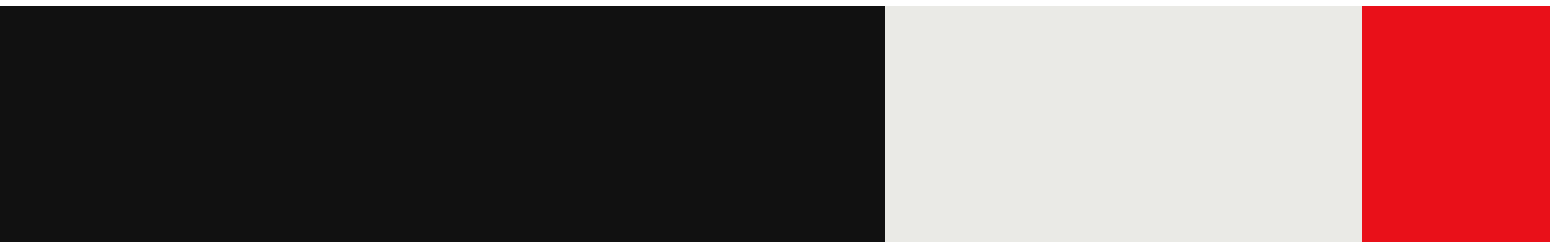



The big answers: Retail Daily quiz

Article



Get the correct answers to our Big Question quiz in the EMARKETER Retail Daily newsletter. From supply chain to shopping apps and retail advertising, we deliver daily insights on ecommerce, marketing, and customer experience. Not a subscriber? [Sign up here](#) and get our quizzes sent directly to your inbox to see if you can pick a winner.

July 26, 2024

TikTok kicked off its Deals for You Days sales event on July 9th. Of these three companies, who had the highest percentage of US ecommerce sales?

A) TikTok Shop

B) Temu

C) Shein

Temu accounted for 37.2% of sales across the three retailers, followed by TikTok Shop at 37% and Shein at 25.8%, per Earnest Analytics.

July 25, 2024

While kids are still clinging to their summer vacations, many parents have already begun back-to-school shopping. Which kind of store will be the most popular destination for back-to-school shopping among US consumers this year?

A) Online retailers

B) Dollar or thrift stores

C) Office supply stores

D) Big-box stores

Nearly two-thirds (64%) of US adults will plan to buy back-to-school supplies at big box stores this year, per CivicScience. Some 40% will shop at online retailers, 36% will shop at dollar or thrift stores, and 24% will shop at office supply stores.

July 24, 2024

We forecast total US grocery sales will reach \$1.569 trillion this year. At what stage of their grocery shop do customers use AI tools?

A) Before

B) During

C) After

Some 93% of US shoppers [use AI before shopping](#), 82% use AI while shopping, and 57% use AI after shopping, according to data from 84.51°. Seventy-four percent do not use AI tools at any stage of their grocery shopping experience.

July 23, 2024

Procter & Gamble's Native brand became the fastest-adopted skin cleansing brand in 2023, according to data from Numerator. How many new households purchased something from the brand?

- A) 3.3 million
- B) 5.3 million
- C) 7.3 million**
- D) 9.3 million

7.3 million new households bought something from [P&G's Native brand](#) last year, according to March 2024 Numerator data.

July 22, 2024

Pacsun has partnered with Pinterest on its latest campaign, debuting interactive store window displays, digital and social marketing campaigns, and an exclusive influencer experience. Which style of jeans is the new fall campaign promoting?

- A) Bootcut
- B) Baggy**
- C) Flare
- D) Skinny

Pacsun's "[Better in Baggy](#)." campaign showcases its collection of baggy jeans.

July 19, 2024

[John Deere](#) has joined [Tractor Supply Co.](#) in rolling back diversity, equity, and inclusion (DEI) initiatives. What percentage of Americans say that inclusion is vital to them?

- A) 59%
- B) 69%
- C) 79%**
- D) 89%

Nearly 8 in 10 US consumers say inclusion is vital to them and 75% say that it impacts their brand choices, per data from [Kantar as reported by MediaPost](#).

July 18, 2024

Attention shoppers! Which of the following do consumers say would most improve their grocery shopping experience?

- A) More open checkout lanes**
- B) Improved quality of meat and produce
- C) Increased variety of products
- D) More locally-sourced products

Some 62% of US consumers say more open checkout lanes would make their [grocery shopping experience better](#), followed by 49% who said improved quality of products would help, 40% who want increased variety of products, and 36% who said more locally sourced products would make their shopping experience better, per CivicScience.

July 17, 2024

According to [Placer's 100 Retail and Dining index](#), which US state had the largest increase in foot traffic to retail and dining establishments in June 2024?

- A) Vermont
- B) New Hampshire**

C) Maine

D) Montana

Foot traffic to retail and dining establishments in New Hampshire grew 9.4% YoY in June, per [Placer.ai data](#). Vermont had the second-highest foot traffic rate at 9.2%, followed by Maine (8.9%) and Montana (8.6%).

July 16, 2024

Amazon Prime Day has arrived. How much does the typical Amazon shopper spend at the retailer per year?

A) \$1,309

B) \$1,904

C) \$2,364

D) \$2,662

The [typical Amazon customer](#) spends \$2,662 a year, making 72 orders with an average cost of \$37 each, according to Numerator data as reported by Business Insider.

July 15, 2024

Better pay attention: Which of the following is the most influential online ad type among Gen Z consumers?

A) Social media ads

B) Video ads

C) Search engine ads

D) Sponsored product listings

Ads on search engines like Google or Bing have the highest influence on Gen Z consumers, followed by social media ads, email marketing, video ads, and sponsored product listings, according to Jungle Scout's Q2 2024 consumer trends report.

July 12, 2024

Gotta keep that youthful glow. What's the average age Gen Z consumers begin engaging with beauty products, service, and wellness routines?

A) 12.8 B) 15.1 C) 16.7 D) 18.7

Gen Zers start experimenting with beauty products, services, and routines around the age of 12, according to Ulta's Generation of Joy report. Gen Alpha consumers start even younger at age 8.

July 11, 2024

Some 14% of US consumers identify as "early adopters" interested in trying the latest and greatest new products, per Circana. Consumers are most eager to try new products from which of the following categories?

A) Beverage B) Food C) Electronics D) Beauty and personal care

A quarter of consumers say they're most eager to try new food products, followed by new beverages (20%), electronics (16%), and beauty and personal care products (14%), per Circana's 2024 New Product Pacesetters report.

July 9, 2024

Everyone deserves to pamper themselves sometimes. Which of the following beauty-related activities are adults 55+ more likely to engage in as self-care?

A) Practicing a skincare regimen

B) Visiting a hair salon

C) Trying new beauty products

D) Wearing makeup

A third of US adults 55+ visit the hair salon as a form of self-care, compared with 25% that practice a skincare regimen, 11% that try new beauty products, and 25% that wear makeup, per CivicScience.

July 8, 2024

Think of the children! What percentage of US adults believe advertising unhealthy food and drinks to children should be banned?

- A) 33%
- B) 43%
- C) 53%**
- D) 63%

Over half of adults believe advertising unhealthy food/drink to children should be banned, according to YouGov. However, over a third (38%) disagree.

July 5, 2024

There will be 77.0 million VR users and 95.8 million AR users in the US this year, per our forecast. Which generation is most likely to examine or explore a product or service through AR or VR?

- A) Gen Z
- B) Millennials**
- C) Gen X
- D) Baby boomers

48% of Millennials say they're likely to explore a product via AR or VR, compared with 47% of Gen Zers, 40% of Gen X, and 27% of baby boomers, according to NIQ's global consumer outlook 2024 report.

July 3, 2024

Show your true colors. Sales of which lipstick tone increased 103% YoY between April and May 2024?

- A) Pink

B) Purple

[Purchases of purple-toned lipsticks](#) (e.g., plum, mauve, purple) rose 103% YoY, followed by pink tones (e.g., pink, rose, nude), up 61% YoY, per Adobe Analytics.

July 2, 2024

We all need a little help sometimes. Which of the following grocery technologies are US consumers most willing to try?

A) Recipe/meal-planning apps

B) In-store QR codes

C) Shopping list apps

D) Shoppable videos

Some 37% of US consumers are willing to try recipe/meal-planning apps, followed closely by in-store QR codes (36%), shopping list apps (35%), and shoppable videos (34%), according to [Progressive Grocer's 2024 Grocery Tech Trends Study](#).

July 1, 2024

Heinz UK has introduced a limited-edition Every Sauce, which features every flavored sauce in the brand's portfolio. Exactly how many sauces is that?

A) 7

B) 10

C) 14

D) 20

[Heinz's Every Sauce](#) is made from 14 different sauces: Heinz's Burger Sauce, Garlic Sauce, Aioli Sauce, Smokey Baconnaisse, Sweet Chilli, Chip Sauce, Saucy Sauce, Mayoracha, Mayomust, Truffle Mayo, Garlic & Caramelized Onion Mayo, Curry Ketchup, Pickle Ketchup and Smokey Bacon Ketchup. That's a lotta sauce!

June 28, 2024

Hey Alexa, let's go shopping. What percentage of online shoppers over 45 use voice search to make a purchase?

- A) 20%
- B) 25%
- C) 30%
- D) 35%**

Over a third (35%) of online shoppers under the age of 45 worldwide use voice search to make a purchase, per [DHL's 2024 Online Shopper Trends](#) report.

June 27, 2024

McDonald's began offering a \$5 meal deal this week, joining a handful of other fast-food chains, such as Burger King and Wendy's, promoting value to win price-conscious customers. This comes a year after McDonalds received backlash for a higher-priced Big Mac combo, costing how much?

- A) \$10
- B) \$13
- C) \$18**
- D) \$22

A Mcdonald's rest stop in Connecticut went viral last year after **charging \$18 for a Big Mac combo**. Other locations charge \$9.29 on average.

June 26, 2024

According to the [Placer 100 Retail and Dining Index](#), which top retail or dining establishment saw the largest increase in visits YoY in May?

- A) Aldi

B) Barnes & Noble

C) Chili's Grill & Bar

D) Dollar General

The restaurant chain saw a 26.1% increase in visits YoY. Find out what's behind the growth and more in our [Placer 100 content hub](#).

June 25, 2024

Turning first-time customers into repeat shoppers can be challenging for retailers. What percentage of US consumers say they would be enticed to shop online regularly with a retailer if it offered free shipping?

A) 33%

B) 63%

C) 73%

D) 83%

More than 60% of consumers would [shop online regularly](#) with a retailer if it offered free shipping, according to a May 2024 survey from Talker Research, commissioned by Forter. Over a third (34%) say they would shop regularly if it offered easy returns, 33% would shop regularly if the retailer offered loyalty programs, and 24% said they would shop more if the retailer offered gifts.

June 24, 2024

To be more sustainable, Amazon is leveraging AI to choose the most efficient packaging and investing in electric delivery vehicles to reduce carbon emissions. What percentage of worldwide consumers would be willing to pay more for sustainable delivery?

A) 8%

B) 18%

C) 28%

D) 38%

Less than a third of worldwide consumers would pay more than the cost of standard delivery for [a more sustainable option](#), per YouGov. However, 51% say they would not.

June 21, 2024

Millennials, Gen Xers, and baby boomers shop in-store more than they buy online for pickup and delivery, according to data from 84.51°. What method of grocery shopping does Gen Z prefer?

A) Shop in-store

B) Get them delivered

C) Buy online, pickup in store

Gen Zers tend to buy online and pick up in store (BOPIS) more than other generations, per 84.51°.

June 20, 2024

Today marks the summer solstice, the official start of the summer season. Which soda brand introduced three new flavors for the summer?

A) Fanta

B) Canada Dry

C) Mountain Dew

D) Coca-Cola

[Mountain Dew's three new flavors](#), Freedom Fusion, Liberty Chill, and Star Spangled Splash, are available in bottles and cans across the country for a limited time.

June 18, 2024

Kiehl's is one of the latest beauty brands to bring its products to Amazon's Premium Beauty store. Test your knowledge: True or false? US Amazon shoppers are twice as likely to

purchase a beauty or personal care item from an official brand storefront than from an independent third-party seller on the platform.

True, [according to CivicScience](#). Some 28% say they purchase from a brand storefront versus 14% that purchase from independent/third-party sellers.

June 17, 2024

Toy industry dollar sales declined 1% YoY between January and April 2024, according to data from Circana. But some companies had more success than others. Which brand has four products on the top 10 selling toys during that time?

- A) Hot Wheels
- B) NFL
- C) Mattel
- D) Squishmallows**

Squishmallows took the No. 1, No. 3, No. 6, and No. 9 positions on the top 10 list of [bestselling toys](#) during the time period between January and April 2024, according to Circana.

June 14, 2024

Run, don't walk. Which sneaker brand opened its first flagship store in New York City earlier this month?

- A) On Running
- B) New Balance
- C) Hoka**
- D) Asics

[Hoka's midtown Manhattan location](#) opened June 7, the first global flagship store for the brand.

June 13, 2024

The online shopping journey is evolving as Google and other platforms infuse the search experience with AI. What percentage of consumers are at least somewhat interested in using AI to help with their online search?

- A) 4%
- B) 14%
- C) 24%**
- D) 34%

Less than a quarter (24%) of consumers are at least somewhat interested in [AI assisting them with their online searches](#), per CivicScience. However, those that start their product research on Instagram are more likely to open to AI-enhanced search than those who begin on TikTok, Google, Reddit, or Amazon. Want to learn more about how consumers shop? [Register](#) for our Path to Purchase: Moving from Awareness to Conversion webinar, taking place Wednesday, June 26 at 2pm ET.

June 12, 2024

We forecast total holiday retail sales in the US to reach \$1.372 trillion this year. Which generation is most likely to shop Black Friday deals this holiday season?

- A) Gen Z** B) Millennials C) Gen X D) Baby boomers

Three-quarters of Gen Z consumers plan to shop on Black Friday this year, more than millennials (69%), Gen Xers (62%), and baby boomers (43%), according to Salsify's 2024 Holiday Consumer Research report.

June 11, 2024

Moving can be a real pain. Which former "Real Housewife of New York" is partnering with furniture resale company Kaiyo to sell the furniture from her Upper East Side townhouse before moving out?

- A) Bethenny Frankel **B) Sonja Morgan** C) Ramona Singer D) Luann de Lesseps

[Sonja Morgan has teamed up with Kaiyo](#) to sell a collection of pre-owned furniture from her famed NYC townhouse.

June 10, 2024

It's never too early to start preparing for the holidays. Which is the most popular category for holiday gifts?

A) Fashion and apparel

B) Personal care and beauty

C) Electronics

D) Food and beverage

Over half (57%) of US consumers plan to purchase fashion and apparel gifts this holiday season, according to Salsify's 2024 Holiday Consumer Research report.

June 7, 2024

Here today, gone tomorrow. The number of pop-up restaurant openings in the US increased by how much between May 2023 and April 2024?

A) 50%

B) 80%

C) 100%

D) 155%

The number of pop-up restaurant openings increased 155% in the time period between May 2023 to April 2024, according to Yelp's 2024 [**State of the Restaurant Industry**](#) report.

June 6, 2024

Private label brands have really begun to hit the mainstream. Last year, US private label sales of which category increased 10.4% to reach \$3.9 billion?

A) Food and beverage

B) Beauty

C) Pet food

D) Apparel

Private label beauty sales were up 10.4% YoY, reaching \$3.9 billion in 2023, according to data from Circana as cited by the Private Label Manufacturers Association (PLMA).

June 5, 2024

Some schools aren't even out yet, but we're already thinking about back-to-school season. Download our [Data Drop on 2024 Back-to-School Shopping](#) report to learn what's driving growth, where sales are plateauing, and the differences between the K-12 and college markets. Pop quiz: True or false? Nearly half of consumers will begin back-to-school shopping by early July?

True. 49% of US adults will [begin their shopping by early July](#), according to a March 2024 survey by LTK.

June 4, 2024

Even amid increasing price-sensitivity, consumers are still splurging on themselves. What's the median amount of US consumers' last splurge purchase?

A) \$20

B) \$30

C) \$40

D) \$50

82% of US consumers made at least one splurge purchase to treat themselves in April 2024, with a median purchase amount of \$40, per May 2024 ConsumerSignals data from Deloitte.

June 3, 2024

Liquid Death is giving away a \$400,000 jet in a new contest, poking fun at which consumer packaged goods (CPG) company's marketing blunder from the '90s?

- A) Kraft
- B) Nestlé
- C) PepsiCo**
- D) General Mills

A [1996 Pepsi campaign](#) jokingly suggested a consumer could exchange points they accrued through the purchase of Pepsi products for a multimillion-dollar fighter jet. Of course, one man, John Leonard, took them up on it, and when Pepsi refused to cough up the jet, he took them to court. Unfortunately, he never got his jet. Here's hoping a lucky Liquid Death customer does.

May 31, 2024

Aldi has no plans on slowing down its US expansion, and for good reason—CEO Jason Hart said the retailer has doubled its US customer base over the past six years. What percentage of US consumers now shop at Aldi?

- A) 5%
- B) 15%
- C) 25%**
- D) 35%

A quarter of [US consumers shop at Aldi](#), attracted by the grocer's low prices, according to Hart, as reported by ABC News.

May 30, 2024

You browse, you buy. What is the No. 1 way that consumers first learn about the consumer electronics products they've purchased?

- A) Retailer websites
- B) Recommendations from friends or family
- C) Saw it in store**

D) Customer reviews on online platforms

Nearly a third (32.8%) of consumers discovered [the consumer electronics items they've purchased](#) in-person at a store, according to Numerator's Consumer Electronics Q1 Pulse Survey.

May 29, 2024

There's just 185 days until Small Business Saturday, taking place November 30 this year. Which of the following is the most commonly purchased category of goods purchased from small businesses?

A) Groceries

B) Bakery goods

C) Beverages

D) Clothing

Of consumers who [shop at small businesses](#), nearly two-thirds (65%) purchase groceries, followed by bakery goods (53%), beverages (41%), and clothing (32%), according to Adobe's Small Business Success in 2024 report.

May 28, 2024

Sometimes you just gotta do it on your own. True or false: When researching a brand or product, over half of US consumers prefer to gather information themselves rather than speak to a human.

True. 59% of US consumers say they would rather find information on a brand or product themselves versus talking to a human, according to Hubspot's 2024 Consumer Trends Report.

May 24, 2024

This weekend marks the unofficial kick off to summer. Which type of retailer will see the most Memorial Day shopping trips this year?

A) Grocery stores

B) Big box stores

C) Liquor stores

D) Discount or dollar stores

About two-thirds (65%) of US consumers will shop at grocery stores for their Memorial Day needs, according to Numerator's 2024 US Q2 Holiday Preview report. Nearly half (47%) will shop big box stores, 24% will shop at liquor stores, and 18% will shop at discount or dollar stores.

May 23, 2024

Choices, choices. Which of the following is the top-ranked factor in purchasing decisions among US adults?

A) Free delivery

B) Product reviews

C) The ability to search for a variety of products

Free delivery remains the top-ranked factor in purchasing decisions, cited by 27% of US adults, followed by product reviews (21%) and the ability to search for a variety of products (15%), [according to an April 2024 survey by AdTaxi](#).

May 22, 2024

Retailers can use a combination of digital and physical channels to reach consumers. Which of the following do grocers cite as the top tool for consumer engagement?

A) In-store customer service desk

B) Social media

C) Loyalty card data

86% of grocers say social media is a [top tool for customer engagement](#), followed by the in-store customer service desk (71%), and loyalty card data (68%), according to Progressive Grocer's 91st Annual Report.

May 21, 2024

The early bird gets the ... ad? Which sneaker brand was the first to buy an ad for next year's Super Bowl LIX?

- A) Nike
- B) Hoka
- C) Skechers**
- D) Vans

Skechers was the first brand to secure its place in Super Bowl LIX, which will be the brand's 12th appearance.

May 20, 2024

It's only been two weeks since Walmart released its bettergoods private label brand into stores, but it's already making its mark on young consumers. Gen Z shoppers are how much more likely to buy Walmart's bettergoods ice cream brand over its Great Value brand?

- A) 37%
- B) 57%
- C) 67%**
- D) 87%

Gen Zers are 67% more likely to purchase bettergoods' ice cream over Great Value (10.7% versus 6.4%), according to Numerator data, as reported by Supermarket News.

May 17, 2024

eBay's first-ever Recommerce Day will take place on May 21, featuring deals on secondhand goods and a chance for consumers to win prizes during an eBay livestream event. What percentage of global consumers purchased a secondhand good last year?

- A) 29%

B) 39%

C) 49%

D) 59%

Over half of consumers worldwide purchased something secondhand last year and over 70% plan to purchase something secondhand this year, according to [eBay's 2024 Recommerce Report](#), as reported by Chain Store Age.

May 16, 2024

Connected TV (CTV) is playing a larger role in retail media strategies, but measuring performance can be difficult. To learn how to navigate the multicurrency market, register for our [Meet the Analyst webinar](#) taking place today, Thursday, May 16 at 2 p.m. EST. Here's a little pop-quiz ahead of the event. By how much will retail media ad spend on CTV grow in the US this year?

A) 26%

B) 46%

C) 66%

D) 86%

US retail media spend on CTV will grow 86.6% this year to reach \$4.19 billion, per our forecast.

May 15, 2024

While the youngest members of [Gen Alpha](#) are still being born, the oldest are entering their teen years. According to US Gen Alpha parents, what percentage of household spending is impacted by their child?

A) 29%

B) 39%

C) 49%

D) 59%

The average parent of [Gen Alpha](#) children (ages 8- to 13-years-old) estimates nearly half of all household spending is impacted by their child's opinions, according to a May 2024 report from PR and marketing firm DKC.

May 14, 2024

Nothing adds the perfect kick to a meal like a dash of your favorite hot sauce. Which popular hot sauce will be suspending production this summer due to a shortage of ingredients?

A) Tabasco

B) Sriracha

C) Cholula

D) Tapatío

Huy Fung Foods, maker of Sriracha hot sauce, will [pause production until September](#) because the red jalapeño chili peppers it uses to make the sauce are currently "too green," as reported by CBS News.

May 13, 2024

We love shopping online so we don't have to wait in line. True or false? Online sales of groceries will grow 3x faster than in-store sales through 2028.

True, [according to Brick Meets Click's forecast](#).

May 10, 2024

Sometimes you have to put yourself in someone else's shoes. Which pop singer debuted her eponymous shoe line on HSN this week?

A) Britney Spears

B) Mariah Carey

C) Katy Perry

D) Rihanna

The [Katy Perry Collections](#) line of shoes, which debuted on HSN yesterday, features nine shoe styles costing \$89 to \$109, as reported by Footwear News.

May 9, 2024

Equinox is launching a new membership program, Optimize by Equinox, which includes personal training, nutrition planning, massages, and sleep coaching. What will it cost for a yearly subscription?

A) \$1,000

B) \$10,000

C) \$20,000

D) \$40,000

A year-long [subscription to Optimize by Equinox](#) costs \$40,000 per person, per Retail Brew.

May 8, 2024

Looking for strategies on building out first-party data ahead of Google phasing out third-party cookies next year? [Download our guide](#) on the role of first-party data and how retail membership programs can help you harness it. On a related note, what percentage of US advertisers have migrated most or all of their targeting to cookie-free tactics?

A) 28%

B) 38%

C) 48%

D) 58%

Over half of US advertisers are currently using cookie-free tactics to target their campaigns, according to a November 2023 survey from Proximic.

May 7, 2024

They say beauty is in the eye of the beholder. US consumers pay the most attention to beauty ads in which format?

A) TV

B) Social media

C) Online

D) In-store

Nearly a quarter (23%) of consumers [pay attention to beauty ads on TV](#) the most, followed by social media (21%), online (21%), and in-store ads (9%), per an April 2024 survey from CivicScience.

May 6, 2024

Today's quiz: What percentage of Gen Z consumers said they would switch their loyalty from one brand to another if they were given an exclusive discount?

A) 9%

B) 29%

C) 39%

D) 49%

Nearly a third of Gen Z consumers in the US and UK are [willing to switch brands](#) if they get an exclusive discount, according to a March 2024 survey from SheerID, as reported by Chain Store Age. Honestly, we're surprised it's not higher.

May 3, 2024

The day has arrived! Our EMARKETER virtual summit kicks off today at 11:30AM ET. But there's [still time to register](#) and join us for exclusive insights on navigating a post-cookie world, leveraging AI in marketing, and mastering retail media networks. Speaking of, which category saw the biggest increase in retail media investment in Q1 2024?

A) Beauty and personal care

B) Home and garden

C) Apparel

D) Food and grocery

Retail media investment in beauty and personal care increased by almost 50% YoY in Q1, according to Skai's Q1 2024 Quarterly Trends Report.

May 2, 2024

We forecast US retail sales of health and personal care products will reach \$746.87 billion this year. Which of the following is most important to Gen Z when it comes to purchasing personal care and beauty products?

A) Quick access

B) Price

C) Selection

Nearly a fifth (19.4%) of US Gen Z consumers value being able to purchase personal care and beauty products quickly, ranking it higher in importance than price or selection, according to 2 Visions' 2024 Personal Care & Beauty Ecommerce Market Research report.

May 1, 2024

Ever gone into a store to pick up just one thing only to come out with 10? Yeah, us too. True or false? When grocery shopping, consumers are more likely to make an impulse purchase in health, beauty, or general merchandise categories over food.

True. 27% of shoppers are open to making impulse purchases of health, beauty, or general merchandise products versus just 8% of those open to impulse purchase of food, according to a September 2023 survey from Acosta Group.