

The

# MOBILE CONNECTION

*Shopper Insights + Retail On-Sites*

## THE SPECIAL HALLOWEEN ISSUE

### HOW TO WIN CANDY & COSTUME SHOPPERS

*Candy, costumes, beverages, fast food, grilling and more!*

*Spooky Spirits:*

Halloween & Alcohol Consumption

### WHICH RETAILERS

are the Black Cat's Meow with Halloween Shoppers?

**6** Scary Good Ideas for Increasing Halloween Sales

**FIELD AGENT**<sup>®</sup>



**PLUS**

▶ **FOOTBALL KICKOFF!**  
The Preferred Gameday Food & Beverage Brands of Football Fans

▶ What Jet.com Users Think of the Online Retailer, the WMT Sale

# LETTER FROM THE EDITOR

## Intel on Halloween Retail

The most eventful period of the year is quickly approaching for brands and retailers: Q4...and the surge of retail activity that goes with it.

Halloween's up first—a season full of candy, costumes, spirits (the kind you drink), and, of course, a good deal of consumer spending. According to the National Retail Federation, participating households spent approximately \$74 apiece on Halloween goods last year, for a grand total of \$6.9 billion.

This issue of *The Mobile Connection* looks to prepare you for the onrush of Halloween shoppers, a holiday 157 million Americans participated in last year. The following pages are teeming with shopper insights and retail “on-sites,” based on surveys with thousands of consumers and audits of hundreds of stores.

So here's wishing you and your company success at Halloween and throughout Q4 this year.

*Frightfully good success.*



Chris Medenwald, Ph.D.  
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# THE DRIVING FACTOR

## *in Halloween Treat Purchases?*



**SELF-INTEREST.**

It's the million dollar, well, actually, billion dollar question: How do shoppers decide on Halloween treats? That is, what matters to shoppers as they choose candy or other goodies to distribute to trick-or-treaters?

A Field Agent mobile survey of 725 U.S. adults, all of whom plan to purchase and distribute treats in 2016, examined the decision criteria shoppers apply to their Halloween candy purchases.

Respondents were first presented several candy options and asked to identify those they'd be most likely to purchase and distribute as Halloween treats. Field Agent followed this exercise with an open-ended, free form question: In your own words, why did you choose the candy brands you did?

The mobile research firm's analysis of qualitative responses emphatically revealed one primary theme: *self-interest*. The majority of respondents said their Halloween candy choices boil down to two questions: (a) Is it a personal favorite of mine? and (b) Will I enjoy eating the leftovers?

To quote one 40-year-old female from Stockton, California,

*"I chose the chocolate and hard candy solely based on what I love to eat...If we don't hand out all of the candy,*

*then yum yum leftovers are for me!"*

It is also common, according to the qualitative analysis, for shoppers to select Halloween candy based on their own kid's preferences, the apparent preferences of neighborhood children, and the perceived ease of distribution (i.e., whether the candy is easy to pass out; e.g., individually-packaged treats).

Field Agent also presented survey respondents a close-ended, multiple select question, in which they were asked, "What's particularly important to you when selecting a treat to pass out at Halloween?"

*"I chose the chocolate and hard candy solely based on what I love to eat...If we don't hand out all of the candy, then yum yum leftovers are for me!"*

No surprises at the very top. **64%** selected "**taste**" and **57%** "**affordability/low cost**," the top two responses in the survey. Moreover, **fully half (51%)** of respondents said they value "**brand name**" when selecting treats, whereas **31%** indicated "**Halloween-themed packaging**" is an especially important consideration.

"In-store convenience" (25%), "my reputation" (i.e., being perceived as someone who gives good treats; 24%), and "tradition" (i.e., passing out the same treat every year; 24%) all made noteworthy showings.

Significantly, only 4% cited "nutrition" as part of their primary decision criteria when making treat purchases.

[Never miss a beat during Q4. Subscribe to the Field Agent blog.](#)

# SWEET COMPETITION

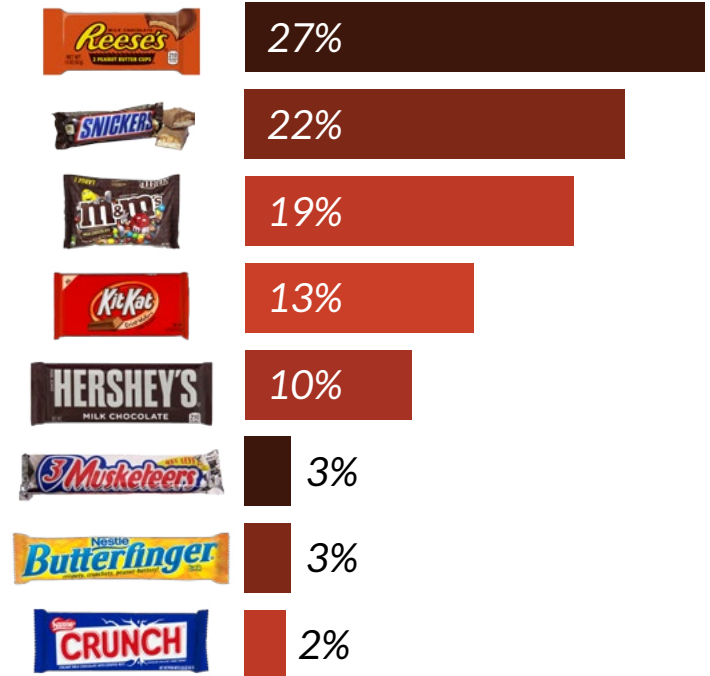
Candy Brands Go Head-to-Head

There'll be no shortage of choices when millions of purchase-minded shoppers hit stores in search of Halloween treats this year. Will they choose Kit-Kats or M&Ms, Sweetarts or Twizzlers?

Field Agent paired several popular chocolate and non-chocolate candy brands against one another in a head-to-head competition. The mobile research company queried 663 households across the U.S., asking them to identify the one brand they'd be most likely to distribute to trick-or-treaters?

The overall winners? Reese's Peanut Butter Cups (27%) won the chocolate category, while Skittles (35%) excelled its competitors in the non-chocolate category.

## CHOCOLATE COMPETITION



## TREATS

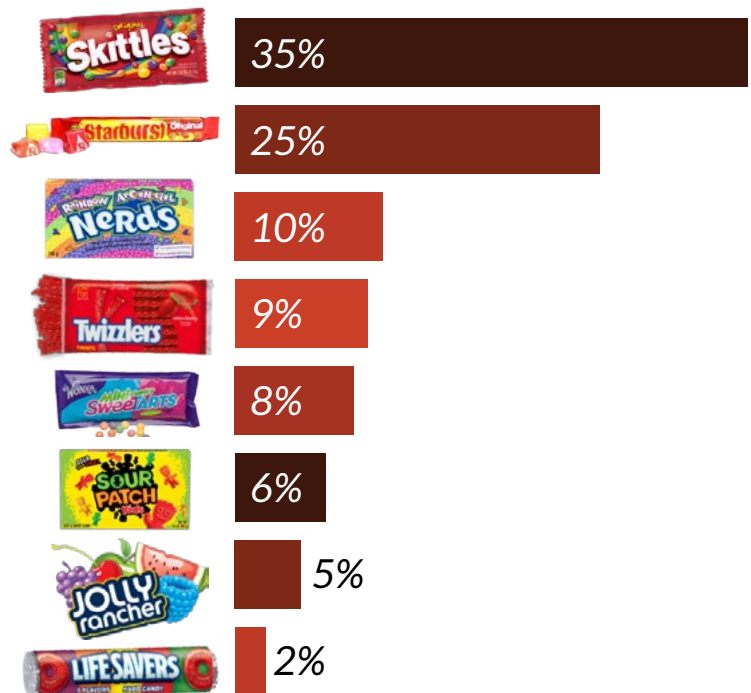
### Buy or Bake?

To make or to buy, that is the question.

Of 725 households surveyed by Field Agent, 92% indicated they will purchase sweets and other treats to pass out at Halloween this year.

22%, however, said they're likely to make one or more goodies for trick-or-treaters who drop by.

## NON-CHOCOLATE COMPETITION



# Collect MONSTER INSIGHTS from Q4 Shoppers

*Easily. Quickly. Affordably.*

Mobile Research from Field Agent combines tried-and-true methodology with cutting-edge technology to generate incisive, trustworthy shopper insights at a fraction of the time and cost of conventional methods.

Smartphones are capable of practically all traditional research modes, including:

- Surveys
- Concept tests
- Ratings/Reviews
- Shopalongs
- Mystery shops
- Ethnographies/Diaries
- In-Home Use Tests (IHUTs)

Need to be “in-the-moment” with your customers during Q4, as they’re planning, shopping, or consuming? Field Agent goes practically anywhere to collect insights when and where it matters most.

Or perhaps you need speedy answers to pressing questions about shoppers? Field Agent crowdsources hundreds of thousands of smartphones to capture insights that are truly “rapid response.”



**WITNESS WHAT MOBILE RESEARCH  
CAN DO FOR YOUR COMPANY**

[Click Here to Download  
“How It Works: Mobile Research”](#)

# RETAIL COMPETITION

## Which Retailers are the Black Cat's Meow with Halloween Shoppers?

As shoppers look ahead to Halloween 2016, where do they expect to purchase all those trick-or-treats and costumes? Mobile research firm Field Agent posed this question to hundreds of shoppers, and, as you can see from the charts, shoppers don't necessarily patronize the same types of retailers for Halloween treats and costumes.

Consider this: 81% of the sample indicated they will most likely purchase Halloween candy from mass merchandisers like Walmart and Target. Yet, just half (51%) predicted they'll visit a big box store for their kids' Halloween costumes.

Halloween specialty stores (36%) and online-only retailers (e.g., Amazon; 31%) were much more prevalent for costume purchases than candy purchases. Only a meager 3% expect to buy their treats from online-only retailers and Halloween specialty stores.

*What considerations cause shoppers to visit one retailer over another when shopping for and purchasing Halloween treats?*

Field Agent analyzed hundreds of free form, qualitative remarks, and, resoundingly, the top factors in choosing a store were convenience (e.g., "I already shop there"), lower prices, wider selection, and larger package sizes.

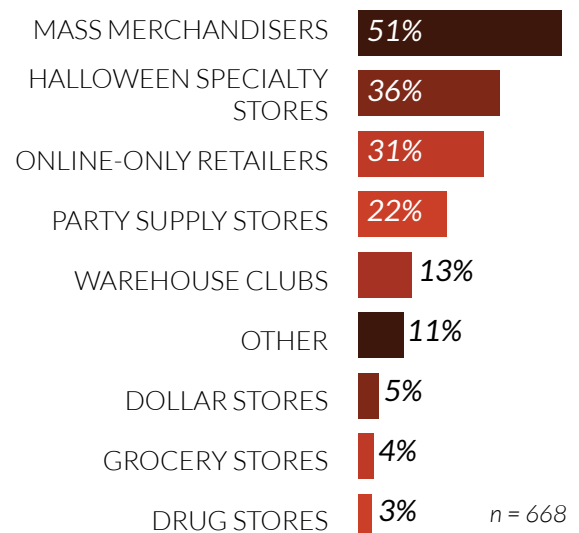
As one 47-year-old female from Apoka, Florida said, "These are retailers I usually shop at and will pick up Halloween candy while I'm there. I pick up the candy when it's on sale looking for brands I know my family likes."

It should be noted, however, that shoppers' remarks suggest many families buy Halloween treats from more than one store, and that store choice can be a function of everything from return policies to coupon policies.

### RETAILERS WHERE SHOPPERS PURCHASE TREATS



### RETAILERS WHERE SHOPPERS PURCHASE COSTUMES



# THE HALLOWEEN X-FACTOR:

## In-Store Purchase Influences

Halloween is mostly still a brick-and-mortar affair. Shoppers, research from Field Agent shows, have a preference for purchasing costumes in-person, and an even stronger preference for buying treats in-store.

But just how influential is the store itself over Halloween purchases—candy and costumes, for instance?

Field Agent examined this question from a few different vantage points:

### 1 IN-STORE FEATURES

Field Agent asked 667 Halloween shoppers to weigh the influence of three in-store features—clearly labeled price breaks, Halloween-themed signage, and convenient product displays—over their Halloween candy purchases.

Here are the percentages of those who rated the feature either extremely or very influential (left number) as well as those who rated the feature at least moderately influential (right number):

#### Clearly Labeled Price Breaks

79% | 96%

#### Halloween-Themed Signs

(promoting specific candy products in a festive way)

37% | 74%

#### Convenient Product Displays

54% | 86%

### 2 IMPORTANT VARIABLES

The firm also sought to understand the most important variables, from the shopper's perspective, in shopping for and buying Halloween candy and other treats.

One store-related factor—"in-store convenience"—was cited by a quarter of respondents (25%) as particularly important to their treat purchase decisions.



#### cited IN-STORE CONVENIENCE

as particularly important to their treat purchase decisions

### 3 BUYING COSTUMES

As for costumes specifically, Field Agent asked shoppers (n = 474) whether they would make final decisions about their children's Halloween costumes (i.e., who/what they'll dress up as) before going to the store or while in the store.

24%

said they'll most likely make the decision in-store

32%

admitted it could go either way: pre-store or in-store

Taken together, it appears the in-store shopping environment has considerable influence over a fairly wide swath of Halloween shoppers.

In-store convenience, product displays, clear pricing information, etc. can mean the difference between someone who's "just looking"...and a customer.

For more shopper insights, subscribe to the Field Agent blog.

# 6 Scary Food Ideas

for Increasing Halloween Sales

The National Retail Federation approximated Halloween-related sales at close to \$7 billion in 2015.

Any way you look at it, that's a lot of candy corn and Avengers costumes.

And, naturally, many companies are eager to cash-in on the Halloween spending frenzy.

Below are 6 scary good ideas for using Mobile Audits and Research to increase your Halloween sales this year.

The photos and shopper insights to follow are based on a 300-store audit of eight national retail chains across four channels: mass merchandisers, drug stores, dollar stores, and grocery stores. Field Agent audited Halloween candy aisles at all the locations on the map below.

## 1 AUDIT IN-STORE DISPLAYS

Companies spend about \$60 billion annually on in-store displays and shopper marketing (source: Path to Purchase Institute). Through photo/video verification and other means, Mobile Audits ensure vendors' displays are properly executed during critical Q4 shopping events like Halloween.



## 2 SEE PRICES AS SHOPPERS SEE THEM

Fear is a natural part of Halloween, especially for suppliers who worry their products may be incorrectly priced in stores. Mobile Audits have price-checking capabilities, and can even provide photo proof to calm your fears. To illustrate, Field Agent had 300 agents determine the per-ounce price of candy corn (overall



average = \$0.15) as well as a popular Halloween candy mix (\$0.19). The mass merchandisers in the study, however, sold the candies at \$0.11 and \$0.14, respectively.

## 3 MONITOR ON-SHELF AVAILABILITY

The three scariest words in retail: out-of-stock. Shoppers are primed and ready to buy, but your products are MIA. *RIS News* reports companies lose a staggering \$93 billion a year to out-of-stocks. Thankfully, with Mobile Audits, out-of-stocks can't hide in Q4.







## ACTUALLY SHOP-ALONG WITH CUSTOMERS

Smartphones, with their high-quality video and audio-recording capabilities, make it possible to shop right alongside customers. As shoppers hit stores to purchase Halloween merchandise this year, why not go with them? Mobile shopalongs give you access to consumer behaviors and thoughts at the most critical moment: as they're shopping.



## 4 ENSURE MODULAR/ PLANOGRAM COMPLIANCE

Are your brands correctly placed on store shelves? Is your modular positioning inferior to your competitors' products? Mobile Audits furnish photos and videos so companies can see store shelves anywhere their products are sold.



## 5 COLLECT COMPETITIVE INTELLIGENCE

Stay aware of your competitor's every move. Field Agents are standing by this Halloween to supply you with a steady stream of information on competing products, their prices, and their in-store promotions.

## 6 ACQUIRE IN-THE-MOMENT CONSUMER INSIGHTS

What's really going on in the minds of Halloween shoppers? With Mobile Research, consumer attitudes and behaviors are always close at hand. Survey them as they're shopping for

Halloween treats, or perhaps as they're entertaining guests on Halloween night. You can even capture video and audio insights.



**MOBILE AUDITS: Your Eyes and Ears... Anywhere Your Products are Sold**



# 2 Shopping Seasons OF HALLOWEEN

**Costumes first...then candy. Many households indicate they sequence their purchases of Halloween items.**

The tendency might be to think of Halloween as only one shopping season. After all, it seems natural shoppers would pick up Halloween candy and costumes at the same time. But research out of Field Agent may suggest differently.

The weeks and days leading up to Halloween, the mobile research firm found, generally consist of two shopping seasons: one for costumes; the other for treats.

## SEASON 1: COSTUMES

Consider the findings: 72% of all households surveyed (n = 490) by Field Agent said they purchase most of their costumes and accessories prior to October (26%) or in early October (46%). Altogether, 94% of households purchase costumes mid-October or before.

## SEASON 2: TREATS

Conversely, most households surveyed said they wait

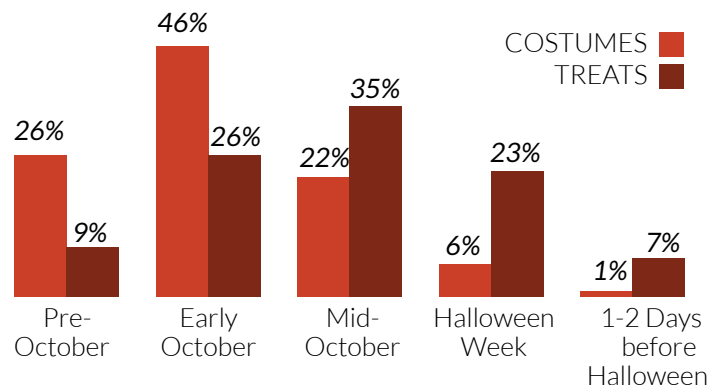
until mid-October or later before they purchase their treats. In all, 65% reported they'll hold off buying candy until mid-month or later. In fact, in the survey, 23% said

they'll delay their candy purchases until Halloween week, while 7% will wait until just 1-2 days before the holiday.

By comparison, only 7% of households surveyed will buy costumes during the final seven days leading up to Halloween.

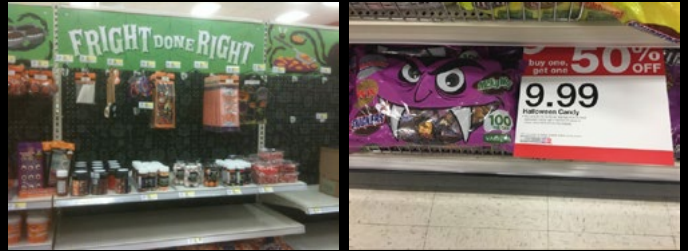
Broadly speaking, costume-shopping and -buying starts earlier than the search for Halloween treats. Around mid-October, one "season" gives way to another as many households finalize their costumes and begin considering their candy and treat options.

**When Will Households Buy Their Costumes & Treats?**



# Mobile Audits Take the Fear Out of In-Store Execution... at HALLOWEEN and BEYOND

Improper display execution  
Missing signage  
Out-of-stocks  
Inaccurate prices  
Incorrect shelf placement



ACTUAL AGENT PHOTOS

The stuff of retail nightmares—costing companies a fortune in lost sales every year.

Q4 is too important to settle for sub-optimal retail execution. Mobile Audits by Field Agent crowdsource hundreds of thousands of smartphones across the country to offer companies instant, real-time visibility inside stores. Retail problems can't hide.

Download the infographic, "[Bridging the Knowledge Gap](#)," to see how Mobile Audits connect companies with their in-store products and point-of-purchase marketing. Anywhere, anytime.



# Halloween Party Scene

## Rockin' Around the Jack O' Lantern: Prevalent Halloween Party Activities

What goes down at the typical Halloween night party or get-together, when adult revelers assemble to celebrate the holiday?

Field Agent identified almost 200 households (n = 196) that plan to host guests at their home on Halloween night this year. The mobile research firm asked, "Which of the following activities, if any, will you and/or your guests likely engage in as you host friends/family this Halloween?"

As you can clearly see from the results, salty snacks and soda, this survey suggested, are almost universal to Halloween parties, whereas costumes (for adult attendees), beer, and liquor are quite prevalent themselves.

## COMMON ACTIVITIES AT HALLOWEEN PARTIES

1



**96%**  
Serve Salty Snacks

2



**91%**  
Serve Soda

3



**84%**  
Wear Costumes

4



**79%**  
Serve Beer

5



**74%**  
Serve Liquor

6



**67%**  
Pick Up/Order Fast Food

7



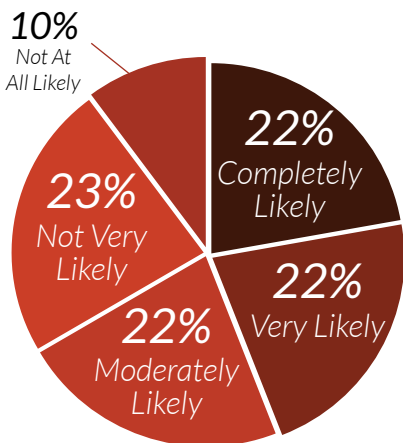
**48%**  
Grill Outdoors

## Spooky Spirits: Halloween & Alcohol Consumption

The spirits come out on Halloween night.

In a recent Field Agent mobile survey of Halloween participants, fully 90% of drinkers over 21 (n= 658) said there's a chance—be it ever so small in some cases—they'll have a drink or two on Halloween night.

See the breakdown on the left. Notice 44% are "extremely" or "very" likely to drink alcohol on Halloween night.



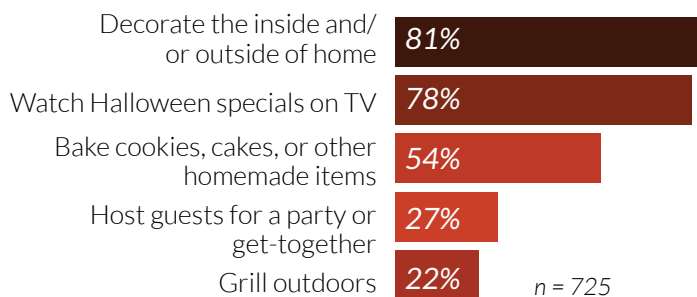
# HOME FOR THE ~~HOLIDAYS~~ HALLOWEEN

As the old lyrics go, “Oh there’s no place like home for Halloween.” Or something like that.

But how do families occupy themselves throughout the Halloween season and on Halloween night?

As the bar chart shows, and somewhat unsurprisingly, decorating living spaces (81%) is a widely popular at-home, Halloween activity. So too is watching TV specials (78%) like “It’s the Great Pumpkin, Charlie Brown.”

Notably, in the Field Agent survey, baking (e.g., cookies, cakes; 54%) and outdoor grilling (22%) were Halloween activities likely to be observed by about half of households in one case, and about a quarter in the other.



## TOP BEER FOR A NIGHT OF FEAR

Which beer brands are most popular among Halloween celebrants?

Field Agent presented its sample (n = 405) an alphabetical list of over 40 beer brands and asked, “*Which ONE beer below is your favorite Halloween night brand?*”

Bud Light (14%) and Blue Moon (13%) were neck-and-neck, followed by Samuel Adams (7%) and Corona (7%).





# Putting a Price Tag on HALLOWEEN TREATS



Price has extraordinary sway over the purchase decisions of shoppers. Halloween treats aren't likely to be different.

In Field Agent's survey of Halloween participants, "affordability" was the second most influential factor on candy purchases, just behind "taste."

In the first place, just how much do families across the country plan to spend on Halloween treats in 2016?

In Field Agent's mobile survey, only 7% indicated they'll spend \$10 or less, while only 10% said they'll likely spend more than \$50. The majority fell in the middle: \$11-20 (38%), \$21-30 (24%), \$31-40 (11%), and \$41-50 (9%).

## Price Expectations of Halloween Shoppers

The mobile research firm went deeper in its analysis, to understand the price expectations of this year's Halloween

shoppers. As displayed, Field Agent presented its sample a product description and image of a popular Halloween candy assortment.

### SAMPLE PRODUCT



- Assortment includes HERSHEY'S Milk Chocolate Bars, REESE'S Peanut Butter Cups Miniatures, KIT KAT® Miniatures, KIT KAT® White Miniatures, HEATH Miniatures, and YORK Peppermint Patties
- Packaged in seasonal bags perfect for party displays
- 155 individually wrapped pieces of candy per bag

*What, the firm wondered, would consumers expect to pay for this bag of Halloween treats in stores?*

The survey let respondents input any price, and didn't force them into pre-defined choice options. Here are the means, medians, modes, and ranges for three different retail channels:

Notably, 3 of 4 Halloween shoppers (74%) said they'd expect to pay between \$8-15 for the product at a mass merchandiser like

Walmart or Target. 23%, in fact, guessed mass merchandisers would charge either \$9.99 or \$10.00.

At the time of publication, the going price for this product at Amazon was \$16.96. Consequently, most Halloween shoppers in the Field Agent survey would expect to pay less

for the bag of treats than Amazon and, likely, other retailers might charge. Following this pricing exercise, Field Agent asked respondents whether they priced this bag of treats above, below, or about the same as a comparable, non-Halloween candy melody. In other words, do shoppers expect to pay more or less for Halloween candy?

More than half (57%) said they priced the product about the same as they would its non-Halloween equivalent. However, despite low-balling Amazon's going price for the candy, 33% said they priced the bag of Halloween candy above a regular bag of candy, compared to only 10% who priced it below.

**Altogether, if this survey is any indication, it appears many shoppers will enter stores this Halloween expecting to pay somewhat less than price tags might show.**

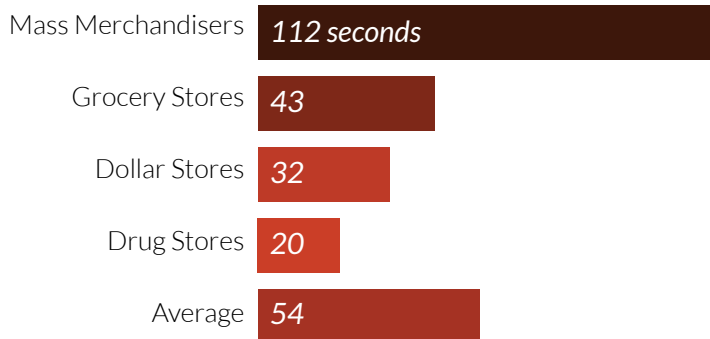
What Halloween shoppers say they'd expect to pay for Hershey's 155-count Halloween candy assortment				
	MEAN	MEDIAN	MODE	RANGE
Mass Merchandisers	\$10.75	\$9.99	\$9.99	\$2-35
Drug Stores	\$13.03	\$12.00	\$15.00	\$3-39
Grocery Stores	\$12.19	\$11.00	\$10.00	\$2-35

# TIMING IS EVERYTHING

## *Finding the Halloween Candy Aisle*

Field Agent deployed shoppers to 300 stores across four different retail channels—mass merchandisers, drug stores, dollar stores, and grocery stores—to determine, on average, **how long it takes to locate the main Halloween candy aisle/section.**

The results (in seconds) can be viewed in the chart below:



Not surprisingly, it took shoppers almost a minute longer to locate the main Halloween candy aisle/section inside Walmart and Target than it did inside drug stores Walgreen's and CVS.

Could this be an obstacle for time-crunched, in-and-out—perhaps “last minute”—Halloween shoppers?

## Avoid Retail 'Blind Spots' & Grow Your Brand

This eBook explores the powerful capabilities of mobile audits, a fast, affordable way to monitor and optimize your retail execution.



[DOWNLOAD NOW](#)

# FAN FAVORITES

## The Preferred Gameday Food & Beverage Brands of Football Fans



It's time for football—sweet, wonderful, glorious football!

For retailers and brands, where there's football, there's football-related spending: potato chips, soda, wings, pizza, coolers, charcoal, fan gear, and the like. Americans spent over \$15 billion last year for the Super Bowl alone ([source](#)). Alone.

So, to paraphrase that longstanding herald of Monday Night Football, Hank Williams Jr.:

Are you ready for some football sales?

Mobile research firm Field Agent surveyed 520 football fans across 46 states about their shopping attitudes and behaviors. Below are just 10 quick insights from this study. [Download Field Agent's full report, "Football Fans as Customers 2016," for more detail.](#)

### 1. GAMEDAY FOOD & GEAR

Walmart (76%) proved the go-to destination among football fans in the survey for gameday foods and beverages, while Amazon (54%) was

most popular for buying fan gear.

### 2. MORE ALCOHOL

77% of those surveyed agreed they drink more alcohol on gameday compared to a regular day.

### 3. TOP BEER BRANDS

The top beer brand among gameday football fans? Bud Light, at 52%. Followed by Corona (36%) and Blue Moon (35%).

### 4. SALTY SNACK FAVORITES

Among packaged salty snacks, Doritos (79%) was the real fan favorite in the survey, with Lay's (67%) and Tostitos (67%) also making strong showings.

### 5. FAST FOOD EXPERIENCE

68% of football fans indicated they're at least moderately likely to purchase fast food to enhance their football-watching.

### 6. OUTDOOR GRILLING

A whopping 83% of households in the survey said they participate in outdoor grilling at their homes on a typical football gameday.

### 7. WATCH PARTIES

67% of survey respondents said they're completely or very likely to host a gameday viewing party (i.e., inviting one or more individuals not of their household) this football season.

### 8. TOP LIQUOR BRANDS

Bacardi Rum (42%) and Absolut Vodka (40%) topped the list for most popular liquor brands among gameday football fans.

### 9. TAKEOUT / DELIVERY

58% of fans expect to pick up takeout, and 51% order food for delivery, when gearing up for big games this fall.

### 10. FAN GEAR

More than half of respondents, 58%, said they'll wear team-embellished fan gear this season when watching games at their homes.

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[Never miss a beat during Q4. Subscribe to the Field Agent blog.](#)



# QUICK-FIRE Q&A with Jet.com users

Visit the [Field Agent blog](#) for the entire Q&A.



When news broke of Walmart's intentions to purchase Jet.com, Field Agent sprang into action with a quick, "rapid response" survey of 250 Jet.com users. It took only seven hours to complete the survey proper.

## 1. Do Jet.com customers also shop with Amazon.com and Walmart.com?

The quick survey suggested, yes, they very likely do.

Field Agent gauged the online cross-shopping activity of Jet.com customers by presenting eight additional online retailers and asking, "Which of the following have you purchased merchandise from?"

In all, a massive 98% of Jet.com users said they've also made one or more purchases at Amazon.com. Additionally, 89% said they've patronized Walmart.com. eBay.com (84%) and Target.com (80%), too, were prevalent cross-shopping destinations among Jet.com customers.

## 2. What does Jet.com do better than Amazon?

Field Agent asked all 250 Jet.com customers what, if anything, the online retailer does better than Amazon. The results reflect only those who have made purchases with Amazon in the past.

63% said Jet.com excels Amazon in "price promotions, sales, and/or discounts," whereas only 19% feel Jet beats Amazon on "regular, everyday prices." No other characteristic in the survey, among a total of 13 presented, amassed more than 25% for this question.

## 3. Will the sale of Jet.com to Walmart affect the propensity of customers to shop there?

To offer context, Field Agent first informed respondents that Walmart was considering purchasing Jet.com. Then the firm asked, "Would you be more or less likely to shop at Jet.com if it sold to Walmart?"

For the sake of the question, Field Agent instructed the sample to assume Walmart would leave the online retailer largely the same.

Most (46%) were neutral, saying they'd be neither more nor less likely to shop at Jet.com if purchased by Walmart. However, 28% said they'd be more likely and about the same amount (27%) less likely.

## 4. Would customers take advantage of Walmart products and services through Jet.com?

Many say they would.

For instance, 45% said they'd be likely to buy Walmart private brands (e.g., Great Value) if they were sold on Jet.com.

Or, consider this: A convincing 70% indicated they'd be likely to use Walmart's in-store pickup service, if the retailer allowed them to purchase merchandise from Jet.com for pickup inside a local Walmart store.

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[Read the rest on the Field Agent Blog.](#)

# Field Agent Goes Everywhere



You Can, Too.

## Mobile Research for Those Hard-to-Reach Places

Omnishoppers take their smartphones just about everywhere. And where they go, we go.

Field Agent, the pioneer in location-specific mobile research, excels at reaching shoppers where they are, doing whatever they're doing. Companies turn to us for in-the-moment insights, captured as shoppers are shopping and consumers are consuming.

We offer a full range of location-specific research services, including surveys, shopalongs, in-home use tests, concept tests, mystery shops, ethnographies, and product ratings and reviews.

So think Field Agent when you need access to shoppers in hard-to-reach places.

*Chances are...we're already there.*

**FIELD AGENT**<sup>®</sup>  
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