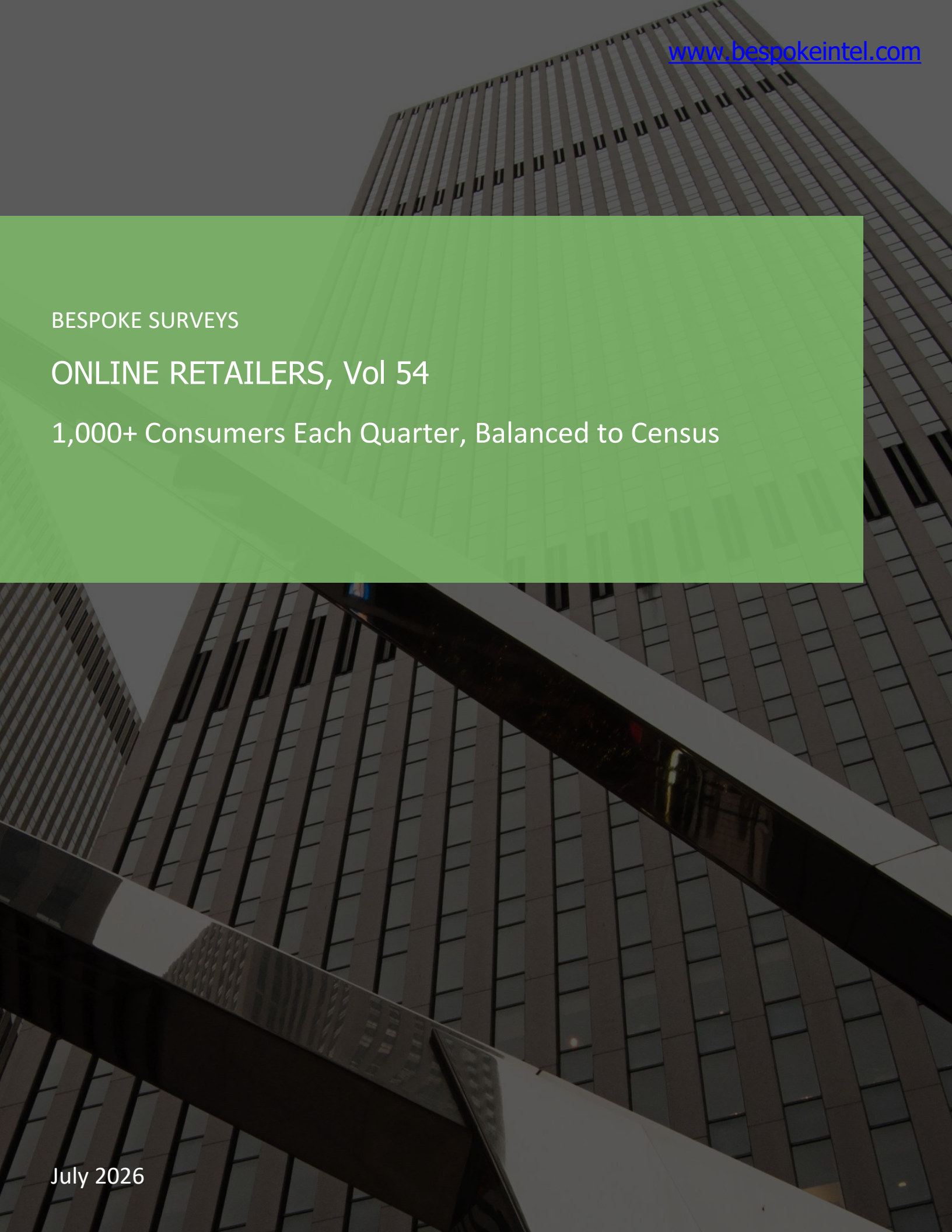


www.bespokeintel.com

BESPOKE SURVEYS

ONLINE RETAILERS, Vol 54

1,000+ Consumers Each Quarter, Balanced to Census

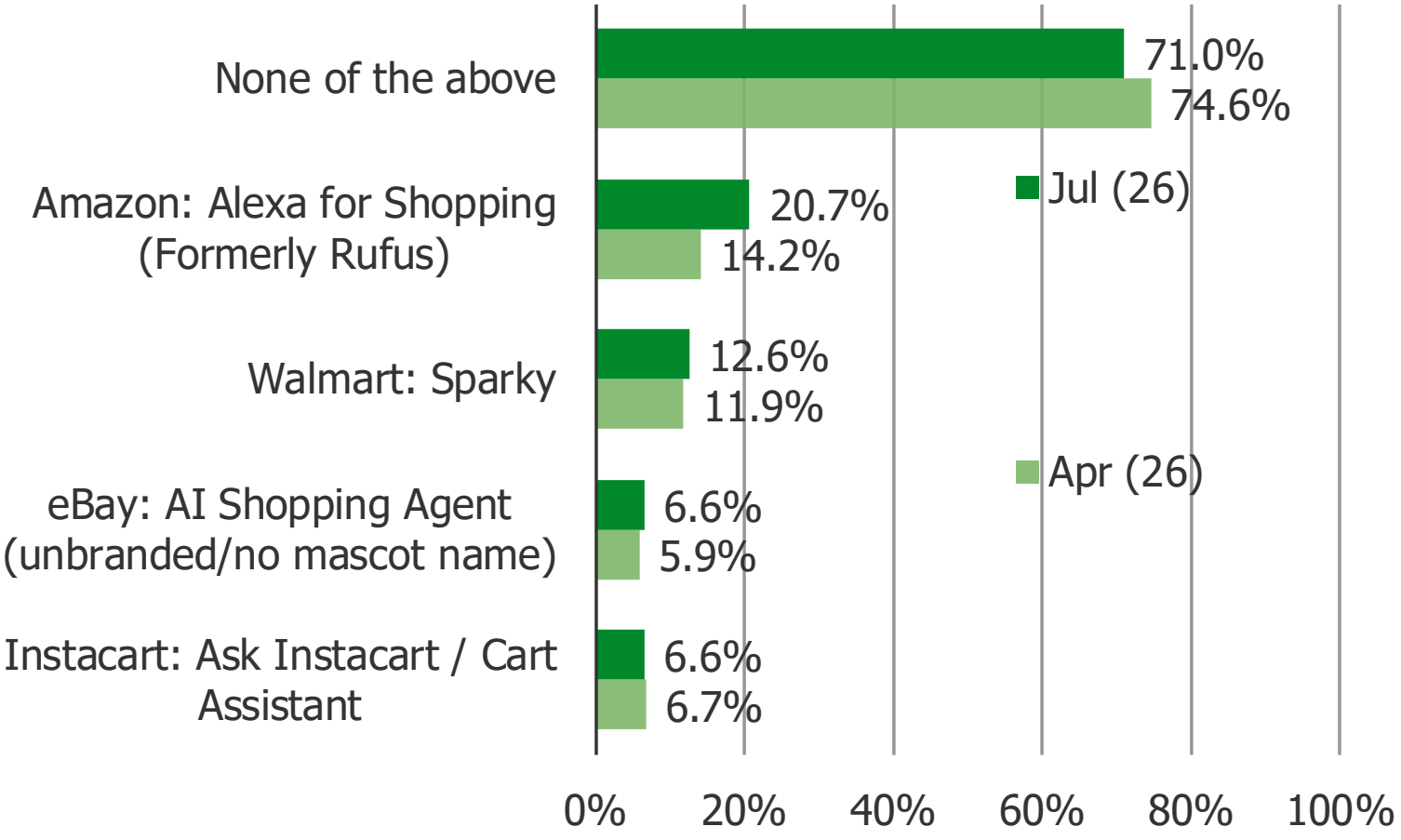
July 2026

NEW AND RECENTLY ADDED QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

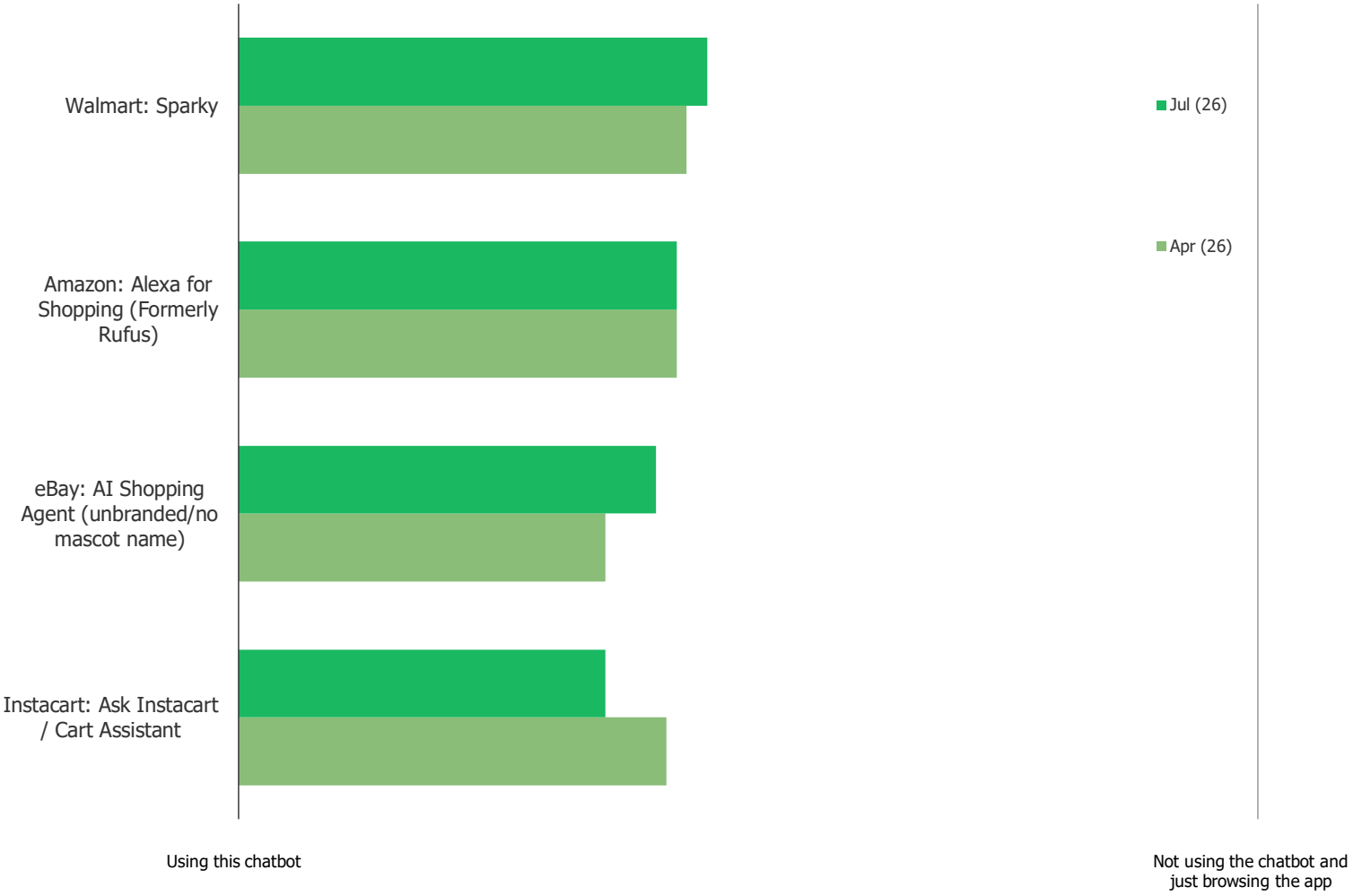
HAVE YOU USED ANY OF THE FOLLOWING TO RESEARCH PRODUCTS TO BUY? SELECT ALL THAT APPLY

Posed to all respondents.



YOU MENTIONED THAT YOU HAVE TRIED THE FOLLOWING... WHICH DO YOU PREFER, USING THE FOLLOWING CHATBOTS OR JUST BROWSING THE APP WITHOUT THE CHATBOT?

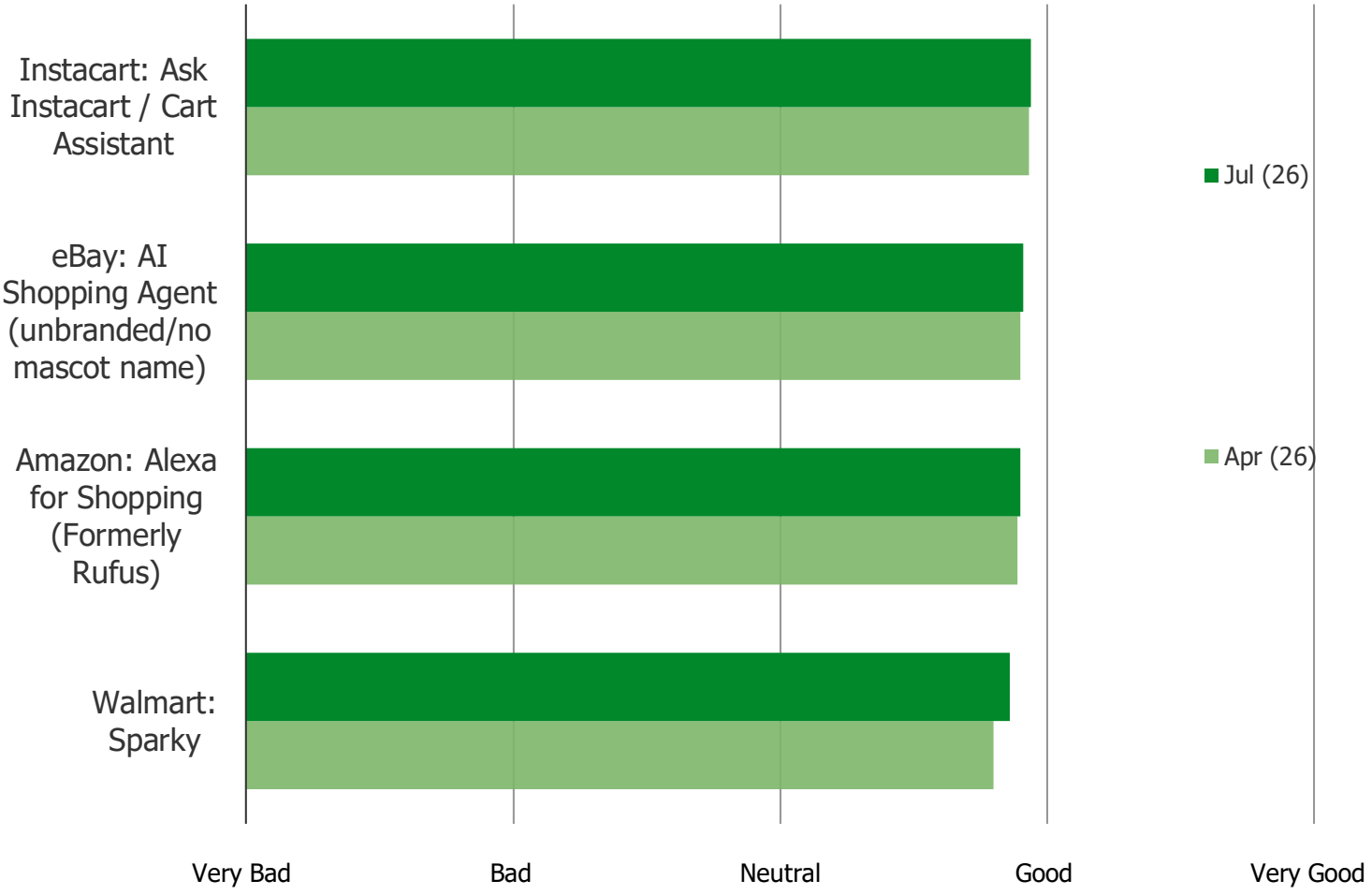
Posed to all respondents who have tried the below.



	N=
Amazon: Alexa for Shopping (Formerly Rufus)	206
Walmart: Sparky	125
Instacart: Ask Instacart / Cart Assistant	66
eBay: AI Shopping Agent (unbranded/no mascot name)	66

YOU MENTIONED THAT YOU HAVE TRIED THE FOLLOWING, HOW DID YOU LIKE THE EXPERIENCE OF USING IT?

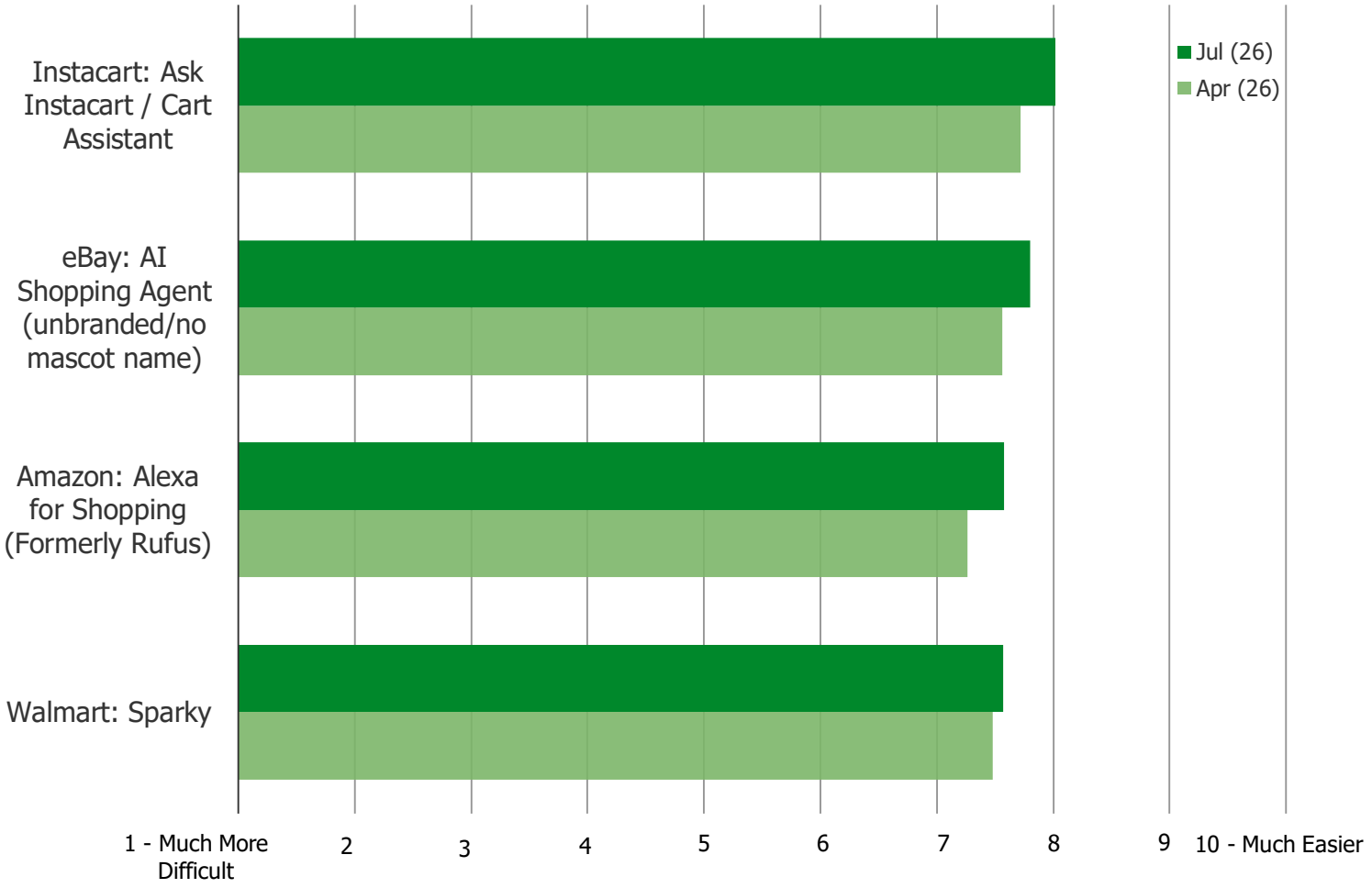
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Amazon: Alexa for Shopping (Formerly Rufus)	206
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eBay: AI Shopping Agent (unbranded/no mascot name)	66

YOU MENTIONED THAT YOU HAVE TRIED THE FOLLOWING, DID YOU FEEL LIKE THE CHATBOT MADE IT EASIER OR HARDER TO MAKE A PURCHASE DECISION?

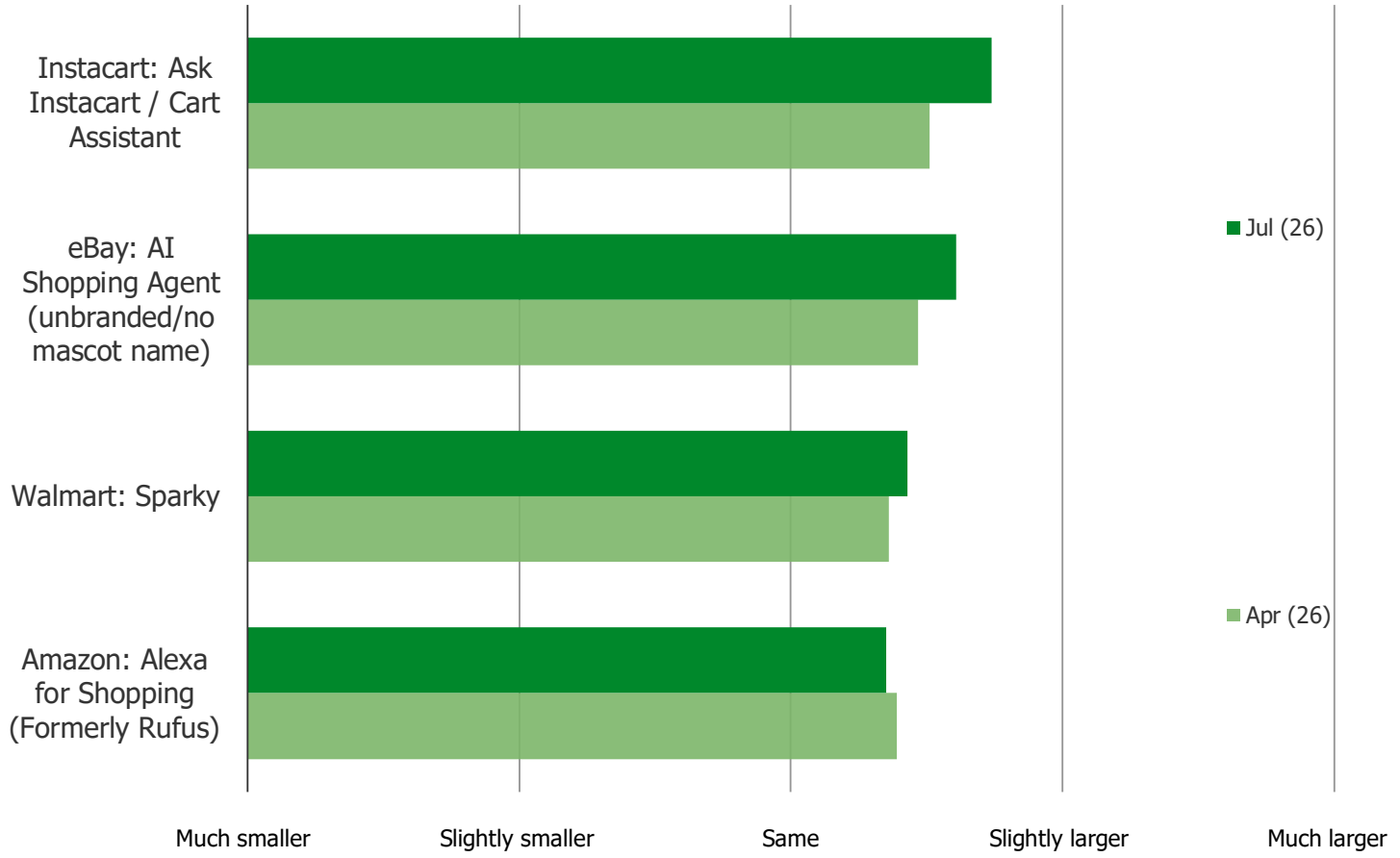
Posed to all respondents who have tried the below.



	N=
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Walmart: Sparky	125
Instacart: Ask Instacart / Cart Assistant	66
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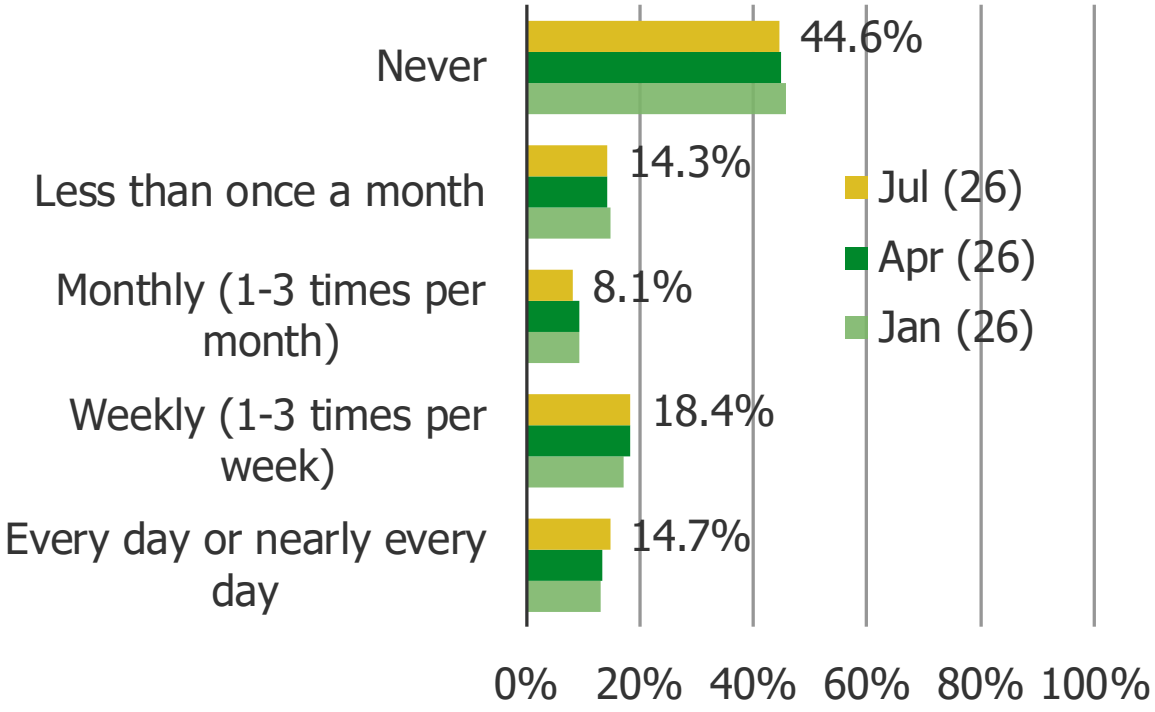
Posed to all respondents who have tried the below.



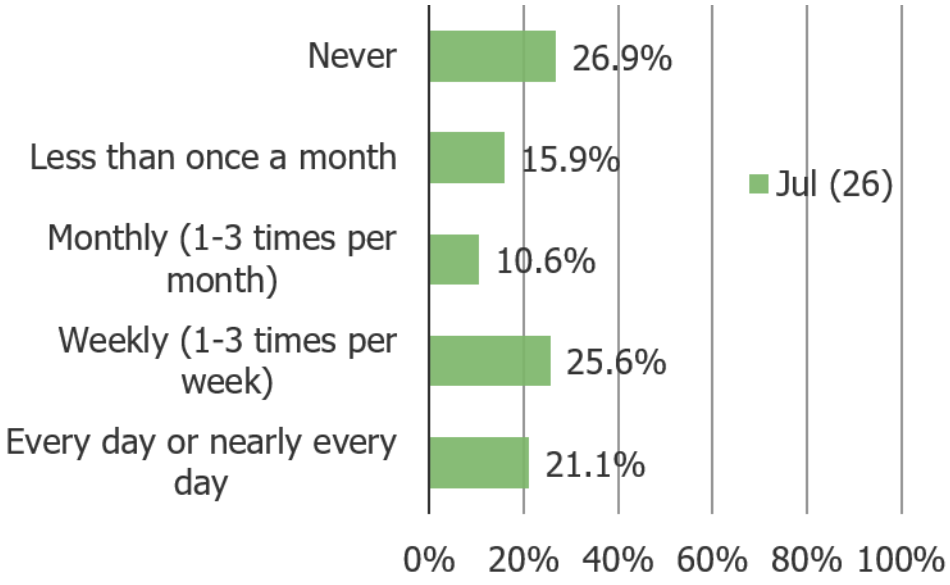
	N=
Amazon: Alexa for Shopping (Formerly Rufus)	206
Walmart: Sparky	125
Instacart: Ask Instacart / Cart Assistant	66
eBay: AI Shopping Agent (unbranded/no mascot name)	66

HOW OFTEN DO YOU USE AI CHATBOTS?

Posed to all respondents

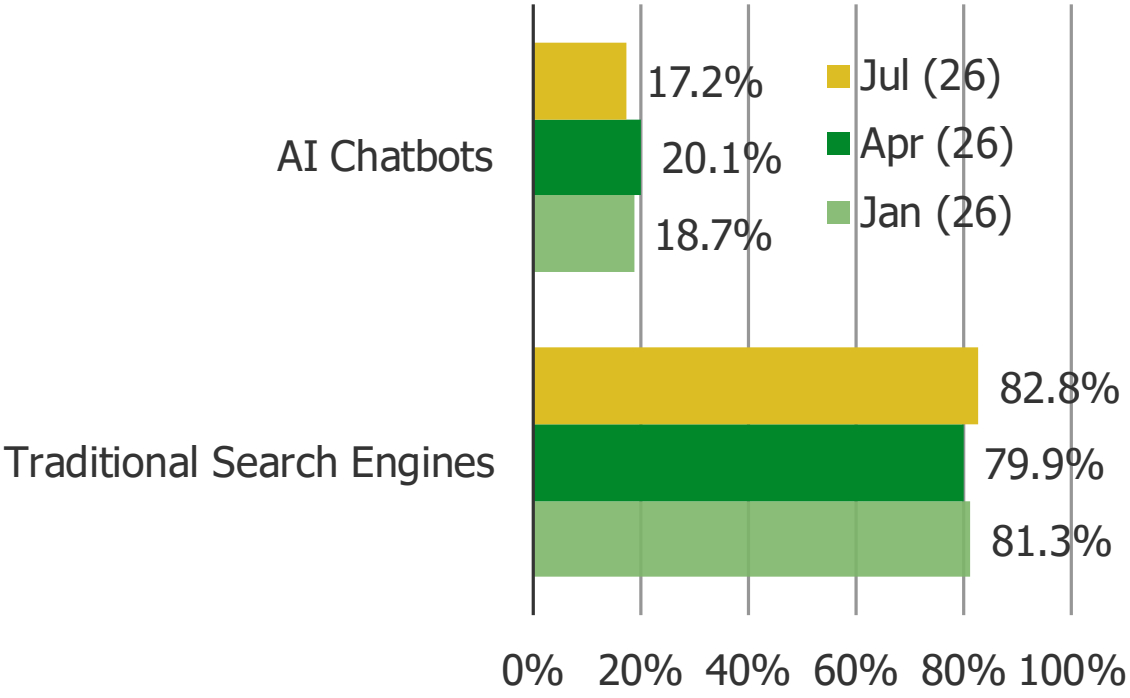


Posed to Amazon Prime Members (N = 473)

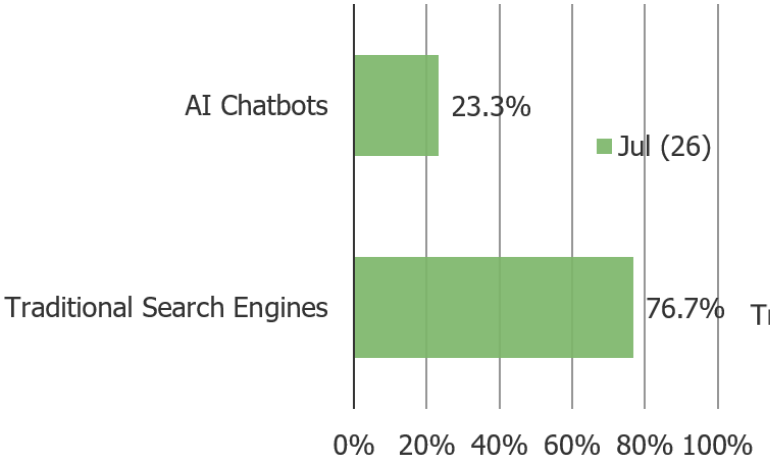


WHICH DO YOU CURRENTLY USE MORE OFTEN?

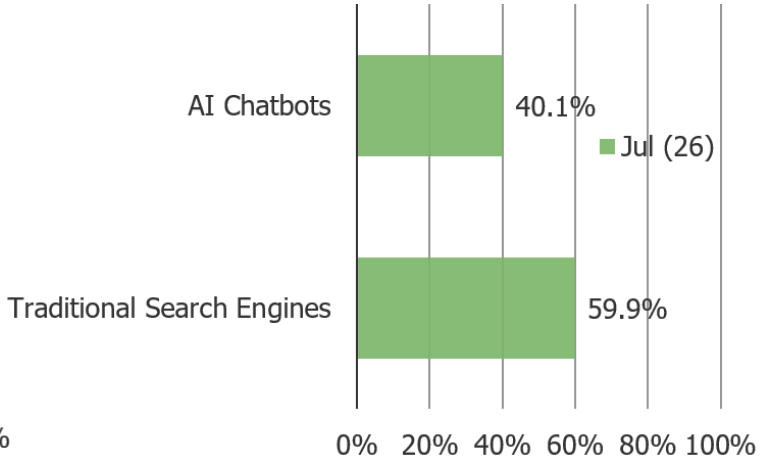
Posed to all respondents



Posed to Amazon Prime Members

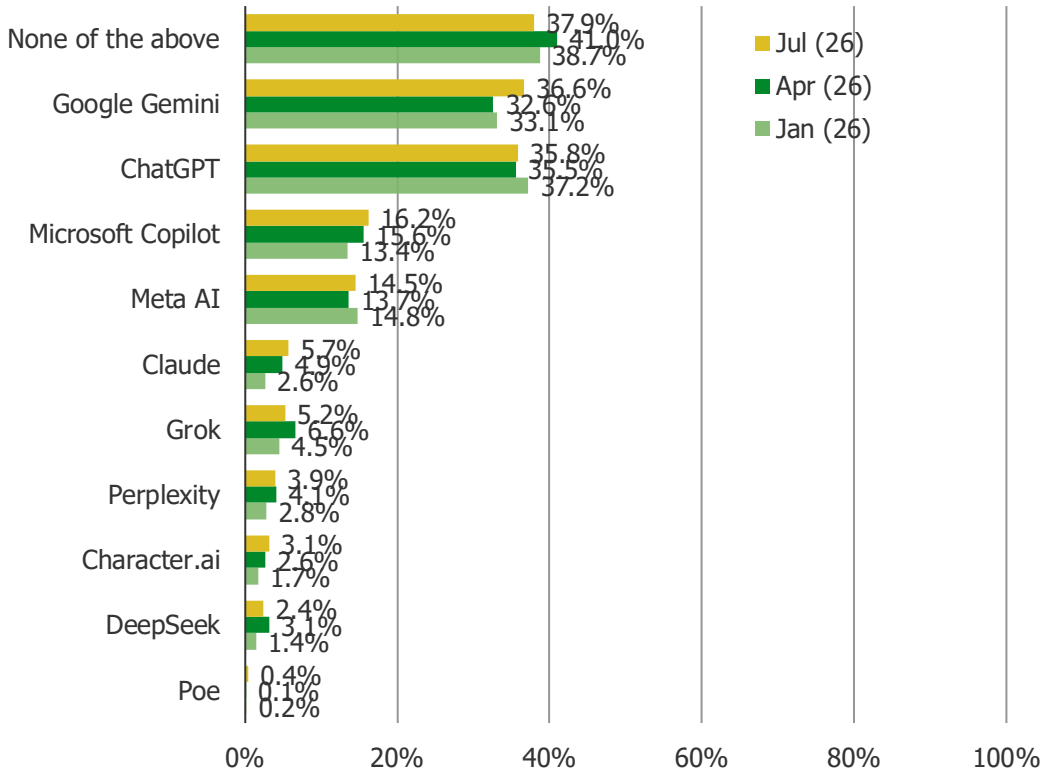


Posed to AI Chatbot Users (weekly or more)

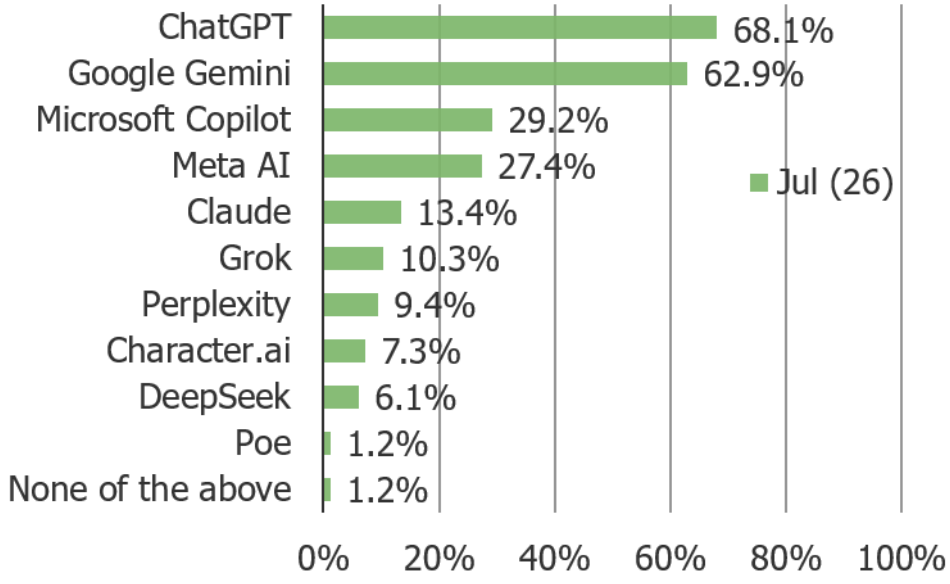


WHICH OF THE FOLLOWING DO YOU USE? SELECT ALL THAT APPLY

Posed to all respondents

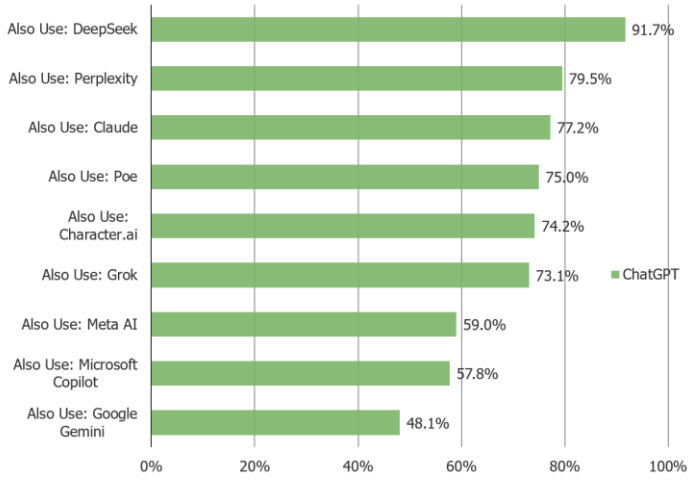


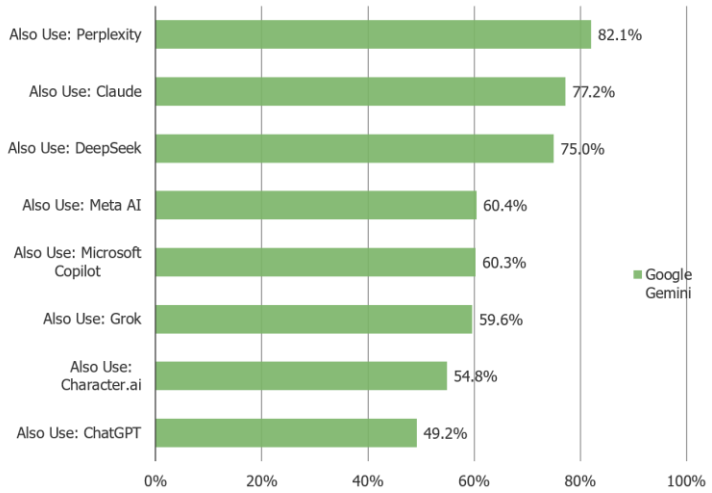
Posed to AI Chatbot Users (weekly or more)

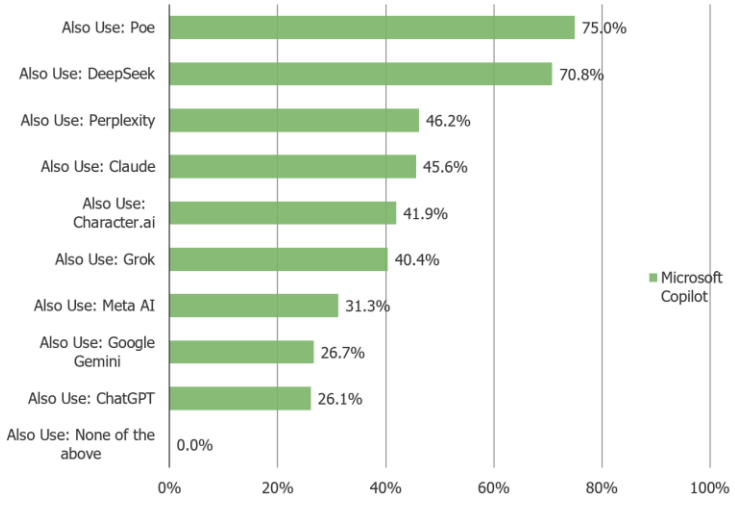


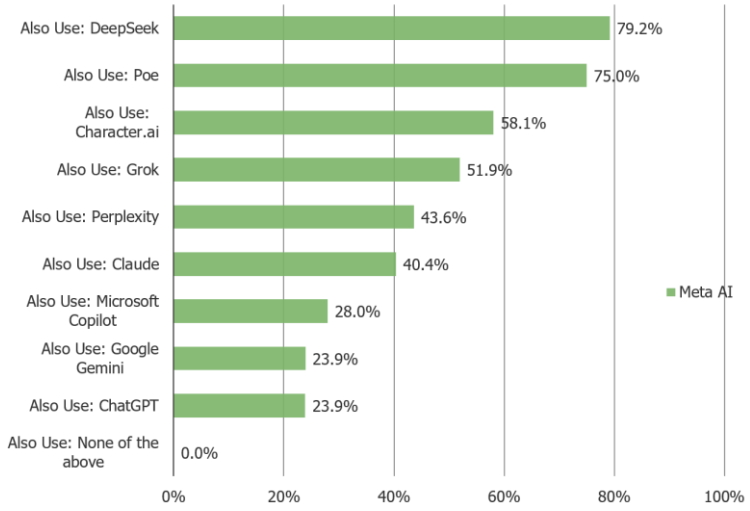
AI CHATBOT: USER BASE CROSSOVER

Posed to users of various AI Chatbots...



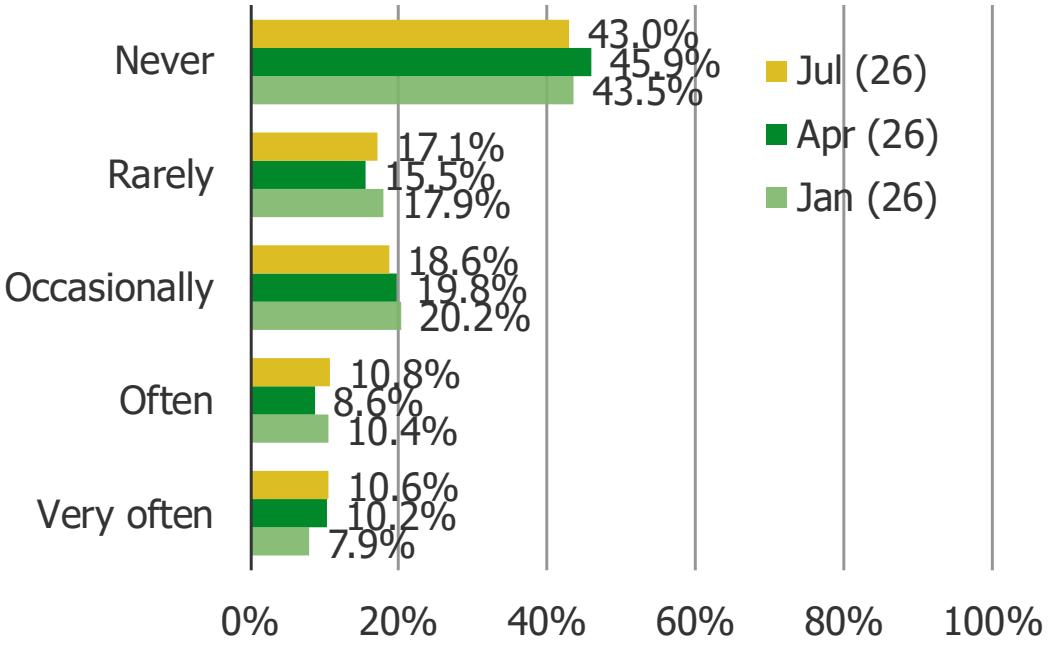




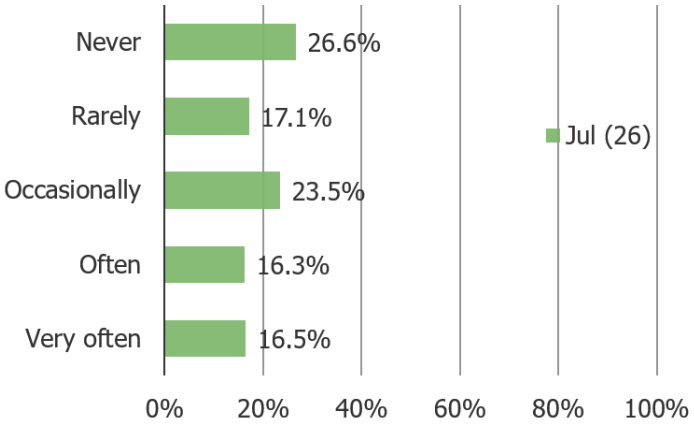


HOW OFTEN DO YOU USE AI CHATBOTS (E.G., CHATGPT, GEMINI, CLAUDE, GROK, PERPLEXITY, ETC) FOR SHOPPING RELATED RESEARCH?

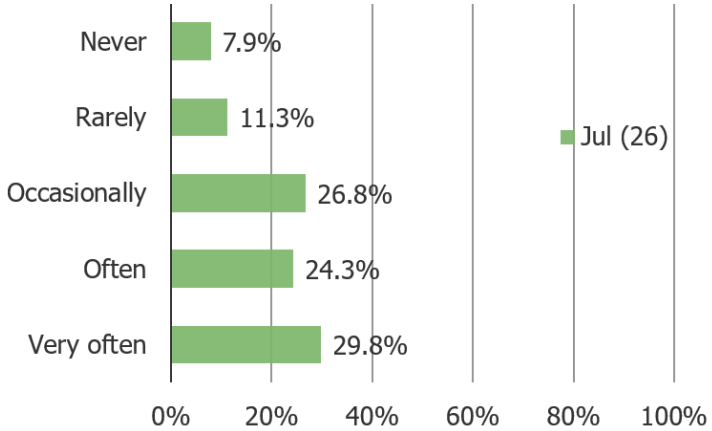
Posed to all respondents



Posed to Amazon Prime Members

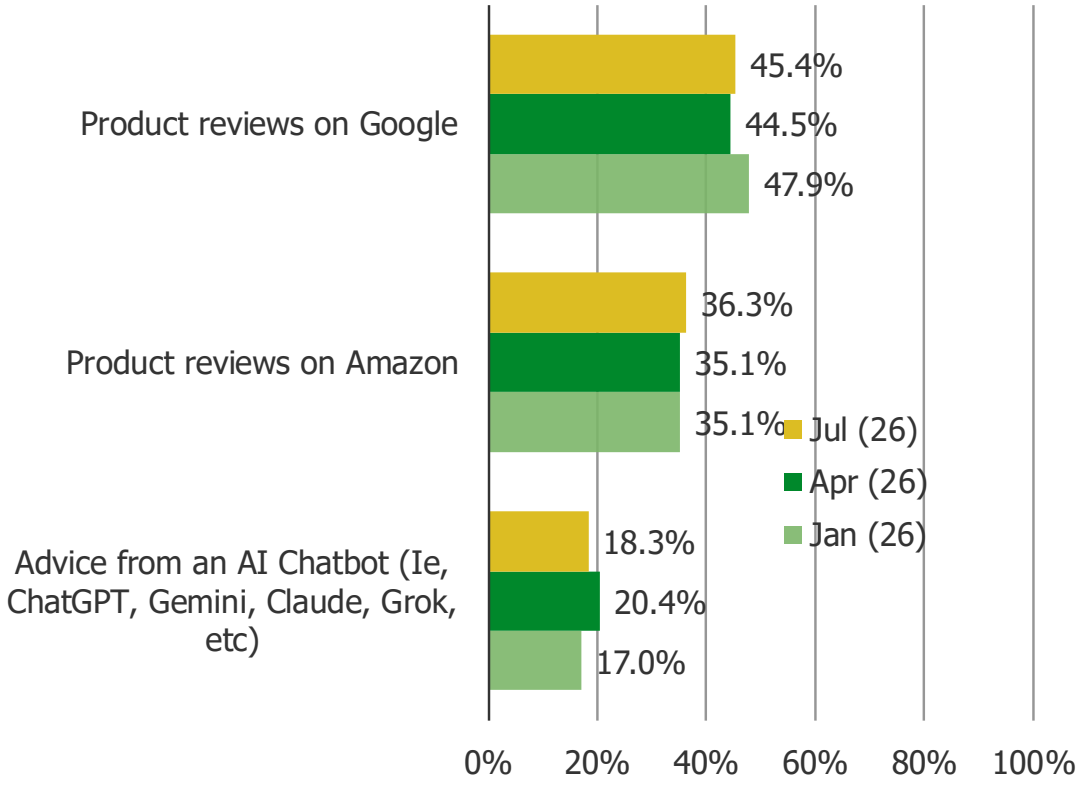


Posed to AI Chatbot Users (weekly or more)

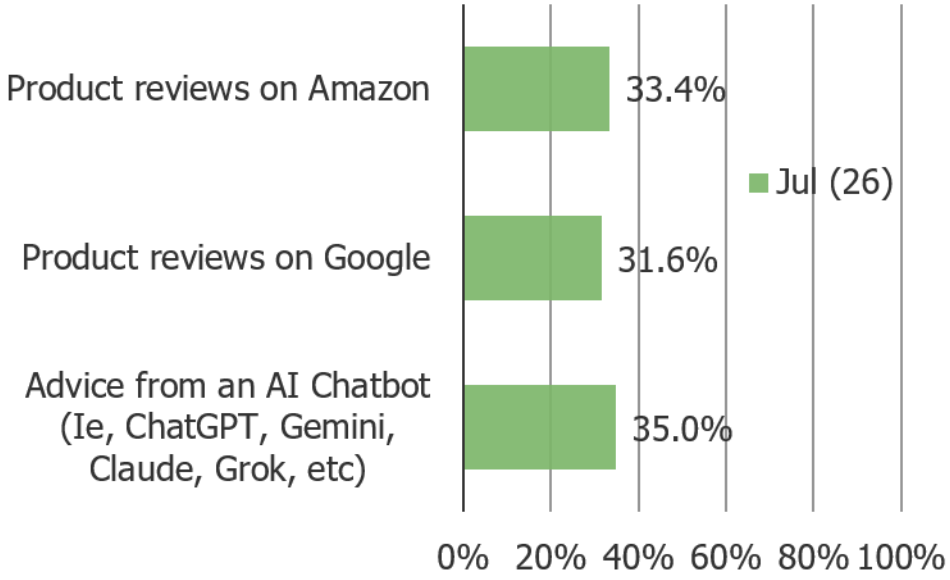


WHICH OF THESE OPTIONS WOULD YOU PREFER WHEN YOU NEED ADVICE ON SOMETHING YOU ARE LOOKING TO BUY?

Posed to all respondents



Posed to AI Chatbot Users (weekly or more)



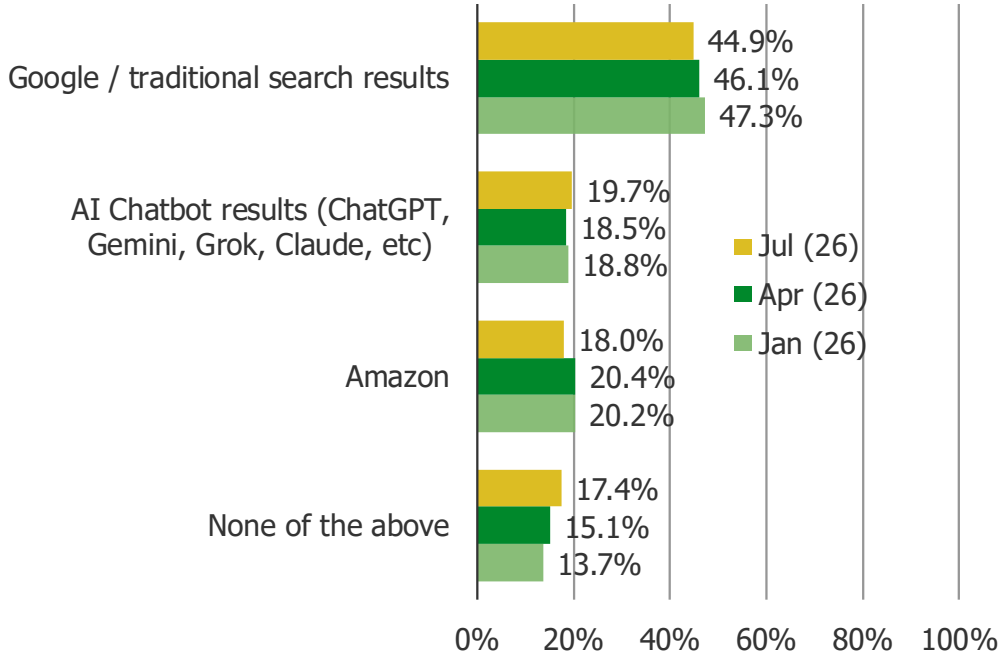
YOU MENTIONED THAT YOU USE AI CHATBOTS. PLEASE PROVIDE AN EXAMPLE OF A SHOPPING RELATED QUESTION/PROMPT YOU EITHER HAVE, OR WOULD, USE THE CHATBOT FOR?

Posed to all respondents who use AI chatbots.

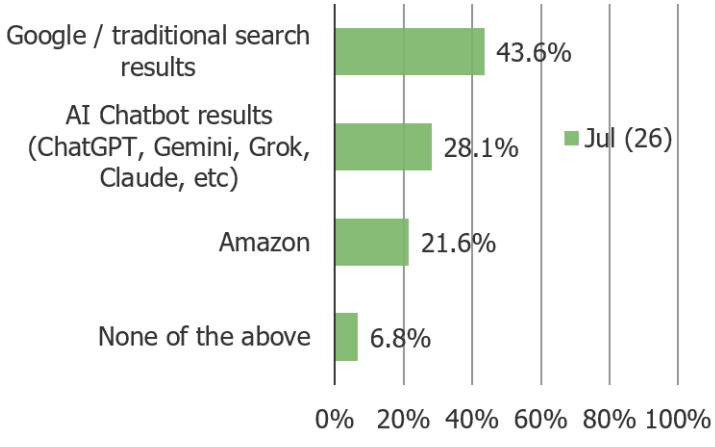
Category	Percentage	Count
Other / Unclassified *(highly unique or fragmented responses)*	36.20%	391
Price Comparison / Finding Deals & Discounts *(e.g., "Where is it cheaper?")*	18.06%	195
Blank / Don't Know / Don't Use for Shopping	13.98%	151
Product Information / Specs / Reviews / Comparisons	12.78%	138
Product Recommendations / Ideas / "Best" Items *(e.g., "Best laptop under $500")*	7.87%	85
Finding Where to Buy / Store Location / Availability	3.80%	41
Searching for Specific Items / Browsing	3.15%	34
Not Shopping Related (General AI Use) *(e.g., medical, homework, recipes)*	3.06%	33
Customer Service / Cart / Order Inquiry	1.11%	12

WHICH WOULD YOU PREFER USING WHEN YOU NEED ADVICE ON A PRODUCT YOU ARE LOOKING TO BUY?

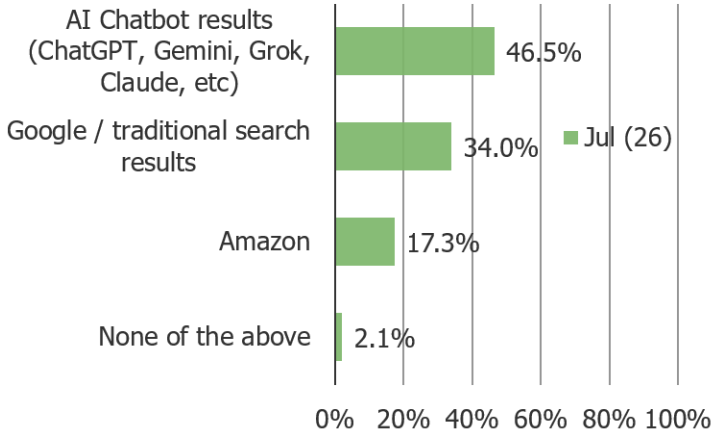
Posed to all respondents



Posed to Amazon Prime Members

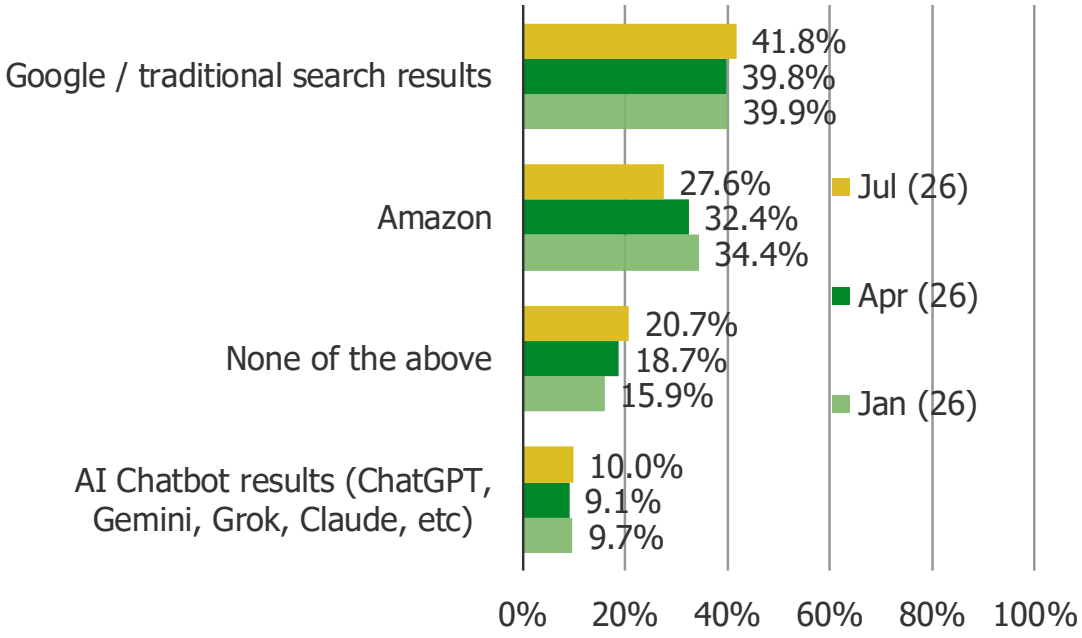


Posed to AI Chatbot Users (weekly or more)

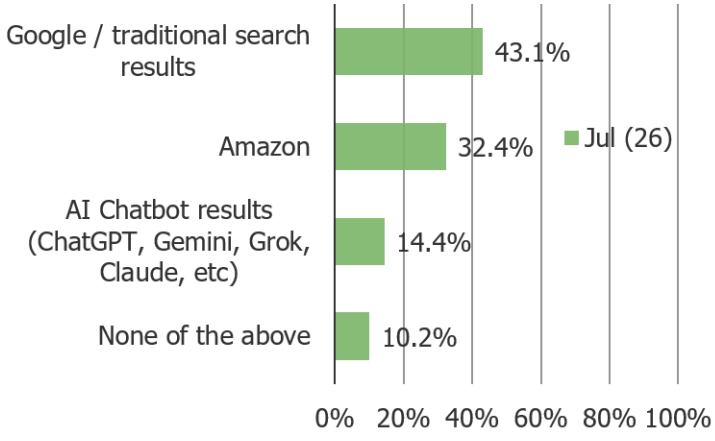


WHICH WOULD YOU PREFER USING WHEN YOU ARE LOOKING TO BUY SOMETHING BUT DO NOT NEED ADVICE?

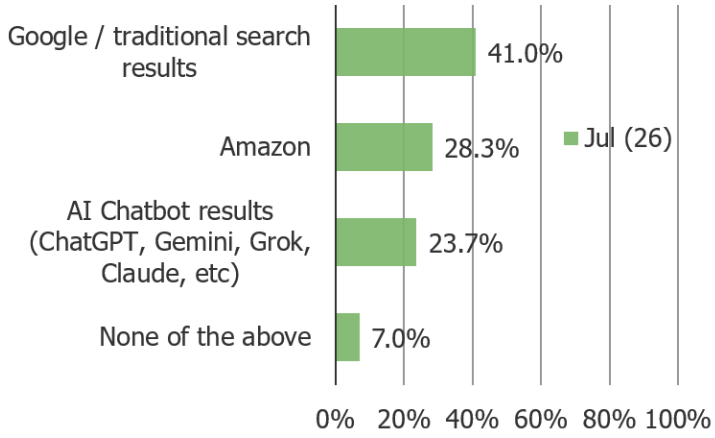
Posed to all respondents



Posed to Amazon Prime Members

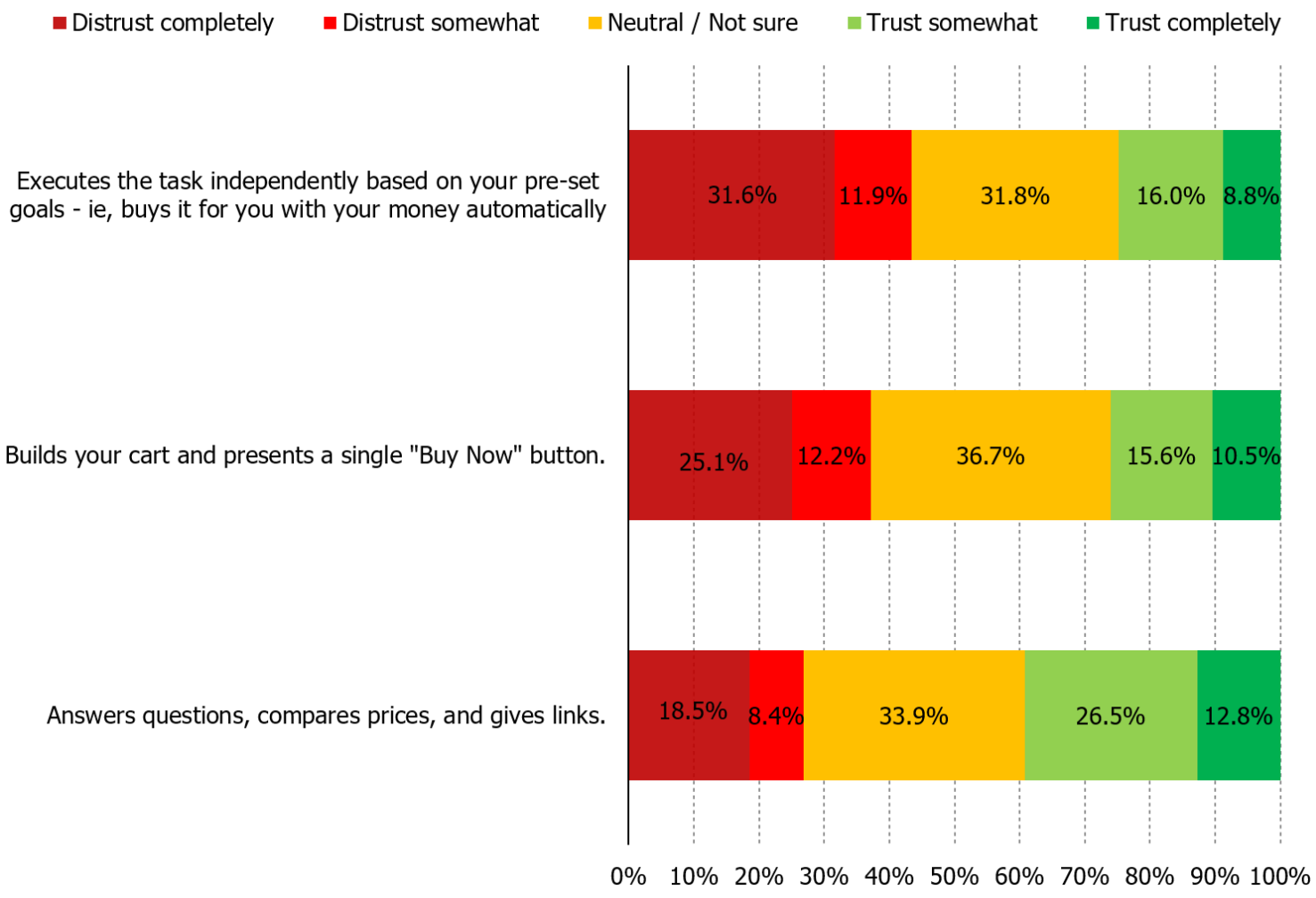


Posed to AI Chatbot Users (weekly or more)



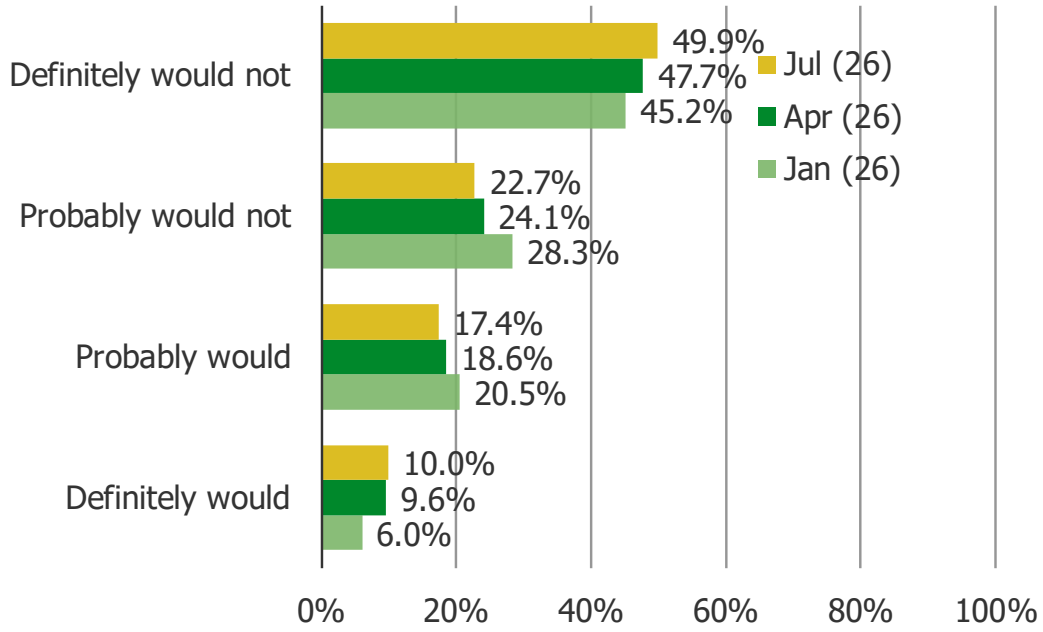
IF YOU HAD A PERSONAL AI SHOPPER WITHIN ONE OF THE AI CHATBOTS (LIKE CHATGPT, GEMINI, GROK, OR OTHERS), HOW MUCH WOULD YOU TRUST IT TO DO THE FOLLOWING:

Posed to all respondents

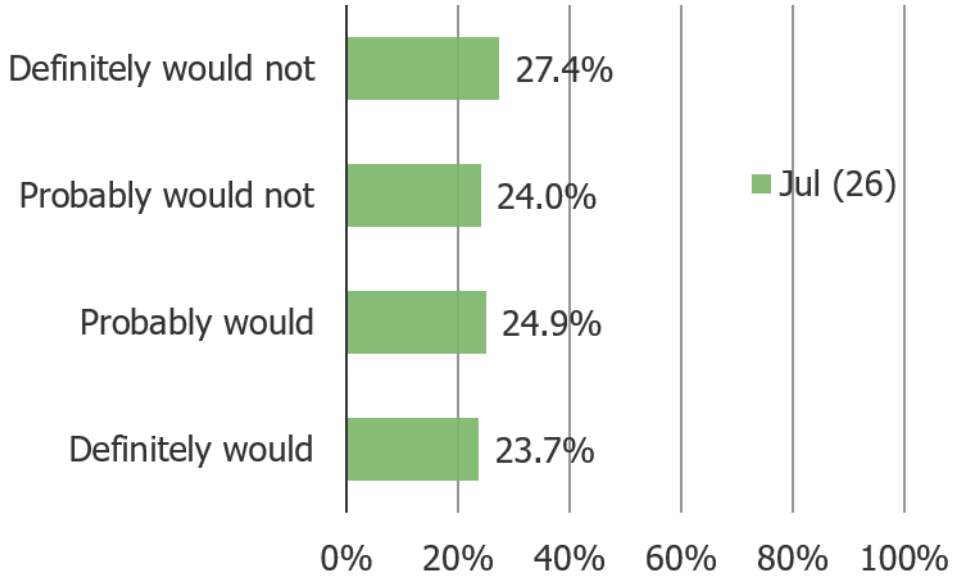


IF CHATGPT, GEMINI, OR OTHER AI CHATBOTS ALLOWED YOU TO UPLOAD YOUR CREDIT CARD TO EXECUTE SHOPPING TASKS (WITH A FINAL 'BUY' BUTTON FOR YOUR APPROVAL), WOULD YOU BE WILLING TO STORE YOUR PAYMENT INFO WITH THEM?

Posed to all respondents

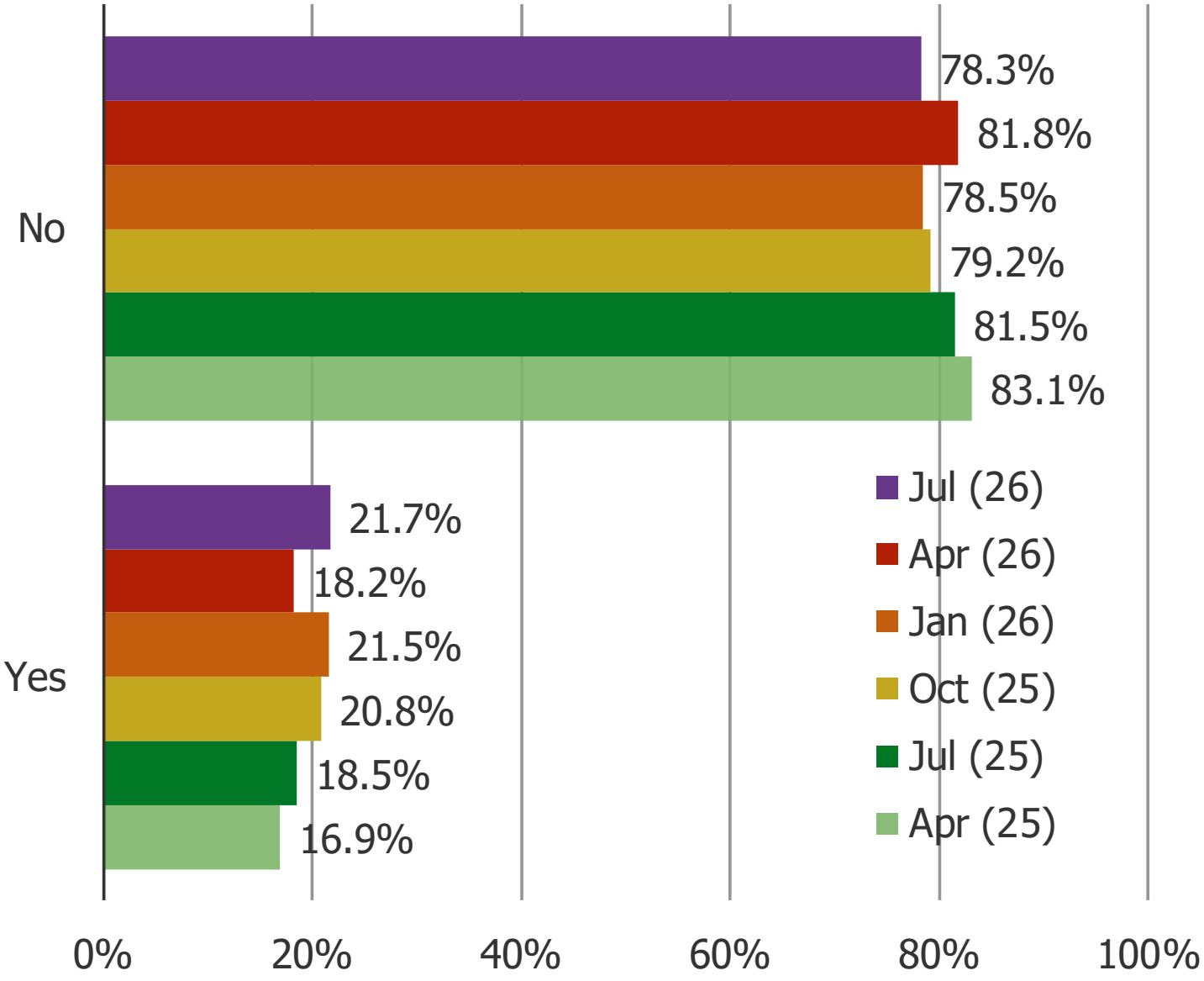


Posed to AI Chatbot Users (weekly or more)



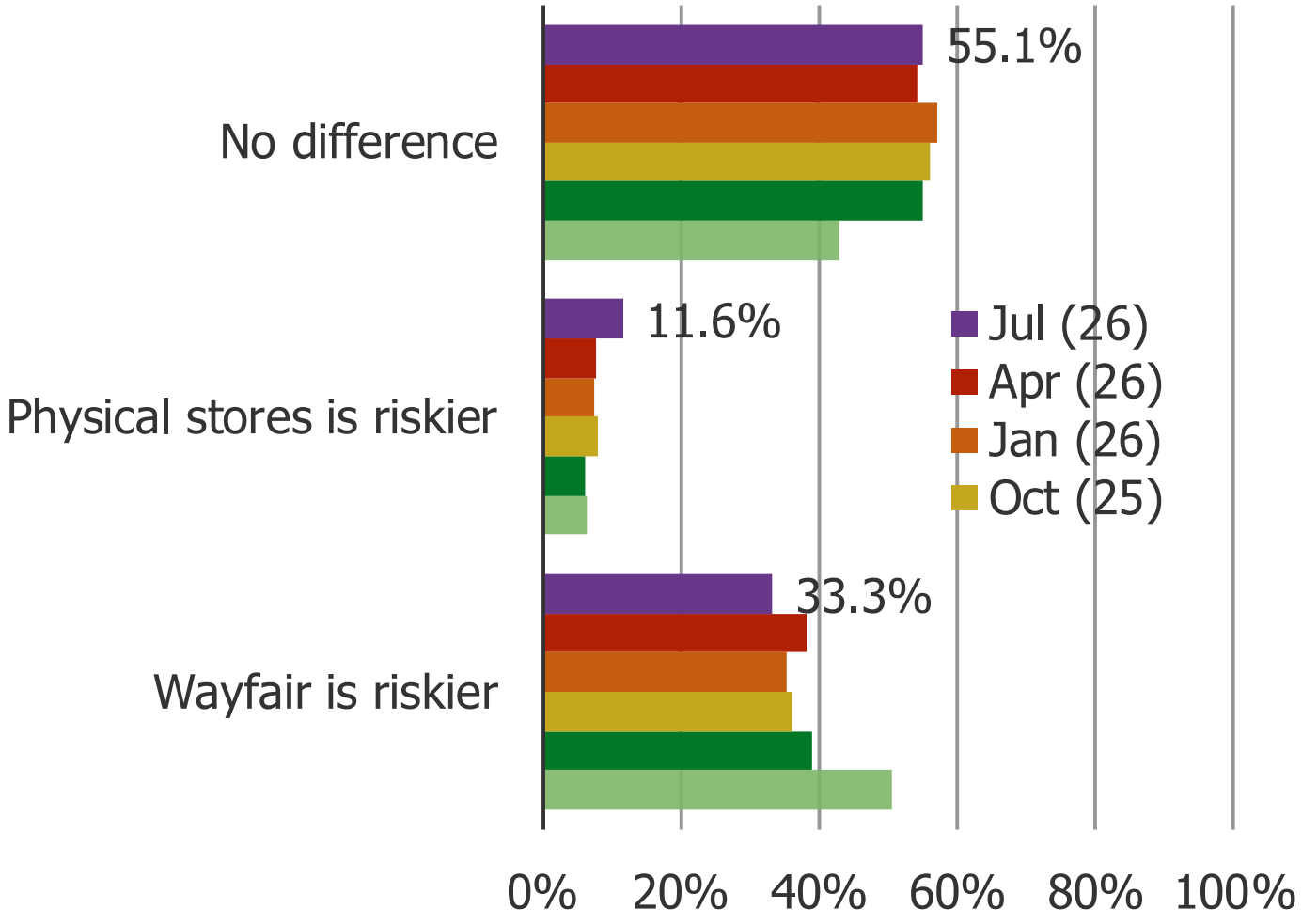
HAVE YOU BROWSED WAYFAIR OR CONSIDERED BUYING FURNITURE FROM WAYFAIR IN THE PAST YEAR OR SO?

Posed to all respondents.



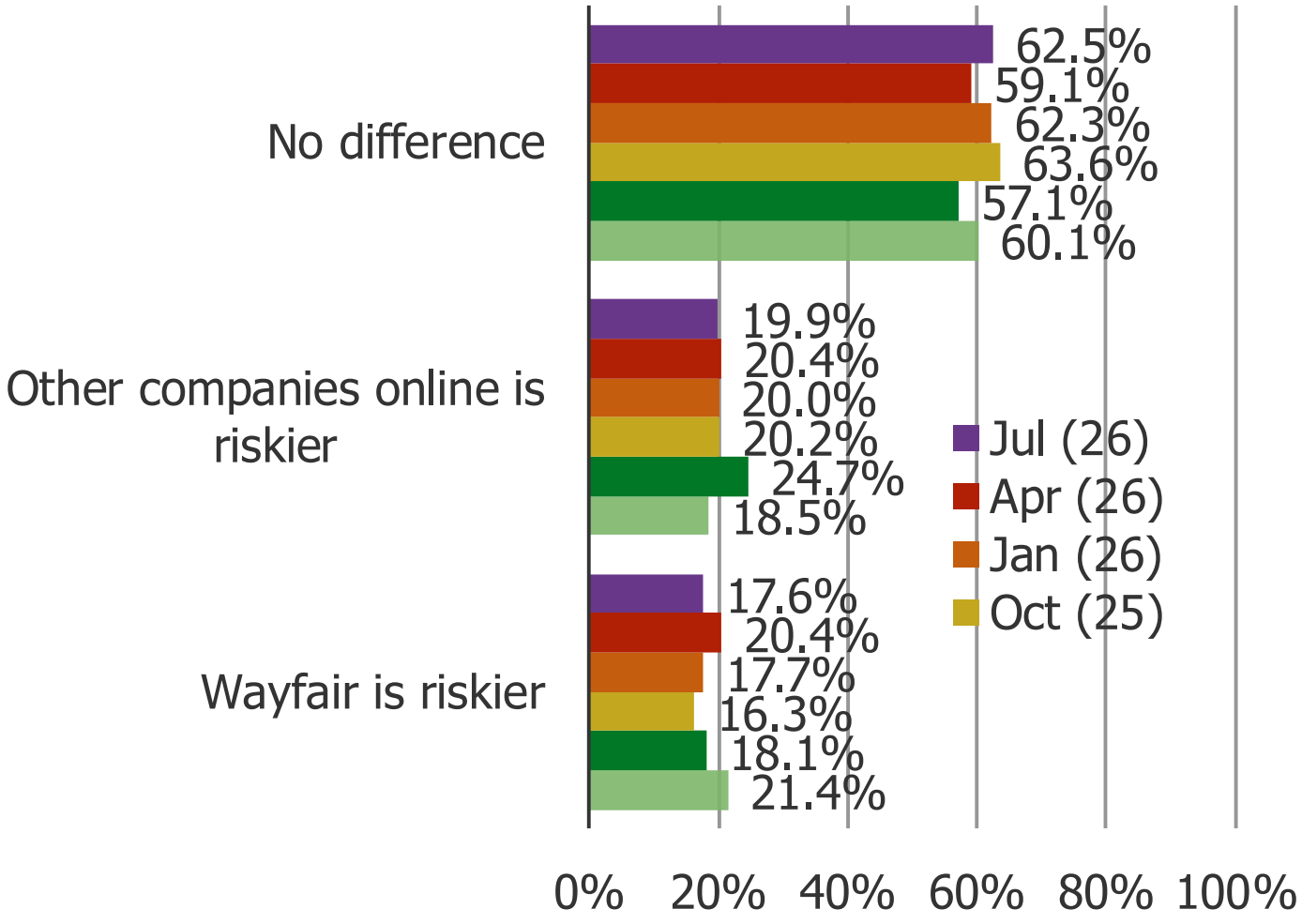
COMPARED TO BUYING FURNITURE IN PHYSICAL STORES, HOW RISKY DO YOU THINK IT IS TO BUY FROM WAYFAIR?(BY "RISKY," WE MEAN THE CHANCE THAT YOU WON'T BE SATISFIED WITH THE PRODUCT — WHETHER DUE TO QUALITY, APPEARANCE, COMFORT, OR THE ABILITY TO RETURN OR EXCHANGE IT.)

Posed to all who have browsed or considered buying furniture from Wayfair in the past year or so.



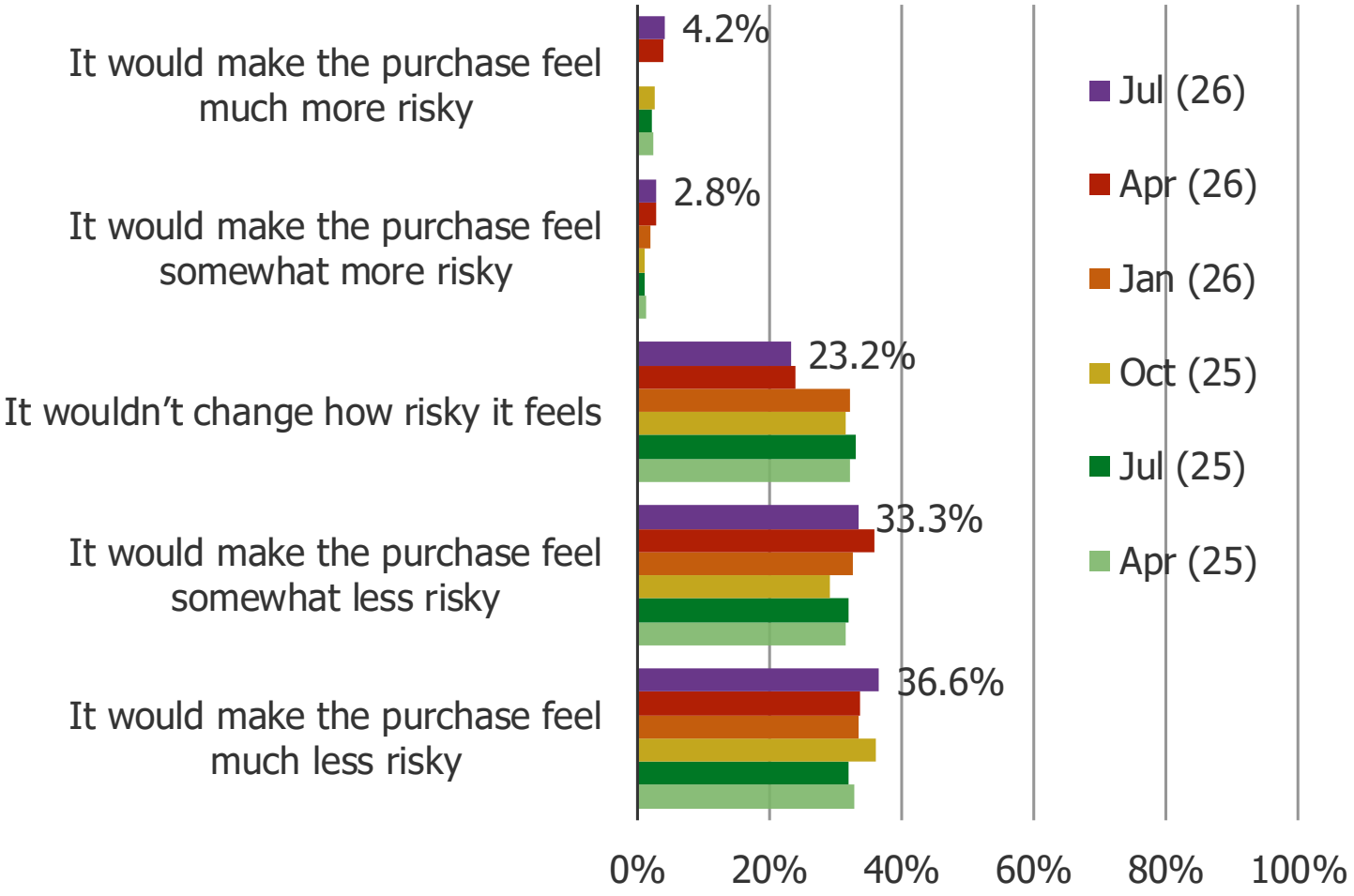
COMPARED TO BUYING FURNITURE FROM OTHER COMPANIES ONLINE, HOW RISKY DO YOU THINK IT IS TO BUY FROM WAYFAIR?(BY "RISKY," WE MEAN THE CHANCE THAT YOU WON'T BE SATISFIED WITH THE PRODUCT — WHETHER DUE TO QUALITY, APPEARANCE, COMFORT, OR THE ABILITY TO RETURN OR EXCHANGE IT.)

Posed to all who have browsed or considered buying furniture from Wayfair in the past year or so.



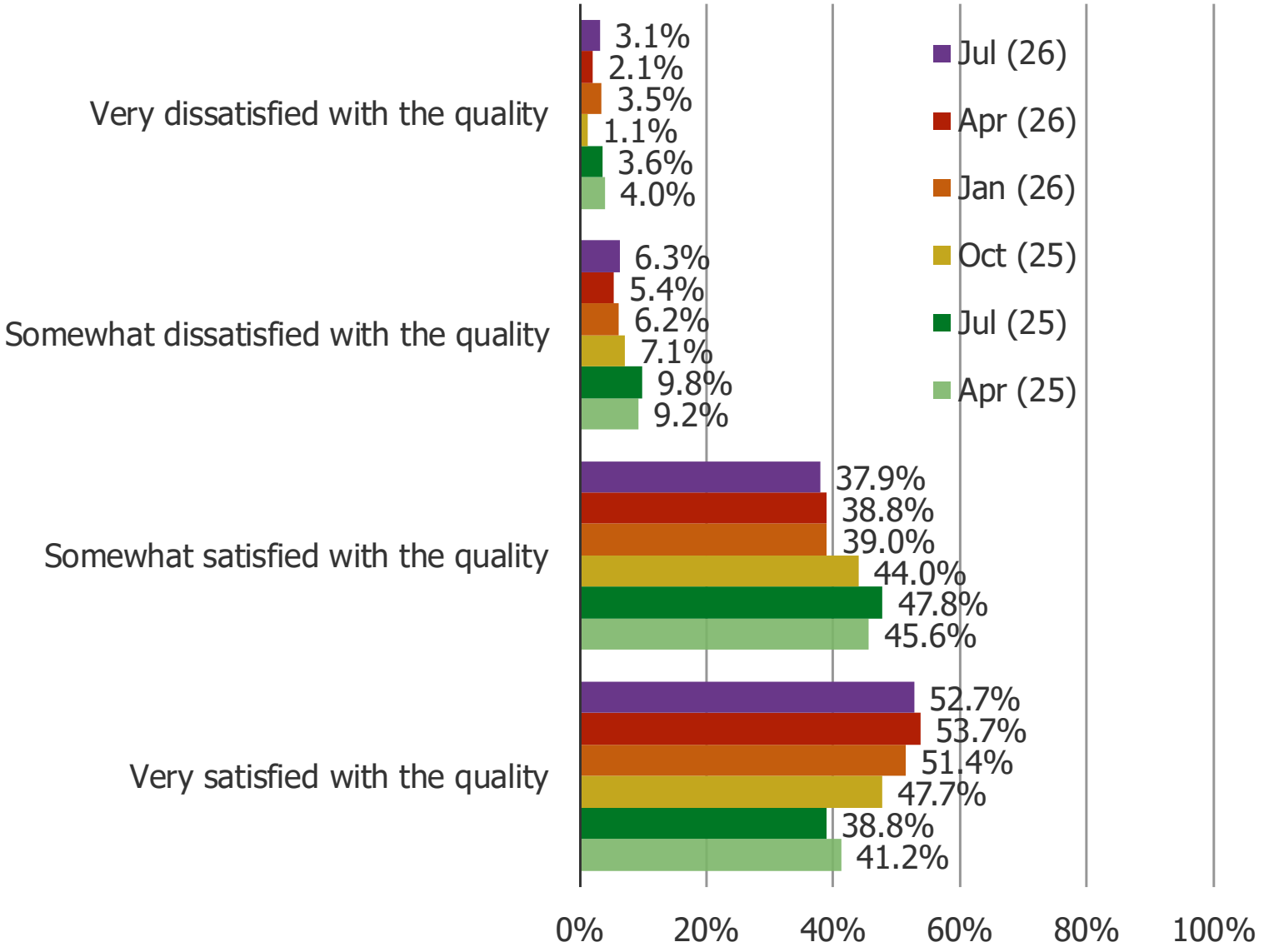
IF WAYFAIR ADDED A "VERIFIED BY WAYFAIR" STAMP TO CERTAIN FURNITURE ITEMS — INDICATING THAT THEIR TEAM HAS PERSONALLY TESTED THE PRODUCT FOR QUALITY, EASE OF ASSEMBLY, VALUE, AND OVERALL SATISFACTION — HOW WOULD THAT AFFECT HOW RISKY YOU THINK IT IS TO BUY THOSE PRODUCTS?

Posed to all who have browsed or considered buying furniture from Wayfair in the past year or so.



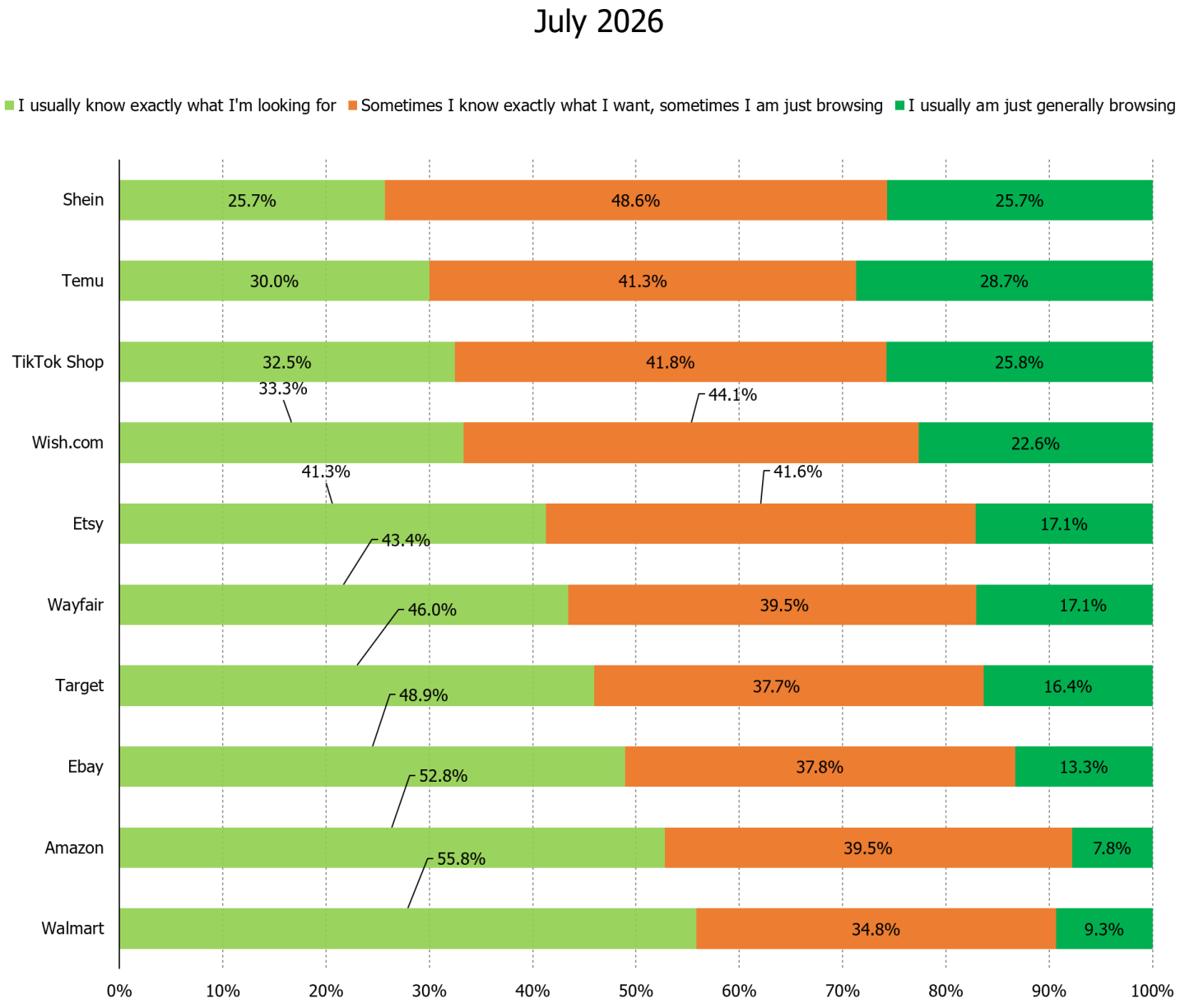
THINKING ABOUT THE FURNITURE YOU HAVE GOTTEN FROM WAYFAIR, HOW WAS THE QUALITY?

Posed to all Wayfair customers.



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

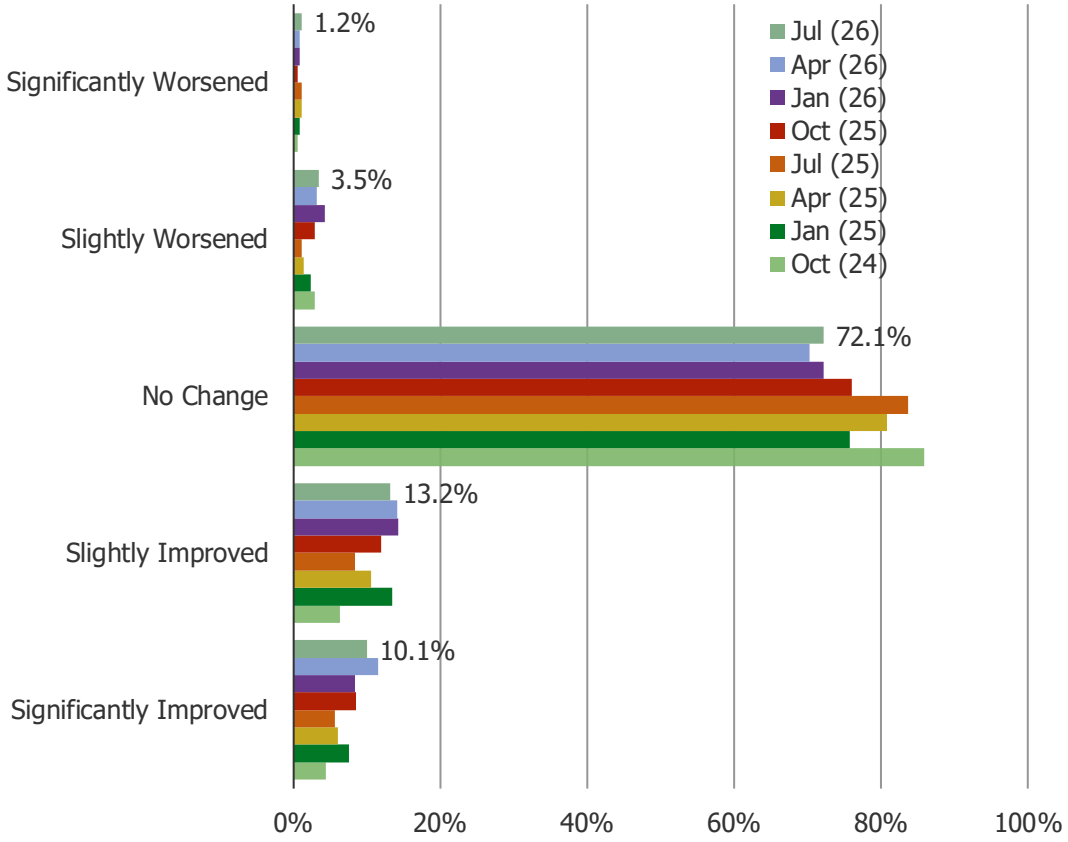
Posed to all respondents who shop/browse the below.



Tickers: AMZN, W, ETSY, WISH, Shein, PDD, EBAY, WMT, TGT, TikTok

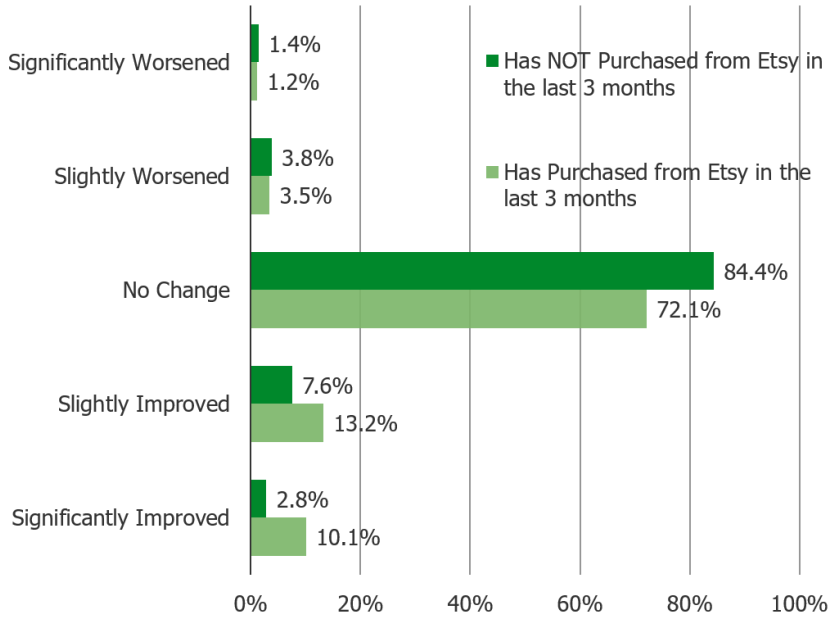
HAVE YOU NOTICED ANY CHANGES RECENTLY TO THE EXPERIENCE OF SEARCHING FOR ITEMS ON THE ETSY SITE OR APP?

Posed to all respondents who ever use or visit Etsy.



July 2026

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



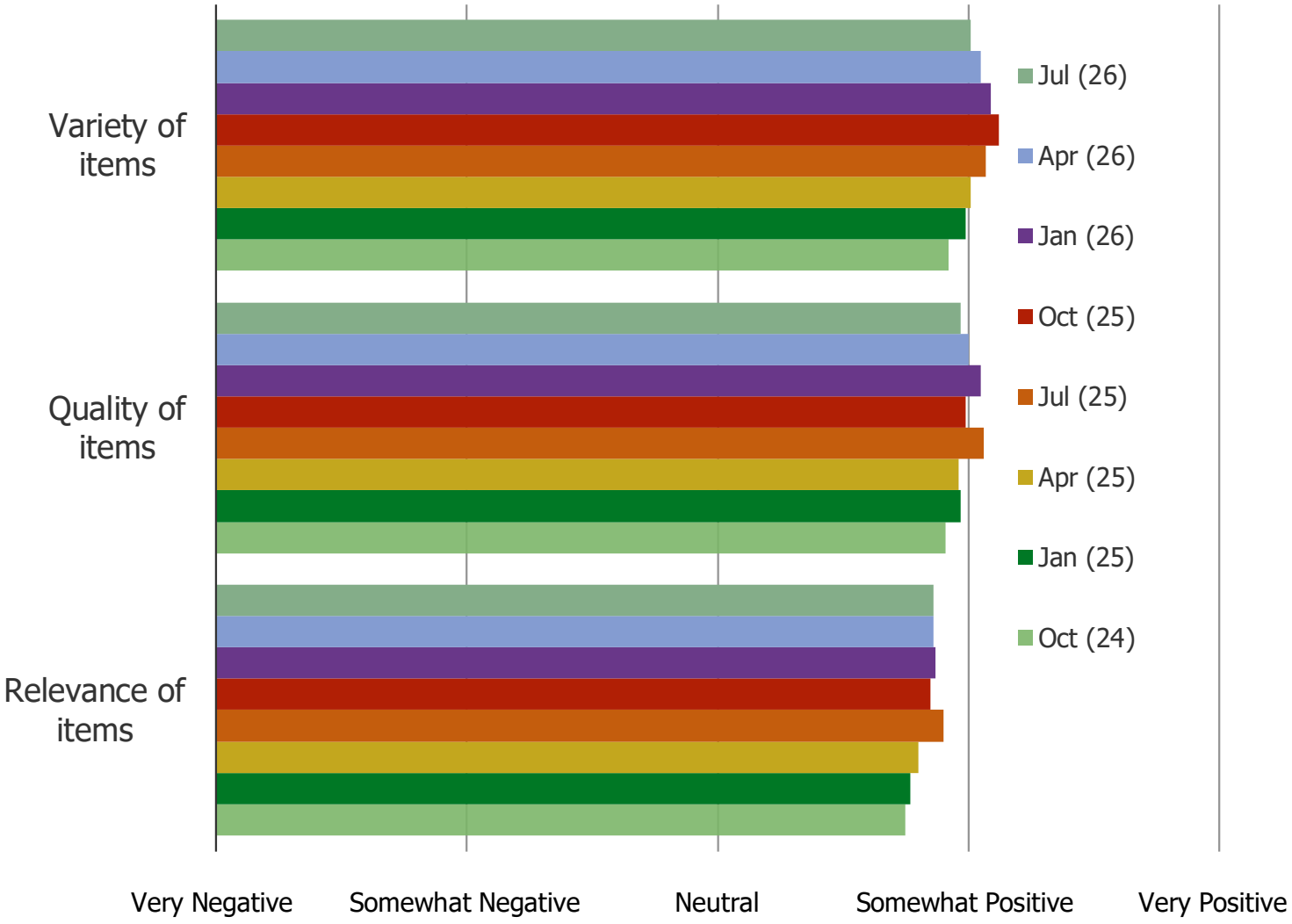
HOW MANY LISTINGS WOULD YOU ESTIMATE YOU NEED TO LOOK THROUGH WHEN YOU SEARCH FOR ITEMS ON ETSY BEFORE YOU FIND WHAT YOU WERE LOOKING FOR?

Posed to all respondents who ever use or visit Etsy.



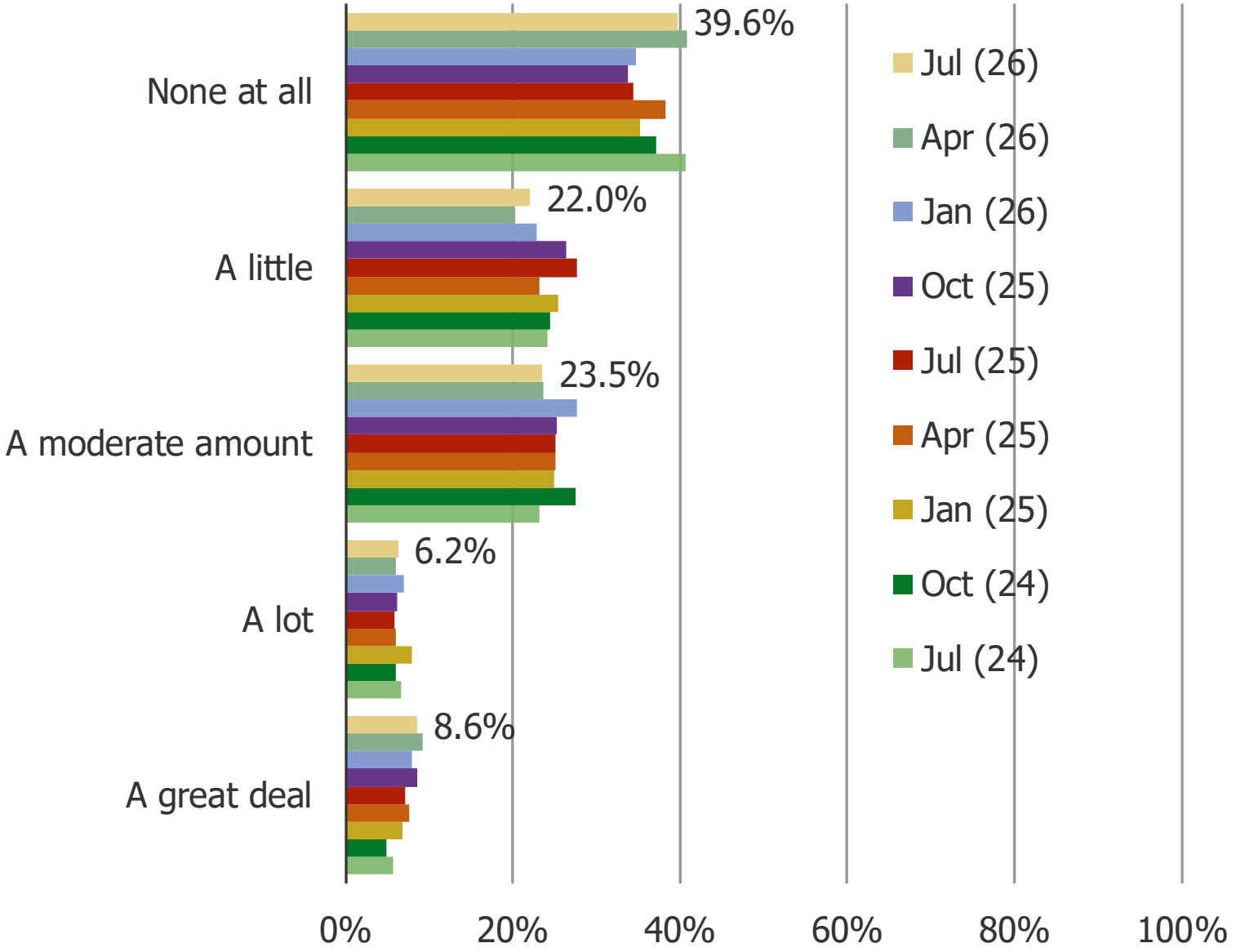
WHAT IS YOUR OPINION OF THE FOLLOWING WHEN SEARCHING FOR ITEMS ON ETSY?

Posed to all respondents who ever use or visit Etsy.



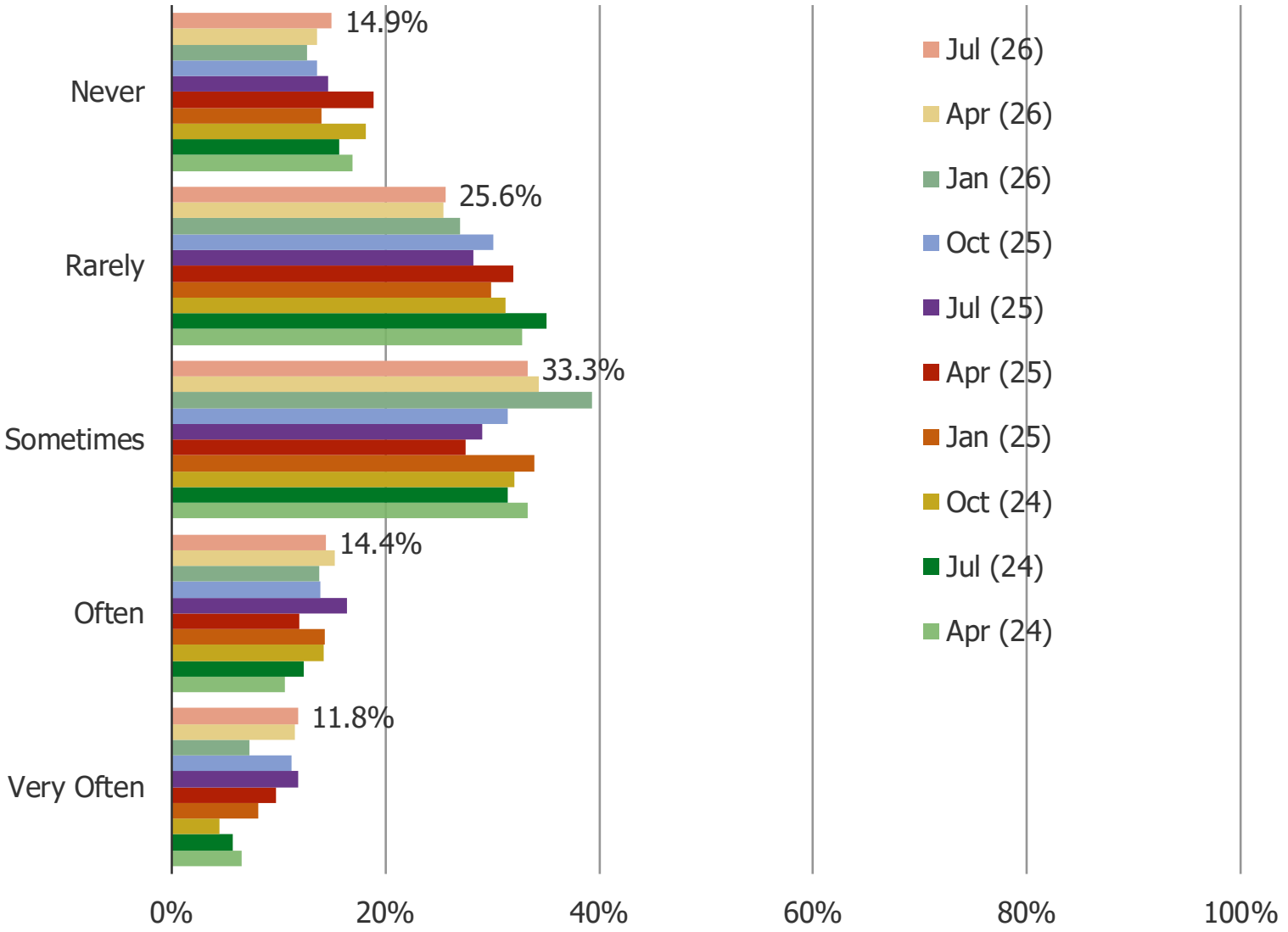
HOW MUCH USE DO YOU HAVE IN GENERAL FOR WEBSITES OR APPS THAT SELL CHEAP GOODS AND SHIP FROM WAREHOUSES IN CHINA DIRECTLY TO YOU IN THE US?

Posed to all respondents



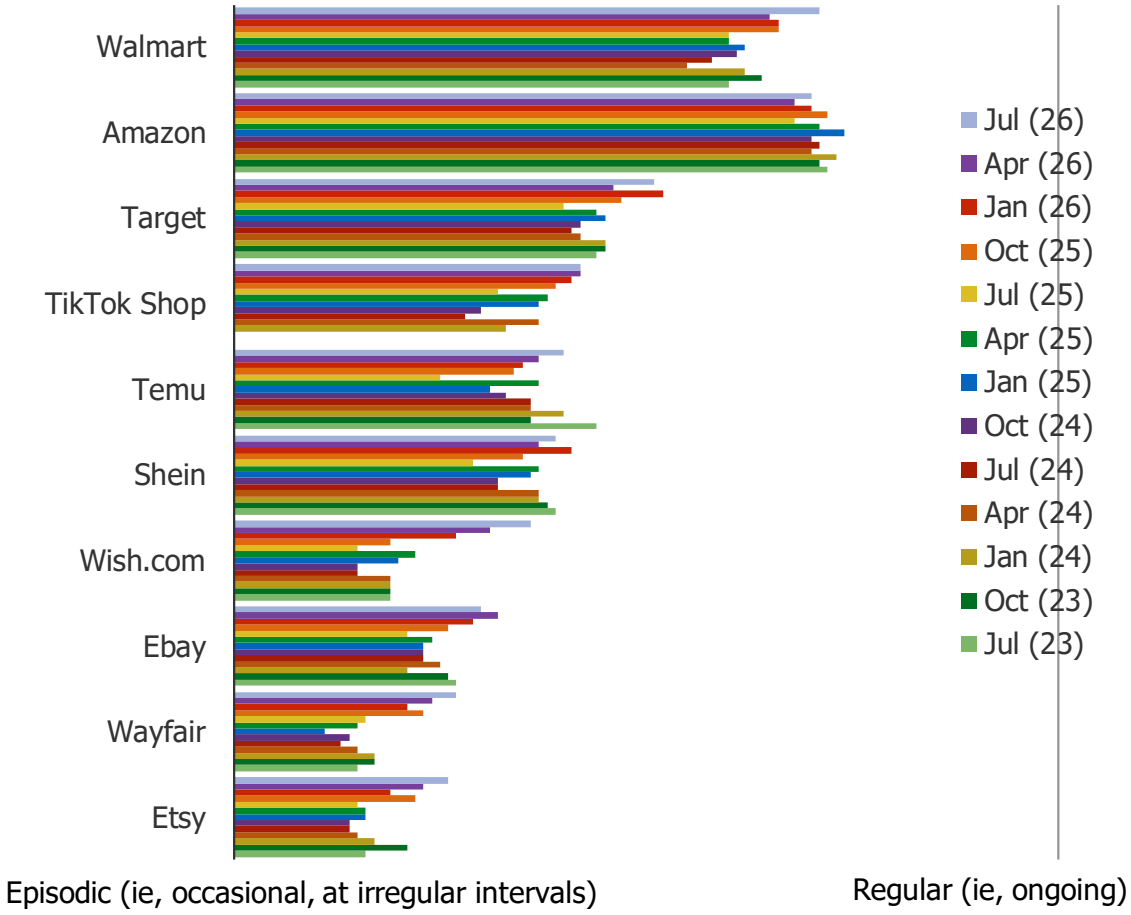
HOW OFTEN DO YOU USE ETSY TO BUY GIFTS FOR OTHERS?

Posed to all respondents who have shopped Etsy.



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.



Among respondents who said episodic…

Quick read on each retailer's signature reason:

- **Wayfair** — Specific Item Need (43%, mostly furniture)
- **Etsy** — Gifts (34%) + Custom/Handmade (17%) + Unique (12%)
- **Ebay** — Specific Item (24%) + Unique/Rare/Vintage (16%)
- **Amazon** — Gifts (21%) + Specific Item (21%) + General Need (17%)
- **Temu / Wish / Shein** — Price-led (19-24%)
- **TikTok Shop** — Saw it / Ad-driven (14%) is uniquely high here

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

Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*256*	*264*	*238*	*279*	*248*	*263*	*236*	*248*	*283*	*244*	*252*	*266*
Price / Deals / Sales	7.8%	11.4%	4.6%	9.3%	10.9%	9.9%	11.0%	10.9%	11.3%	9.8%	7.5%	6.0%
Gifts / Special Occasions	21.9%	23.9%	26.5%	26.5%	16.1%	19.8%	28.4%	16.9%	19.1%	19.3%	16.7%	18.0%
Specific Item / Category Need	20.7%	17.4%	19.7%	21.1%	20.6%	21.7%	14.0%	21.8%	24.4%	25.8%	19.4%	22.6%
Unique / Hard to Find / Rare	3.9%	4.2%	2.9%	1.4%	2.0%	1.5%	1.3%	3.6%	2.1%	4.1%	3.6%	3.8%
General Need / Necessity	18.0%	17.0%	23.1%	19.7%	14.1%	16.7%	12.7%	20.6%	15.2%	11.9%	19.8%	19.2%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Convenience / Speed / Shipping	6.6%	8.0%	5.5%	3.9%	5.6%	6.8%	6.8%	5.6%	7.4%	8.6%	8.7%	8.6%
Saw It / Ad / Social Media Driven	0.4%	0.0%	0.8%	0.0%	0.8%	0.0%	1.3%	0.0%	0.7%	0.4%	0.8%	0.0%
Browsing / Window Shopping	1.2%	0.0%	1.3%	0.7%	0.8%	1.5%	0.4%	0.4%	0.7%	0.8%	1.2%	0.8%
Out of Stock / Compare to Other Retailer	2.7%	4.9%	3.8%	5.0%	5.2%	3.8%	3.0%	6.5%	3.5%	5.3%	5.6%	3.8%
Quality	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.4%	1.2%	0.0%	0.0%	0.0%	0.4%
Seasonal / Vacation	0.4%	0.0%	1.3%	0.7%	2.0%	0.4%	0.8%	0.0%	1.8%	1.2%	1.2%	0.8%
Don't Shop / Stopped Using	6.3%	3.4%	2.5%	6.1%	5.2%	3.8%	5.9%	5.6%	7.4%	4.9%	6.3%	4.5%
Other / Unclassified	26.6%	25.0%	23.5%	24.7%	31.0%	28.1%	27.1%	27.0%	26.5%	27.0%	28.2%	29.3%

eBay

Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*429*	*412*	*462*	*420*	*423*	*432*	*430*	*418*	*416*	*387*	*366*	*353*
Price / Deals / Sales	14.2%	11.7%	10.0%	14.0%	10.4%	9.7%	11.6%	12.0%	10.3%	11.6%	8.2%	9.3%
Gifts / Special Occasions	8.4%	11.7%	14.5%	11.9%	10.4%	16.0%	12.1%	10.0%	11.1%	14.0%	12.8%	8.8%
Specific Item / Category Need	22.1%	20.9%	26.0%	23.8%	22.9%	23.4%	21.9%	22.7%	26.0%	27.9%	24.6%	23.2%
Unique / Hard to Find / Rare	15.6%	14.1%	14.3%	16.2%	14.9%	15.3%	17.2%	17.0%	14.2%	13.7%	14.5%	16.1%
General Need / Necessity	22.6%	19.2%	21.2%	18.8%	17.5%	16.7%	19.3%	20.6%	19.7%	19.6%	21.9%	22.1%
Custom / Handmade / Personalized	1.2%	0.5%	0.2%	0.0%	0.2%	0.2%	0.2%	0.5%	0.2%	0.0%	0.5%	0.0%
Convenience / Speed / Shipping	2.3%	2.2%	2.2%	1.4%	1.4%	1.2%	0.5%	1.9%	1.0%	1.0%	1.6%	0.8%
Saw It / Ad / Social Media Driven	0.7%	0.7%	1.5%	0.2%	0.9%	0.7%	1.9%	1.4%	0.7%	0.8%	1.4%	0.3%
Browsing / Window Shopping	2.1%	1.9%	1.1%	1.7%	1.9%	2.1%	0.7%	1.4%	1.0%	1.3%	0.5%	1.7%
Out of Stock / Compare to Other Retailer	4.4%	5.8%	5.2%	6.7%	5.9%	4.4%	5.3%	5.7%	5.3%	5.2%	4.1%	5.7%
Quality	0.2%	1.0%	0.4%	0.0%	0.5%	0.2%	0.5%	0.5%	0.0%	0.8%	0.3%	0.3%
Seasonal / Vacation	0.5%	0.2%	0.2%	0.0%	0.0%	0.0%	0.2%	0.5%	0.7%	0.3%	0.5%	0.6%
Don't Shop / Stopped Using	5.6%	5.1%	4.5%	4.8%	4.7%	4.6%	4.2%	5.5%	4.3%	4.9%	6.6%	4.5%
Other / Unclassified	26.3%	27.9%	23.8%	25.7%	29.8%	24.5%	27.4%	26.3%	29.8%	24.0%	26.2%	28.3%

TikTok Shop

Reason	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*75*	*61*	*109*	*109*	*106*	*119*	*162*	*145*	*138*	*137*
Price / Deals / Sales	10.7%	18.0%	19.3%	14.7%	12.3%	18.5%	14.2%	9.7%	12.3%	9.5%
Gifts / Special Occasions	8.0%	6.6%	3.7%	15.6%	11.3%	5.0%	13.0%	16.6%	7.2%	10.2%
Specific Item / Category Need	18.7%	13.1%	16.5%	8.3%	16.0%	18.5%	11.7%	16.6%	16.7%	18.2%
Unique / Hard to Find / Rare	2.7%	3.3%	1.8%	2.8%	0.9%	1.7%	1.2%	5.5%	7.2%	3.6%
General Need / Necessity	5.3%	4.9%	4.6%	7.3%	4.7%	1.7%	1.2%	3.4%	5.1%	3.6%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%	1.4%	0.7%	0.0%
Convenience / Speed / Shipping	0.0%	0.0%	0.0%	1.8%	0.9%	5.0%	3.1%	2.1%	1.4%	1.5%
Saw It / Ad / Social Media Driven	14.7%	11.5%	13.8%	14.7%	11.3%	18.5%	16.0%	12.4%	9.4%	15.3%
Browsing / Window Shopping	2.7%	6.6%	4.6%	7.3%	5.7%	2.5%	5.6%	6.2%	4.3%	6.6%
Out of Stock / Compare to Other Retailer	0.0%	0.0%	1.8%	0.0%	0.9%	0.8%	0.6%	2.1%	0.0%	1.5%
Quality	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	1.4%	0.0%	0.7%
Seasonal / Vacation	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Don't Shop / Stopped Using	6.7%	8.2%	1.8%	6.4%	6.6%	4.2%	3.1%	2.1%	7.2%	2.9%
Other / Unclassified	40.0%	37.7%	44.0%	26.6%	34.0%	33.6%	40.1%	35.2%	39.1%	37.2%

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.

Etsy

Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*373*	*331*	*365*	*359*	*349*	*334*	*351*	*322*	*345*	*317*	*322*	*272*
Price / Deals / Sales	3.8%	6.0%	4.7%	3.9%	3.2%	4.2%	2.8%	3.4%	4.1%	3.5%	5.0%	4.0%
Gifts / Special Occasions	27.6%	36.6%	35.1%	39.8%	34.1%	37.4%	33.9%	30.7%	29.9%	36.9%	32.9%	29.0%
Specific Item / Category Need	18.8%	15.7%	13.7%	12.5%	14.6%	15.9%	19.1%	15.8%	17.1%	16.1%	13.0%	14.7%
Unique / Hard to Find / Rare	12.6%	12.1%	9.9%	11.4%	11.7%	11.1%	12.8%	13.0%	8.7%	8.5%	12.1%	9.6%
General Need / Necessity	14.7%	15.1%	14.8%	18.7%	14.0%	11.7%	16.0%	14.9%	14.8%	13.2%	16.1%	14.7%
Custom / Handmade / Personalized	18.0%	17.5%	16.7%	12.8%	16.9%	16.2%	17.1%	14.6%	19.1%	18.3%	17.7%	15.4%
Convenience / Speed / Shipping	0.0%	0.6%	1.9%	1.1%	0.6%	0.9%	0.9%	0.9%	0.6%	0.9%	1.2%	0.7%
Saw It / Ad / Social Media Driven	0.5%	0.3%	1.4%	0.3%	0.3%	0.9%	1.4%	1.9%	0.0%	0.3%	0.3%	0.4%
Browsing / Window Shopping	1.6%	0.6%	1.1%	1.7%	1.1%	2.4%	0.9%	0.6%	1.2%	1.3%	0.9%	1.8%
Out of Stock / Compare to Other Retailer	1.1%	2.7%	1.1%	1.9%	3.2%	0.9%	2.0%	0.9%	1.2%	0.6%	1.6%	1.1%
Quality	0.0%	0.6%	0.8%	0.3%	0.3%	0.3%	0.3%	0.3%	0.0%	0.0%	0.0%	0.4%
Seasonal / Vacation	0.0%	0.3%	0.8%	0.3%	0.6%	0.9%	0.3%	0.3%	0.6%	0.9%	0.6%	0.4%
Don't Shop / Stopped Using	5.1%	2.4%	3.0%	3.6%	2.9%	4.2%	4.0%	5.6%	3.8%	3.8%	4.7%	4.4%
Other / Unclassified	22.3%	18.7%	21.1%	20.3%	22.6%	17.7%	18.8%	23.3%	25.5%	21.1%	22.4%	27.9%

Wayfair

Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*250*	*268*	*276*	*295*	*262*	*258*	*271*	*276*	*227*	*243*	*250*	*241*
Price / Deals / Sales	13.2%	12.7%	12.0%	12.5%	13.0%	12.0%	8.5%	12.3%	9.7%	10.7%	12.4%	10.0%
Gifts / Special Occasions	5.6%	4.5%	5.4%	7.8%	5.0%	4.3%	4.4%	4.0%	6.2%	4.5%	5.6%	5.0%
Specific Item / Category Need	35.6%	44.0%	41.7%	41.7%	44.3%	41.5%	45.0%	42.8%	44.5%	44.0%	42.4%	48.1%
Unique / Hard to Find / Rare	2.8%	2.2%	1.1%	6.1%	2.7%	4.3%	2.6%	2.2%	3.1%	1.6%	3.2%	2.1%
General Need / Necessity	14.0%	13.4%	11.6%	15.9%	11.1%	13.2%	12.9%	15.6%	18.5%	16.5%	16.0%	16.6%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%
Convenience / Speed / Shipping	0.8%	2.2%	1.4%	0.3%	1.5%	1.2%	2.2%	1.4%	0.4%	0.8%	2.8%	0.4%
Saw It / Ad / Social Media Driven	0.4%	0.7%	0.4%	0.7%	1.1%	0.4%	1.5%	0.7%	0.4%	1.2%	1.2%	0.4%
Browsing / Window Shopping	2.4%	2.6%	1.1%	2.7%	1.5%	1.2%	0.4%	1.1%	1.3%	1.6%	0.4%	1.7%
Out of Stock / Compare to Other Retailer	0.4%	2.2%	1.4%	2.4%	2.3%	3.1%	1.8%	5.4%	1.8%	0.4%	1.2%	1.2%
Quality	1.2%	1.1%	1.8%	1.7%	0.4%	0.0%	2.2%	1.1%	0.9%	0.0%	1.2%	2.1%
Seasonal / Vacation	0.8%	1.1%	0.7%	0.3%	0.4%	0.8%	0.0%	0.7%	0.4%	1.6%	0.4%	1.2%
Don't Shop / Stopped Using	4.0%	4.5%	5.1%	5.1%	3.8%	5.4%	6.3%	6.2%	4.8%	6.6%	6.0%	4.1%
Other / Unclassified	34.4%	24.6%	29.7%	21.7%	28.6%	28.3%	25.5%	25.7%	28.2%	28.0%	27.2%	29.9%

Walmart

Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*328*	*294*	*322*	*352*	*335*	*310*	*307*	*303*	*318*	*273*	*279*	*273*
Price / Deals / Sales	17.1%	18.7%	17.1%	23.3%	16.7%	17.1%	22.1%	17.2%	15.1%	14.3%	11.5%	13.6%
Gifts / Special Occasions	8.8%	7.5%	8.1%	8.8%	6.9%	10.3%	12.1%	6.6%	9.1%	6.6%	6.5%	8.1%
Specific Item / Category Need	18.6%	23.8%	23.3%	18.8%	21.8%	22.6%	18.9%	22.1%	22.0%	24.2%	26.9%	21.6%
Unique / Hard to Find / Rare	0.6%	1.4%	1.9%	2.3%	1.5%	2.3%	2.3%	1.3%	2.5%	3.3%	2.5%	2.6%
General Need / Necessity	10.4%	10.9%	14.3%	12.2%	9.3%	15.2%	11.4%	12.2%	11.9%	14.7%	14.0%	12.1%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Convenience / Speed / Shipping	8.8%	6.1%	4.0%	6.3%	5.1%	3.9%	7.8%	6.6%	7.2%	7.0%	6.8%	4.4%
Saw It / Ad / Social Media Driven	0.9%	0.3%	0.3%	0.0%	0.3%	0.0%	1.0%	0.0%	0.6%	1.1%	0.4%	0.0%
Browsing / Window Shopping	0.6%	0.7%	0.3%	0.9%	1.5%	1.0%	0.0%	1.3%	0.3%	0.7%	0.4%	1.1%
Out of Stock / Compare to Other Retailer	7.9%	7.1%	9.0%	6.8%	8.1%	7.4%	6.2%	11.2%	7.2%	8.4%	5.0%	6.6%
Quality	0.3%	0.7%	0.9%	0.3%	0.3%	0.3%	0.0%	0.3%	0.6%	1.1%	0.0%	0.7%
Seasonal / Vacation	0.9%	0.3%	0.6%	0.3%	1.5%	0.6%	1.0%	1.0%	2.5%	0.0%	0.7%	0.7%
Don't Shop / Stopped Using	5.2%	5.1%	5.0%	5.1%	5.7%	5.5%	3.3%	5.0%	6.6%	6.6%	7.5%	8.4%
Other / Unclassified	32.9%	31.3%	33.2%	28.4%	33.7%	31.9%	30.9%	31.0%	29.2%	31.5%	33.3%	35.2%

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

	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*362*	*368*	*369*	*381*	*363*	*366*	*358*	*332*	*362*	*342*	*296*	*331*
Price / Deals / Sales	12.2%	17.9%	12.5%	16.3%	16.3%	13.9%	16.8%	19.9%	19.1%	12.9%	9.5%	13.6%
Gifts / Special Occasions	10.2%	11.7%	11.7%	12.3%	11.8%	15.3%	14.0%	8.4%	10.5%	10.8%	9.1%	12.1%
Specific Item / Category Need	21.8%	20.4%	22.0%	19.4%	22.3%	22.4%	20.1%	19.3%	20.2%	22.5%	22.0%	20.8%
Unique / Hard to Find / Rare	1.4%	1.9%	2.4%	2.4%	1.7%	2.2%	1.7%	1.8%	1.7%	2.6%	1.4%	1.2%
General Need / Necessity	9.9%	8.2%	10.6%	7.9%	6.3%	9.8%	9.5%	9.6%	8.0%	10.5%	8.4%	7.9%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Convenience / Speed / Shipping	4.1%	2.7%	4.3%	3.7%	3.6%	3.0%	3.9%	3.9%	3.3%	4.1%	1.4%	3.6%
Saw It / Ad / Social Media Driven	1.7%	0.8%	0.5%	0.3%	0.8%	0.3%	0.6%	0.3%	0.6%	0.3%	1.7%	0.3%
Browsing / Window Shopping	1.7%	1.6%	1.1%	1.3%	1.1%	1.1%	0.8%	1.5%	1.7%	1.5%	0.7%	1.8%
Out of Stock / Compare to Other Retailer	5.5%	3.5%	7.6%	5.8%	8.5%	4.6%	6.1%	7.5%	4.7%	5.0%	4.4%	6.0%
Quality	1.1%	0.5%	1.9%	0.3%	0.3%	0.5%	0.6%	0.9%	0.8%	1.2%	1.4%	0.6%
Seasonal / Vacation	2.2%	1.1%	1.1%	1.0%	1.7%	1.4%	0.6%	0.9%	3.0%	2.0%	1.4%	1.5%
Don't Shop / Stopped Using	7.7%	8.4%	4.9%	6.0%	4.4%	6.6%	6.4%	6.6%	7.2%	7.6%	9.8%	6.0%
Other / Unclassified	33.1%	32.9%	32.8%	34.4%	36.4%	30.1%	30.7%	30.1%	31.2%	31.6%	37.2%	36.3%

Temu

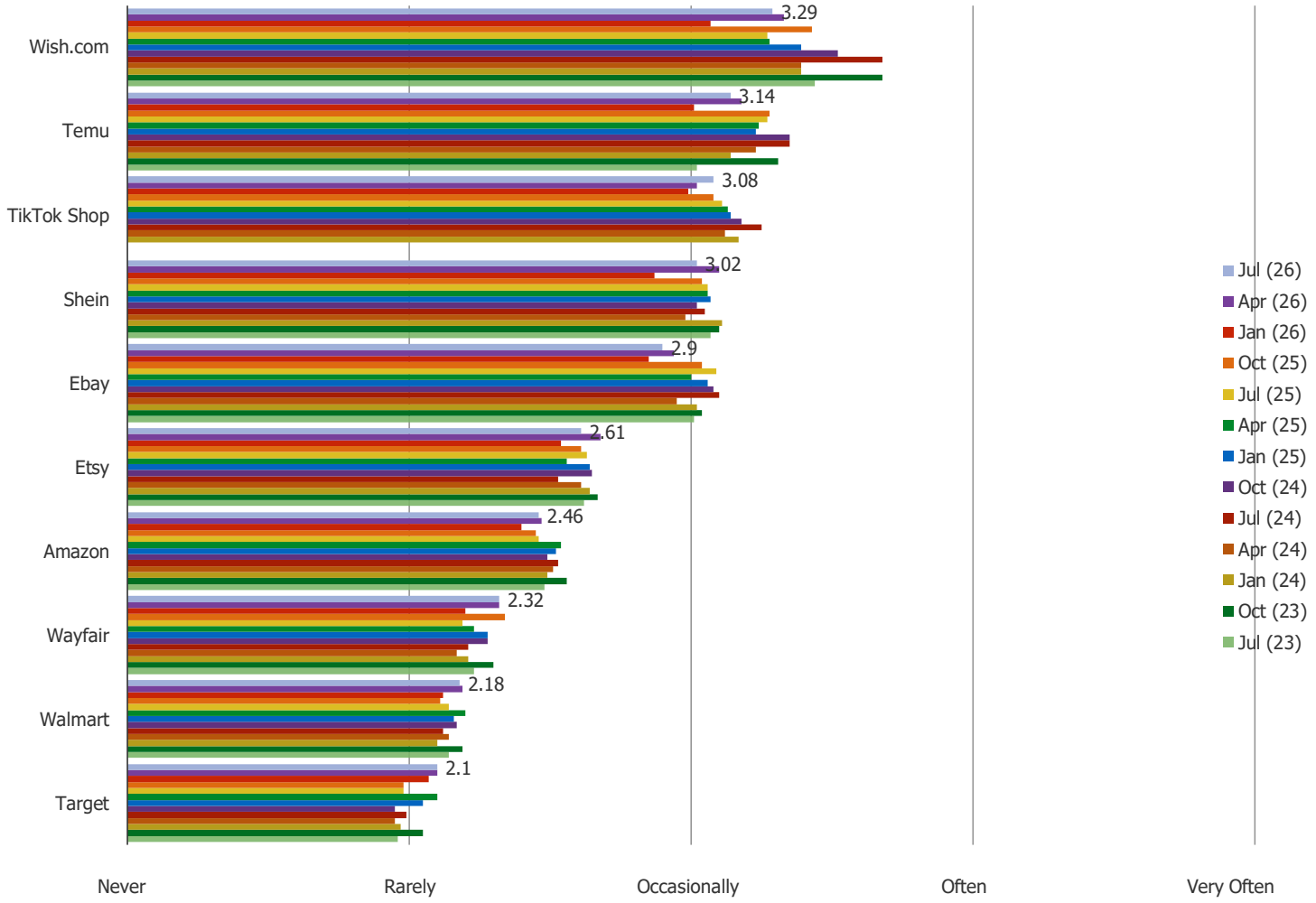
Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*142*	*193*	*211*	*189*	*208*	*240*	*243*	*228*	*279*	*275*	*254*	*249*
Price / Deals / Sales	25.4%	23.8%	23.7%	25.9%	26.0%	24.6%	28.4%	28.9%	22.9%	18.2%	22.0%	20.9%
Gifts / Special Occasions	2.1%	10.9%	13.7%	11.6%	6.7%	12.9%	10.3%	7.0%	9.3%	12.4%	11.8%	7.6%
Specific Item / Category Need	10.6%	11.4%	18.0%	17.5%	16.3%	16.3%	13.6%	21.1%	20.8%	20.4%	16.5%	15.3%
Unique / Hard to Find / Rare	3.5%	2.1%	1.4%	2.6%	1.4%	2.5%	2.1%	2.2%	1.8%	1.8%	3.1%	2.4%
General Need / Necessity	4.2%	4.1%	10.9%	10.6%	6.7%	7.1%	8.2%	7.5%	6.1%	6.2%	7.1%	6.0%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Convenience / Speed / Shipping	1.4%	3.1%	4.3%	2.1%	2.9%	2.5%	3.3%	2.6%	3.6%	2.9%	2.0%	3.6%
Saw It / Ad / Social Media Driven	2.8%	1.0%	0.9%	1.6%	2.4%	2.9%	3.3%	3.9%	0.4%	1.8%	2.4%	2.8%
Browsing / Window Shopping	5.6%	7.3%	2.8%	3.7%	4.3%	4.6%	2.1%	3.9%	2.5%	2.5%	2.0%	2.8%
Out of Stock / Compare to Other Retailer	0.7%	3.1%	0.5%	0.5%	1.4%	1.3%	3.3%	0.9%	1.8%	1.1%	0.8%	0.4%
Quality	1.4%	4.1%	1.9%	2.6%	2.9%	2.5%	0.8%	1.8%	4.7%	2.2%	1.6%	1.6%
Seasonal / Vacation	0.7%	0.5%	2.4%	1.6%	0.5%	1.3%	0.4%	1.3%	2.9%	0.4%	2.0%	0.4%
Don't Shop / Stopped Using	8.5%	3.6%	5.7%	5.3%	5.8%	7.1%	10.3%	6.6%	7.9%	6.2%	7.1%	8.8%
Other / Unclassified	43.7%	36.3%	32.7%	34.9%	35.1%	27.9%	30.0%	29.8%	31.2%	35.6%	33.5%	38.6%

Shein

Reason	Jul-23	Oct-23	Jan-24	Apr-24	Jul-24	Oct-24	Jan-25	Apr-25	Jul-25	Oct-25	Jan-26	Apr-26
Base (n)	*138*	*147*	*167*	*137*	*161*	*157*	*171*	*153*	*205*	*211*	*179*	*187*
Price / Deals / Sales	19.6%	23.1%	11.4%	17.5%	19.3%	21.0%	21.6%	23.5%	18.5%	18.0%	20.7%	16.0%
Gifts / Special Occasions	8.7%	12.9%	13.8%	9.5%	9.9%	13.4%	9.4%	5.9%	8.3%	12.8%	8.9%	10.2%
Specific Item / Category Need	41.3%	36.7%	31.7%	28.5%	35.4%	37.6%	32.2%	34.0%	35.6%	35.5%	33.5%	29.9%
Unique / Hard to Find / Rare	0.7%	0.7%	1.8%	3.6%	0.6%	0.6%	0.6%	0.0%	0.5%	1.4%	2.2%	1.1%
General Need / Necessity	11.6%	10.2%	9.6%	12.4%	6.2%	4.5%	9.4%	10.5%	10.7%	6.2%	11.2%	4.3%
Custom / Handmade / Personalized	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Convenience / Speed / Shipping	2.9%	4.8%	4.8%	0.0%	1.2%	1.3%	2.9%	3.9%	2.9%	1.4%	2.8%	2.1%
Saw It / Ad / Social Media Driven	1.4%	1.4%	0.6%	0.7%	0.6%	1.9%	0.0%	2.6%	0.5%	1.4%	2.2%	1.1%
Browsing / Window Shopping	0.7%	2.7%	0.0%	2.2%	3.7%	2.5%	1.2%	3.3%	2.4%	0.9%	1.1%	2.1%
Out of Stock / Compare to Other Retailer	1.4%	0.7%	2.4%	0.0%	0.0%	0.6%	0.6%	2.0%	0.5%	0.0%	0.6%	1.1%
Quality	1.4%	0.0%	2.4%	1.5%	1.2%	2.5%	2.9%	1.3%	0.5%	1.9%	1.7%	2.1%
Seasonal / Vacation	7.2%	3.4%	4.8%	9.5%	4.3%	3.8%	2.9%	3.3%	7.3%	5.7%	3.4%	1.6%
Don't Shop / Stopped Using	5.1%	2.7%	7.2%	5.1%	5.6%	2.5%	5.8%	6.5%	3.4%	4.7%	6.7%	4.8%
Other / Unclassified	29.0%	21.8%	27.5%	29.2%	28.0%	25.5%	32.7%	26.8%	33.2%	27.0%	25.1%	36.4%

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

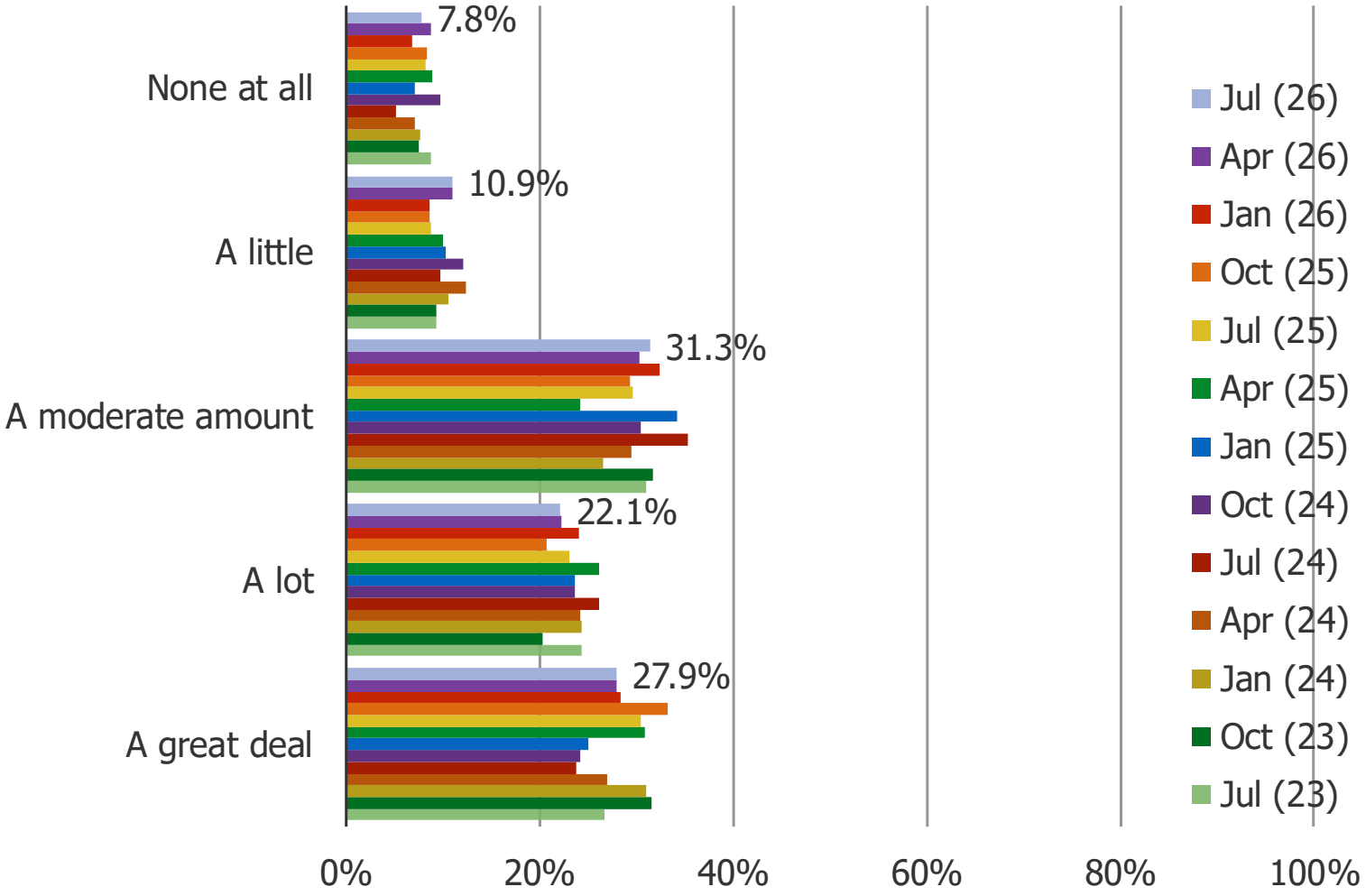
Posed to all respondents who shop the below.



Tickers: AMZN, W, ETSY, WISH, Shein, PDD, EBAY, WMT, TGT, TikTok

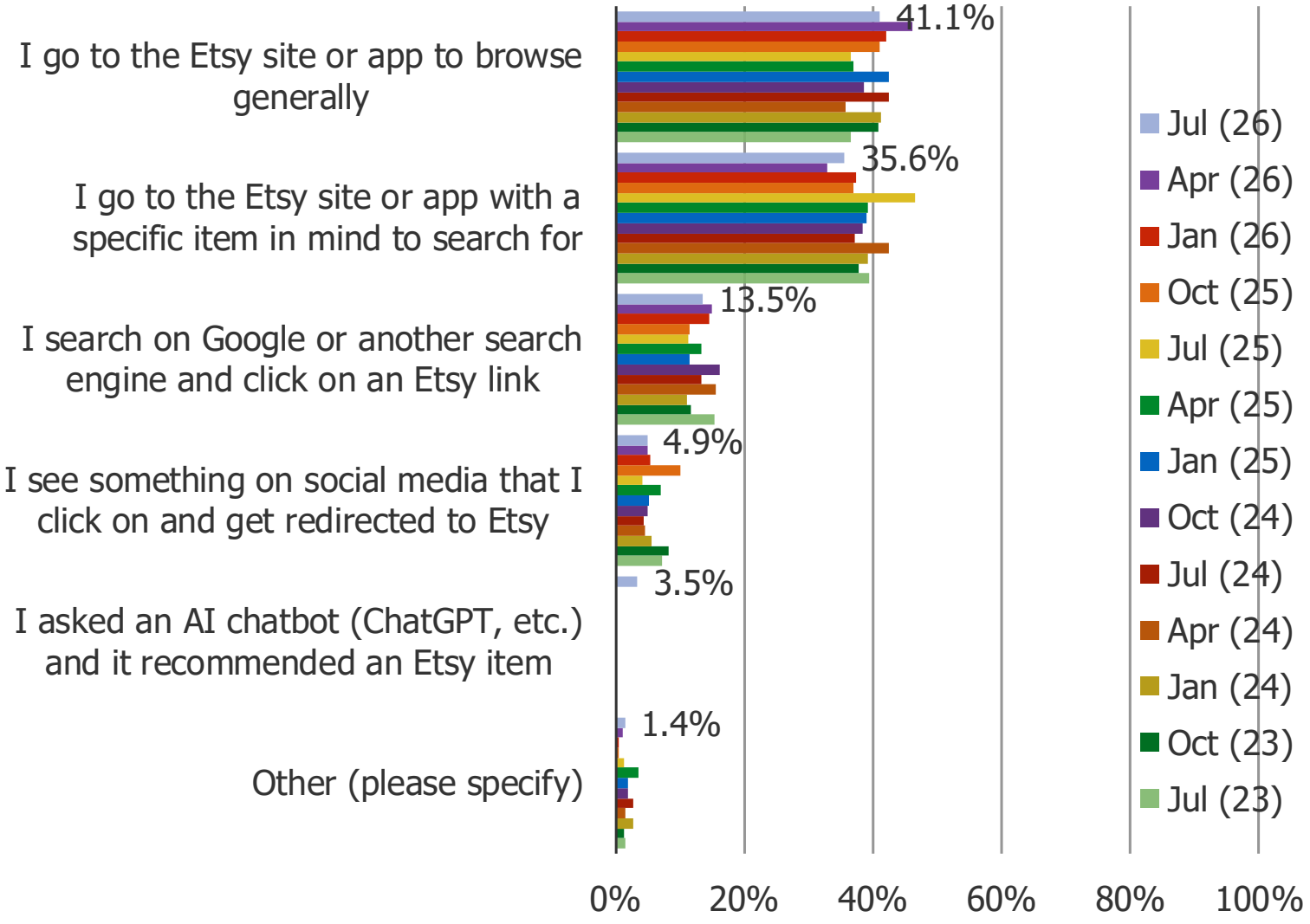
WHEN YOU SHOP ETSY, HOW MUCH DOES IT MATTER TO YOU THAT YOU ARE SUPPORTING SMALL BUSINESSES AND MAKING A POSITIVE IMPACT WITH YOUR PURCHASES?

Posed to all respondents who shop Etsy.



HOW DO YOU MOST COMMONLY FIND YOURSELF SHOPPING ON ETSY?

Posed to all respondents who shop Etsy.

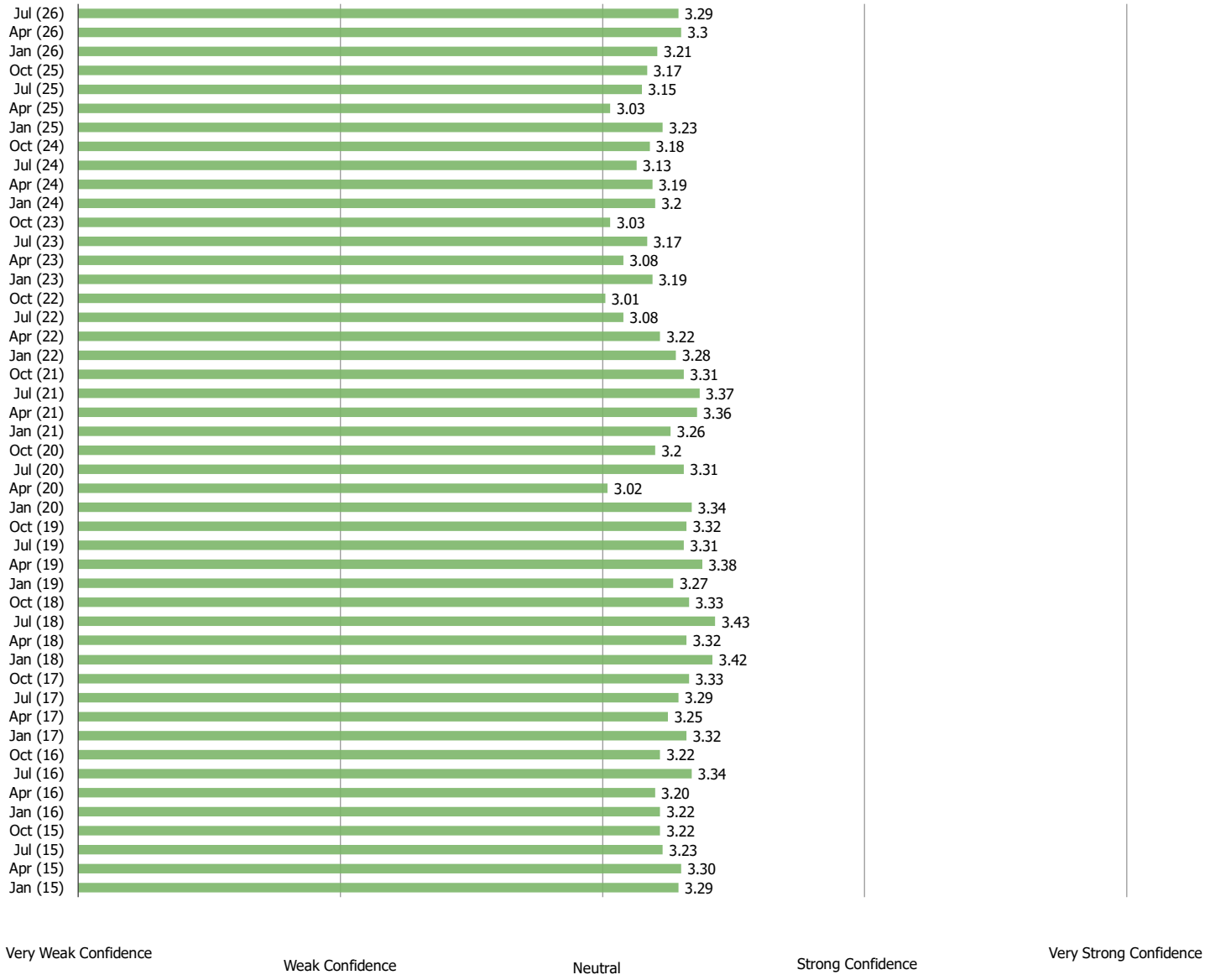


OVERALL SHOPPING TRENDS

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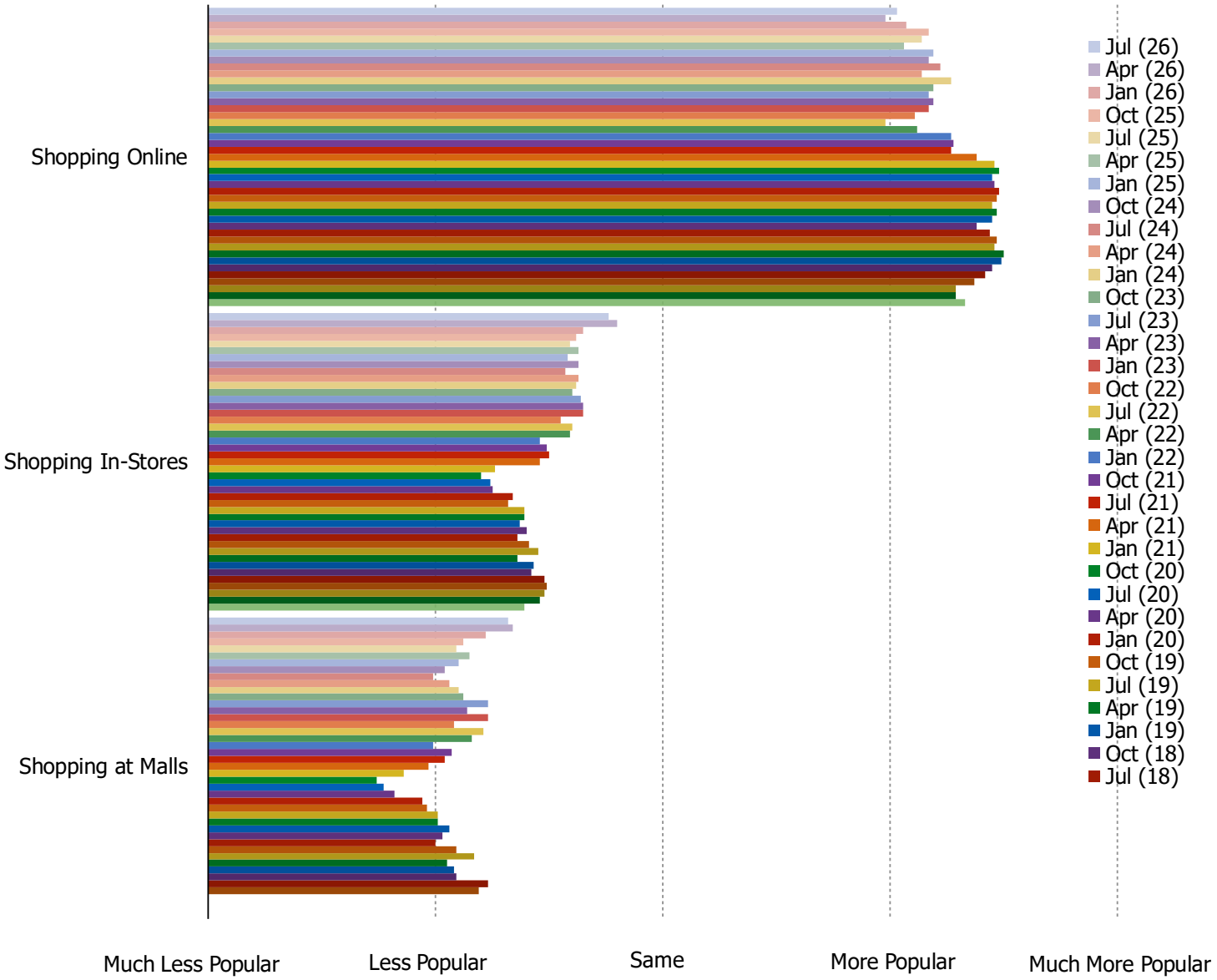
HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

Posed to all respondents



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

Posed to all respondents

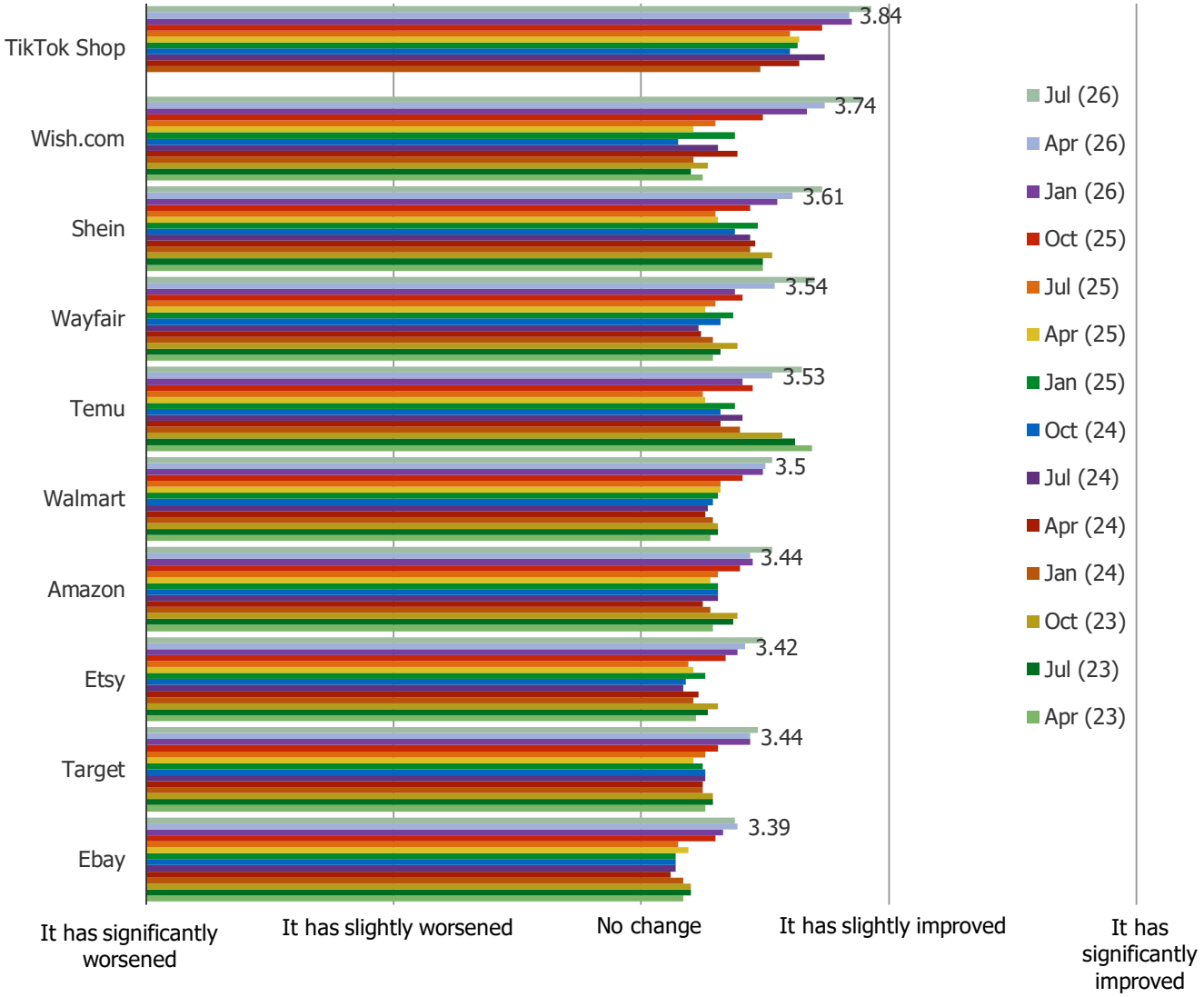


SALES AND TRUST

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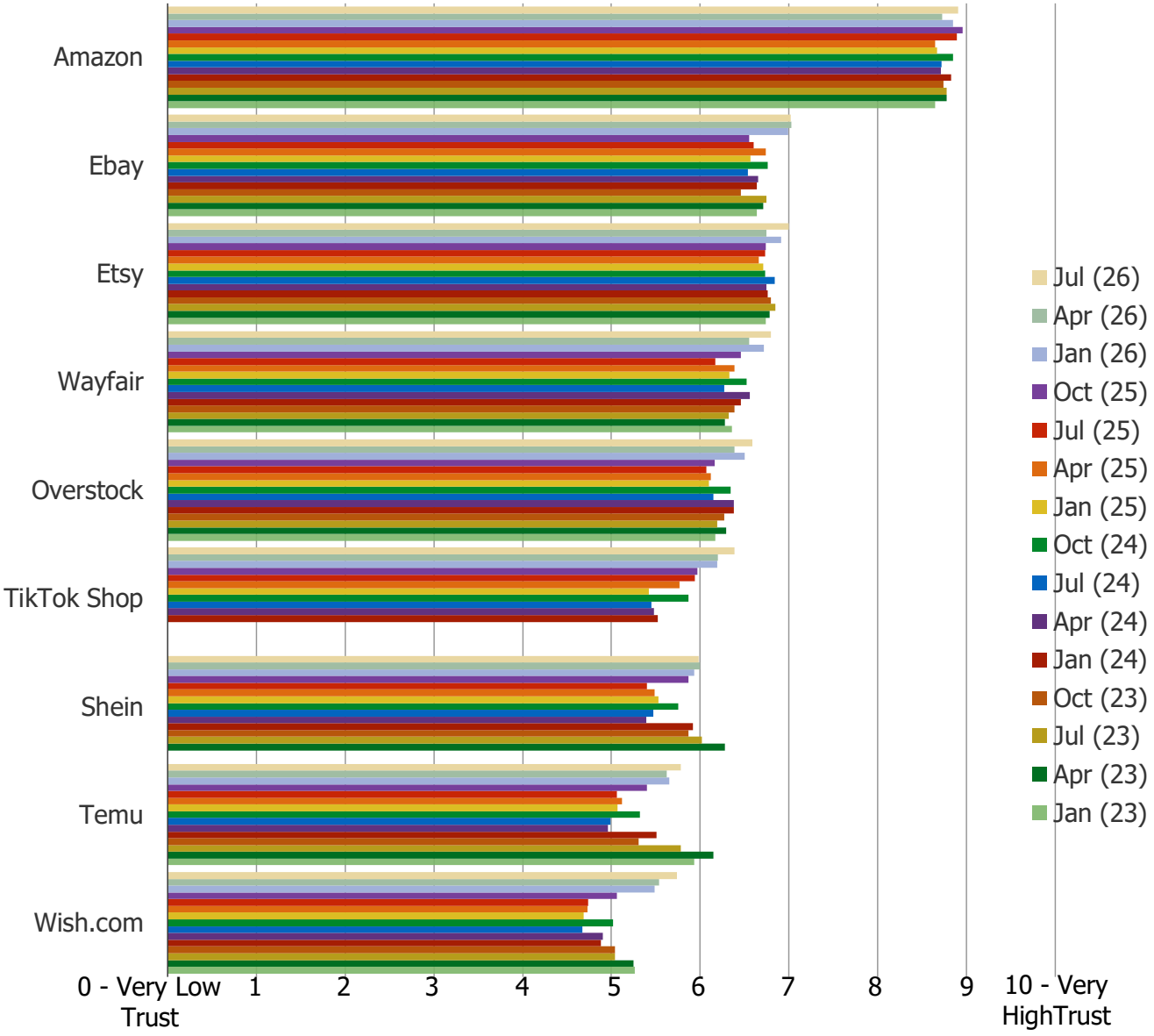
HAVE YOU NOTICED ANY CHANGES TO HOW GOOD THE SALES / PROMOTIONAL OFFERS ARE ON THESE PLATFORMS RECENTLY?

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



HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?

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



	N=
Etsy	701
Amazon	907
Ebay	808
TikTok Shop	522
Overstock	565
Wayfair	725
Wish.com	415
Temu	759
Shein	652

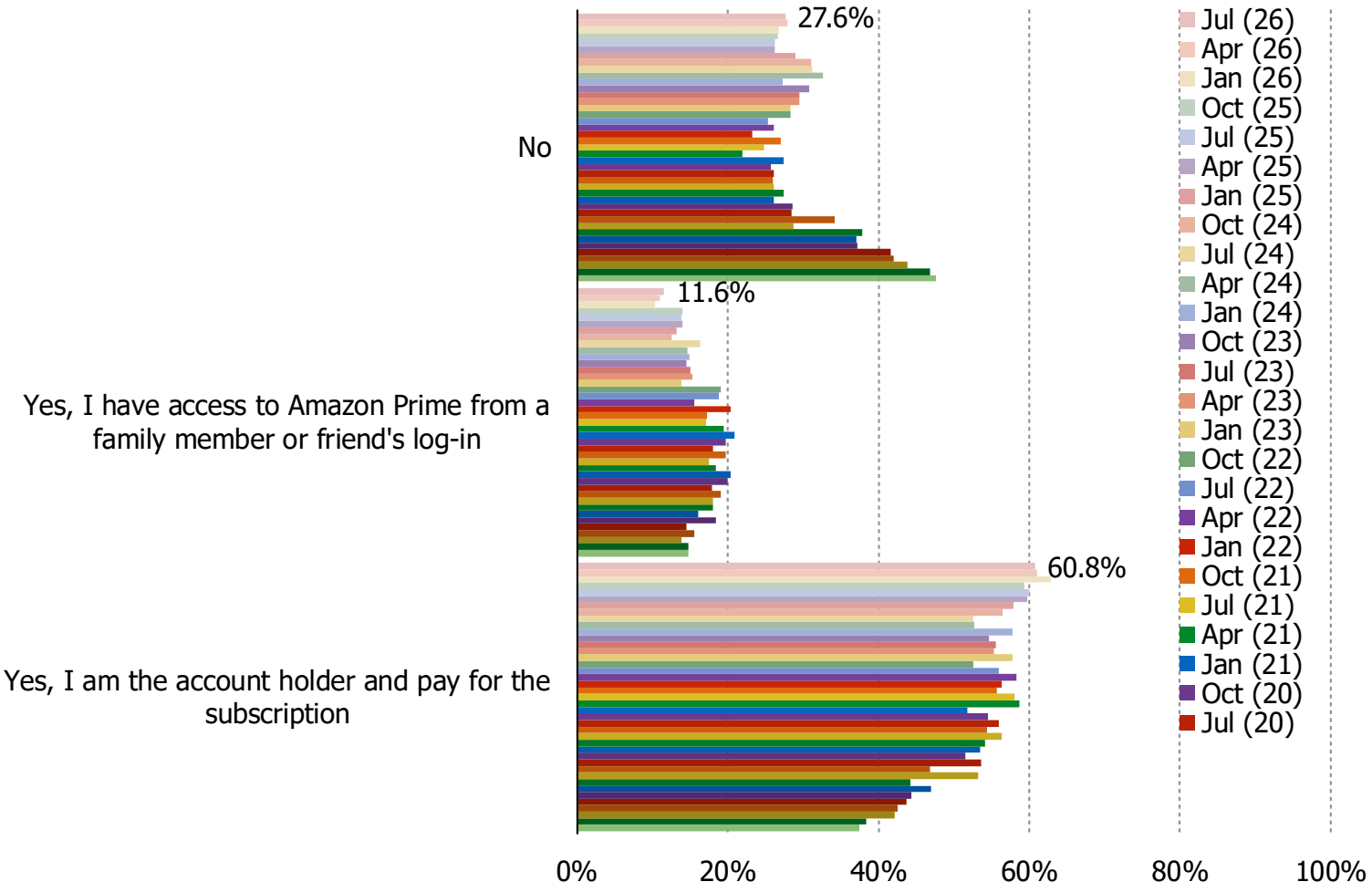
Tickers: AMZN, W, ETSY, WISH, Shein, PDD, EBAY, WMT, TGT, TikTok

AMZN PRIME TRENDS

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ARE YOU CURRENTLY A SUBSCRIBER TO AMAZON PRIME?

Posed to Amazon users



REASONS FOR NOT BEING PRIME MEMBERS

Posed to Amazon users who are NOT currently Prime members.

Category	% of Total Responses	Key Terms & Groupings Captured
Price / Cost / Cannot Afford	45.36%	Expensive, cost, money, pay, budget, afford, fee, "too much", "poor", fixed income
Not Using Enough / Do Not Need	21.11%	Don't shop much, rarely use, hardly order, necessity, "not a lot", justify
Other / Unclassified	13.93%	Highly specific, ambiguous, or unique responses that could not be accurately mapped
Invalid / N/A / Unknown	7.88%	"I don't know," "not sure," "no reason," keyboard smashes
Not Worth the Value	2.93%	"Can wait," standard free shipping is fine, patience, "not worth it"
Shares Account w/ Family/Friends	2.62%	Husband, wife, spouse, daughter, joint account, sharing, coworker
Lack of Interest / Never Got Around to It	2.27%	Lazy, "didn't want to," haven't looked into it, "never take the time"
Dislikes Amazon / Ethical Reasons	1.49%	Monopoly, Bezos, boycott, workers, pollution, counterfeit, "shitty company"
Already a Member *(Survey Error)*	1.22%	"I have it," "I am a subscriber," "already have Prime"
Technical or Customer Service Issues	0.45%	Hacked, locked account, refund issue, unauthorized charge, free trial error
Cancelled / Stopped Using	0.42%	Cancelled, quit, stopped

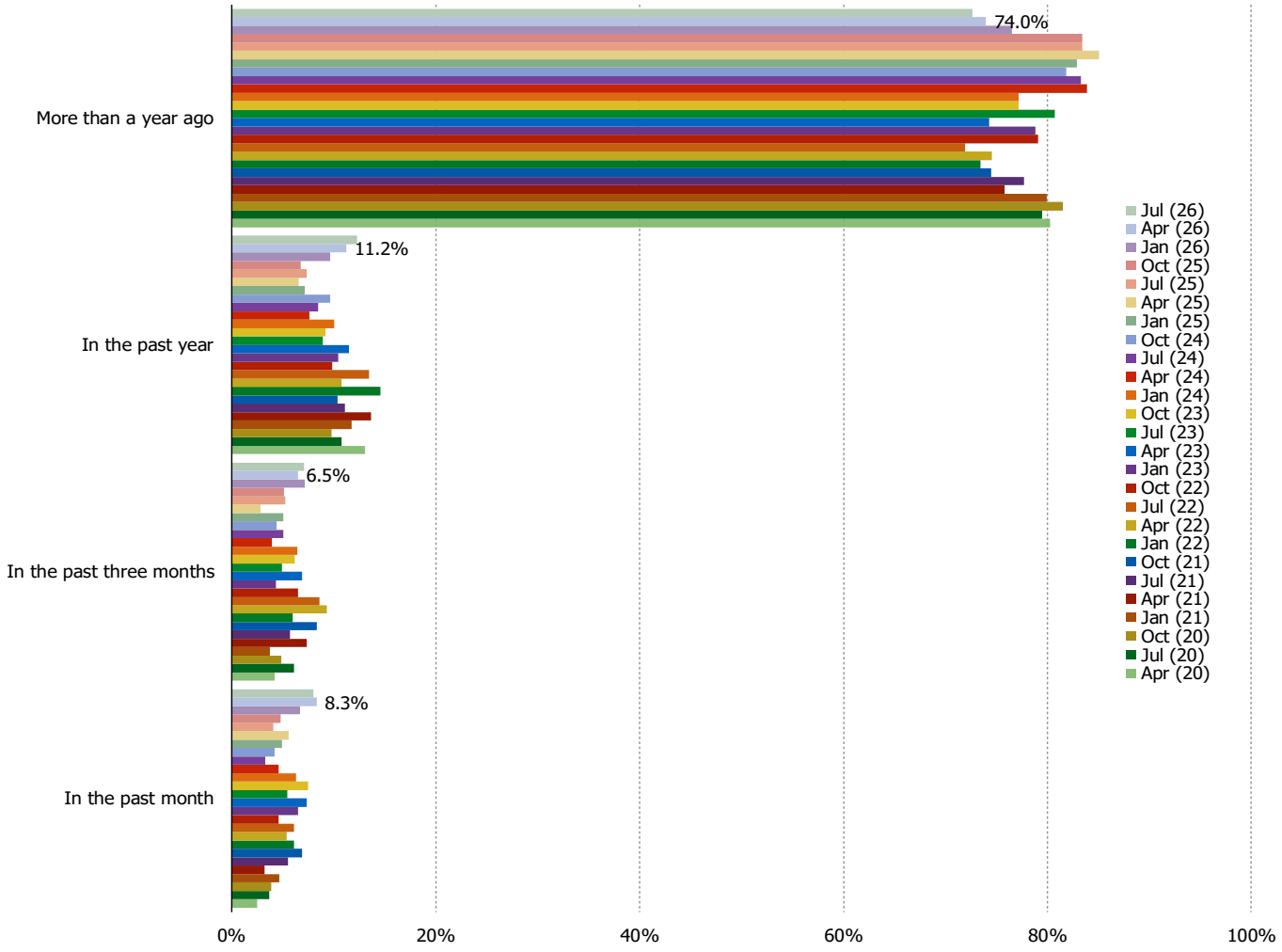
REASONS FOR NOT BEING PRIME MEMBERS

Posed to Amazon users who are NOT currently Prime members.

Category	Trend Direction	R^2	P-Value
Dislikes Amazon / Ethical Reasons	Down	0.2668	0.0058
Geography / Not Available	Down	0.1505	0.0455
Other / Unclassified	Down	0.1481	0.0475
Shares Account w/ Family/Friends	Down	0.1121	0.0878
Prime Video / Media Complaints	Down	0.1043	0.1004
Technical or Customer Service Issues	Up	0.0841	0.1422
Price / Cost / Cannot Afford	Up	0.0812	0.1497
Already a Member *(Survey Error)*	Down	0.0526	0.2499
Cancelled / Stopped Using	Down	0.0324	0.3691
Not Worth the Value	Down	0.0248	0.4324
Invalid / N/A / Unknown	Down	0.0154	0.5376
Not Using Enough / Do Not Need	Up	0.0052	0.7197
Lack of Interest / Never Got Around	Up	0.0014	0.8532
Prefers Physical Stores / Competitors	Up	0.0005	0.9097

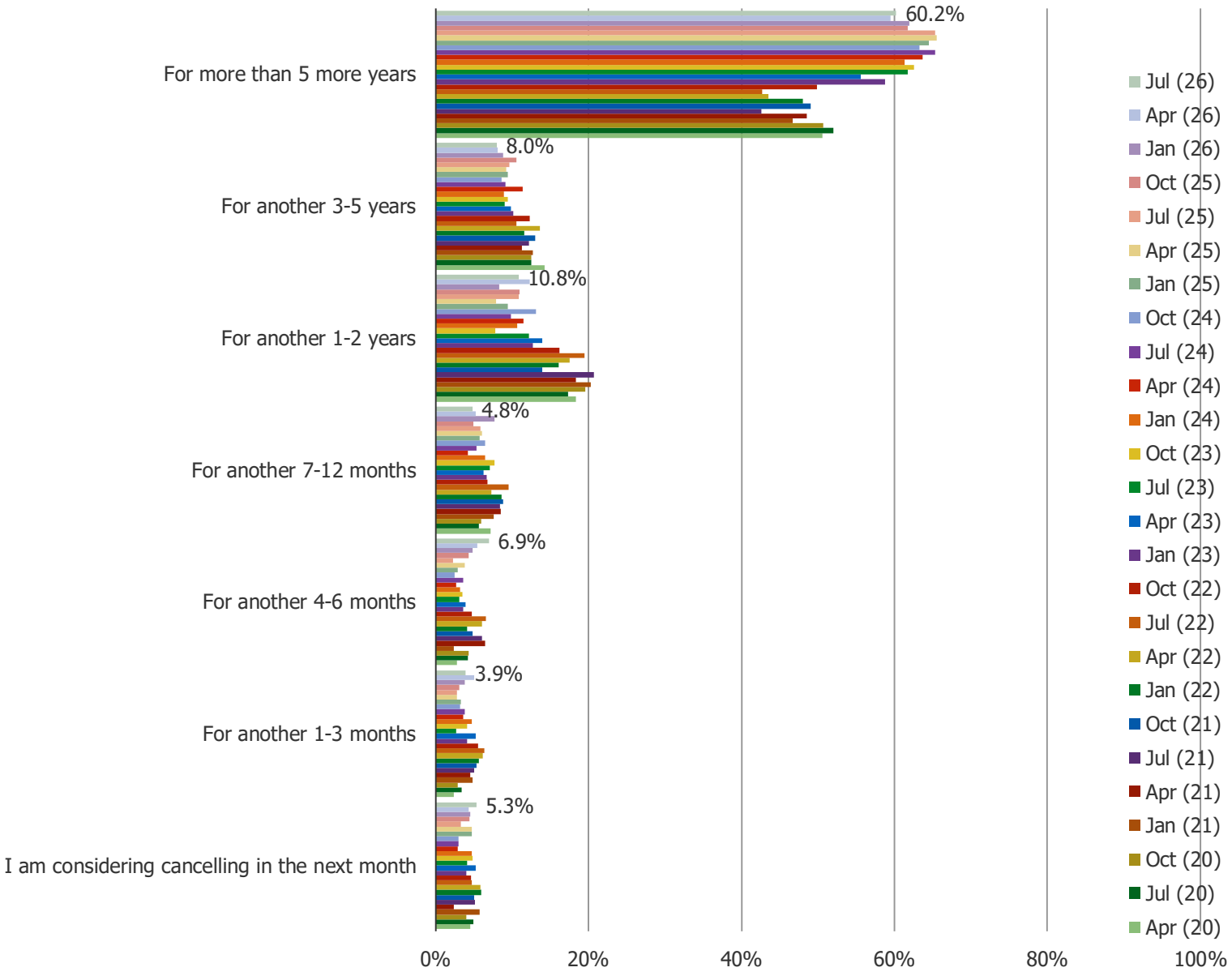
WHEN DID YOU START YOUR CURRENT AMAZON PRIME MEMBERSHIP?

Posed to Amazon users who are Prime members.



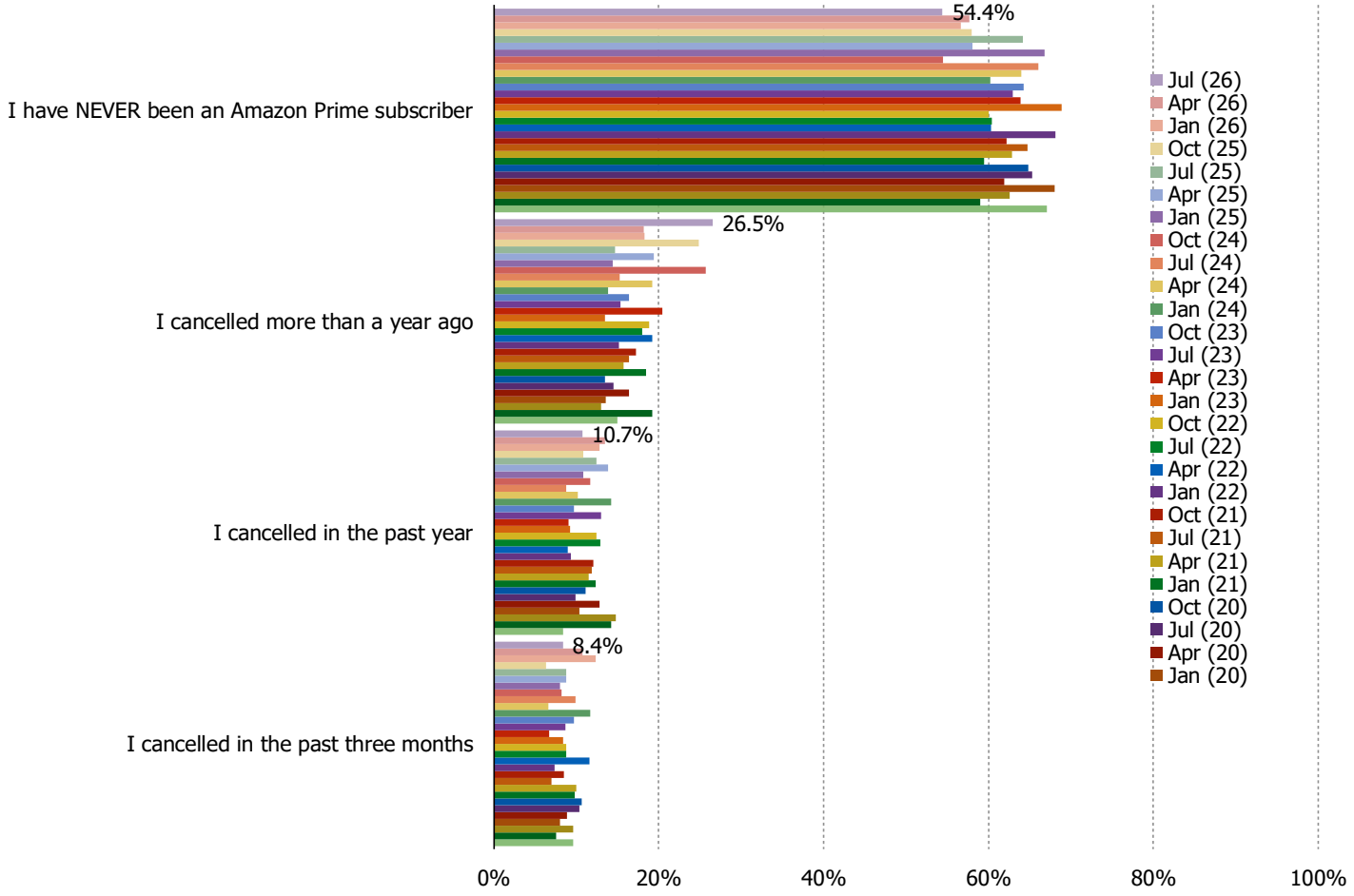
FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

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

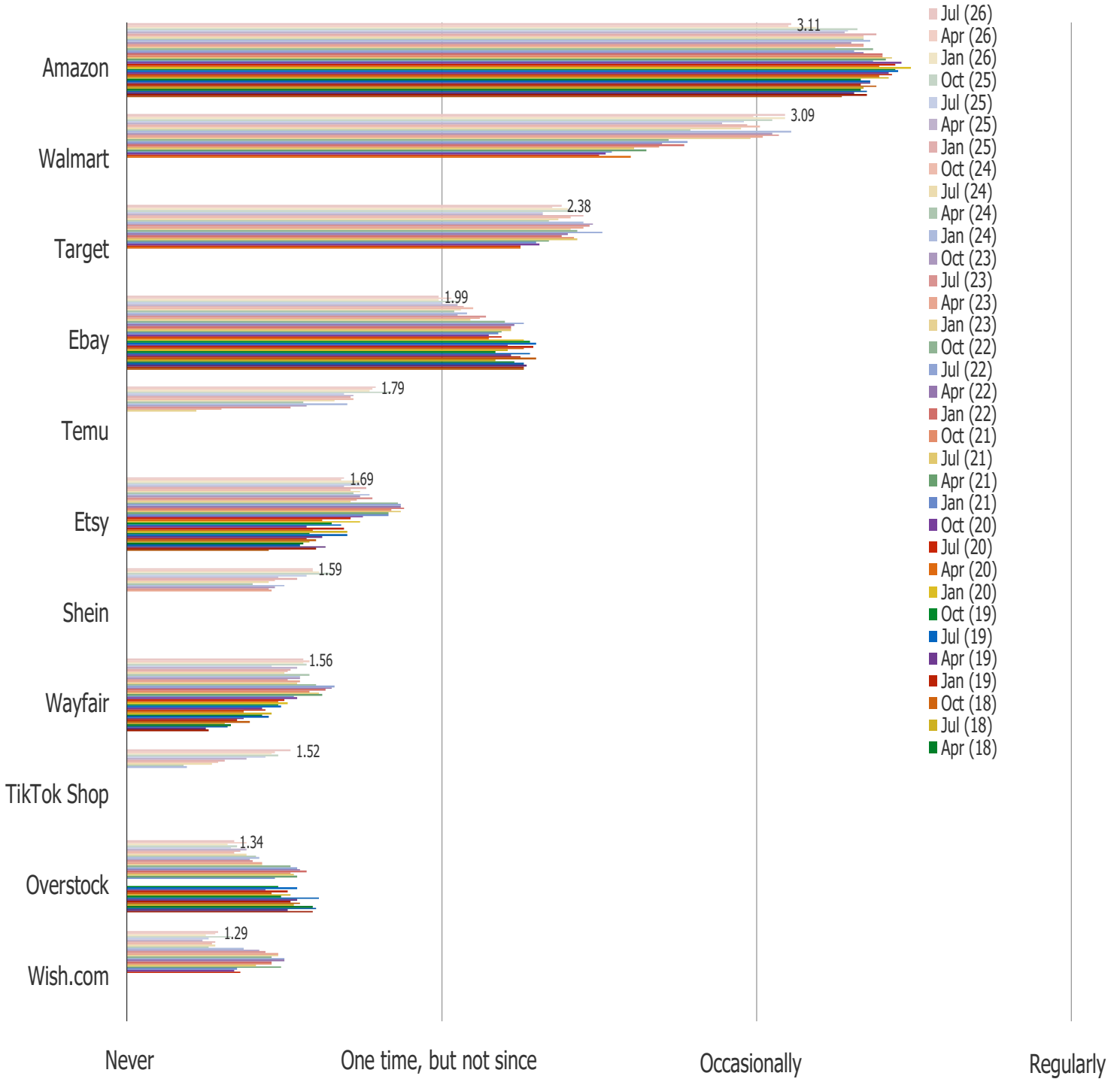


COMPETITIVE DYNAMICS

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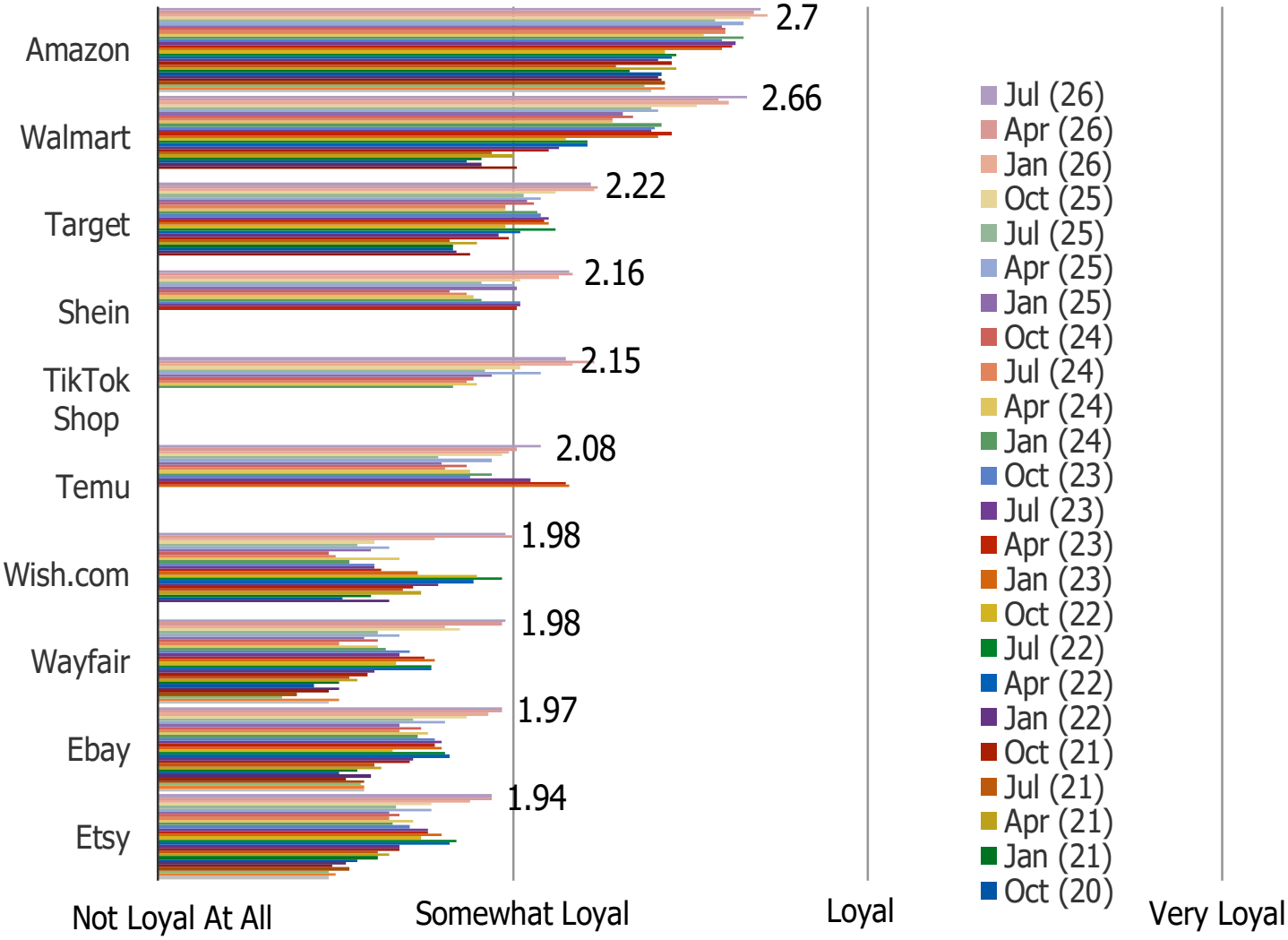
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

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

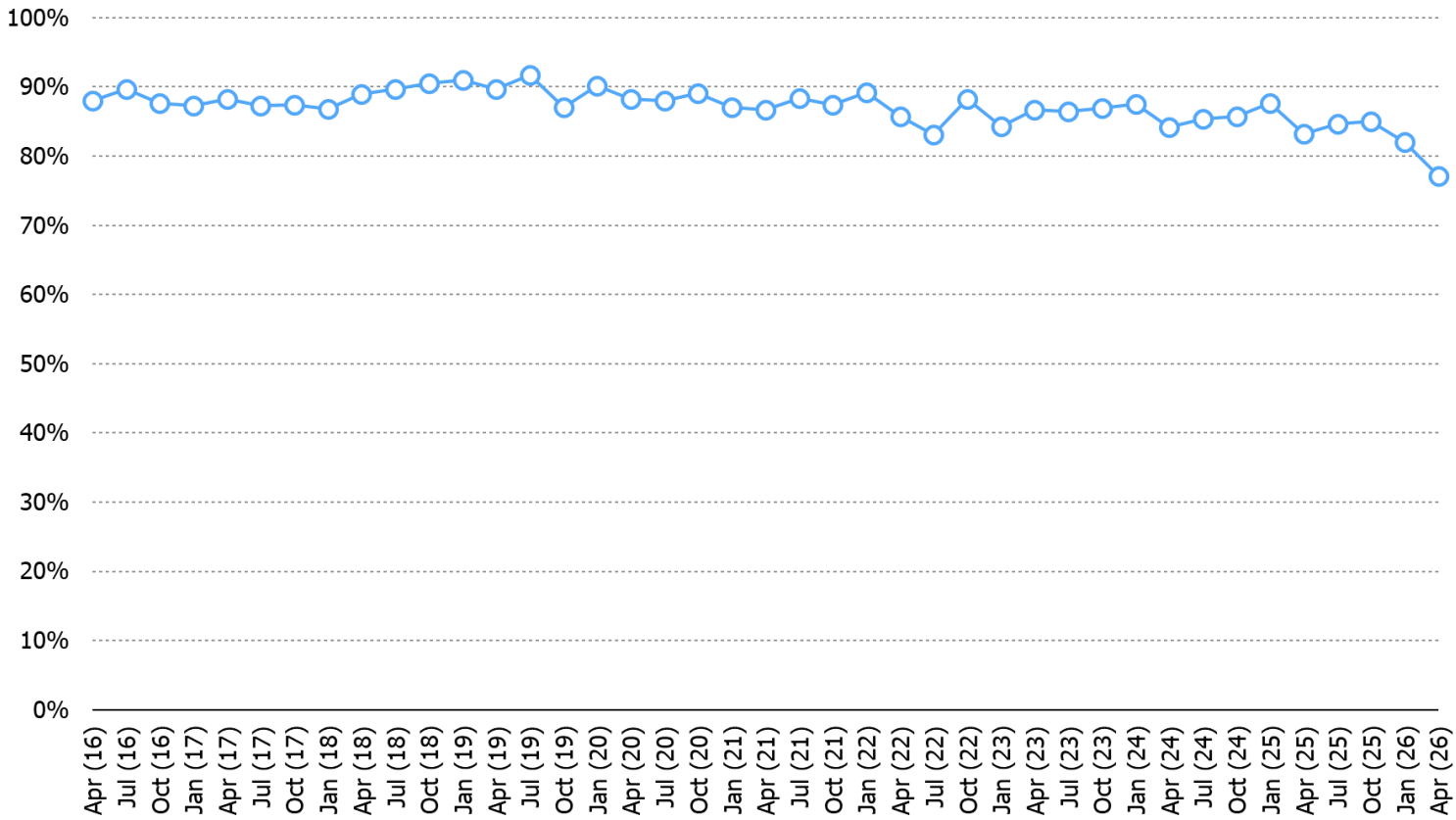


AMZN TRENDS

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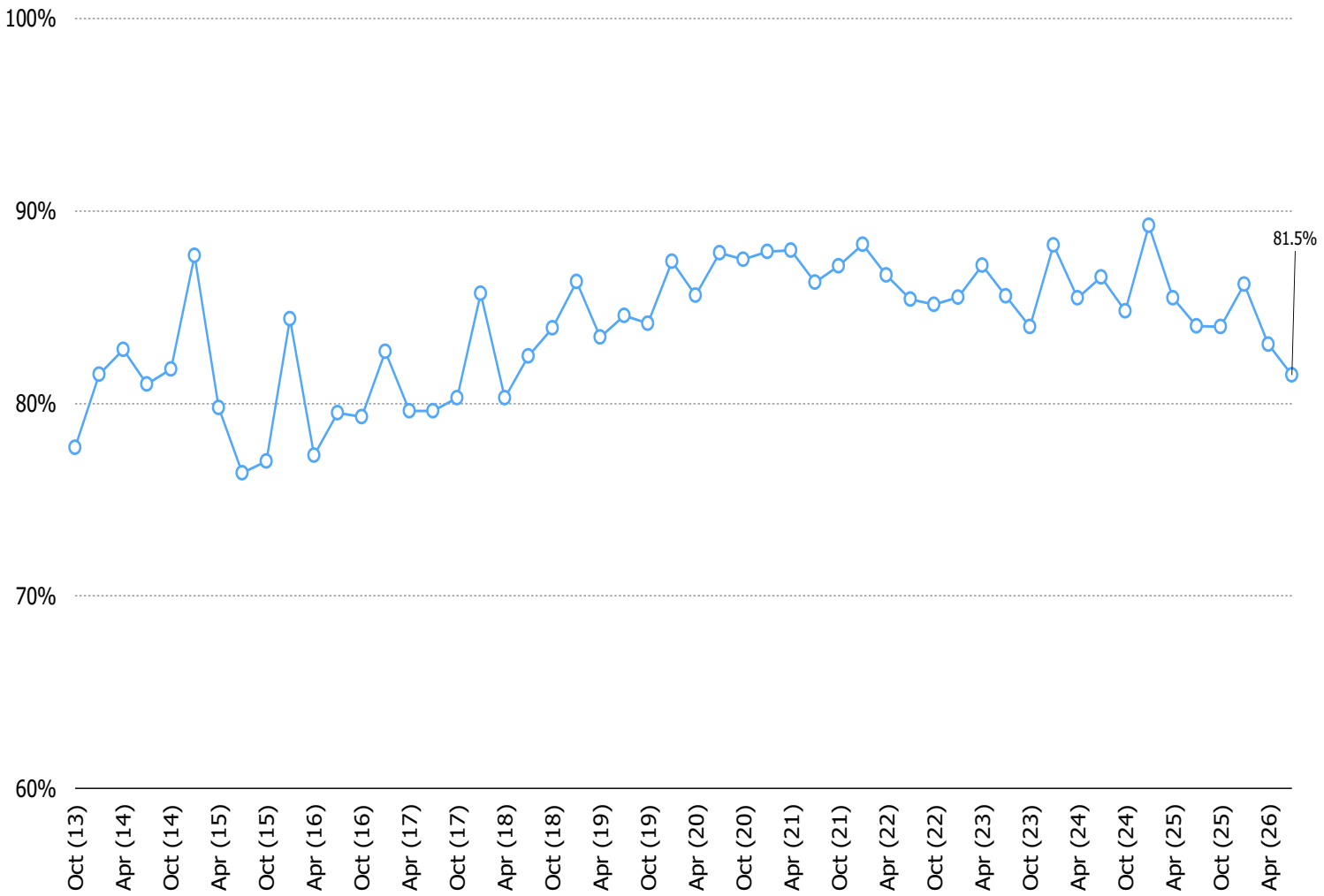
DO YOU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?

Posed to all respondents.



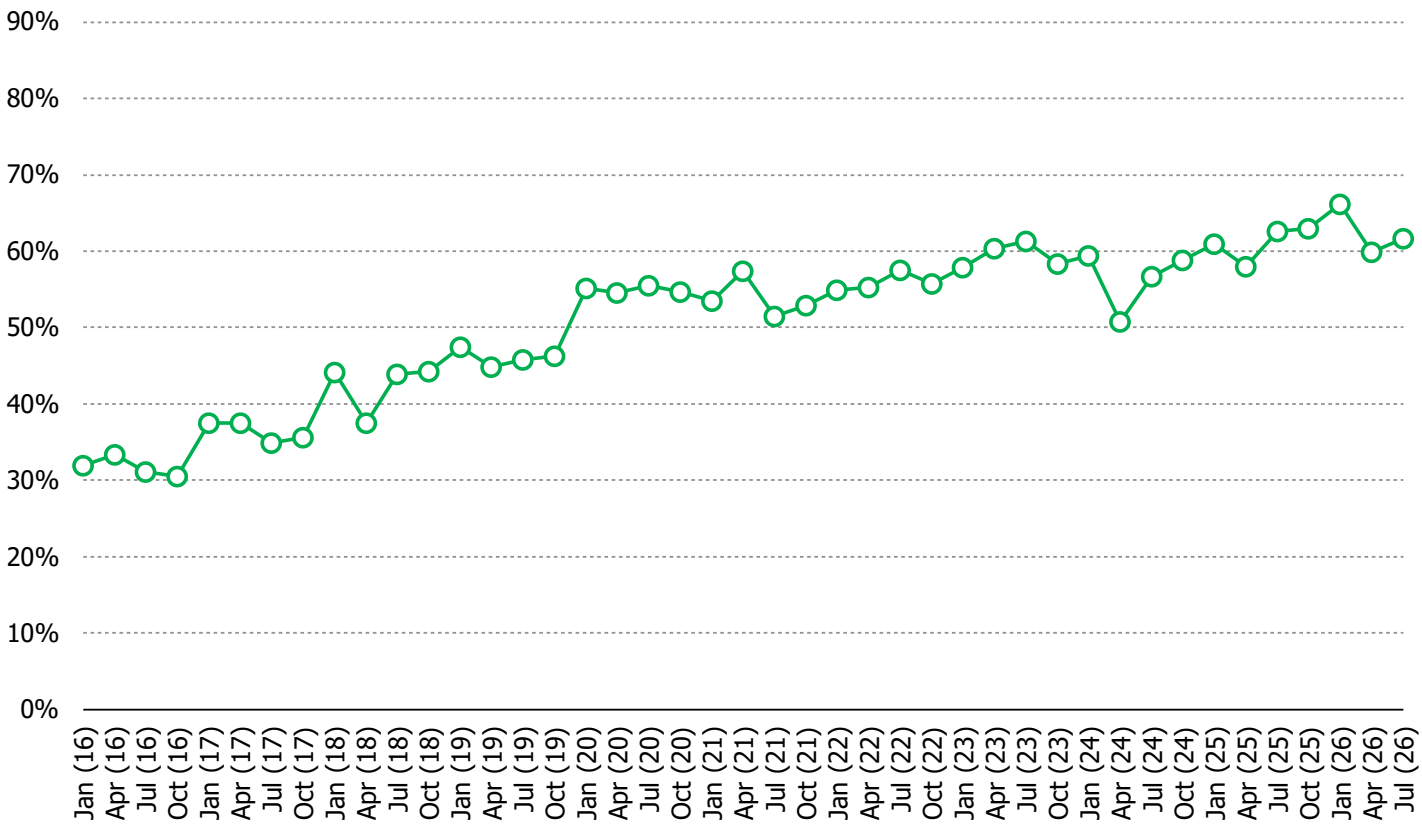
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?

Posed to Amazon users

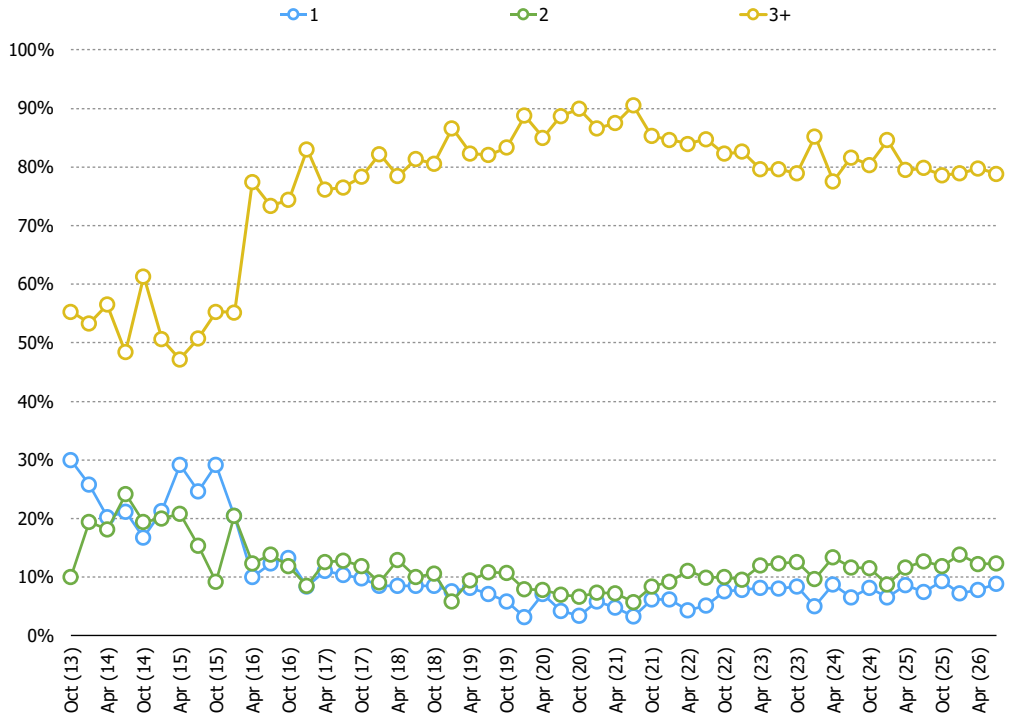


AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?

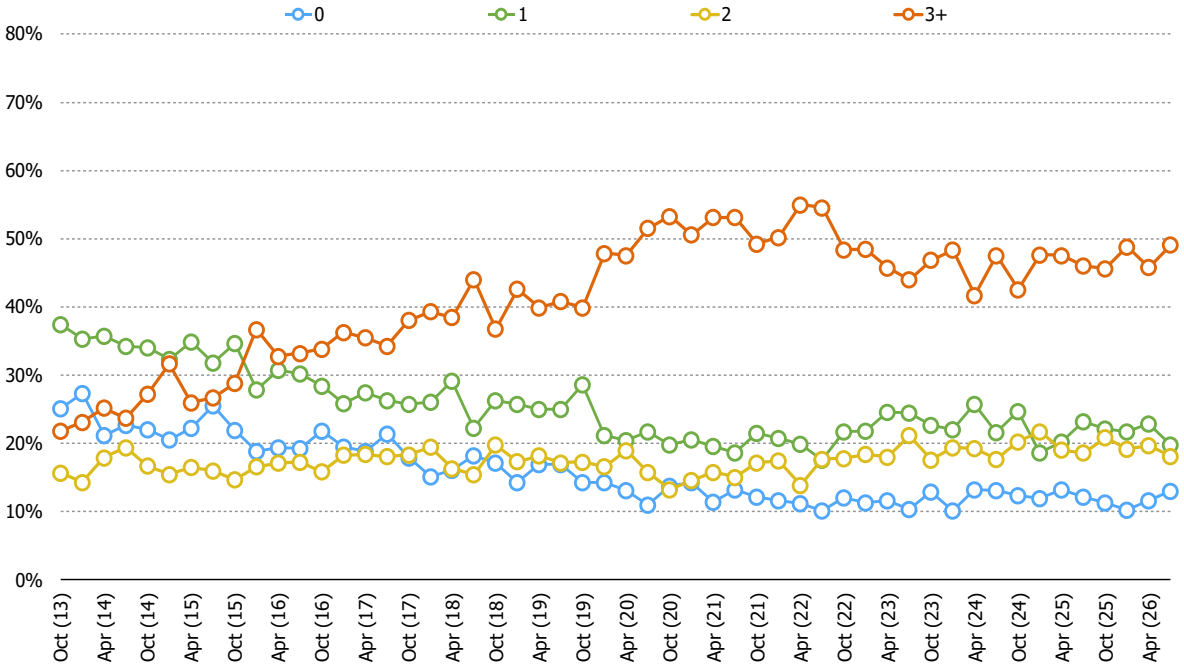
Posed to Amazon users



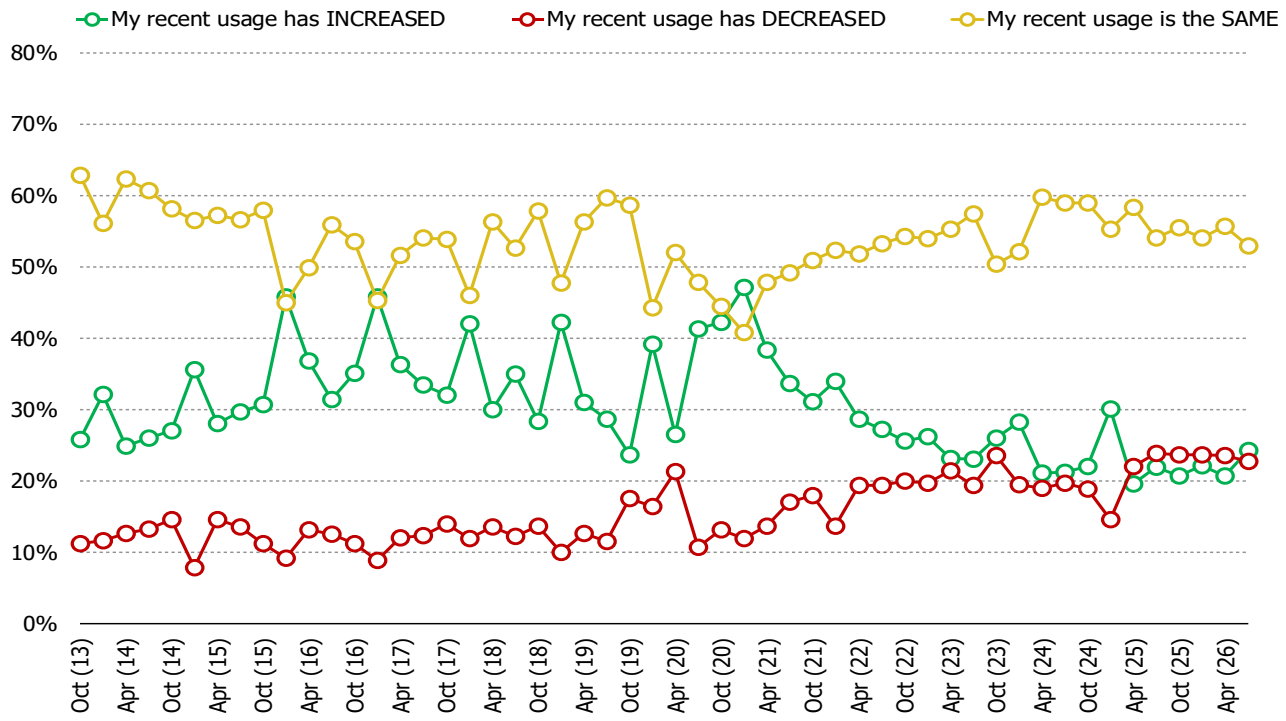
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?



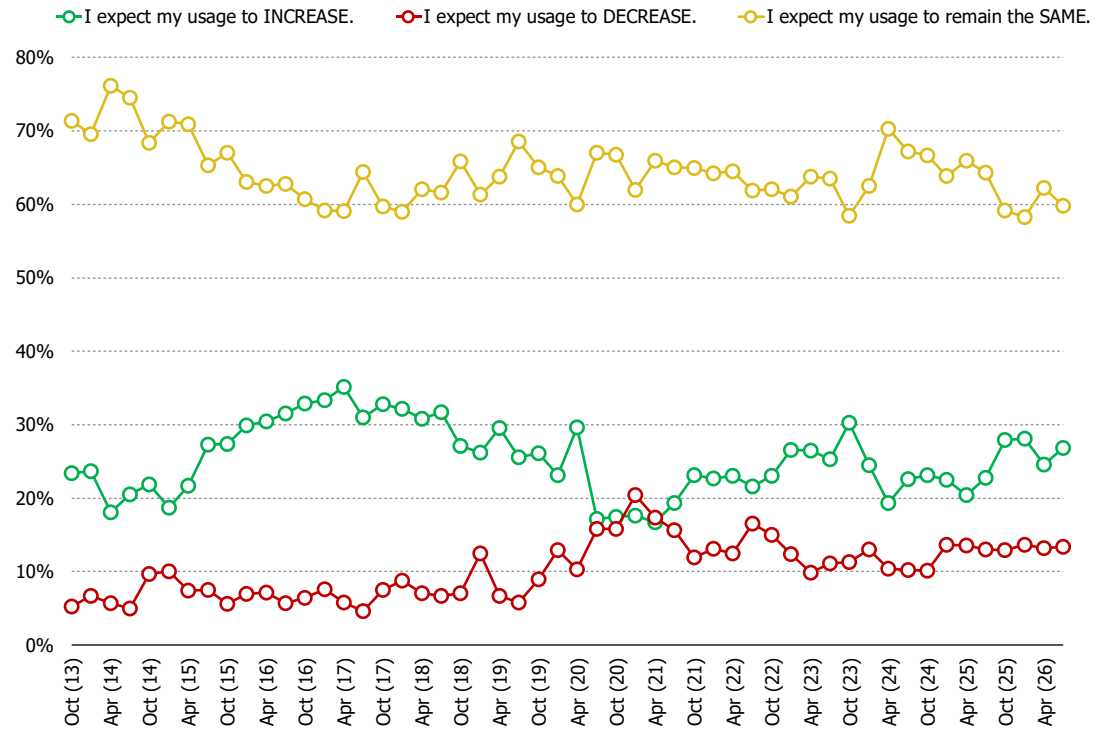
AMAZON USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?



AMAZON USERS – RECENT USAGE



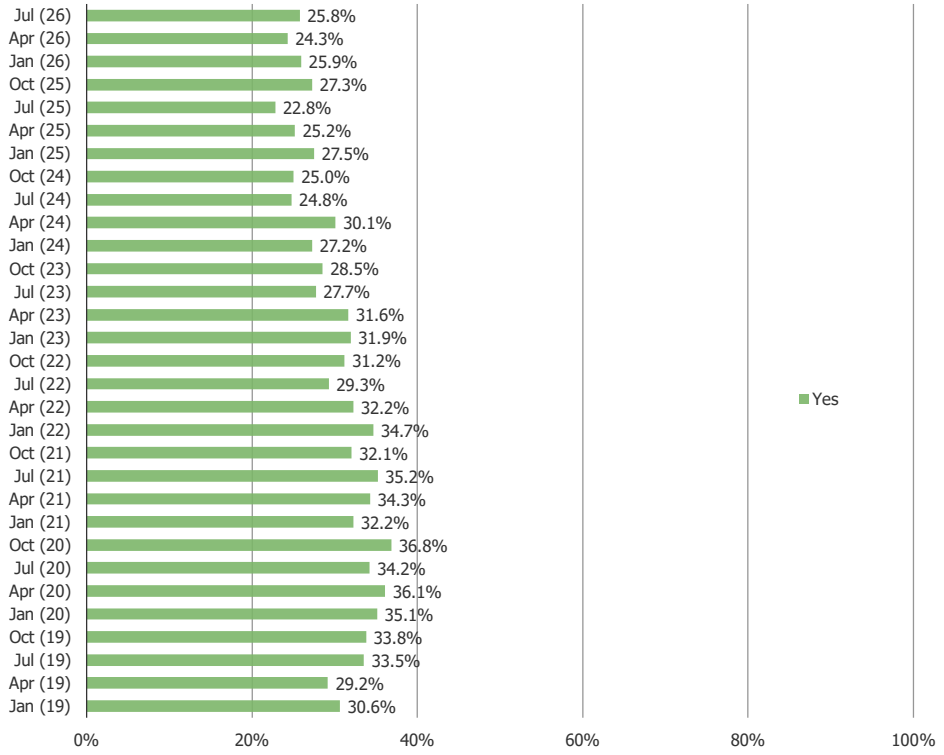
AMAZON USERS – EXPECTED USAGE



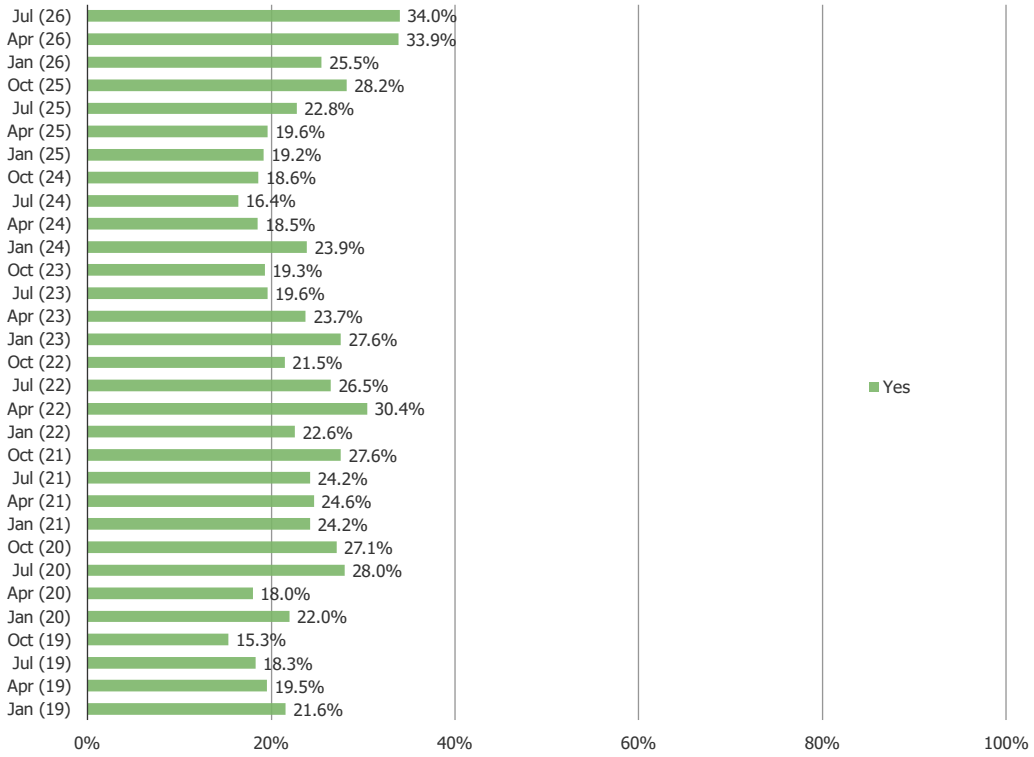
WAYFAIR TRENDS

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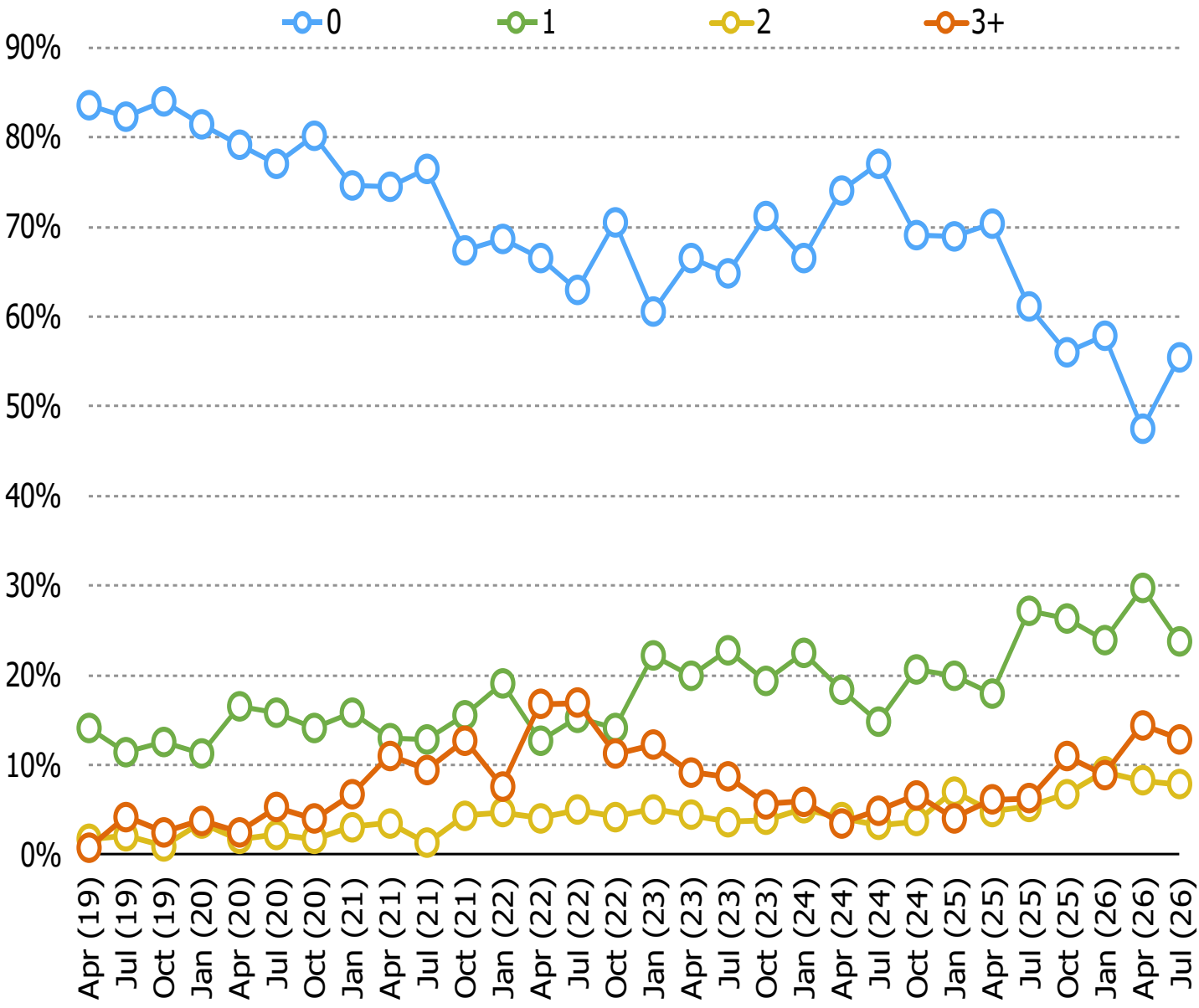
ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?



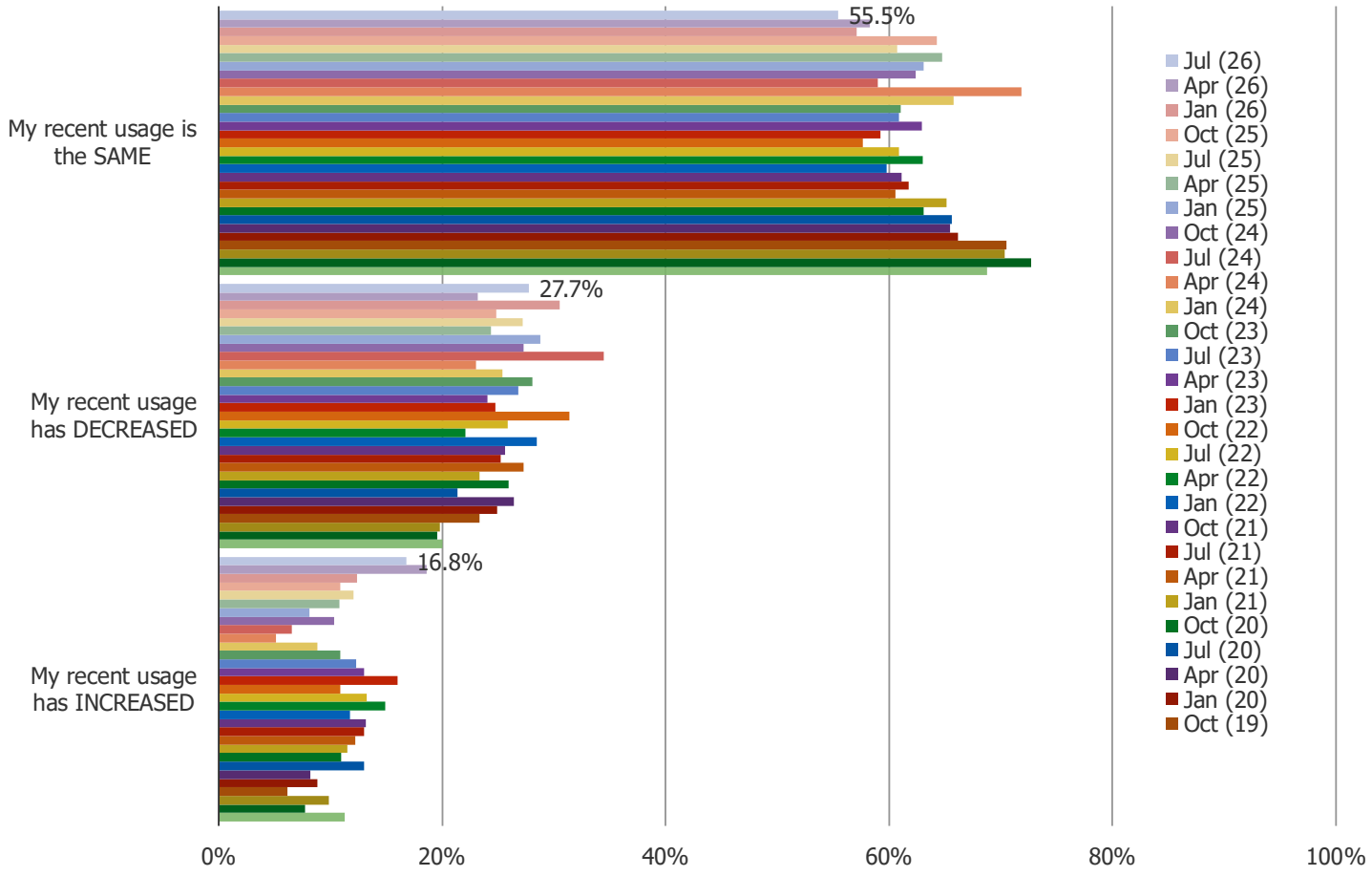
WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?



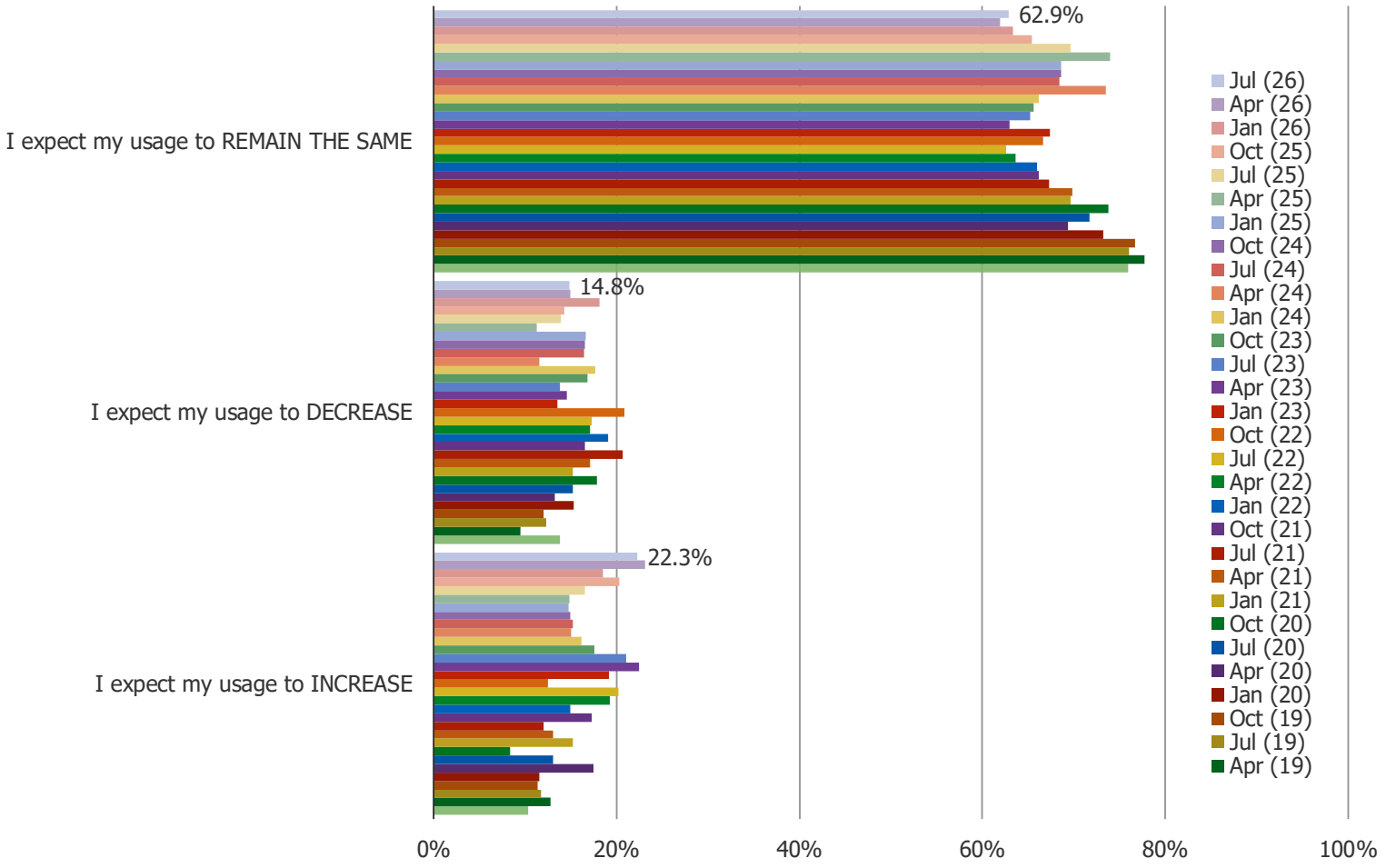
WAYFAIR USERS - ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?



WAYFAIR USERS – RECENT USAGE



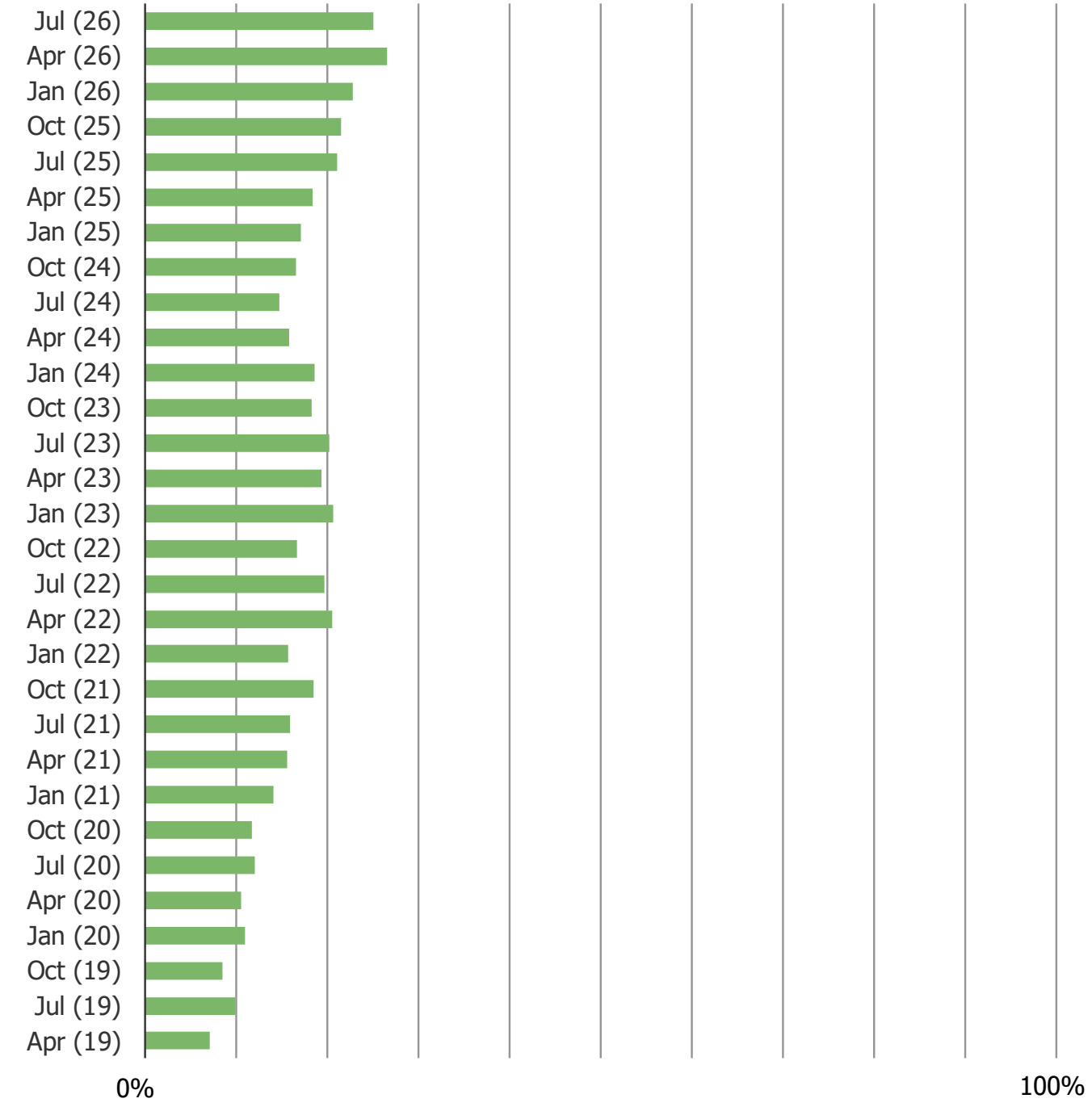
WAYFAIR USERS – EXPECTED USAGE



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

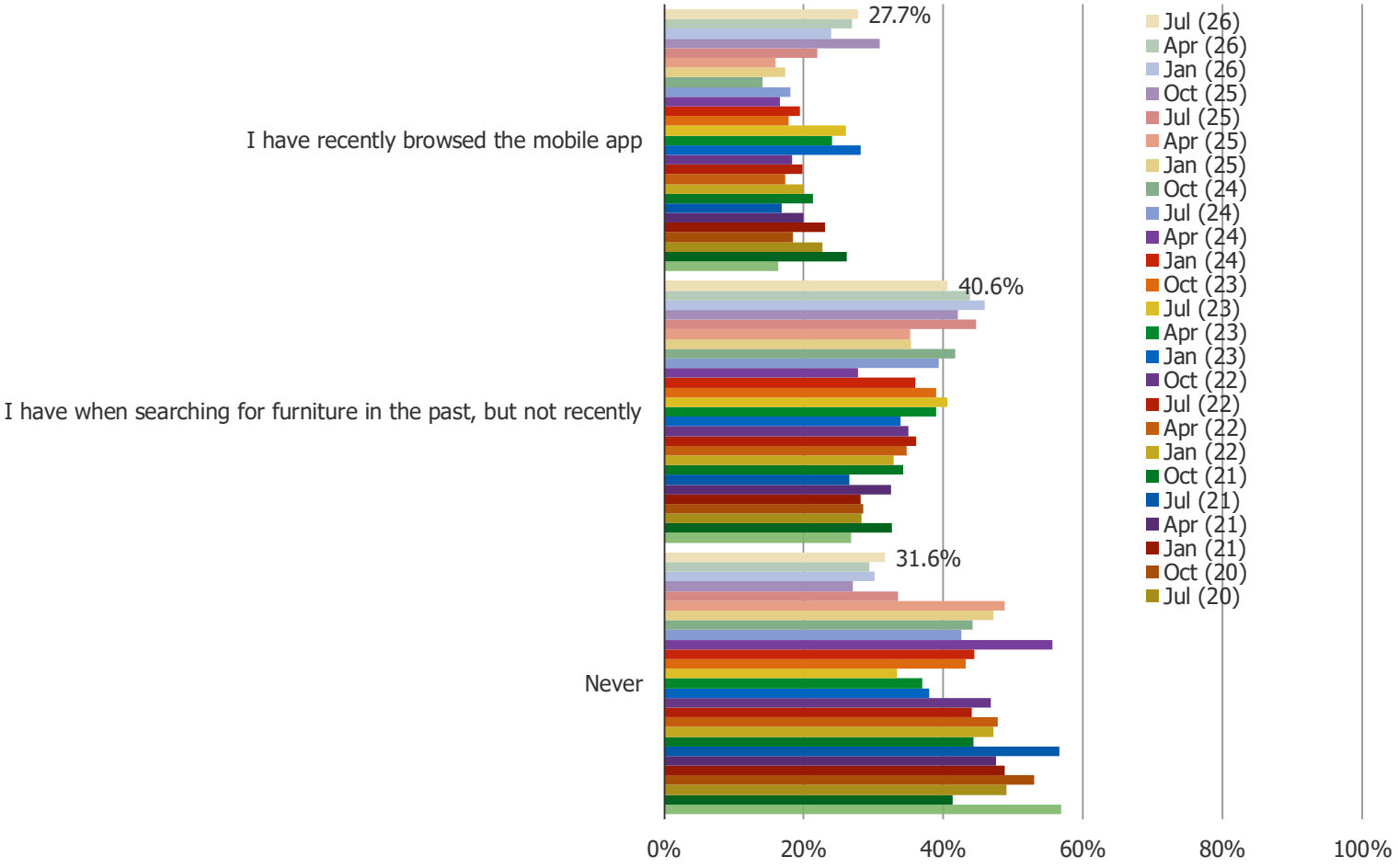
Posed to Wayfair users.

Weighted Average of responses…



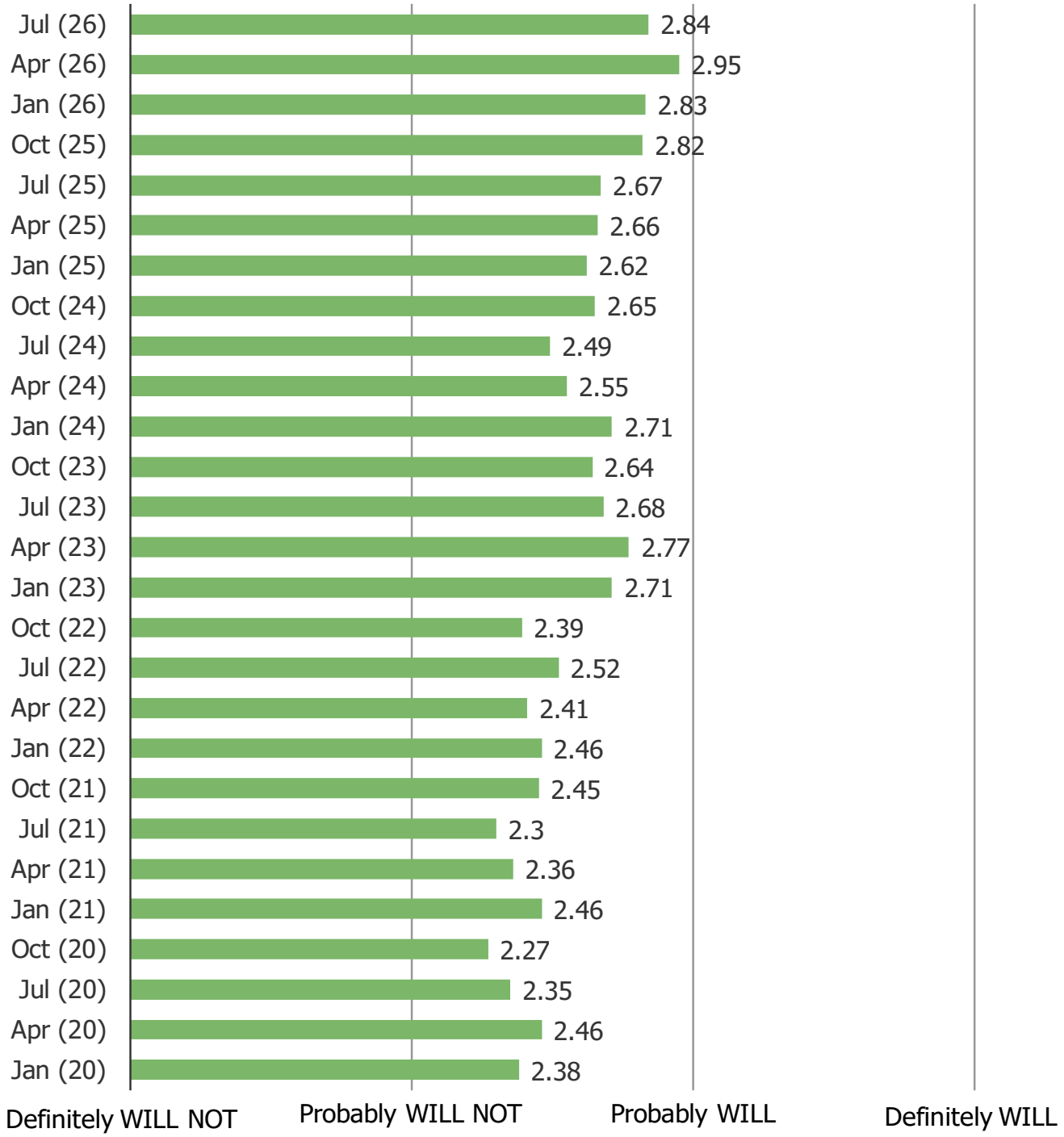
HAVE YOU EVER BROWSED THE WAYFAIR MOBILE APP FOR ITEMS?

Posed to Wayfair users.



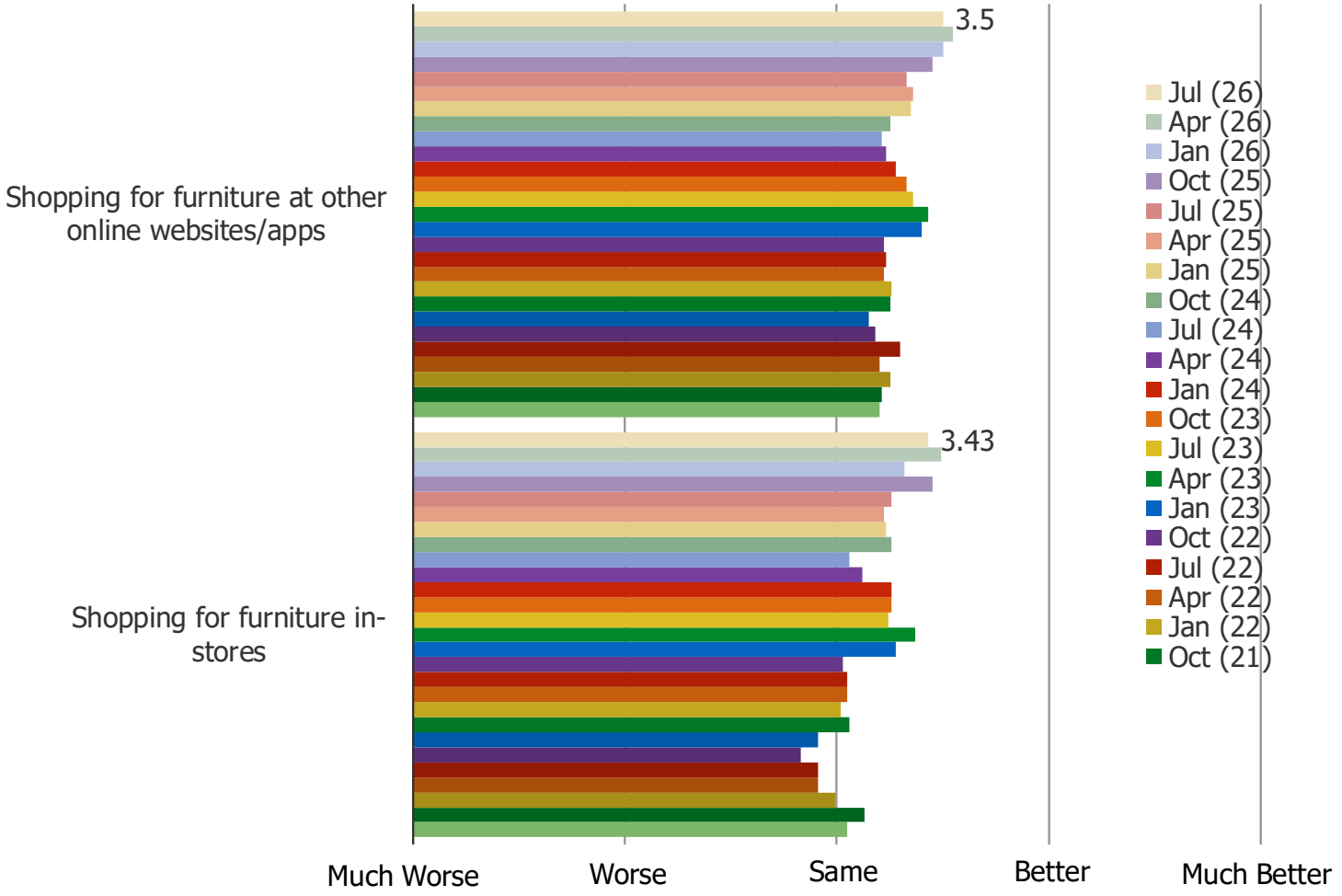
HOW LIKELY ARE YOU TO USE WAYFAIR FOR YOUR NEXT FURNITURE PURCHASE?

Posed to Wayfair users.



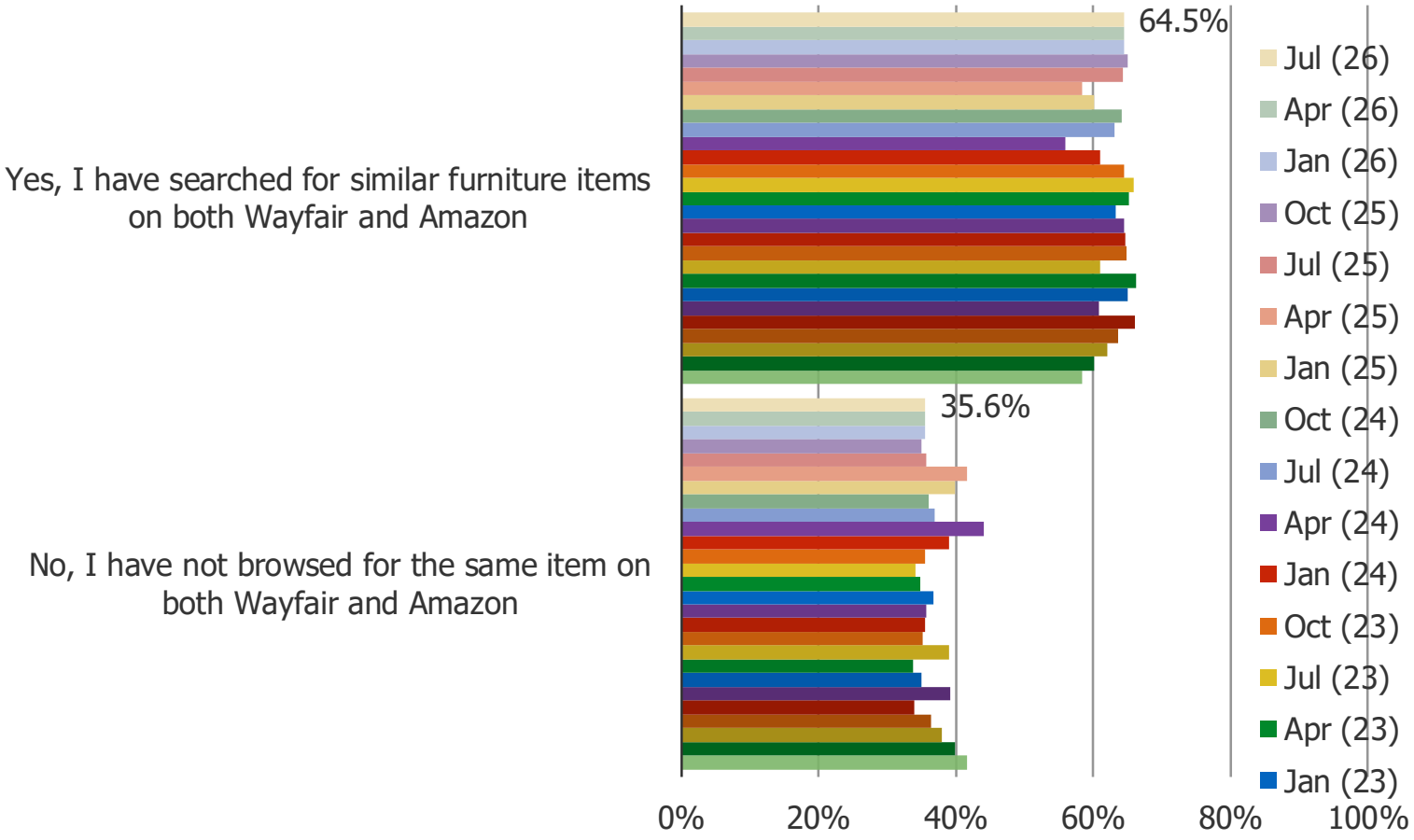
HOW DOES THE WAYFAIR SHOPPING EXPERIENCE COMPARE TO…

Posed to Wayfair users.



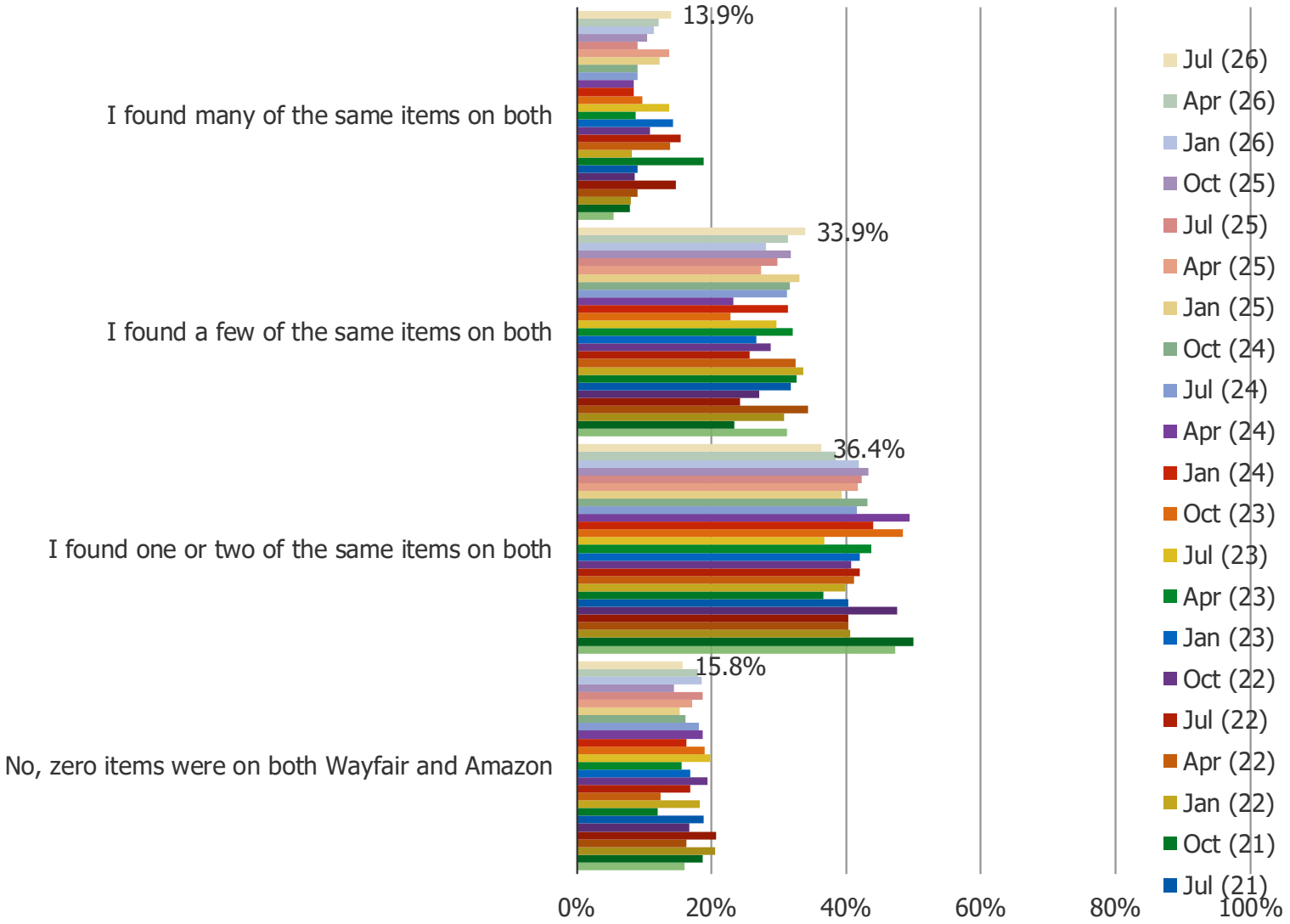
HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users.



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

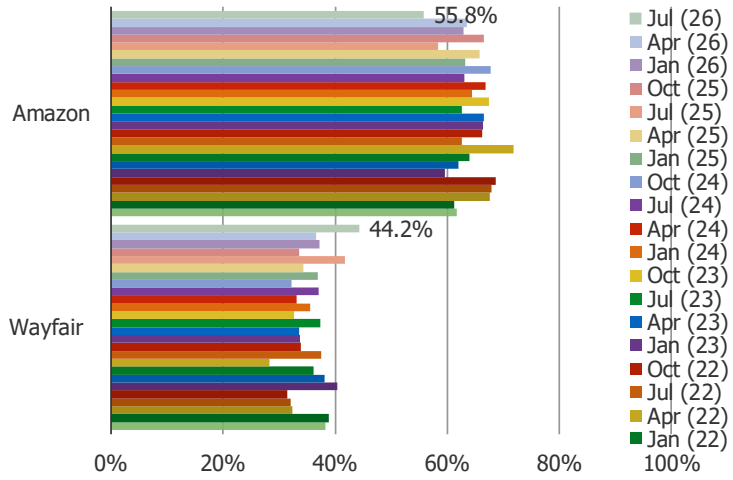
Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



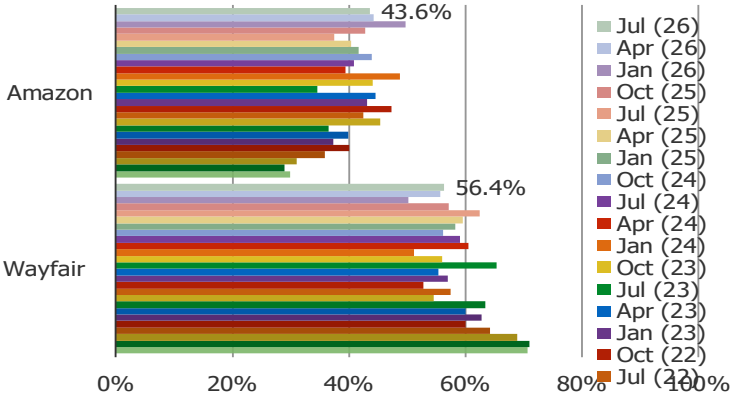
WHEN YOU WERE SHOPPING FOR THE SAME FURNITURE CATEGORY ON BOTH WAYFAIR AND AMAZON, WHICH PLATFORM HAD BETTER…

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

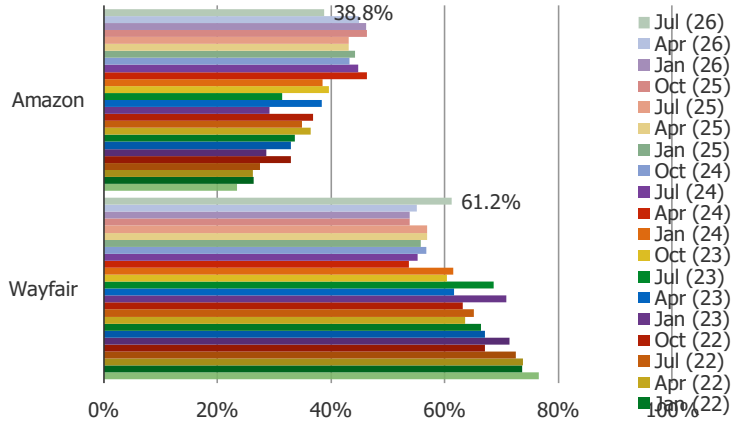
Pricing



Selection of Furniture Products

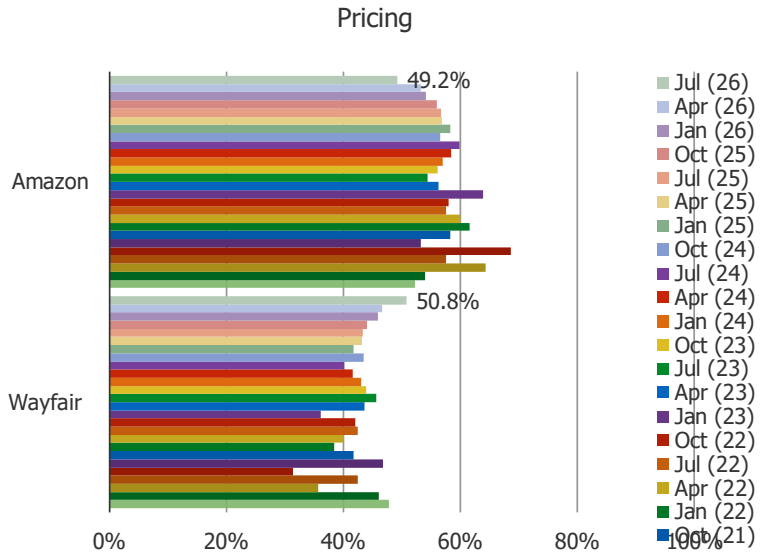


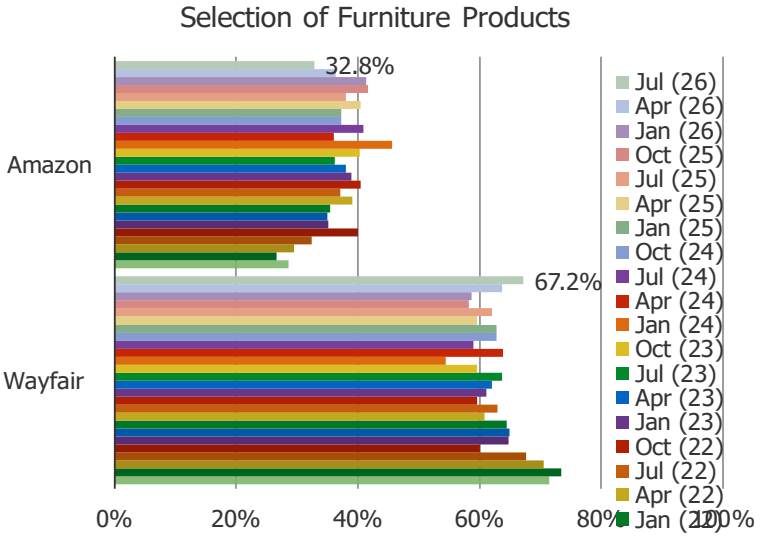
Ability to Visualize Products

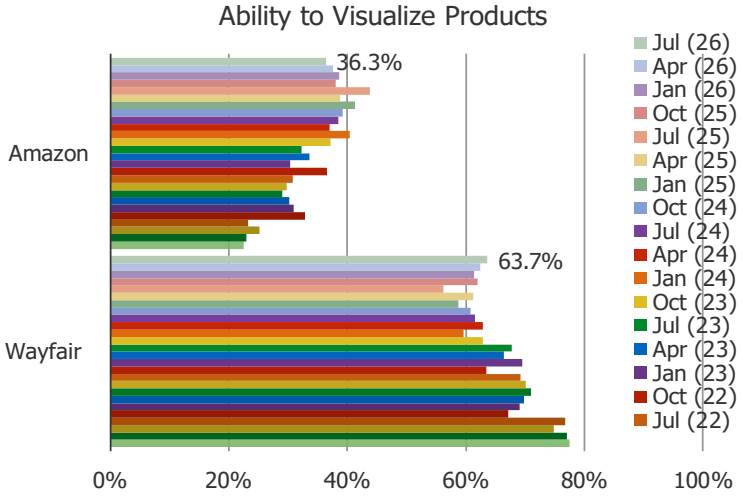


IF YOU NEEDED TO SHOP FOR A TYPE OF FURNITURE TODAY, WHICH PLATFORM DO YOU THINK WOULD HAVE BETTER…

Posed to ALL Wayfair users.

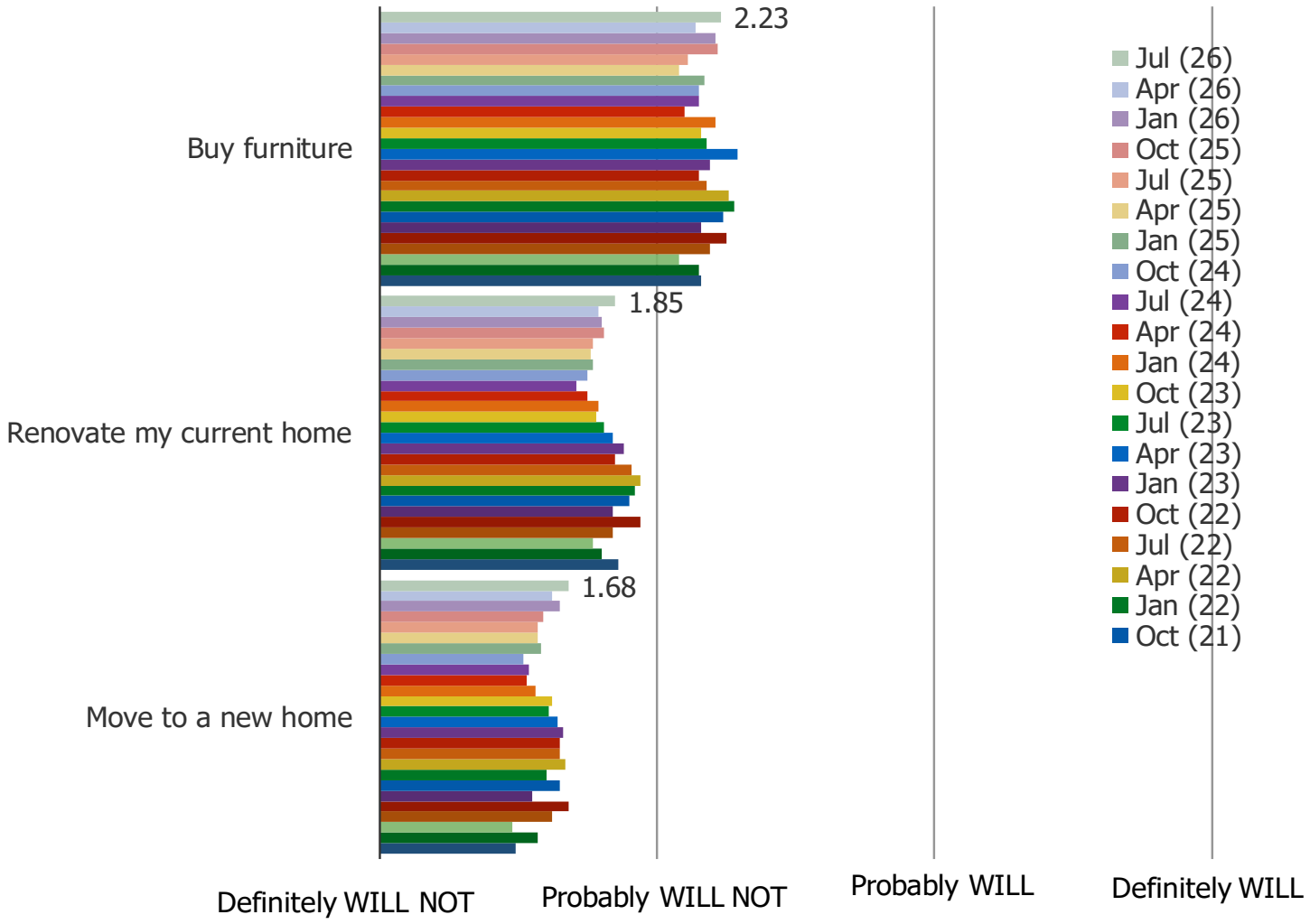






DO YOU PLAN TO DO ANY OF THE FOLLOWING IN THE NEXT FEW MONTHS?

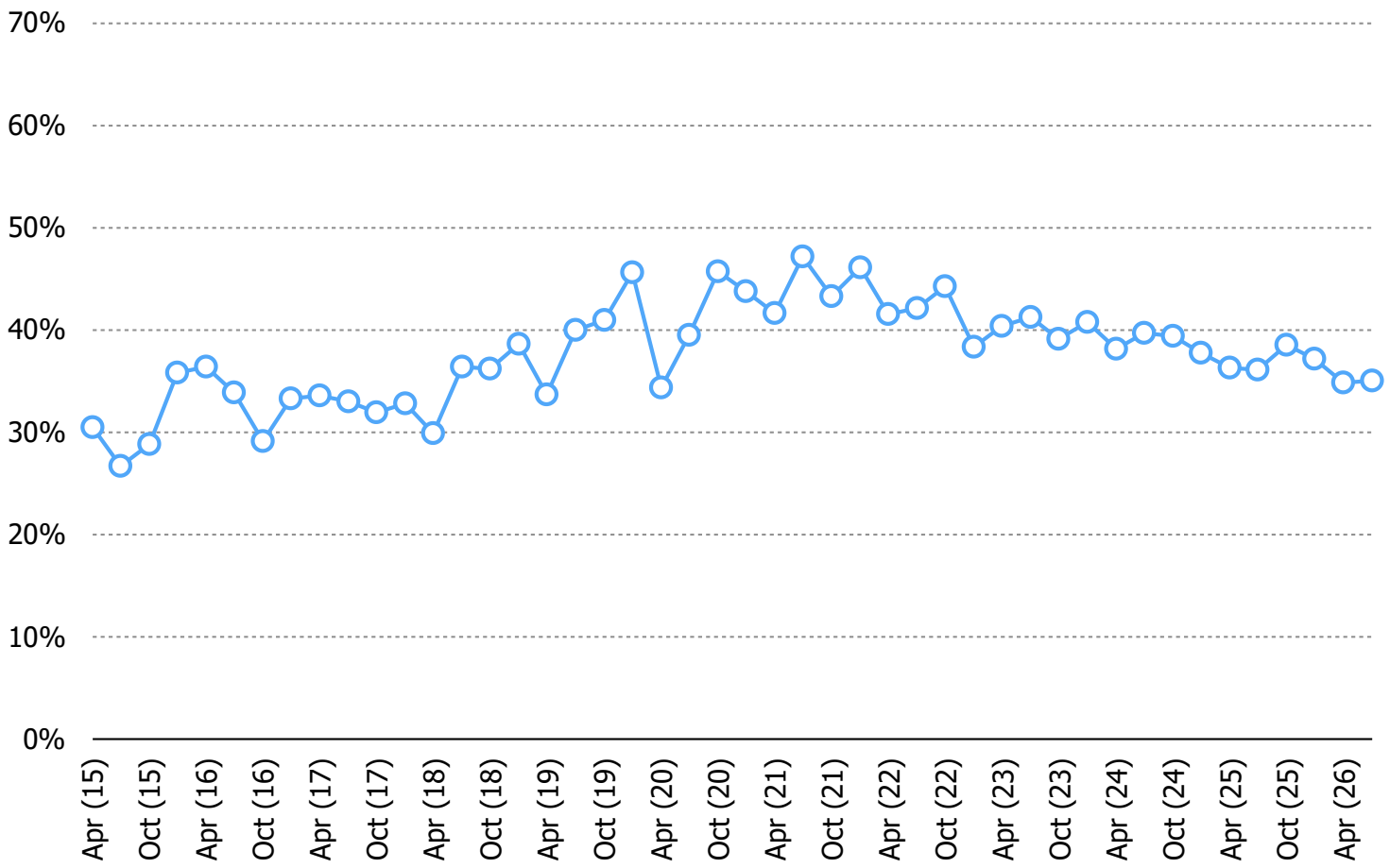
Posed to ALL respondents.



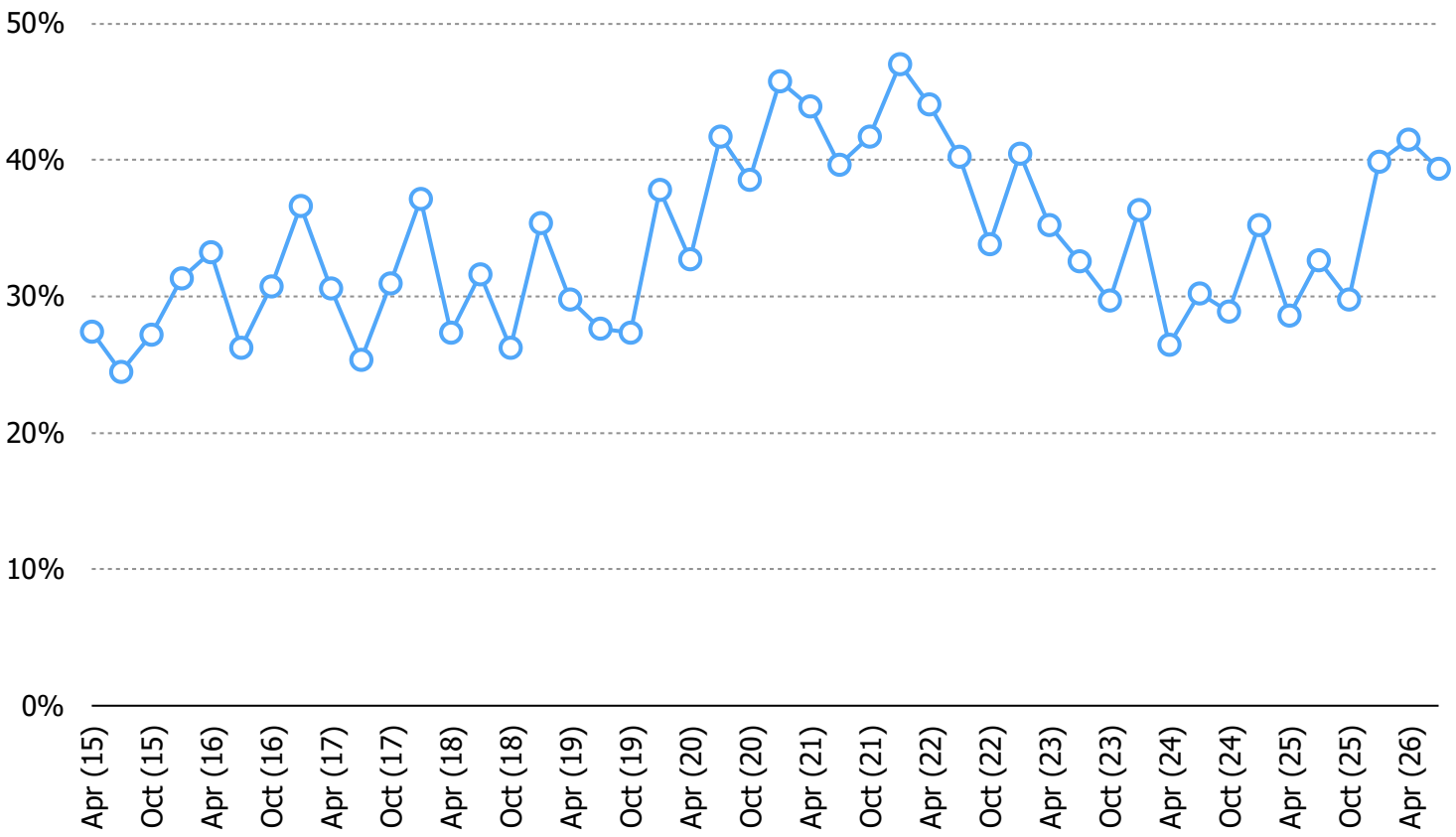
ETSY TRENDS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

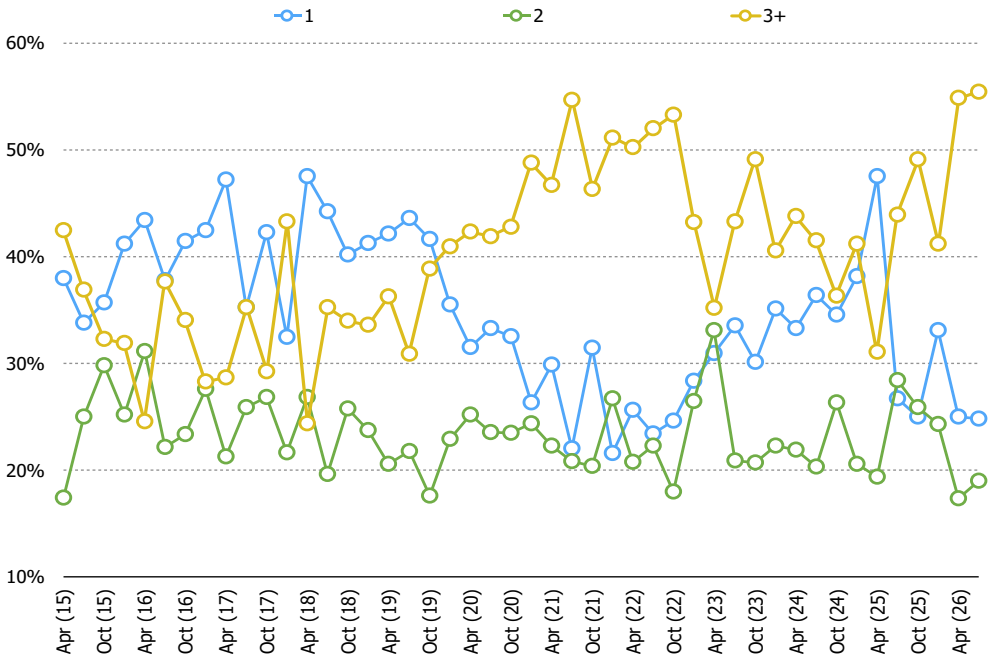
ALL RESPONDENTS – DO YOU EVER USE OR VISIT ETSY (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?



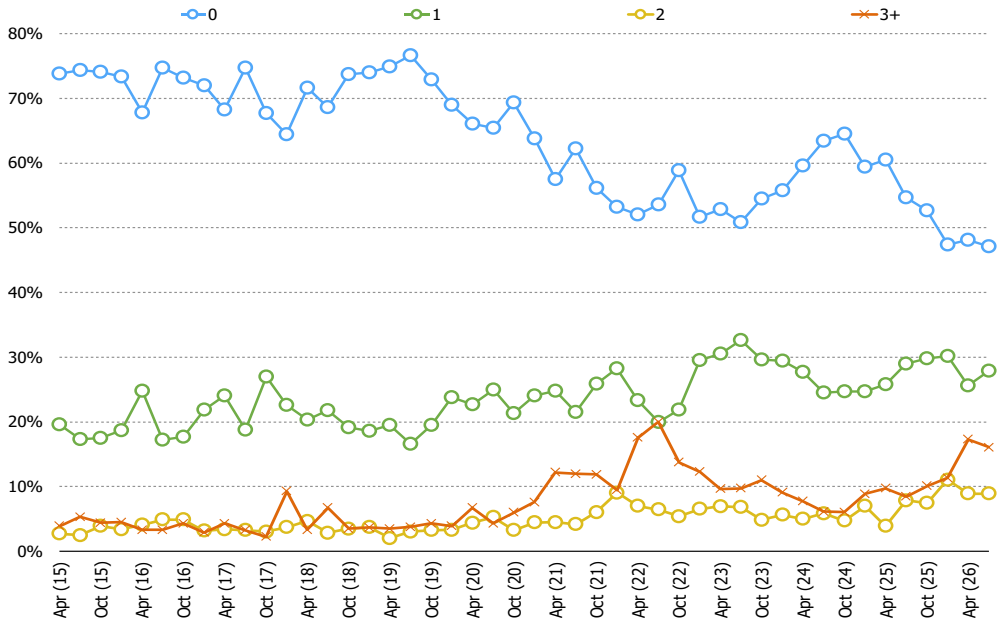
ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?



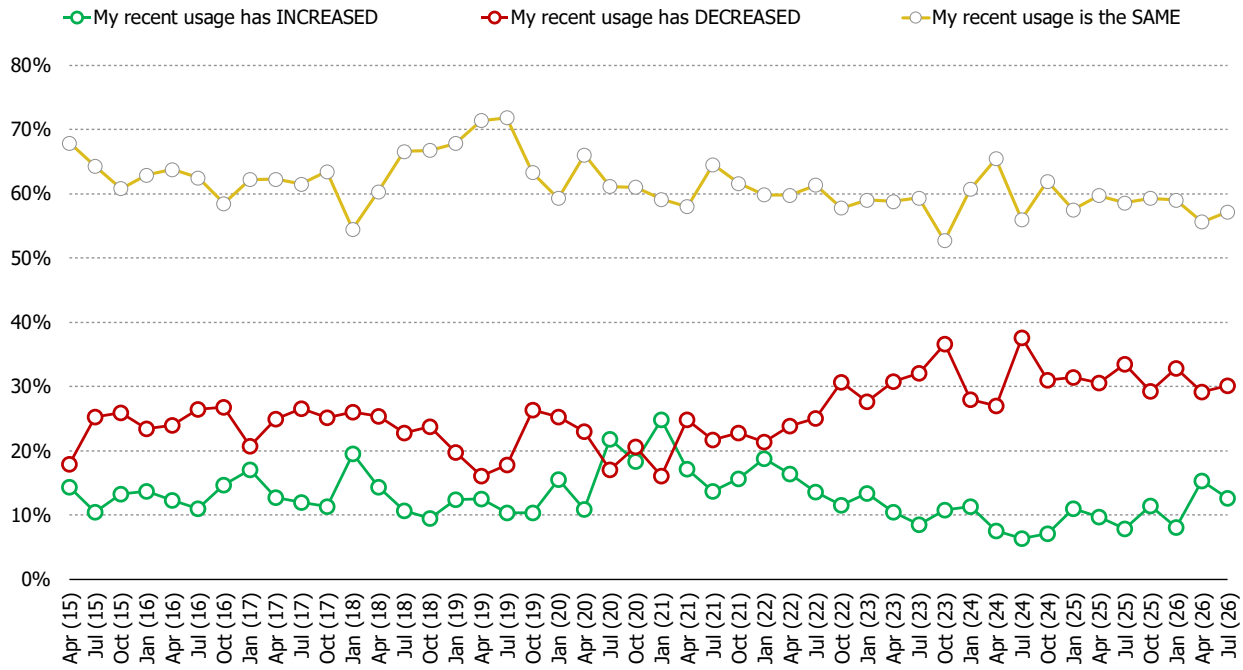
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?



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



ETSY USERS – RECENT USAGE



ETSY USERS – EXPECTED USAGE

