Simsurveys■Walmart Retail Rewired 2025 Validation Study

Simulated Data vs. Published Topline Results

February 04, 2026

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Executive Summary

This report presents a validation study designed to answer a practical research question: would a marketing research team analyzing simulated survey data generated by Simsurveys reach the same conclusions and make the same recommendations as one analyzing live respondent data?

To evaluate this, simulated survey responses generated by Simsurveys were compared against topline results published in the Retail Rewired Report 2025, a consumer study focused on AI and agentic retail experiences.

Synthetic results were generated using the Simsurveys Consumer model and targeted to general-population adult shoppers. The final synthetic dataset used for this analysis consisted of n = 1,000 simulated respondents.

For each question included, simulated and live response distributions are shown side by side to allow direct, intuitive comparison.

Alignment between simulated and live results is assessed using established distribution-comparison metrics. Kullback–Leibler (KL) Divergence is applied to single-select questions to evaluate distributional similarity, while Rank-Biased Overlap (RBO) is used for multi-select questions (and derived ranking comparisons) to assess similarity in response ordering.

Results are interpreted through the lens of actionable equivalence: whether differences between simulated and live data would materially alter research conclusions, strategic recommendations, or business decisions. In this context, KL values below 0.15 and RBO values above 0.70 indicate that insights derived from simulated data would be substantively equivalent to those derived from live respondents.
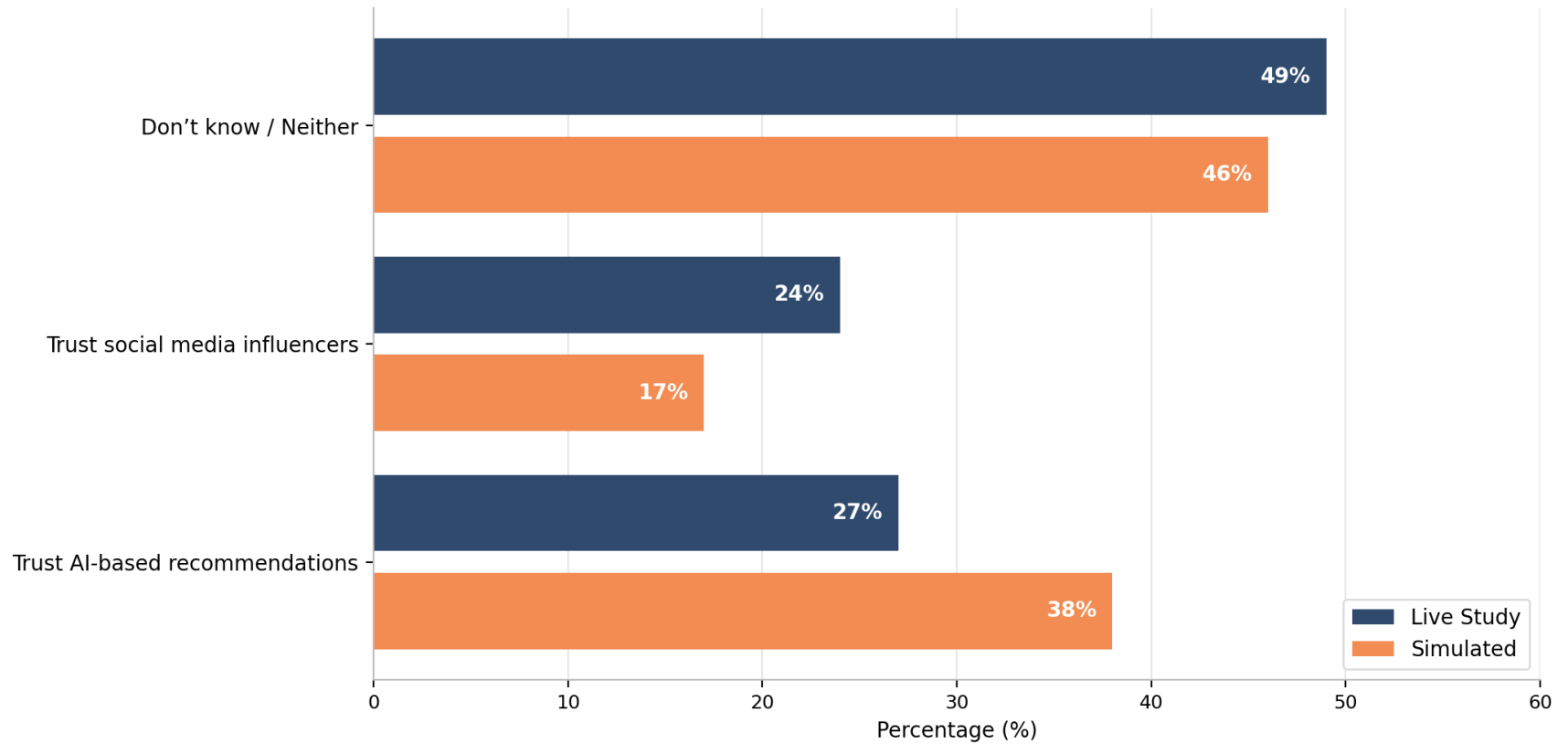
Across the questions evaluated, simulated results demonstrate strong directional alignment with published findings on trust, adoption, convenience, privacy concerns, and willingness to delegate shopping tasks to digital assistants.

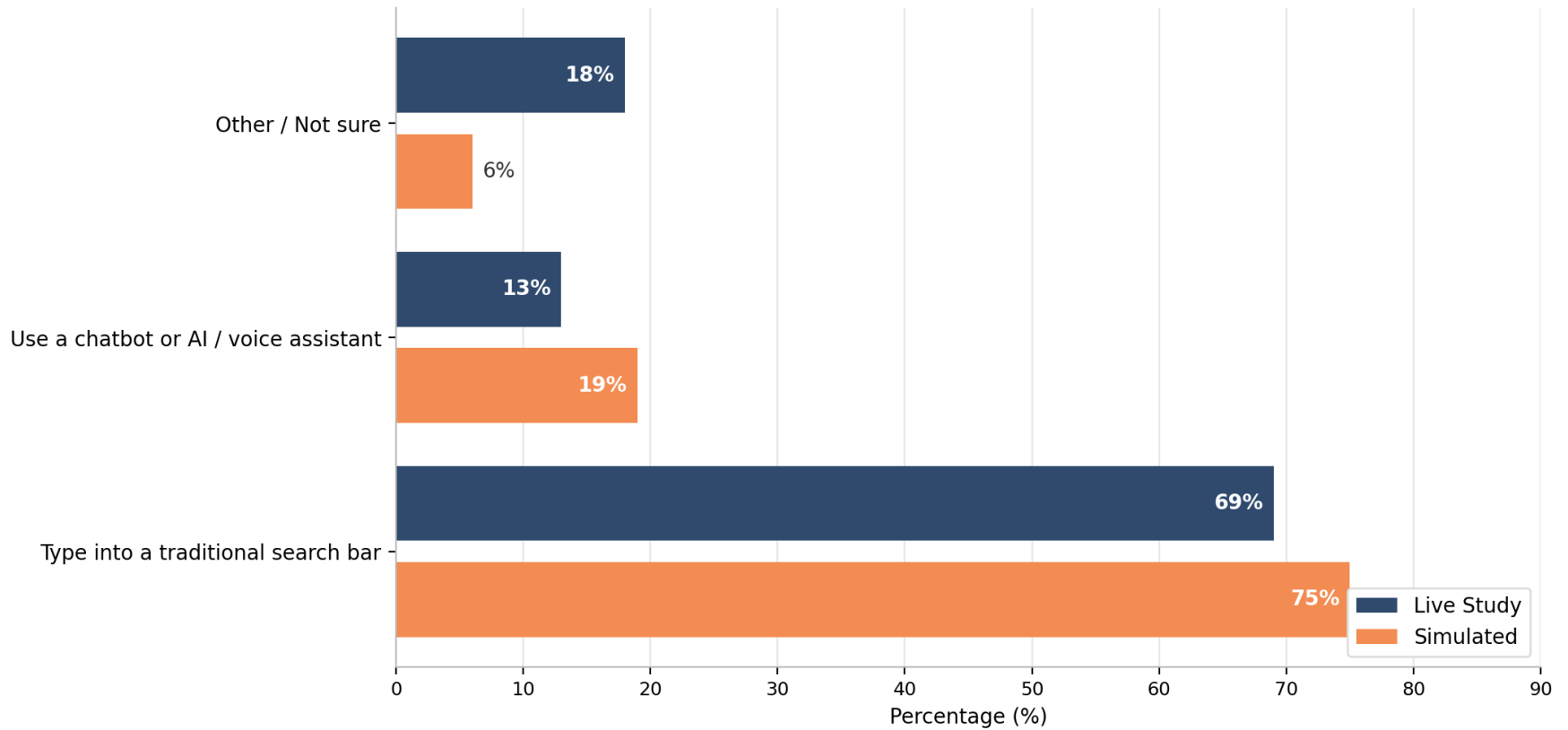## When shopping, who do you trust more for product recommendations?

KL Divergence = 0.031

When starting a product search on a retailer's website, which do you usually do first?

KL Divergence = 0.091
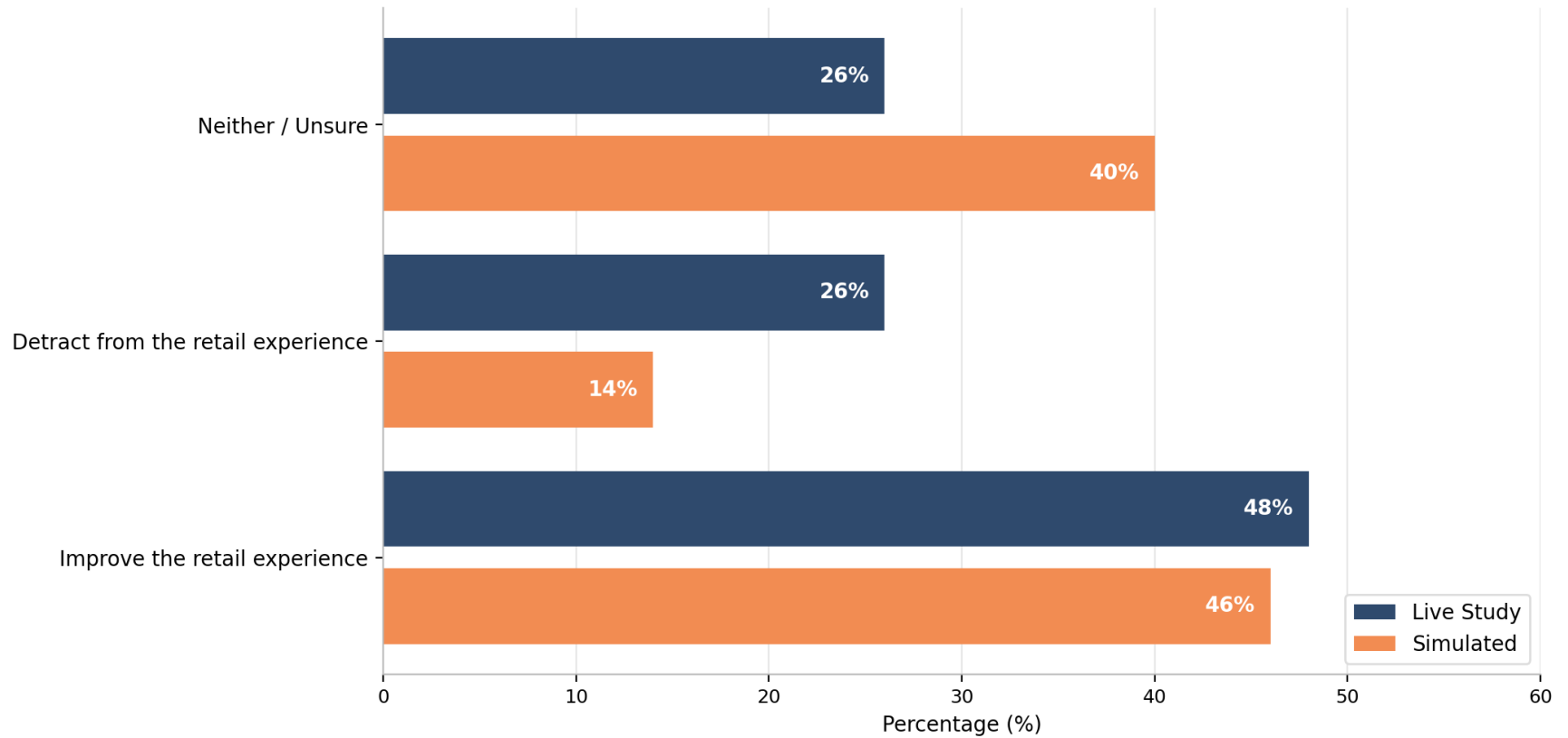
Do you feel digital assistants improve or detract from the retail shopping experience?
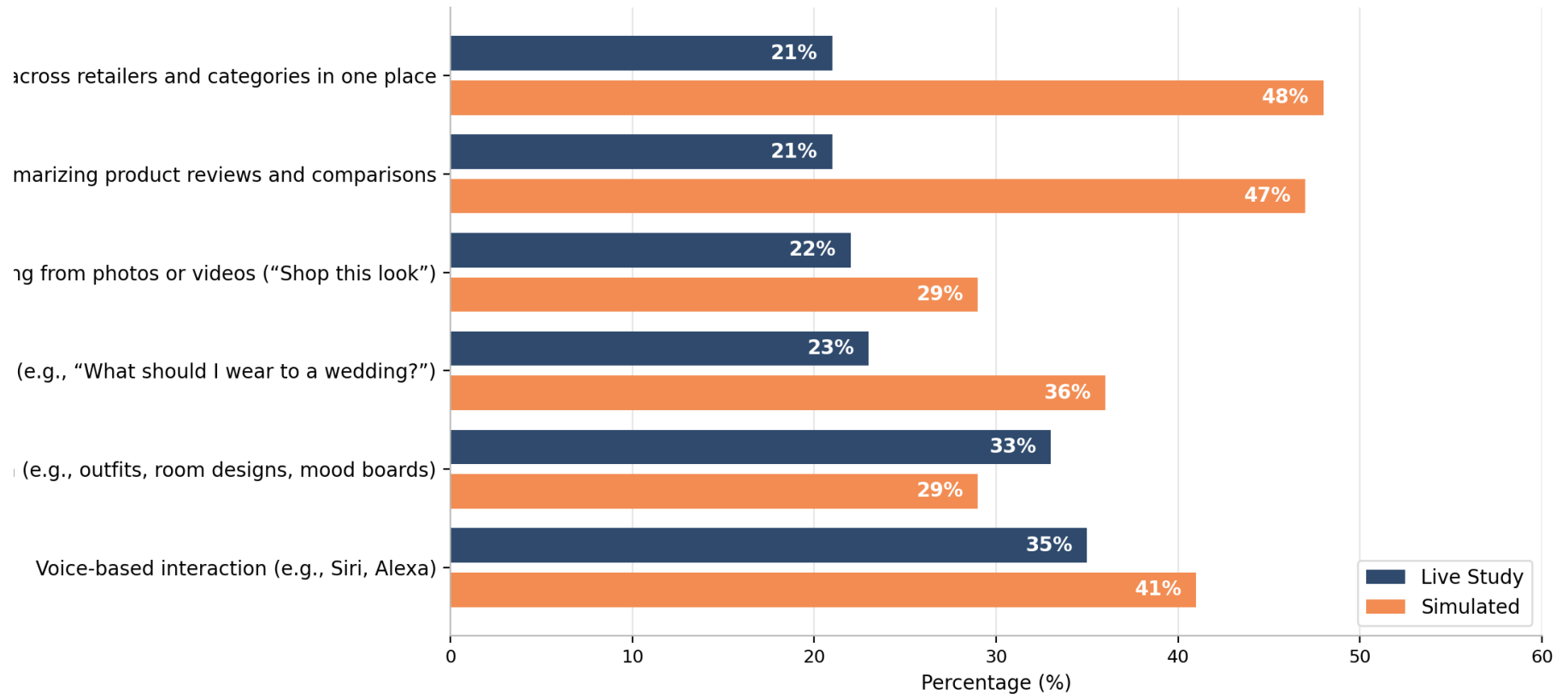
KL Divergence = 0.069

In which of the following ways would you want digital assistants to support your shopping experience?

RBO Similarity = 0.16 (multi-select)

	Live Study	Simulated
across retailers and categories in one place	21%	48%
marizing product reviews and comparisons	21%	47%
ng from photos or videos ("Shop this look")	22%	29%
(e.g., "What should I wear to a wedding?")	23%	36%
(e.g., outfits, room designs, mood boards)	33%	29%
Voice-based interaction (e.g., Siri, Alexa)	35%	41%

Percentage (%)

How important is speed of the entire shopping experience when deciding where to shop?
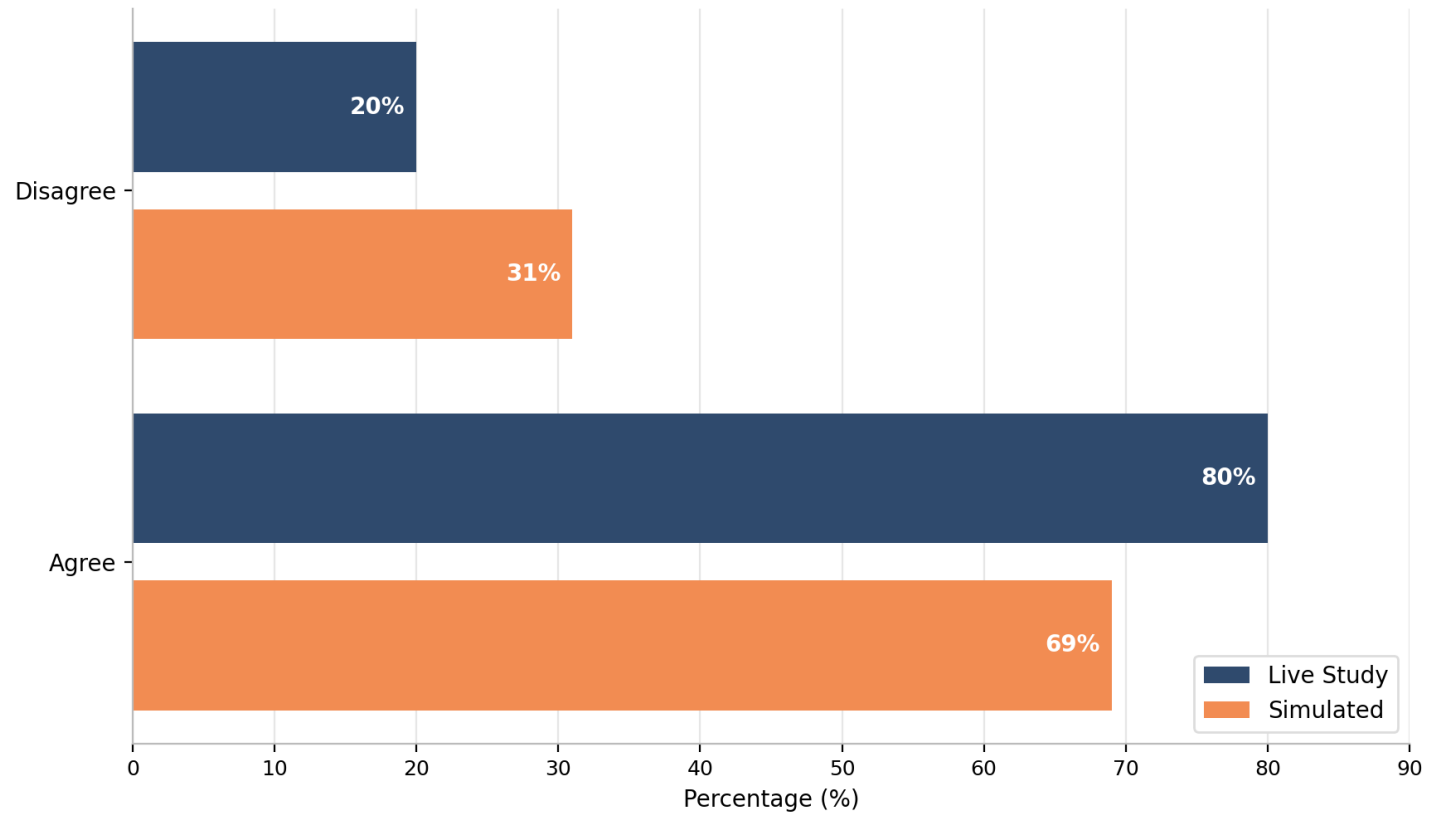
KL Divergence = 0.048
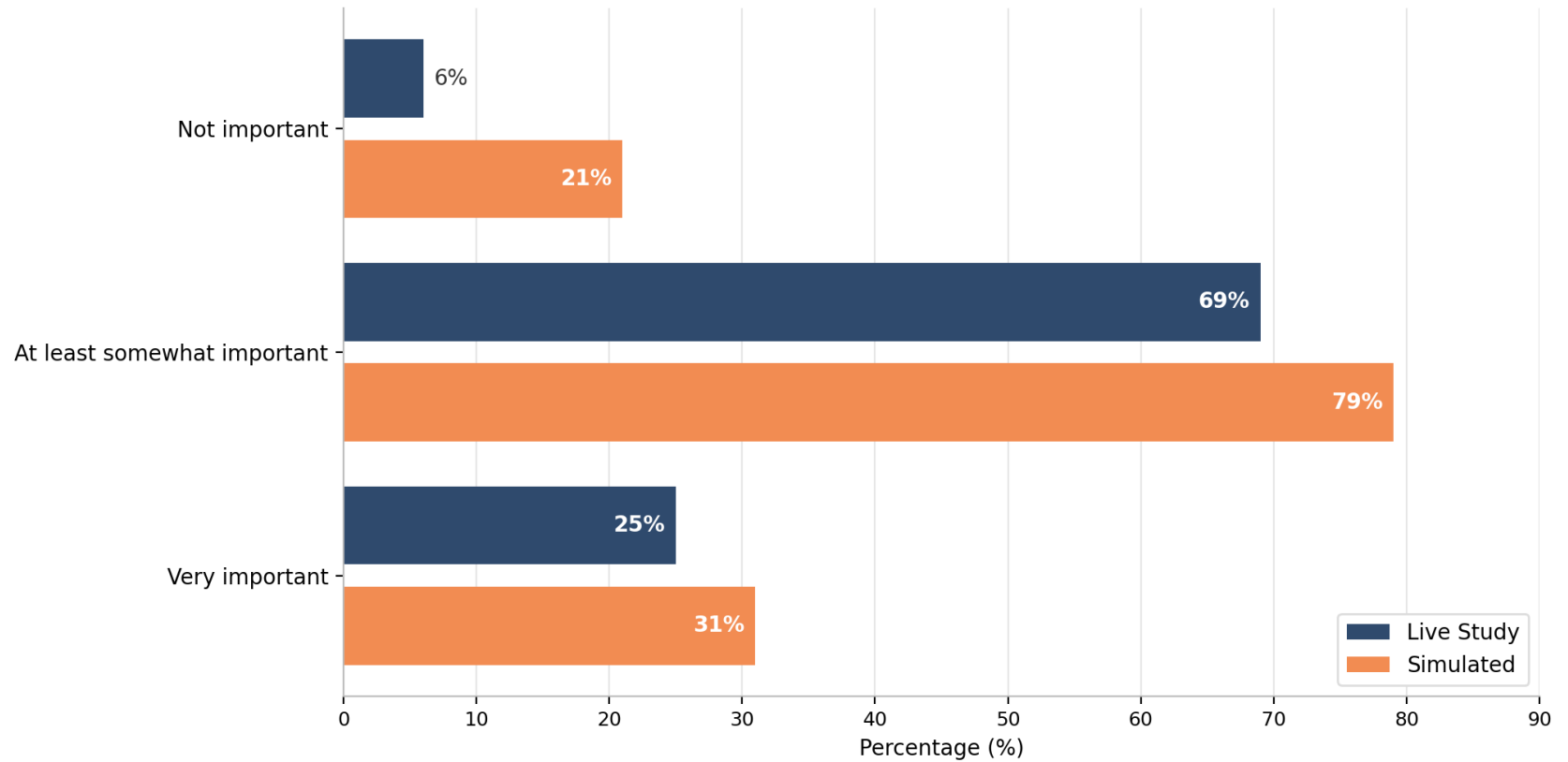
To what extent do you agree or disagree: Digital shopping assistants or agents have saved me time while shopping.

KL Divergence = 0.031

Q7
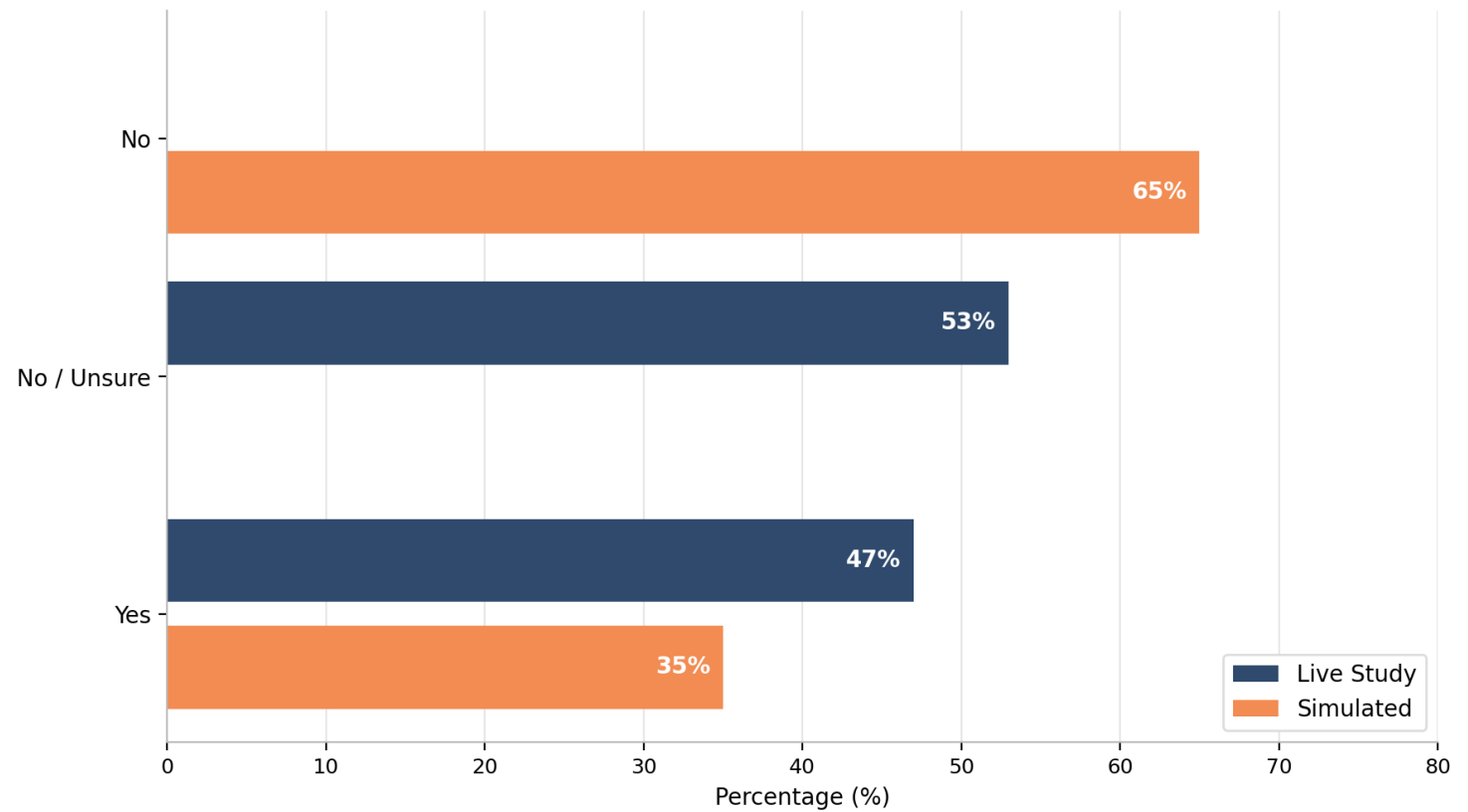
Would you trust a digital assistant or agent to choose and purchase household essentials for you within a set budget?
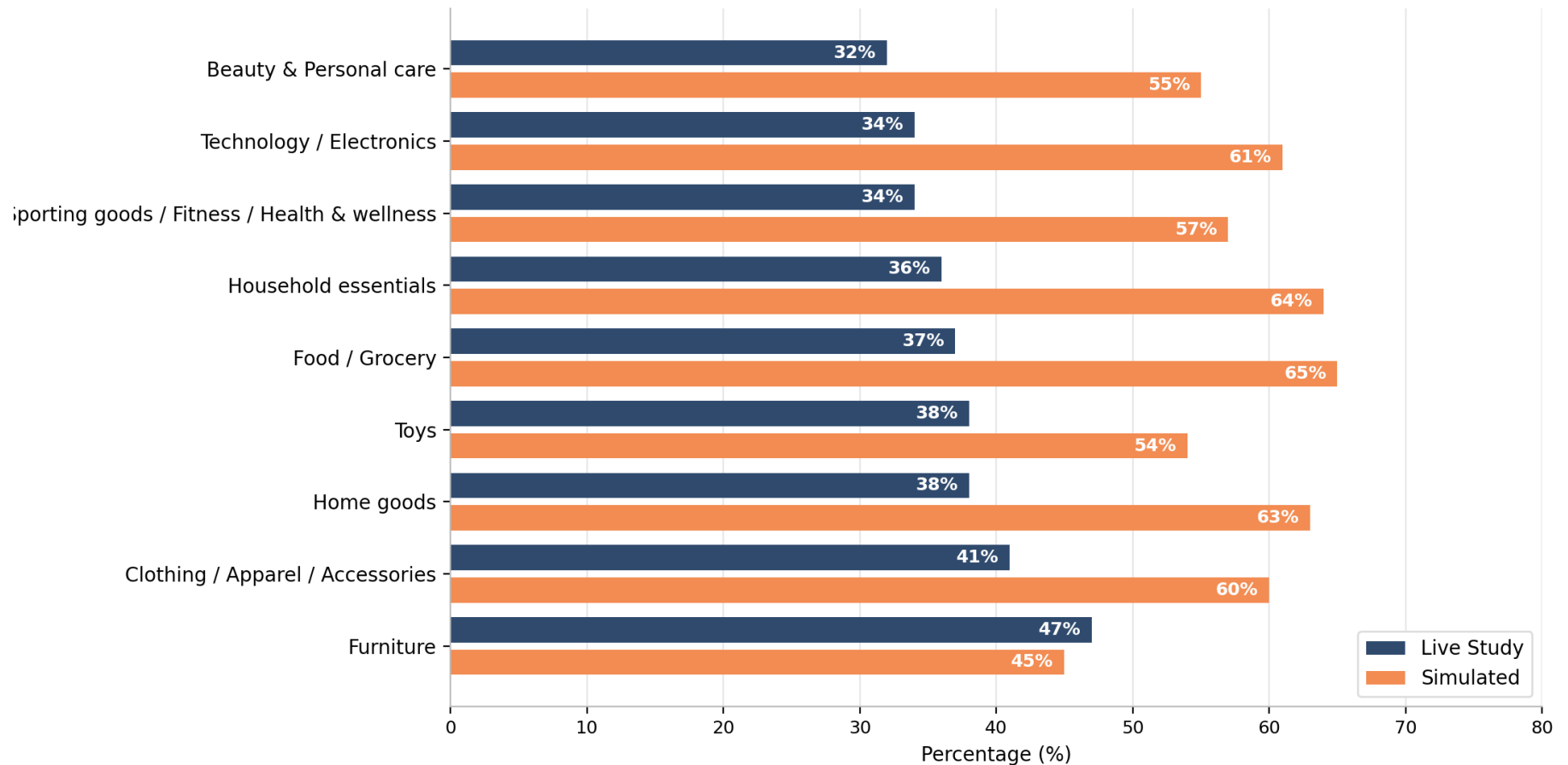
KL Divergence = 5.050

For which categories would you trust a digital assistant to choose and purchase items within a set budget? (At least somewhat comfortable)
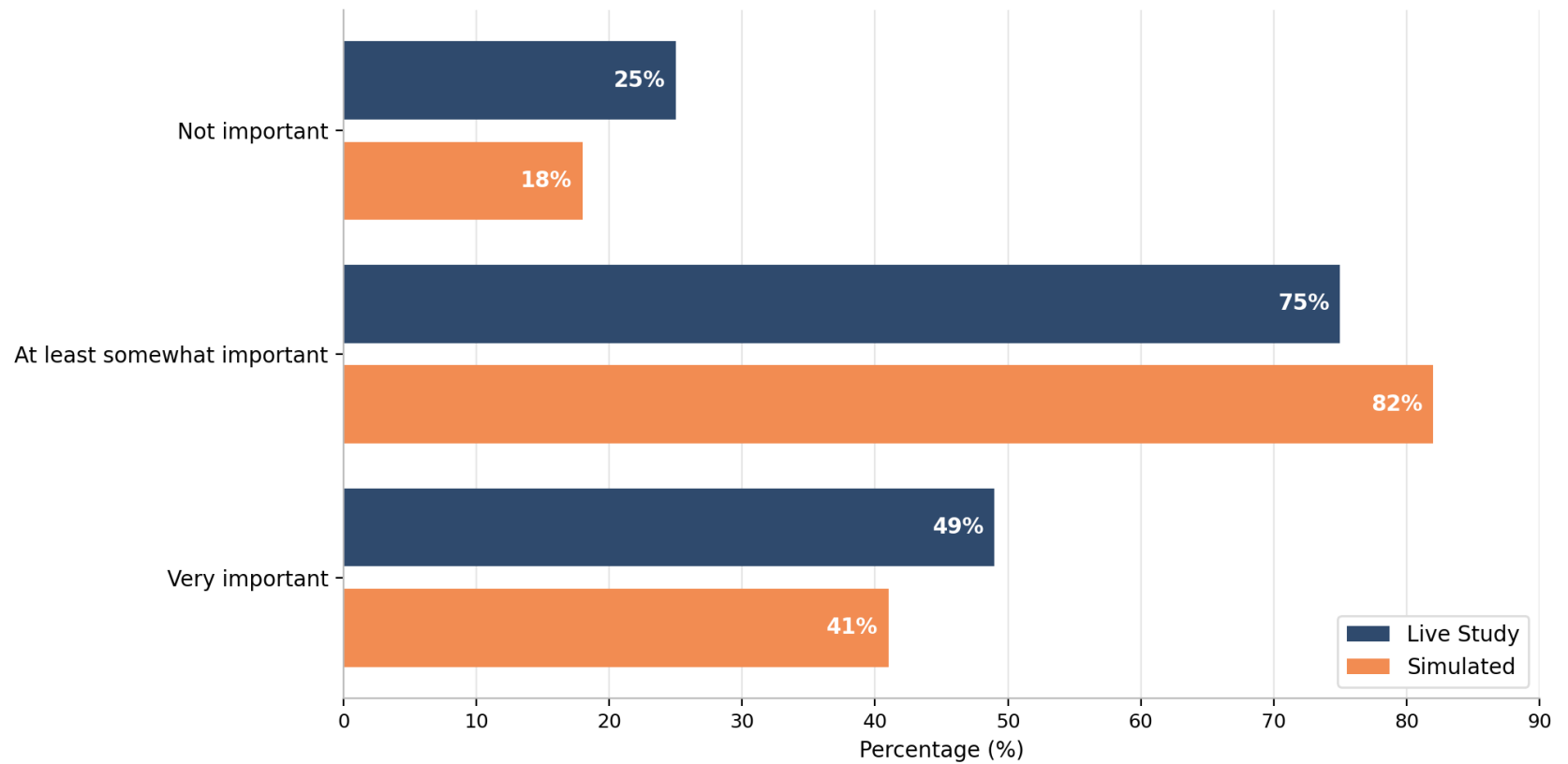
RBO Similarity = 0.20 (multi-select)

Q9

How important is it that AI-generated recommendations align with your personal values or social beliefs?
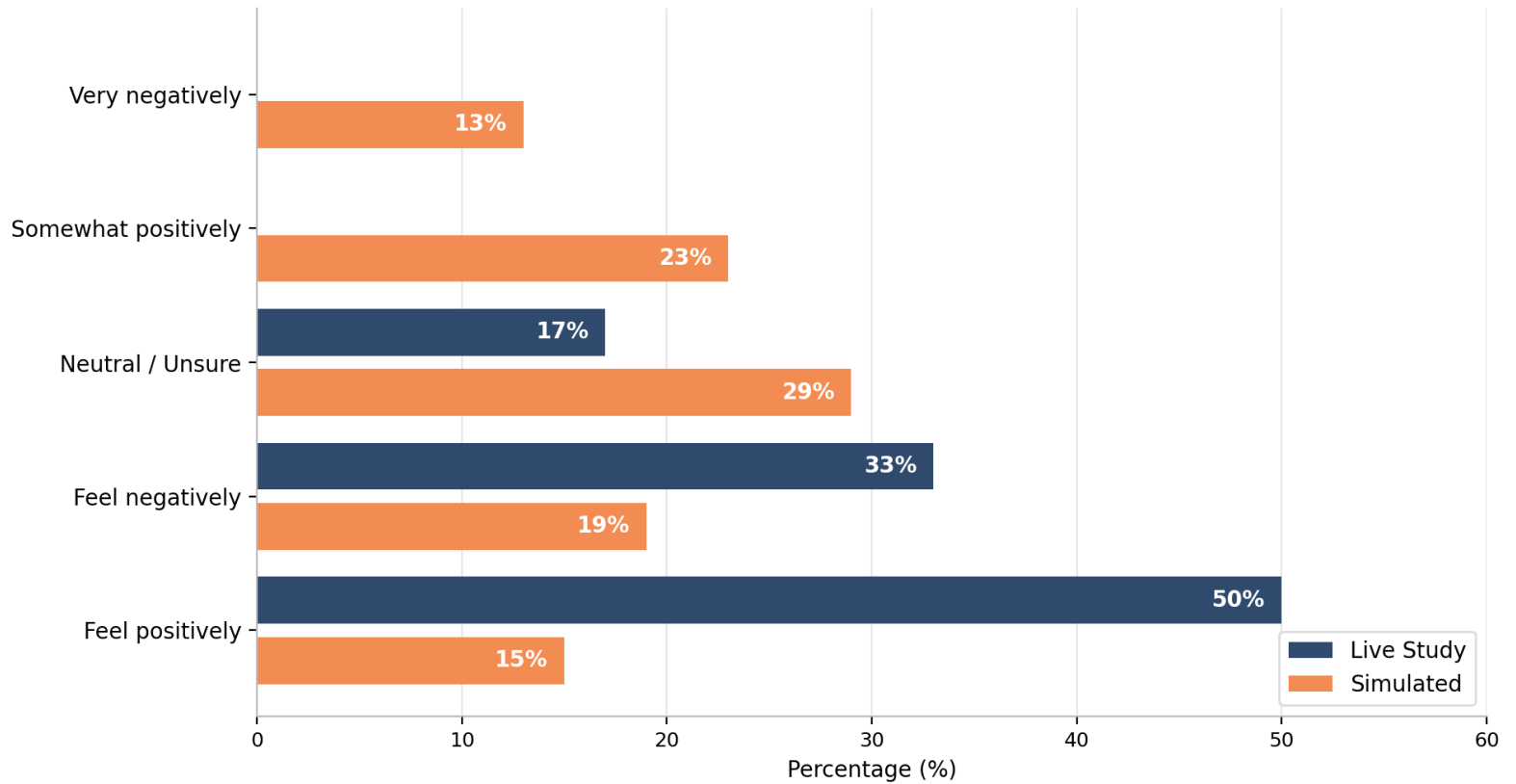
KL Divergence = 0.014

How do you feel about a digital assistant knowing your preferences so well that it suggests purchases before you even think of them?
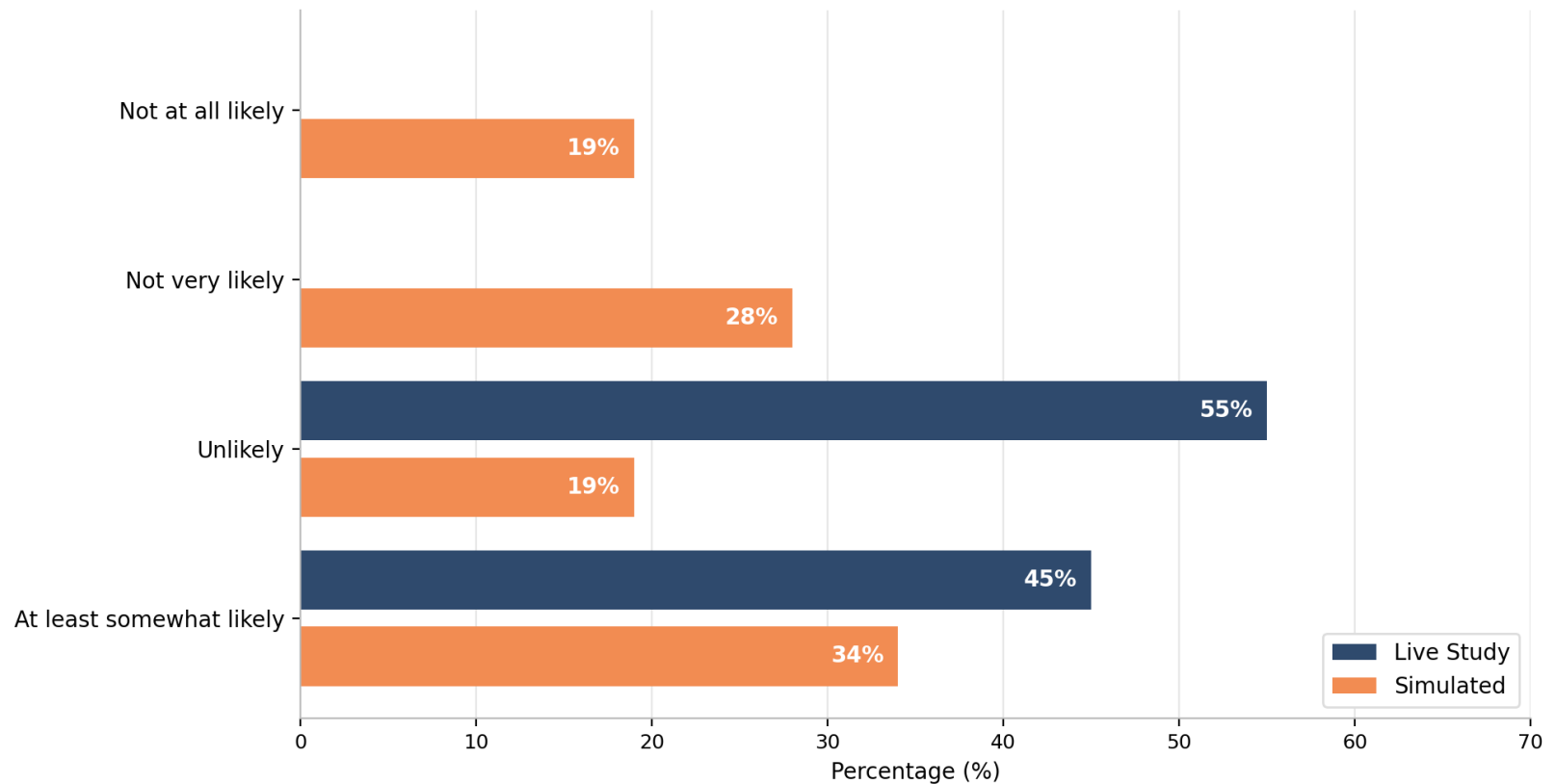
KL Divergence = 0.682

Q11

How likely would you be to opt in to a digital assistant that anticipates your needs—such as making personalized recommendations or planning activities—using information from your calendar, social media, and purchase history?
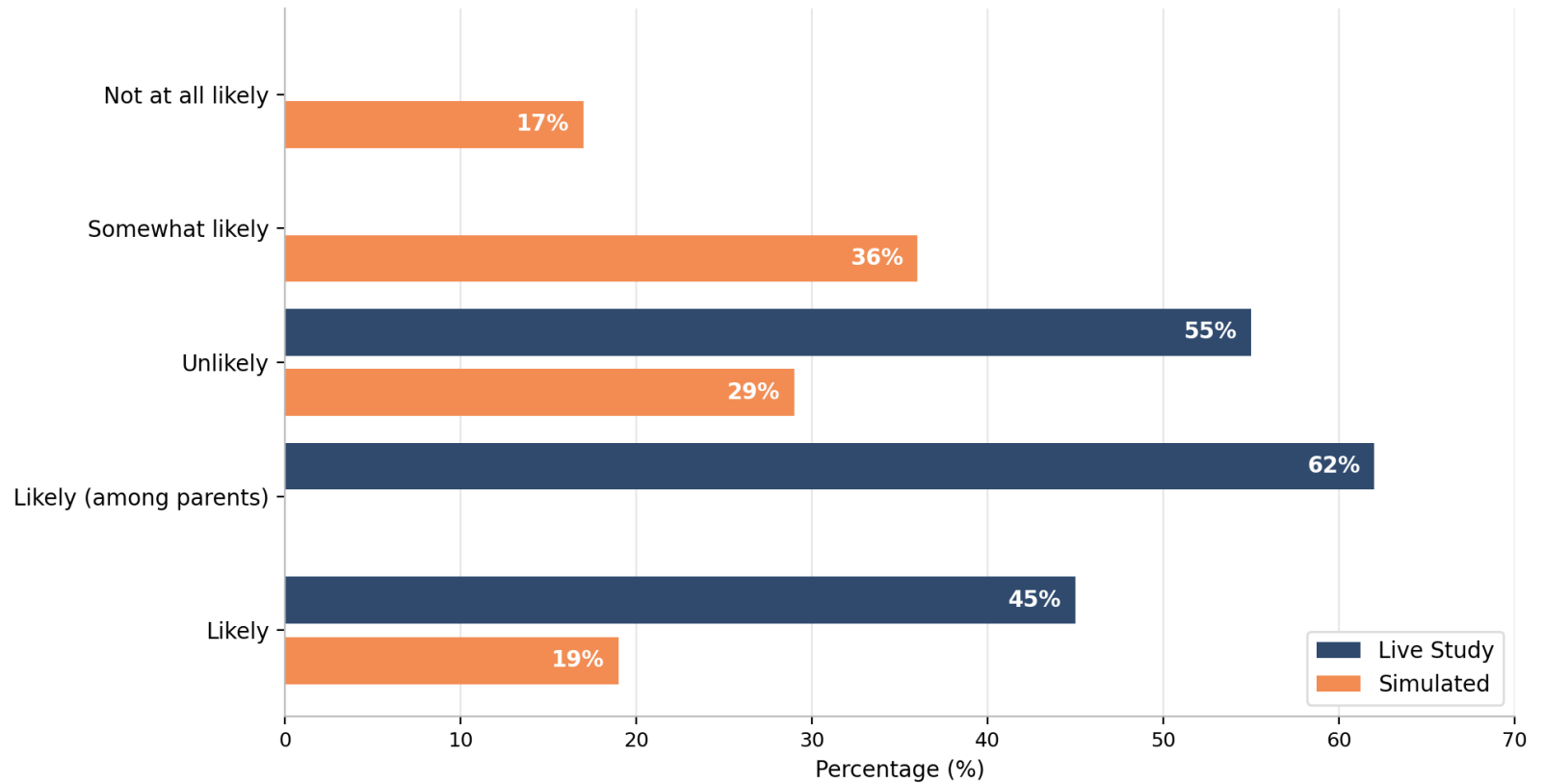
Q12

How likely would you be to use a digital assistant that could handle an entire shopping trip for you—from selecting items to purchasing to organizing delivery?
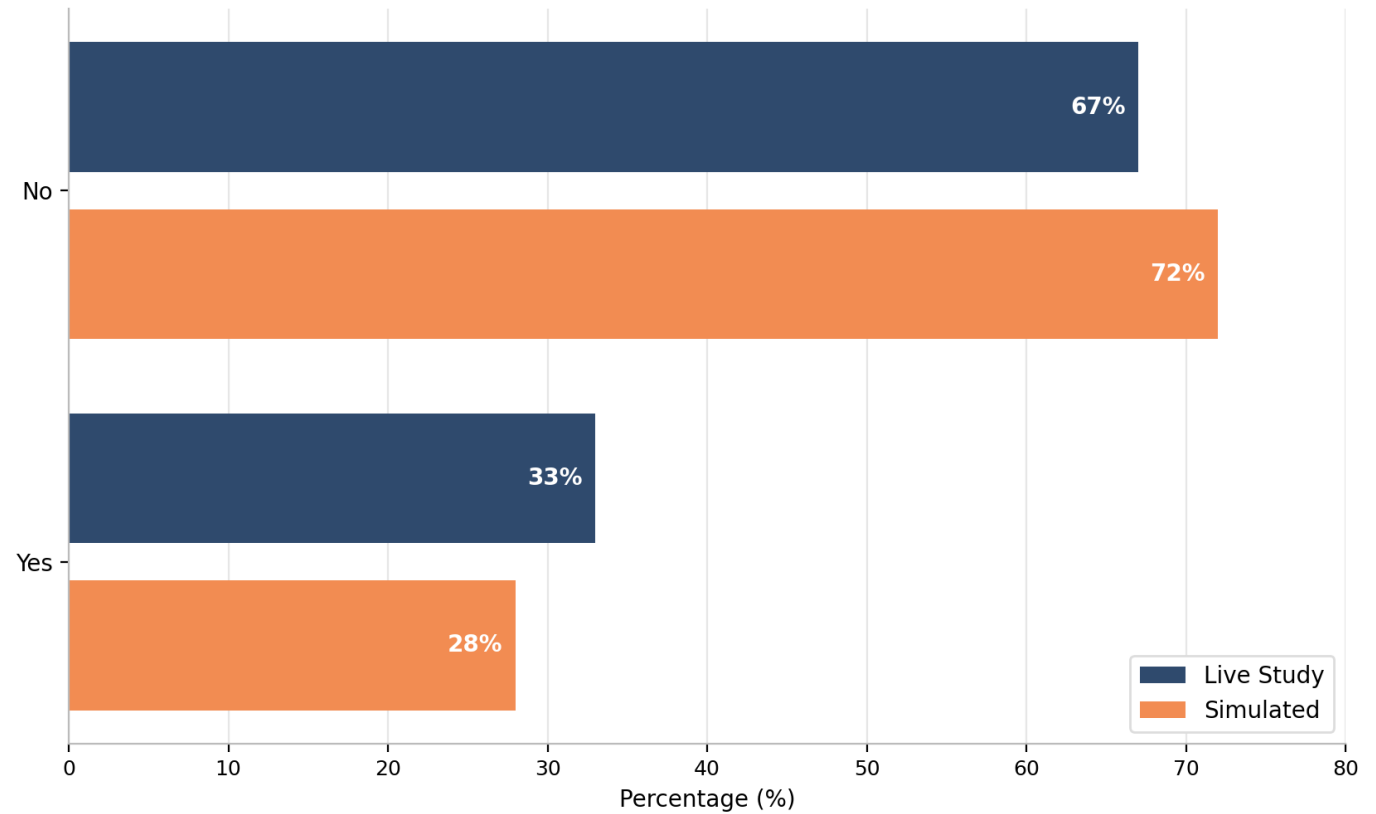
KL Divergence = 3.591

Q13

Would you use a digital assistant to recommend and purchase products trending on social media (e.g., TikTok, Instagram)?
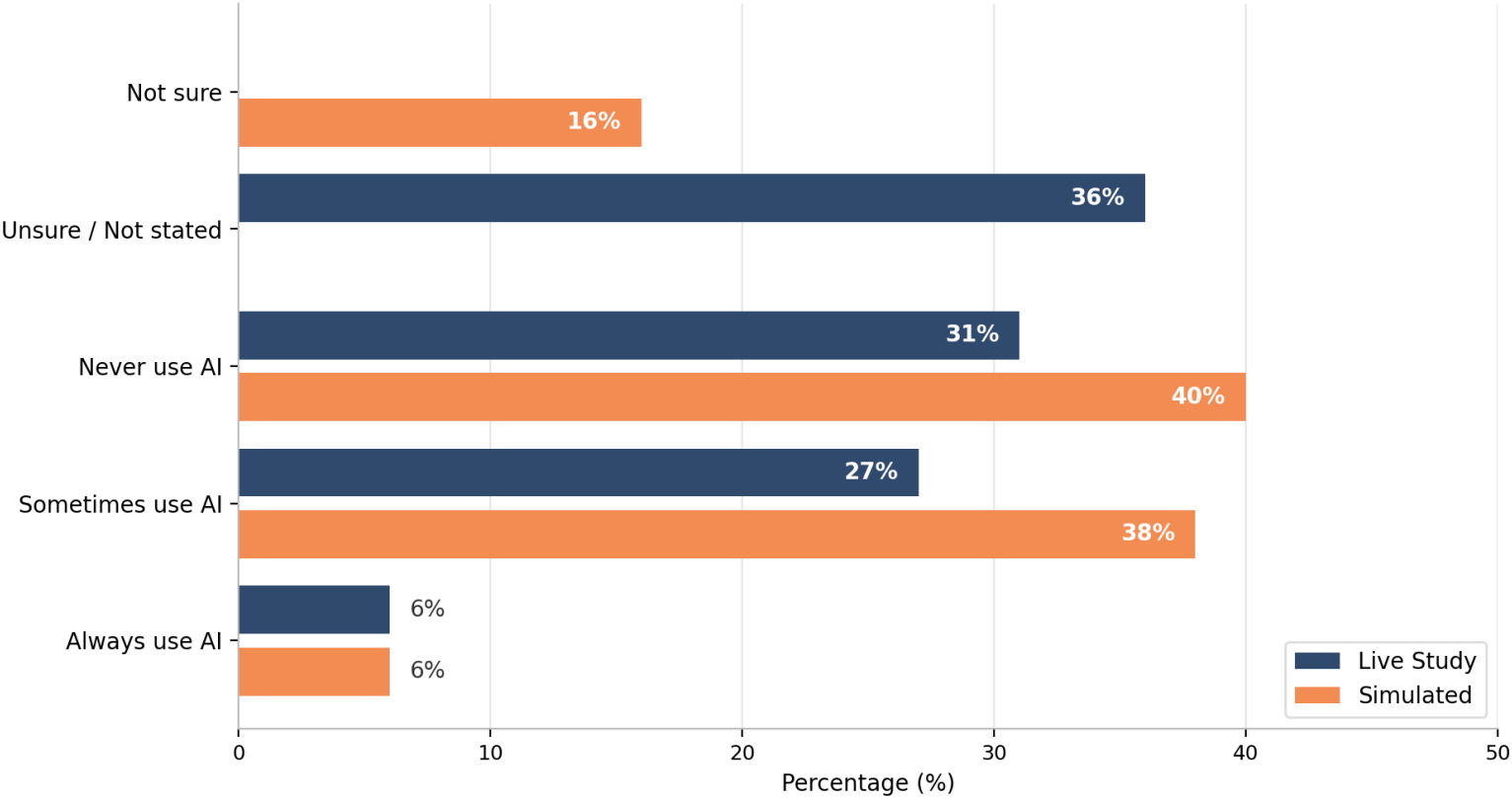
KL Divergence = 0.006

Do you currently use AI tools to help with your shopping decisions?

KL Divergence = 3.026

Appendix: Survey Questions

Q1: When shopping, who do you trust more for product recommendations?

Responses: Trust AI-based recommendations | Trust social media influencers | Don't know / Neither

Q2: When starting a product search on a retailer's website, which do you usually do first?

Responses: Type into a traditional search bar | Use a chatbot or AI / voice assistant | Other / Not sure

Q3: Do you feel digital assistants improve or detract from the retail shopping experience?

Responses: Improve the retail experience | Detract from the retail experience | Neither / Unsure

Q4: In which of the following ways would you want digital assistants to support your shopping experience?

Responses: Voice-based interaction (e.g., Siri, Alexa) | Visual generation (e.g., outfits, room designs, mood board...

Q5: How important is speed of the entire shopping experience when deciding where to shop?

Responses: Very important | At least somewhat important | Not important

Q6: To what extent do you agree or disagree: Digital shopping assistants or agents have saved me time while shopping.

Responses: Agree | Disagree

Q7: Would you trust a digital assistant or agent to choose and purchase household essentials for you within a set budget?

Responses: Yes | No / Unsure | No

Q8: For which categories would you trust a digital assistant to choose and purchase items within a set budget? (At least somewhat comfortable)

Responses: Furniture | Clothing / Apparel / Accessories | Toys | Food / Grocery | Home goods | Household es...

Q9: How important is it that AI-generated recommendations align with your personal values or social beliefs?

Responses: Very important | At least somewhat important | Not important

Q10: How do you feel about a digital assistant knowing your preferences so well that it suggests purchases before you even think of them?

Responses: Feel positively | Feel negatively | Neutral / Unsure | Somewhat positively | Very negatively

Q11: How likely would you be to opt in to a digital assistant that anticipates your needs—such as making personalized recommendations or planning activities—using information from your calendar, social media, and purchase history?

Responses: At least somewhat likely | Unlikely | Not very likely | Not at all likely

Q12: How likely would you be to use a digital assistant that could handle an entire shopping trip for you—from selecting items to purchasing to organizing delivery?

Responses: Likely | Likely (among parents) | Unlikely | Somewhat likely | Not at all likely

Q13: Would you use a digital assistant to recommend and purchase products trending on social media (e.g., TikTok, Instagram)?

Responses: Yes | No