

BESPOKE SURVEYS

Temu, Vol 14

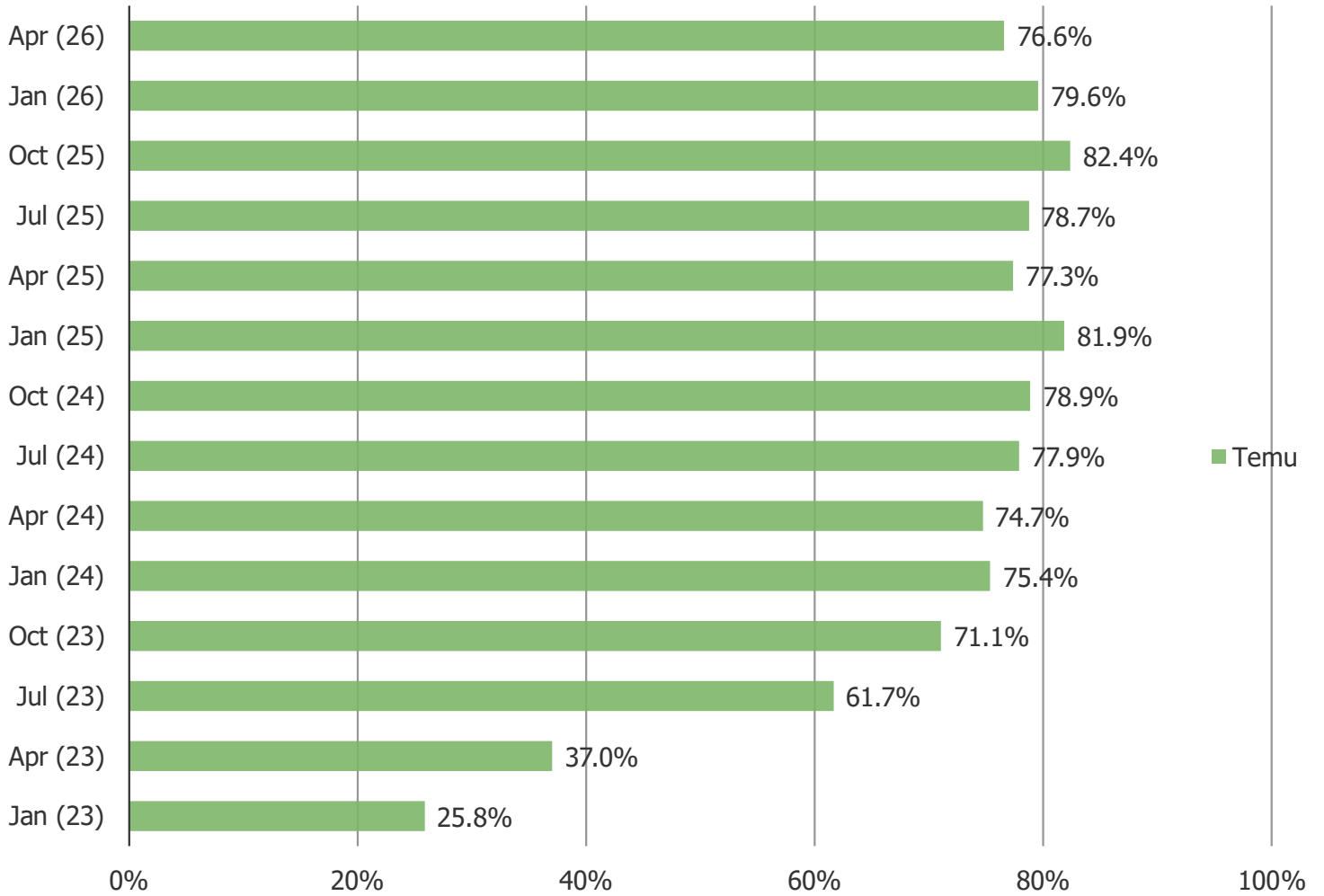
1,000+ Respondents Per Quarter

Temu

TEMU ENGAGEMENT AND SENTIMENT

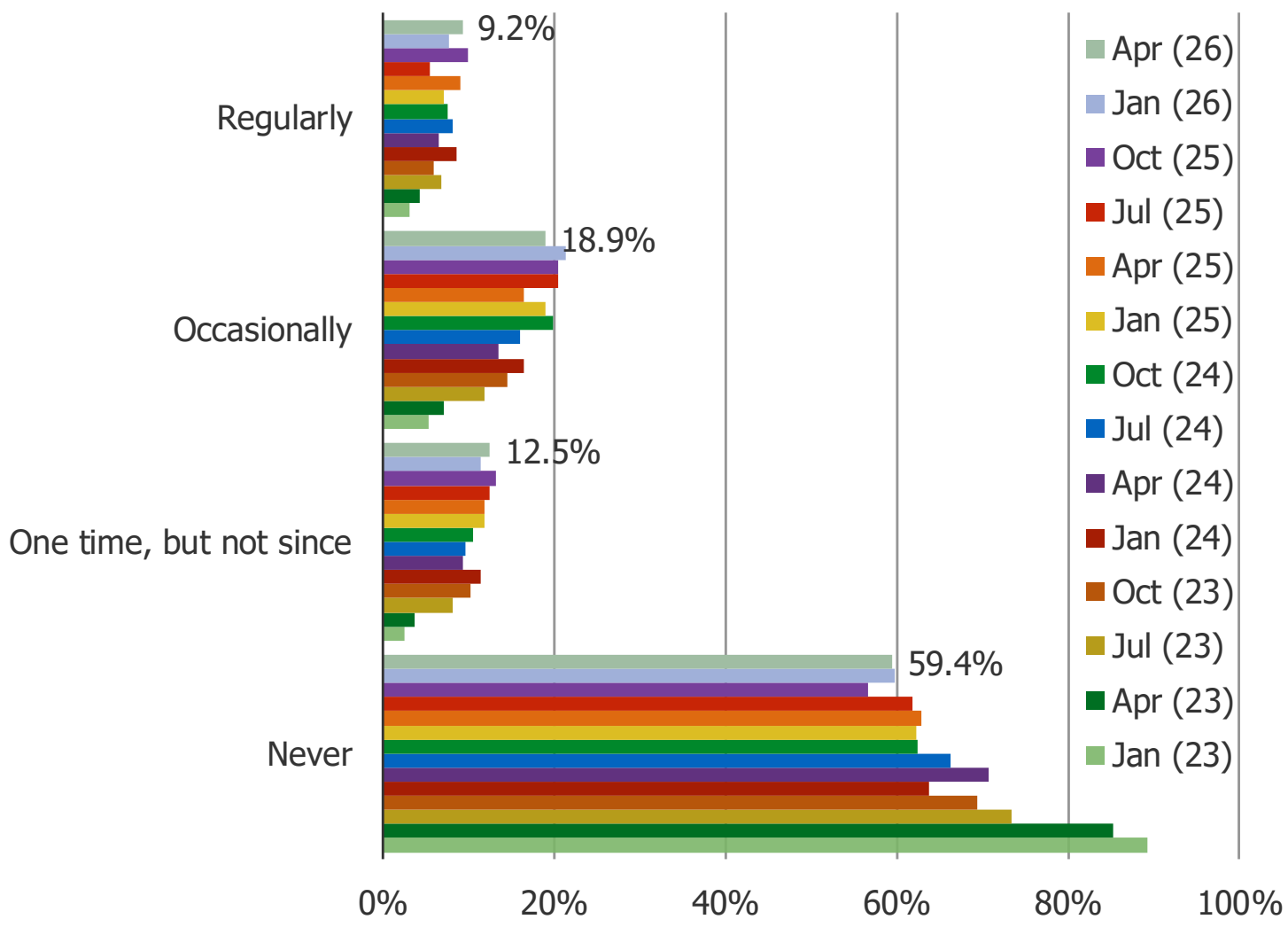
% AWARE OF TEMU

Posed to all respondents



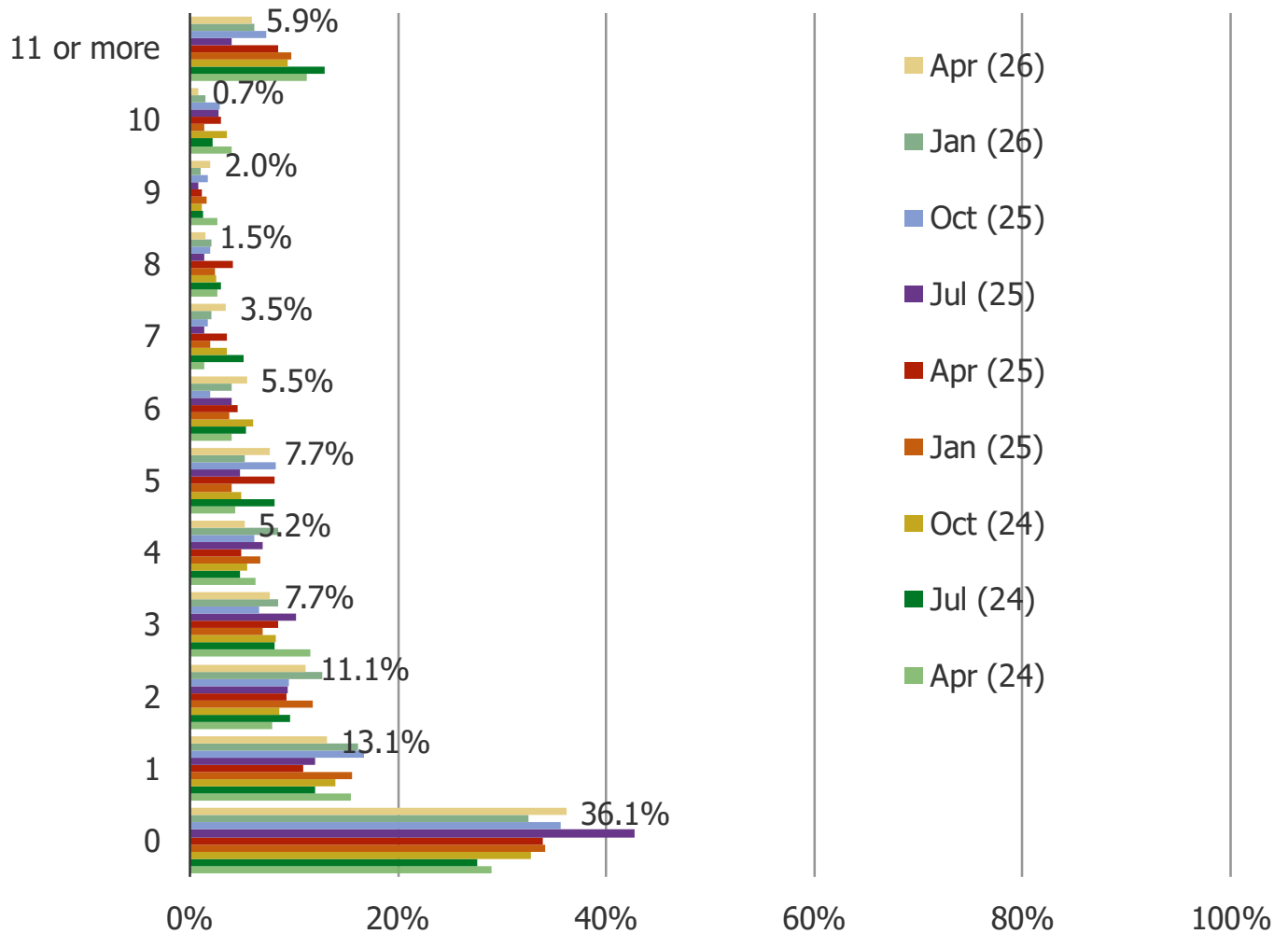
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH TEMU?

Posed to all respondents



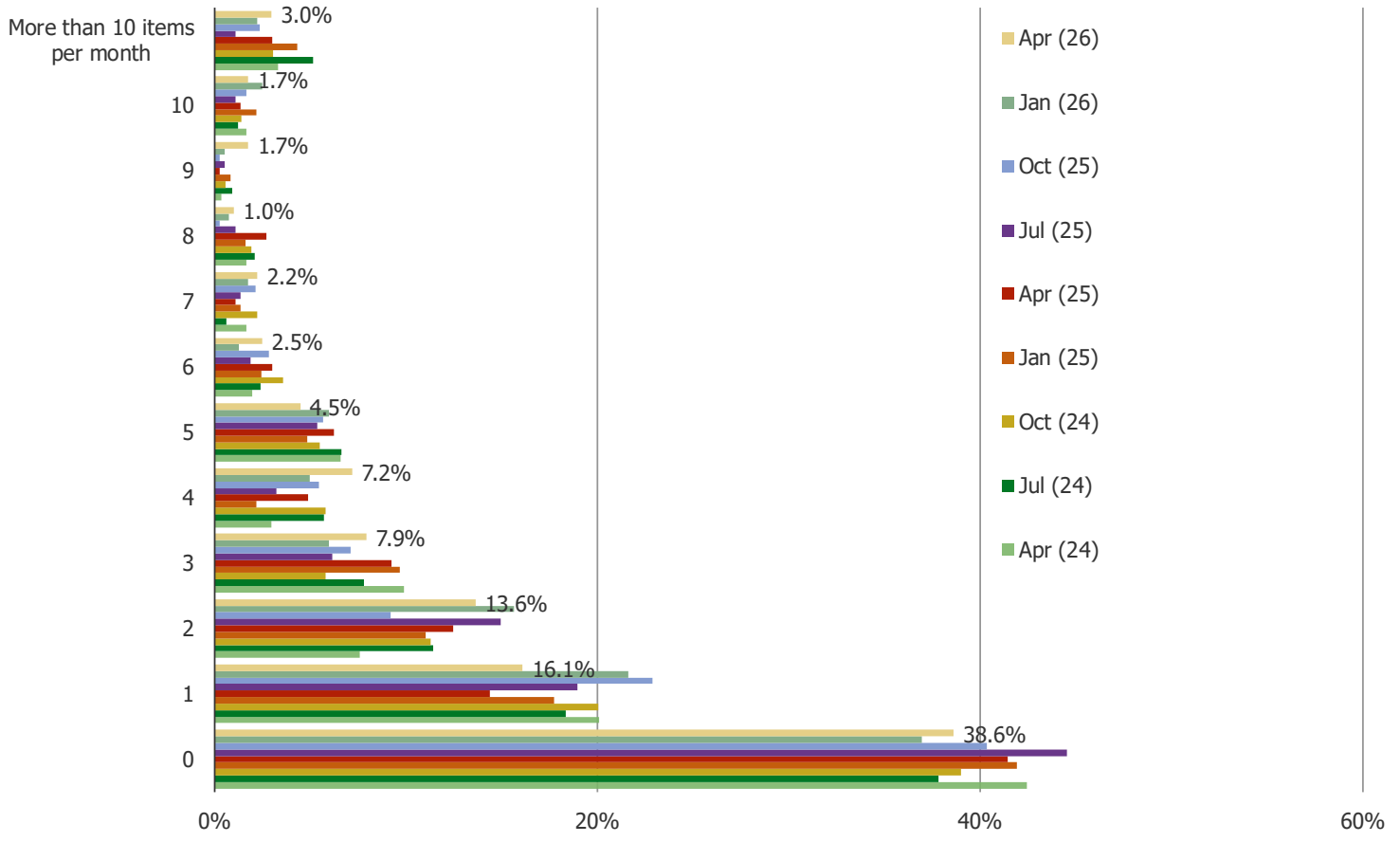
HOW MANY ITEMS HAVE YOU PURCHASED THROUGH TEMU IN THE LAST THREE MONTHS?

Posed to all respondents who have shopped Temu (N = 404).



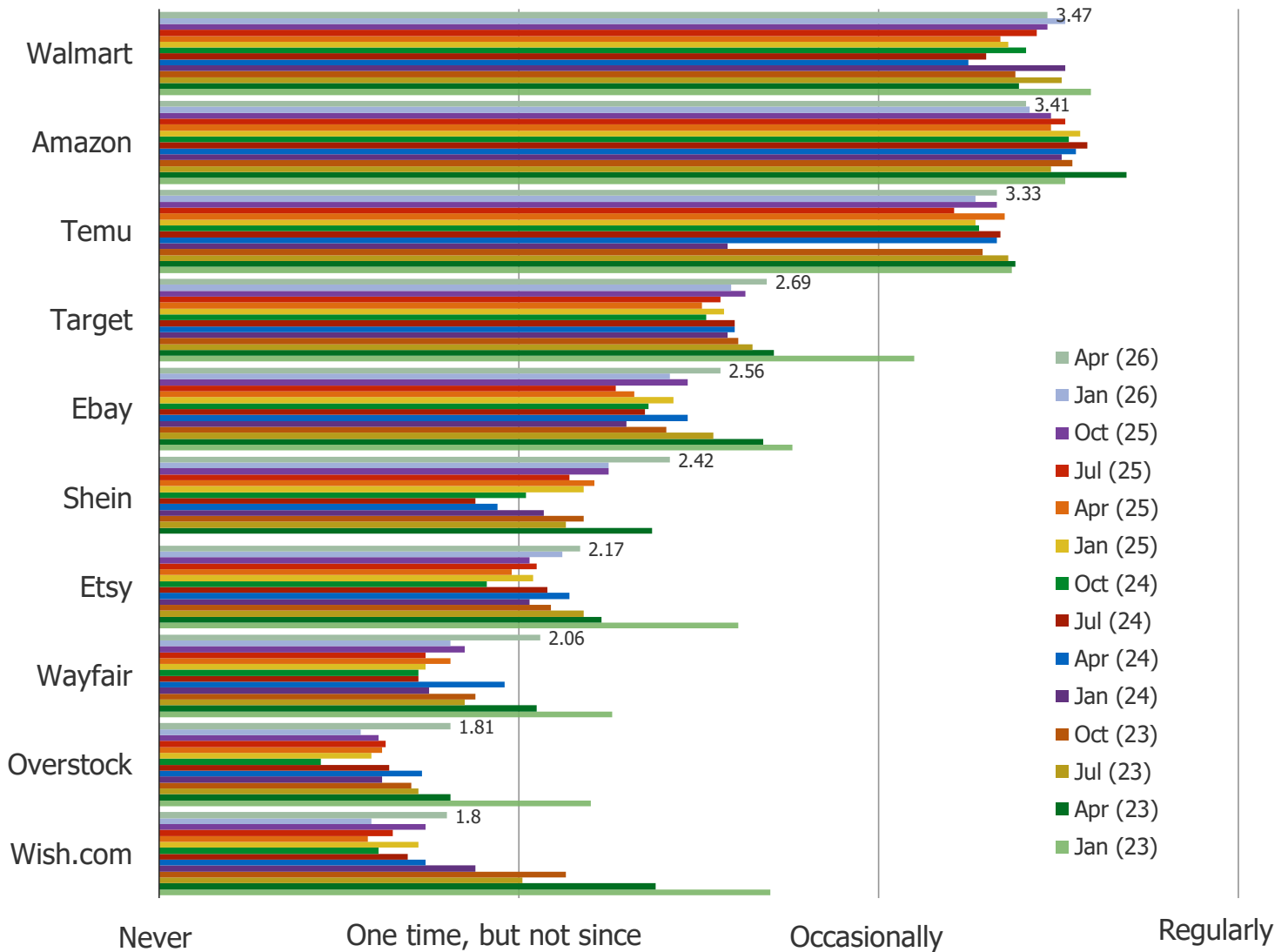
ON AVERAGE, HOW MANY ITEMS DO YOU BUY ON TEMU PER MONTH?

Posed to all respondents who have shopped Temu (N = 404).



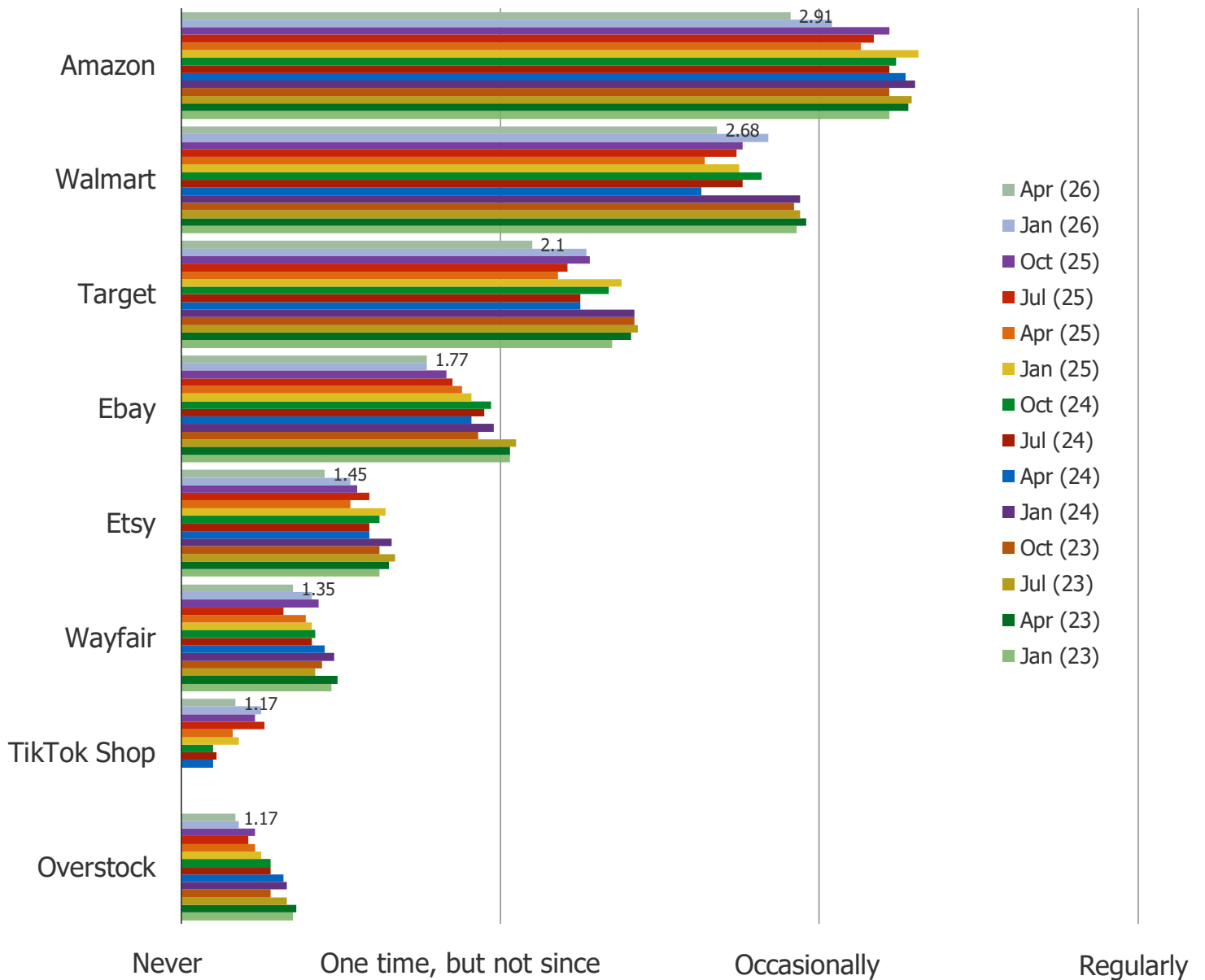
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

Posed to respondents **who said they shop Temu Regularly or Occasionally** (N = ~200 per wave, less in the earlier waves)



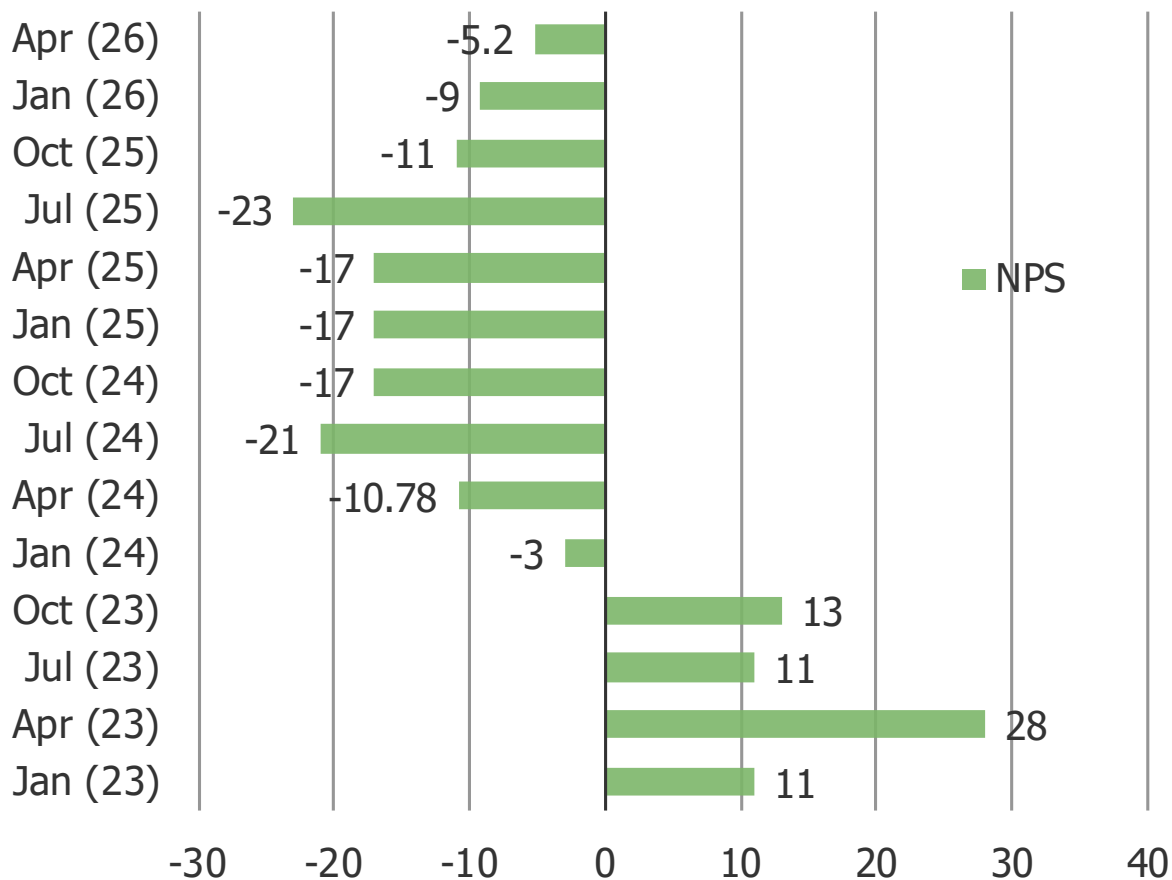
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH THE FOLLOWING PLATFORMS?

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



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)



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

Posed to all respondents who have shopped Temu.

Here is the overall breakdown of what consumers are buying on Temu:

Category	Percentage	Count
Apparel / Shoes / Bags	35.37%	1,676
Other / Unclassified (<i>highly unique/niche items</i>)	19.84%	940
Home / Kitchen / Household / Decor	10.32%	489
Electronics / Tech Accessories	7.26%	344
Toys / Games / Hobby / Crafts	6.02%	285
Jewelry / Personal Accessories	5.70%	270
Blank / Nothing / Don't Remember / Nonsense	5.61%	266
Beauty / Health / Fitness / Grooming	3.12%	148
Multiple / Mixed / Various	2.95%	140
Tools / Auto / Garden / Hardware	2.43%	115
Pet Supplies	1.37%	65

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

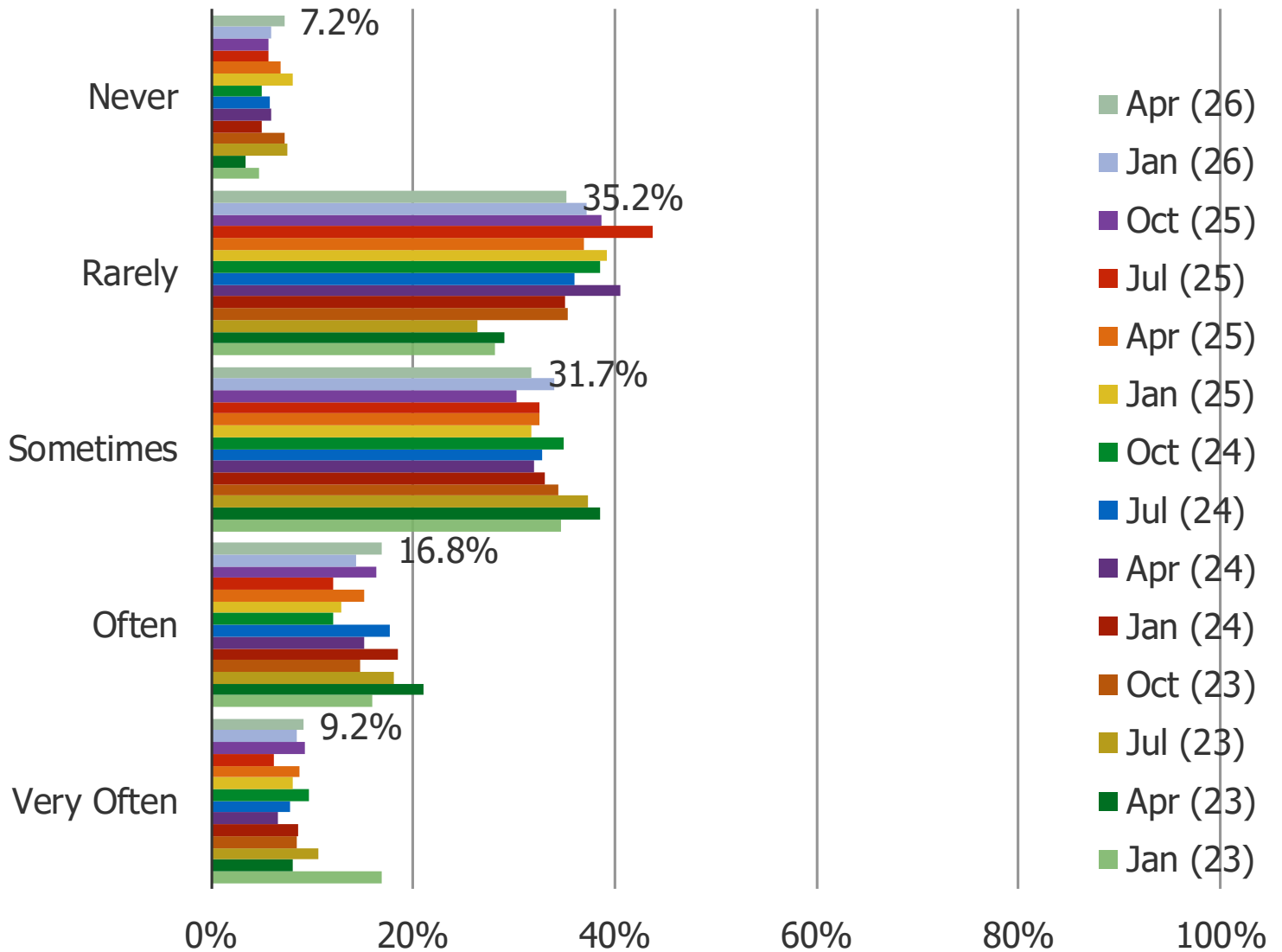
Posed to all respondents who have shopped Temu.

Here is the time series regression, sorted by R^2 :

Category	R^2	P-Value	Trend Direction
Tools / Auto / Garden / Hardware	0.3893	0.0171*	Up
Pet Supplies	0.2779	0.0527	Up
Blank / Nothing / Don't Remember	0.0953	0.2830	Up
Apparel / Shoes / Bags	0.0831	0.3175	Down
Toys / Games / Hobby / Crafts	0.0692	0.3636	Up
Electronics / Tech Accessories	0.0634	0.3852	Up
Home / Kitchen / Household / Decor	0.0569	0.4116	Up
Other / Unclassified	0.0214	0.6174	Up
Beauty / Health / Fitness / Grooming	0.0184	0.6435	Up
Multiple / Mixed / Various	0.0035	0.8412	Up
Jewelry / Personal Accessories	0.0001	0.9725	Up

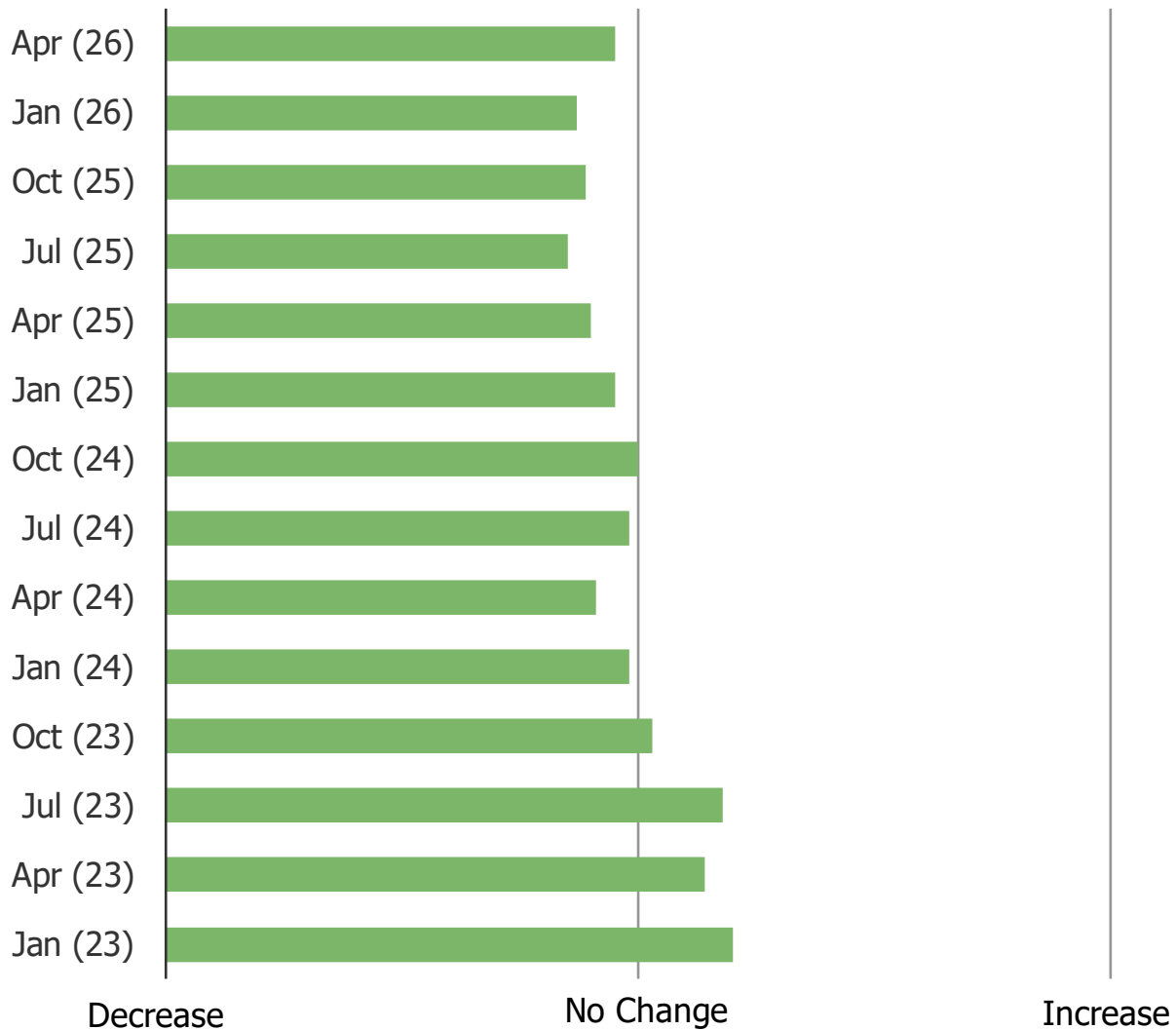
HOW OFTEN DO YOU BUY PRODUCTS ON TEMU?

Posed to all respondents who have shopped Temu (N = 404)



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

Posed to all respondents who have shopped Temu (N = 404)



Reasons cited for decreasing:

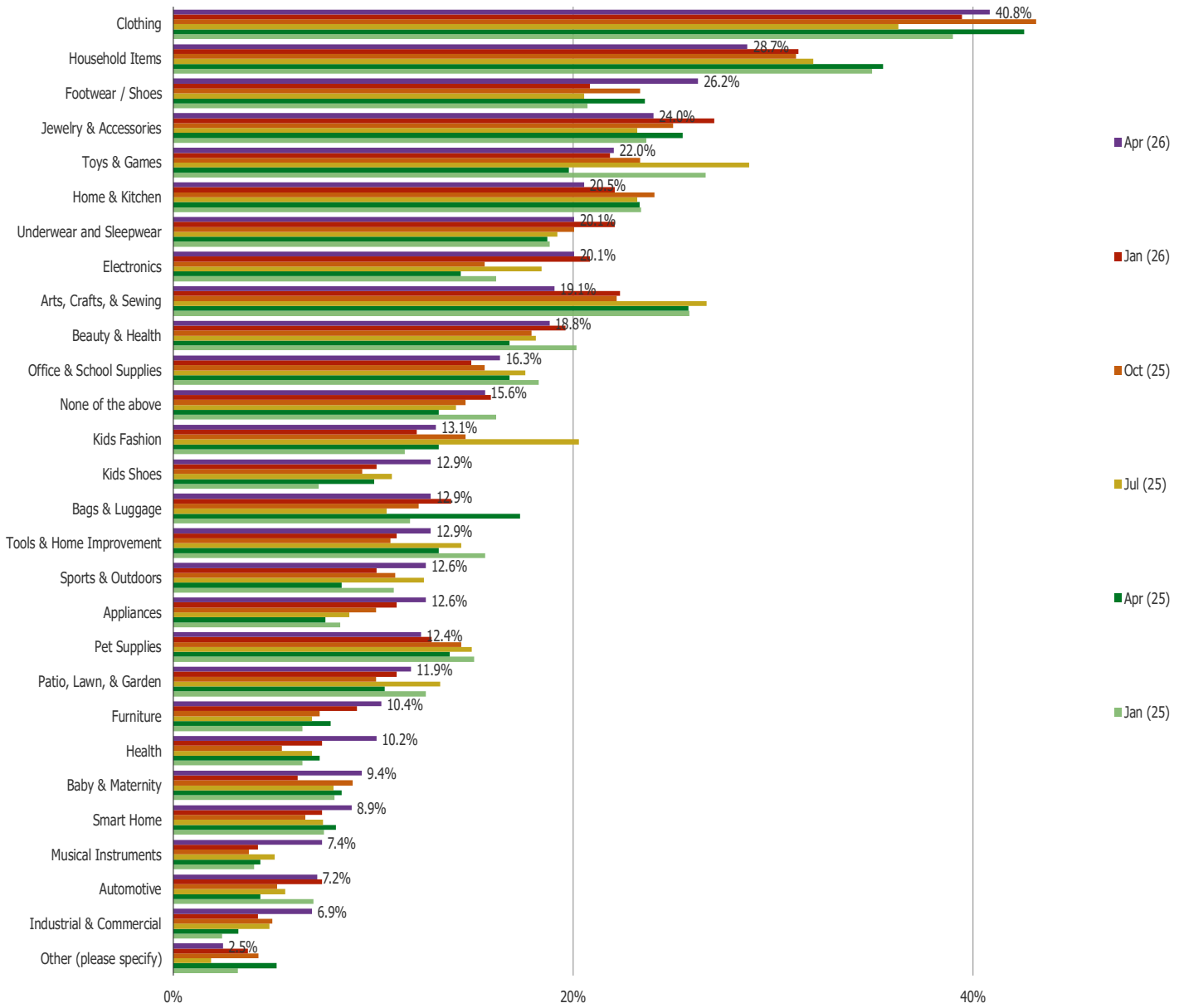
- Poor quality
- Made in China
- Slow shipping
- Cutting back spending in general

Reasons cited for increasing:

- Great prices / value
- It's fun and easy

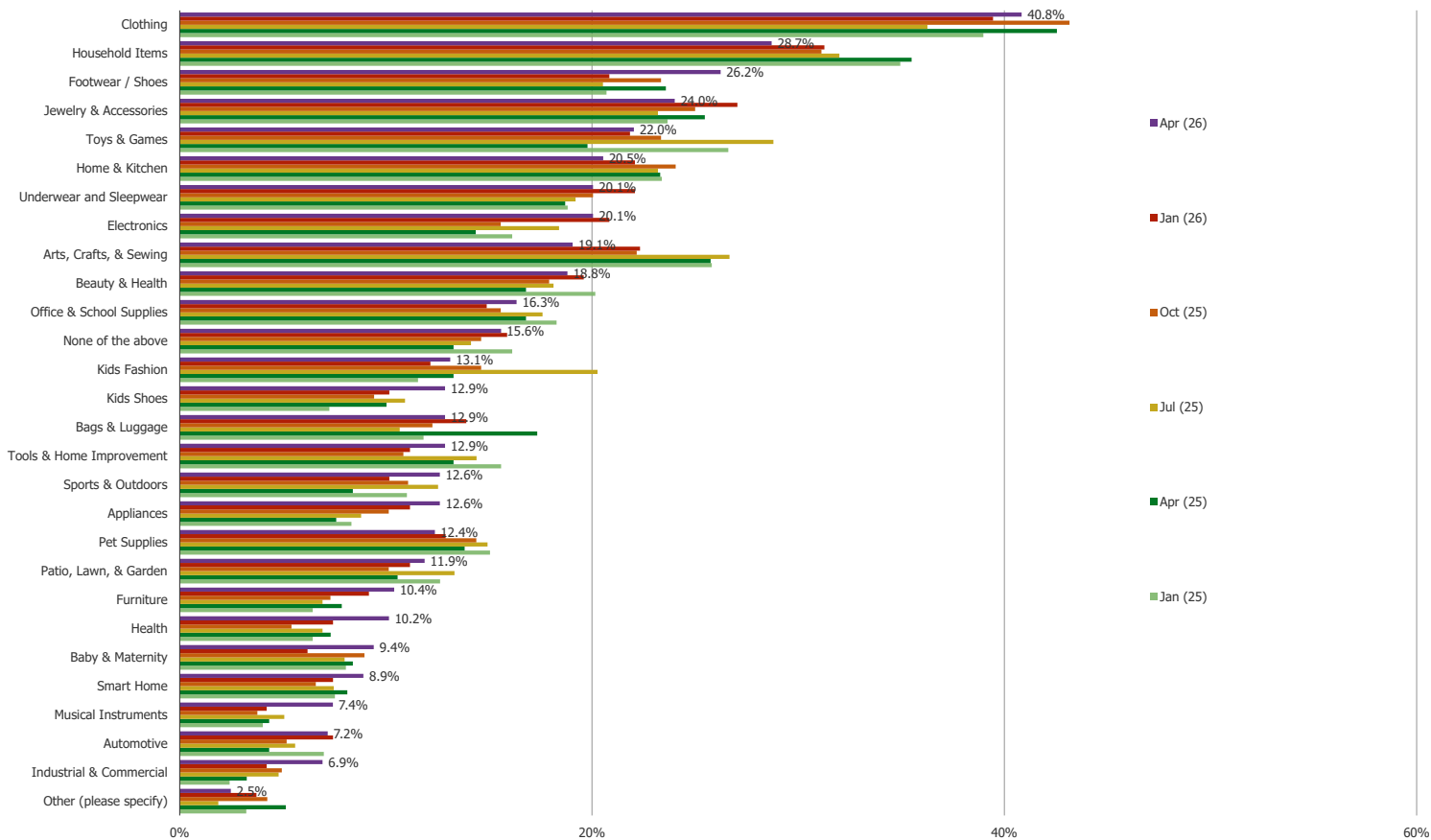
WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

Posed to all respondents who have shopped Temu (N = 404)



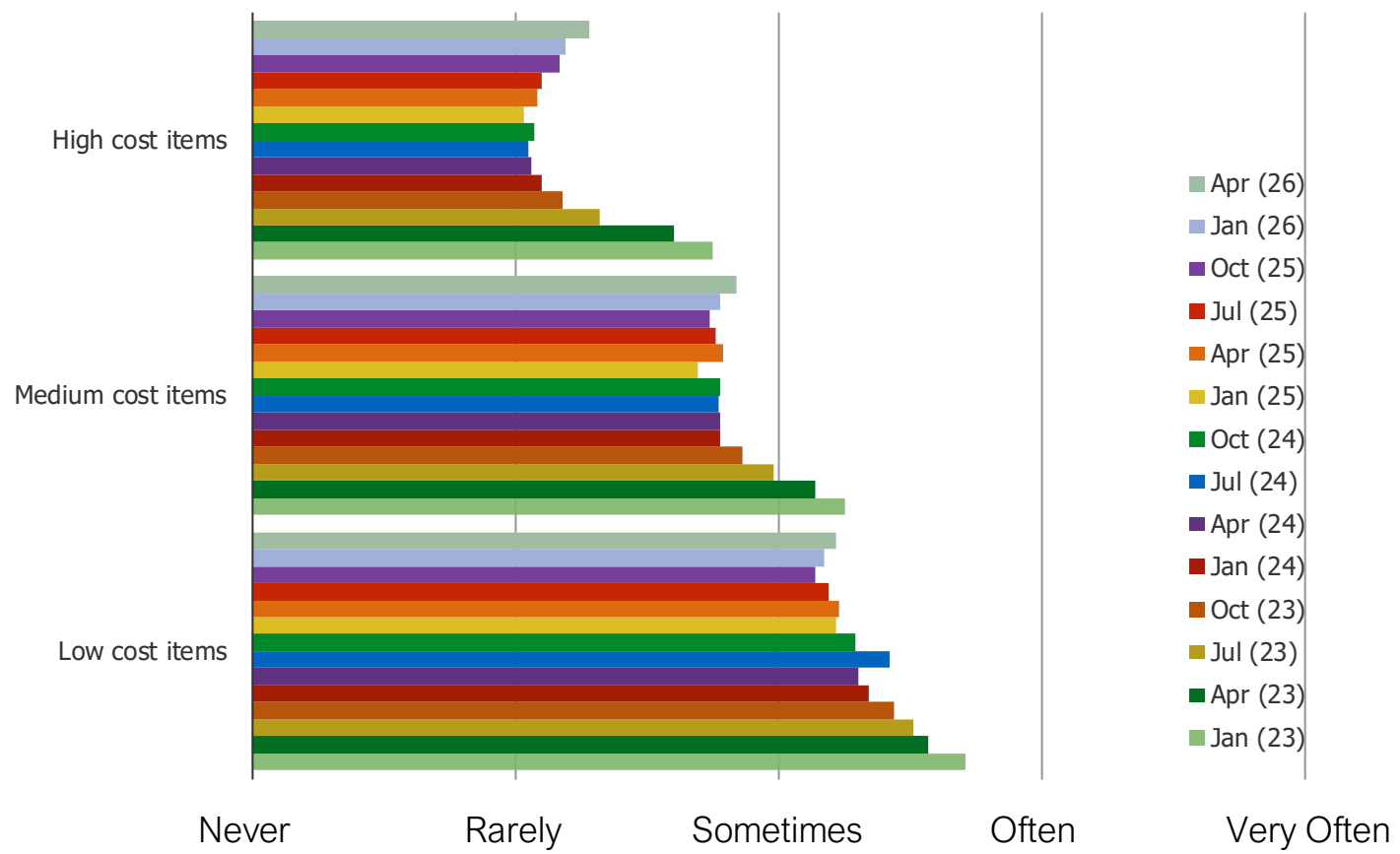
WHICH TYPES OF PRODUCTS DO YOU FEEL TEMU IS BEST FOR? SELECT ALL THAT APPLY

Posed to respondents who said they shop Temu regularly/occasionally (N = 404)



HOW OFTEN WILL YOU USE TEMU FOR THE FOLLOWING TYPES OF PURCHASES GOING FORWARD?

Posed to all respondents who have shopped Temu (N = 404)



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

Posed to all respondents who have shopped Temu (N = 404)

Here is the overall breakdown of what consumers like most about Temu:

Category	Percentage	Count
Low Prices / Affordability / Deals	56.72%	2,691
Other / Unclassified (<i>unique edge cases</i>)	13.49%	640
Variety / Huge Selection / Has Everything	10.35%	491
Nothing / Blank / Unsure / Don't Use	7.10%	337
Generic Positive / Just like it (<i>e.g., "awesome," "cool"</i>)	3.79%	180
Product Quality / Unique, Fun & Cute Items	3.25%	154
Ease of Use / App Experience / Convenience	2.87%	136
Shipping (Free/Fast) & Delivery	1.94%	92
Gamification / Rewards / Coupons (<i>e.g., "the wheel"</i>)	0.32%	15
Returns / Customer Service	0.17%	8

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

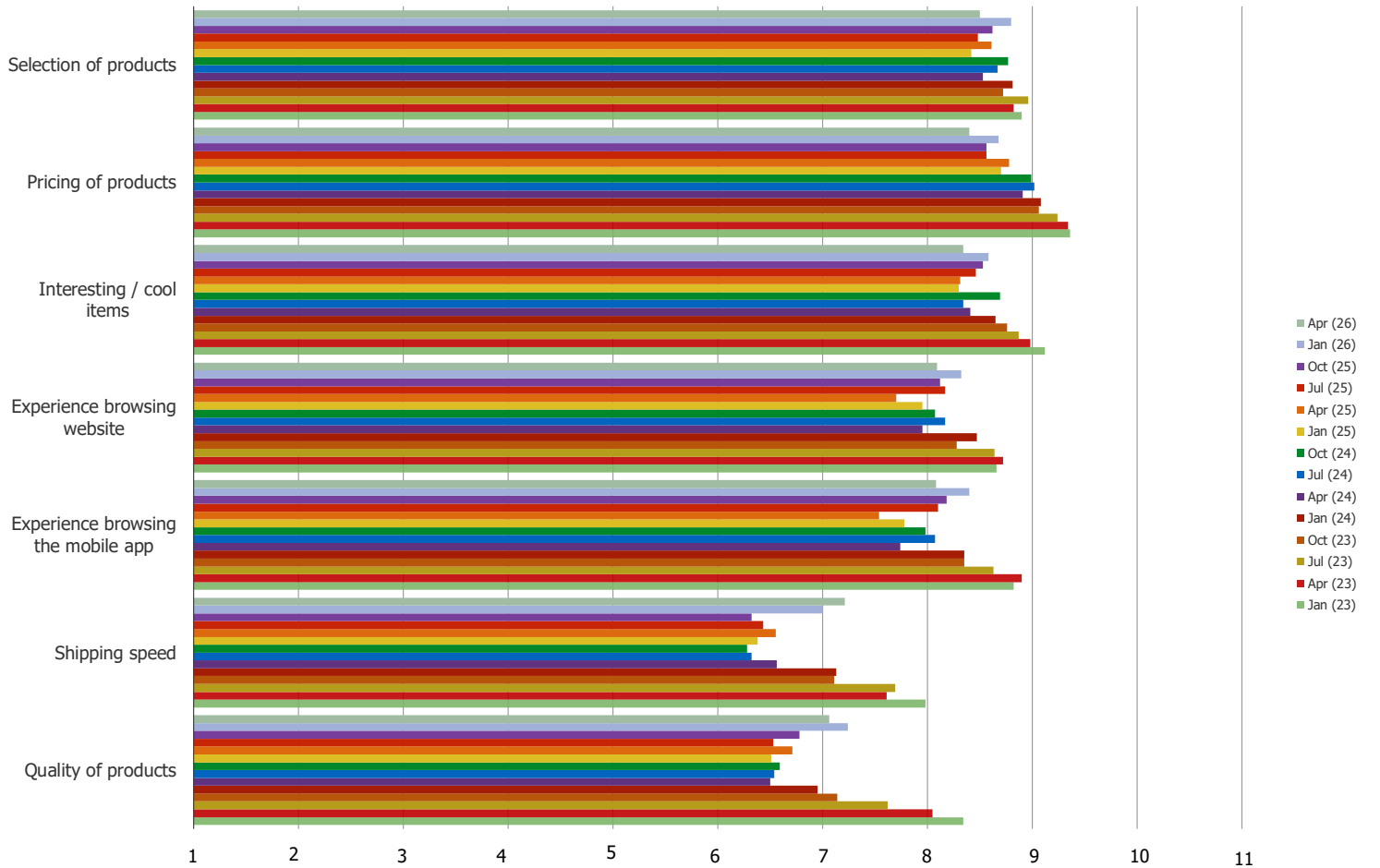
Posed to all respondents who have shopped Temu (N = 404)

Here is the overall breakdown of what consumers want Temu to fix or improve:

Category	Percentage	Count
Faster Shipping / Better Delivery (e.g., "deliver faster", "local warehouse")	22.35%	1,052
Other / Unclassified (unique edge cases)	20.37%	959
Improve Product Quality / Standards (e.g., "stop selling junk", "better materials")	18.97%	893
Nothing / Fine As Is	15.23%	717
Blank / Unsure / N/A	5.23%	246
Better Prices / Promotions / Rewards	4.70%	221
Better Descriptions / Sizing / Picture Accuracy	2.76%	130
More Variety / Better Selection / Name Brands	2.51%	118
Less Spam / Pop-ups / Gamification / Ads (e.g., "stop with the wheel")	2.40%	113
Data Privacy / Trust / Stop Selling Fakes / Ethics	2.04%	96
Everything (General Dissatisfaction)	1.30%	61
App/Website UI & Navigation	1.06%	50
Customer Service / Returns Process	0.74%	35
Local Sourcing / USA Made / Physical Stores	0.34%	16

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

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

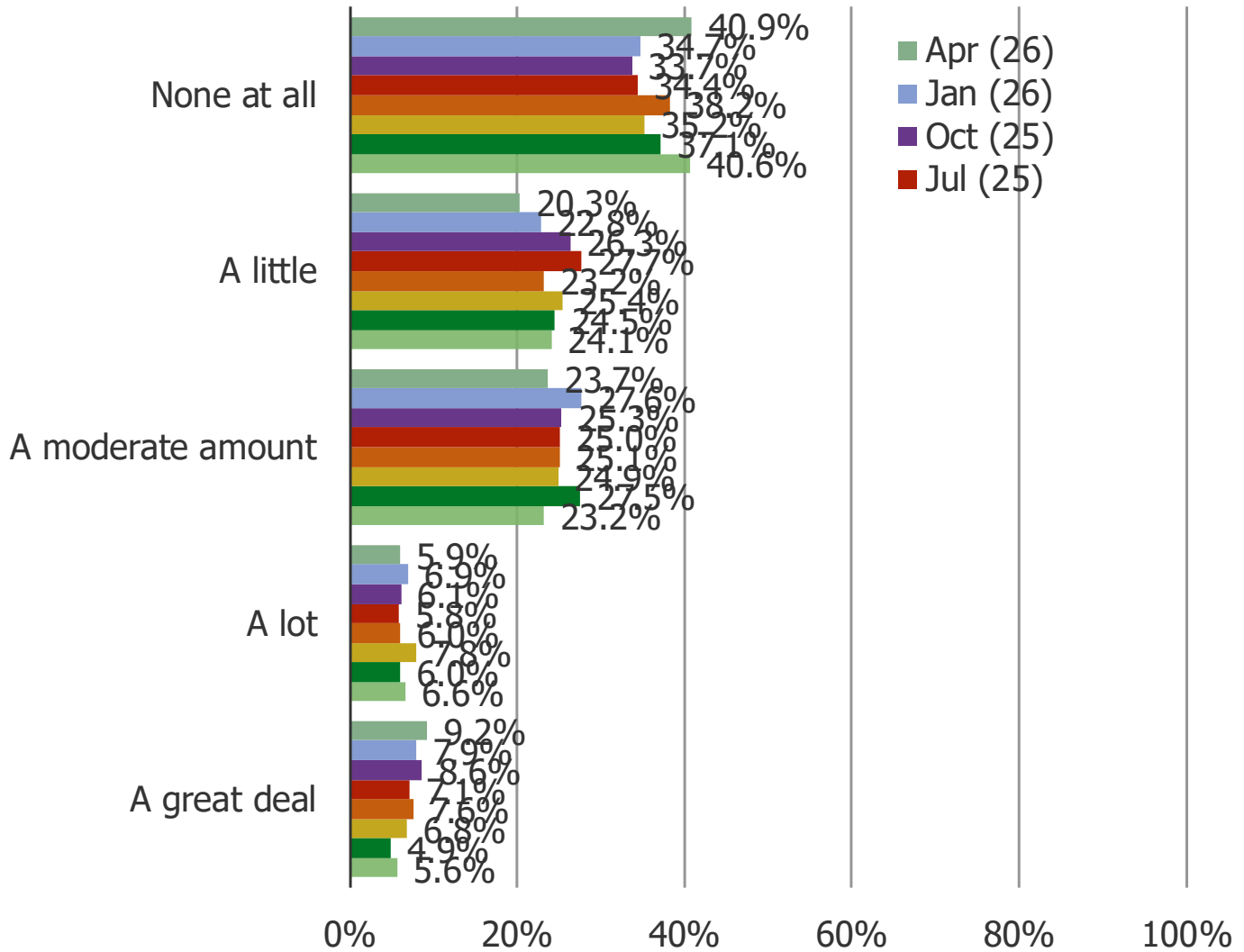


1 = Very Poor

11 = Very Good

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

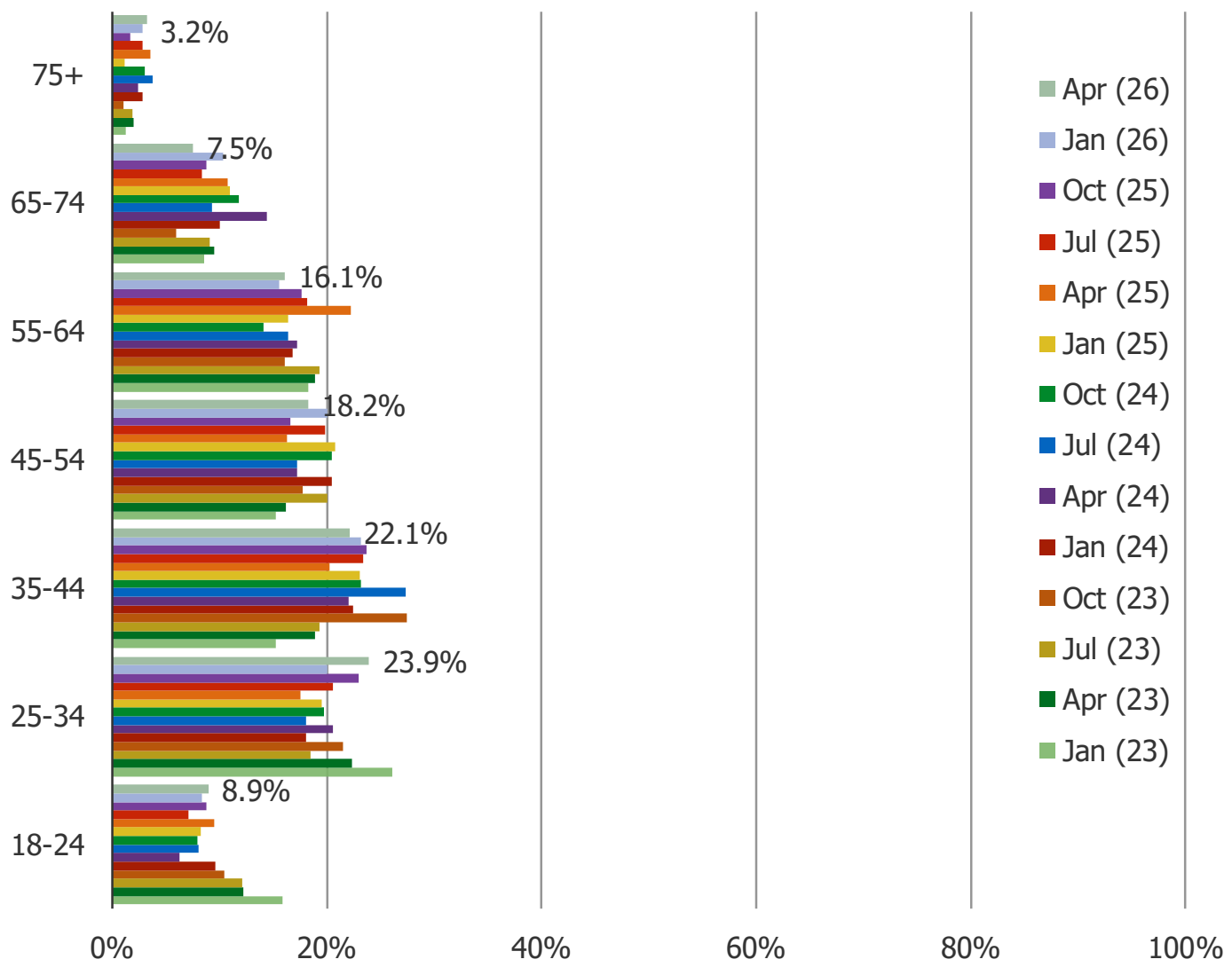


Temu

TEMU CUSTOMER DEMOGRAPHICS

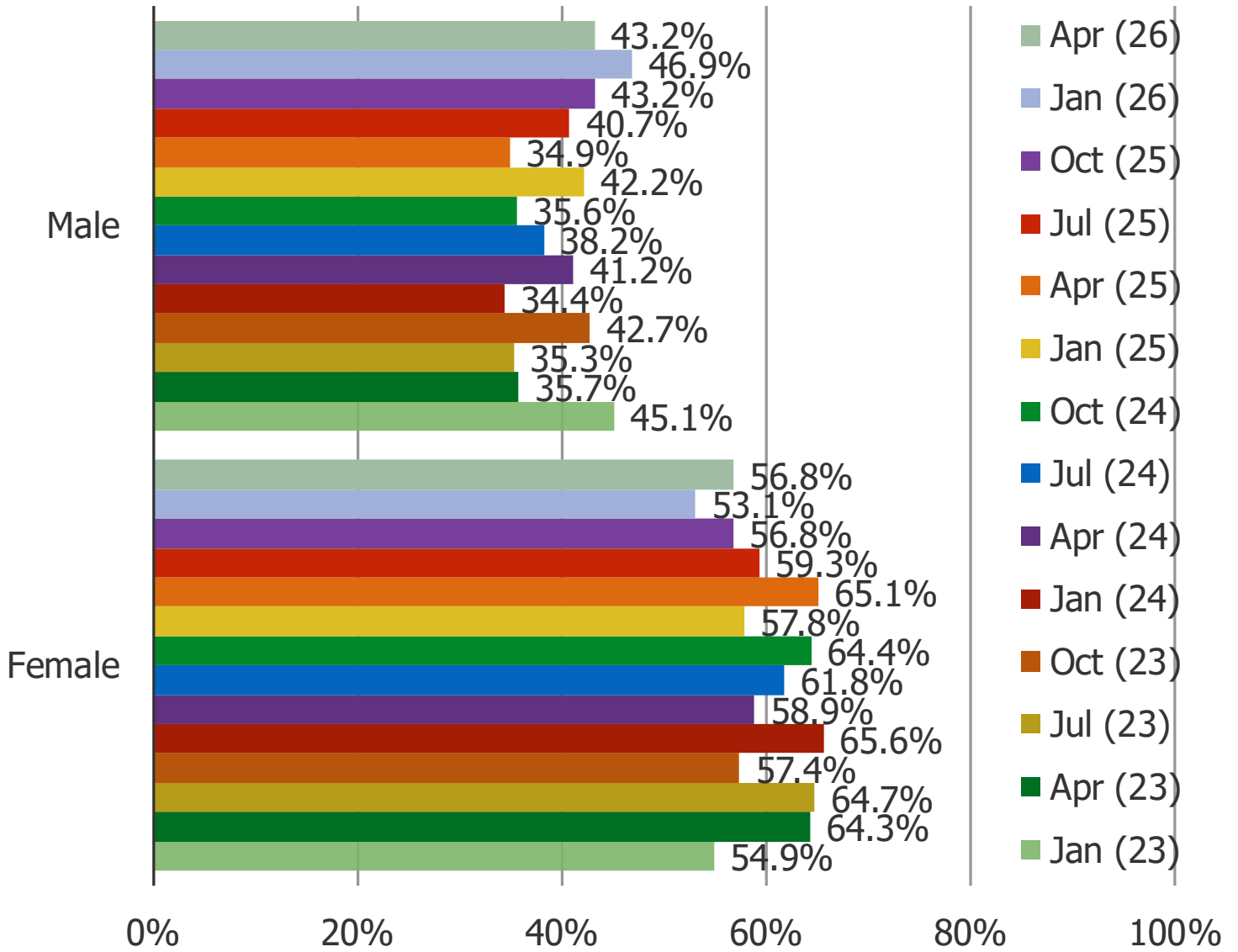
TEMU CUSTOMERS - AGE

Time series (Regular or occasional Temu Customers)



TEMU CUSTOMERS - GENDER

Time series (Regular or occasional Temu Customers)



TEMU CUSTOMERS - INCOME

Time series (Regular or occasional Temu Customers)

