

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.

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) Tapatio

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.

April 30, 2024

US personal luxury retail sales will reach \$120.66 billion this year, according to our forecast. Which of the following is the most common luxury purchase among consumers 18 to 44.

A) Shoes

B) Beauty products

C) Electronic devices

D) Fashion accessories

Shoes are the most common luxury purchase across all age groups, per YouGov's US luxury boom report. Beauty products are the second most popular luxury category among 18 to 24-year-olds, while fashion accessories take second place among consumers ages 25 to 34, as well as ages 35 to 44.

April 29, 2024

Mother's Day is less than three weeks away, and if you haven't found the perfect gift yet, you might want to get going. Pop quiz: Will consumers spend more money on flowers or jewelry this year?

A) Flowers

B) Jewelry

Consumers will spend \$7 billion on [jewelry for Mother's Day](#) this year, according to the National Retail Federation (NRF.) However, flowers will be the most popular Mother's Day gift this year, with nearly three-quarters (74%) purchasing flowers, compared with 40% of consumers purchasing jewelry.

April 26, 2024

Our **EMARKETER virtual summit** is just one week away! During the free, half-day event, our expert panelists will cover everything retailers need to know for the second half of 2024, including how to navigate the growing retail media landscape. How much do we forecast retail media ad spend will grow this year?

A) 6%

B) 16%

C) 26%

D) 36%

We forecast omnichannel retail media ad spend to grow 26.0% in 2024 to reach \$54.85 billion.

April 25, 2024

Over half (59%) of social media users have purchased a product after seeing it used by an influencer. Of those, what percentage used Amazon to make that purchase?

- A) 64%
- B) 74%
- C) 84%
- D) 94%**

Some 94% of social media users purchased an item on Amazon after seeing it used by an influencer, according to an April 2024 report from Izea.

April 24, 2024

Since the launch of Apple's Vision Pro in February, brands including e.l.f. Cosmetics and Lowe's have debuted apps meant for the VR headset. Which retailer is one of the latest to jump on the Vision Pro bandwagon?

- A) Walmart
- B) Best Buy**
- C) Williams-Sonoma
- D) Dick's Sporting Goods

Best Buy has released Best Buy Envision, an AR app that allows customers to see how products like TVs, appliances, fitness equipment, and furniture will look in their homes.

April 23, 2024

Our upcoming webinar, taking place this Thursday, April 25, illustrates the importance of the in-store experience for CPG brands. Which of the following captures the largest share of CPG sales in the US?

- A) Walmart**

- B) Costco
- C) Kroger
- D) Amazon

Walmart captures 21.2% of CPG spend across the US, followed by Costco (7.8%), Kroger (6.9%), Amazon (5.3%), and Albertsons (4.3%), according to a report from Numerator, as reported by Supermarket News.

April 22, 2024

A fan of snacking on the go? This might interest you. Pringles has teamed up with which footwear company to debut an ankle holster for potato chips?

- A) Vans
- B) Crocs**
- C) Nike
- D) Birkenstock

The Pringles X Crocs collab features a pair of Crocs with a built-in ankle holster that's just the size of a can of Pringles, as reported by Axios.

April 19, 2024

Yelp has released its first list of the 50 fastest growing brands in the US, spanning food, restaurant, and retail brands. Which of the following made No. 1 spot?

- A) Sprouts Farmers Market
- B) L&L Hawaiian Barbecue
- C) Cava**
- D) Caribou Coffee

Cava took the top spot, according to Yelp's analysis, which included metrics such as net new business openings, consumer interest, and searches on Yelp from 2022-2023.

April 18, 2024

Allergy season has arrived. Flonase has partnered Netflix on an ad based on which of the streaming platform's most popular shows?

- A) The Umbrella Academy
- B) Bridgerton**
- C) Stranger Things
- D) Outer Banks

The ad, narrated by "[Bridgerton's](#) [Lady Whistledown](#)", follows a young couple struck by classic allergy symptoms, as reported by MediaPost.

April 17, 2024

At our [virtual summit](#) on May 3, our expert guests will explore the right—and wrong—ways to handle identity resolution and marketing data management in a post-cookie world.

True or false? Less than half of marketers worldwide say their companies are working on a plan to approach cookie-free targeting.

True. 47% of worldwide marketers say their company is working on a [plan for cookie-free targeting](#), according to a September 2023 from HubSpot.

April 16, 2024

The cowboy look is having a moment, thanks in part to Beyoncé's latest album, "Act II: Cowboy Carter." Sales of Western boots increased by how much the week the album was released?

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

Sales increased by 24% the week [Beyoncé dropped the album](#), according to Circana, as reported by CNN.

April 15, 2024

Ulta and Sephora are holding spring sales events this month. Which of the following is the top category consumers have or plan to purchase during the sales?

- A) Skincare
- B) Haircare
- C) Fragrance
- D) Makeup

[Skincare is the top category](#) for both events, with 50% of Sephora shoppers and 47% of Ulta shoppers buying or planning to buy products in that category, per CivicScience.

April 12, 2024

Costco's been building up its online business. So here's today's quiz: Costco's ecommerce sales grew by how much in March?

- A) 8%
- B) 18%
- C) 28%
- D) 38%

[Costco's ecommerce sales](#) across the enterprise grew 28.0% in March, according to a recent earnings update. Total net sales for the company totaled \$23.48 billion, a 9.4% increase YoY.

April 11, 2024

At our [upcoming virtual summit](#) on May 3, our expert guests will unpack how generative AI is making personalization a reality. What percentage of consumers say they have made a repeat purchase based on the level of personalization received from a company?

- A) 18%
- B) 28%
- C) 38%
- D) 48%**

Nearly half (48%) of consumers will make a repeat purchase based on the personalization they received, according to Twilio's State of Customer Engagement report.

April 10, 2024

Aldi's latest marketing campaign jokingly takes aim at ...

- A) Paid membership programs**
- B) Smart carts
- C) National food brands
- D) Self-checkout

The discount retailer's latest promotion teases something called Aldi+, a free membership program with perks like USDA quality meat, fresh produce, and premium, budget friendly wine. Of course, there is no such thing. But it gave Aldi a chance to remind consumers that they "never pay extra to shop" its low prices.

April 9, 2024

Test your knowledge: JCPenny has opened up its first new store in how many years?

- A) 5 years
- B) 6 years
- C) 7 years
- D) 8 years**

The new store, located at Willowbrook Mall in Wayne, New Jersey, is part of JCPenney's plan to revive its business. The store offers a "more modern, less cluttered" look with an open floor

plan, central checkouts, and dedicated space for pickups and returns, as reported by Chain Store Age.

April 8, 2024

Out of pocket: Taco Bell's latest merch, a high-waisted coverall designed in collaboration with fashion lifestyle company WILDFANG, has how many pockets?

- A) 5
- B) 10
- C) 15
- D) 20**

Each of the **20 pockets** is designed to hold a different Taco Bell item, from tiny hot sauce packages to tacos and other food items, as reported by MediaPost.

April 5, 2024

Win/lose: Which club retailer is now offering its members access to weight-loss programs, including prescriptions to drugs Ozempic and Wegovy?

- A) Costco Wholesale**
- B) Sam's Club
- C) BJ's Wholesale Club

Costco members can subscribe to Sesame's weight-loss program for \$179 for three months, per Reuters. However, that does not cover the cost of medications or lab work.

April 4, 2024

Always in fashion: Which of the following is not one of the iconic "it" girls that Vestiaire Collective is using to promote its vintage clothing collection?

- A) Girl with a Pearl Earring
- B) Marie Antoinette**

C) Mona Lisa

D) Lady Godiva

E) Madame X (of Portrait of Madame X)

According to Vestiaire, these women “embody the very definition of timeless style,” per an [Instagram post](#) from the secondhand marketplace.

April 3, 2024

Keep ’em coming back: What percentage of PetSmart purchases are connected to its loyalty program?

A) 63%

B) 73%

C) 83%

D) 93%

[PetSmart recently revamped its loyalty program](#), adding two new membership tiers, more personalized offers, and expanded rewards and perks, per Retail Touch Points.

April 2, 2024

Snow day snack: A McDonald’s in Sweden that allows customers to ski off with their meal is appropriately called:

A) McApres

B) McSki

C) McChalet

D) McSlopes

[The McSki restaurant](#), located at the Lindvallen ski resort in Sälen, Sweden, is open only during ski season and offers food to eat in or ski away with, according to Business Insider.

April 1, 2024

Good taste: What percentage of frequent wine drinkers say they “definitely could” taste the difference between a \$10 bottle and \$100 bottle?

- A) 9%
- B) 19%
- C) 29%**
- D) 39%

Nearly a third of people who drink wine at least a few times a week say they definitely could tell the difference, per YouGov. 24% say they probably could, 11% aren’t sure, 33% say they probably couldn’t, while only 3% said they definitely could not.