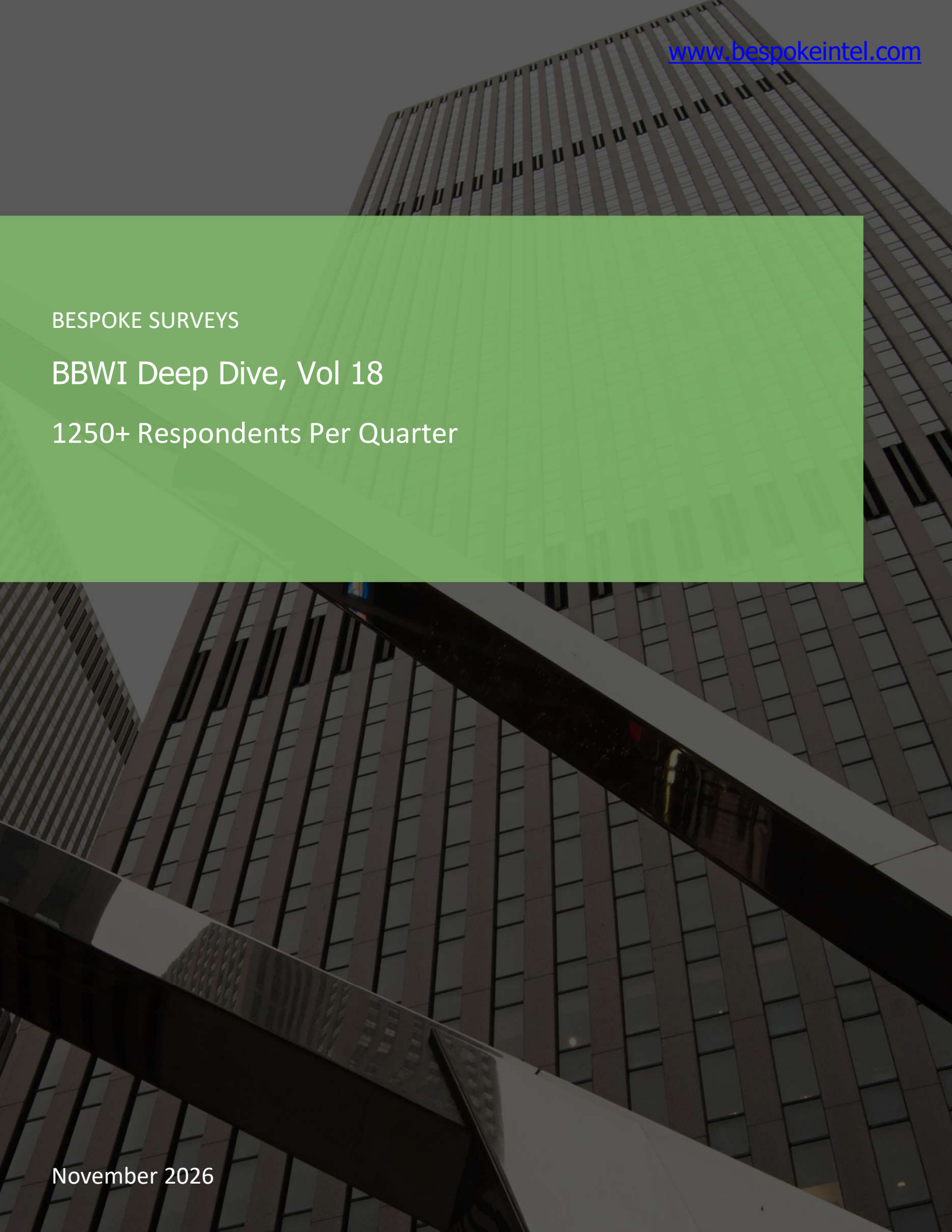


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BESPOKE SURVEYS

BBWI Deep Dive, Vol 18

1250+ Respondents Per Quarter

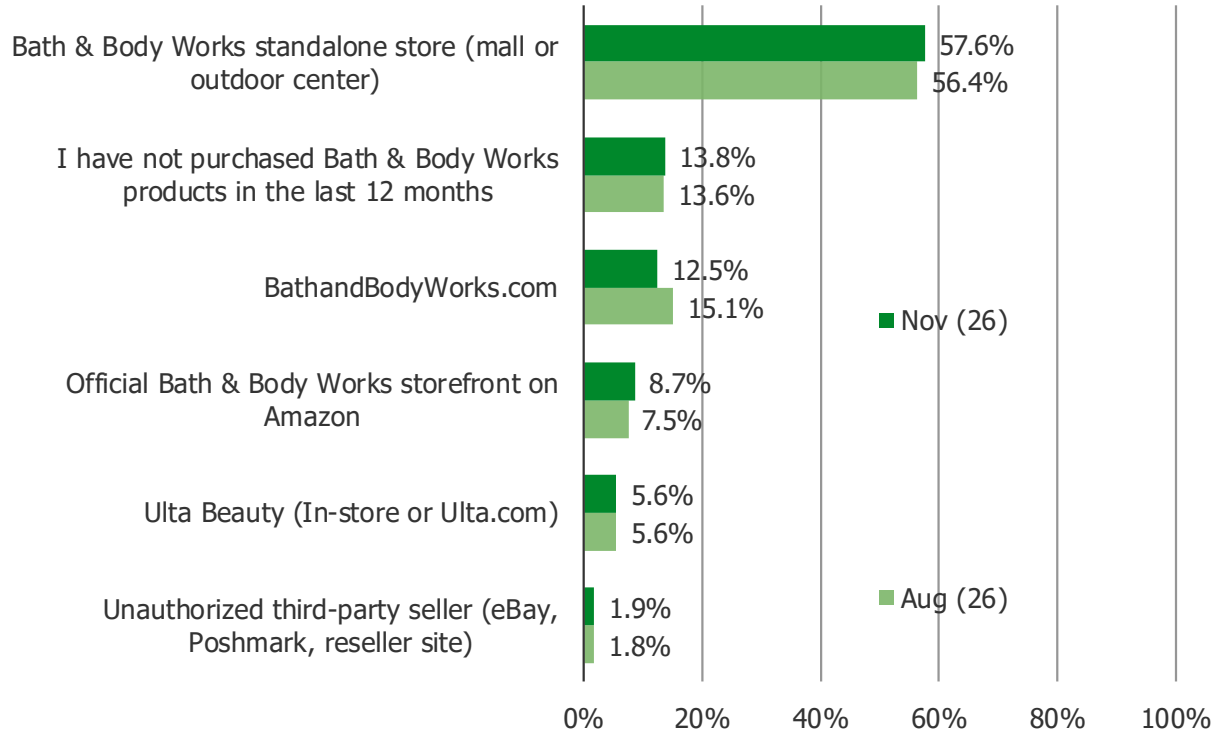
November 2026

NEW QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

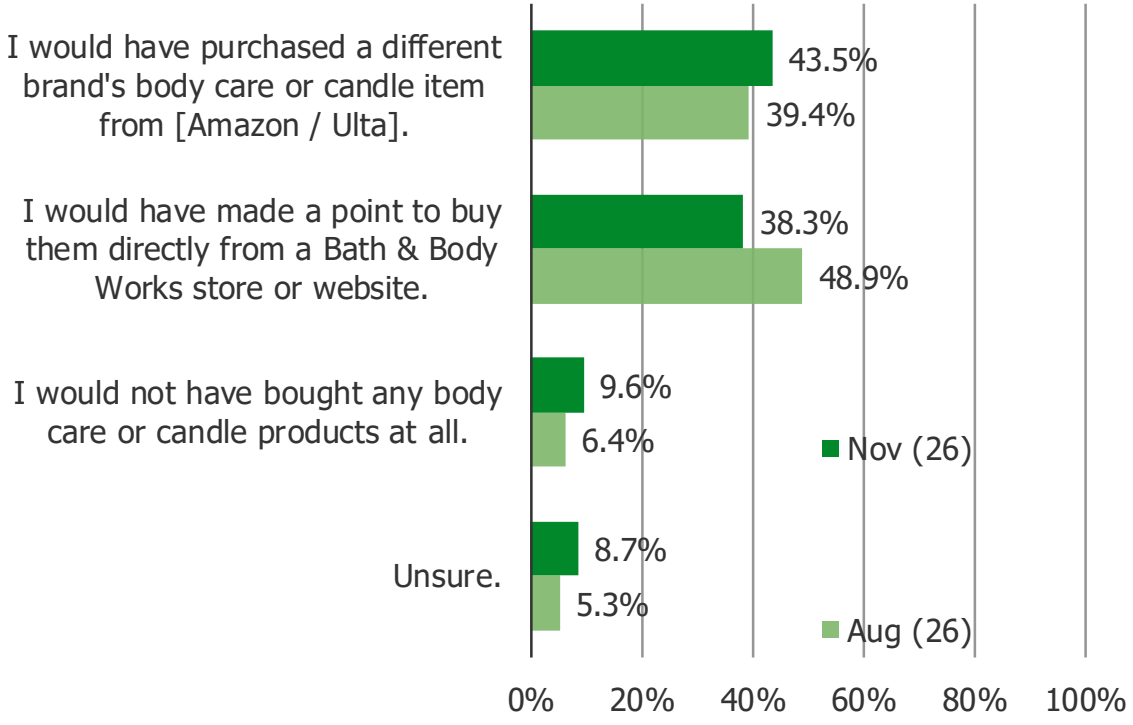
WHERE DID YOU MOST RECENTLY PURCHASE BATH & BODY WORKS PRODUCTS? (SELECT ONE)

Posed to Bath and Body Works customers.



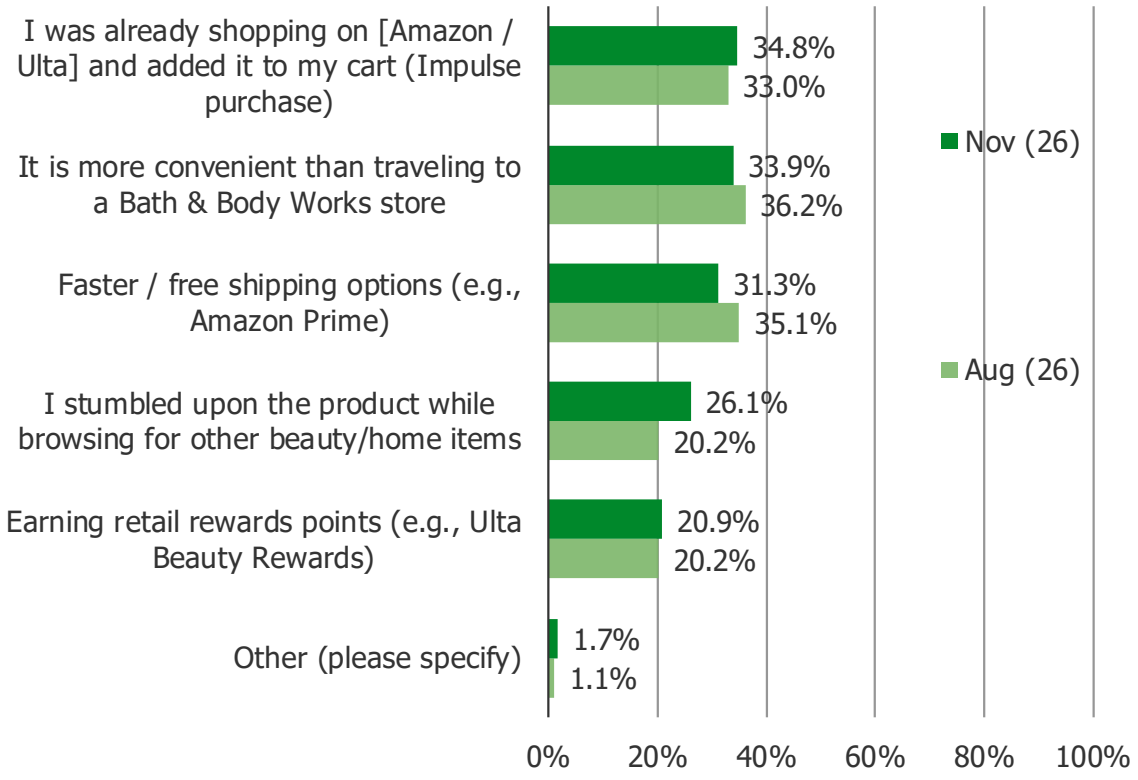
IF BATH & BODY WORKS PRODUCTS WERE NOT AVAILABLE ON AMAZON OR ULTA, WHAT WOULD YOU HAVE DONE?

Posed to Bath and Body Works customers who bought from Amazon or Ulta. (N=115)



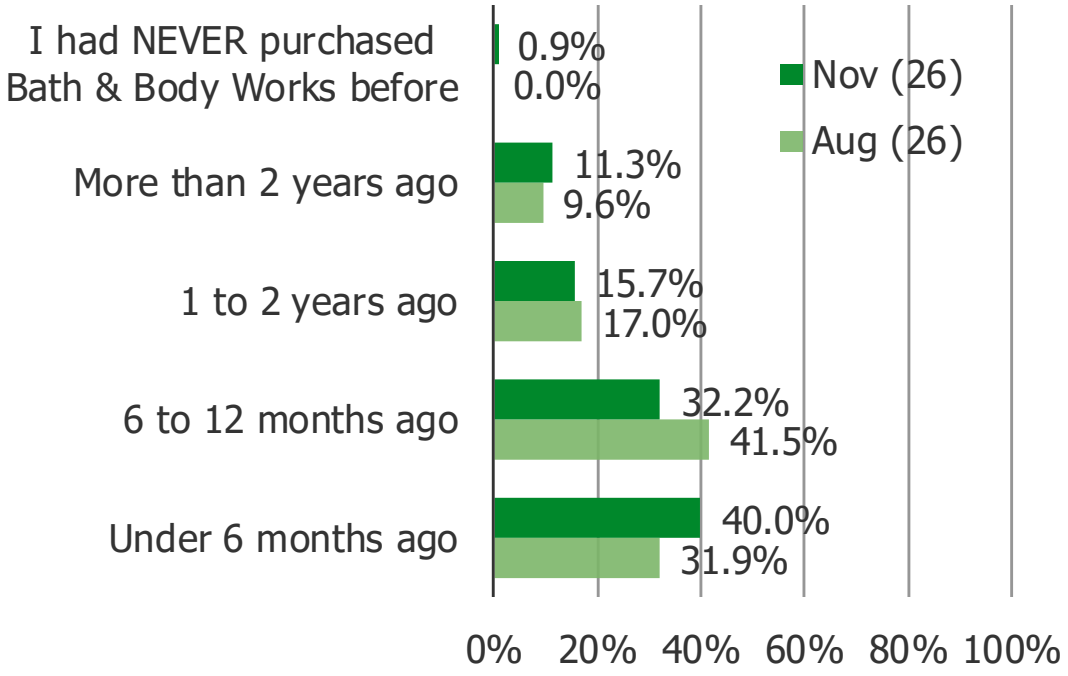
WHAT WAS THE MAIN REASON YOU BOUGHT BATH & BODY WORKS AT [AMAZON / ULTA] INSTEAD OF VISITING A BATH & BODY WORKS STORE OR WEBSITE? (SELECT UP TO 2)

Posed to Bath and Body Works customers who bought from Amazon or Ulta. (N=115)



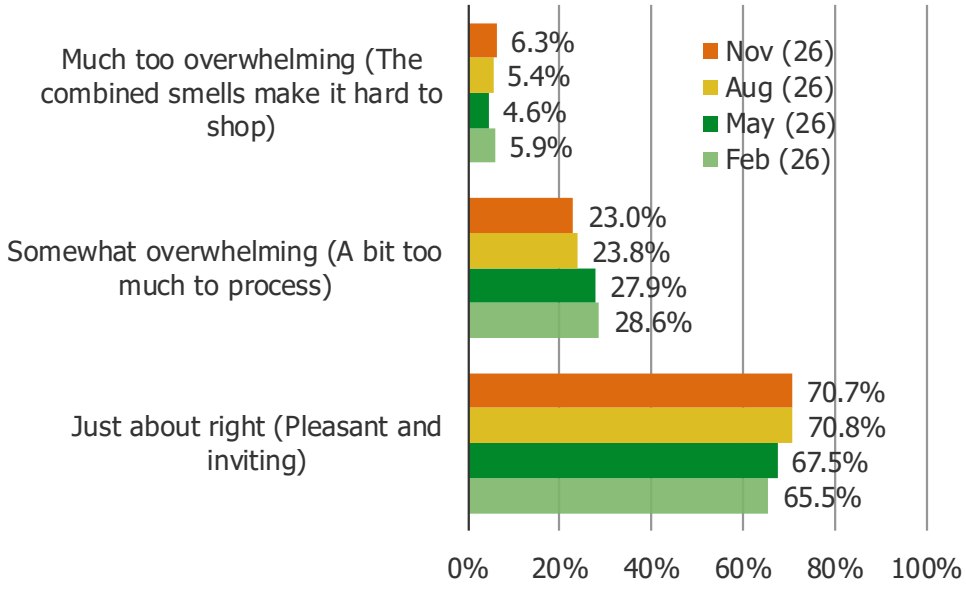
BEFORE THE MOST RECENT BATH & BODY WORKS PURCHASE THAT YOU MADE ON AMAZON / ULTA, WHEN DID YOU MOST RECENTLY BUY BATH & BODY PRODUCTS BEFORE THAT?

Posed to Bath and Body Works customers who bought from Amazon or Ulta. (N=115)



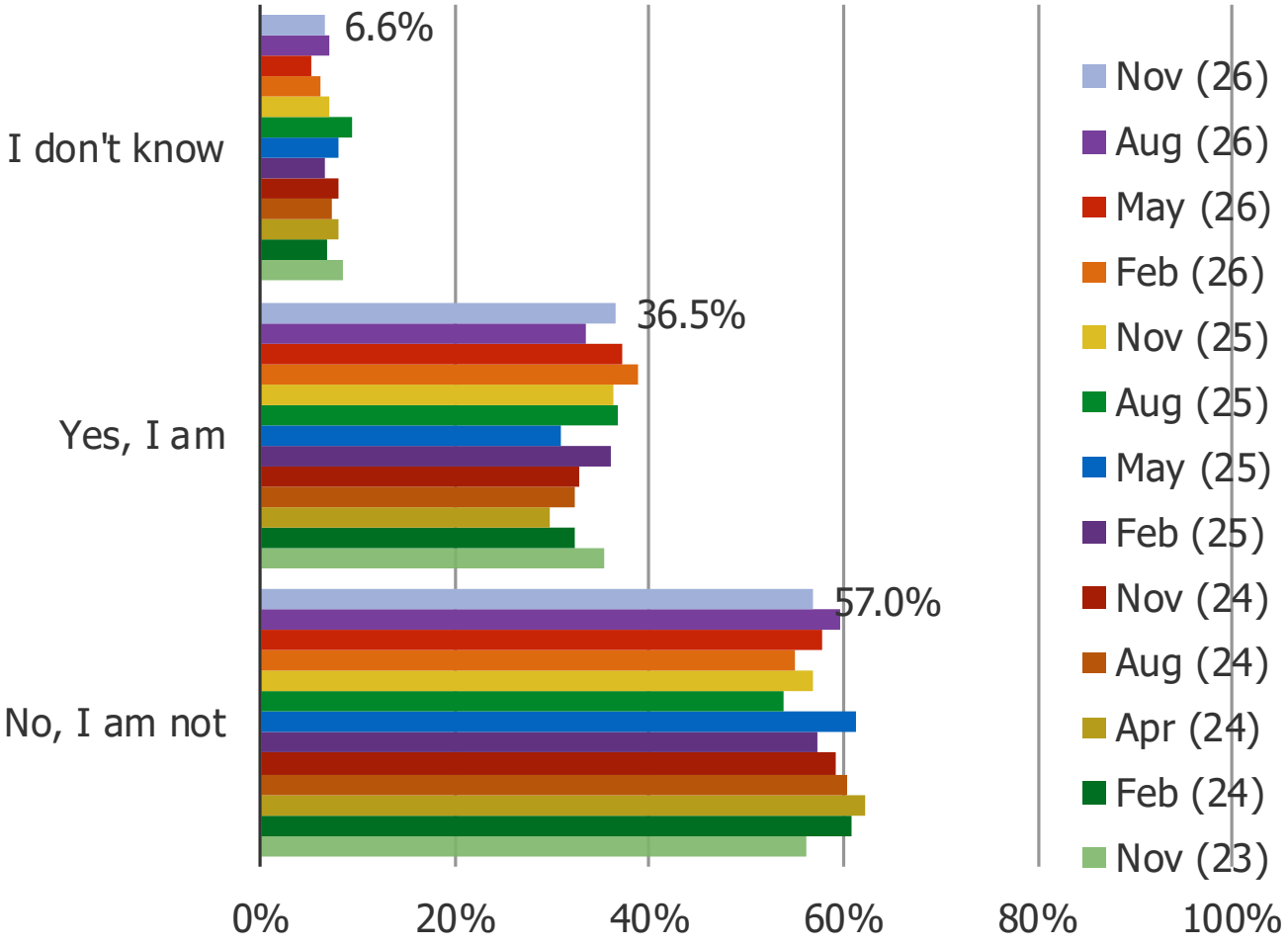
THINK ABOUT THE LAST TIME YOU WALKED INTO A BATH & BODY WORKS STORE. HOW WOULD YOU RATE THE INTENSITY OF THE COMBINED SCENTS IN THE AIR, COMPARED TO YOUR EXPERIENCE AT A STORE LIKE ULTA OR SEPHORA?"

Posed to Bath and Body Works customers.



ARE YOU A BATH AND BODY WORKS REWARDS PROGRAM MEMBER?

Posed to Bath and Body Works customers.

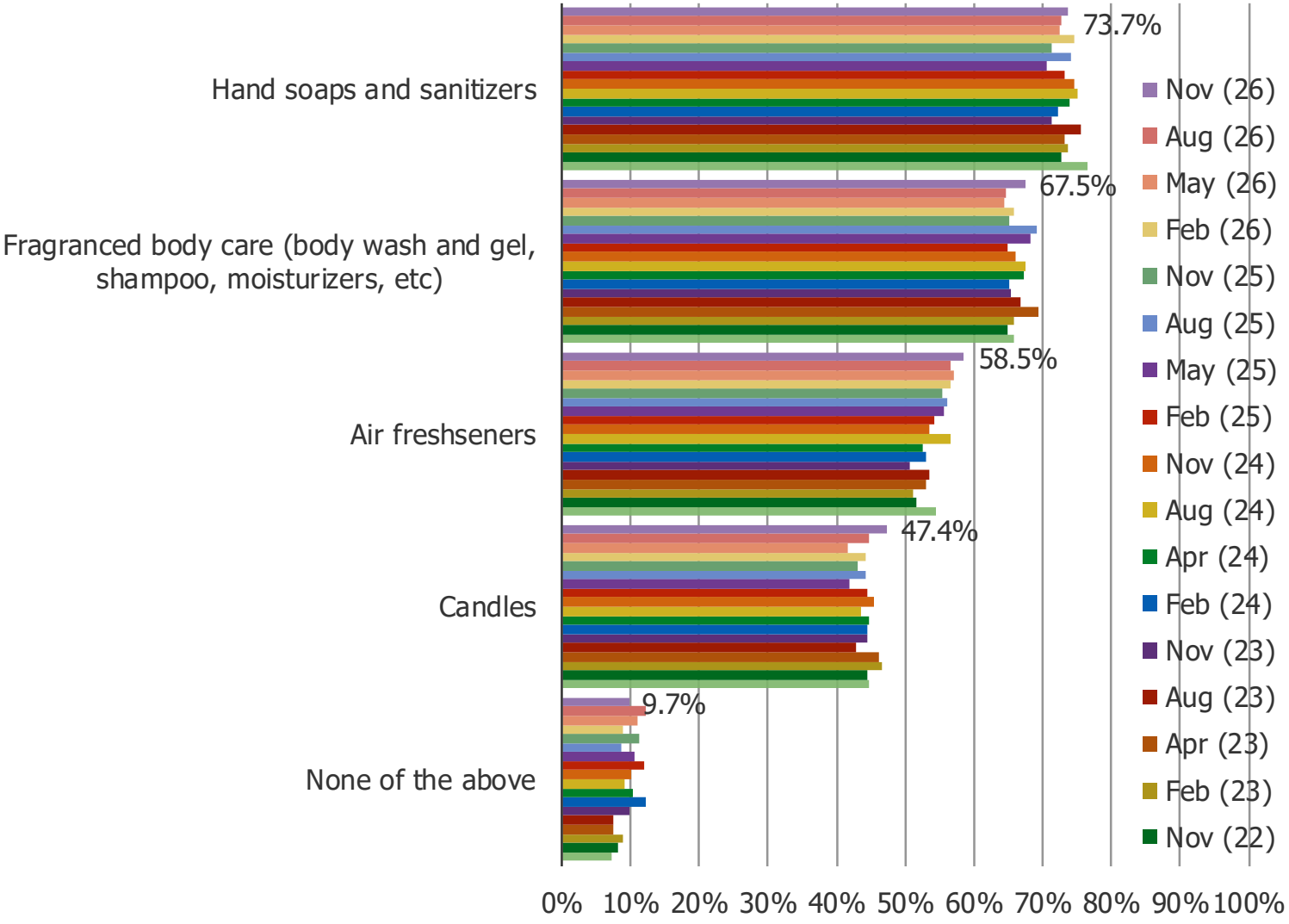


BATH AND BODY WORKS

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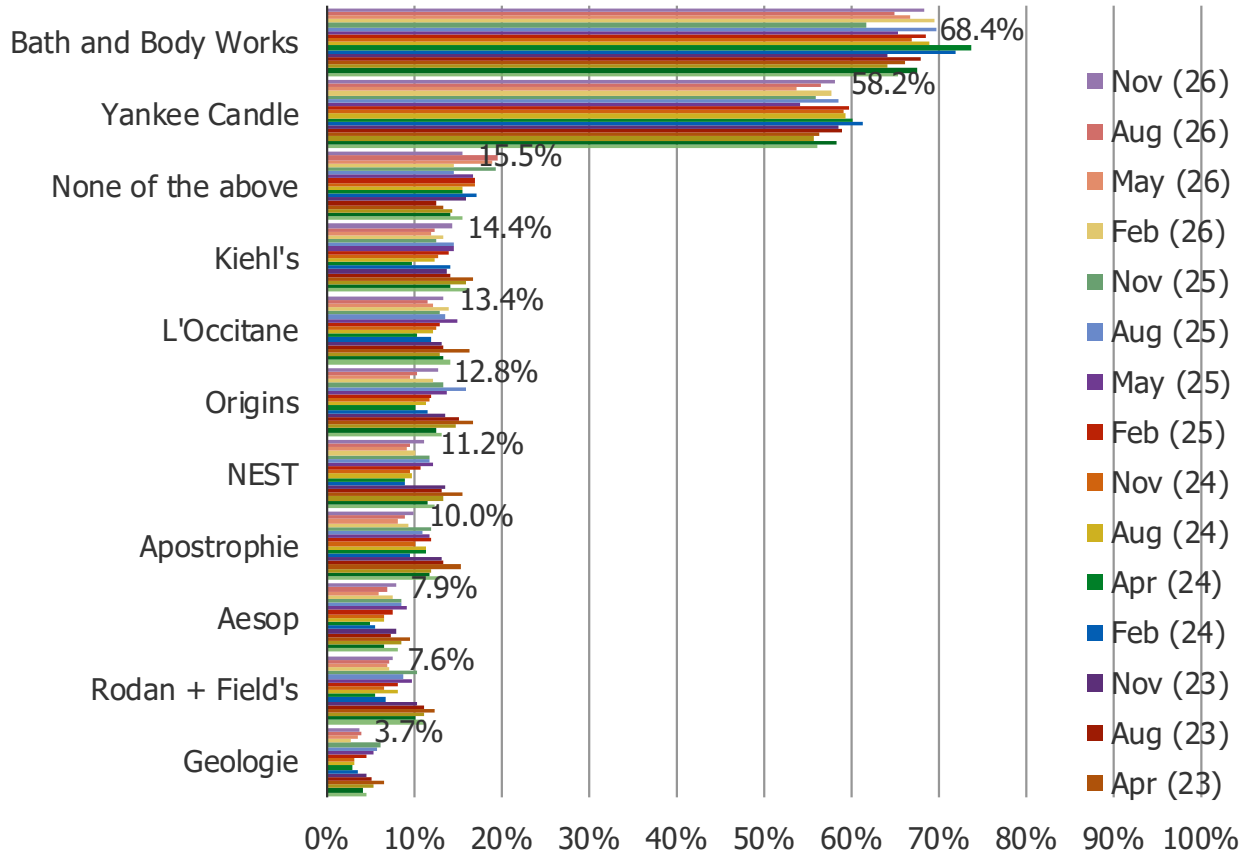
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING TYPES OF PRODUCTS? SELECT ALL THAT APPLY

Posed to all respondents.



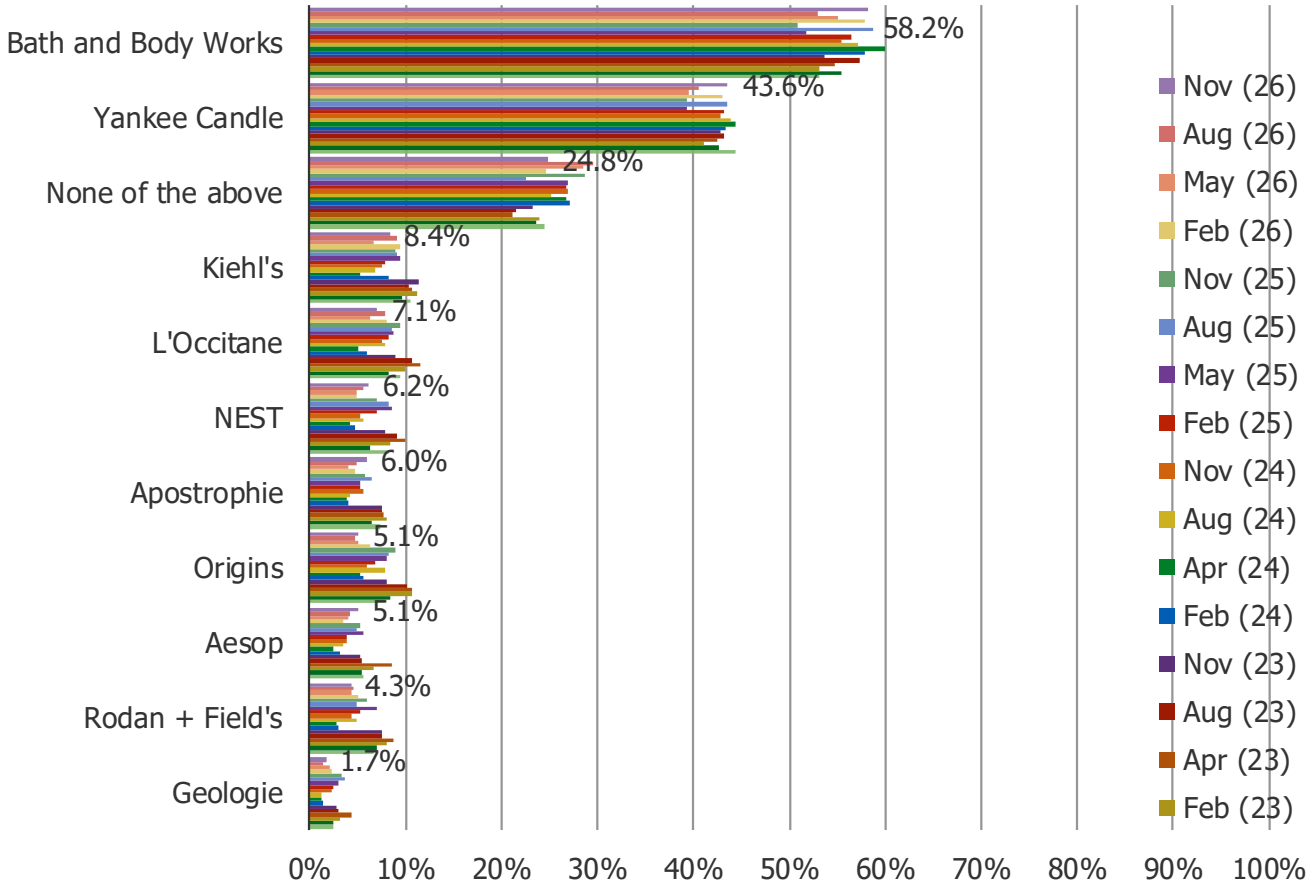
WHICH OF THE FOLLOWING BRANDS ARE YOU FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents.



HAVE YOU EVER PURCHASED OR RECEIVED PRODUCTS FROM THE FOLLOWING?

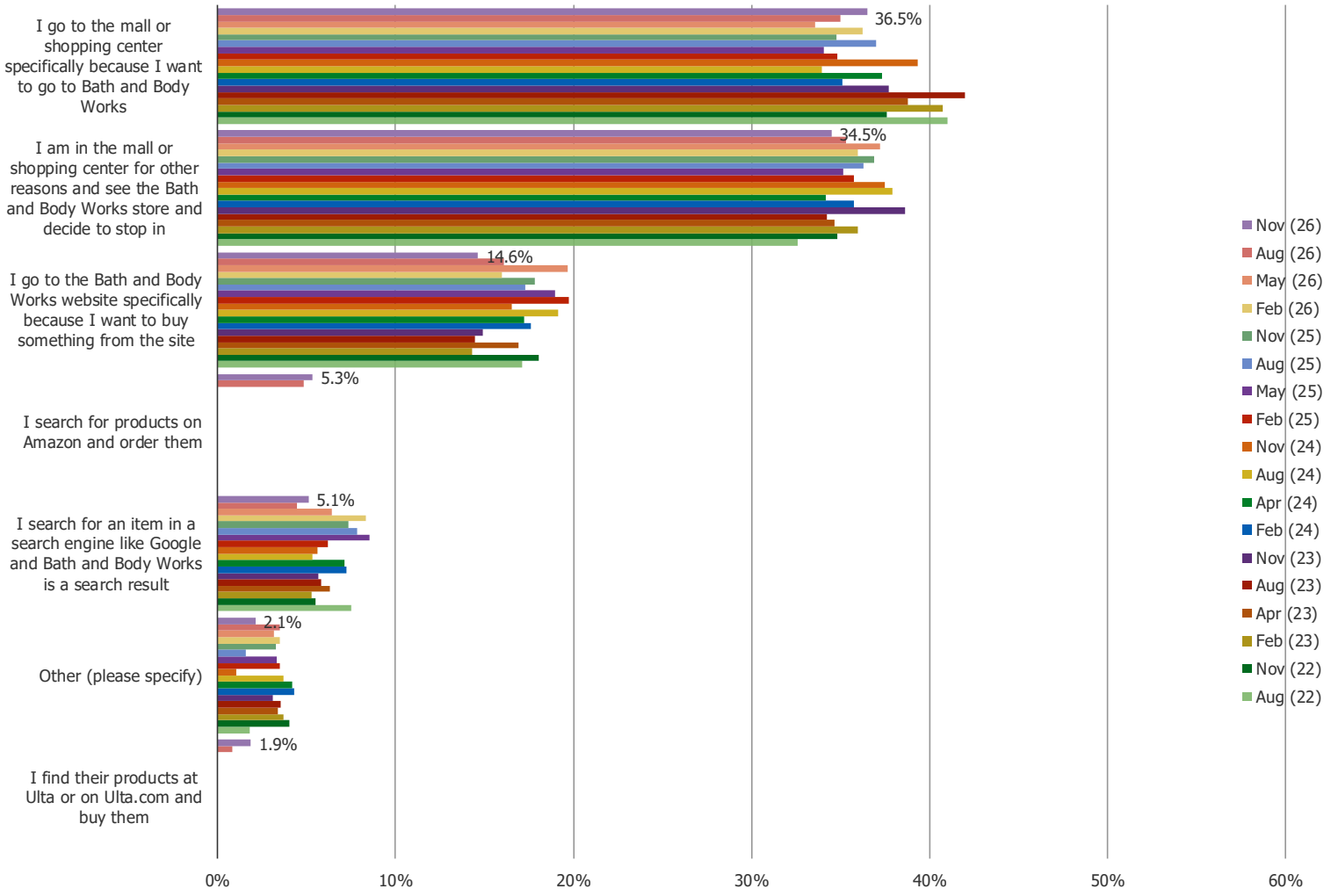
Posed to all respondents.



Bath and Body Works

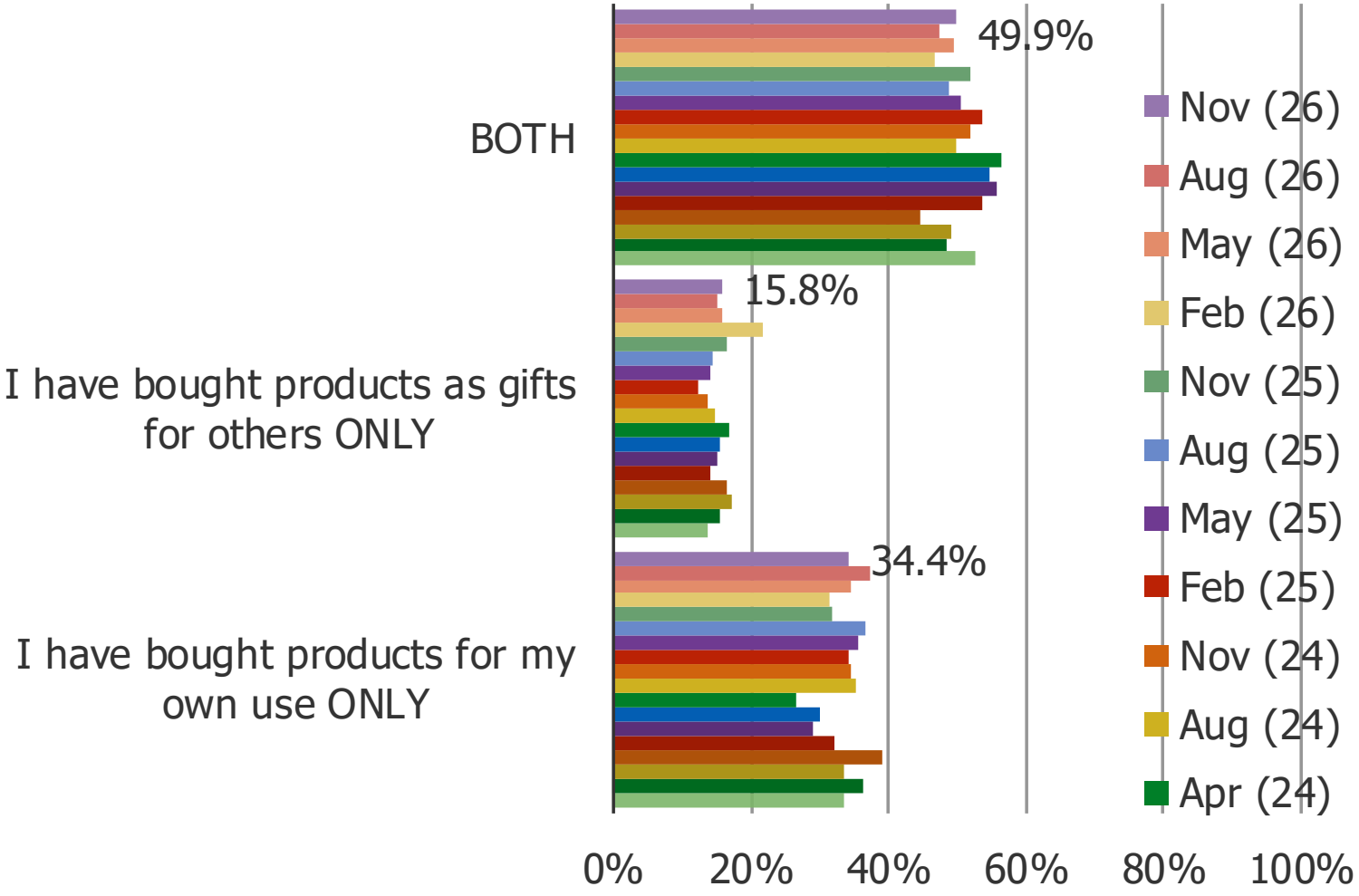
HOW DO YOU TYPICALLY WIND UP SHOPPING BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



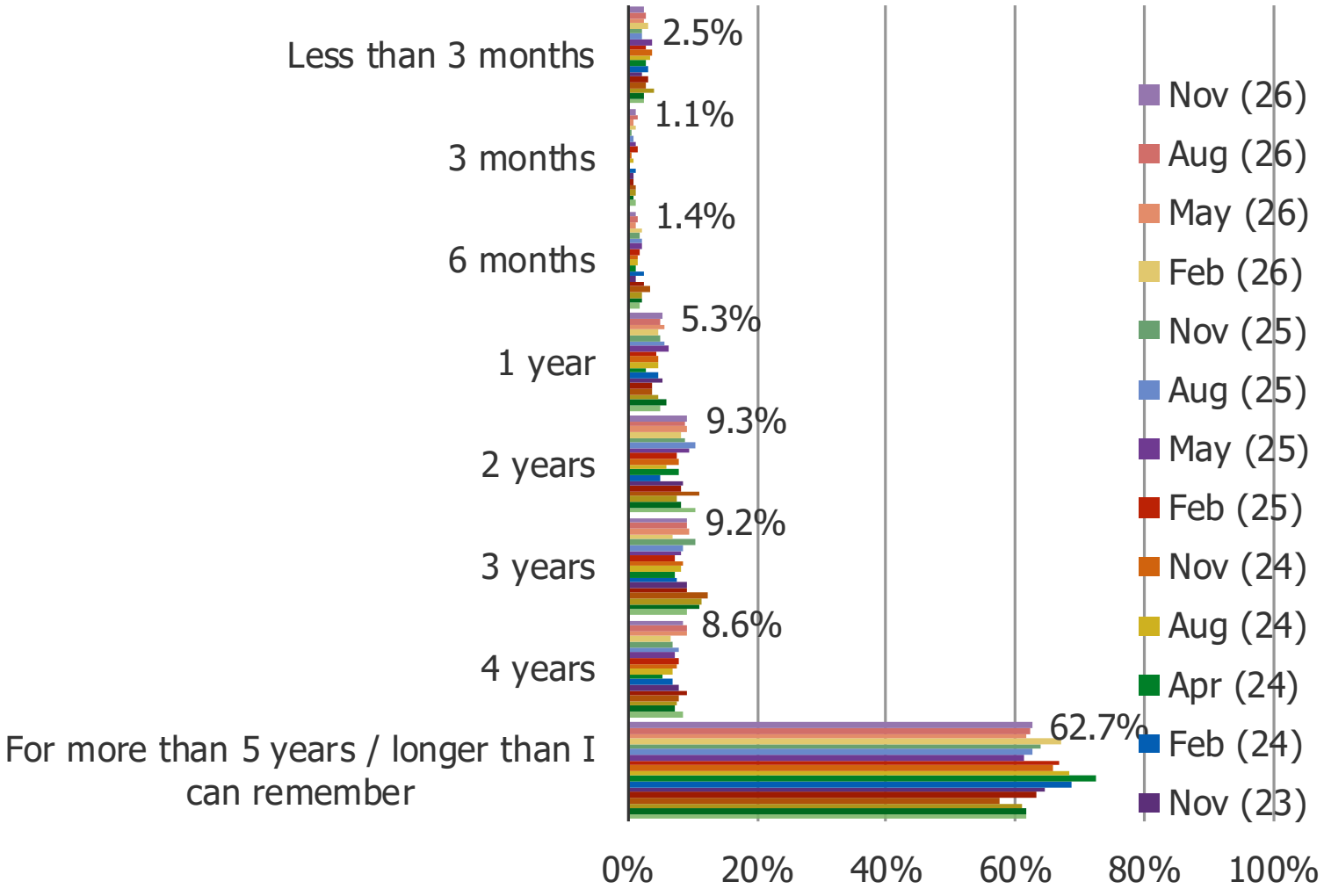
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



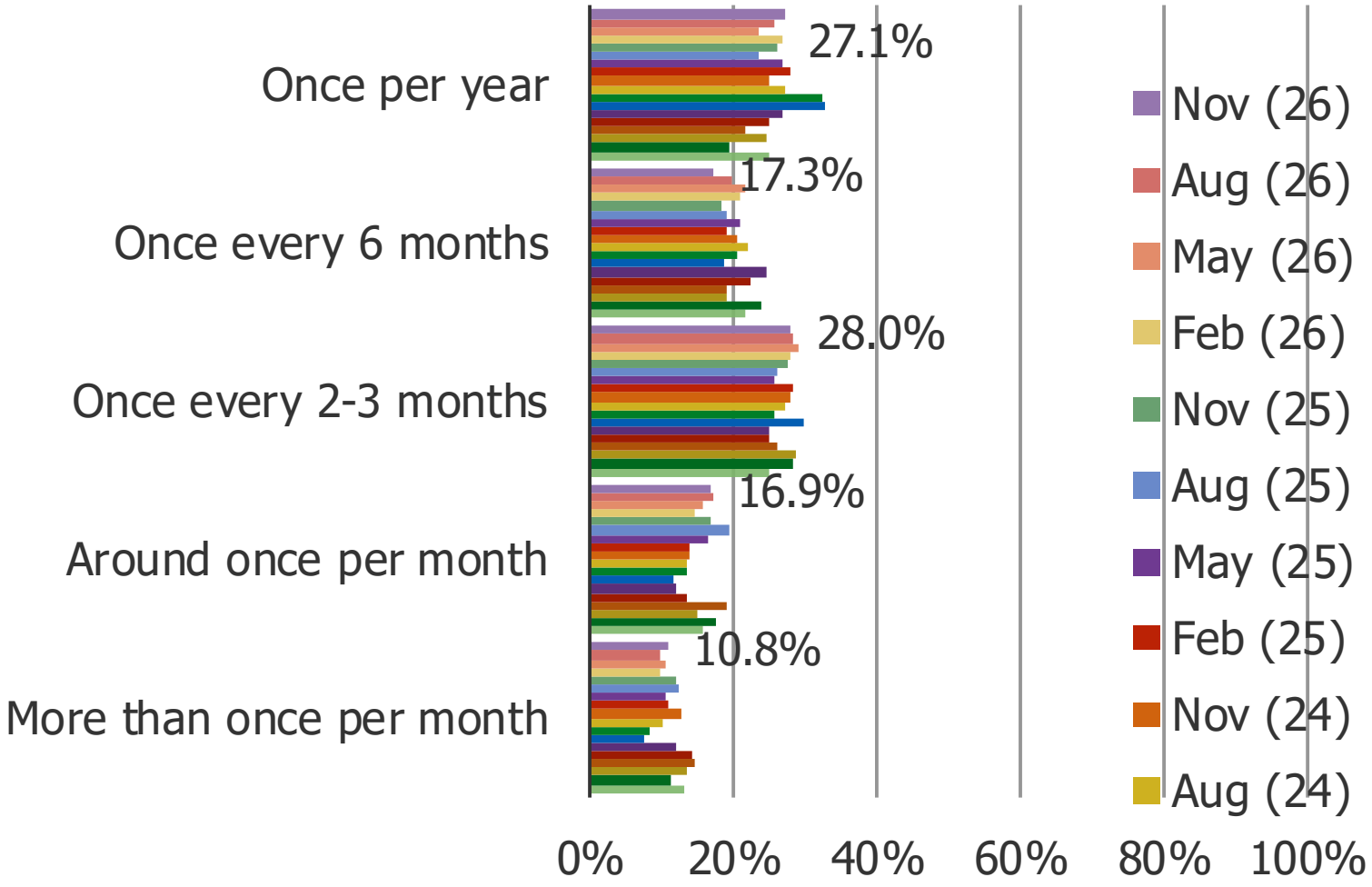
FOR HOW LONG HAVE YOU BEEN A CUSTOMER OF BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Wo rks.



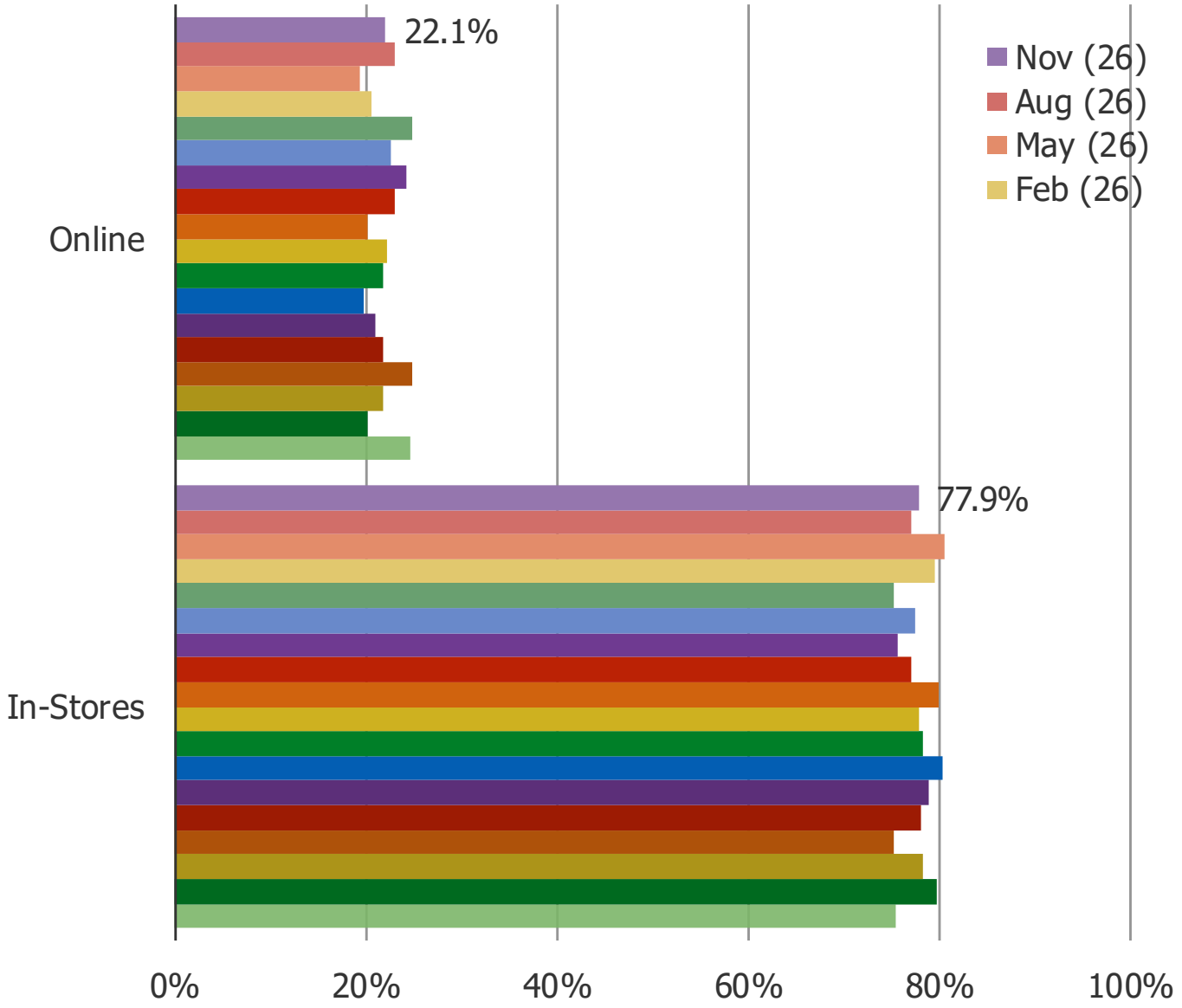
HOW OFTEN DO YOU SHOP BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



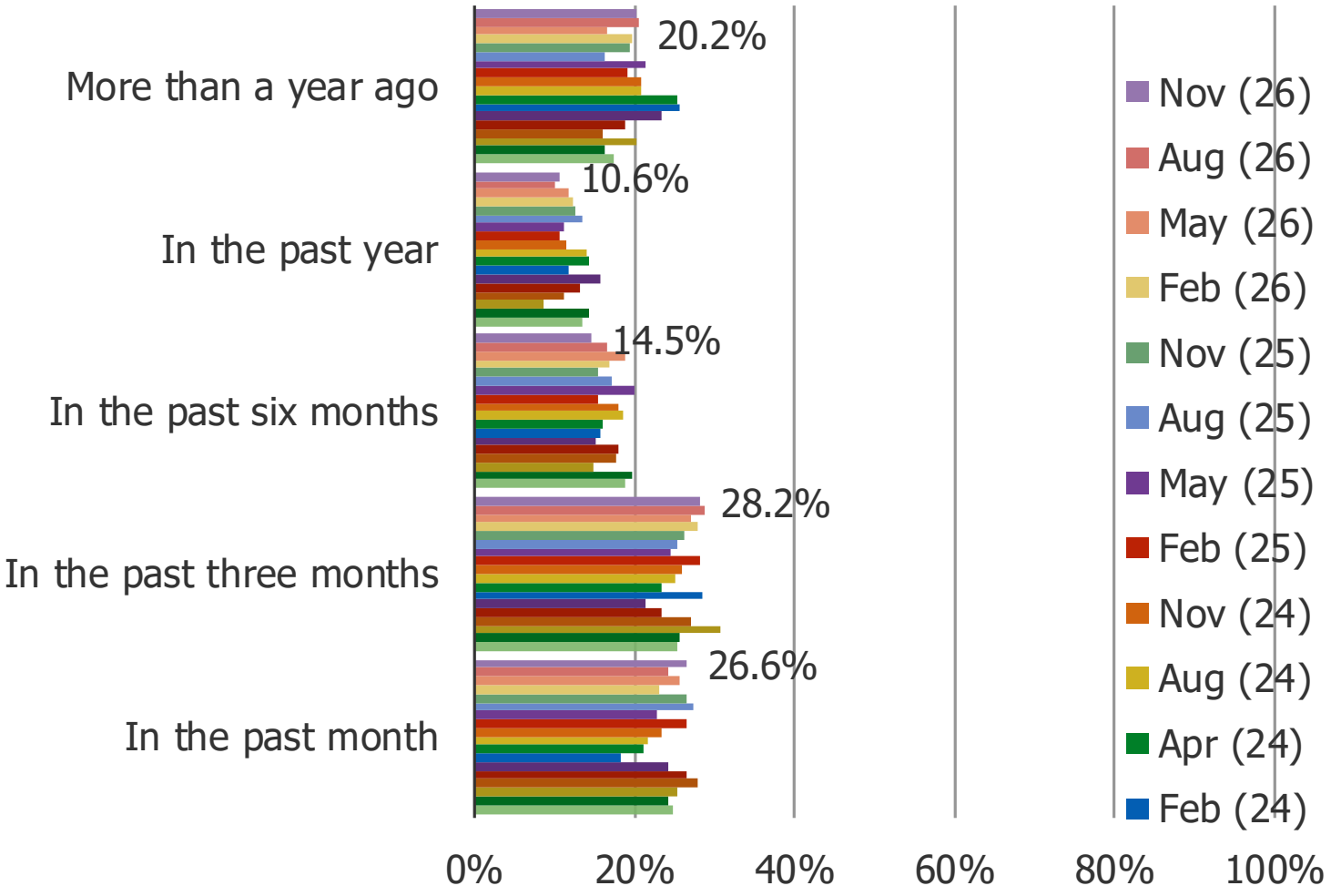
HOW DO YOU PREFER TO SHOP BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



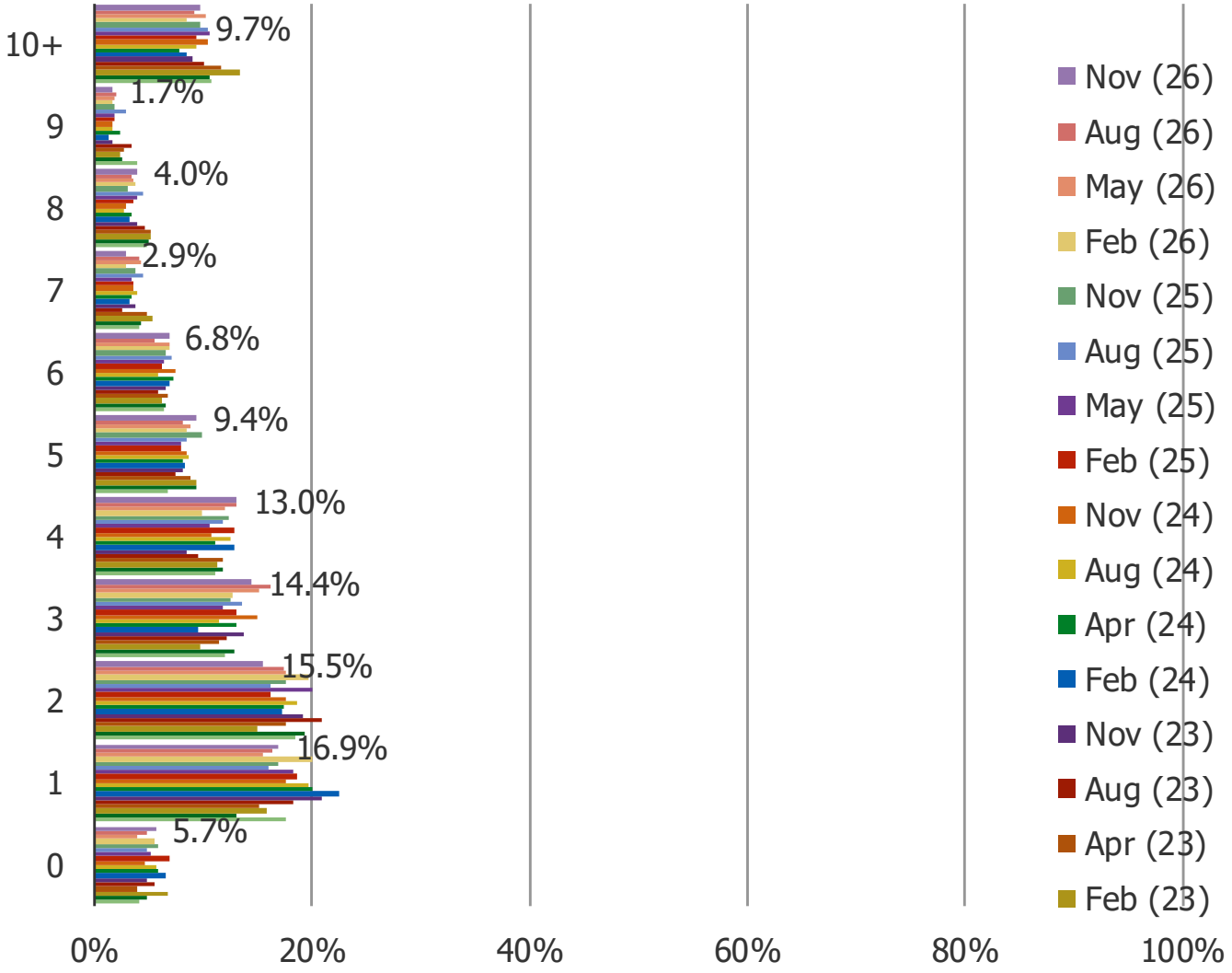
WHEN DID YOU MOST RECENTLY BUY PRODUCTS FROM BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



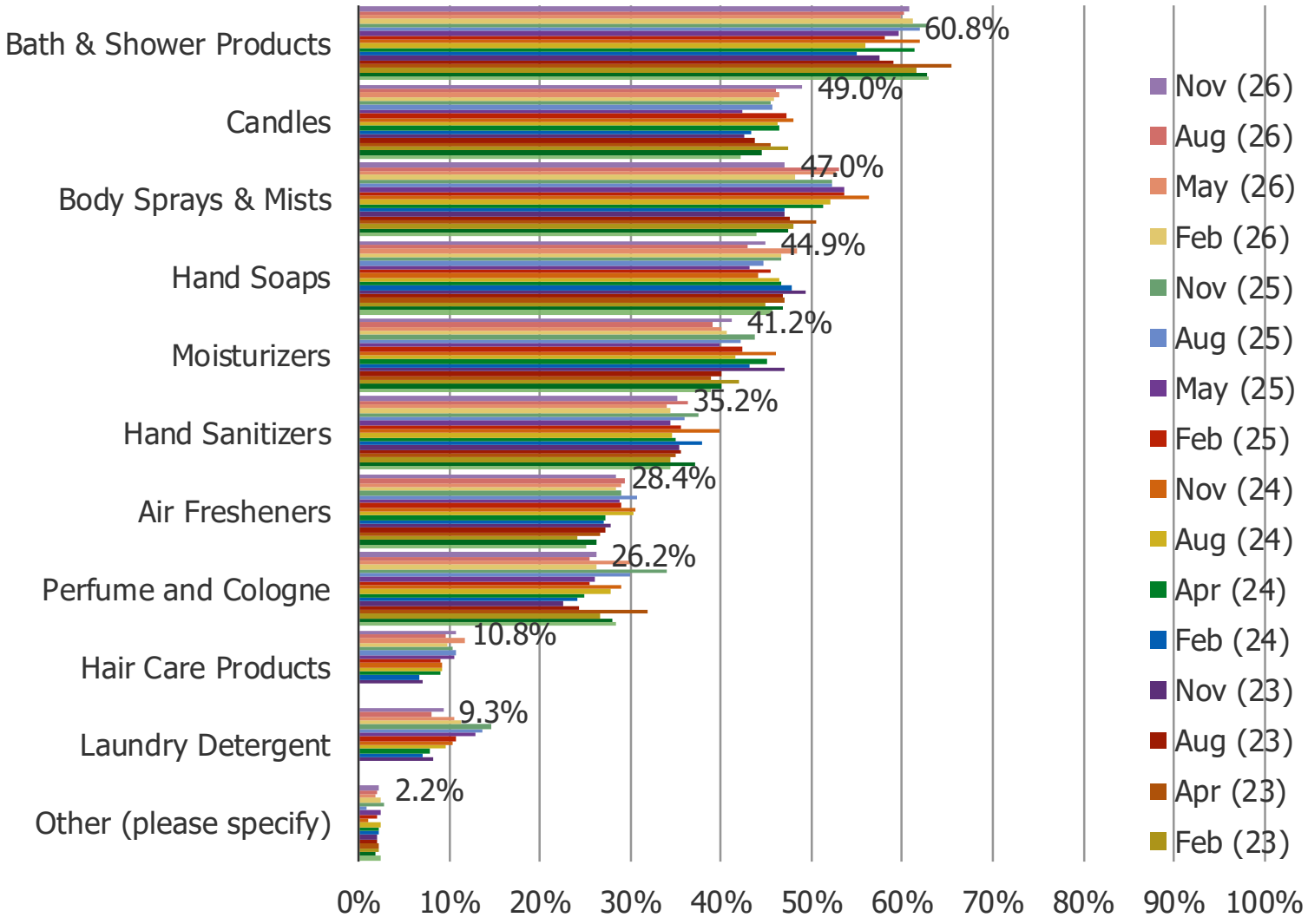
HOW MANY TIMES PER YEAR WOULD YOU ESTIMATE THAT YOU BUY PRODUCTS FROM BATH AND BODY WORKS?

Posed to all respondents who have purchased or received products from Bath and Body Works.



THINKING ABOUT YOUR PERSONAL USE OF BATH AND BODY WORKS, WHAT PRODUCTS DO YOU TYPICALLY BUY? SELECT ALL THAT APPLY

Posed to all respondents who have purchased or received products from Bath and Body Works.



WHEN YOU SHOP FOR ITEMS AT BATH AND BODY WORKS, WHICH BEST DESCRIBES YOU?

Posed to all respondents who have purchased or received products from Bath and Body Works.

