



Listening to the Shopper

Harnessing Satisfaction Insights to Drive Growth and Loyalty

- Don Simons, EVP Sales, Dynata
- Jason Smith, MD USA, Shopper Intelligence

Why is Shopper Satisfaction important?

- Top retailers & categories for customer satisfaction (and why)
- What influences consumer satisfaction
- The importance of sample composition and data quality – especially when running longitudinal studies



About our speakers...



Don Simons

EVP Sales



Jason Smith

MD



Dynata has helped Shopper Intelligence survey over 650,000 U.S. since 2020 to uncover insights into the shifting dynamics of satisfaction.



How do we ensure projectability?

- **Sample representative of the target: 1) specifying it accurately, and 2) achieving it in field**
- **Screening in the right audience:**
 - Profiling information (either on panel already or screened in real-time)
 - Study screener – termination funnel is appropriate, questions are clear, make sense for the target, using best practices in wording so that they don't inadvertently screen in the wrong audience
 - Balanced sample at soft launch to specify correct target audience composition (if unknown)
- **Sampling in field and post-field:**
 - Relevant and appropriate quotas set on completes
 - Weighting used in conjunction with quotas to facilitate match to population figures



How do we ensure consistency?

When everything remains the same, running the study over time will give you the same result each time

- Panel / channel management
 - Sample specification - profiling / screening consistency
 - Sample composition – quotas by channel / source (proportion & type)
- Weighting applied appropriately
- Sampling in-field & field management needs to be consistent
- Field approach is tailored to design of specific study (e.g., evenly spread, harder quotas front-loaded)
- Automation & expert management of field/quotas
- The ability to apply exclusions





At Shopper Intelligence,

We know what makes your category & brand shoppers different across every key retailer

How?

- ❖ Ongoing syndicated shopper study that tracks over 120 categories and 50+ retailers
- ❖ Standardized questions allow for benchmarking, comparing & ranking

We help our clients:

- ❖ Create a shopper centric approach both internally and with their retailers
- ❖ Prioritize category strategies for more effective and efficient planning
- ❖ Build alignment between retailers, manufacturers and shoppers



What are the **Insights** we track across all categories & retailers?



**Category
DNA**



Satisfaction



**Path to
Purchase**



**Shopper
Profile**



Which **US Retailers** are currently being tracked by Shopper Intelligence?

MASS MERCH



CLUB



OTHER



GROCERY



DOLLAR



PET SPECIALTY



HOME IMPROVEMENT



DRUG



BEAUTY



LIQUOR



ONLINE



CONVENIENCE



Why is Shopper Satisfaction important?

“

“Customers don’t measure you on how hard you tried; they measure you on what you deliver.”

STEVE JOBS



“

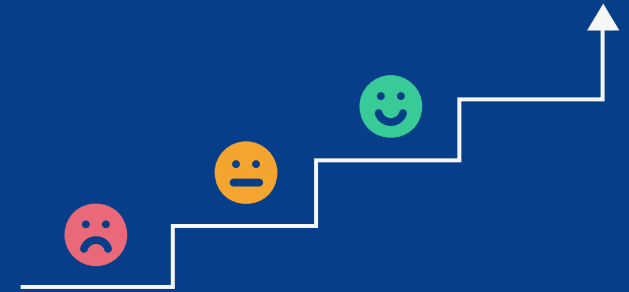
“When performance is measured, performance improves. When performance is measured and reported back, the rate of improvement accelerates.”

KARL PEARSON

A pioneer in statistics



SATISFACTION



PERFORMANCE



How do we define Overall Satisfaction?

4 PILLARS

19 LEVERS

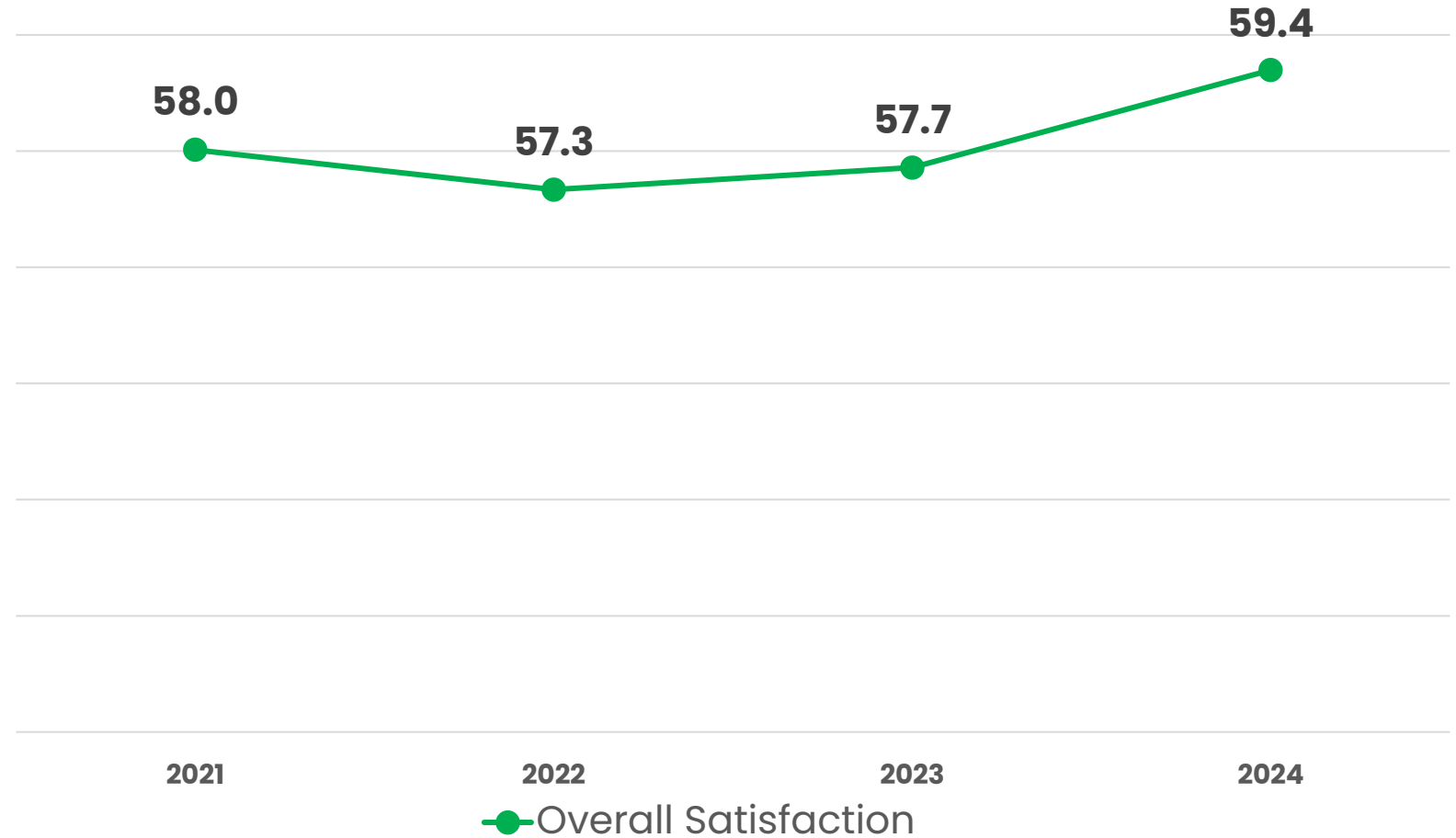


Satisfaction has been on a Roller Coaster



4 Yr Trend –

Overall Satisfaction

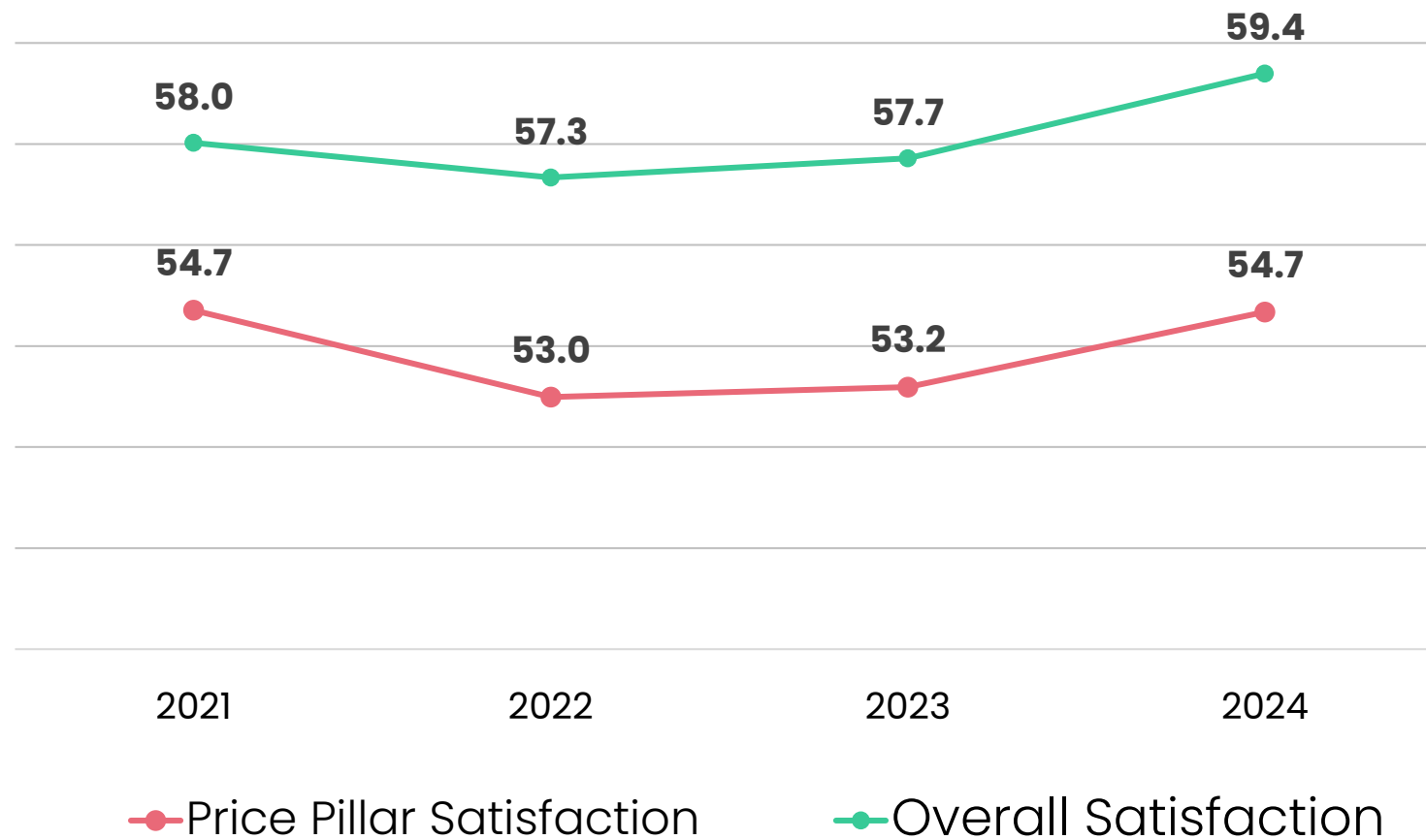


Price Satisfaction underperforms Overall Satisfaction



4 Yr Trend –

Overall Satisfaction &
Price Pillar Satisfaction

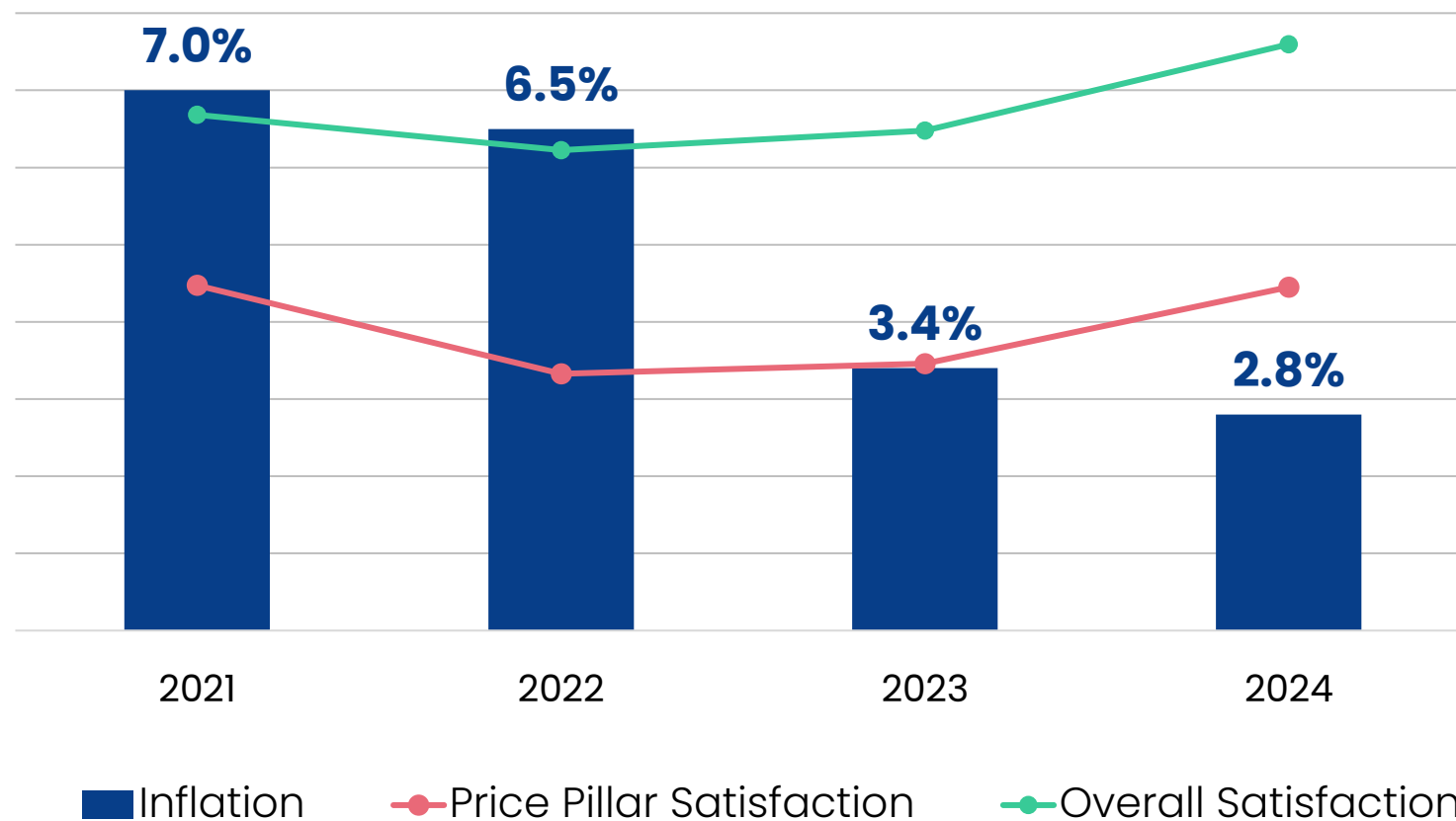


Price Satisfaction underperforms Overall Satisfaction



4 Yr Trend –

Inflation,
Overall Satisfaction &
Price Pillar Satisfaction



How do retailers compare on Shopper Satisfaction?



Grocery

Brick & Mortar



SAFEWAY



Kroger meijer

Publix



Non-Grocery

Brick & Mortar



CVS FAMILY DOLLAR

sam's club DOLLAR GENERAL

TARGET Walmart

Walgreens



Online



Kroger CVS







sam's club amazon

TARGET Walmart

Walgreens



Overall Satisfaction Retailer Ranking 2024

	Grocery Brick & Mortar	Non-Grocery Brick & Mortar	Online
1			
2			
3			
4			
5			
6			
7	 SAFEWAY 		
8			

Overall Satisfaction Category Ranking 2024

Top 10 Categories Overall Satisfaction

Yogurt

Fresh Seafood

Frozen Vegetables

Natural or Processed Cheese

Fresh Meat

Cosmetics - Lips

Fresh Vegetables

Prepackaged Bread

Snack Nuts

Pasta Sauces

Bottom 10 Categories Overall Satisfaction

Fragrances

Cosmetics - Nails

Hair Removal

Office & School Supplies

Checkout Gum/Mints

Interdental Products

Checkout Chocolate Candy

Diapers/Training Pants

Adult Incontinence

Hair Style Aids



Want to learn more?



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**Free download
of 2025 Shopper
Satisfaction Report**