



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.

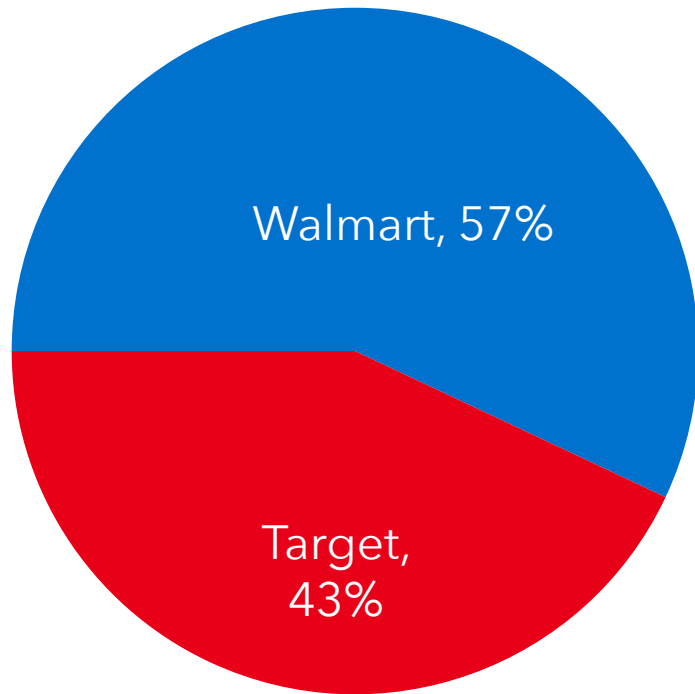
- 18-45 years of age.
- n=200, split in-store + online.
 - Mix of Target and Walmart shoppers.
- Natural fallout for all other demos.



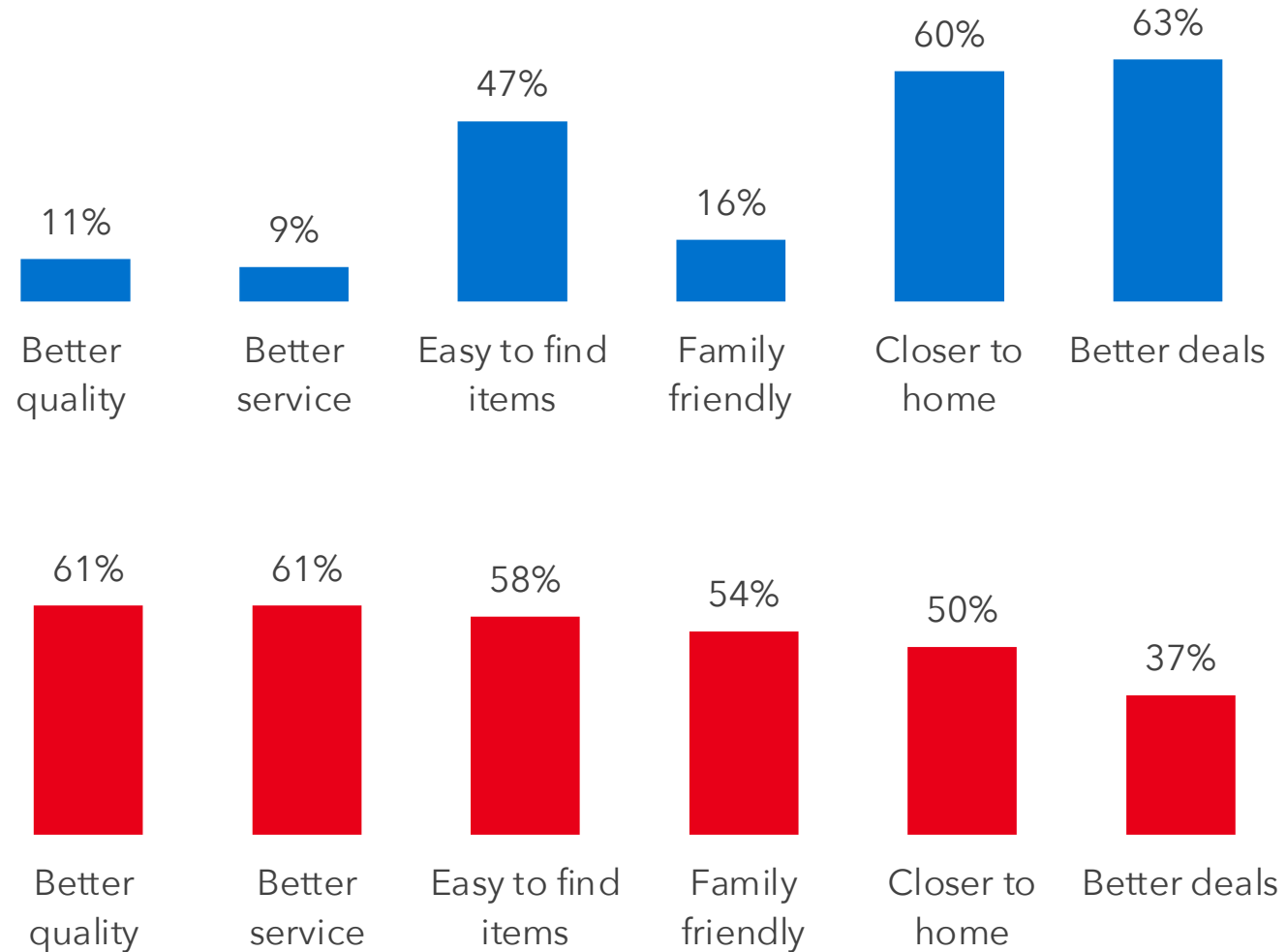
Walmart wins in-store shoppers, with better deals.



Which store do you shop at MOST often?



Why? Select all that apply.

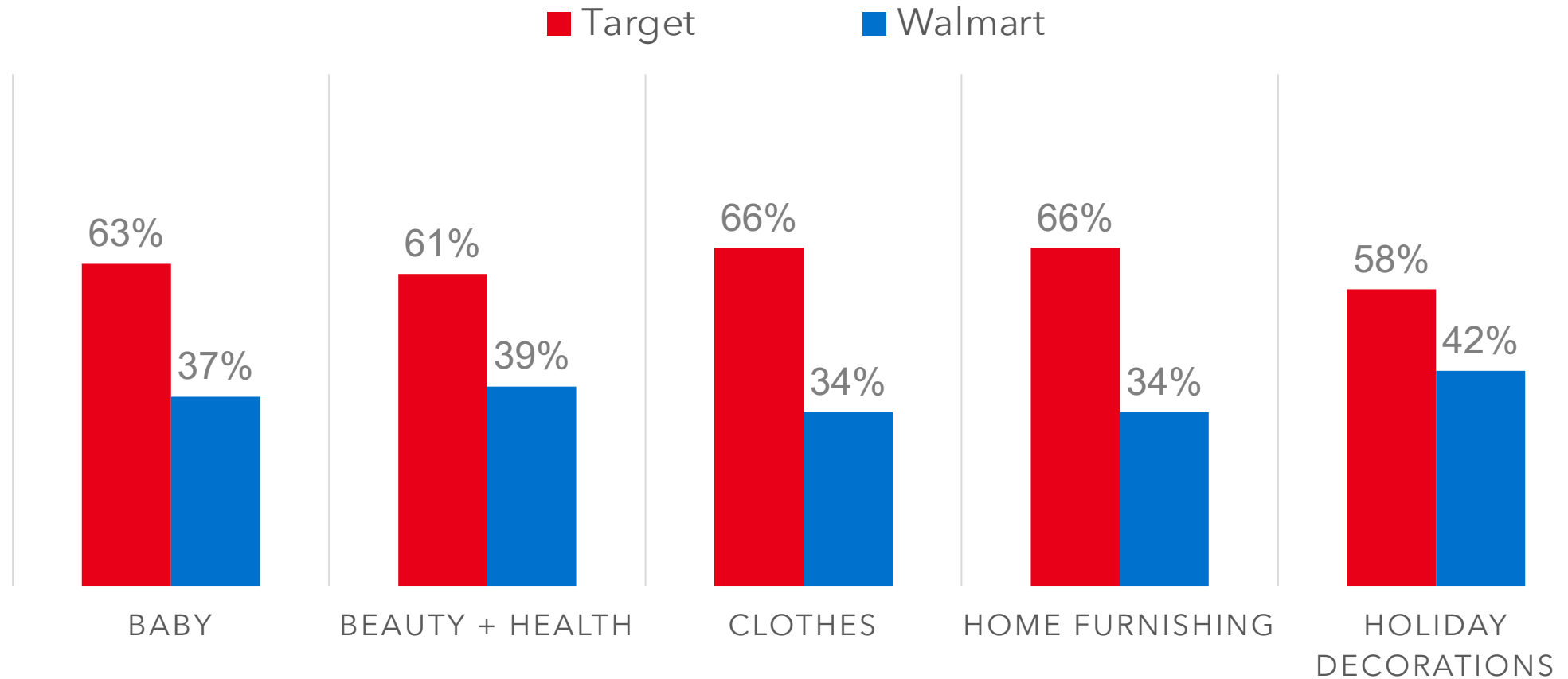


Base: 200 , n=100 in-store + 100 online.

Target: for baby, beauty, clothes + decorations.



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

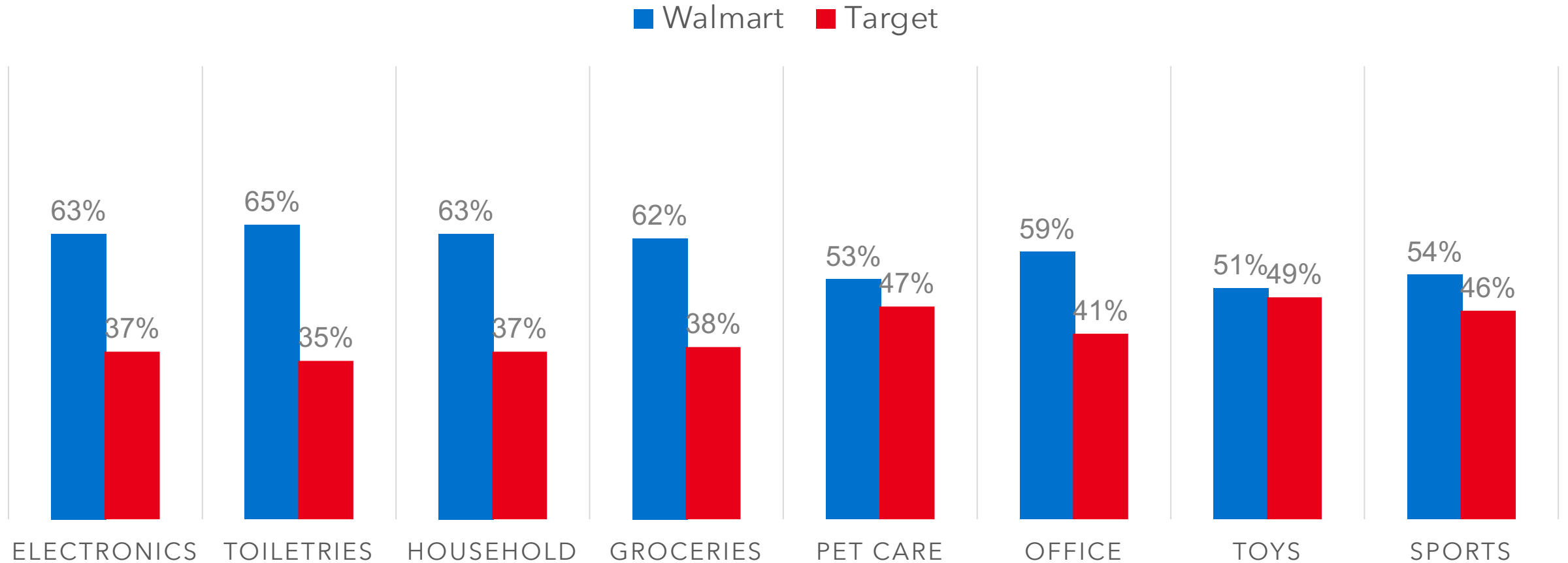


Base: 200 (100 in-store, 100 online)

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



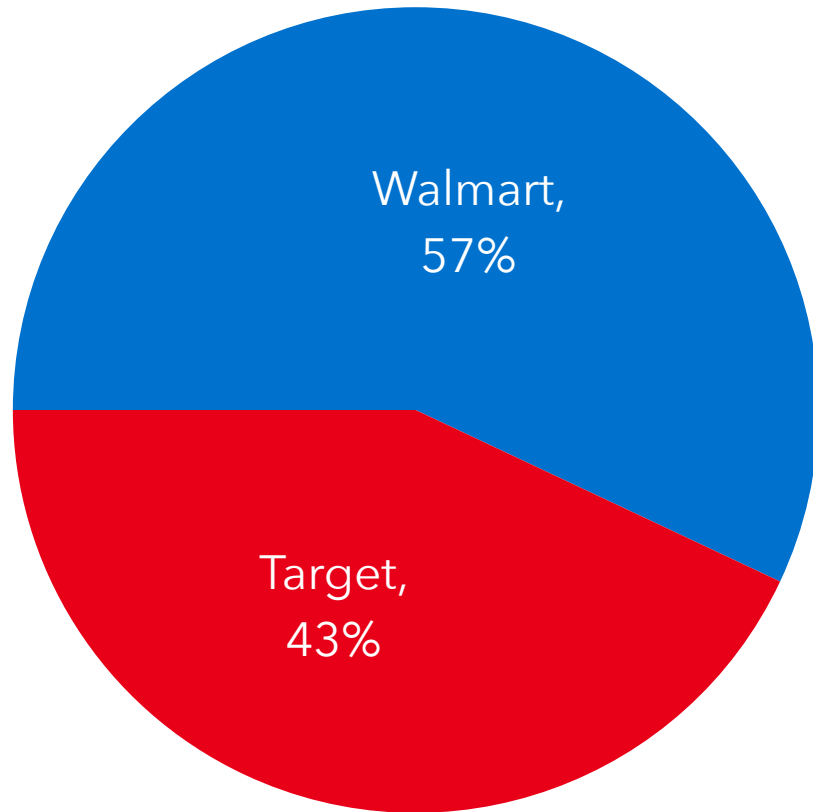
Which store would you most prefer to shop for...?



Walmart makes it easier to shop in-store.



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



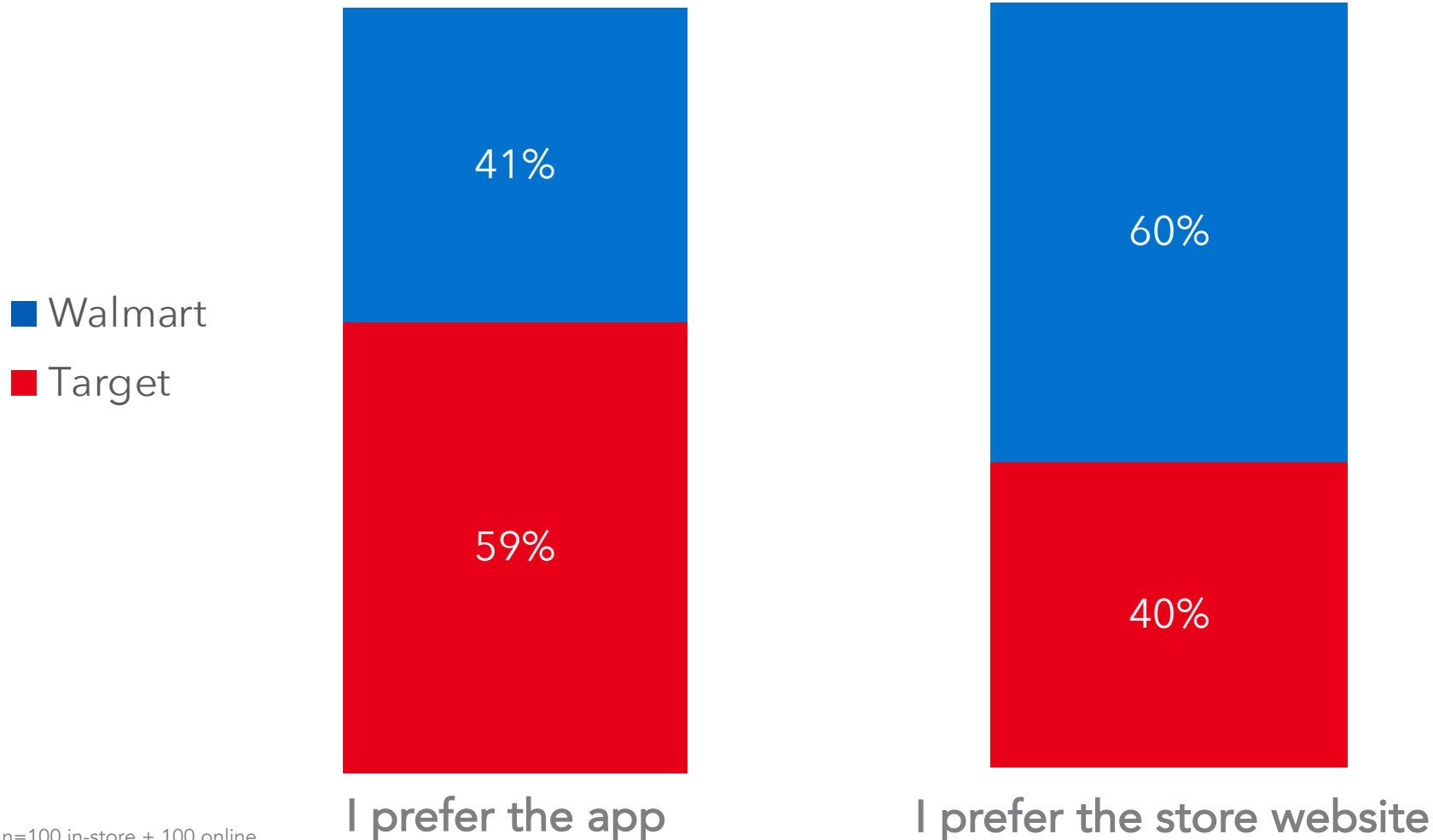
Which retailer has better shopping hours?



Target shoppers are more likely to use the app.



How do you prefer to shop online at each store?



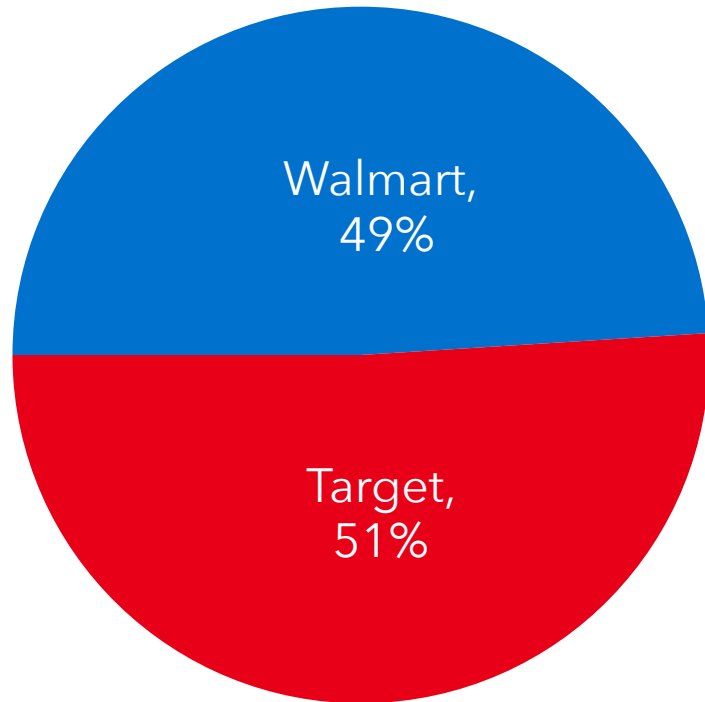
Base: 200 , n=100 in-store + 100 online.

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..."



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 solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.



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.