

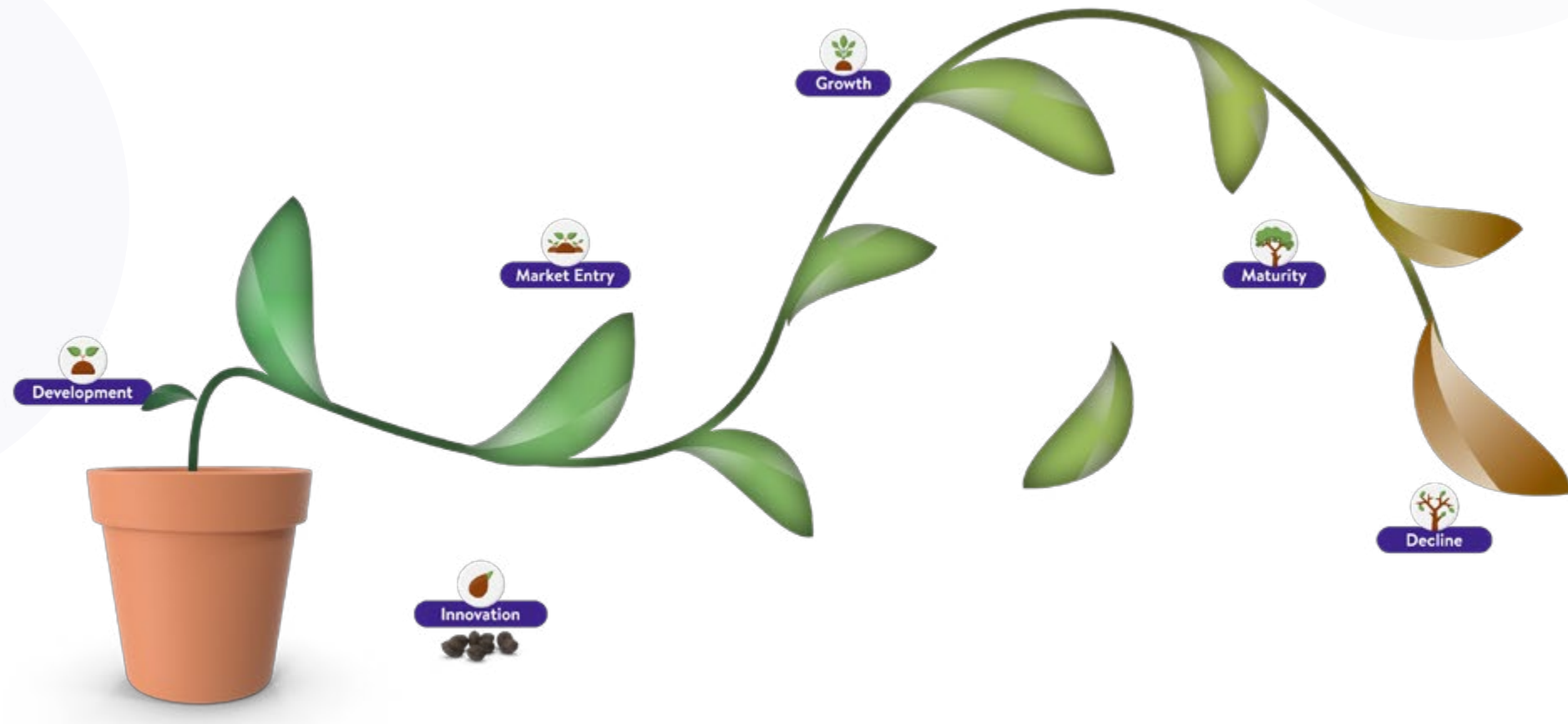
**Walmart** Data Ventures



Something to talk about:  
**365 days of customer  
conversations**

Idea Book

Customer Perception



In your ongoing conversations with customers, you don't want any awkward silences. This guide can help you ask the **right questions** to gain the most **impactful insights** at every stage of **the product lifecycle**, all year long.

Along with **365 questions to ask customers**, we've added some helpful survey tips, best practices, and ways to leverage **Customer Perception** capabilities like hypertargeting to make those conversations even more meaningful.



First things first: The research phase. Gaining better understanding of the retail landscape, and what customers want, is paramount to **innovation**.





## Opportunity:

You want to conduct pre-launch research for a product idea.

### Ask a customer of a similar product in your category:

- Idea #1** What attracted you to it?  
**Pro Tip:** Short on time? Jumpstart your survey with our expert-developed survey templates and question bank.
- Idea #2** How many similar products do you own?  
**Pro Tip:** Dive into how customers meet the need your product can solve by asking open-ended questions.
- Idea #3** When in the past have you purchased a similar product?
- Idea #4** What would drive you to buy more?
- Idea #5** How do you feel about its price?
- Idea #6** What does it lack?  
**Pro Tip:** Pose a long-form question to customers in a quantitative survey to help identify white spaces.
- Idea #7** What was your awareness of it before purchasing it?  
**Pro Tip:** Explore the customer journey with a qualitative study that can help you understand each stage.
- Idea #8** What is your favorite aspect of it?  
**Pro Tip:** Learn the minimum requirements for entry for new product development with open-ended responses to long-form questions.
- Idea #9** Who would you recommend it to?

- Idea #10** Where did you purchase it?
- Idea #11** Where do you use it?  
**Pro Tip:** A matrix question can help you understand the most frequent usage occasions for your product.
- Idea #12** What other products did you consider before your purchase?  
**Pro Tip:** Hyper target customers who have purchased competitor products by income level to examine where you lost business.
- Idea #13** How much, if any, research did you do before choosing it?
- Idea #14** What number of friends or family own something similar?
- Idea #15** What is your awareness of the brand?
- Idea #16** What is your loyalty to the brand you purchase?  
**Pro Tip:** A rating question prompts customers to indicate brand loyalty on a scale of your choosing.
- Idea #17** When will you likely repurchase it or a similar product?
- Idea #18** What feature is your favorite?  
**Pro Tip:** A ranking question can help you prioritize which product features to focus on.
- Idea #19** What was your decision-making process like?  
**Pro Tip:** Survey customers of a similar product in your category to learn about their decision-making process in their own words.
- Idea #20** What need does it fill?
- Idea #21** What would you have purchased if it wasn't available?
- Idea #22** Who did you purchase it for?

## Opportunity:

Your competitor has a product in a category you want to enter.

### Ask a customer of your competitor's product:

**Idea #23** What do you love about it?

**Idea #24** What are your pain points?

**Pro Tip:** Get creative with your qualitative video feedback prompts. How would customers respond if they are talking directly to the CEO?

**Idea #25** How does the product integrate into your daily, weekly, or monthly routines?

**Pro Tip:** A qualitative video survey lets you hear a competitor's customer describe usage occasions in their own words.

**Idea #26** How do you feel about its current price?

**Pro Tip:** Avoid leading questions. Don't ask: Do you feel the current price is too high? Try: How do you feel about the current price?

**Idea #27** How strong is your brand loyalty?

**Pro Tip:** A rating question can prompt customers to indicate brand loyalty on a scale of your choosing.

**Idea #28** What would it take to switch to a new product?

**Pro Tip:** Hyper target customers who purchased a competitor's product a minimum number of times and by household size.

**Idea #29** How did you initially discover it?

**Idea #30** How do you like to buy it: Online or in-store?

**Pro Tip:** Toggle target audience variables to hear from customers who purchase in-store only or online only.

**Idea #31** How does it fit into your household routine?

**Idea #32** When did you last purchase it?

**Idea #33** What size or quantity did you purchase?

**Idea #34** How often do you use it?

**Idea #35** Who in your household uses it the most?

**Idea #36** Why would you repurchase it?

**Idea #37** What do you dislike about it?

**Pro Tip:** A matrix question can rate how well your competitor's product meets customers needs to uncover what is unmet.

**Idea #38** Why did you first purchase it?

**Idea #39** When was your last purchase of it?

**Idea #40** How did you decide it was the right time to purchase it?

**Idea #41** When do you typically purchase products like this?

**Idea #42** Why did you choose that color or style?

**Pro Tip:** Avoid double-barreled questions that pack too much information into a single question.

## Opportunity:

You want to understand your product's positioning in the marketplace.

### *Ask a customer who buys your product regularly:*

**Idea #43** What makes it valuable to you?

**Idea #44** What similar products do you consider its top competitors and why?

**Pro Tip:** Hyper target customers who purchased your product in a timeframe by region.

**Idea #45** What would you do without it?

**Idea #46** How would you describe what you love most about it in a few sentences?

**Idea #47** Why do you continue to repurchase it?

**Idea #48** What role does price play in your purchasing decision?

**Idea #49** What other products in the category would you consider purchasing?

**Idea #50** What would prompt you to switch to a different product?

**Idea #51** How many times do you purchase it per month?

**Idea #52** How would you react to new packaging?

**Idea #53** Why are you loyal to this product? Do you feel the same way about the brand?

**Idea #54** How many similar products are you aware of?

**Idea #55** What prompted your first purchase of it?

**Idea #56** How would you rank its features?

**Idea #57** How much of a price increase would prevent you from repurchasing it?

**Idea #58** Where do you typically purchase it, online or in-store?

**Idea #59** How would you rate its value?

**Idea #60** Who else among your family or friends purchases it?

**Idea #61** How long have you been a customer?

**Idea #62** How would you rate its performance?

**Idea #63** What is your awareness of other brands in the category?

**Idea #64** Why did you choose it over a competitor's product?

## Opportunity:

You want to identify white space in a new-to-you category.

### *Ask a customer who shops in the category:*

- Idea #65** What do you think is lacking in the category?
- Idea #66** What products do you purchase in the category?
- Idea #67** What is your awareness of this brand?
- Idea #68** What do you wish was available in the category?
- Idea #69** What do you like about about the products your purchase in the category?
- Idea #70** What about it do you dislike?
- Idea #71** What brands are you most loyal to?
- Idea #72** What is your purchase frequency in the category?
- Idea #73** What impact does a specific set of product features have on your likelihood to purchase? Can you rank them?

- Idea #74** What would compel you to try a new product? What is your reasoning?
- Idea #75** How often do you purchase in this category?
- Idea #76** What channel do you purchase in the most?
- Idea #77** How would you rate the assortment on the shelf?
- Idea #78** What role does availability play in your purchasing decision?
- Idea #79** What is your opinion of a similar product or idea in the category?
- Idea #80** What do you think is a good price range for products in the category?
- Idea #81** How much do you spend in the category each week, month, and year?
- Idea #82** How well does the following statement describe your shopping habits in the category?
- Idea #83** What products do you purchase in-store vs. online?
- Idea #84** How important is product quality to you?
- Idea #85** How did you discover the products you purchase in the category?
- Idea #86** How interested are you in learning about new products?





There is a lot of work to be done before a product hits the shelves. Give your big idea the best chance at success by doing essential pre-launch **development** to determine where to sell it, who to sell it to, and at what price.





## Opportunity:

You want to re-launch a product with a fresh, new look.

### Ask a customer of the current version of your product:

- Idea #87** What is your first impression of its packaging?  
**Pro Tip:** A qualitative video study can help you pick up on body language, facial expressions, tone of voice, and more.
- Idea #88** How important is packaging in your purchasing decision?  
**Pro Tip:** Insert images or videos in a survey as stimulus for customers to react and respond to.
- Idea #89** How unique is it?
- Idea #90** What words come to mind when you see it?
- Idea #91** What are three aspects of its design that would lead you to not buy it?
- Idea #92** What would you expect to pay for it, based on the packaging?
- Idea #93** How would you describe it: Upscale or affordable?
- Idea #94** What changes would you suggest to make it seem more premium?  
**Pro Tip:** A multiple select question can help you understand premium appeal of messaging with current customers.
- Idea #95** Which packaging option makes the brand seem more trustworthy?  
**Pro Tip:** Have customers rank packaging options from most to least trustworthy. Follow up with a long-form question to delve into their reasoning.

- Idea #96** Which packaging option seems to fit the brand name best?  
**Pro Tip:** Launch a concept test survey to better understand product appeal, believability, uniqueness, and more.
- Idea #97** How would you react if it had a new name?  
**Pro Tip:** A rating or matrix question can help you discover which claims, names, or messages resonate with customers.
- Idea #98** How often do you shop for new products?
- Idea #99** What is your favorite product in this category?
- Idea #100** How would you improve its messaging?
- Idea #101** What do you think its top competitor is?
- Idea #102** What product features stand out to you?
- Idea #103** What makes it stand out on the shelf?
- Idea #104** How could it perform better?
- Idea #105** What would make you stop purchasing it?
- Idea #106** What adjustments would you make to its value proposition?
- Idea #107** What are challenges you have experienced with it?

## Opportunity:

You're thinking of launching a new product, but the category is very competitive.

### *Ask a customer who purchases in the category:*

**Idea #108** What price do you consider too expensive or inexpensive for a product?

**Pro Tip:** A short-form question in a quantitative survey can inform the unaided acceptable price range for a new product.

**Idea #109** What makes a product worth paying more for?

**Idea #110** What is your price threshold?

**Idea #111** How likely are you to stick to a price point when shopping at Walmart?

**Idea #112** How often do you purchase in the category?

**Idea #113** What is your awareness of prices in the category?

**Pro Tip:** Explore price sensitivity with a short-form question in a quantitative survey that encourages open-ended responses.

**Idea #114** How much do you typically spend on purchases in the category?

**Idea #115** How many monthly purchases do you make in the category?

**Idea #116** How satisfied are you with prices in the category?

**Idea #117** What is your top goal when purchasing?

**Idea #118** What problem are you solving?

**Idea #119** What product features are unimportant to you?

**Idea #120** What made you choose the product you typically purchase?

**Idea #121** What are potential barriers to purchasing—price, availability, size?

**Idea #122** What is your annual household income?

**Idea #123** What is your household size?

**Idea #124** What Walmart store do you typically shop at?

**Idea #125** What do you typically spend at Walmart weekly? Monthly?

**Idea #126** What price is so low that you would question a product's quality?

**Idea #127** How do you typically pay when you shop at Walmart?

**Idea #128** What product features do you expect to come standard?

**Market entry** means it's go time for your product—and that it's time to shift your focus to building awareness around your product and brand.





## Opportunity:

You want customer feedback to help shape your product launch campaign.

**Ask a customer who purchased a similar product within the last year:**

**Idea #129** What made you aware of it?

**Idea #130** What is your favorability of this brand, on a scale from 1 -10?

**Idea #131** When did you purchase it?

**Idea #132** What type of purchase was it: Planned or impulse?

**Idea #133** Who in your household did you purchase it for?

**Idea #134** What do you think of its price?

**Idea #135** How likely are you to recommend it to friends and family?

**Idea #136** What do you like most about it?

**Idea #137** What messaging would you like to see for a product like it?

**Idea #138** What would you rate its brand appeal?

**Idea #139** How did you feel after your purchase?

**Idea #140** What influences you to shop in-store vs. online?

**Idea #141** What similar brands do you purchase?

**Idea #142** What ads did you see for it before your purchase, if any, and where?

**Idea #143** What else did you purchase along with it?

**Idea #144** What do you remember about its messaging?

**Idea #145** When did you repurchase it?

**Idea #146** What is the most memorable aspect of it?

**Idea #147** What was your awareness of it before your purchase?

**Idea #148** How would you react if you couldn't repurchase it?

**Idea #149** What role did research play in your purchasing decision?

## Opportunity:

You want customer feedback to help shape your product launch campaign.

**Ask a customer who purchased a similar product within the last year:**

**Idea #150** How would you rate your first reaction to it?

**Idea #151** What was your decision process like?

**Pro Tip:** Ask customers to share their decision-making process through a qualitative video survey for simultaneous visual and auditory feedback to capture their emotions.

**Idea #152** How important are the following features to you?

**Idea #153** Who recommended it to you, if anyone?

**Idea #154** What is the biggest problem it solves for you?

**Idea #155** What features are the most important to you?

**Idea #156** How would you feel if it was no longer available?

**Idea #157** What improvements would you like to see in it?

**Idea #158** How familiar were you with it before you purchased it?

**Idea #159** How many units did you purchase?

**Idea #160** What similar products would you consider purchasing?

**Idea #161** Why did you choose it?

**Idea #162** What else in the category do you purchase?

**Idea #163** What does its design remind you of?

**Idea #164** What could it do better?

**Idea #165** What about it disappoints you?

**Idea #166** What influences you to make purchases?

**Idea #167** What situation is it ideal for?

**Idea #168** What about it delights you?

**Idea #169** What deters you from making a purchase?

**Idea #170** Where do you shop besides Walmart?



Ready, set, grow. Now that your product is out in the world, more customers need to know about it. Zero in on ways to improve recognition and bolster **growth**.







## Opportunity:

You want to explore if perception around your brand is affecting sales performance.

### *Ask customers who are familiar with your brand:*

**Idea #171** How much do you know about it? A lot or a little?

**Idea #172** How did you first discover it?

**Idea #173** What types of products do you think it makes?

**Idea #174** How would you describe it, in your own words?

**Idea #175** How likely are you to purchase its products?

**Idea #176** What values do you associate with it?

**Idea #177** What is your overall impression of it?

**Idea #178** How often do you hear other people talking about it?

**Idea #179** What other brands are similar to it?

**Idea #180** What best describes your last interaction with it, in one word?

**Idea #181** What do you think it specializes in?

**Idea #182** When did you last hear someone mention it?

**Idea #183** When did you last purchase a competitor's brand?

**Idea #184** What social media channels do you use?

**Idea #185** Where do you look for product reviews?

**Idea #186** How consistent do you think the brand messaging is?

**Idea #187** How does your perception of it compare to other brands you've purchased?

**Idea #188** What do you think gives it an edge over similar brands?

**Idea #189** What areas could it improve in?

**Idea #190** How does it rank among similar brands?

**Idea #191** What would motivate you to switch to it from another brand?

**Idea #192** What would make you explore new brands?

**Idea #193** What is the top reason why you would not purchase it?



## Opportunity:

Your product straddles multiple categories, and its aisle placement varies by store.

**Ask a customer who has purchased your product in-store:**

**Idea #194** Where in the store did you find it? Was it where you expected it to be?

**Idea #195** What other products were located near it?

**Idea #196** How long did you spend looking for it?

**Pro Tip:** Hyper target in-store customers to understand how they find your product and explore cross-promotional opportunities.

**Idea #197** How would you describe this shopping experience?

**Idea #198** Which Walmart store did you purchase it at?

**Idea #199** How organized was this store, on a scale from 1 - 10?

**Pro Tip:** Hyper target customers by the store they shop at most frequently to understand their path to purchase.

**Idea #200** How many employees asked if you needed assistance, if any?

**Idea #201** What was the purpose of this shopping trip?

**Idea #202** How would you describe the typical condition of the aisle? Crowded? Messy? Tidy?

**Idea #203** Why did you make this purchase in-store?

**Idea #204** What other products in the category do you regularly purchase?

**Idea #205** How effective was signage in helping locate the product?

**Idea #206** When do you estimate you will shop in-store again?

**Idea #207** What other products from this brand were in the aisle, if any?

**Idea #208** What other products in the aisle did you purchase?

**Idea #209** How did you know where to find it?

**Idea #210** How often do you shop in other Walmart stores?

**Idea #211** How would you react to it being in a different or unexpected aisle?

**Idea #212** How would you locate it if it wasn't where you usually find it?

**Idea #213** What are three similar brands in the category?

**Idea #214** What would make you purchase a similar product in the category?



## Opportunity:

Your brand is well-known, but your product could use a new campaign to boost awareness.

### *Ask a customer who has purchased your product only once:*

**Idea #215** What would drive you to try something different?

**Pro Tip:** Leverage the creative test survey template to test, iterate, and perfect your campaign creative.

**Idea #216** How would you rate its recognition?

**Pro Tip:** Run a creative test survey to delve into campaign elements like appeal, relevance, message quality, and more.

**Idea #217** Who do you think your ideal customer is?

**Idea #218** How would you describe it in one word?

**Idea #219** What issues did you encounter with it, if any?

**Idea #220** How would you describe it to a friend or family member?

**Idea #221** Who makes the purchasing decisions in your household?

**Idea #222** How satisfied were you with its performance?

**Idea #223** What do you think of this brand?

**Idea #224** What other brands do you purchase?

**Idea #225** Why didn't you repurchase it?

**Idea #226** What would drive you to purchase it again?

**Idea #227** What three brands are you most loyal to?

**Idea #228** What deterred you from repurchasing it?

**Idea #229** What is most recognizable about this brand?

**Idea #230** Who do you think the target audience is for this product?

**Idea #231** How did your product experience effect your opinion of this brand?

**Idea #232** What other products from this brand have you purchased?

**Idea #233** What would prevent you from recommending it to friends?

**Idea #234** When you think about this brand, how does it make you feel?

**Idea #235** What was your primary reason for purchasing it?

**Idea #236** What do you think is unique about it?





Holding steady. When your product reaches the **maturity** stage, it's a good opportunity to investigate ways to renovate or enhance the product to attract new customers and give sales a boost.





## Opportunity:

Awareness of your brand is positive, but you want to ensure customers are happy after they purchase.

### *Ask a recent customer of your brand:*

**Idea #237** What three words would you use to describe it?

**Pro Tip:** Conduct recurring brand pulse surveys to evaluate how customers are purchasing a specific brand or product.

**Idea #238** What brands are you most loyal to?

**Pro Tip:** A customer satisfaction survey can help you evaluate what works well and identify areas of improvement.

**Idea #239** How well does it communicate its mission and values?

**Idea #240** What products from it have you tried?

**Idea #241** Who do you think its products are perfect for?

**Idea #242** How would you describe its tone of voice?

**Idea #243** How likely are you to recommend it based on its identity?

**Idea #244** How well do you know its story and history?

**Idea #245** What other brands do you purchase in a specific category?

**Idea #246** How well-known do you think it is?

**Idea #247** What other brands does it remind you of?

**Idea #248** When did you last purchase a product from it?

**Idea #249** What other brand do you consider its biggest competitor?

**Idea #250** What are three similar brands you purchase?

**Idea #251** What products from other brands did you most recently purchase?

**Idea #252** How likely are you to join a loyalty program?

**Idea #253** When do you anticipate repurchasing?

**Idea #254** What other brand did you switch from, if any?

**Idea #255** What brand would you purchase if it wasn't available?

**Pro Tip:** Understand what drives customers towards your brand—or pulls them away—by hyper targeting those who have recently purchased it.

**Idea #256** When did you first hear about it?

**Idea #257** How often do you typically purchase it?



## Opportunity:

Sales of your product are consistent but aren't growing.

**Ask a customer who recently purchased your product for the first time:**

**Idea #258** What prompted your purchase?

**Idea #259** What additional features do you wish it had?

**Pro Tip:** Dial into what attracts new customers to your product by asking them to list the factors that influenced them to purchase it.

**Idea #260** What competitor brands are you aware of?

**Idea #261** How do you typically discover new products?

**Idea #262** When do you decide to purchase? Do you plan ahead?

**Idea #263** What did you purchase prior to it?

**Idea #264** What would you switch to if it was no longer available?

**Idea #265** How often do you shop at Walmart?

**Idea #266** How much do you typically spend each week on household items?

**Idea #267** How much time do you typically spend in-store shopping?

**Idea #268** Who influences your purchases?

**Idea #269** What is your monthly income?

**Idea #270** How easy is it to use?

**Idea #271** What problems have you had with it, if any?

**Idea #272** What will drive you to repurchase it?

**Pro Tip:** Hyper target first-time customers of your product by state and ask them what they like or dislike about it and their likelihood of repurchasing it.

**Idea #273** How would you rate it on a scale from 1 - 10?

**Idea #274** What would encourage you to purchase a higher quantity?

**Idea #275** Who did you purchase it for?

**Idea #276** What occasion did you purchase it for?

**Idea #277** How does the price match with your expectations?

**Idea #278** What would you search online to find a product like it?





## Opportunity:

You want customers to test your product to learn how they feel about various aspects of it.

### *Ask a customer who has tested your product:*

**Idea #279** What is your first impression of its design?

**Idea #280** What do you think is the most appealing aspect of it?

**Idea #281** Where do you think you would use it?

**Idea #282** How often do you think you would use it?

**Idea #283** What do you think its biggest value is?

**Idea #284** What does its messaging convey to you?

**Idea #285** Where would you use it?

**Idea #286** Who is it best suited for?

**Idea #287** What do you think about its design? Rate it on a scale from 1 - 10.

**Idea #288** What is your impression of its packaging?

**Idea #289** How did it perform for you?

**Idea #290** Who would you recommend it to?

**Idea #291** What would you change about its form factor?

**Idea #292** What would prevent you from purchasing it?

**Pro Tip:** Leverage long-form questions to dig into customer preferences and learn which aspects of your product are most appealing.

**Idea #293** How strongly do you feel about its effectiveness?

**Idea #294** What about its messaging do you disagree with?

**Idea #295** When would you purchase it?

**Idea #296** What do you like about it visually?

**Idea #297** How likely are you to purchase it after testing it?

**Idea #298** What similar products have you seen in stores?

**Idea #299** What was your awareness of it before testing it?

**Idea #300** What do you wish was different about it?



## Opportunity:

You want to run an in-store only promotion to gauge interest among these customers.

### *Ask an in-store customer of your product:*

**Idea #301** How useful do you think it is?

**Idea #302** Who do you think it is perfect for?

**Idea #303** Where do you use it?

**Idea #304** How many did you purchase?

**Idea #305** What would prompt you to purchase more units?

**Idea #306** What is your opinion of this brand?

**Idea #307** Why do you purchase it in-store?

**Idea #308** How often do you shop in-store?

**Idea #309** When did you visit the store, weekday or weekend?

**Idea #310** How do do you feel about its value?

**Idea #311** How much is too much to spend on it?

**Idea #312** What else do you typically purchase with it?

**Idea #313** Why do you prefer in-store shopping?

**Idea #314** How often do you shop online?

**Idea #315** Where do you shop online? Name three stores.

**Idea #316** Where would you purchase it in-store if it wasn't available at Walmart?

**Idea #317** Who else do you know purchases it?

**Idea #318** What drives you to repurchase it?

**Idea #319** Who did you learn about it from?

**Idea #320** What price is so low that you would question a product's quality?

**Idea #321** How would you describe this product to someone who has never purchased it?

**Idea #322** What is your feedback about it? Is it more positive than negative?



Not necessarily the end of the road.  
Learn where and why **decline** is  
happening so you can make smarter  
decisions about what your next steps  
should be.







## Opportunity:

Sales of your product are trending towards decline.

### Ask a former customer of your product:

**Idea #323** Why did you stop purchasing it?

**Pro Tip:** Adjust your target audience parameters to hear from customers who purchased your product in the last 12 months but not recently.

**Idea #324** What product are you purchasing instead?

**Idea #325** How long did you purchase it for?

**Idea #326** What is your least favorite aspect of it?

**Idea #327** What about it would attract you to repurchase it?

**Pro Tip:** Adjust your target audience parameters to speak to customers who previously purchased your product but recently switched.

**Idea #328** What attracted you to the product you switched to?

**Pro Tip:** Develop a specific objective to help shape your survey's purpose so you can reap the most useful insights.

**Idea #329** What kind of incentive would get you to purchase again?

**Pro Tip:** A matrix question can help you understand how likely or unlikely repurchasing is based on different variables.

**Idea #330** What lifestyle circumstances have changed since you purchased it, if any?

**Idea #331** What about it no longer aligns with your needs?

**Pro Tip:** Hyper target customers who have switched from your product to a competitor's by UPC.

**Idea #332** How would a price change effect your opinion of it?

**Idea #333** How often did you typically use it?

**Idea #334** What was your purchasing frequency—consistent, occasional, or rare?

**Idea #335** When did you last purchase it—three months ago, six months ago, a year ago?

**Idea #336** What means more to you, product performance or price?

**Pro Tip:** A single selection or ranking question can prompt a more definitive choice or response from a customer.

**Idea #337** What type of messaging would make you consider repurchasing it?

**Idea #338** How do you feel about the brand? Did that impact your purchasing behavior?

**Pro Tip:** The compare feature lets you view results by customer groups so you can visualize statistically significant similarities and differences.

**Idea #339** What changes in the product would attract you to repurchase it, if any?

**Idea #340** How likely are you to repurchase it without changes in price, availability, or performance?

**Pro Tip:** An equal number of positive and negative options in rating scale questions balances the response scale and eliminates a potential source of bias.

**Idea #341** When did you switch to another product?

**Idea #342** Who do you think is the target audience for it?

**Idea #343** What impact did availability have on your decision to stop purchasing it?



## Opportunity:

Your product is at risk of being delisted.

### Ask a loyal customer of your product:

**Idea #344** Where do you typically purchase it?

**Pro Tip:** If your survey contains single or multiple select question types, provide an option for customers to opt out where applicable to avoid bad data.

**Idea #345** Where would you purchase if it became unavailable at your typical store?

**Idea #346** Why do you typically purchase it here?

**Pro Tip:** Implement a screener question to speak with customers who purchase your product but at a retailer other than Walmart.

**Idea #347** What first attracted you to it?

**Pro Tip:** Avoid response fatigue by limiting the amount of long-form open-ended questions in a survey.

**Idea #348** How does it work better than anything else you have tried?

**Idea #349** What other products do you typically buy with it?

**Idea #350** What similar product would you purchase if this one wasn't available?

**Pro Tip:** Explore switching behaviors by hypertargeting loyal customers and asking what other products they might buy.

**Idea #351** How often do you typically purchase it?

**Idea #352** What are your expectations of the product's performance?

**Pro Tip:** Keep survey questions simple and easy to understand. Avoid jargon and overly technical language.

**Idea #353** How does the price compare to similar products you're aware of?

**Idea #354** How often do you recommend it to family or friends?

**Pro Tip:** Rating or single select questions can determine the likelihood of loyal customers recommending your product.

**Idea #355** What is its best feature?

**Pro Tip:** Multiple select questions can identify which product features drive purchases the most.

**Idea #356** What is your favorite thing about it?

**Idea #357** How long have you been purchasing it?

**Idea #358** How far would you travel to purchase it at a different store?

**Idea #359** How many units do you purchase at a time?

**Idea #360** When do you typically purchase more or less of it during the year?

**Pro Tip:** Hear about usage frequency and purchase occasions in a customer's own words with a video response question.

**Idea #361** When have you ever purchased it or a similar product online?


**Idea #362** What do you think about a club-sized/priced option?

**Pro Tip:** Gain feedback about a proposed concept, like a new pack size, with a photo question.

**Idea #363** What other products from this brand do you purchase, if any?

**Idea #364** Where in the store is it located? Is it easy to find?

**Idea #365** Who in your household uses it the most?



Listen up. The answers and insights shared from Walmart customers can be the key to growing your business in a smarter way.

Ready to start a conversation? Contact your Account Manager or visit us at [www.walmartdataventures.com](http://www.walmartdataventures.com).