2%
Oct (20)	27.1%
Jul (20)	28.0%
Apr (20)	18.0%
Jan (20)	22.0%
Oct (19)	15.3%
Jul (19)	18.3%
Apr (19)	19.5%
Jan (19)	21.6%

Posed to respondents who shop Temu regularly or occasionally and shop Wayfair…

Month	
Apr (25)	29.7%
Jan (25)	29.4%
Oct (24)	31.7%
Jul (24)	22.4%
Apr (24)	29.1%
Jan (24)	30.2%
Oct (23)	32.9%
Jul (23)	39.0%
Apr (23)	42.4%
Jan (23)	53.2%
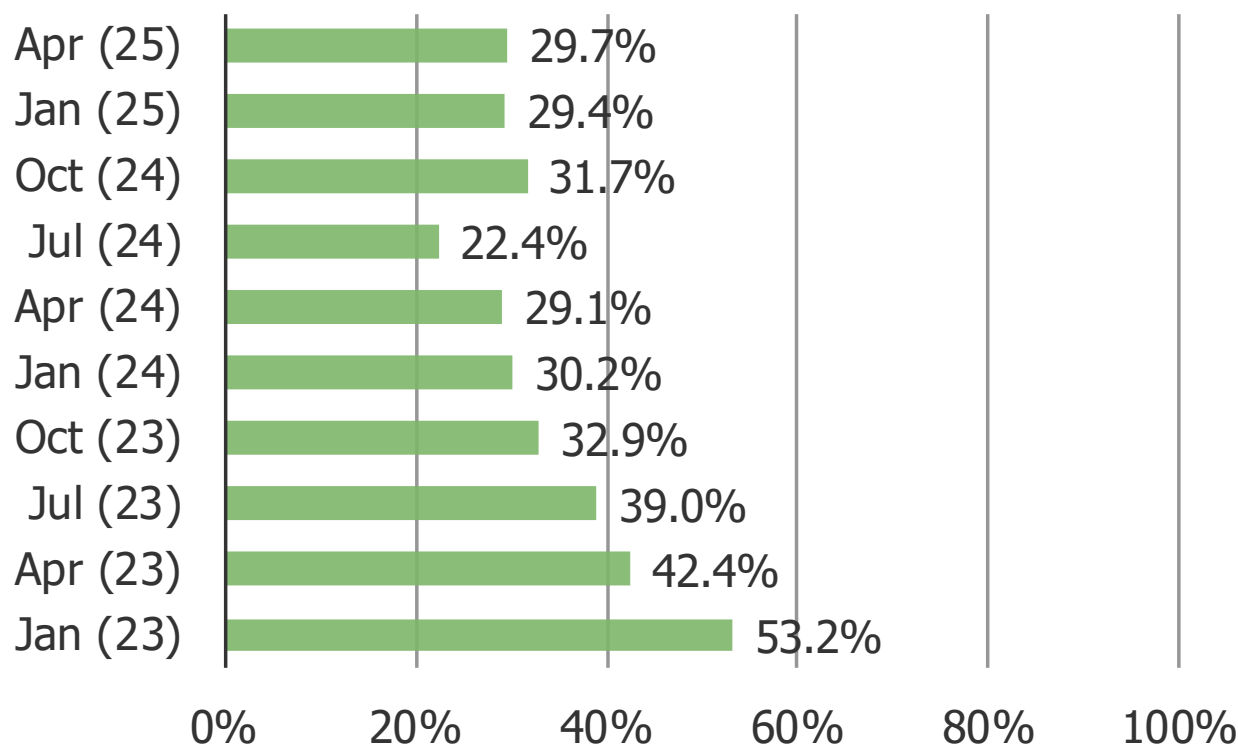
ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?
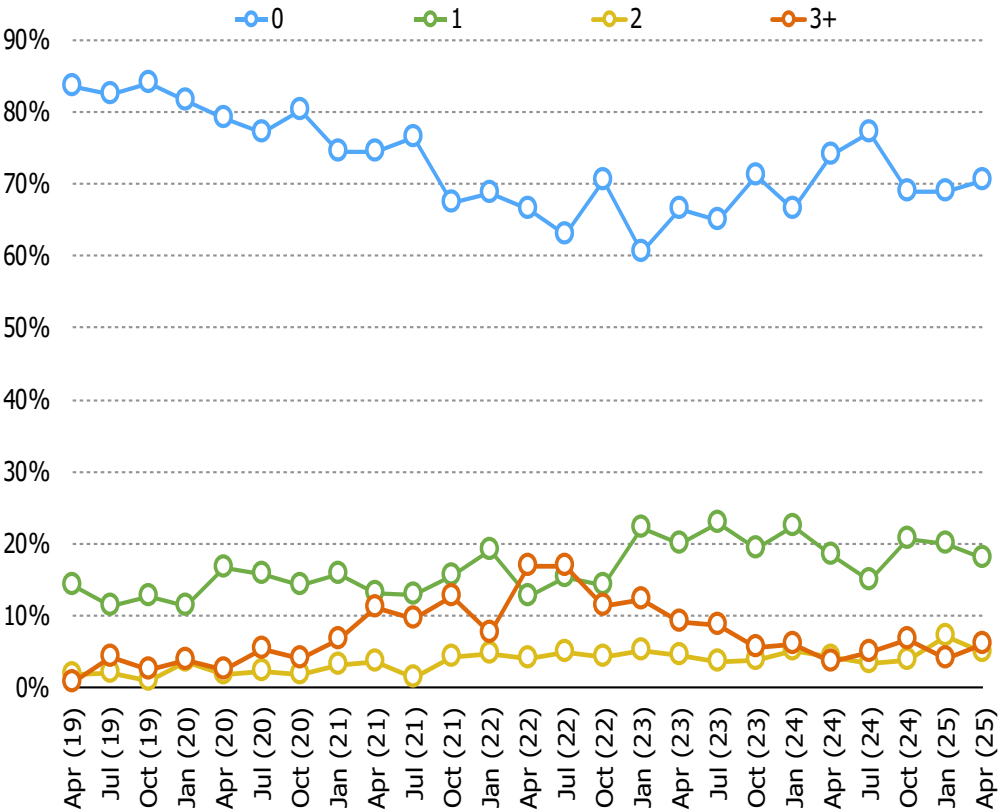
Posed to respondents who shop Temu regularly or occasionally and shop Wayfair…

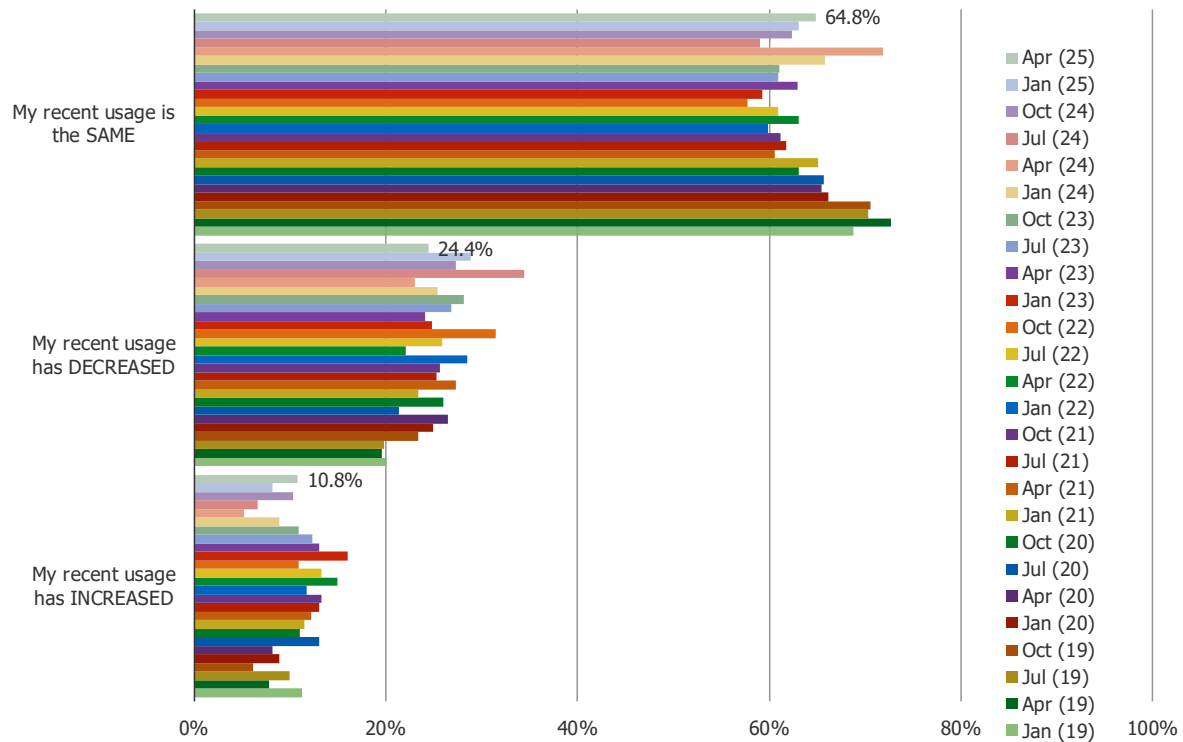|	
Apr (25)	4.11
Jan (25)	4.52
Oct (24)	4.12
Jul (24)	4.12
Apr (24)	1.92
Jan (24)	1.22
Oct (23)	1.47
Jul (23)	1.59
Apr (23)	2.12
Jan (23)	3.81
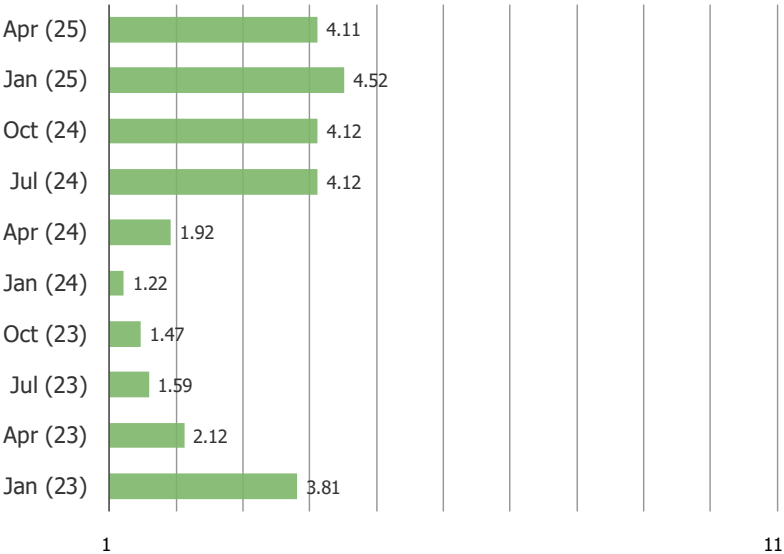
WAYFAIR USERS – RECENT USAGE

Legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23), Oct (22), Jul (22), Apr (22), Jan (22), Oct (21), Jul (21), Apr (21), Jan (21), Oct (20), Jul (20), Apr (20), Jan (20), Oct (19), Jul (19), Apr (19), Jan (19)

My recent usage is the SAME — 64.8%
My recent usage has DECREASED — 24.4%
My recent usage has INCREASED — 10.8%

Posed to respondents who shop Temu regularly or occasionally and shop Wayfair…

My recent usage is the SAME — 68.1%
My recent usage has DECREASED — 16.5%
My recent usage has INCREASED — 15.4%

Legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23)
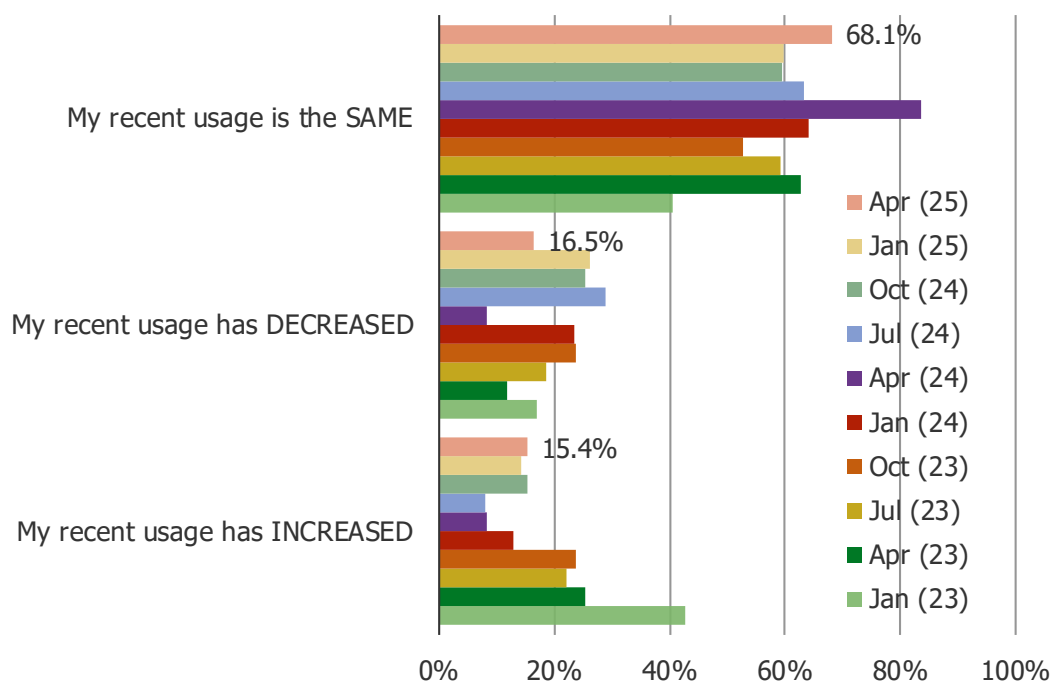
WAYFAIR USERS – EXPECTED USAGE

Legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23), Oct (22), Jul (22), Apr (22), Jan (22), Oct (21), Jul (21), Apr (21), Jan (21), Oct (20), Jul (20), Apr (20), Jan (20), Oct (19), Jul (19), Apr (19), Jan (19)

Values shown: I expect my usage to REMAIN THE SAME — 74.0%; I expect my usage to DECREASE — 11.2%; I expect my usage to INCREASE — 14.8%

Posed to respondents who shop Temu regularly or occasionally and shop Wayfair…

Legend: Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23)

Values shown: I expect my usage to REMAIN THE SAME — 68.1%; I expect my usage to DECREASE — 7.7%; I expect my usage to INCREASE — 24.2%