

Scintilla

Walmart Customer Spark Community Panel Deep Dive

March 2025

Introduction to the Walmart Customer Spark Community

Engagement and quality

- Engagement
- Quality

Innovative insights

- Unique community
- Comparison to panels

Retail shopping patterns

- Diverse retail habits
- Uniform category trends

Conclusion



Introducing: Walmart Customer Spark Community

The Walmart Customer Spark Community is an exclusive, invitation-only network of verified shoppers that set the standard for reliable and in-depth product and service evaluations.

The following analysis highlights the advantages of the Walmart Customer Spark Community over four other industry-leading panels, showcasing its superior engagement, response quality, and depth of insights. By leveraging the Walmart Customer Spark Community, you can tap into a highly engaged and diverse group of shoppers to gain valuable metrics that fuel creativity while maintaining a competitive edge.



The Walmart Customer Spark Community panel was evaluated against four industry-leading panels in terms of response quality.

How?

An online survey with a minimum of 500 qualified respondents per panel. The programming and hosting was conducted by a third-party agency. Each sample was click-balanced* by National U.S. Census representation.

*Click balancing ensures that demographic data isn't skewed towards one demographic but rather represent a balanced (distributed or weighted) pool of respondents. This method is intended to help reduce sampling bias caused by over-representation of certain demographics due to higher response rates.

Our community panelists were highly engaged relative to members of other industry-leading panels



Our members spent 13% more time responding to the full survey, indicating greater thoughtfulness

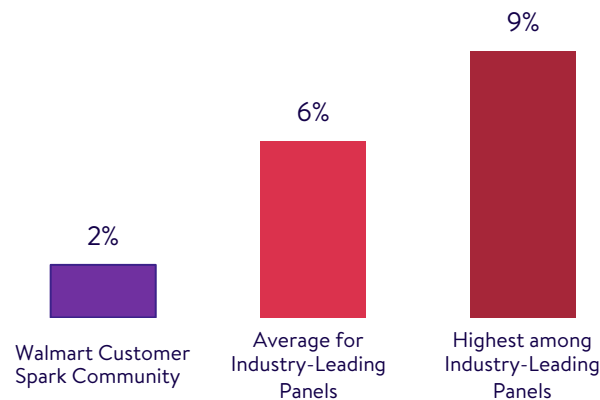
Walmart Customer Spark Community
8 min 26 sec

Average for Industry-Leading Panels
7 min 27 sec

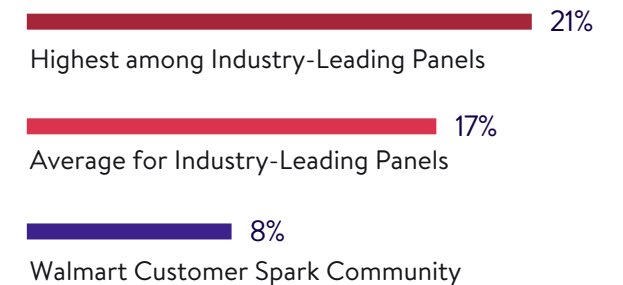
Shortest Time among Industry-Leading Panels
6 min 39 sec



Other industry panels reported 3x as many "speeders", or respondents who answered quickly without fully engaging, indicating a lower level of attentiveness



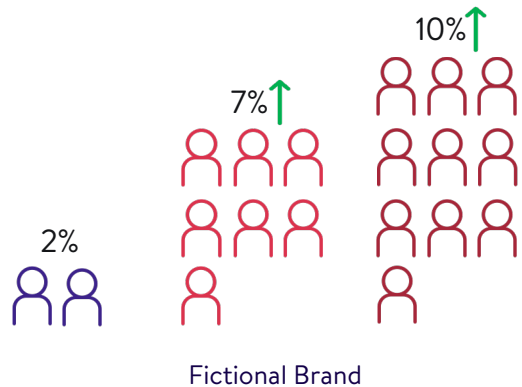
Other industry panels reported 2x as many "straightliners", or respondents who gave the same answer across multiple questions, indicating a lack of engagement



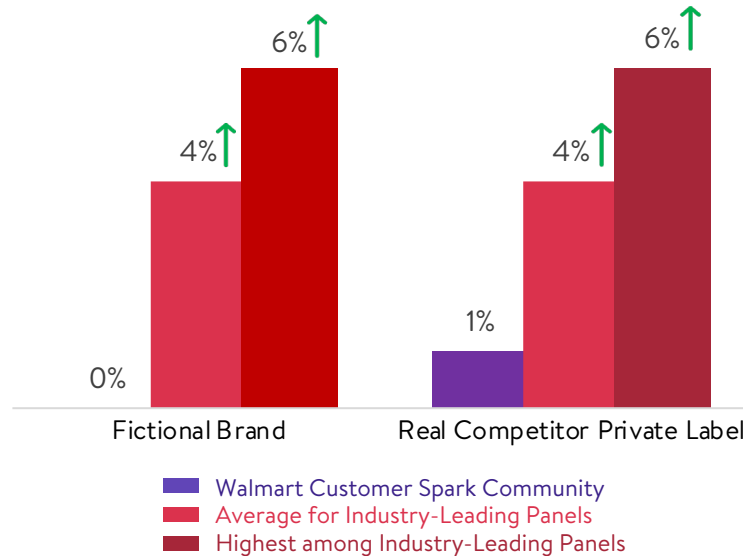
Our unique approach to first-party research coupled with transactional history gives our data an edge



Our members report 5% less awareness of fictional brand, indicating more honest, thoughtfulness insights

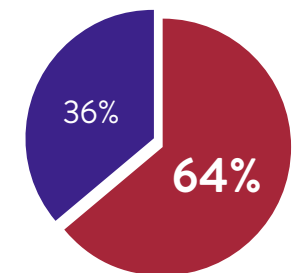


Our members report zero to minimal purchases of fictional and competitor private brands at Walmart in the past 3 months, highlighting greater attentiveness in the results



Issues with self-reported data are common to all industry-leading panels. Customer Perception mitigates such issues by leveraging hyper-targeting supported by transactional records to fuel accuracy in survey recruitment.

64% of respondents who claimed no purchases at Walmart in the past 3 months had transactions in the database, showing the unreliability of self-reported data and the need for cross-referencing with transactional records.



The Customer Perception Research Team analyzed the richness of the Walmart Customer Spark Community data by running a short study with panelists and identified areas of overlap with other industry-leading panels.

We asked the question:

If you could invent a new potato chip flavor, what would it be?

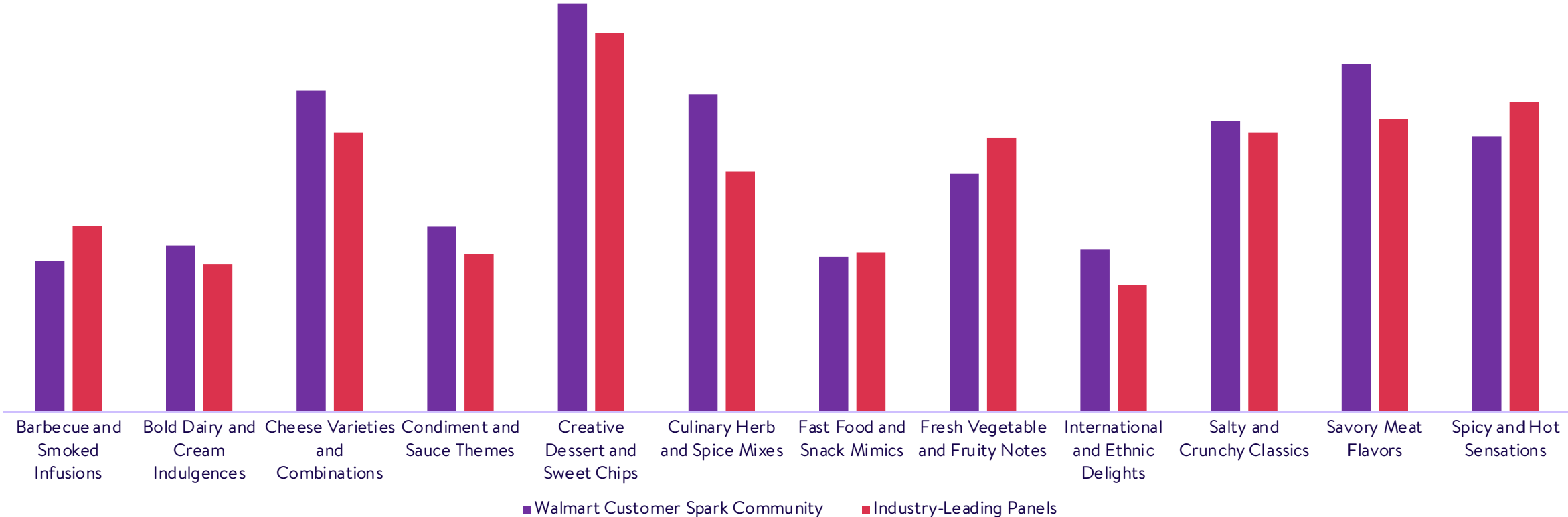
Our members provided more unique suggestions and complex answers without prompt

“Something with **less sodium**, but flavored like sauerkraut. Top the Tator flavored (I use that for chip dip). Bags of normal potato chips with a **packet inside to make a dip** (ranch, sour cream, onion, etc.) **Bags of chips with recipe cards** that show how to use them in casseroles, dip in chocolate, etc. I'm always looking for ways to jazz up casseroles/hot dishes.”

“I would love a somewhat salty but also just a tad bit spicy type of curvy, golden brown potato chip that's **air fried, and sold in different size bags**. It would be even better if we can find a **biodegradable packaging option** for it.”

“I would like an enchilada flavor potato chip and for **the bag to have a zip lock**. And I would like a refried bean potato chip.”

Our members provided equal depth and quality to other panels in the industry



The Customer Perception Research Team examined the Walmart Customer Spark Community cross-shopping behavior beyond Walmart and their purchasing patterns across product categories.

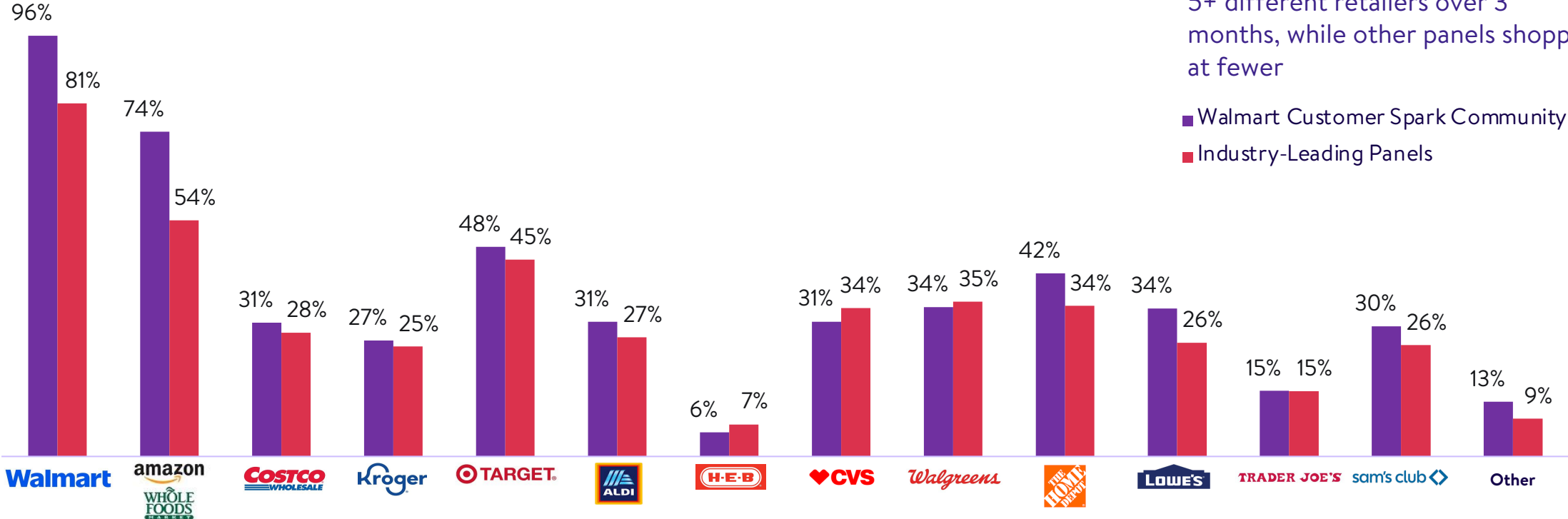
We asked:

Which of the following retailers have you made a purchase from in the last three months? Indicate the categories you have purchased from.

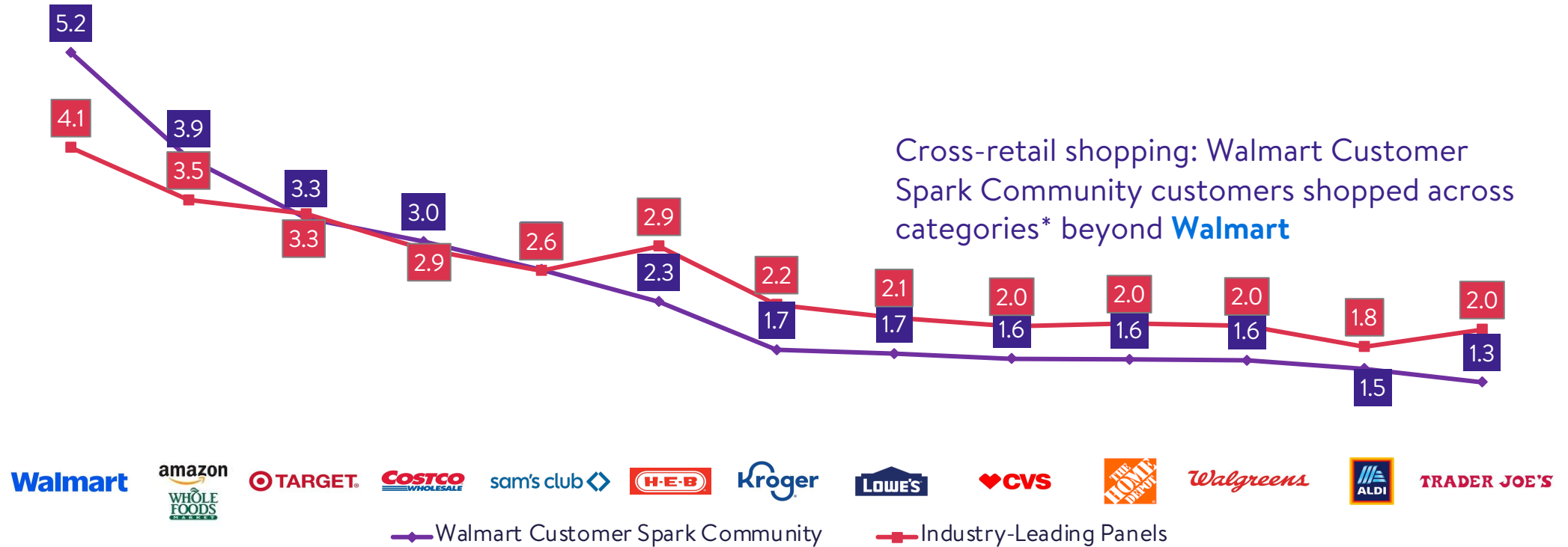
Walmart Customer Spark Community members represented diverse retail spending habits

Walmart Customer Spark Community members shopped at 5+ different retailers over 3 months, while other panels shopped at fewer

- Walmart Customer Spark Community
- Industry-Leading Panels



Walmart Customer Spark Community members' cross-retail purchasing patterns are comparable to industry-leading panels



*The survey included 14 categories for respondents to indicate past 3 months purchase across retailers. Categories: Grocery, Activities & Art Supplies, Electronics & Entertainment, Clothing & Shoes & Accessories, Home & Furniture, Garden, Health & Wellness, Beauty & Personal Care, Sports & Outdoors, Pet Supplies, Baby Supplies, Home Improvement, Toys, Seasonal Decor & Party Supplies.

Conclusion: Walmart Customer Spark Community

The Walmart Customer Spark Community stands out for its high engagement and commitment to providing high-quality responses, with members offering more detailed and nuanced answers than other industry-leading panels.

Additionally, the diverse shopping habits of the Walmart Customer Spark Community, extending beyond **Walmart**, enrich their perspectives and make their feedback invaluable. This broader representation ensures that the insights we gather are both comprehensive and truly reflective of the wider customer landscape.

