



Home Retail Consumer Monitor

Presented June 22, 2021

Methodology

N = 701

MOE \pm 3.7%

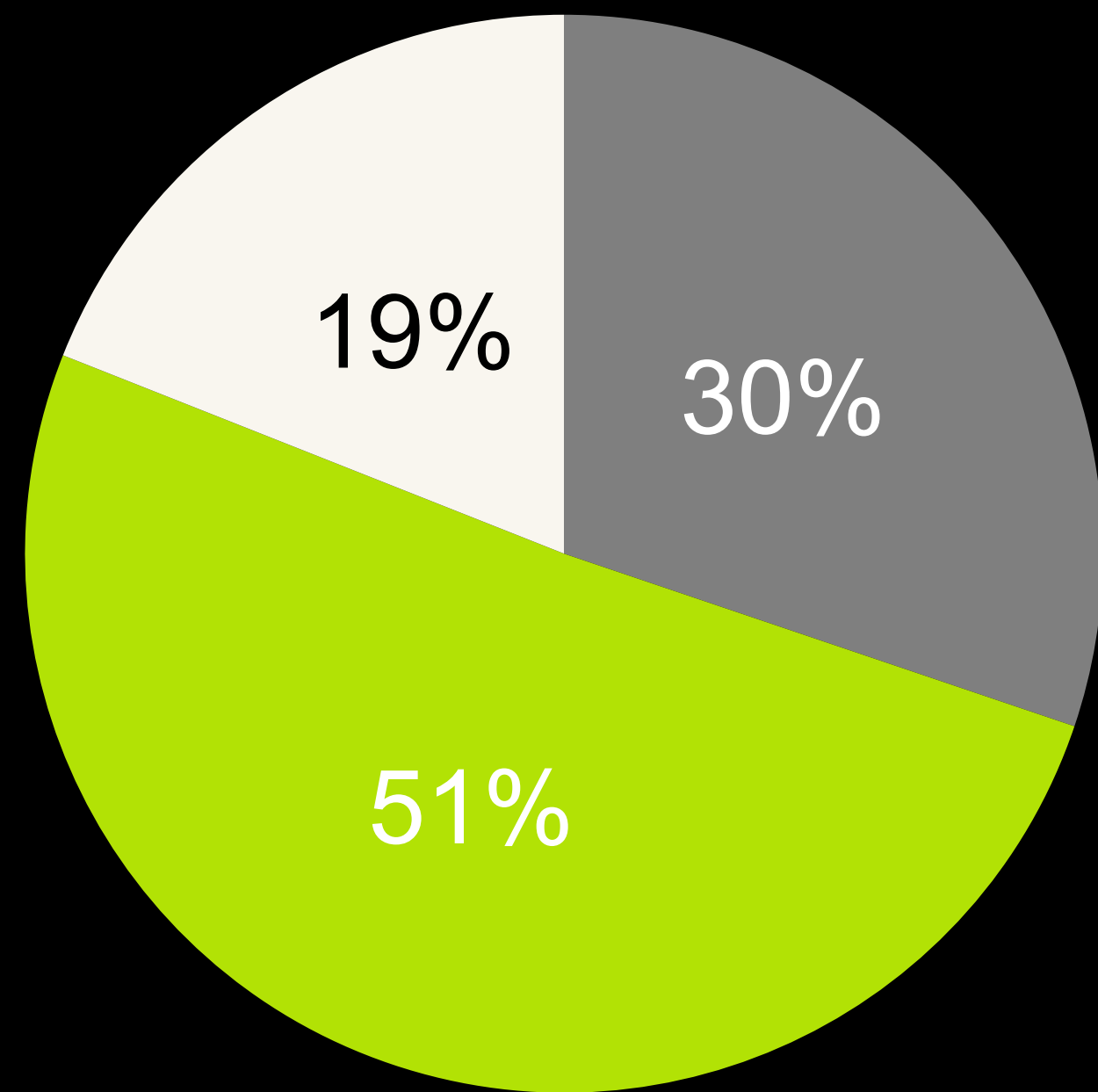
Panel: General Population

Collected: 6/11/21, 6/12/21

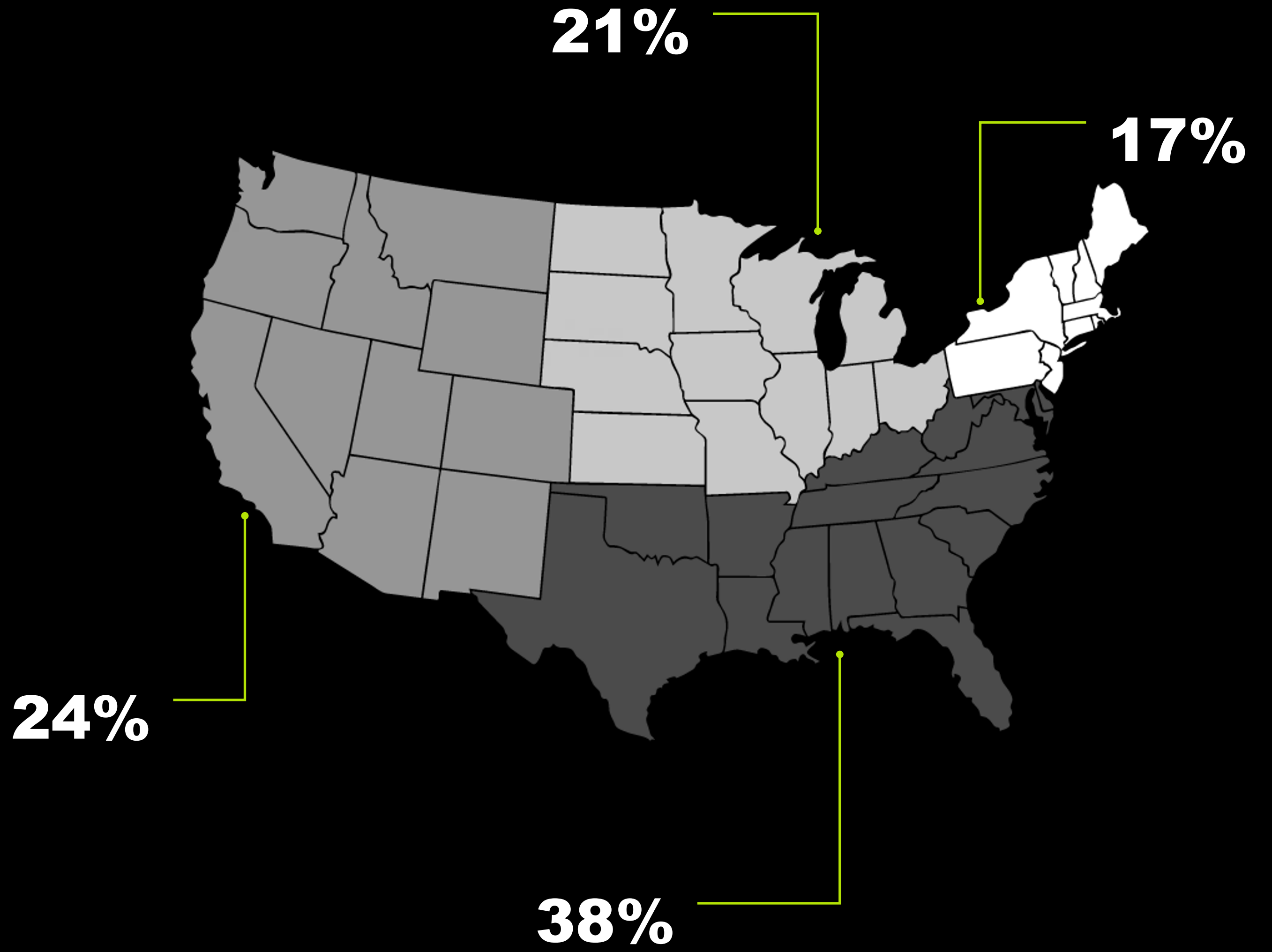


Panel Composition

Urbanicity

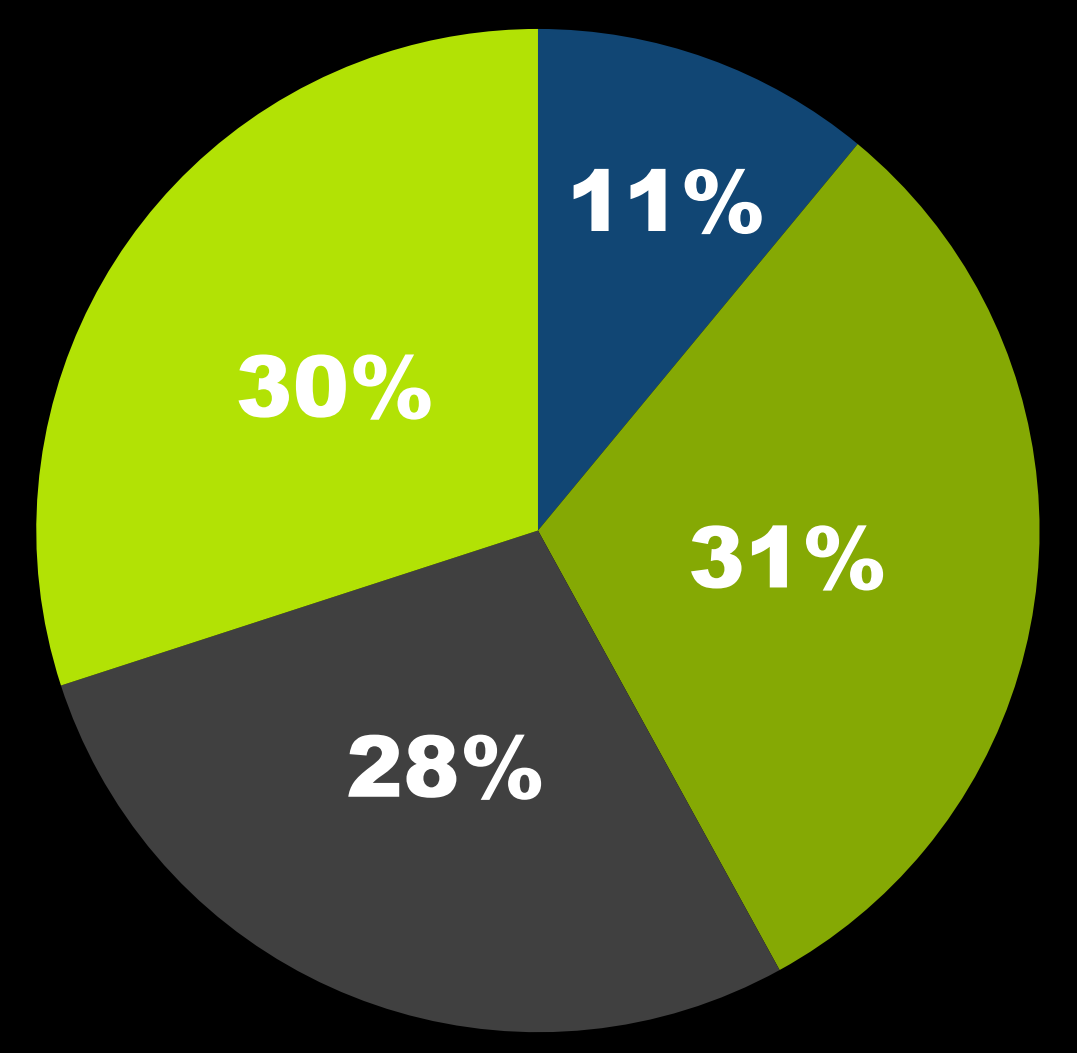


■ Urban ■ Suburban ■ Rural



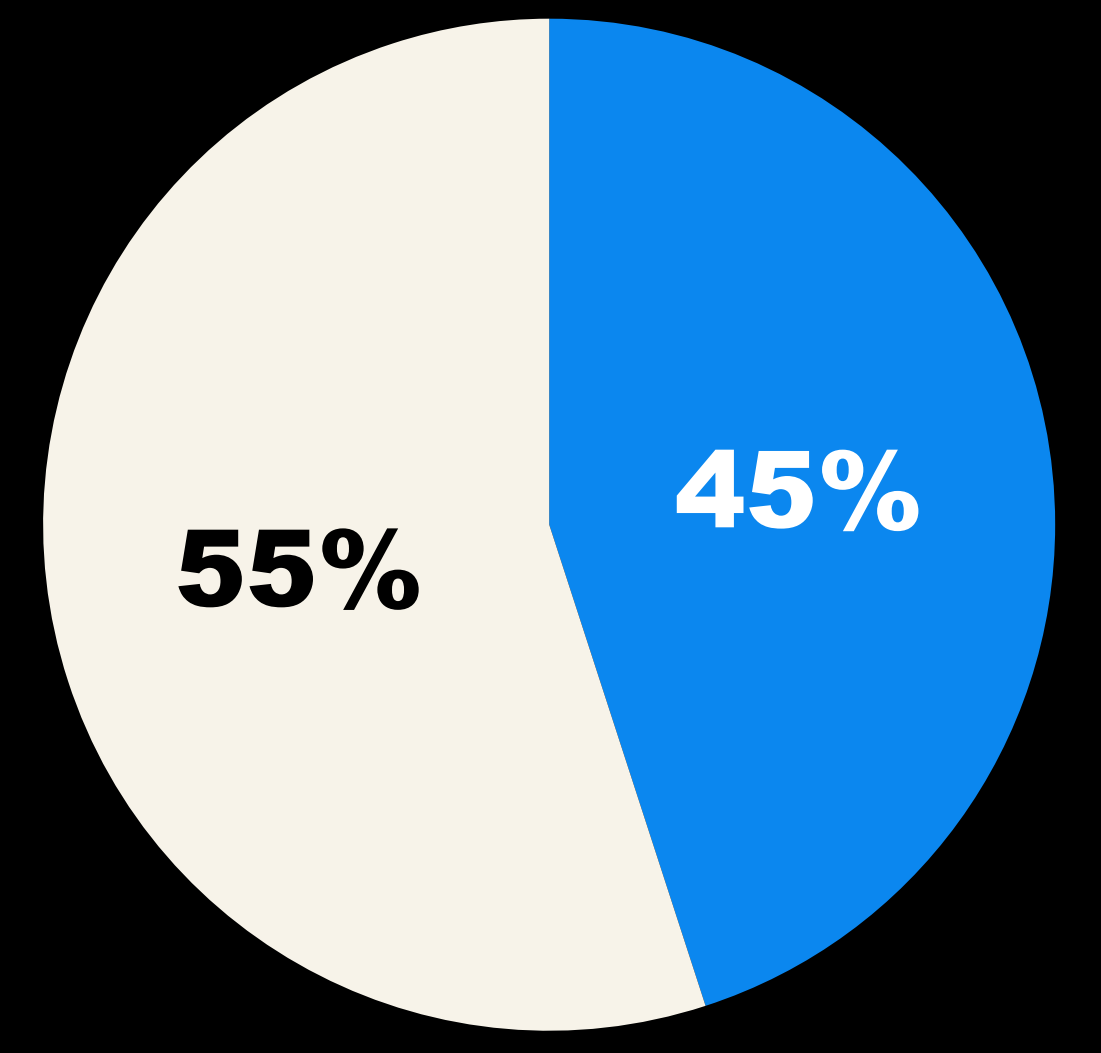


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



■ Male ■ Female

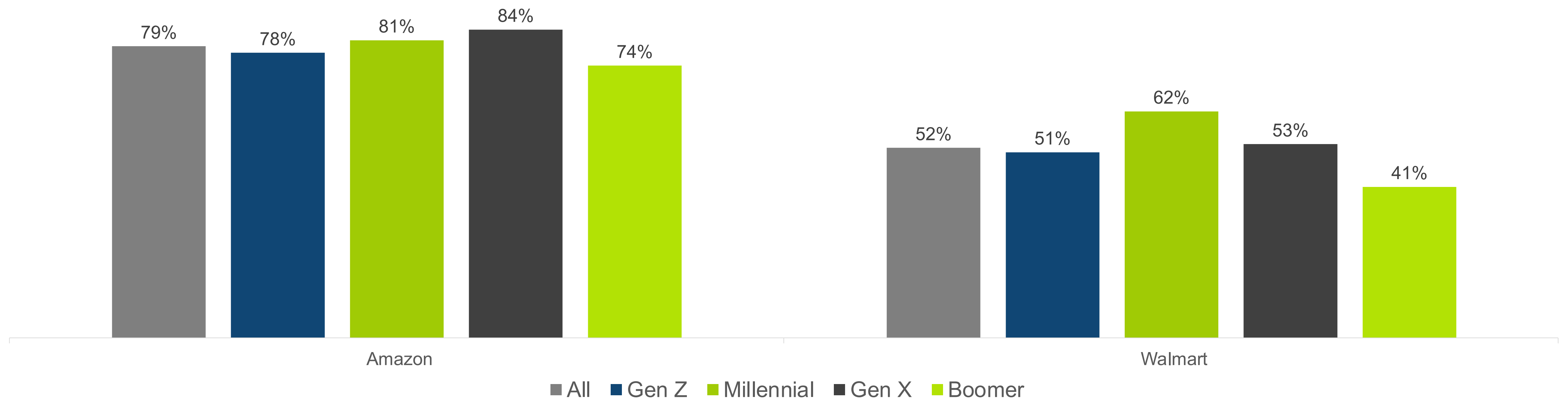


Walmart.com



Slightly more than half (52%) of respondents have made a purchase at Walmart.com in the past year while 79% have supported Amazon.

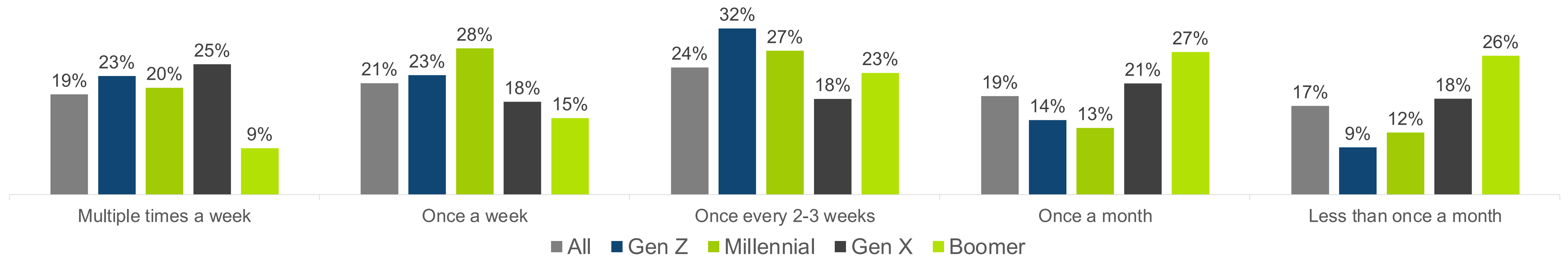
Online purchases made in the last year



At which of the following have you made online purchases in the past year? Select all that apply.

Among those who've purchased at Walmart.com in the past year, 36% visit the site once a month or less.

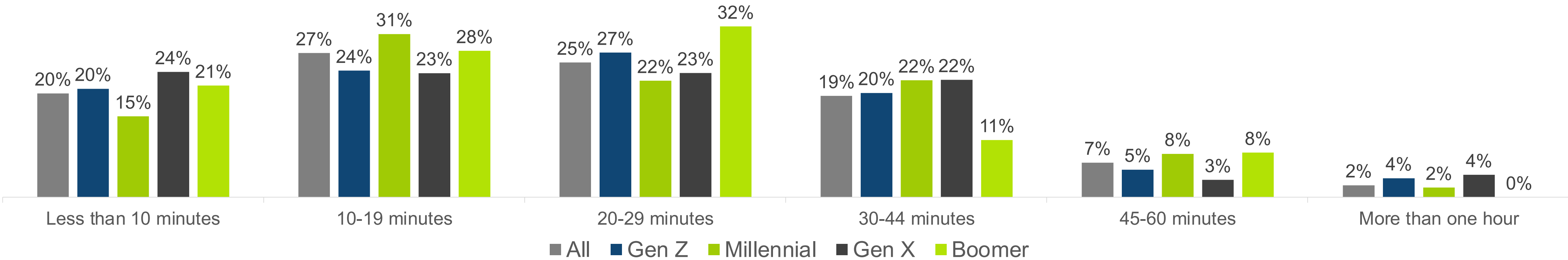
Frequency of visiting Walmart.com



Approximately, how frequently do you visit the Walmart.com website?

A typical visit to Walmart.com lasts a little more than 20 minutes.

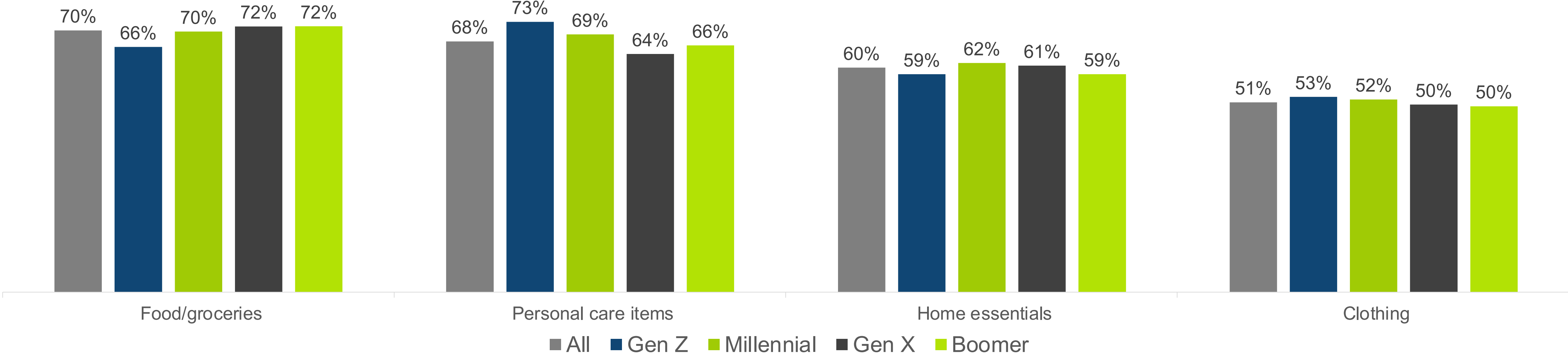
Duration of visits on Walmart.com



Approximately, how long do your visits to the Walmart.com website last?

More than half those shopping Walmart.com will buy the following categories – food 70%, personal care items 68%, home essentials 60%, and clothing 51%.

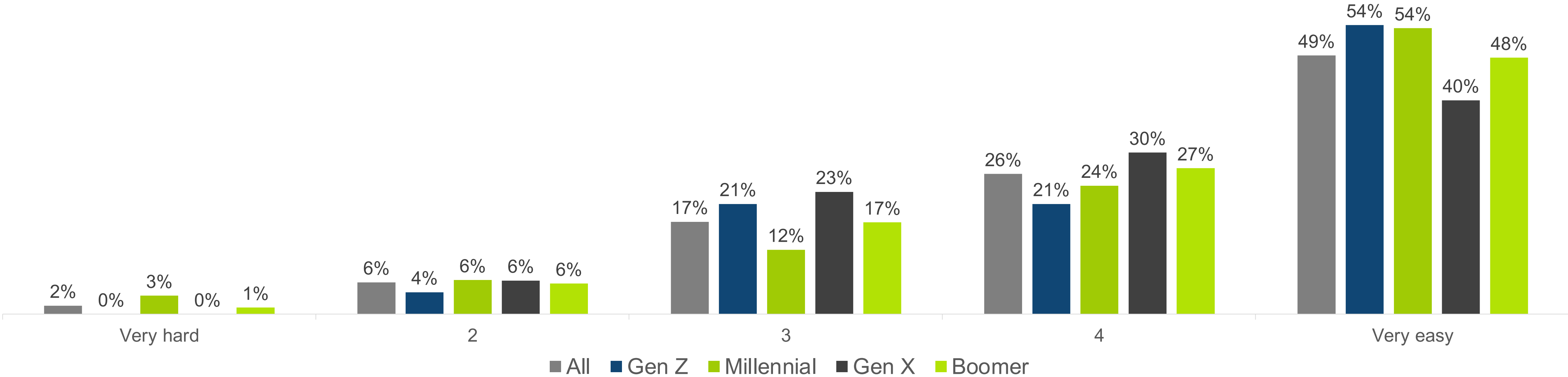
Categories will/have shopped at Walmart.com



Which of the following product categories have or will you shop for at Walmart.com?

75% of respondents find Walmart.com easy or very easy to navigate.

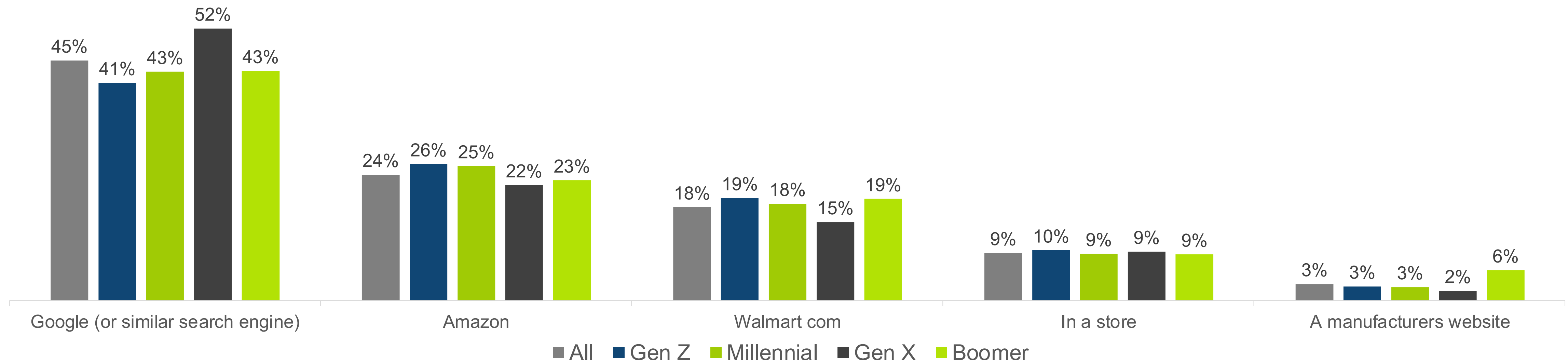
Difficulty level of finding products on Walmart.com



How easy do you find it to search for products on Walmart.com?

When searching for a product in a category with which they are not familiar, nearly half (45%) of the sample begins with Google. Fewer than 1 in 5 (18%) begin their search at Walmart.com.

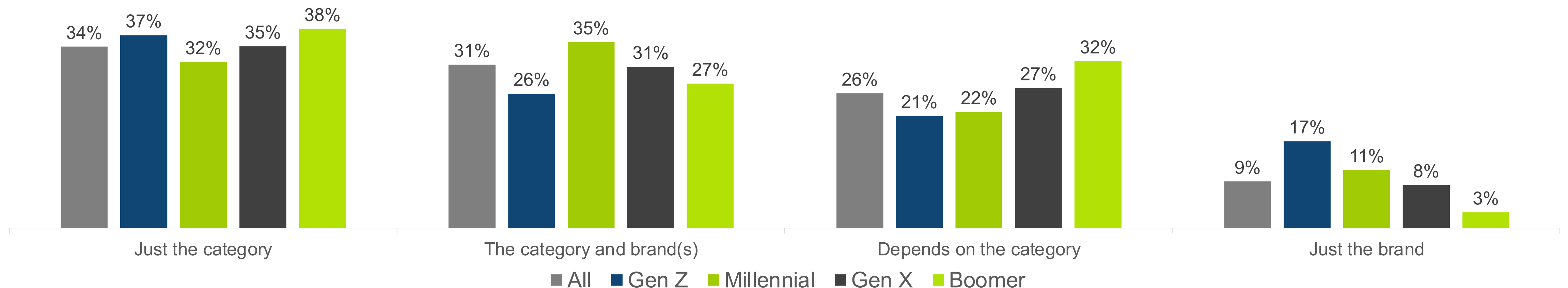
Where people are likely to start searches for product categories they are unfamiliar with



For a product category you're not familiar with (something new to you) where are you most likely to start your search?

When searching on Walmart.com, 34% just identify the category of interest while 31% specify both the category and a specific brand(s).

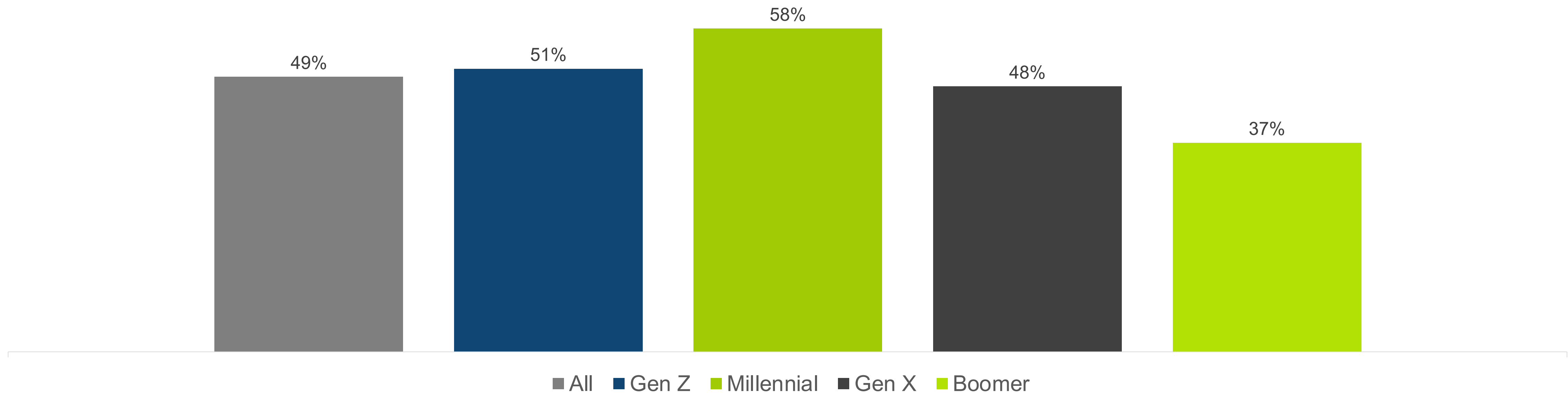
How Walmart shoppers are shopping for products on Walmart.com



When entering a search in the search bar on Walmart.com do you typically just specify the product category (for example: running shoes) or do you typically identify a category and a brand also (for example: Nike running shoes) or just the brand (for example: Nike)?

Nearly half (49%) of Walmart.com shoppers use the platform to research products they intend to purchase elsewhere. Boomers (37%) are the least likely to do so.

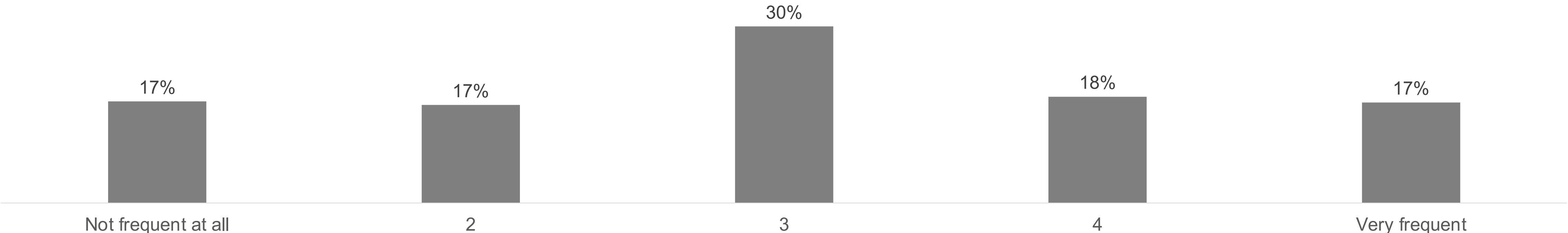
% Who use Walmart.com to research a product to buy elsewhere



Do you ever use Walmart.com to research a product you plan to buy somewhere else?

Only 35% of respondents frequently or very frequently take the time to scroll through the homepage to see promotions.

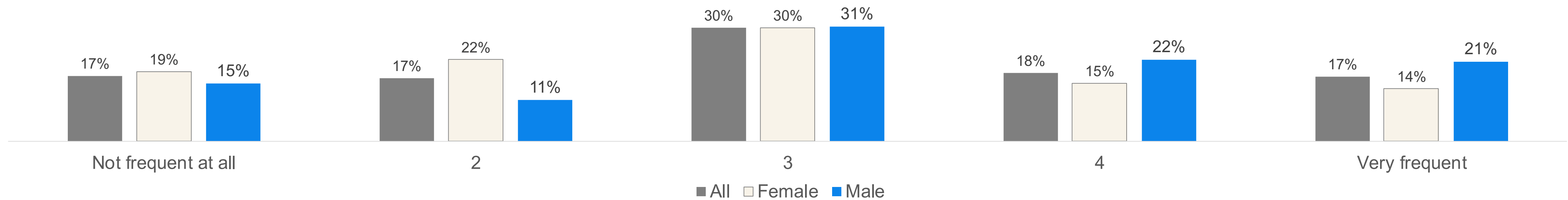
Frequency of scrolling through Walmart.com homepage to see promotions



How frequently do you scroll through the Walmart.com homepage to see recommended and promoted products?

Men (43%) are much more likely to scroll through the homepage than are women (29%).

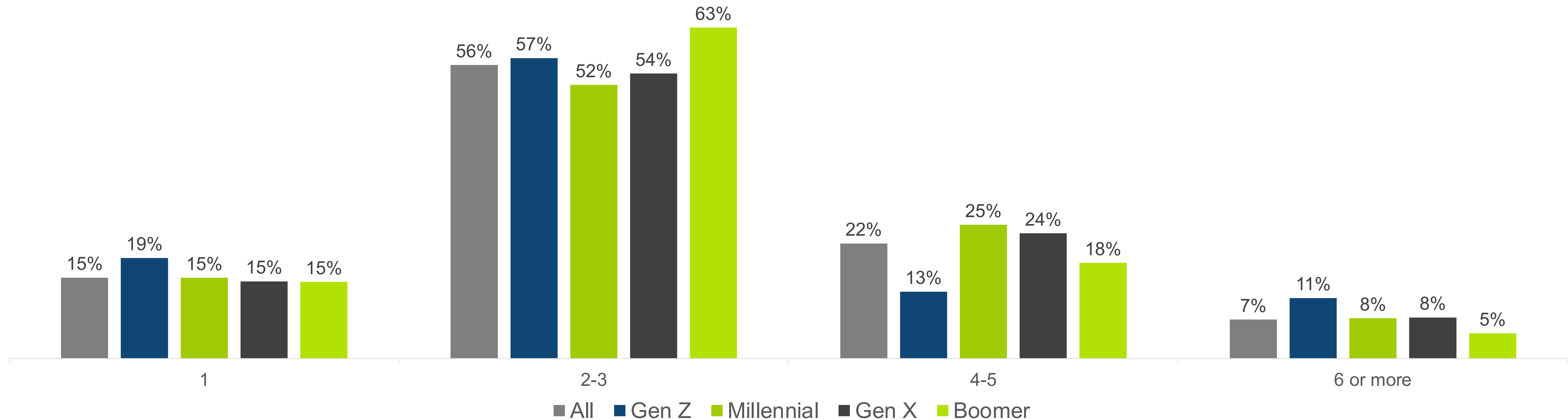
Frequency of scrolling through Walmart.com homepage to see promotions



How frequently do you scroll through the Walmart.com homepage to see recommended and promoted products?

71% of respondents generally find what they're looking for in the first 3 pages they review. Only 7% regularly look at 6 or more pages.

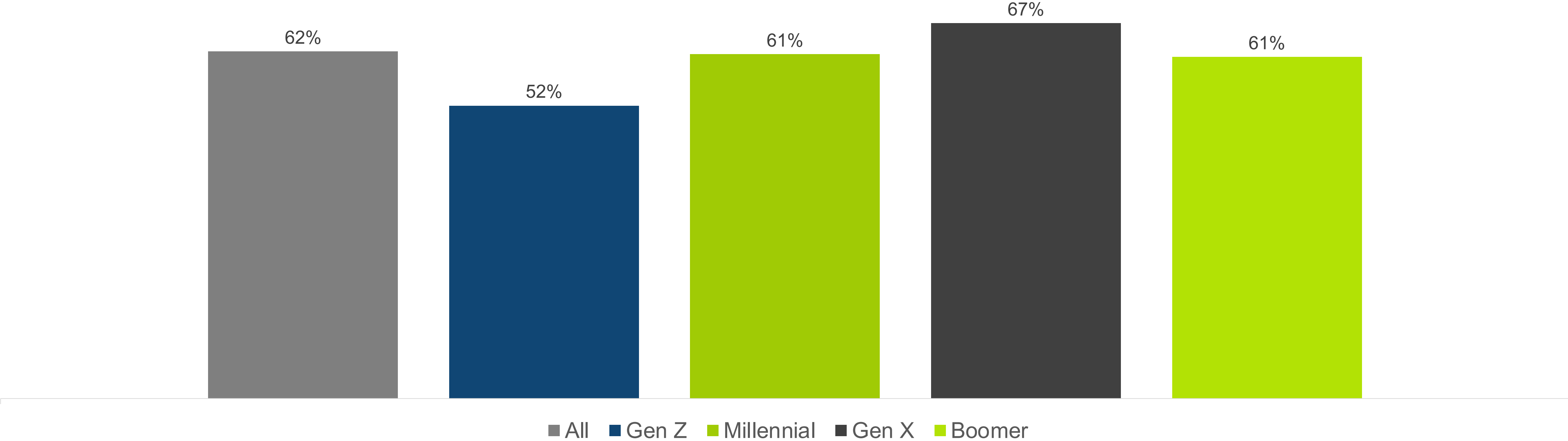
Number of pages Walmart shoppers go through to find what they want on Walmart.com



When shopping on Walmart.com, how many pages of content do you typically have to go through to find the product you want?

Star ratings are a significant source of influence for 62% of Walmart.com shoppers.

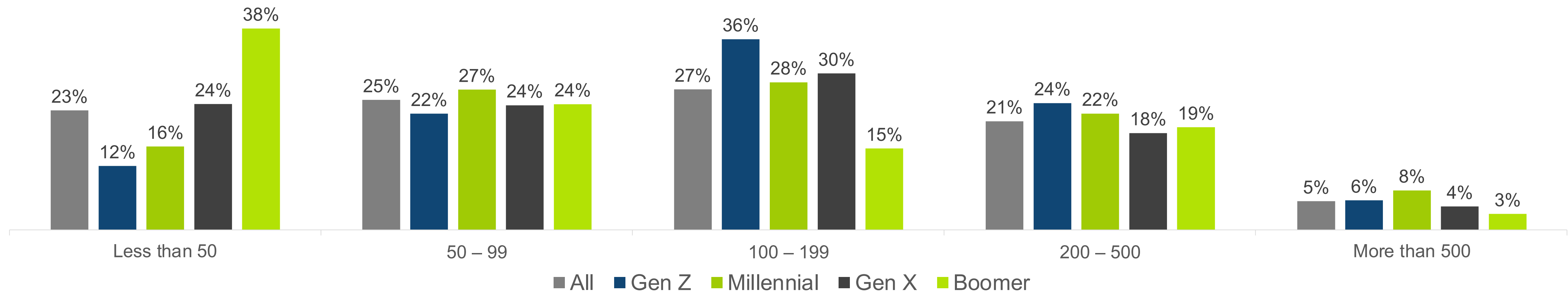
% of Walmart shoppers who say star ratings influence what they buy on Walmart.com



When shopping at Walmart.com, how much influence do star ratings have in helping you determine what to buy?

48% of respondents are satisfied with fewer than 100 star ratings. Gen Z (66%) has the highest requirement of more than 100 ratings.

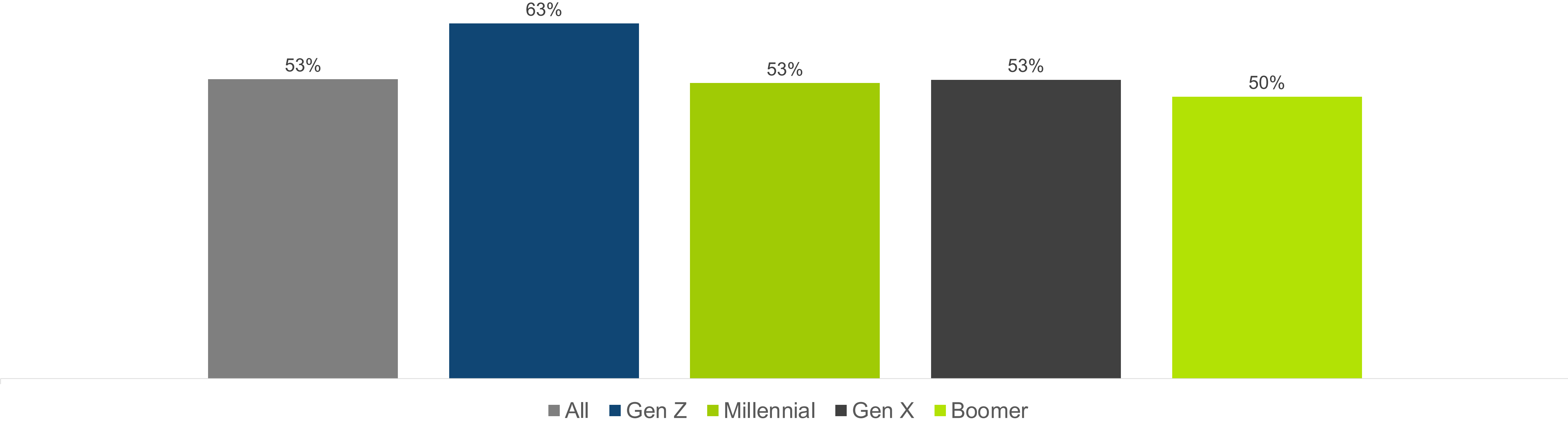
Number of ratings needed to be believable on Walmart.com



When shopping at Walmart.com, how many ratings does a product have to have in order for you to find it believable?

More than half (53%) of Walmart.com shoppers are regularly reading product reviews.

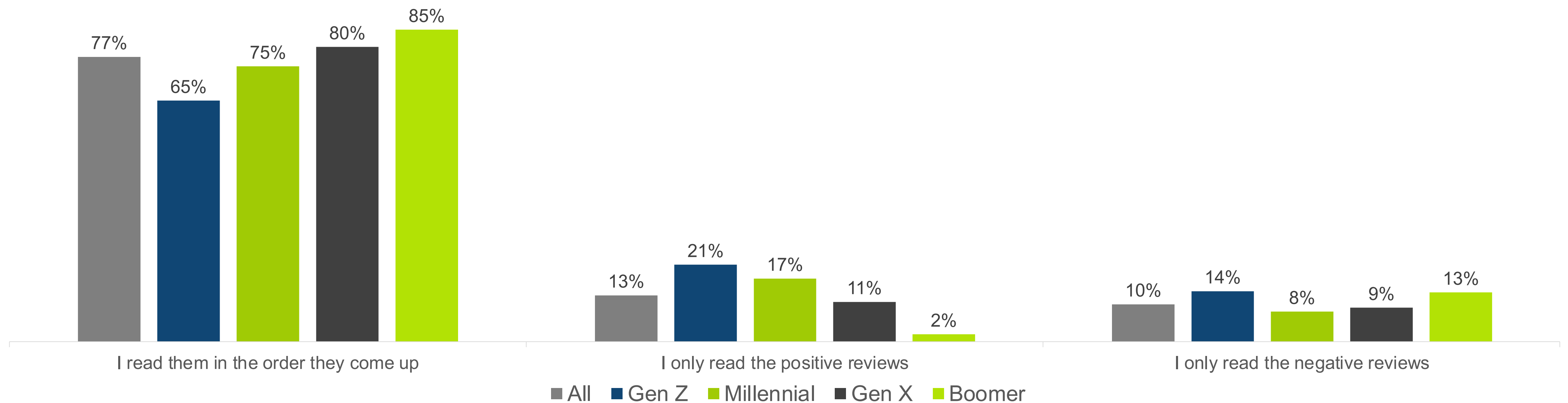
% Who frequently read product reviews on Walmart.com



When shopping Walmart.com, how frequently do you read product reviews?

Of those reading reviews, the majority (77%) read them in the order in which they're presented rather than seeking out positive or negative ones.

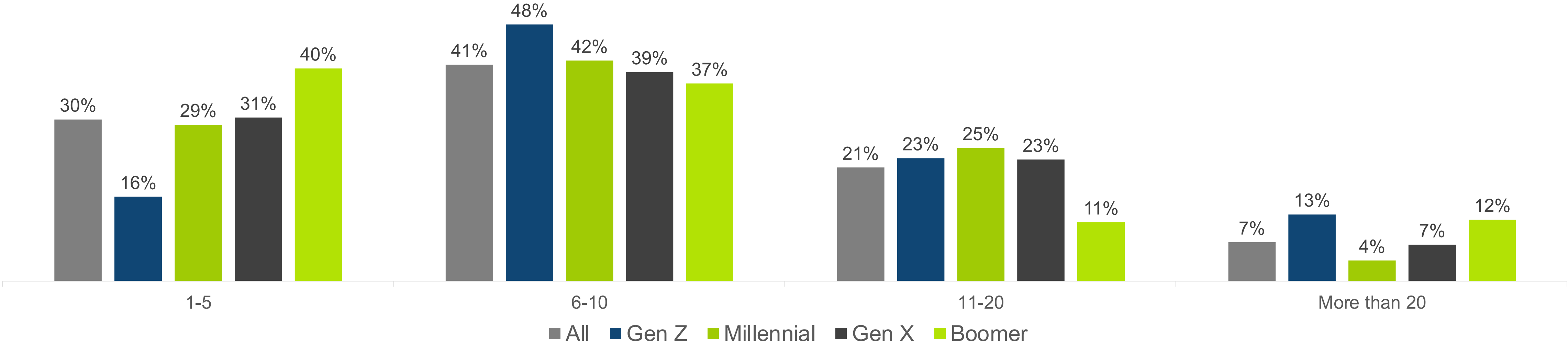
Description of reading reviews



Which of the following best describes how you read the reviews?

While a fair percentage of people are reading reviews, only 28% are reading more than 10.

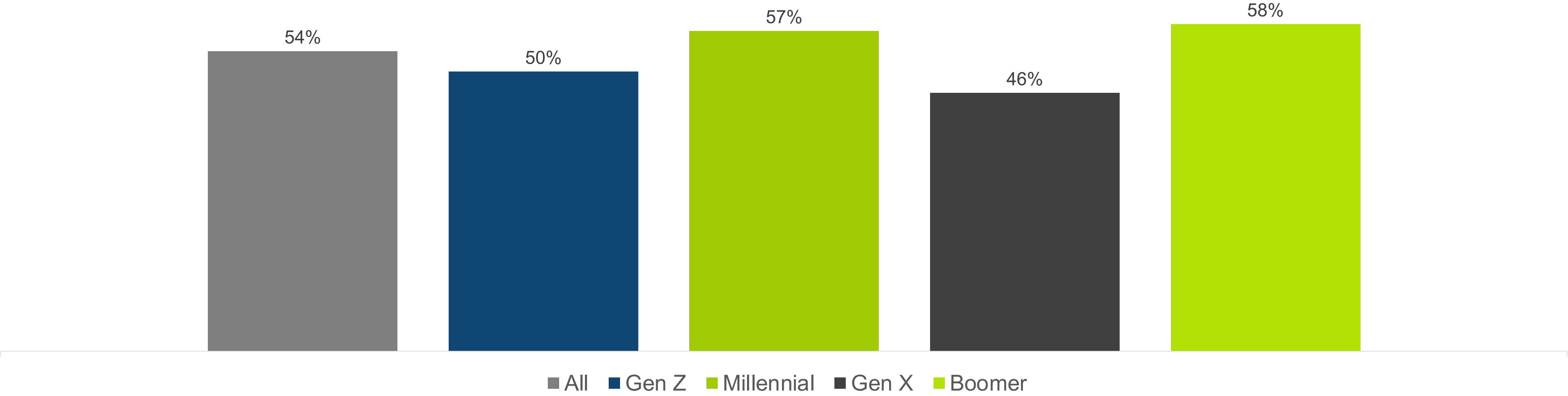
Of reviews typically read



How many reviews do you typically read?

Only 54% of Walmart.com shoppers believe they are getting the best deal there.

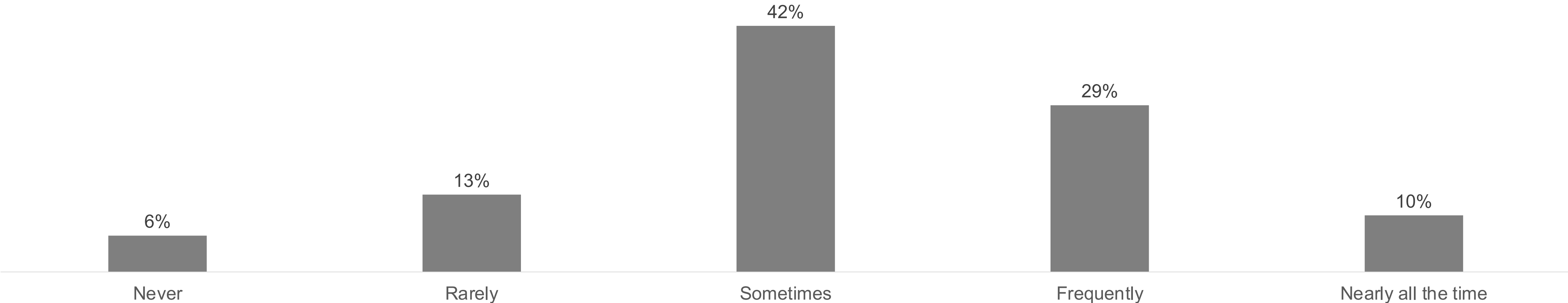
% of Walmart shoppers that believe that Walmart.com is giving the best deals



How confident are you that Walmart.com is giving you the best possible price?

As a result of their lack of confidence that Walmart.com is offering the best deal, 81% of shoppers are looking elsewhere for a better price at least some of the time.

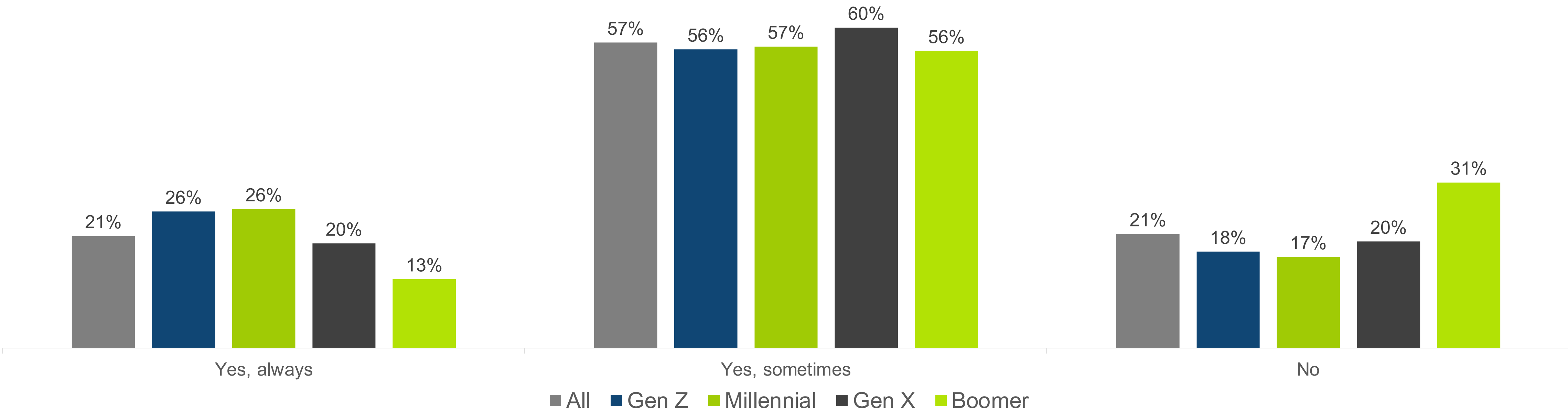
Frequency of shopping elsewhere to get a better deal than at Walmart.com



How often do you shop elsewhere to see if you can find a better price than Walmart.com?

Conversely, 78% of shoppers are using Walmart.com to compare prices they find at other outlets at least some of the time.

Use Walmart.com to do price checks



Do you use Walmart.com to do price checks on products you find in other places?

Summary

Walmart.com

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- Among those who've purchased at Walmart.com in the past year, 36% visit the site once a month or less.
- A typical visit to Walmart.com lasts a little more than 20 minutes.
- More than half of those shopping Walmart.com will buy the following categories – food 70%, personal care items 68%, home essentials 60%, and clothing 51%.
- 75% of respondents find Walmart.com easy or very easy to navigate.
- When searching for a product in a category with which they are not familiar, nearly half (45%) of the sample begins with Google.
 - Fewer than 1 in 5 (18%) begin their search at Walmart.com.
- When searching on Walmart.com, 34% only identify the category of interest while 31% specify both the category and a specific brand(s).
- Nearly half (49%) of Walmart.com shoppers use the platform to research products they intend to purchase elsewhere. Boomers (37%) are the least likely to do so.

Summary

Walmart.com

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- Men (43%) are much more likely to scroll through the homepage than are women (29%).
- 71% of respondents generally find what they're looking for in the first 3 pages they review.
 - Only 7% regularly look at 6 or more pages.
- Star ratings are a significant source of influence for 62% of Walmart.com shoppers.
- 48% of respondents are satisfied with fewer than 100 star ratings. Gen Z (66%) has the highest requirement of more than 100 ratings.
- More than half (53%) of Walmart.com shoppers regularly read product reviews.
- Of those reading reviews, the majority (77%) read them in the order in which they're presented rather than seeking out positive or negative ones.
- While a fair percentage of people are reading reviews, only 28% are reading more than 10.

Summary

Walmart.com

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