

A photograph of two young women with curly hair, smiling and looking at a smartphone held by the woman on the right. They are outdoors, with a stone wall and a pool visible in the background. A third person in a yellow shirt is partially visible on the right. A salad in a clear container is on the table in the foreground.

# 25 brands doing research RIGHT.

July 30, 2021



# The research goals.

- Identify the behaviors of consumers on apps, in-store and online.
- Understand consumer perception across 25 brands in the last 8 months.
- Discover the differences between in-store + online shopping experiences.

# Methodology overview.

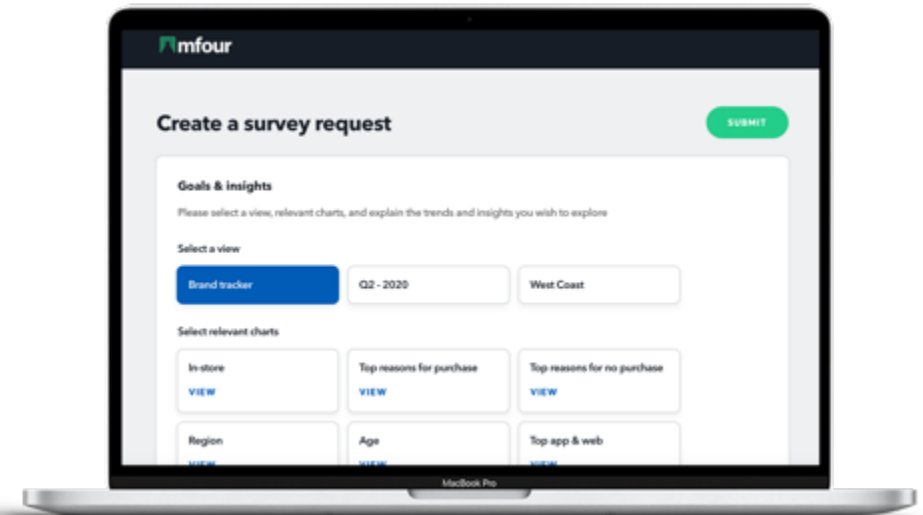
- MFour used Surveys On The Go® (SOTG).
- Smartphone location and accessibility data identified offline + online shoppers.
- Then, a survey was sent to ask for feedback.

# Time frame.

- Research conducted from surveys conducted from 9/8/20 to 7/15/21.

# Sample.

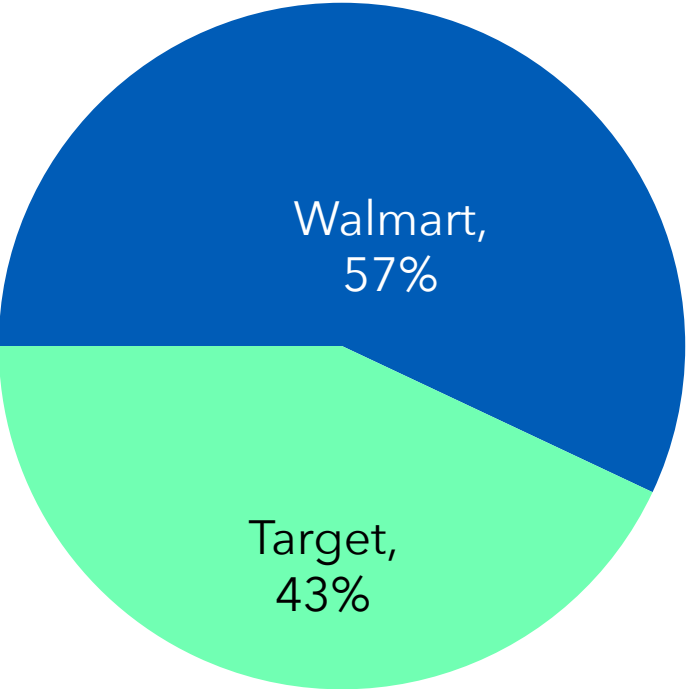
- 18-45 years of age.
- n~200, per study.
- Natural fallout for all other demos.



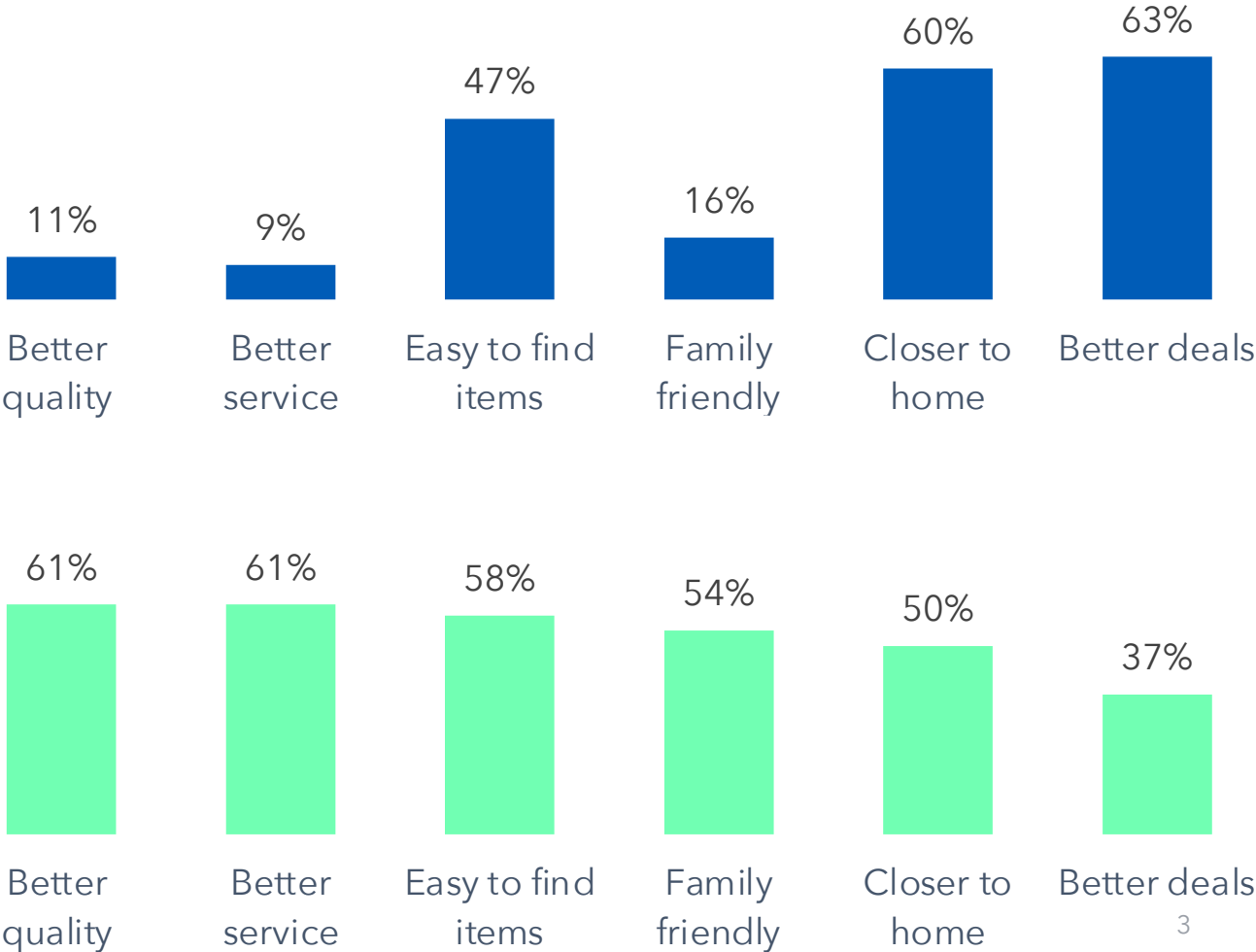
# Walmart wins in-store shoppers, with better deals.



Which store do you shop at MOST often?



Why? Select all that apply.



Base: 200 , n=100 leaving Target + Walmart stores. And n=100 leaving Target + Walmart apps..

# Amazon beats Walmart in books and movies.



Where are you most likely to buy from each product category?

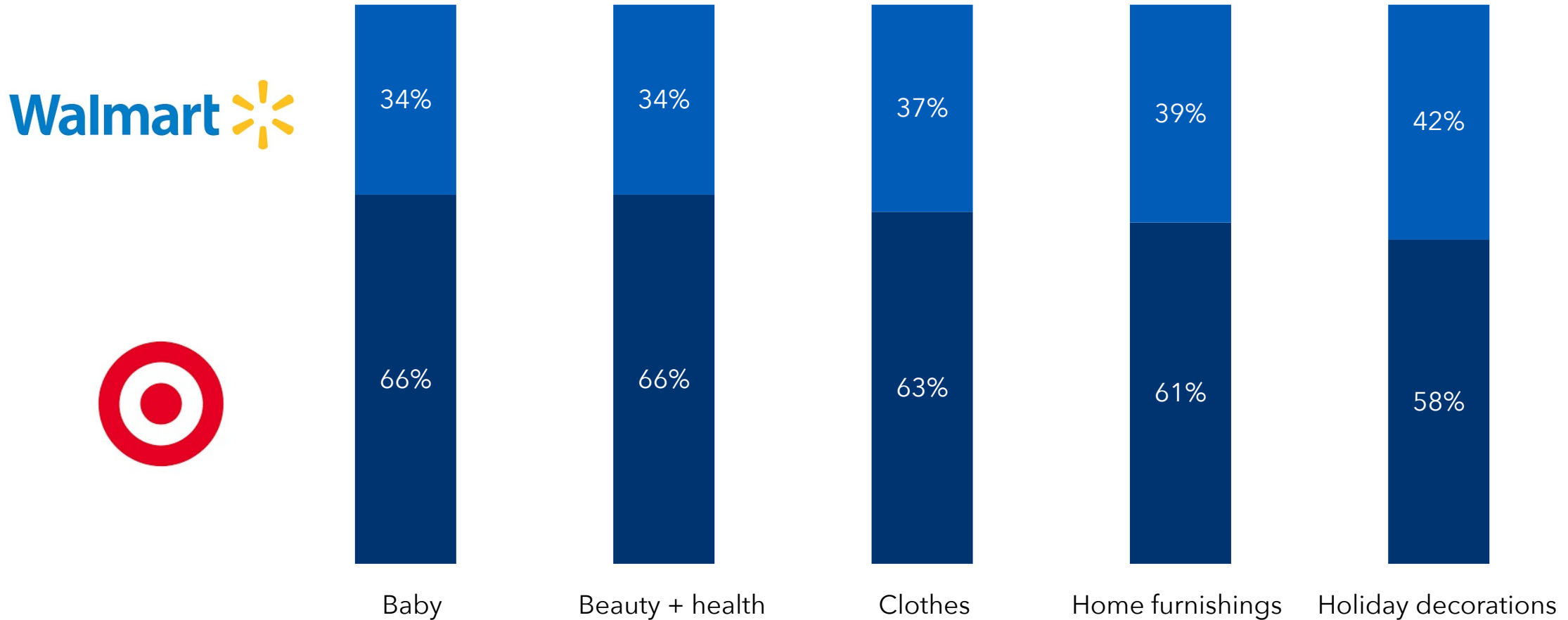
	Walmart Store	Amazon Prime	Walmart Plus	Other Stores	Other Apps
Clothing & Accessories	26%	23%	8%	36%	8%
Books	10%	62%	3%	15%	10%
Movies	17%	47%	7%	10%	19%
Music & Games	15%	46%	5%	13%	21%
Electronics	16%	45%	10%	16%	13%
Home	33%	20%	15%	22%	8%
Pet	29%	24%	7%	26%	11%
Grocery	38%	8%	13%	27%	4%
Health & Beauty	26%	32%	11%	22%	7%
Toys & Baby	28%	40%	8%	17%	5%
Outdoor	22%	39%	7%	25%	5%



# Target: for baby, beauty, clothes + decorations.



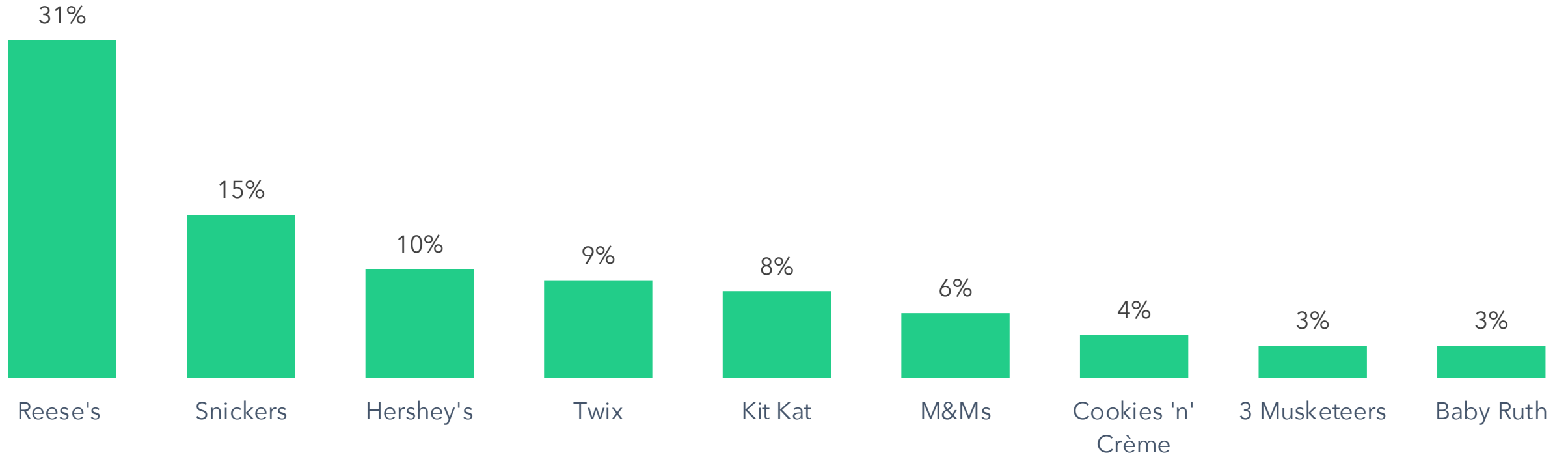
Which store would you most prefer to shop for the following categories...?



# Reese's is the #1 chocolate brand.



What's your favorite chocolate candy?

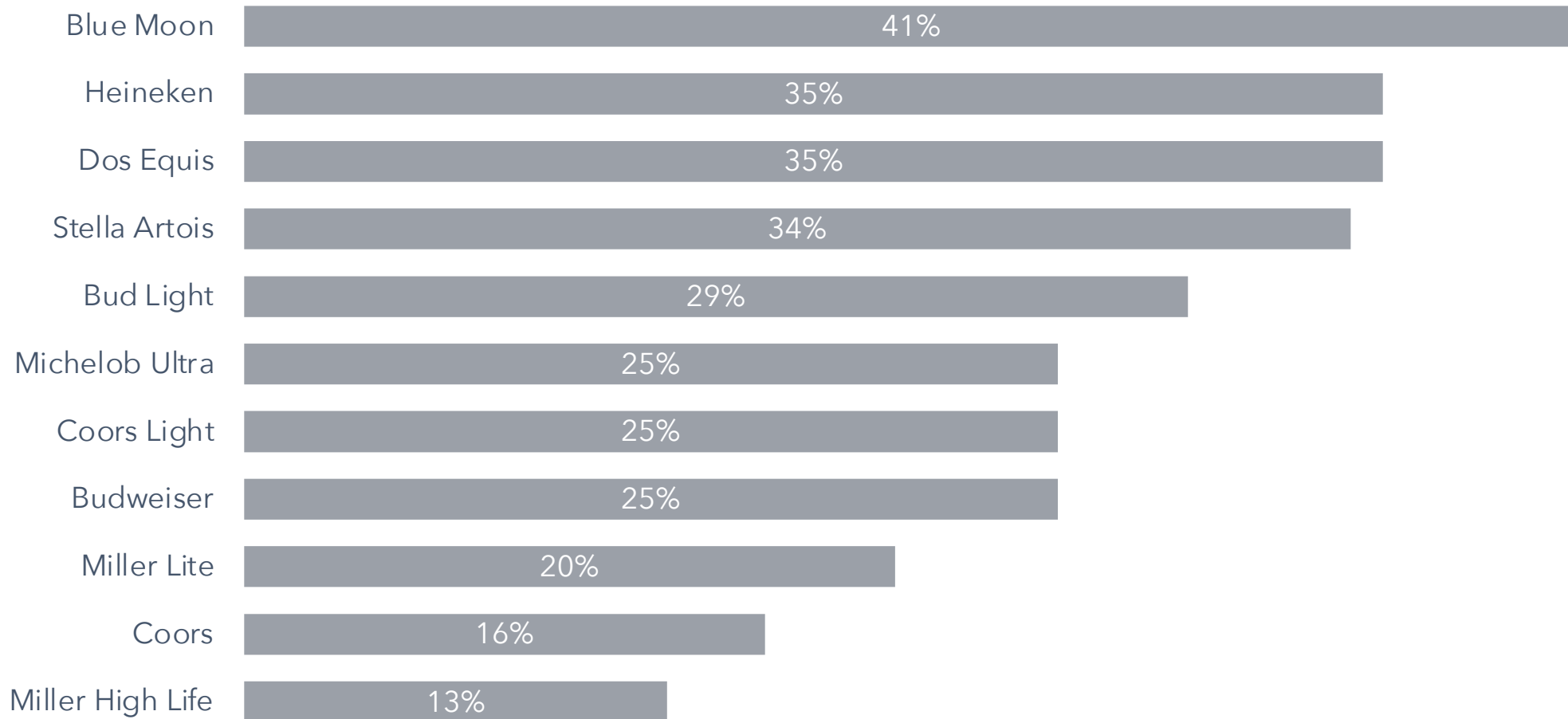


Base: 200 chocolate consumers leaving Target, surveyed as they exited the store.

# Beer drinkers choose Blue Moon for taste.



Which brand has the best taste?

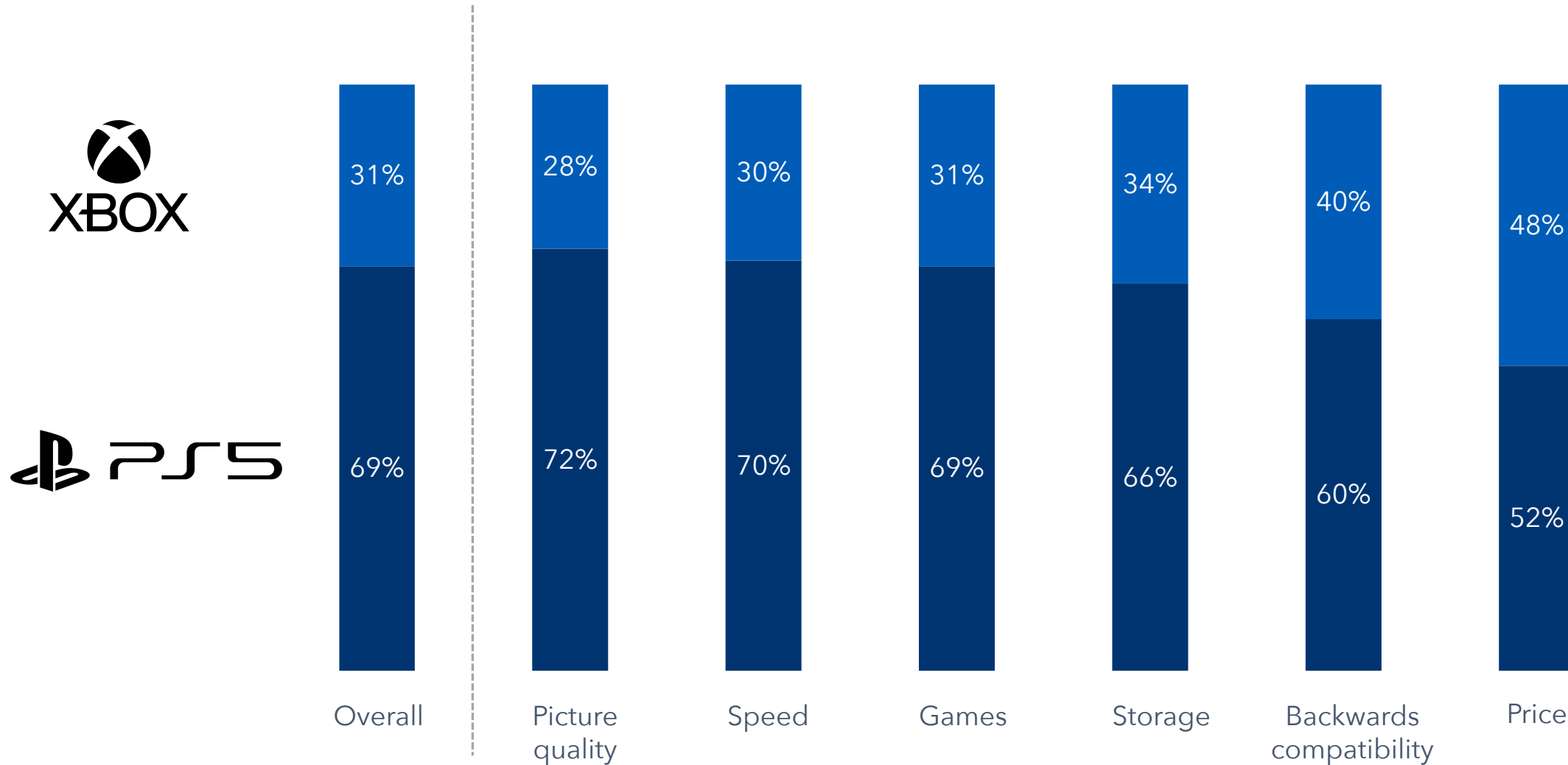


Base: 187 beer buyers leaving 7-Eleven stores.

# PlayStation 5 beats Xbox X series in all categories.



Which console is better in each category?



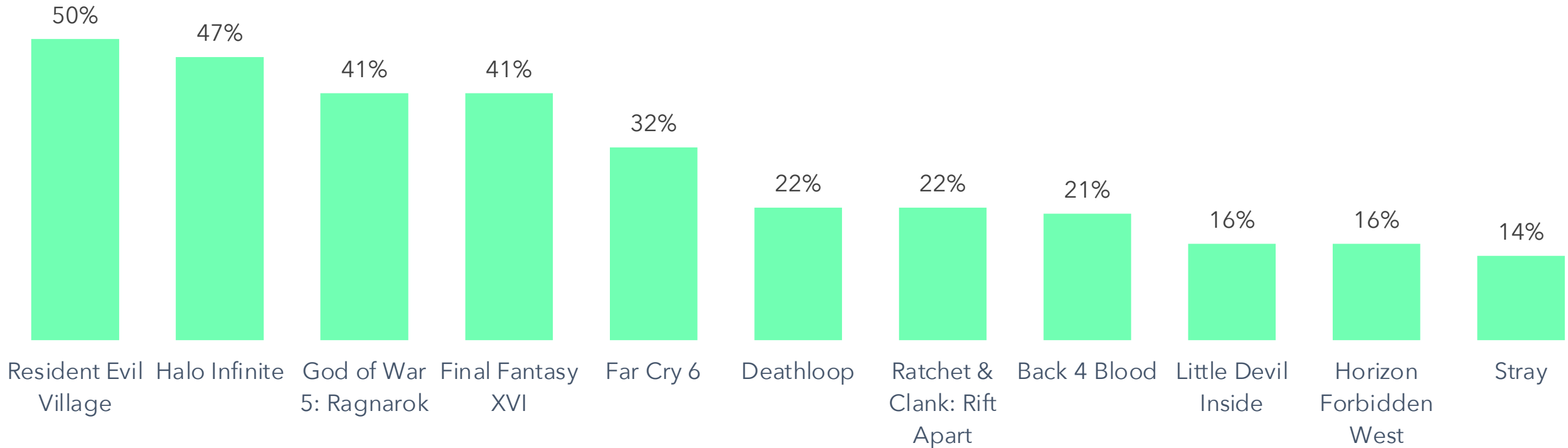
Base: 174 Best Buy shoppers who had played on an Xbox X series AND a PlayStation5 in the past 60 days.



# Resident Evil is the top video game to play in 2021.



Which new games do you plan to play in 2021?

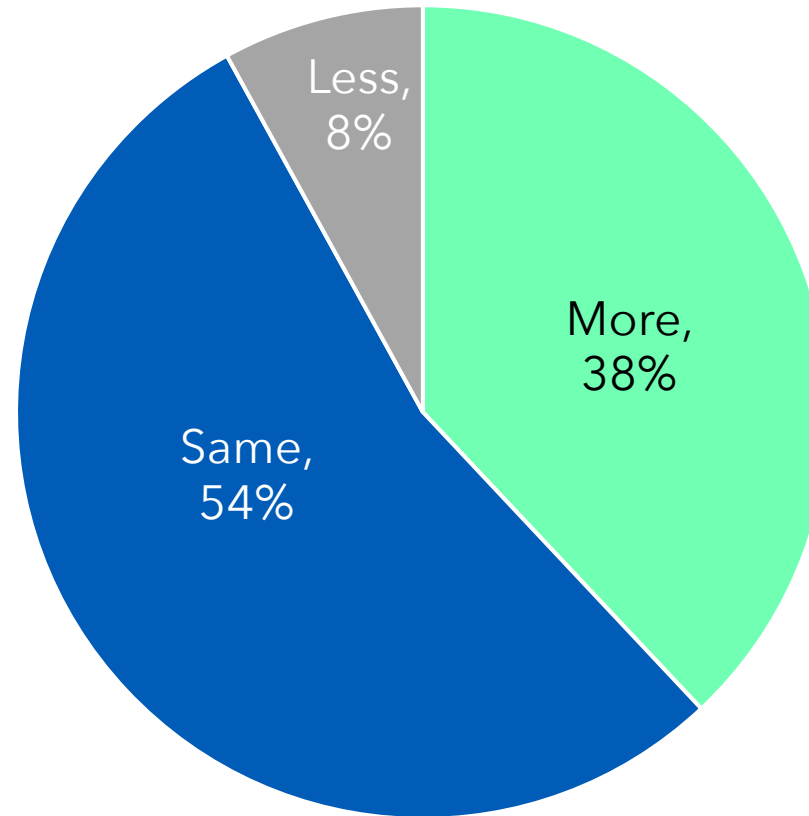


Base: 174 Best Buy shoppers who had played on an Xbox X series AND a PlayStation5 in the past 60 days.

# Colgate Softsoap shoppers are into being clean.



Do you expect to buy soap/sanitizer in the next 3 months?

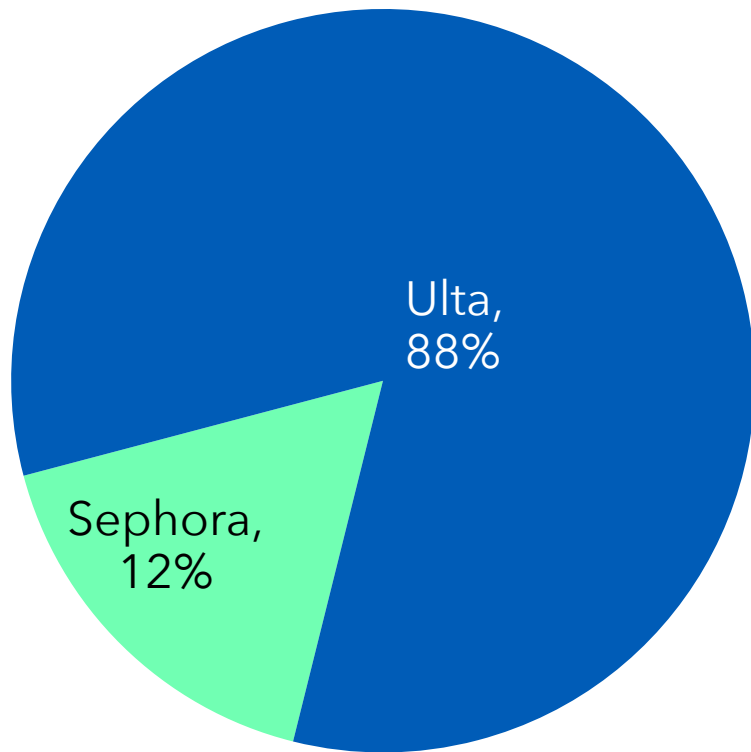


Base: 200 shoppers leaving Target who shopped for toiletries or household essentials.

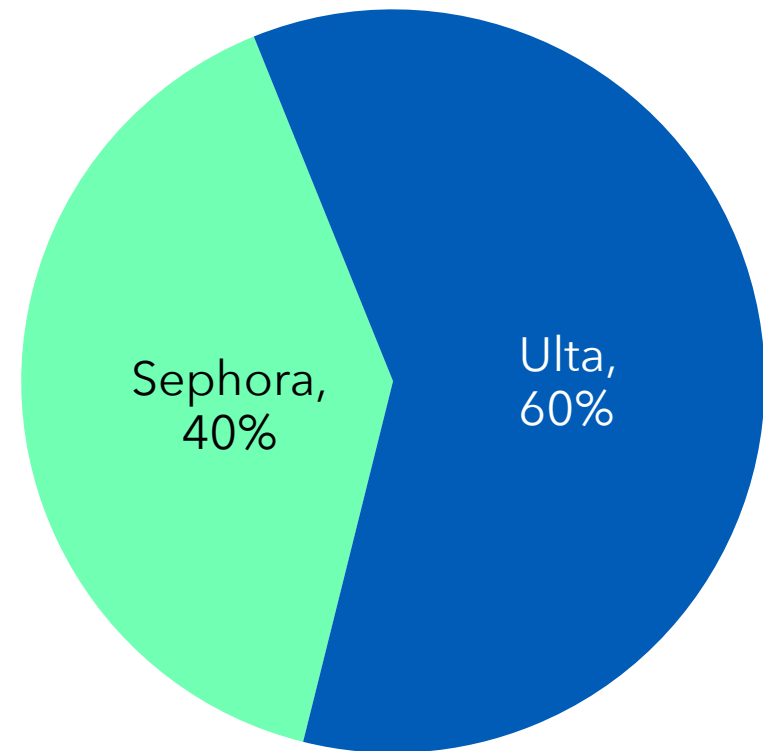
# Ulta beats Sephora in discounts, selection + rewards.



Which store do you shop at MOST?



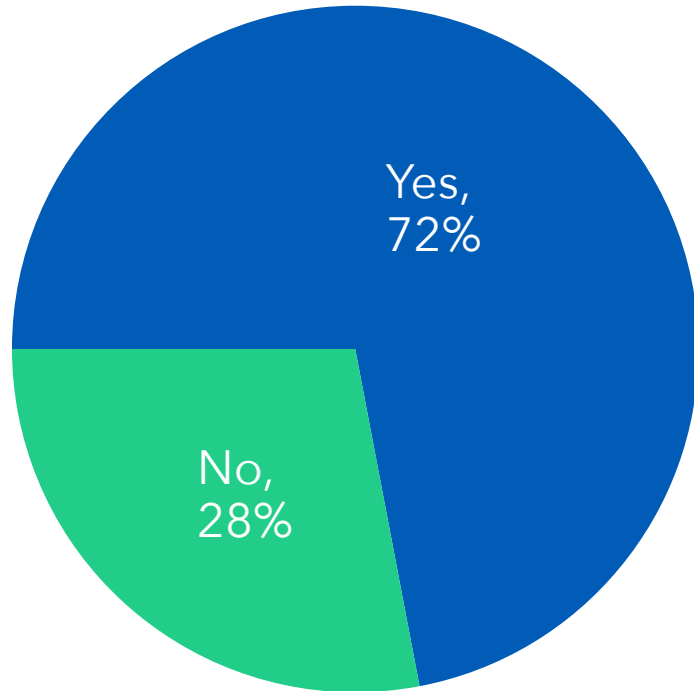
Which store has a better customer experience?



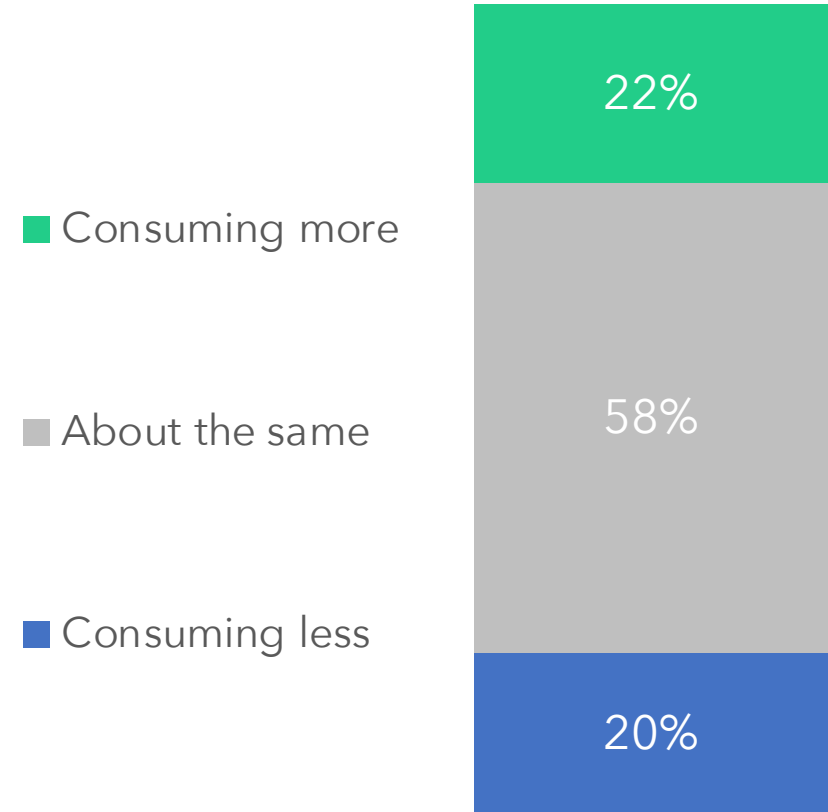
# Buyers turn to energy drinks more, and for an edge.



Do you think energy drinks give you an "edge"?



Are you consuming more, or less, since COVID started?

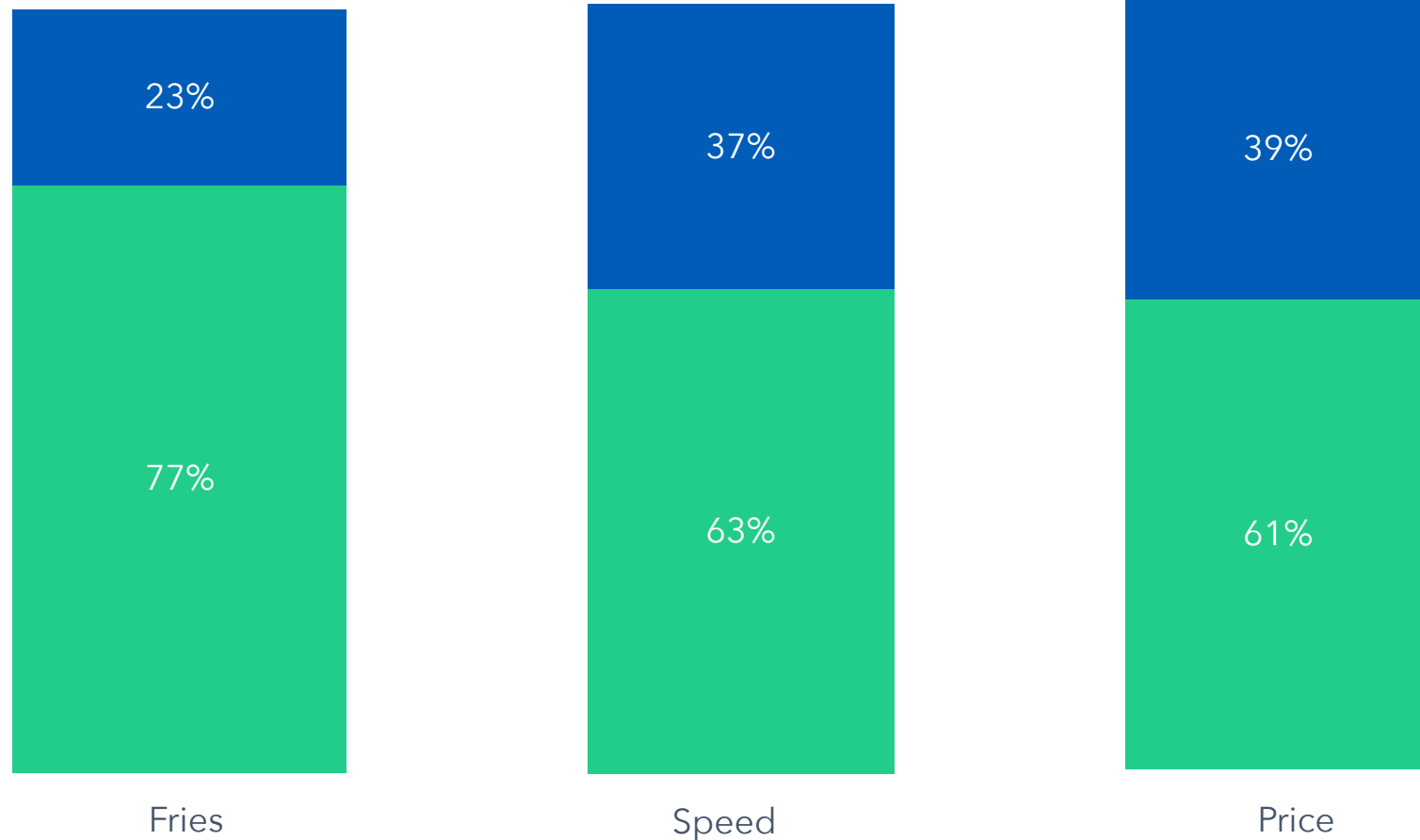


Base: 200 energy drink buyers walking out of Walmart.

# McDonald's beats Burger King in fries, price + speed.



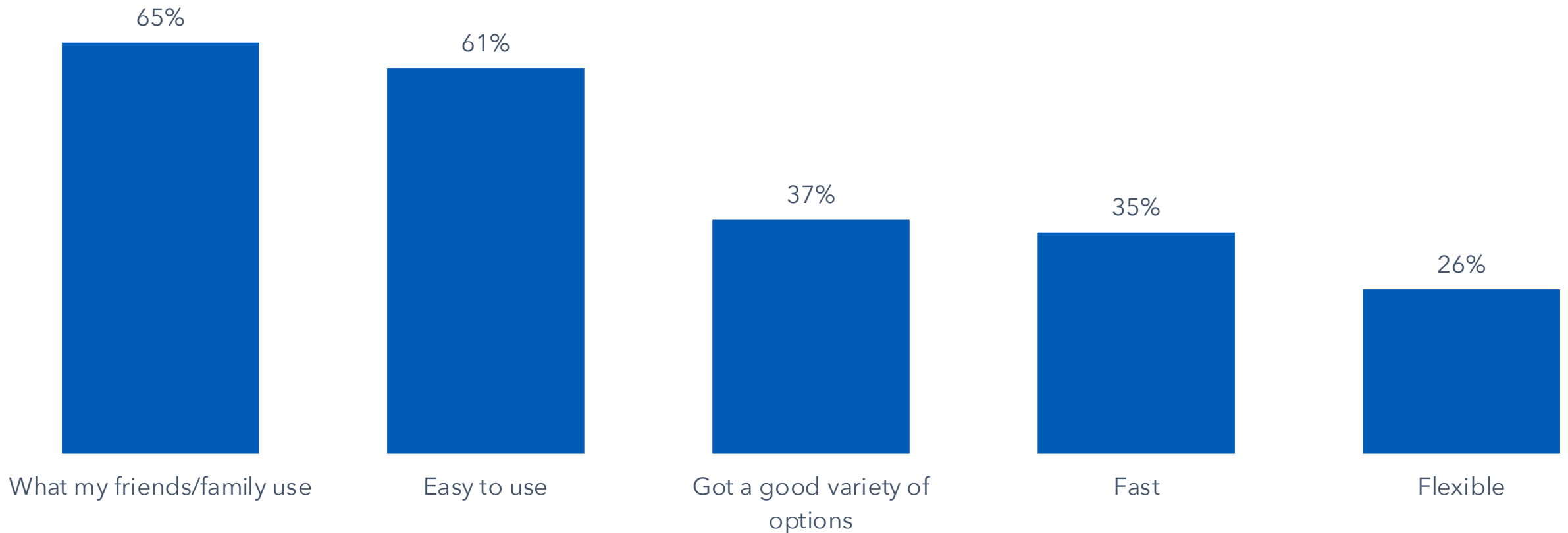
Which restaurant wins?



# FOMO: 65% are on Snapchat for friends + family.



Why do you use the Snapchat app? It's...

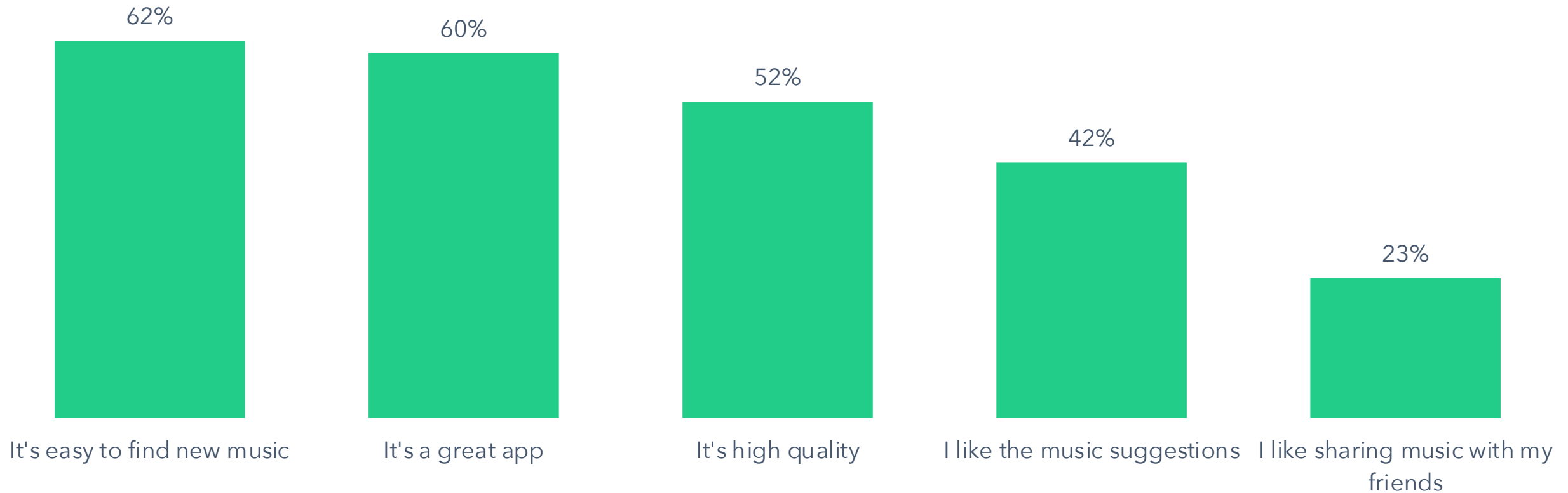




# Spotify: 62% listen to find new tunes.



What's the main reason you use Spotify?

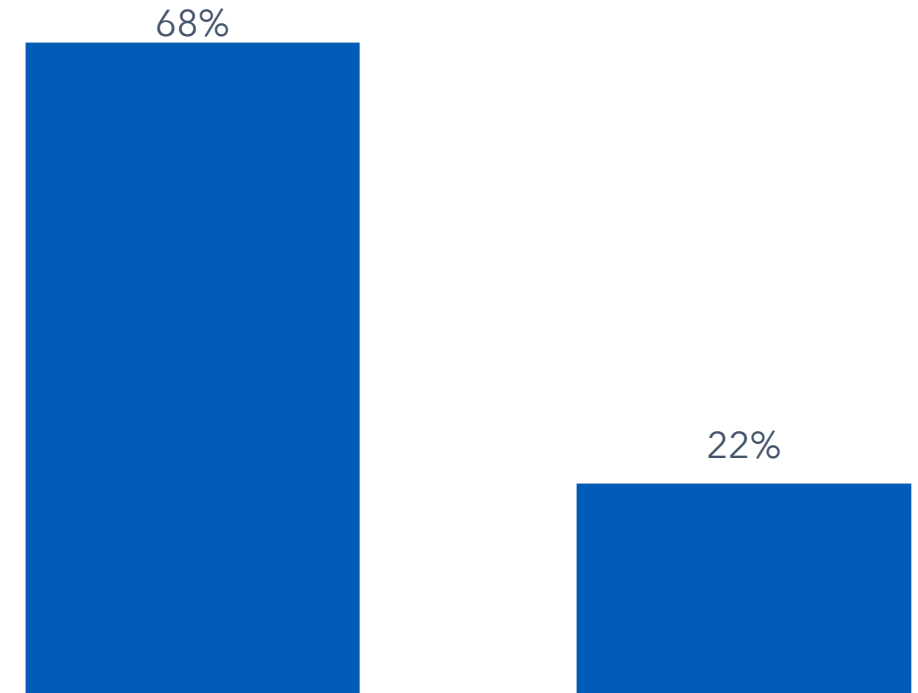
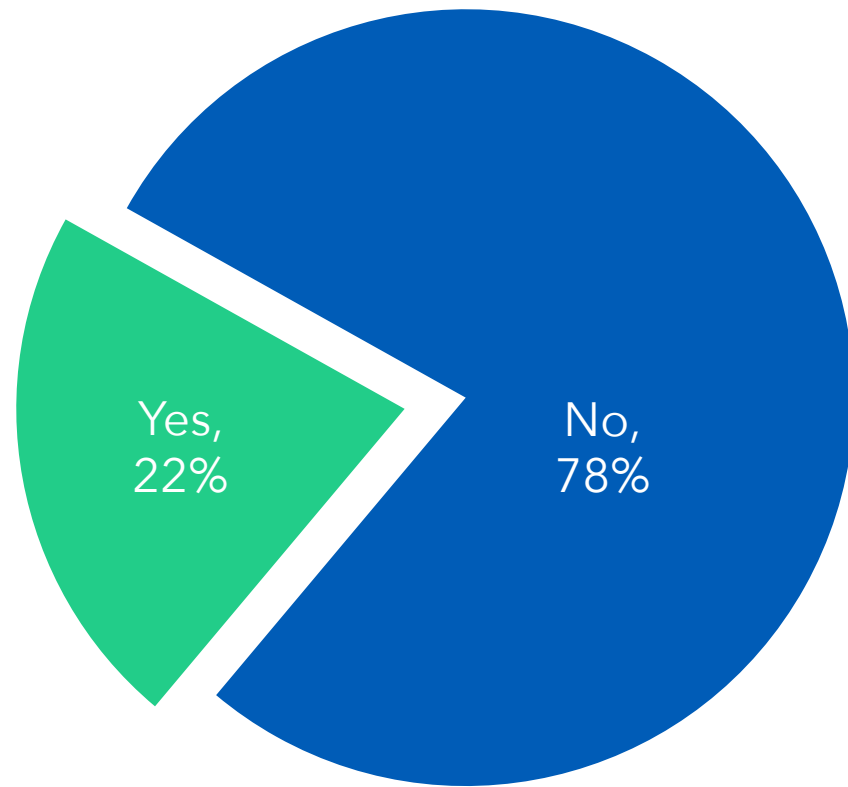


# Best Buy + CVS should co-market pickup options.



Have you used Best Buy's delivery option at CVS?

Why not?



Didn't know it was an option

Fine picking it up at Best Buy

Base: 150 curbside delivery shoppers who'd visited Best Buy + CVS in the past 30 days.

Top two answers, multi-select question.

# CVS beats Walgreens in speed, line time + returns.



Please select which store BEST matches the following...



*Walgreens*

Quick prescriptions



Shortest line times



Easy returns

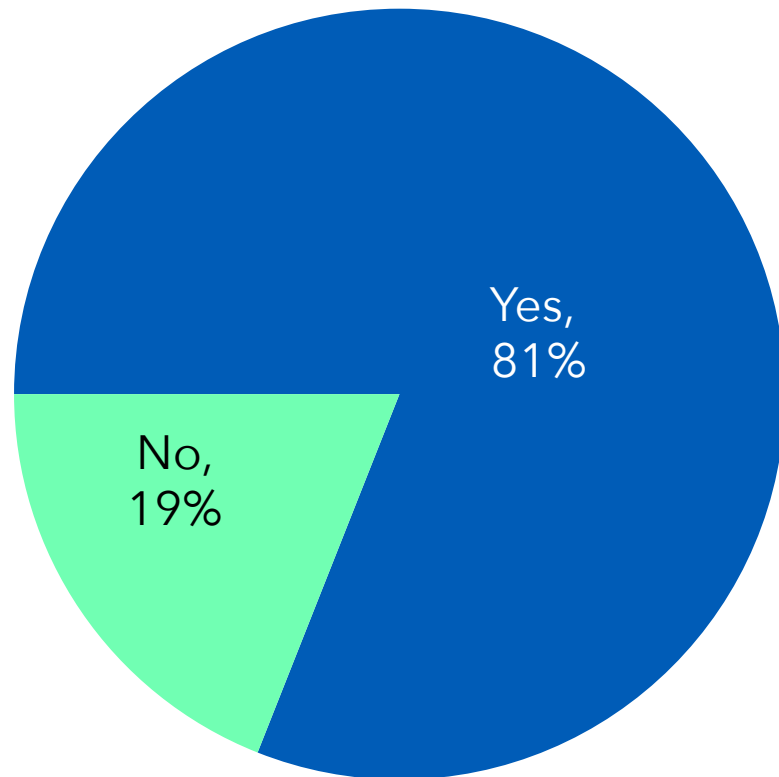


Base: 200 c-store consumers who had visited CVS + Walgreen's in the past 60 days.

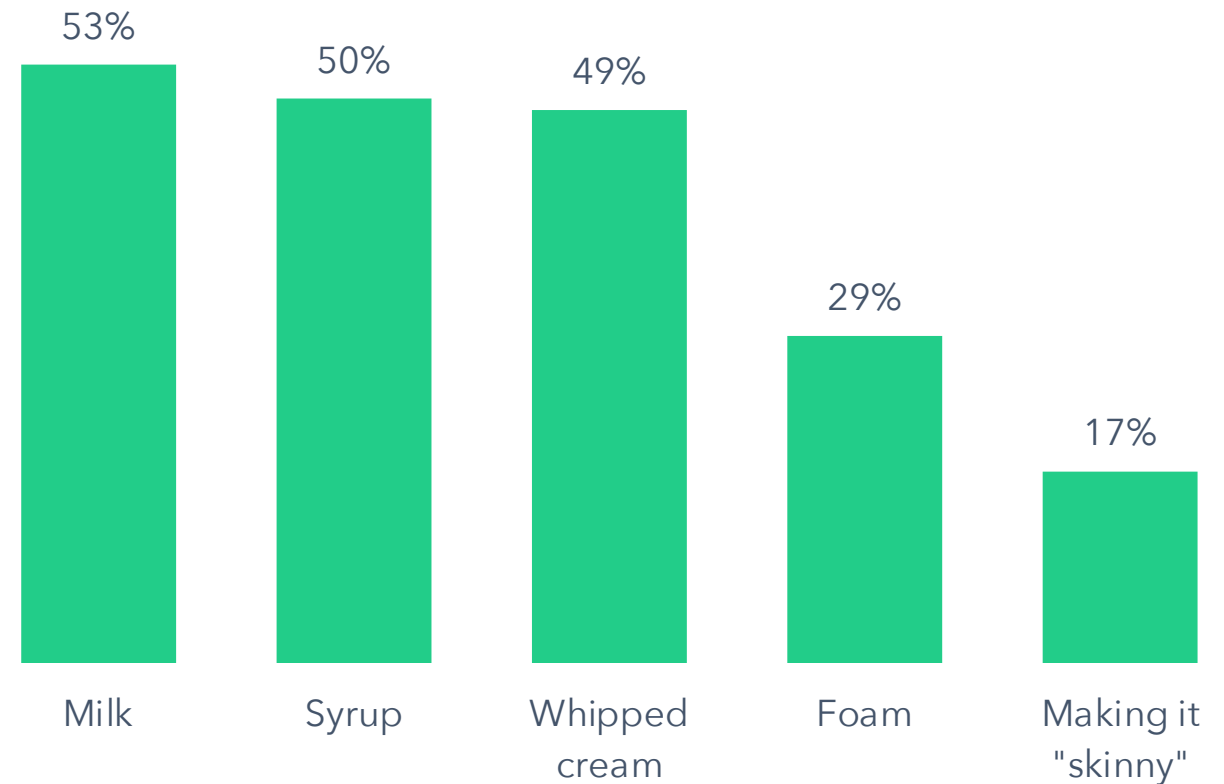
# It's okay to be extra at Starbucks.



For your last Starbucks app order, did you order a custom drink?



How do you customize your drink?



Base: 200 Starbucks app users. Surveyed as they exited the app

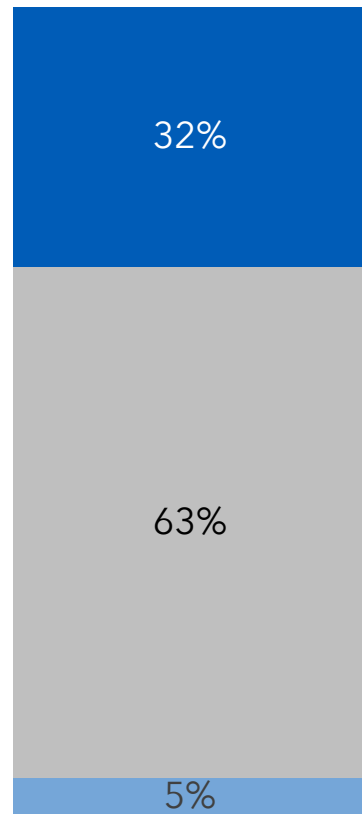
# Sam's Club beats Costco in purchase numbers.



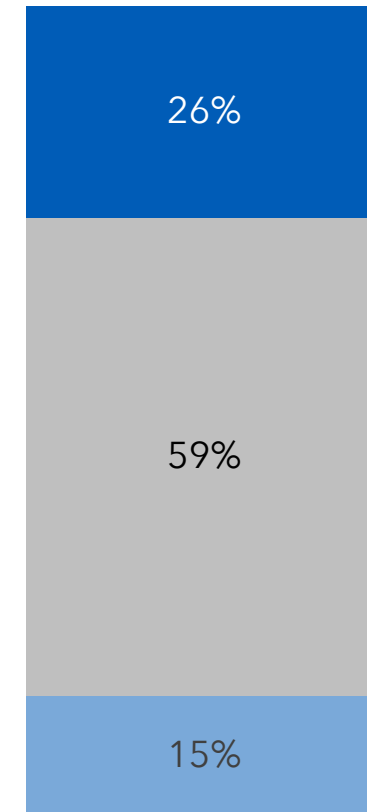
Are you buying more, or less now than you were in lockdowns?



- More
- Same
- Less



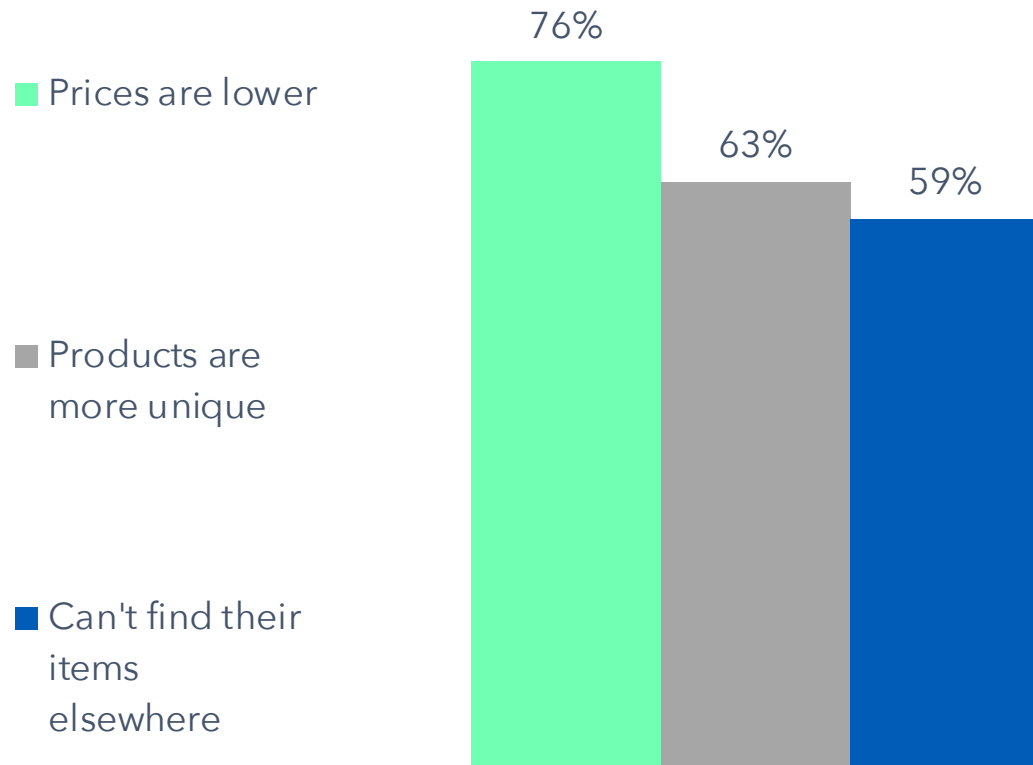
- More
- Same
- Less



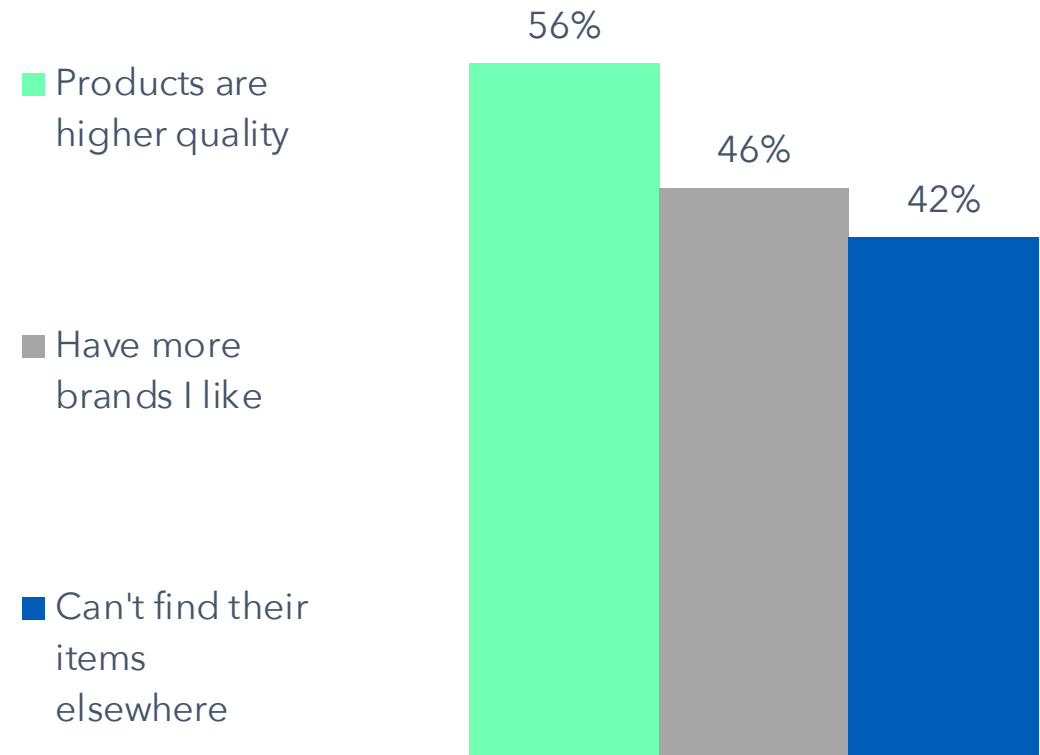
# Consumers choose Trader Joe's for low prices.



Why do you shop at Trader Joe's more?



Why do you shop at Whole Foods more?



Base: 50

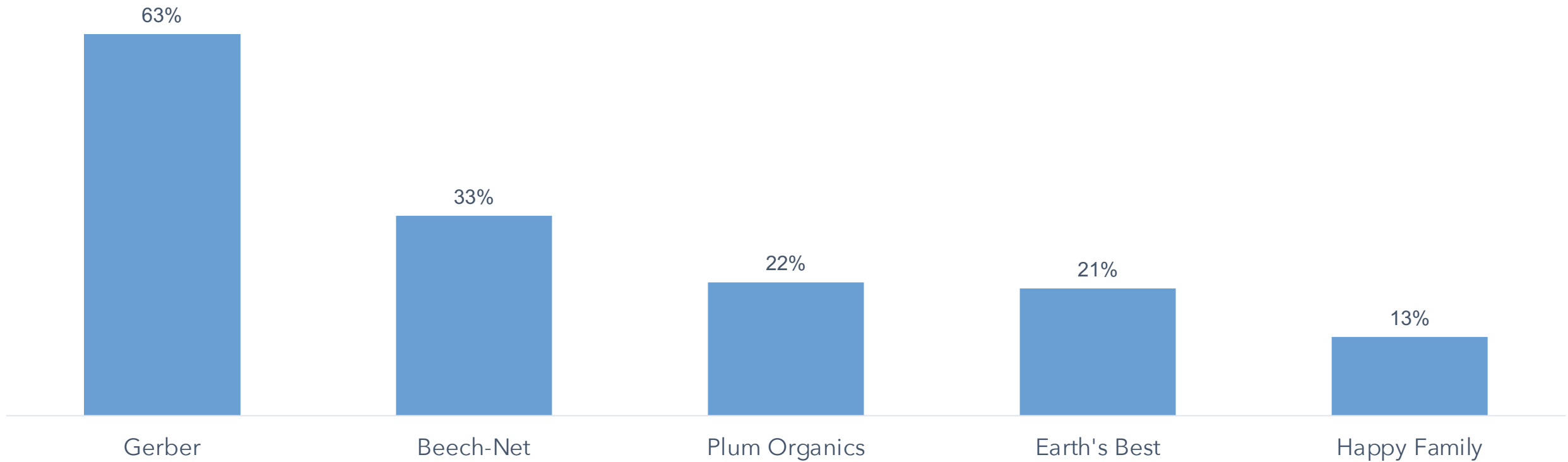
Base: 200 specialty grocery store consumers who had visited Trader Joe's + Whole Foods in the past 60 days.



# Nestle gets 63% of moms to buy Gerber.



Think of the last baby food you bought, which brand(s) did you choose?

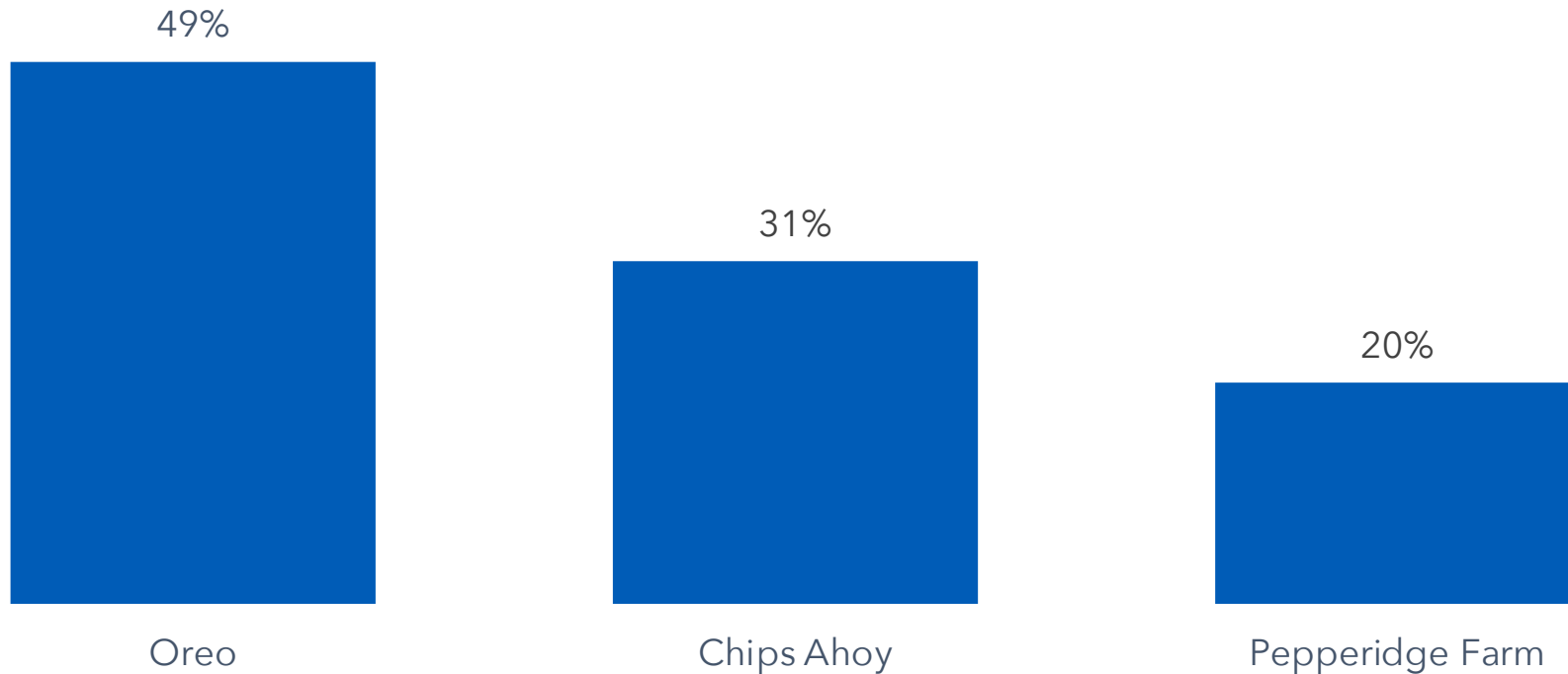


Base: 175 Target grocery shoppers with children under the age of 6, exiting the store.

# Oreo really is milk's favorite cookie, for Mondelez.



Which brand do you prefer to purchase for cookies?



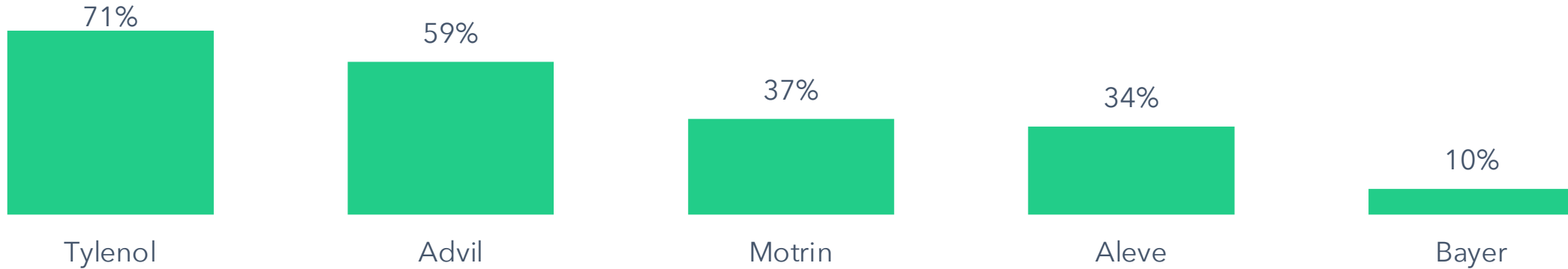
## Tell me more...

- 69% taste is why they buy their favorite brand.
- 45% like the quality.
- 31% feel like a kid again when they buy cookies.
- 28% say this product is always available.

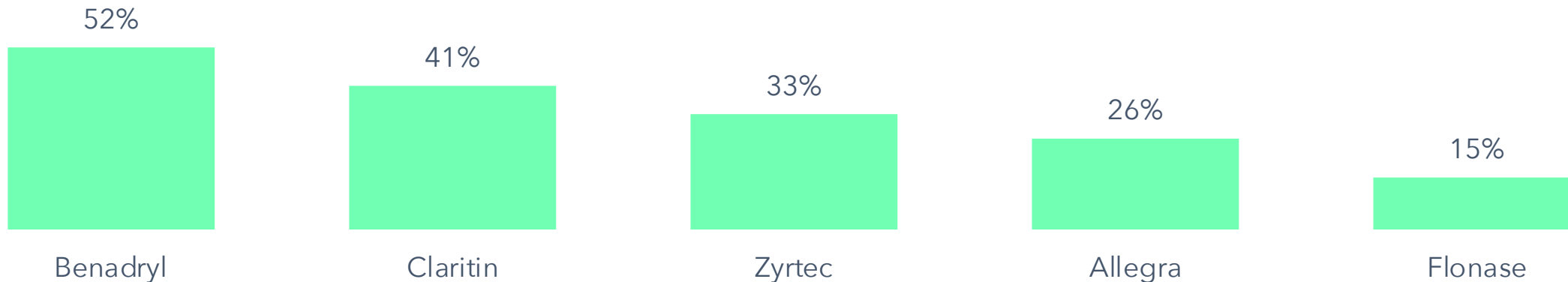
# Johnson & Johnson's Tylenol + Benadryl are both #1.



Which brand do you use to reduce pain?



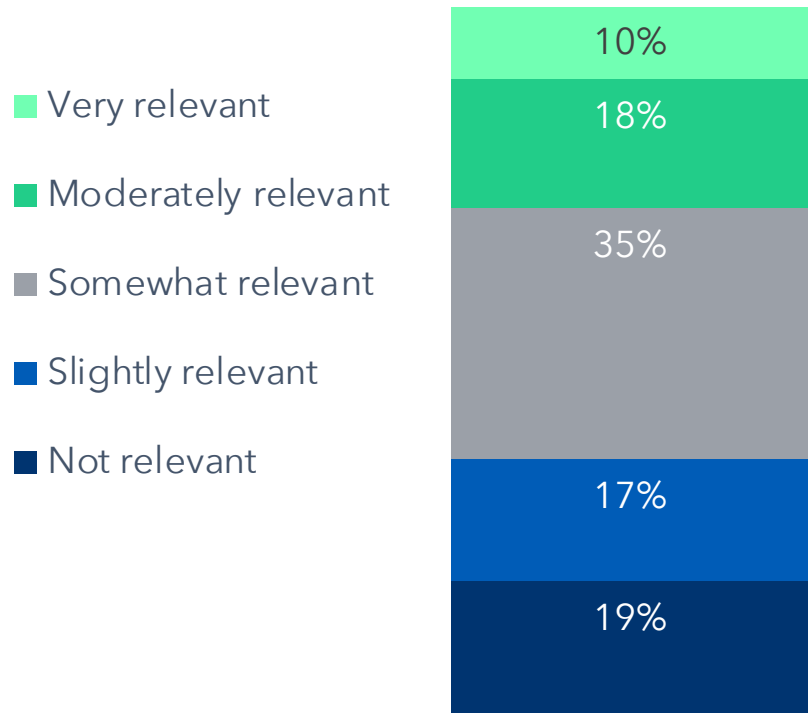
Which brand do you use to treat allergies or sinus problems?



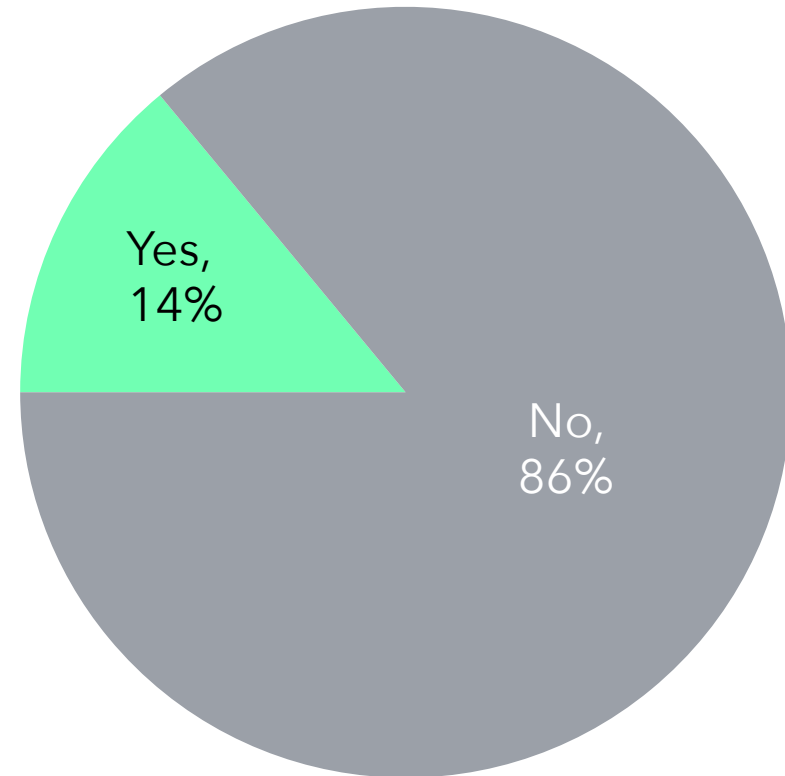
# YouTube ads = relevant + working.



How relevant are the ads to you?



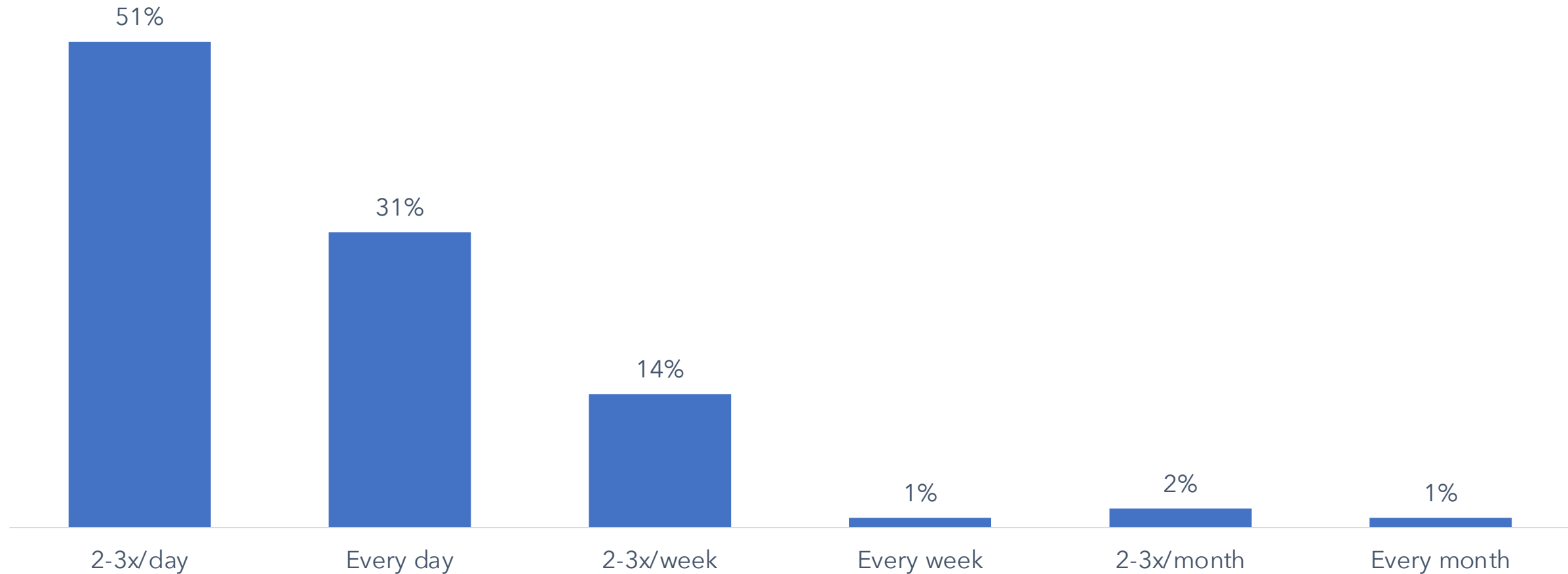
Have you bought from a YouTube ad?



# Zynga app users are loyal + play 2 to 3x/day.



How often do you play mobile game apps?



Base: 88 Zynga app users who have visited YouTube for mobile gaming help.



# 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.**