



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.

- 3/10 to 3/17, 2021.

Sample.

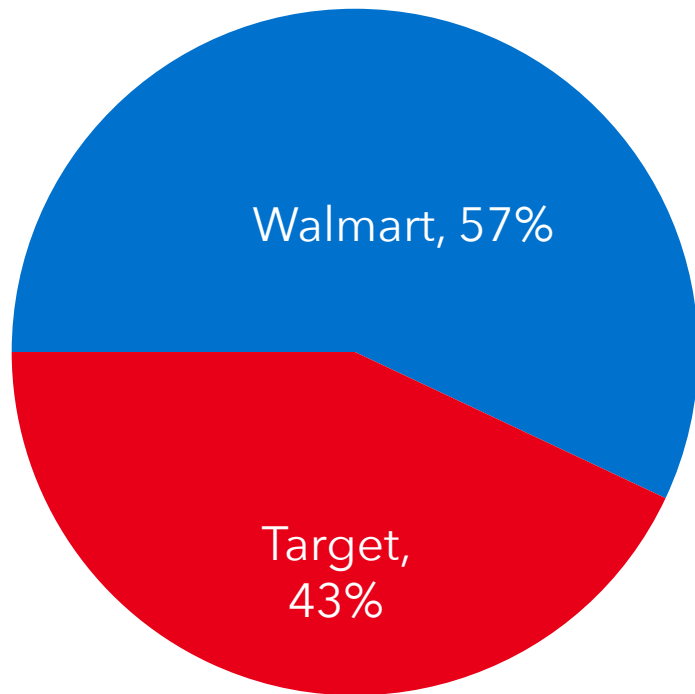
- 18-45 years of age.
- n=200, split in-store + online.
 - Mix of Target and Walmart shoppers.
- Natural fallout for all other demos.



Walmart wins in-store shoppers, with better deals.

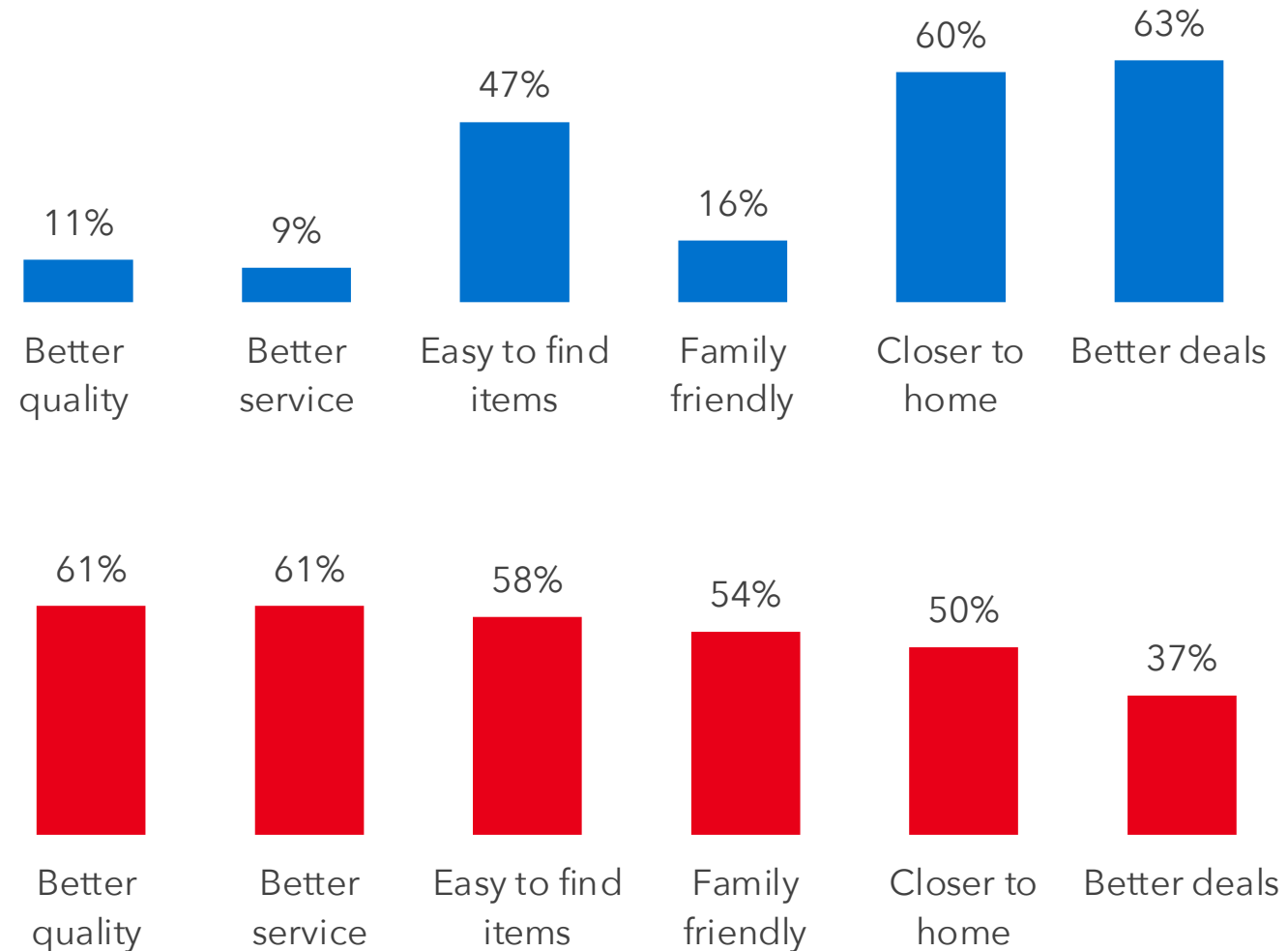


Which store do you shop at MOST often?



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

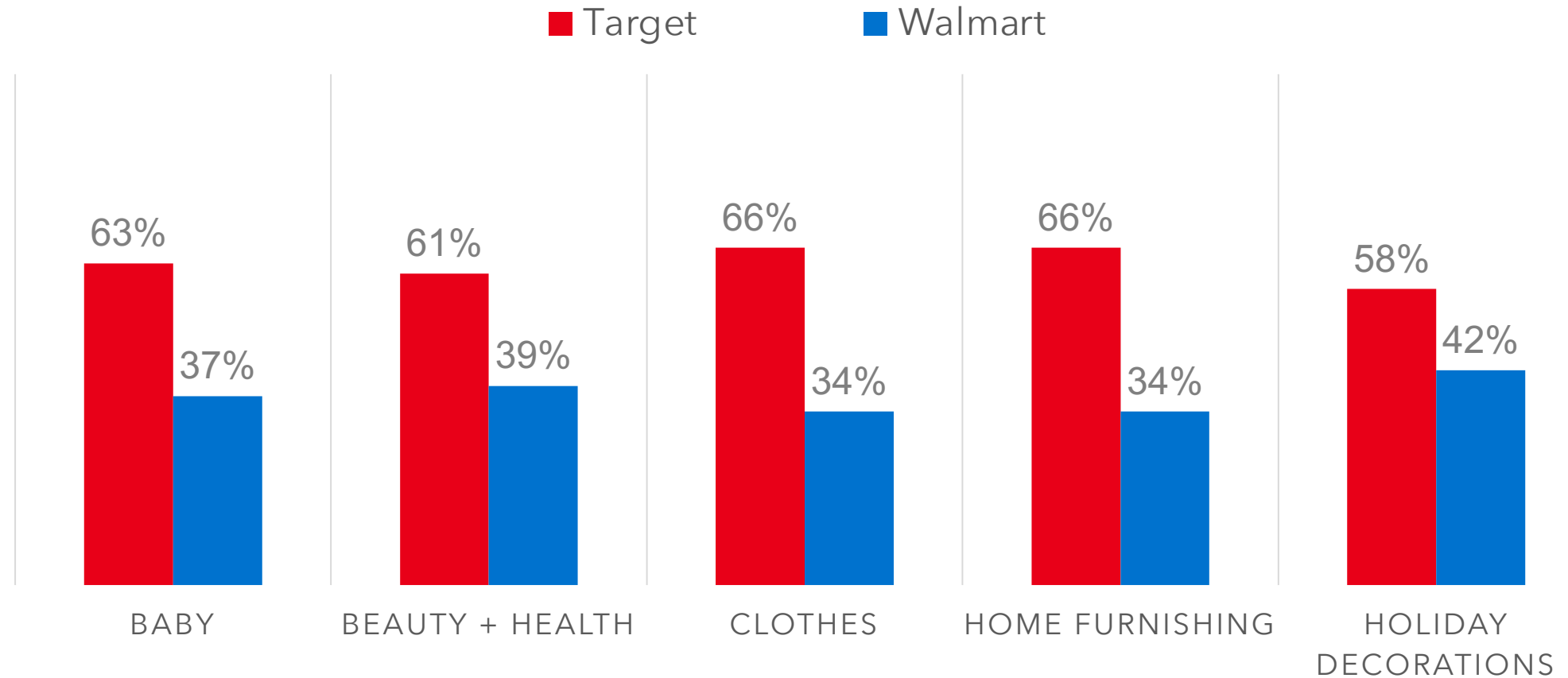
Why? Select all that apply.



Target: for baby, beauty, clothes + decorations.



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

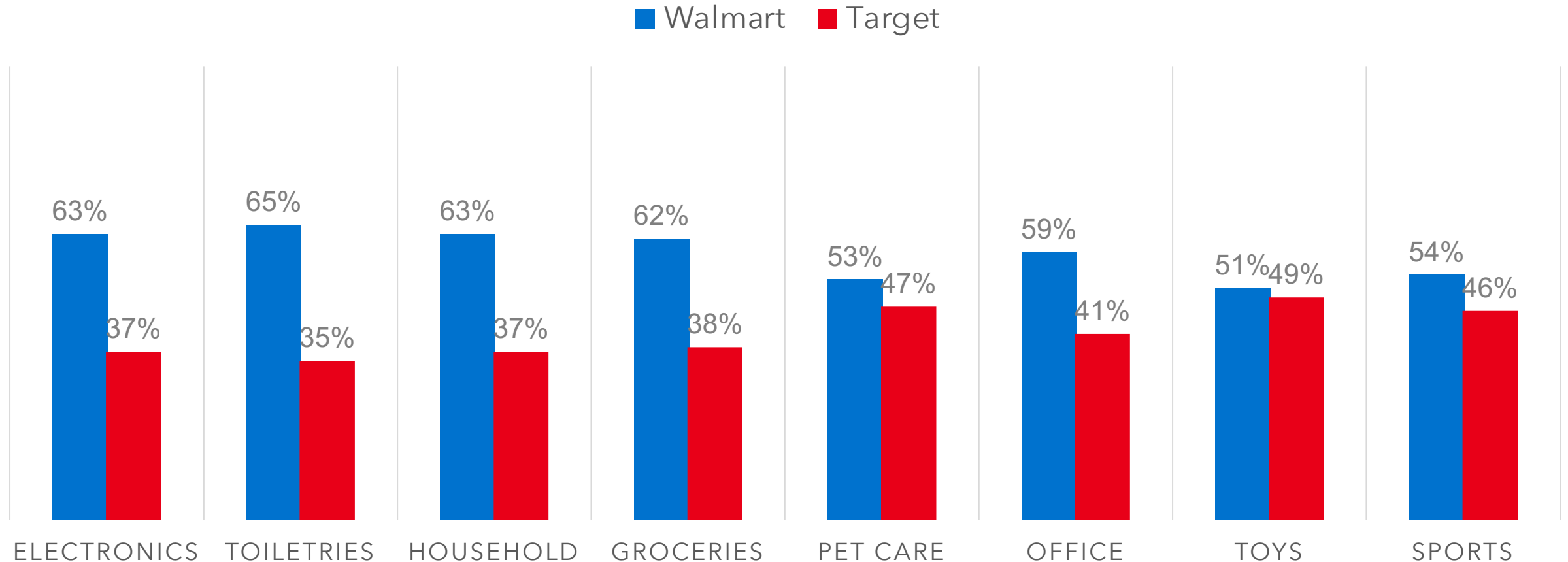


Base: 200 (100 in-store, 100 online)

Walmart: for electronics, groceries, pets, toys + sports.



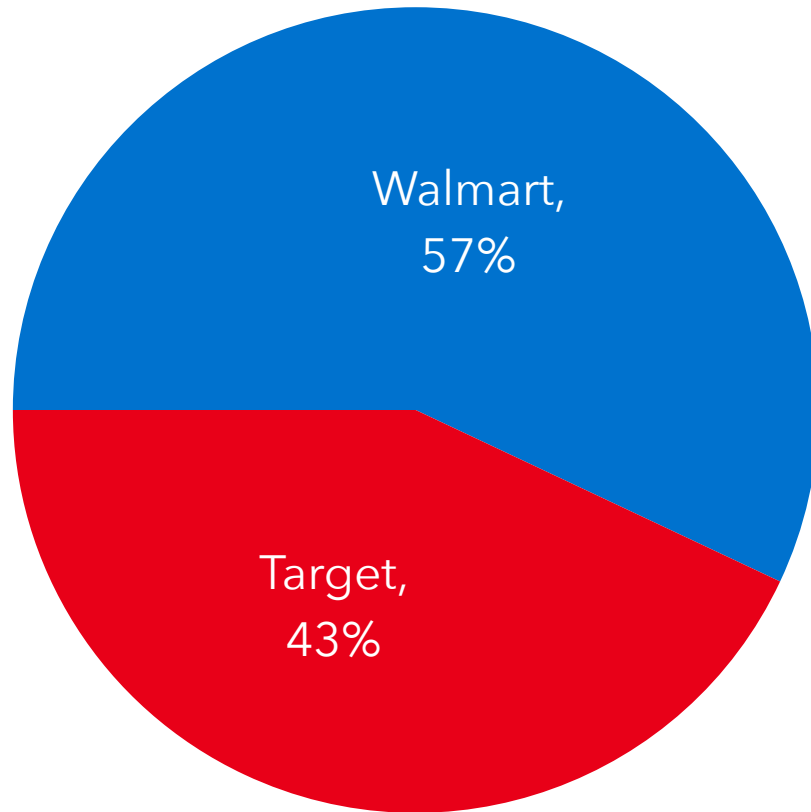
Which store would you most prefer to shop for...?



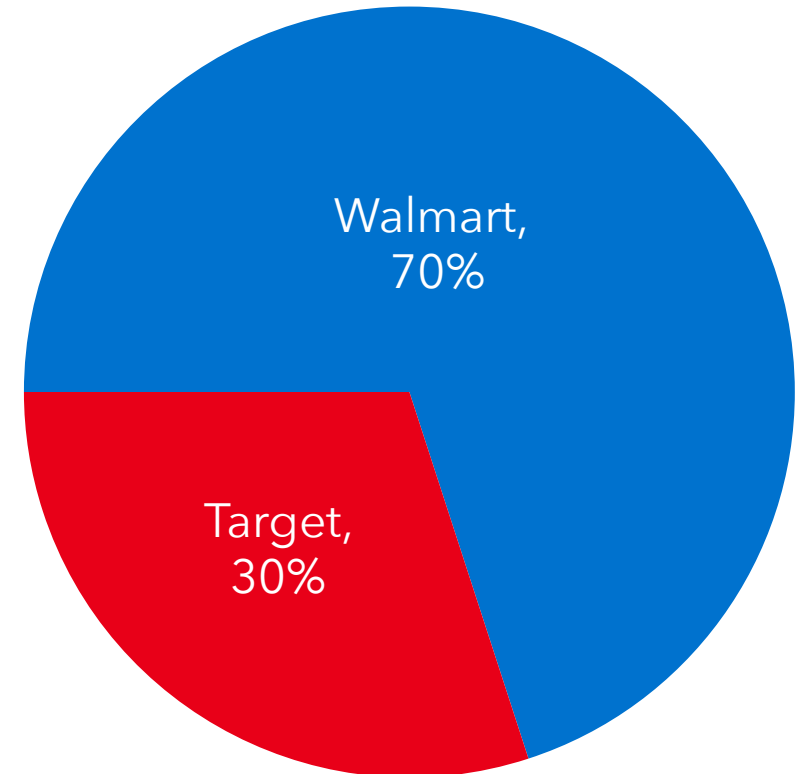
Walmart makes it easier to shop in-store.



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



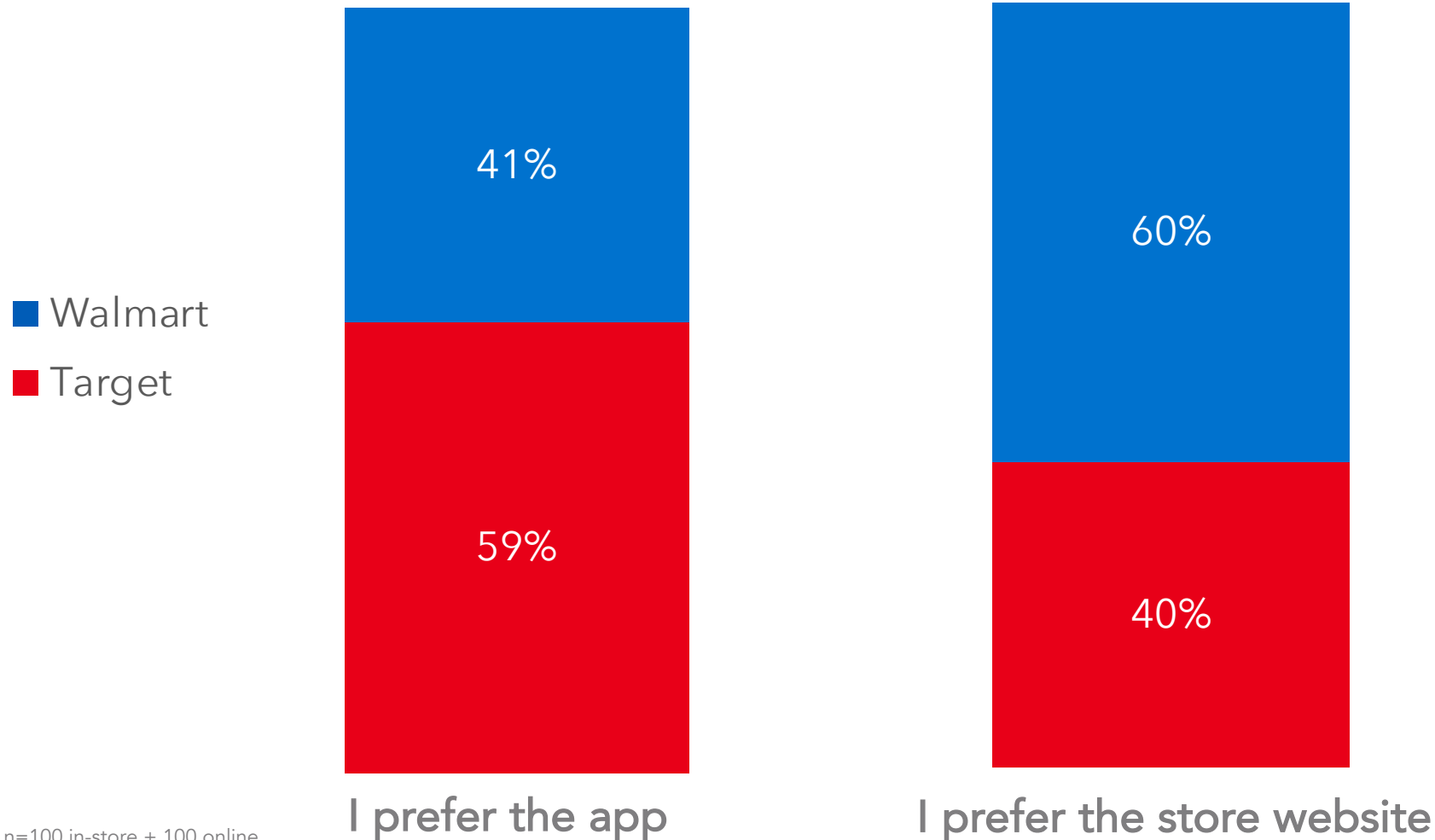
Which retailer has better shopping hours?



Target shoppers are more likely to use the app.



How do you prefer to shop online at each store?

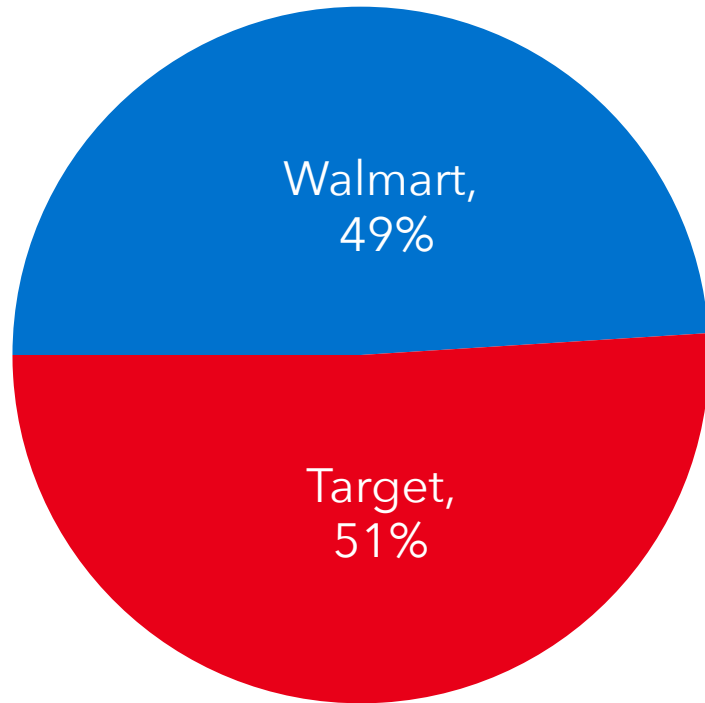


Base: 200 , n=100 in-store + 100 online.

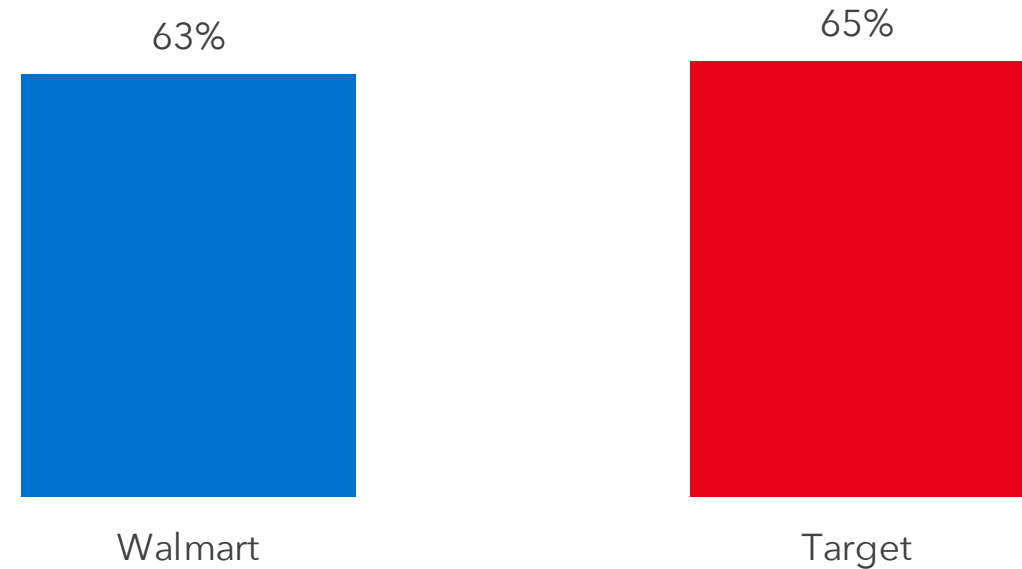
Target + Walmart both have a strong online experience.



Which store has a better online shopping experience?



% Who Say
"It's Easy To Shop Online At..."



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.



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.





Brick & Mortar.

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.