About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
Behavior-Driven Research.
Walmart Plus Research
The research.

Goals:
The main objective of this research is to understand consumer perception of Walmart+ and Amazon Prime. The research will inform the following:

- Are consumers familiar with Walmart Plus? What is their perception?
- Do they use Amazon Prime currently? What for?
- Do they prefer Amazon Prime (as it is now) to the new Walmart Plus?
- Will a lower price and free delivery options be enough to cause a switch?
- COVID aside, do consumers prefer to shop in-store or online? Why?

Strategy:
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit a physical store, or access an app, shoppers are instantly pushed a survey via the Surveys On The Go® app. These Point of Emotion® insights are shared in this research report. More details on how we select our brick & mortar and app panelists can be found in the slides that follow.

- N = 356 total sample.
- Target: ages 18-55 with a 50/50 gender split.
- 198 in-store shoppers (Walmart, Whole Foods, Costco, Target).
- 156 app shoppers (Walmart, Amazon, Costco, Target).
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.

Brick & Mortar.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app, consumers are instantly pushed your survey. It’s all done via Surveys On The Go®—giving you these Point of Emotion® insights.
Findings.
Top Amazon products: Electronics, clothing, shoes and jewelry.

Most people on apps buy 53% electronics & computers, 42% clothing shoes & jewelry.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics &amp; Computers</td>
<td>53%</td>
</tr>
<tr>
<td>Clothing, Shoes &amp; Jewelry</td>
<td>42%</td>
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<tr>
<td>Home, Garden &amp; Tools</td>
<td>35%</td>
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<tr>
<td>Beauty &amp; Health</td>
<td>34%</td>
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<tr>
<td>Movies, Music &amp; Games</td>
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<tr>
<td>Food &amp; Grocery</td>
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<tr>
<td>Pet Supplies</td>
<td>26%</td>
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<td>Toys, Kids &amp; Baby</td>
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<tr>
<td>Books</td>
<td>23%</td>
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<tr>
<td>Sports &amp; Outdoors</td>
<td>15%</td>
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Consumers have a hard time getting essentials on Amazon. This creates a viable opportunity for Walmart as they have 4,700 retail locations to help provide.
They’re open to apps that compete with Amazon Prime.

49% are more or very likely to competitive shop with another app if available.

N=200 App users.
Most are not very familiar with Walmart Plus. Only 24% are moderately or extremely familiar with Walmart Plus.
Still, they’re willing to try the new app.

Of those who are likely to try it, 27% are likely to try based on the ability to competitive shop.

- 27%: It sounds like the app will provide a competitive shopping opportunity
- 17%: It gives me the option to see more products
- 19%: I'm already a Walmart app shopper
- 13%: I like to try new things and it sounds interesting
- 16%: I like the idea of getting discounts on gas
- 8%: I don't want to pay for shipping on certain products

N=200 App users.
But, it’ll take a little work to get them to switch completely. 45% would need convincing to do a full switch and 30% say that they are “not at all likely” to switch.

1 - Not at all likely  
2  
3  
4  
5 - Very likely

N=200 App users.
For those likely to switch, here’s why.

35% say they like that they can also have access to in-store items with Walmart Plus.

- 19% say they’ll save more money with Walmart Plus than Amazon Prime.
- 5% see more value with Walmart Plus than with Amazon Prime.
- 10% like the idea of free shipping on certain items with Walmart Plus.
- 36% like that they can also have access to in-store items with Walmart Plus.
- 30% like the idea of getting discounts on gas with Walmart Plus.
Amazon is strongest in books and movies. 
61% will choose Amazon to order their books.

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<thead>
<tr>
<th>Category</th>
<th>Other Stores</th>
<th>Walmart Store</th>
<th>Other Apps</th>
<th>Amazon Prime</th>
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N=200 App users.
eCommerce is here to stay, post COVID-19. 61% of people are shopping on eCommerce more than 30% of the time since COVID-19.
Choose better market research.