

CHECK BREAKDOWN:

TREND CHECKS

Apparel

- Purchase engagement with most retailers is consistent with prior waves. Customer assessment of purchase changes were weighed down during covid but have started to bounce back in our April and July survey volumes.
- Over the past year, purchase preferences have shifted significantly toward online. That trend moderated this quarter, but online is still preferred by a higher percentage in July this year compared to readings one year ago.

Footwear Brands

- Footwear purchase frequency has been largely unchanged over the history of our survey.
- Most brand related feedback has also been consistent. Sentiment toward Nike pulled back a touch from series highs set in April, but it remains the top choice among consumers.

Grocery Shopping

- Consumers consistently tell us they'd like to cut back on spending, but each quarter self-reported spending levels remain around the same.
- Since the start of the pandemic, the % of consumers who order groceries for delivery jumped higher. The data has held largely consistent since the initial jump higher one year ago in our July 2020 survey.

Online Clothing Retailers

- Awareness of both Boohoo and Zalando has grown over time.
- Amazon remains the mindshare leader (where they'd go if shopping online for clothing today out of the options shown to them). Asos is the second most popular option but has softened sequentially in this metric. Boohoo is the third most popular option and has increased in popularity sequentially in this metric.

Autos and Auto Info Sites

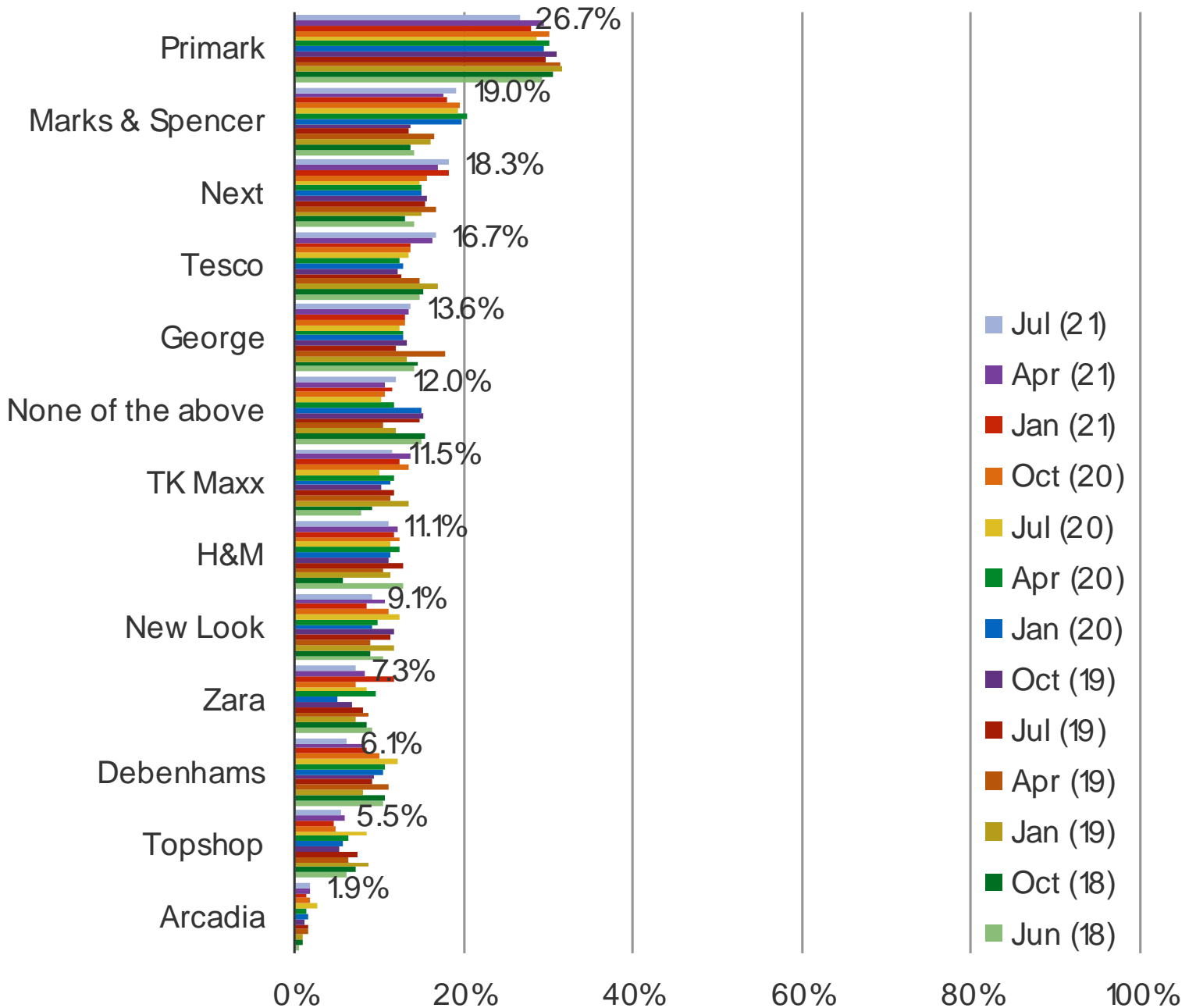
- Interest in getting a new car increased during the pandemic months. That trend showed the first signs of moderating in our July wave relative to April, but purchase intentions remain strong relative to prior years.

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RETAILERS

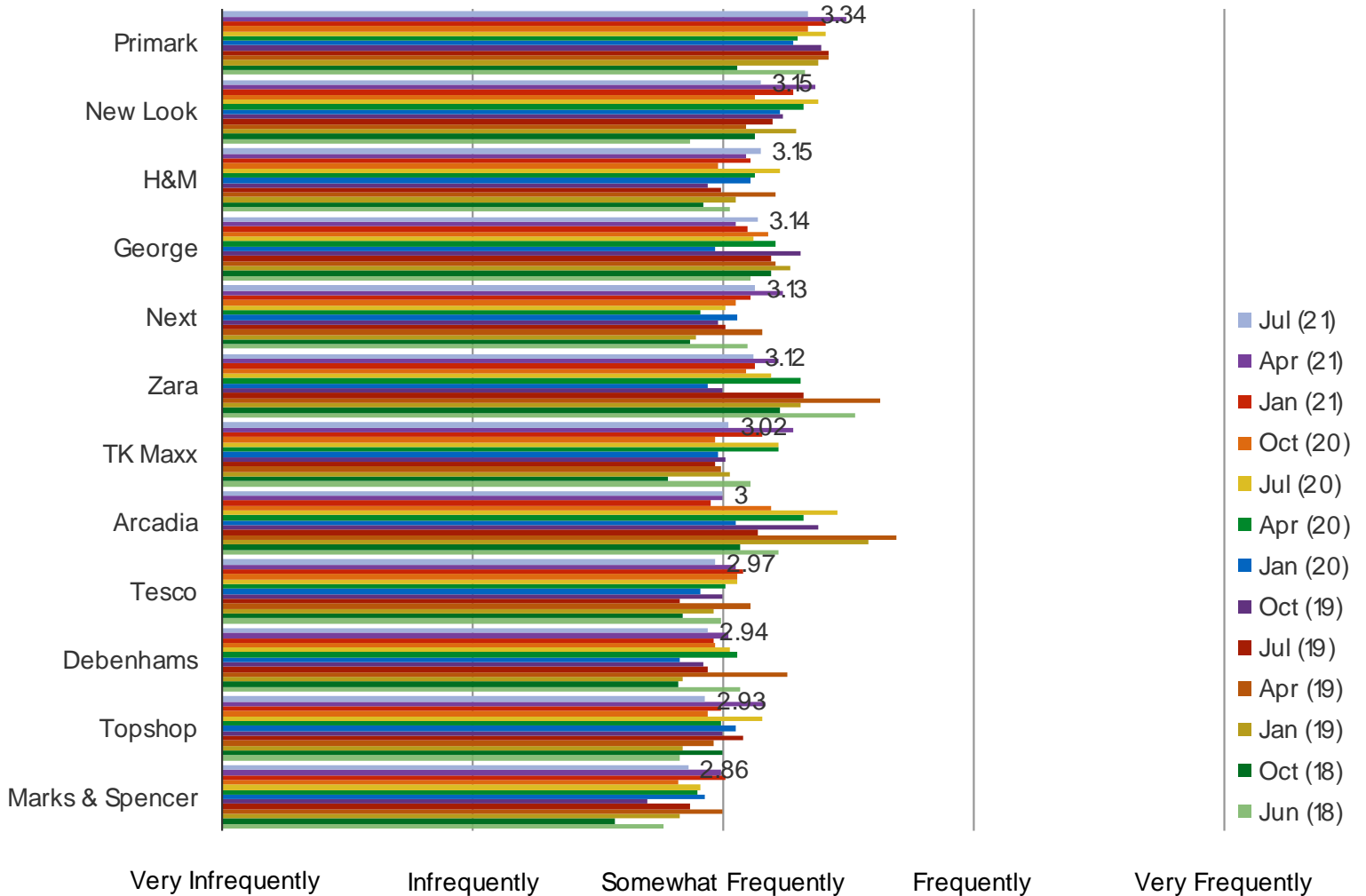
HAVE YOU PURCHASED CLOTHING OR APPAREL ITEMS FROM THE FOLLOWING IN THE PAST YEAR?

Posed to all respondents



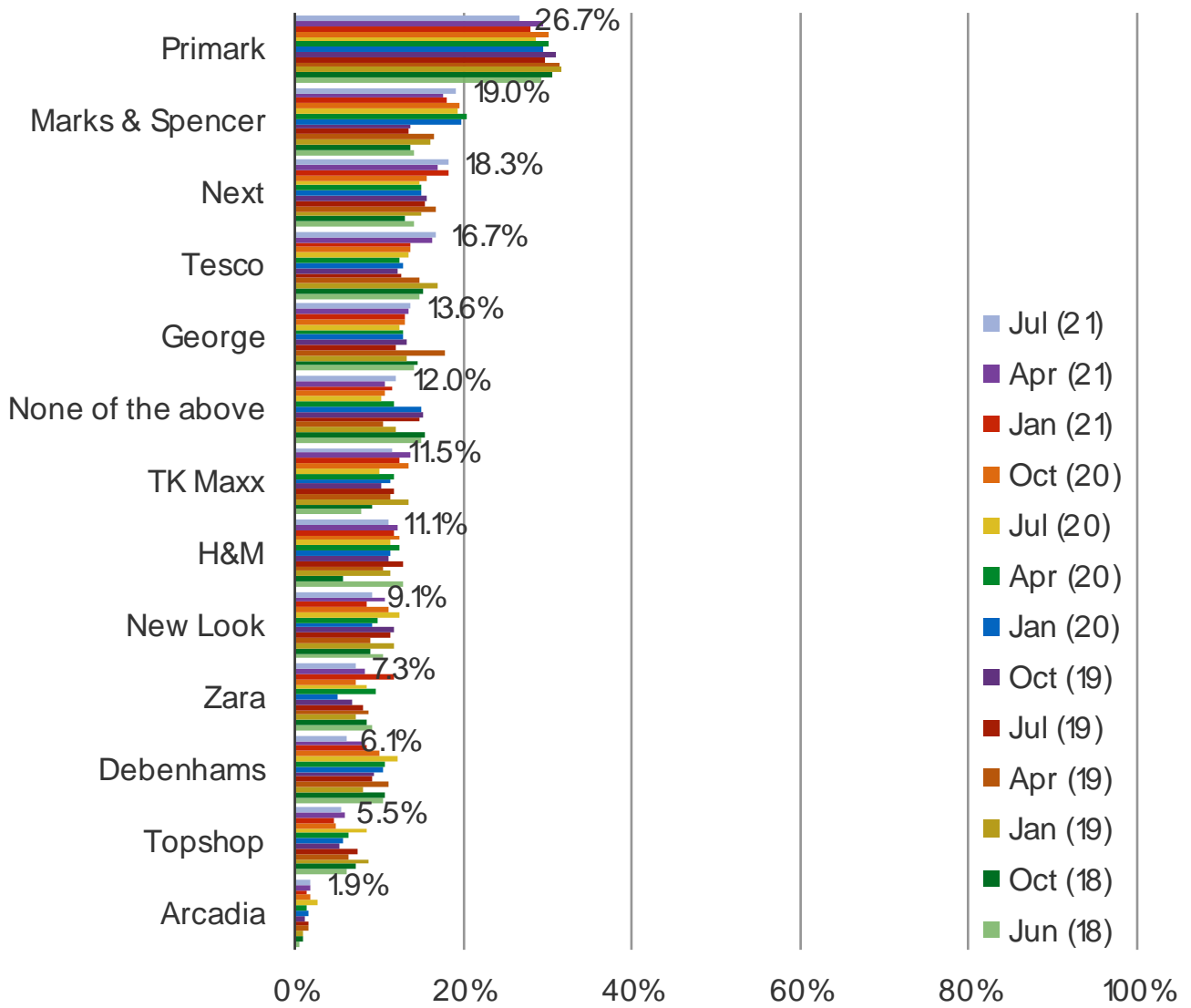
HOW OFTEN DO YOU BUY CLOTHING OR APPAREL FROM THIS RETAILER?

Posed to respondents who purchased anything from the following in the past year.



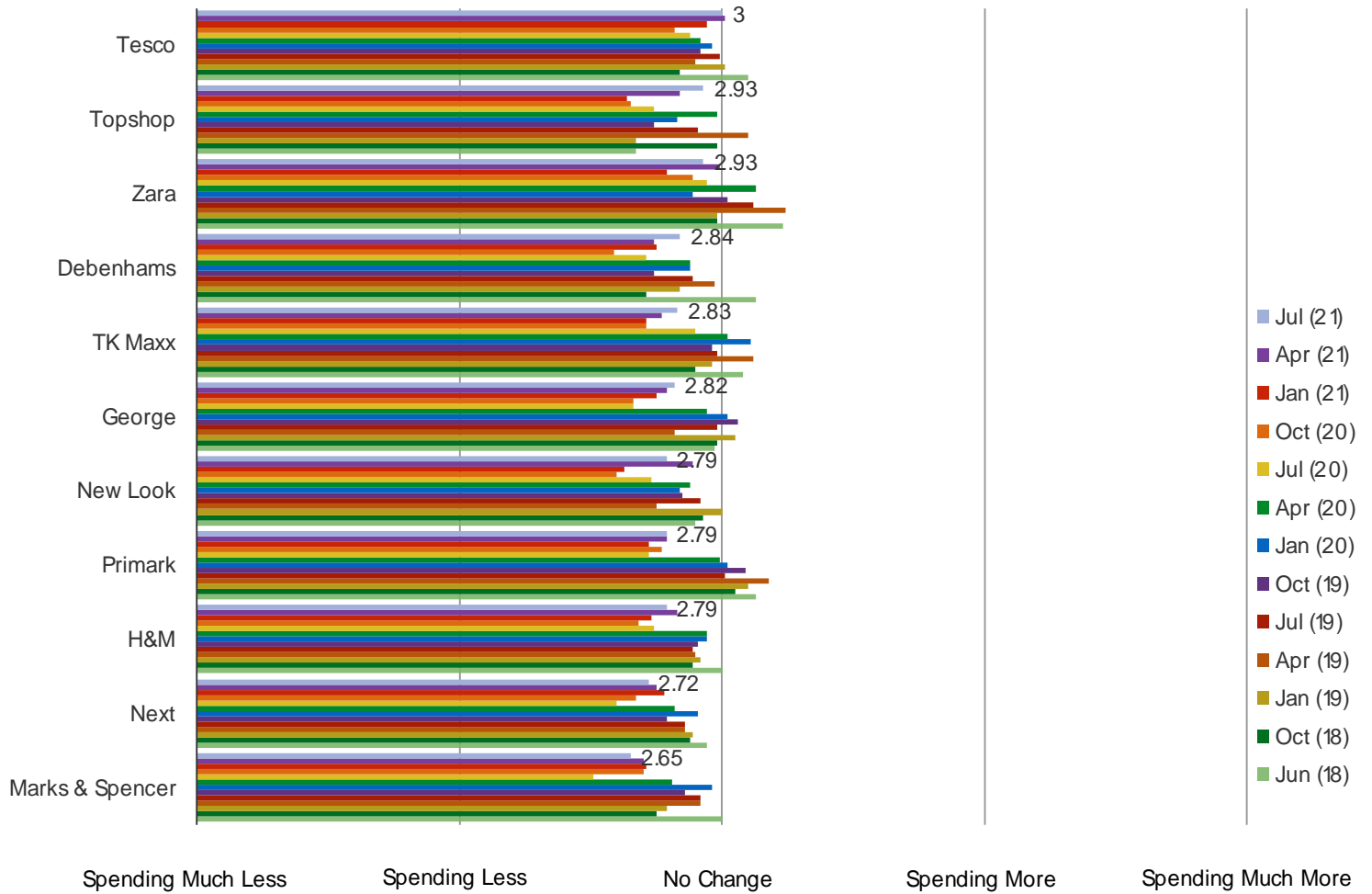
OF THE FOLLOWING RETAILER, WHICH TWO WOULD YOU SAY ARE YOUR FAVORITE?

Posed to all respondents



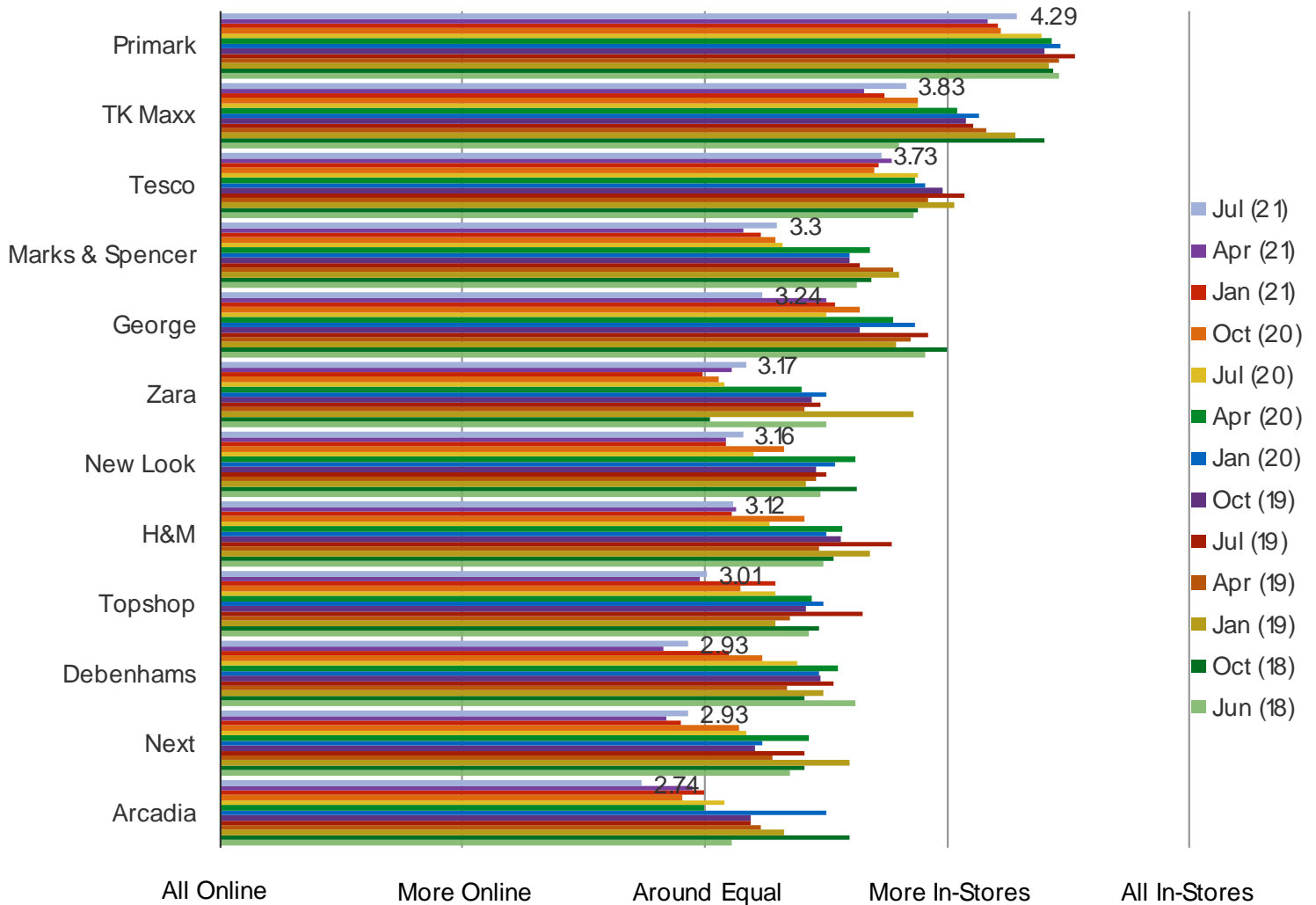
HAVE YOU CHANGED HOW MUCH YOU ARE SPENDING AT THIS RETAILER OVER THE PAST YEAR?

Posed to respondents who purchased anything from the following in the past year.



WHEN YOU BUY FROM THIS RETAILER, DO YOU TYPICALLY DO SO IN-STORES OR ONLINE?

Posed to respondents who purchased anything from the following in the past year.

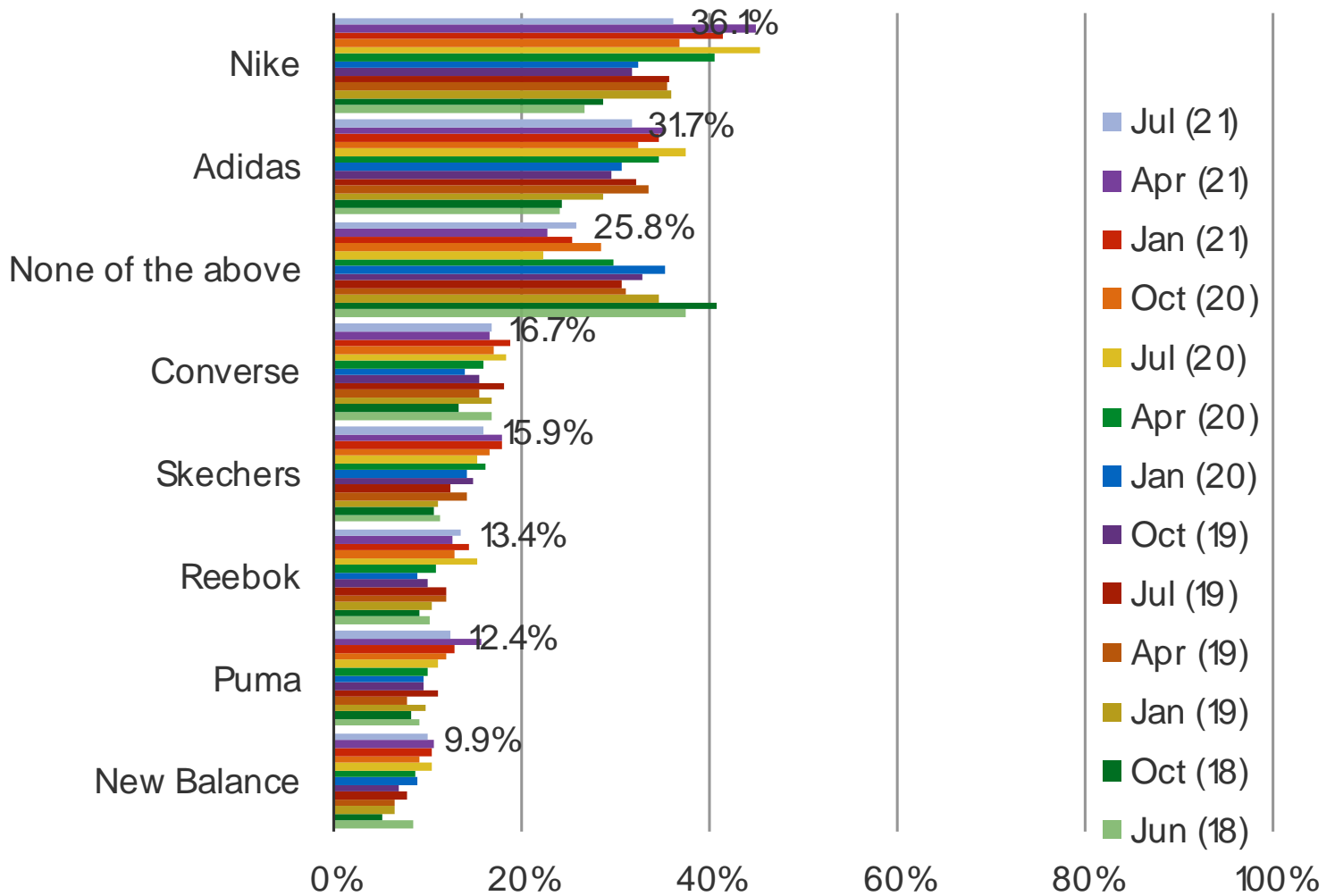


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FOOTWEAR BRANDS

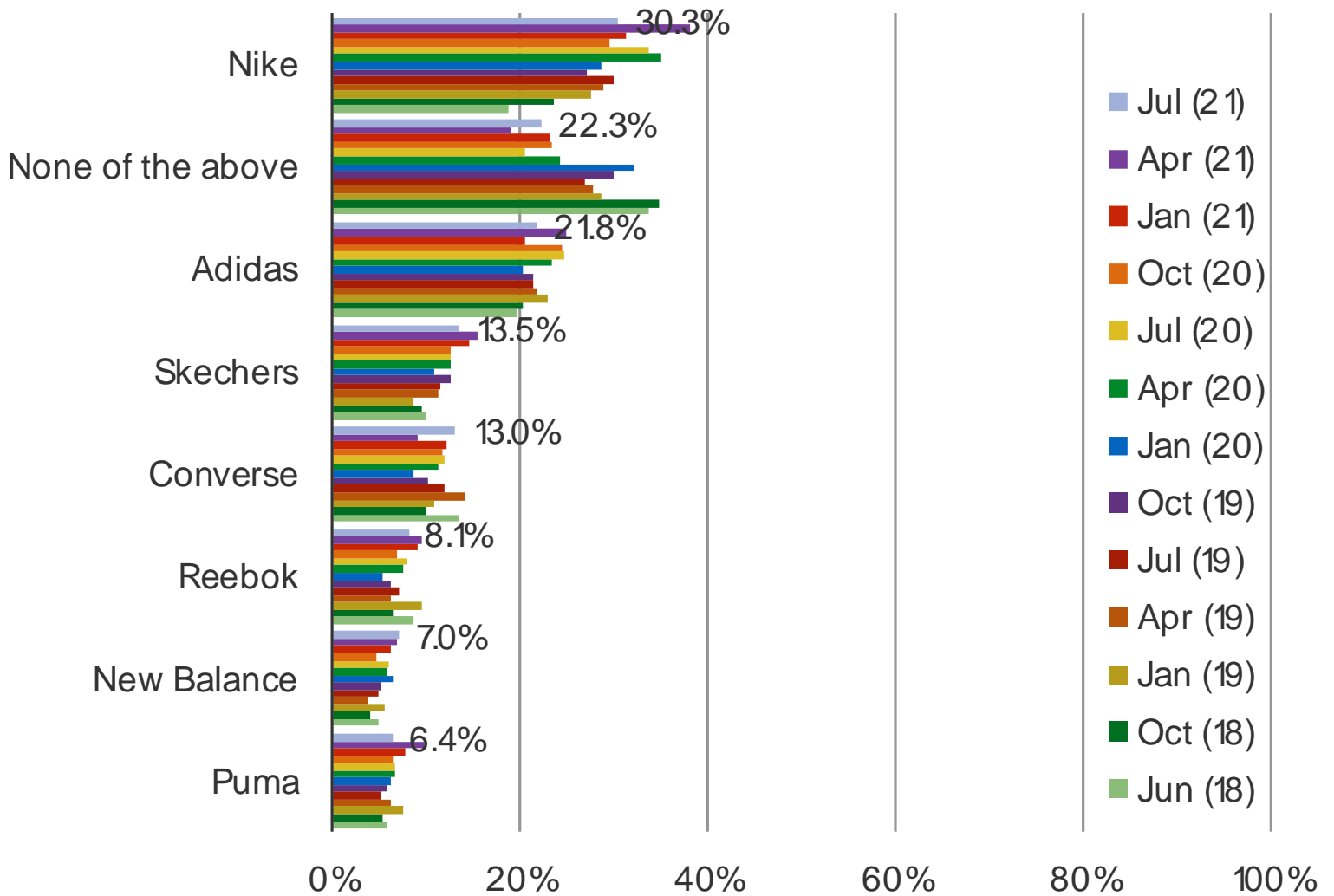
DO YOU OWN SNEAKERS FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents.



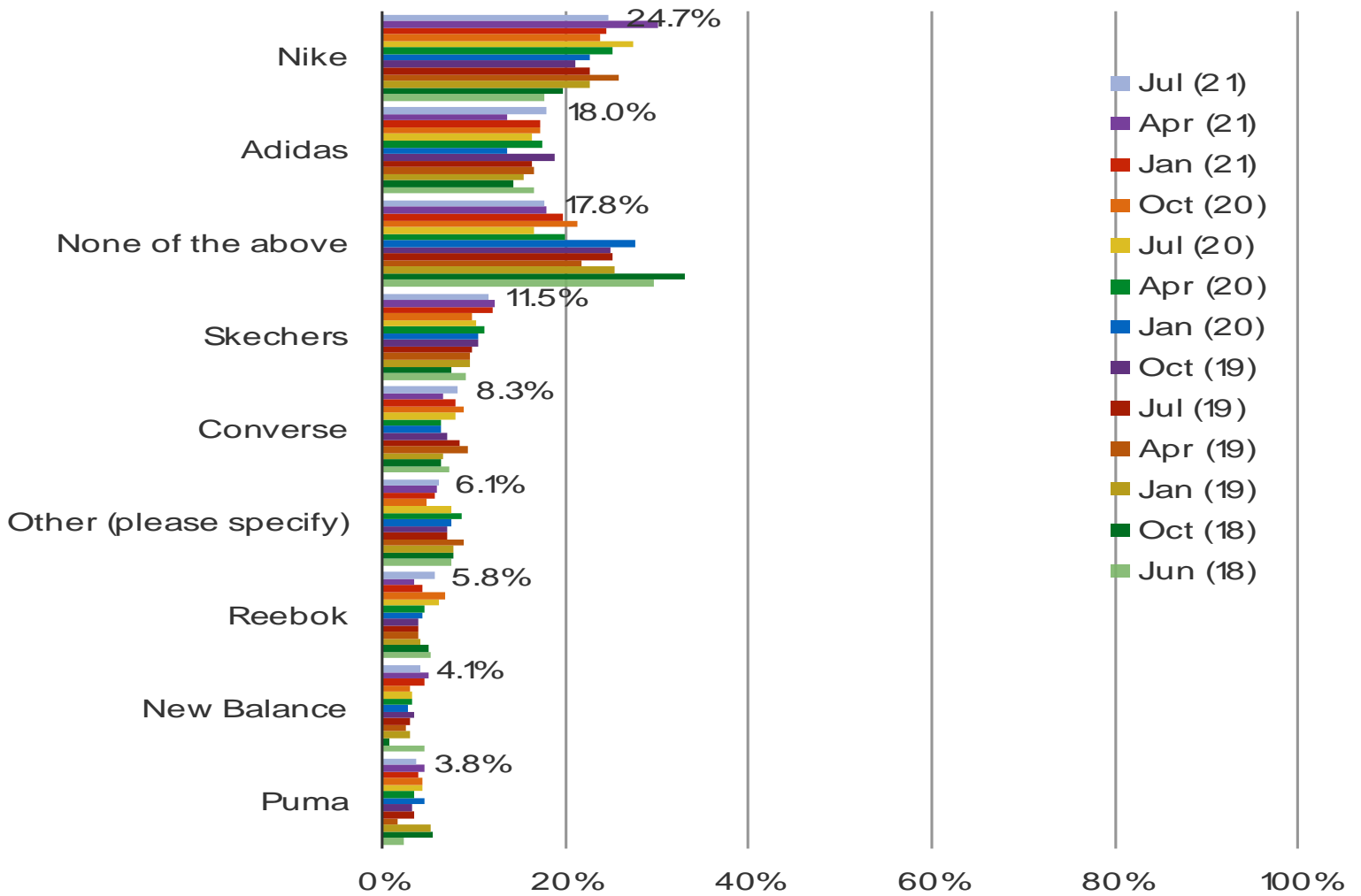
WHICH IS YOUR FAVORITE FOOTWEAR BRAND?

Posed to all respondents.



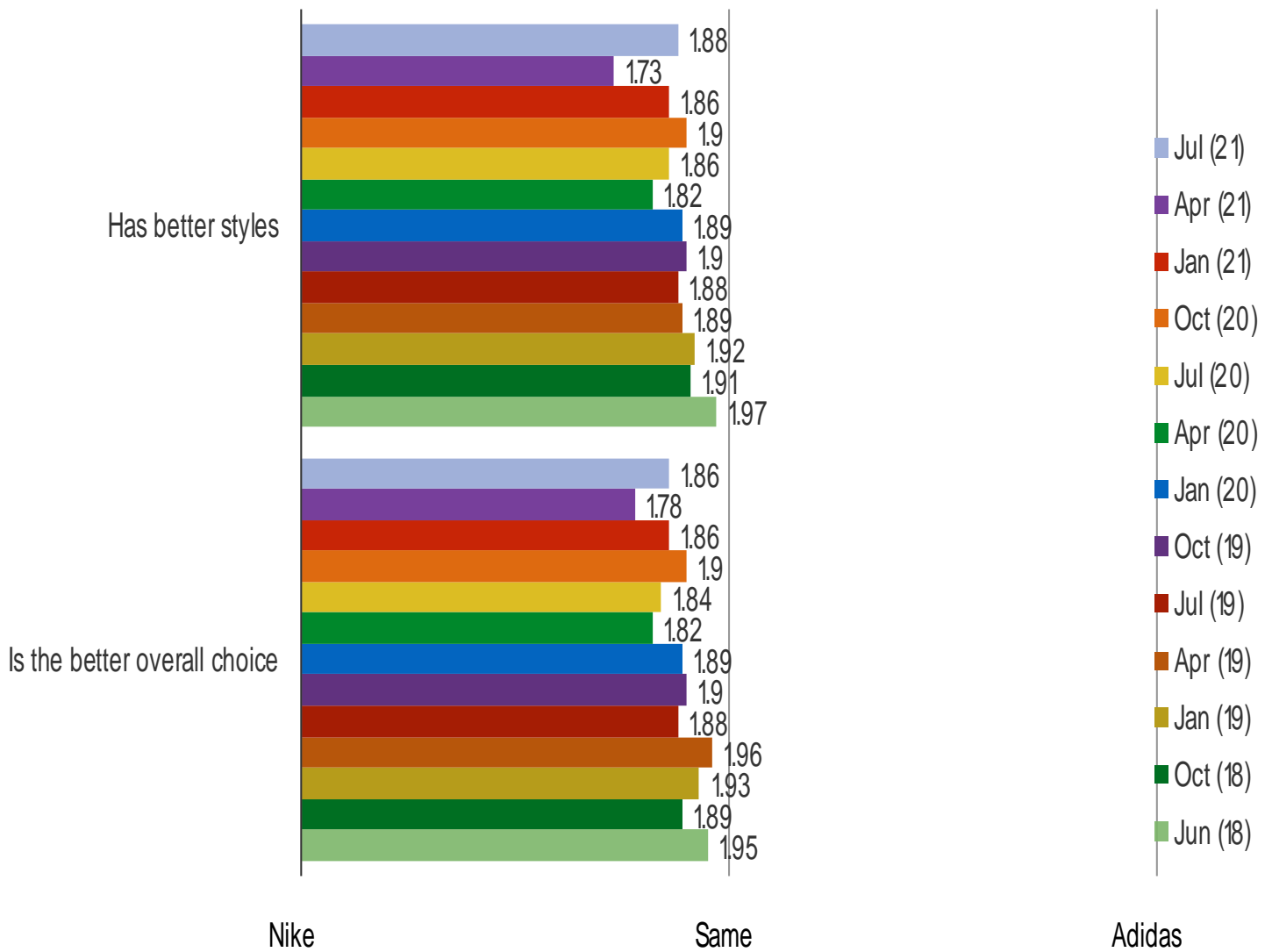
THINKING ABOUT YOUR MOST RECENT SNEAKER PURCHASE, WHICH BRAND DID YOU CHOOSE?

Posed to all respondents.



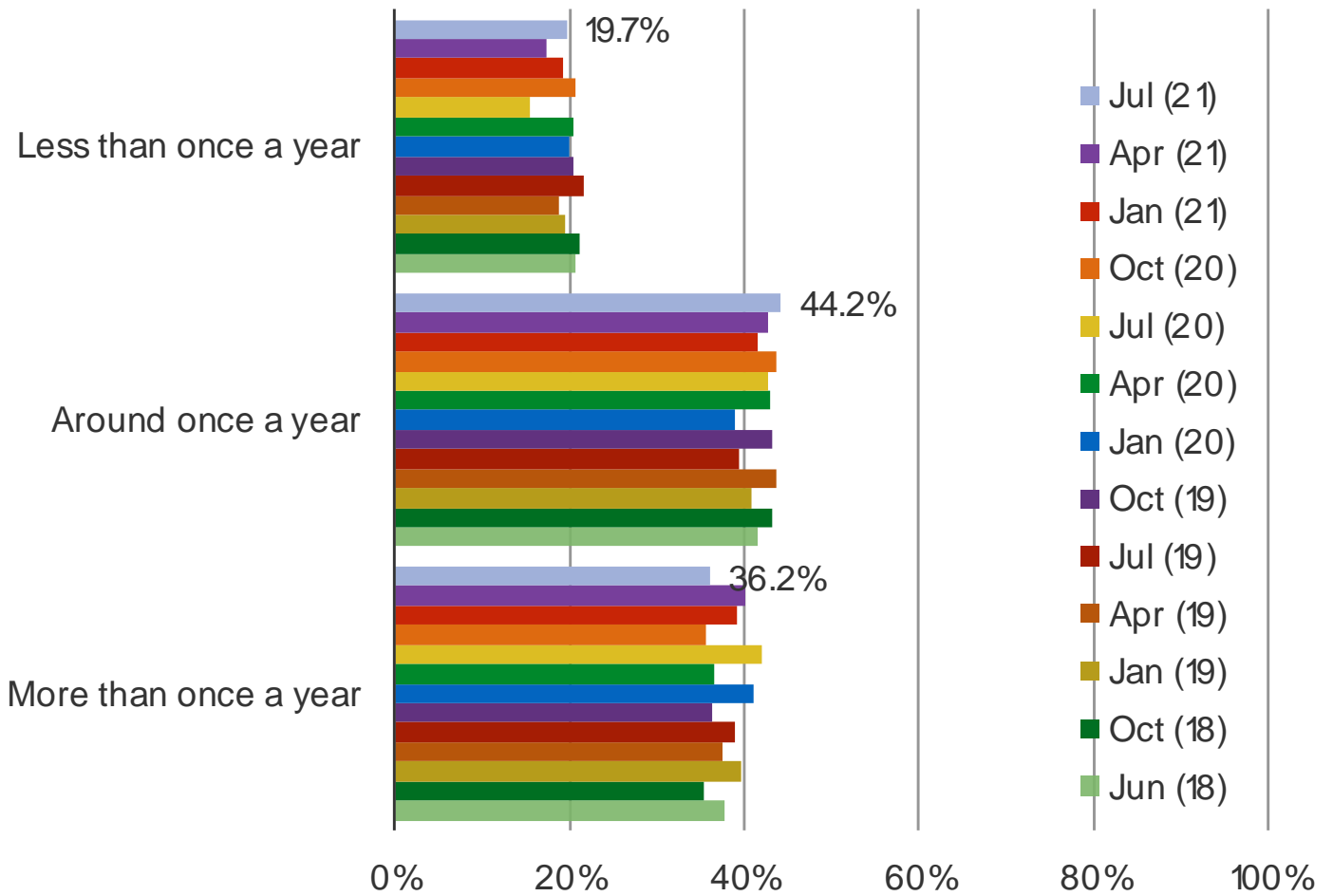
IN YOUR OPINION, WHICH OF THE FOLLOWING:

Posed to all respondents.



IN GENERAL, HOW OFTEN DO YOU BUY FOOTWEAR?

Posed to all respondents.

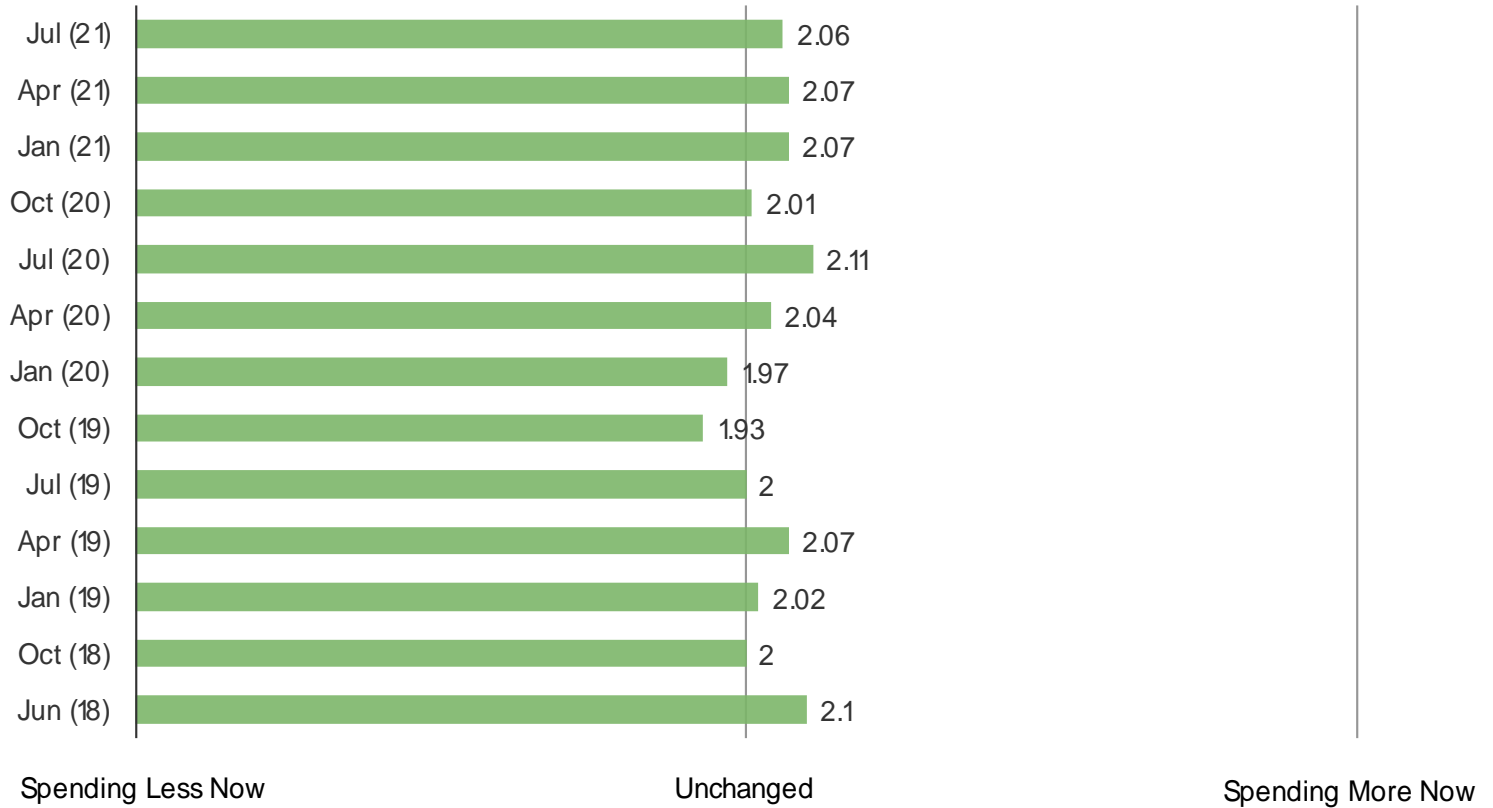


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GROCERY STORES AND FOOD DELIVERY

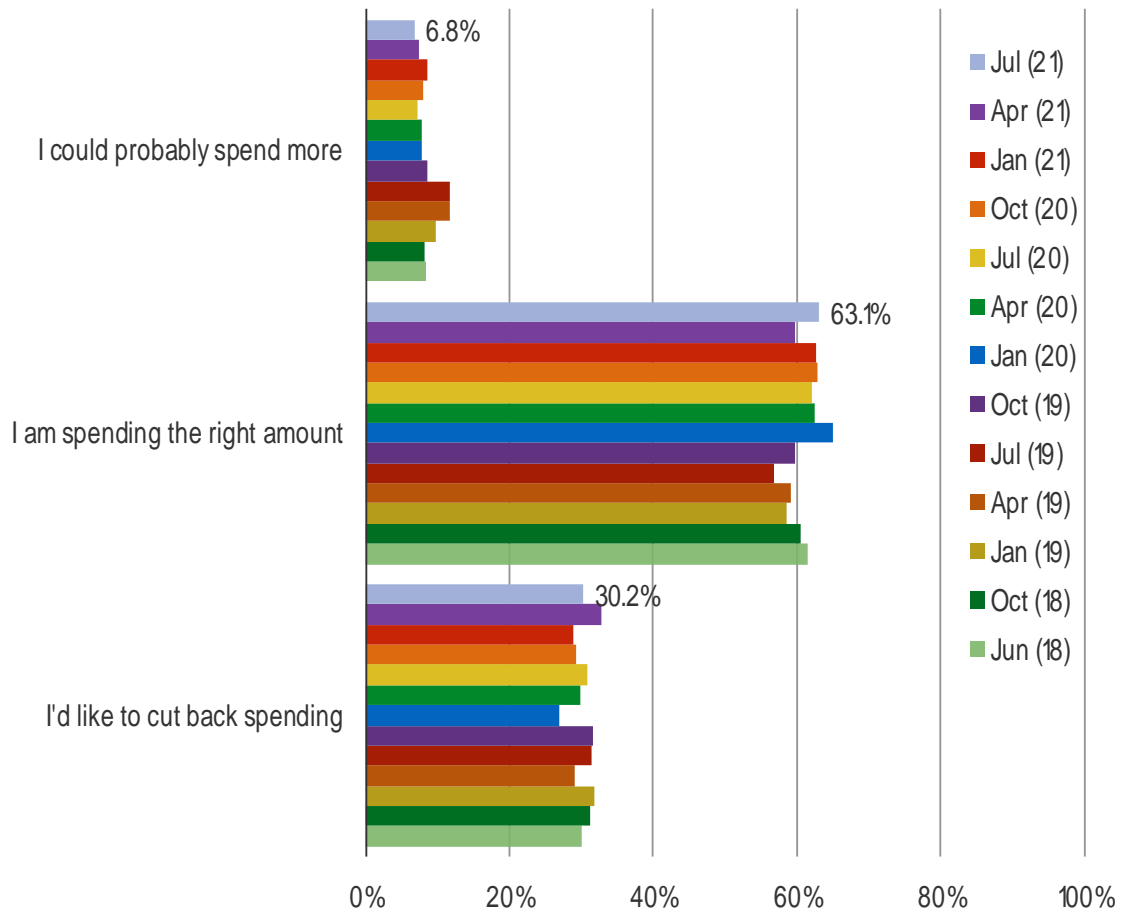
IN GENERAL, WOULD YOU SAY YOUR GROCERY SPENDING HAS CHANGED OVER THE PAST YEAR?

Posed to all respondents.



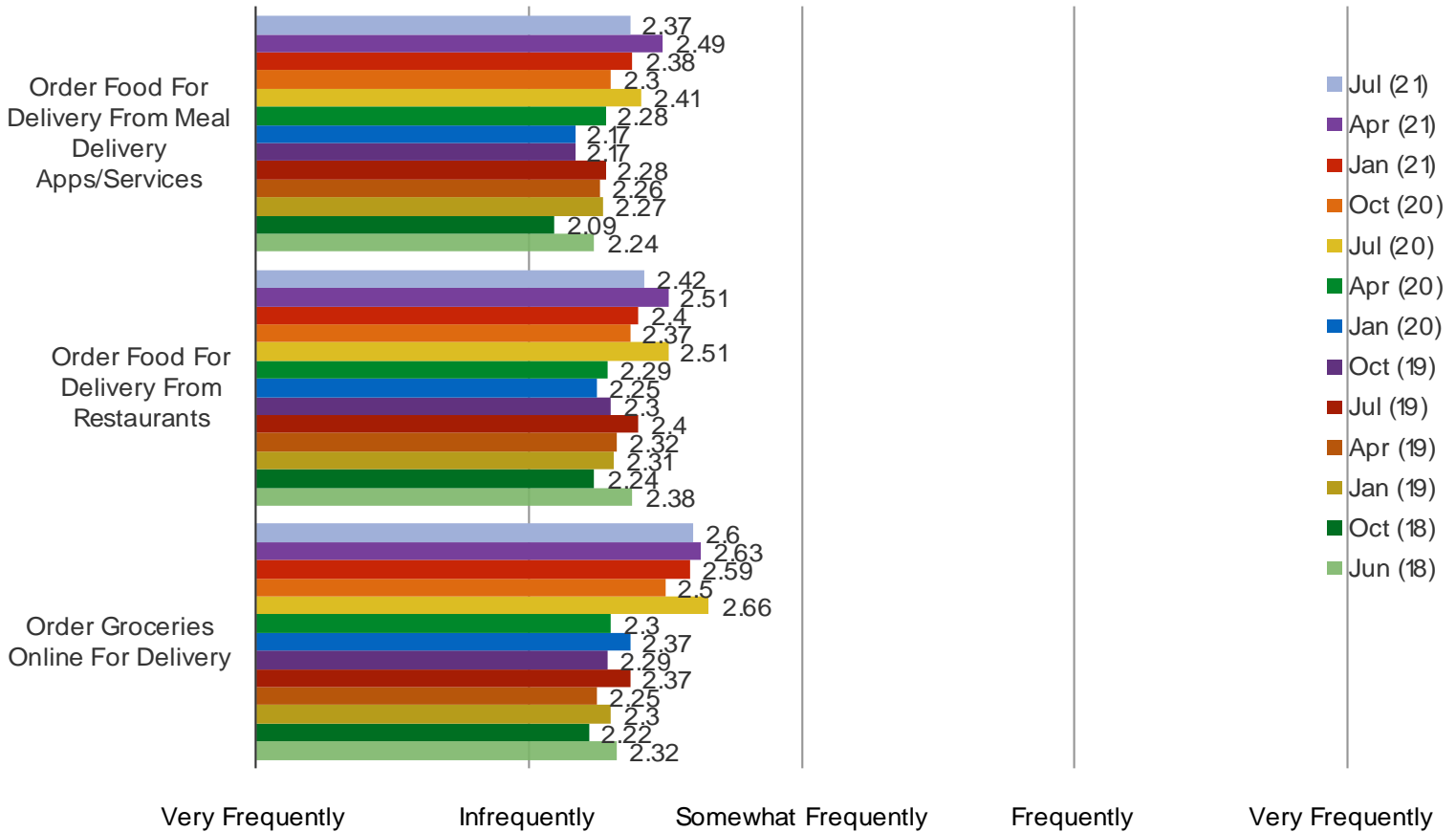
DO YOU THINK YOU CURRENTLY SPEND THE RIGHT AMOUNT ON GROCERIES?

Posed to all respondents.



HOW OFTEN DO YOU...

Posed to all respondents.

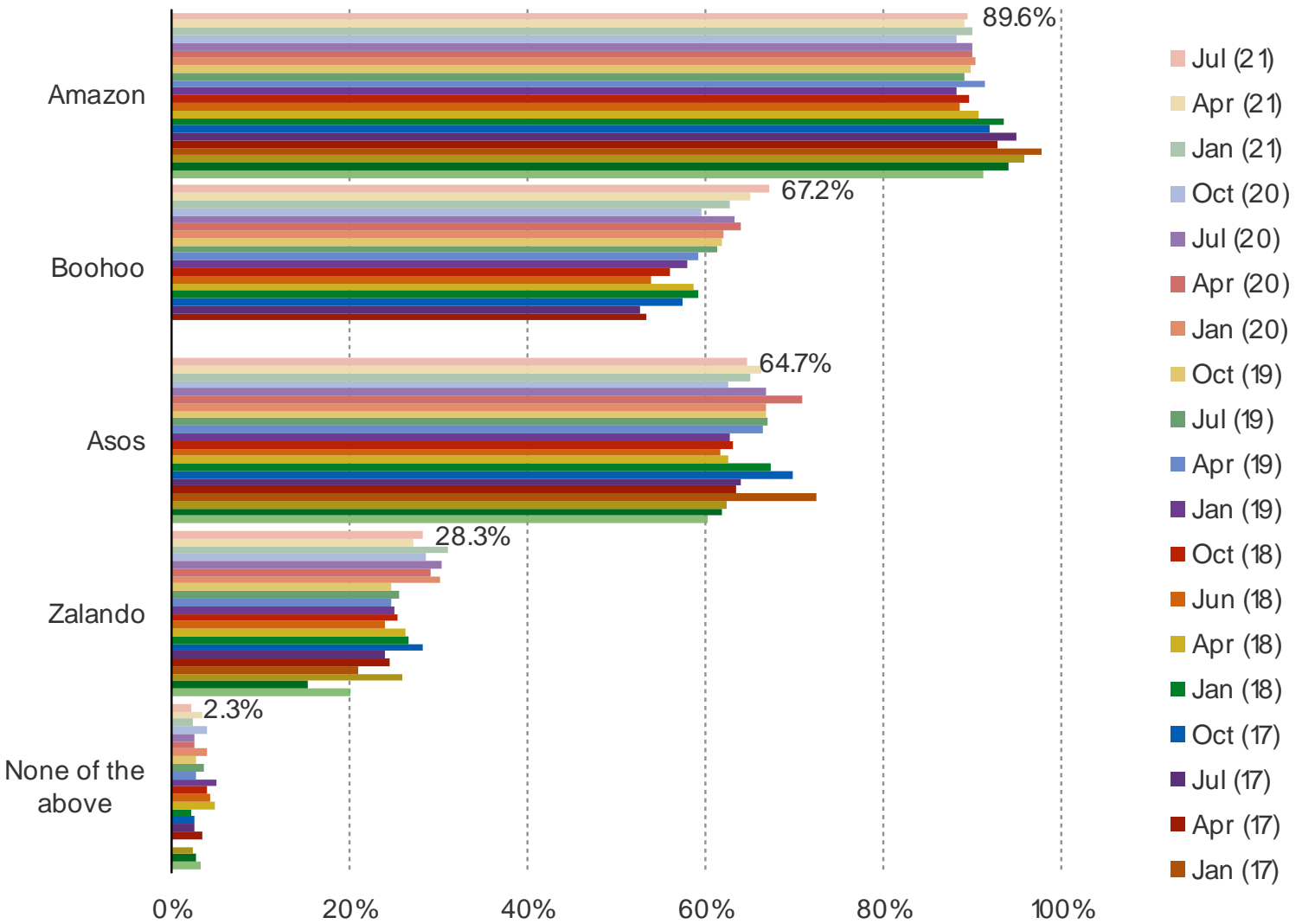


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ONLINE CLOTHING RETAILERS

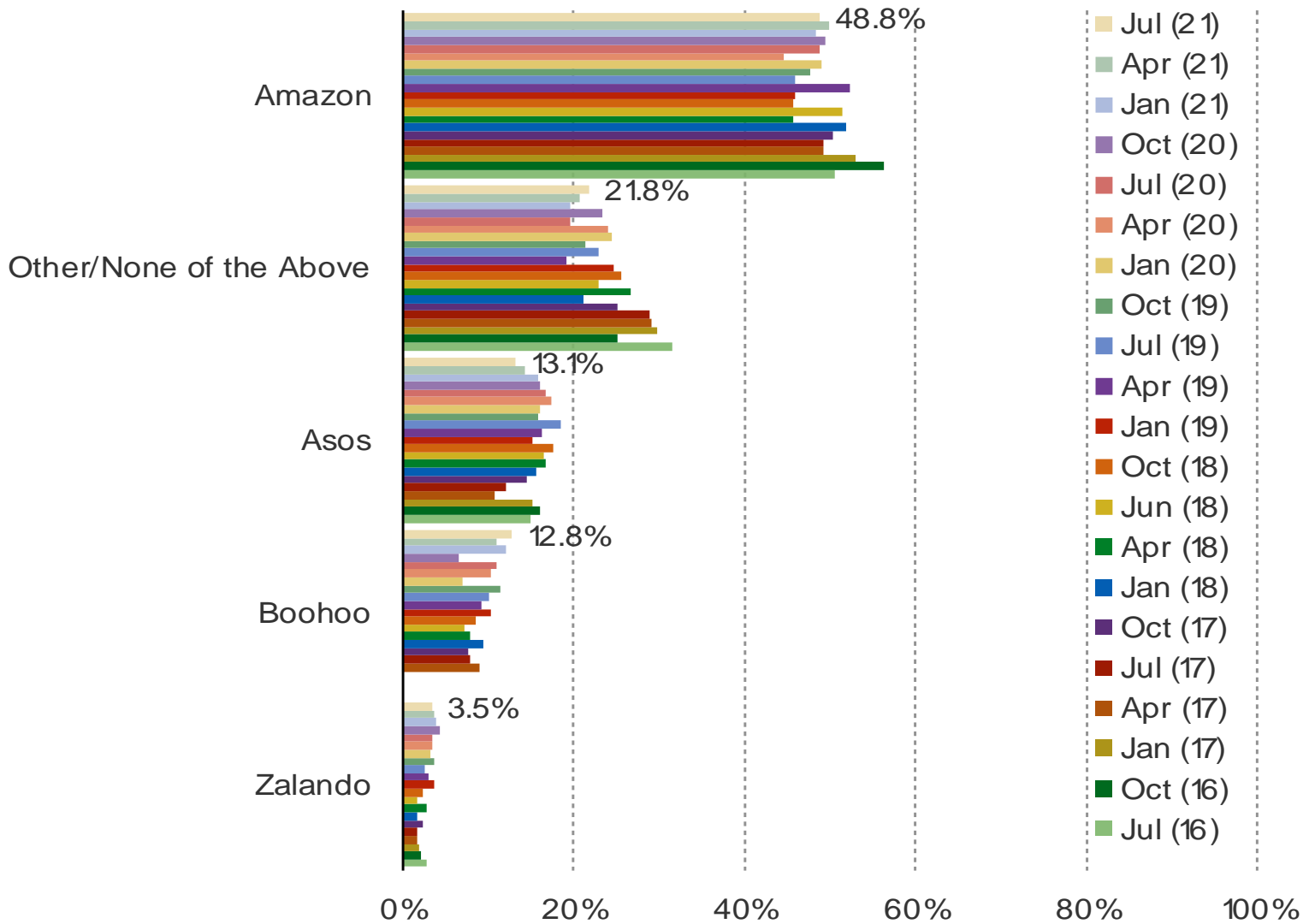
AWARENESS

This question was posed to all respondents.



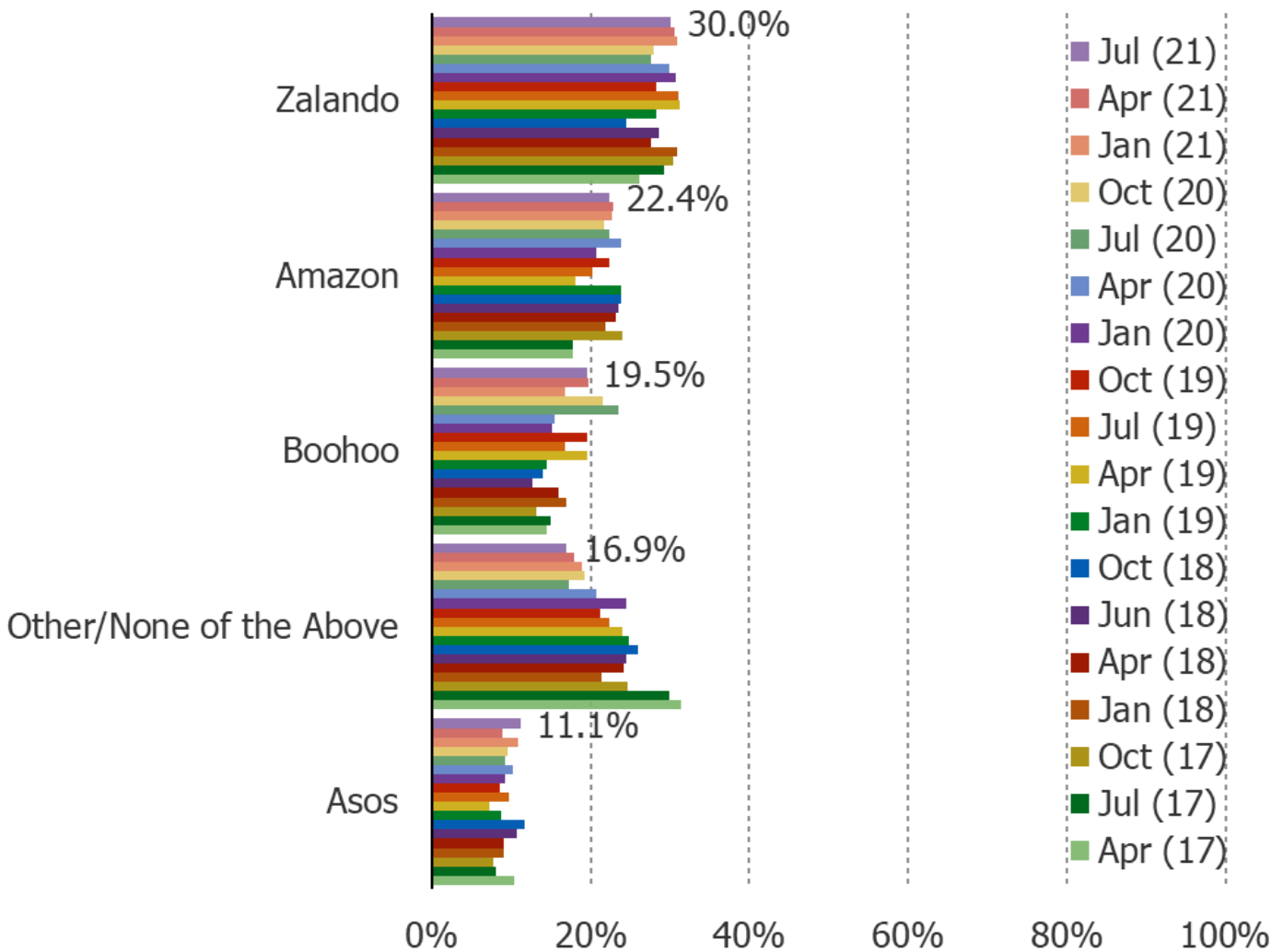
IF YOU WERE SHOPPING ONLINE FOR APPAREL, WHICH OF THE FOLLOWING WOULD YOU BE MOST LIKELY TO PURCHASE FROM?

This question was posed to all respondents.



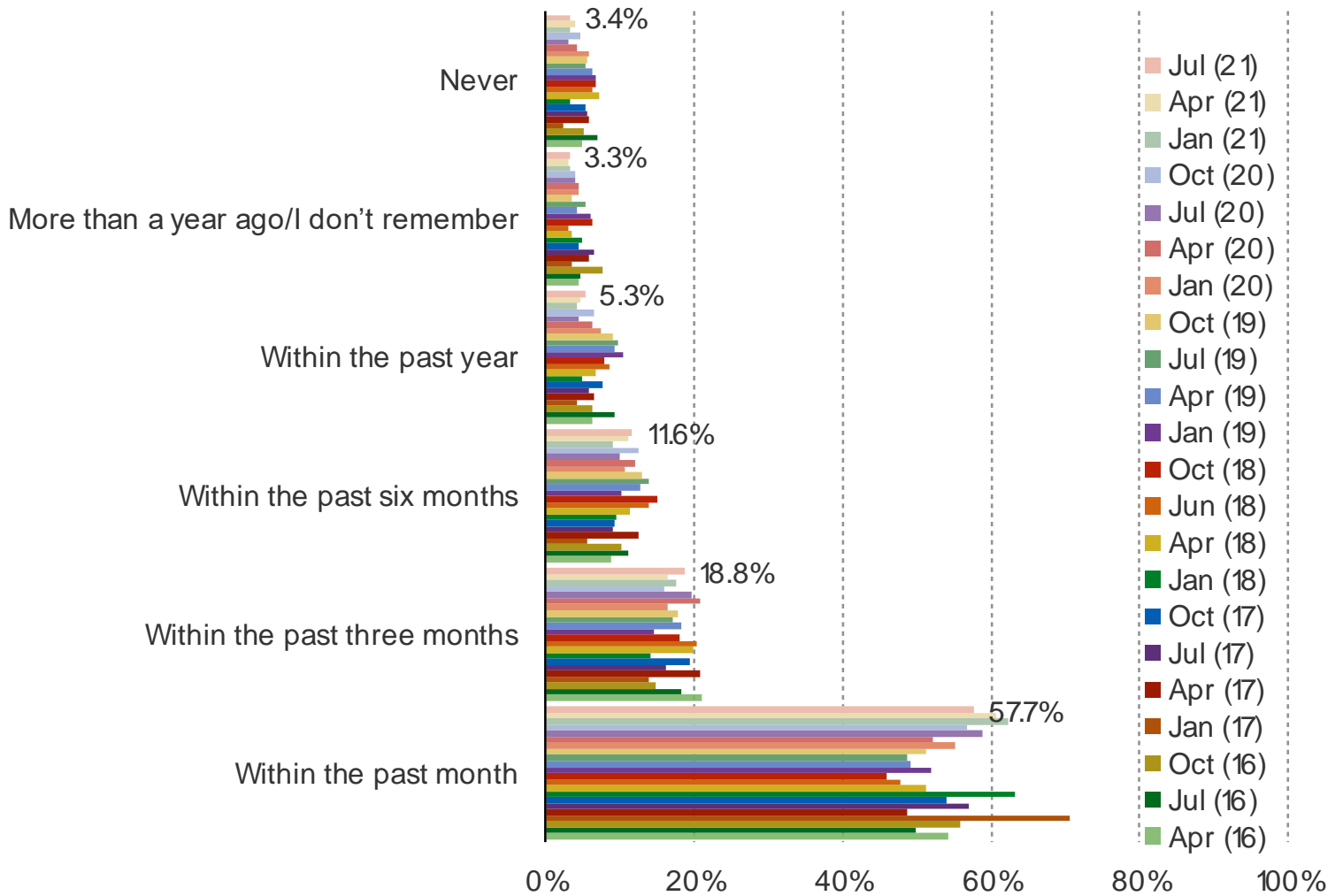
IF YOU WERE SHOPPING ONLINE FOR APPAREL, WHICH OF THE FOLLOWING WOULD YOU BE LEAST LIKELY TO PURCHASE FROM?

This question was posed to all respondents.



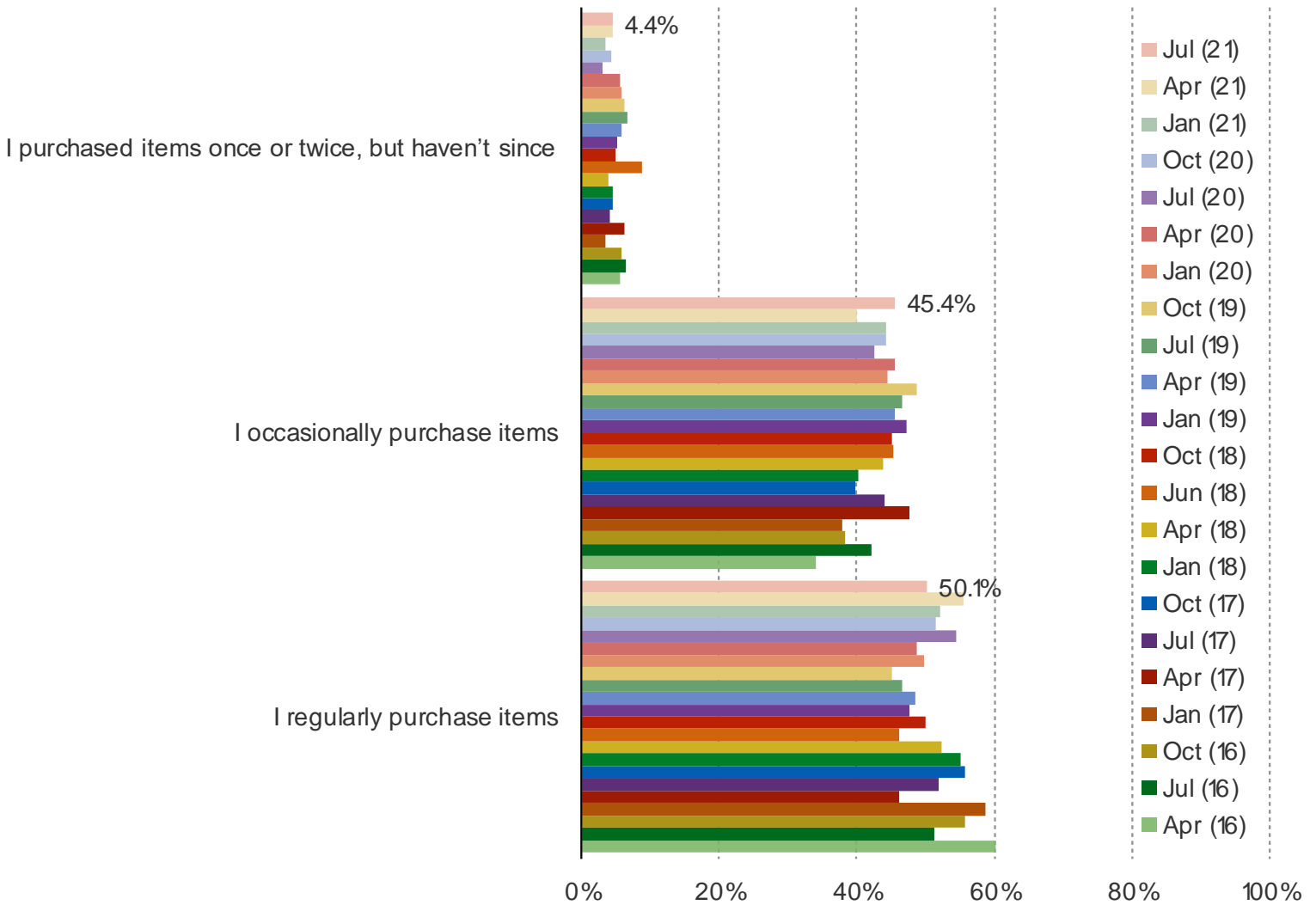
WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM ZALANDO?

This question was posed to all respondents.



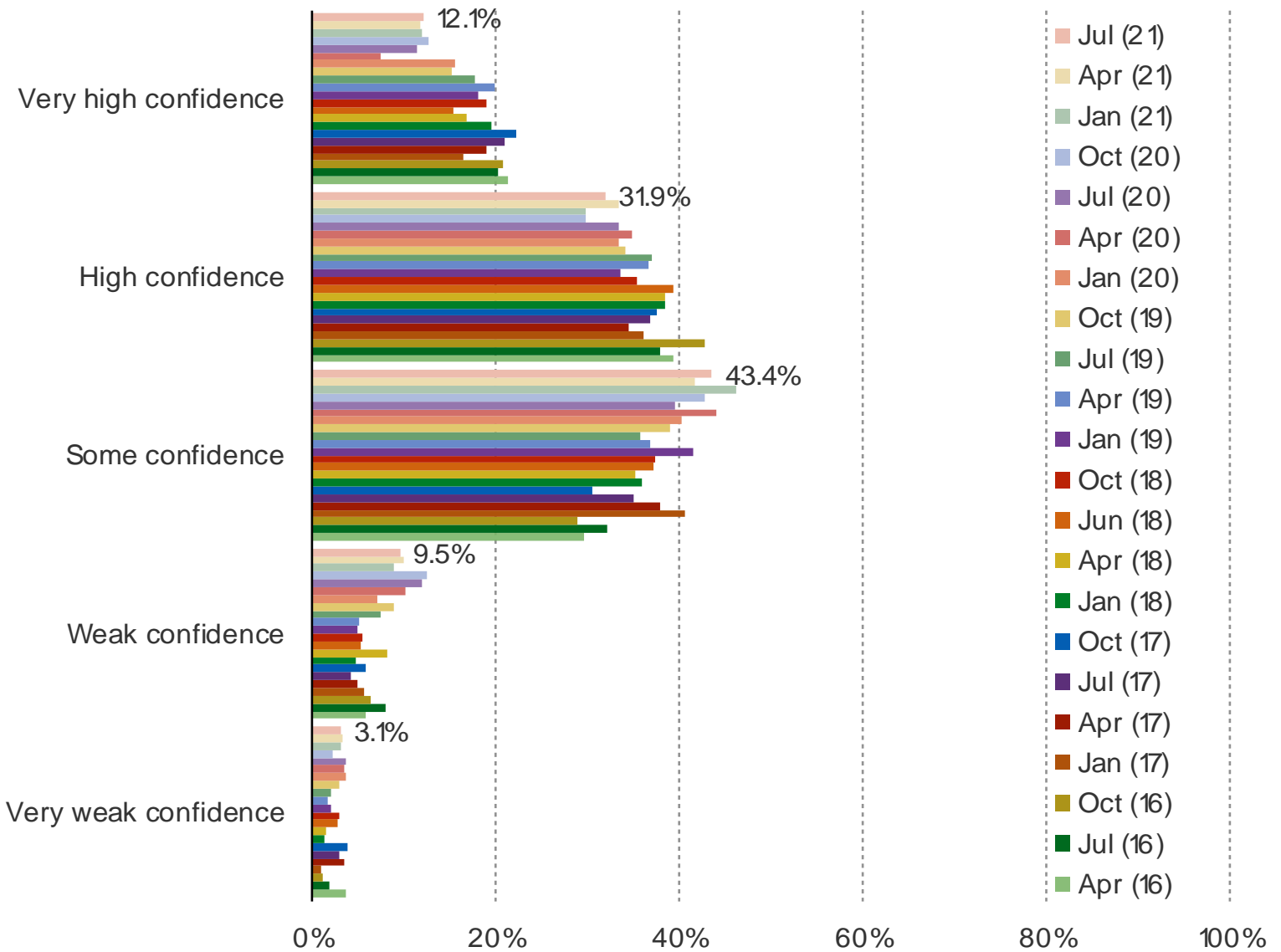
WHICH OF THE FOLLOWING WOULD DESCRIBE HOW OFTEN YOU TYPICALLY PURCHASE FROM ZALANDO?

This question was posed to all respondents.



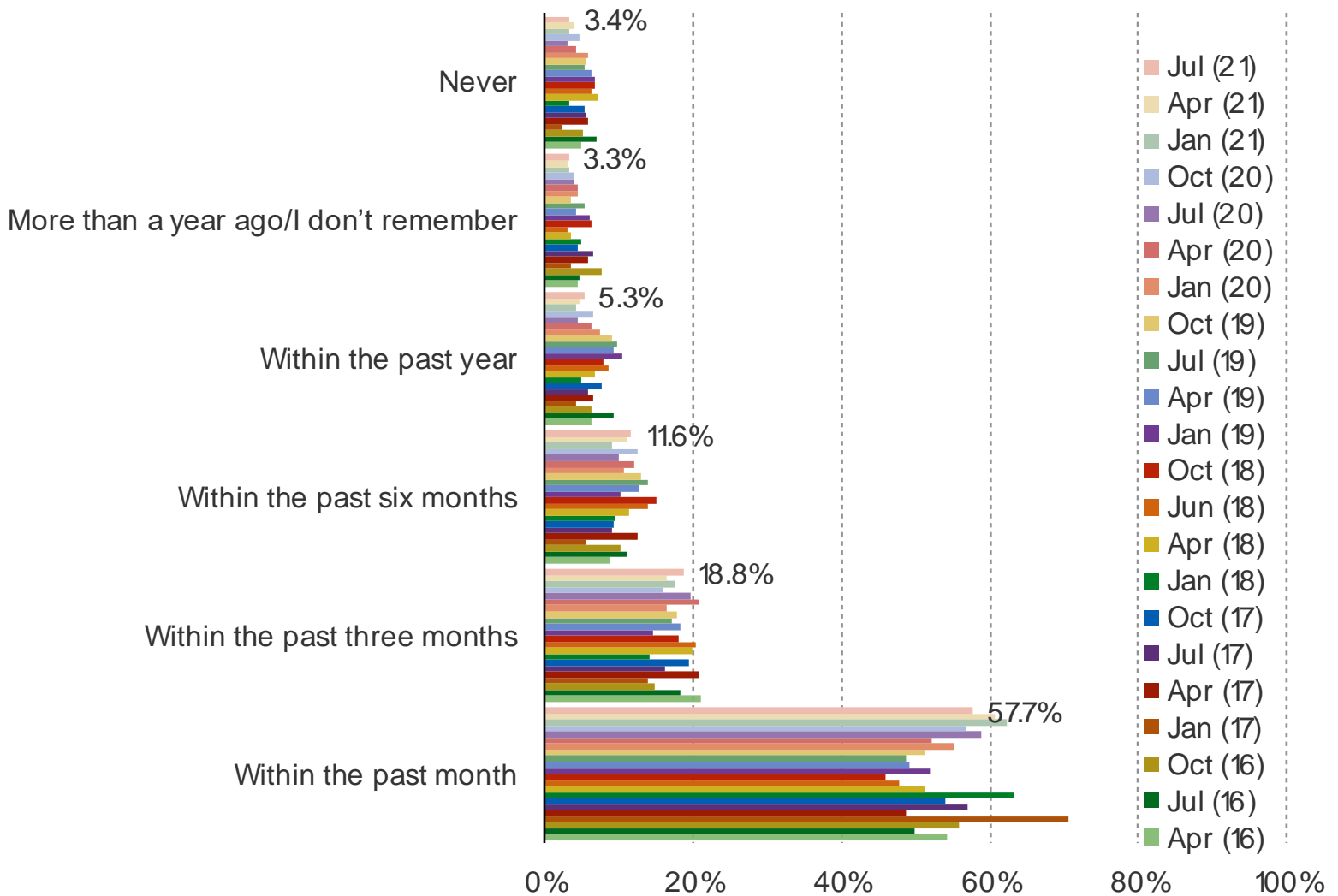
WHEN YOU SHOP AT ZALANDO, HOW CONFIDENT ARE YOU THAT YOU WILL GET THE BEST POSSIBLE PRICE FOR WHAT YOU BUY?

This question was posed to all respondents.



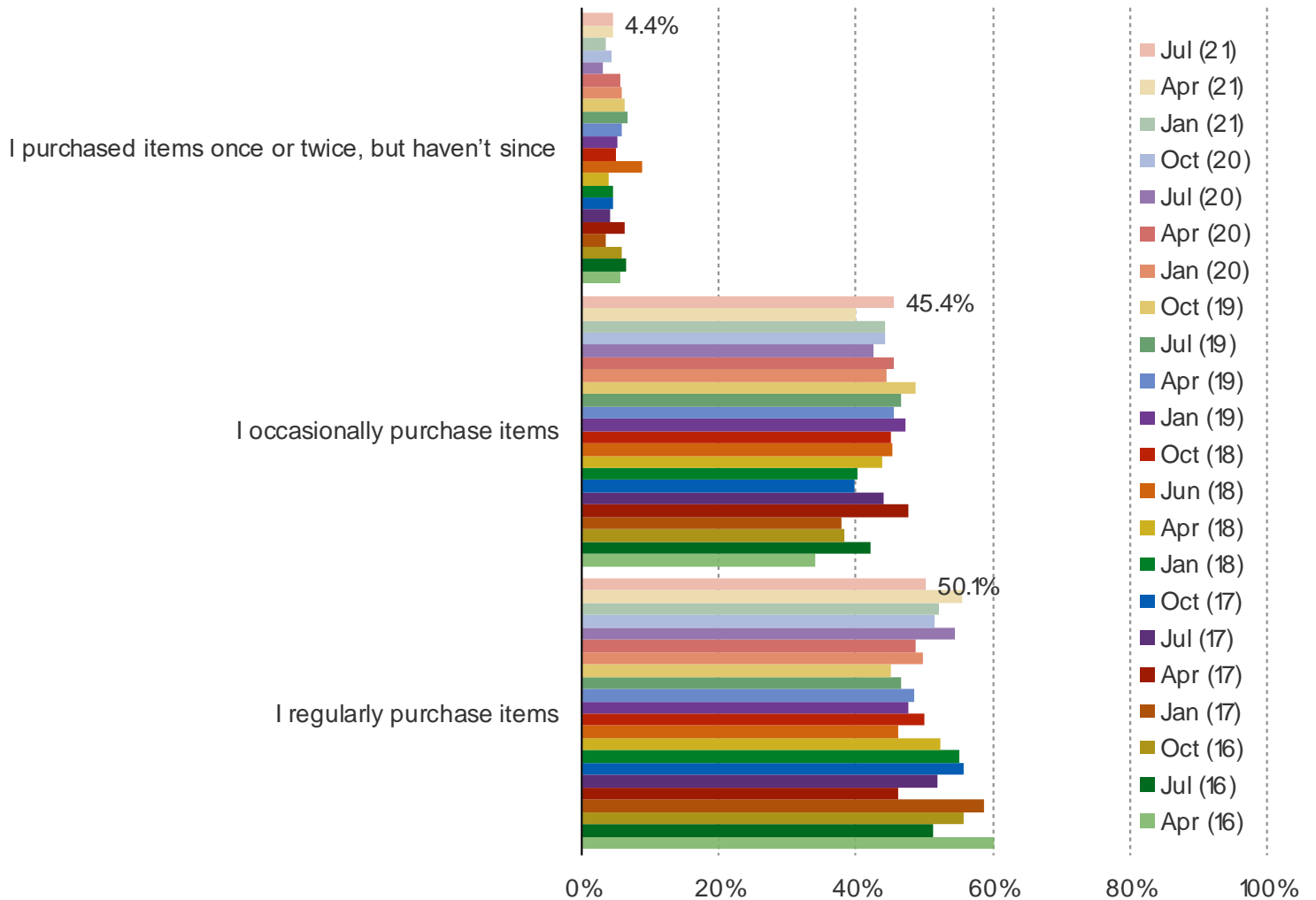
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING FROM AMAZON?

This question was posed to all respondents.



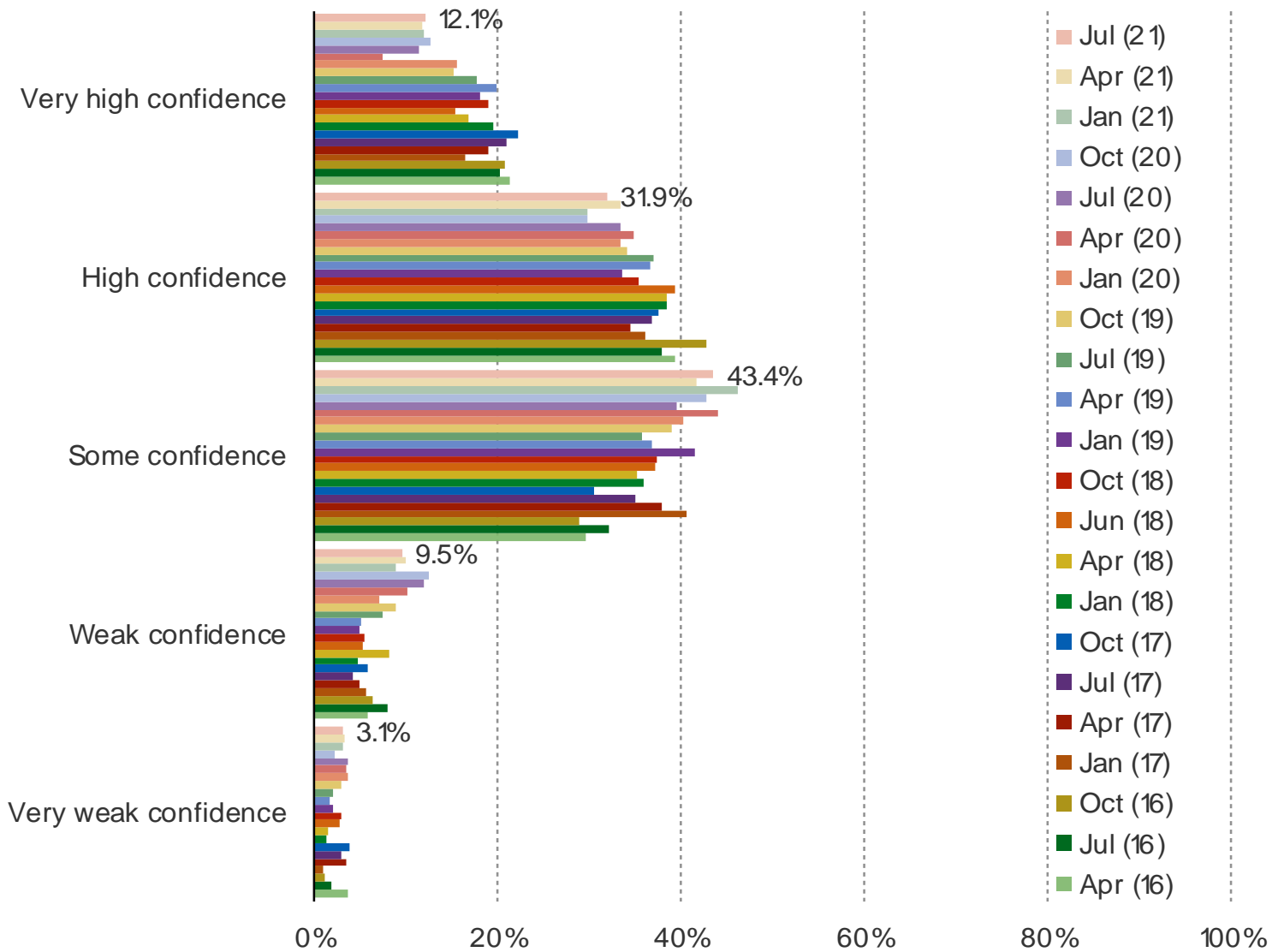
WHICH OF THE FOLLOWING WOULD DESCRIBE HOW OFTEN YOU TYPICALLY PURCHASE FROM AMAZON?

This question was posed to all respondents.



WHEN YOU SHOP AT AMAZON, HOW CONFIDENT ARE YOU THAT YOU WILL GET THE BEST POSSIBLE PRICE FOR WHAT YOU BUY?

This question was posed to all respondents.

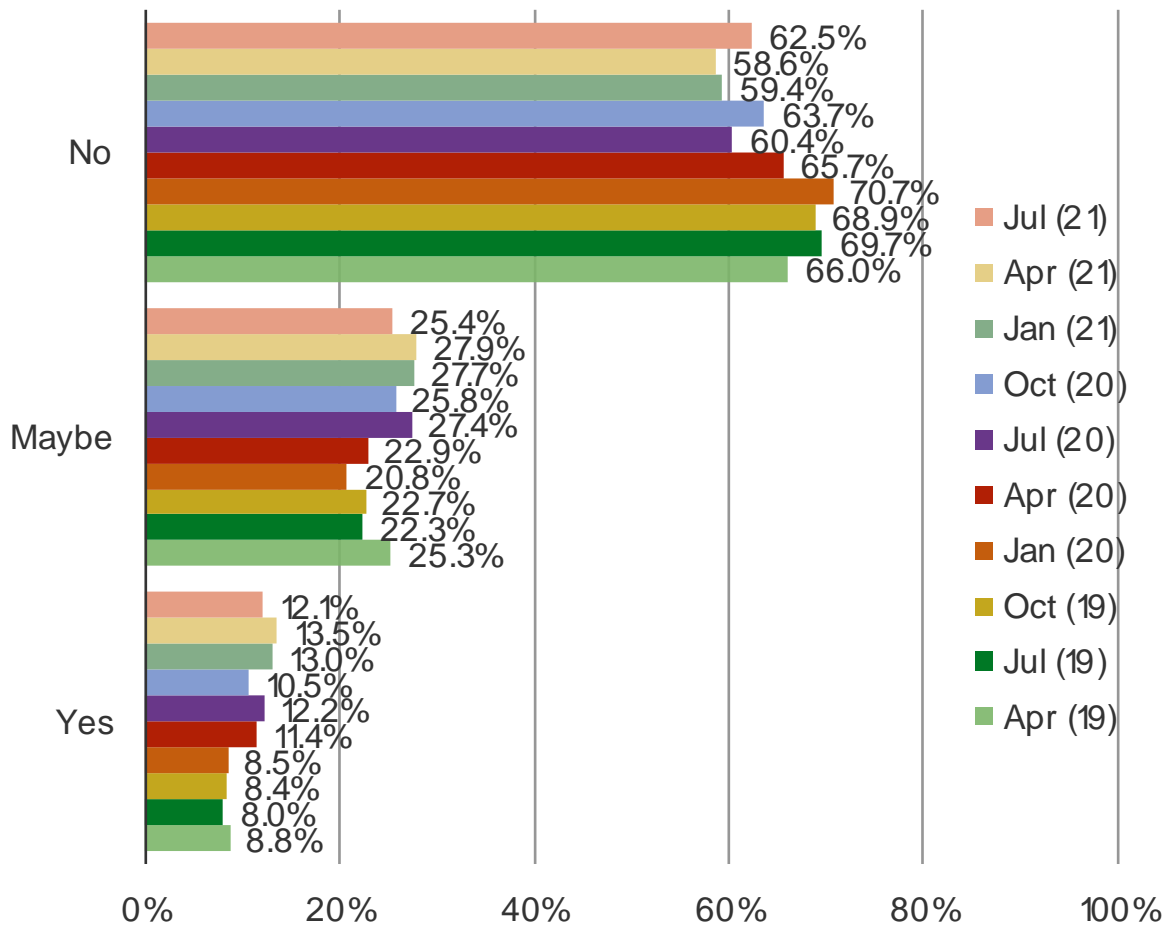


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AUTOS AND AUTO SITES

DO YOU PLAN TO GET A NEW CAR IN THE NEXT SIX MONTHS?

This question was posed to all respondents.



HAVE YOU OR DO YOU PLAN TO CONSULT ANY OF THE FOLLOWING IN YOUR CAR/AUTO SEARCH?
SELECT ALL THAT APPLY

This question was posed to respondents who said yes or maybe when asked if they will get a new car in the next six months.

