Target vs. Walmart: in-store + online.

March 22nd, 2021
The research goals.

• Understand consumer perception at Target vs. Walmart: in-store + online.
• Identify the types of consumers who are likely to purchase at each location.
• Discover the differences between in-store + online shopping experiences.

Methodology overview.

• MFour used Surveys On The Go® (SOTG).
• Smartphone location and accessibility data identified offline + online shoppers.
• Then, a survey was sent to ask for feedback.

Time frame.


Sample.

• 18-45 years of age.
• n=200, split in-store + online.
  • Mix of Target and Walmart shoppers.
  • Natural fallout for all other demos.
Walmart wins in-store shoppers, with better deals.

Which store do you shop at MOST often?

*Walmart, 57%*

*Target, 43%*

Why? Select all that apply.

- Better deals: 63%
- Closer to home: 60%
- Easier to shop: 47%
- Better service: 9%
- Better quality: 11%
- Family friendly: 16%
- Easy to find items: 58%
- Family friendly: 16%
- Closer to home: 50%
- Better deals: 37%

Base: 200, n=100 in-store + 100 online.
Target: for baby, beauty, clothes + decorations.

Which store would you most prefer to shop for...?

<table>
<thead>
<tr>
<th>Category</th>
<th>Target</th>
<th>Walmart</th>
</tr>
</thead>
<tbody>
<tr>
<td>BABY</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>BEAUTY + HEALTH</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>CLOTHES</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>HOME FURNISHING</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>HOLIDAY DECORATIONS</td>
<td>58%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Base: 200 (100 in-store, 100 online)
Walmart: for electronics, groceries, pets, toys + sports.

Which store would you most prefer to shop for...?

- Walmart: for electronics, groceries, pets, toys + sports.
Walmart makes it easier to shop in-store.

Which store is easier to find the items on your grocery list?

- Walmart, 57%
- Target, 43%

Which retailer has better shopping hours?

- Walmart, 70%
- Target, 30%

Base: 200, n=100 in-store + 100 online.
Target shoppers are more likely to use the app.

How do you prefer to shop online at each store?

- **Walmart**
  - 41% prefer the app
  - 59% prefer the store website

- **Target**
  - 60% prefer the app
  - 40% prefer the store website

Base: 200, n=100 in-store + 100 online.
Target + Walmart both have a strong online experience.

Which store has a better online shopping experience?

- Walmart, 49%
- Target, 51%

% Who Say “It’s Easy To Shop Online At…”

- Walmart: 63%
- Target: 65%

Base: 200, n=100 in-store + 100 online.
Tie breaker – the details behind the data.

Target:
- 45% has more quality items.
- 41% can find everything they need.
- 41% get great deals.
- 28% the shipping is fast.
- 20% like their price matching policy.

Walmart:
- 22% has more quality items.
- 65% can find everything they need.
- 53% get great deals.
- 49% the shipping is fast.
- 31% like their price matching policy.

Base: 200, n=100 in-store + 100 online.
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.
App + Web.

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

As they exit your app or site, consumers are instantly pushed your survey. It’s all done via Surveys On The Go®—giving you these Point of Emotion® insights.
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.
Choose better market research.