



# A TALE OF 2 CLUB STORES

## Costco vs. Sam's Club

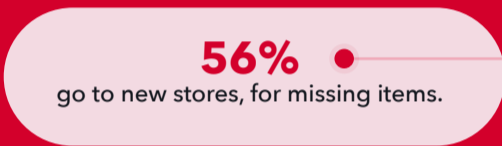
We watched 200 wholesale shoppers. And, the winner is...



### VISITS



### GROCERIES



### PURCHASES



### FINDABILITY



### PROMOTERS



This was close. Costco has more visits and in-store product findability than Sam's Club. But, Sam's Club beats Costco in purchases and net promoter scores.

### NEED RESEARCH?

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**METHODOLOGY:** The Surveys on the Go® (SOTG) app was used to trigger surveys based on observed brick + mortar behavior. Sent to adults 18+ leaving Costco + Sam's Club. N=200.

