



CHECK BREAKDOWN: SHOP

TREND CHECKS

ONLINE SHARE OF SALES: INCREASED DURING PANDEMIC

Self-employed respondents are selling a higher percentage of their products and services online compared to pre-pandemic. While they don't expect to maintain the current mix when Covid is no longer a concern, they do expect to sell a higher percentage of products/services online after the pandemic is behind us compared to pre-pandemic levels.

ONLINE: HAS GROWN, ESPECIALLY FOR THOSE SELLING PRODUCTS

Self-employed respondents are more likely to say their online business has grown during the pandemic compared to those who said it has gotten smaller. Notably, respondents who sell products are more likely to say their online business has grown while those who sell services are more likely to say their online business has gotten smaller.

SHOPIFY: USERS EXPECT SPENDING AND IMPORTANCE TO INCREASE

Of those who sell products or services online, Shopify is used by a plurality. A high percentage of Shopify users expect to increase their spend on Shopify in the next 3-6 months and a high percentage say they expect Shopify to get more important to their company over the next year.

THOSE NOT SELLING ONLINE: PANDEMIC MAKING THEM CONSIDER IT

39.1% of those who are self-employed but don't currently sell online say they are likely or very likely to start selling online in the next year. 34.6% of those who do not currently sell online say that the pandemic makes them more likely to consider selling online. Among those not currently selling online, a plurality said they think Shopify would be the best platform for building an eCommerce website.

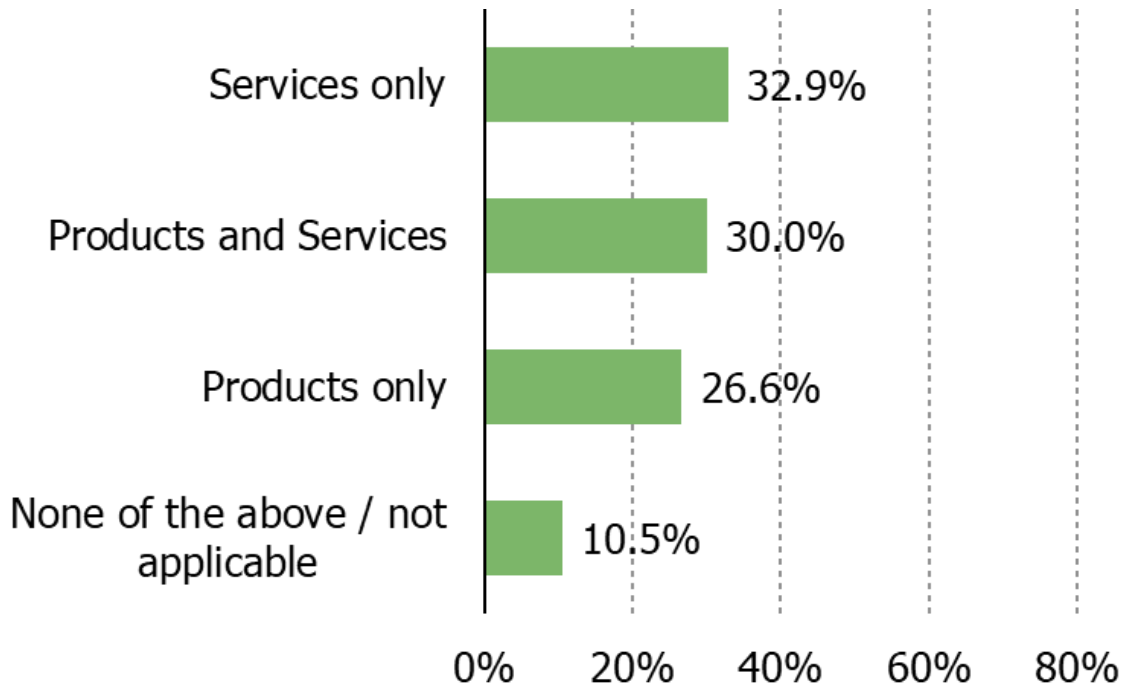
SERVICES BUSINESSES: FARING WORSE THAN THOSE SELLING PRODUCTS

Overall, those who sell services only have fared worse during the pandemic and have a more pessimistic outlook for business going forward.

SELF-EMPLOYED

DO YOU HAVE A BUSINESS THAT SELLS PRODUCTS OR SERVICES TO CUSTOMERS?

Posed to respondents who said they are self-employed.

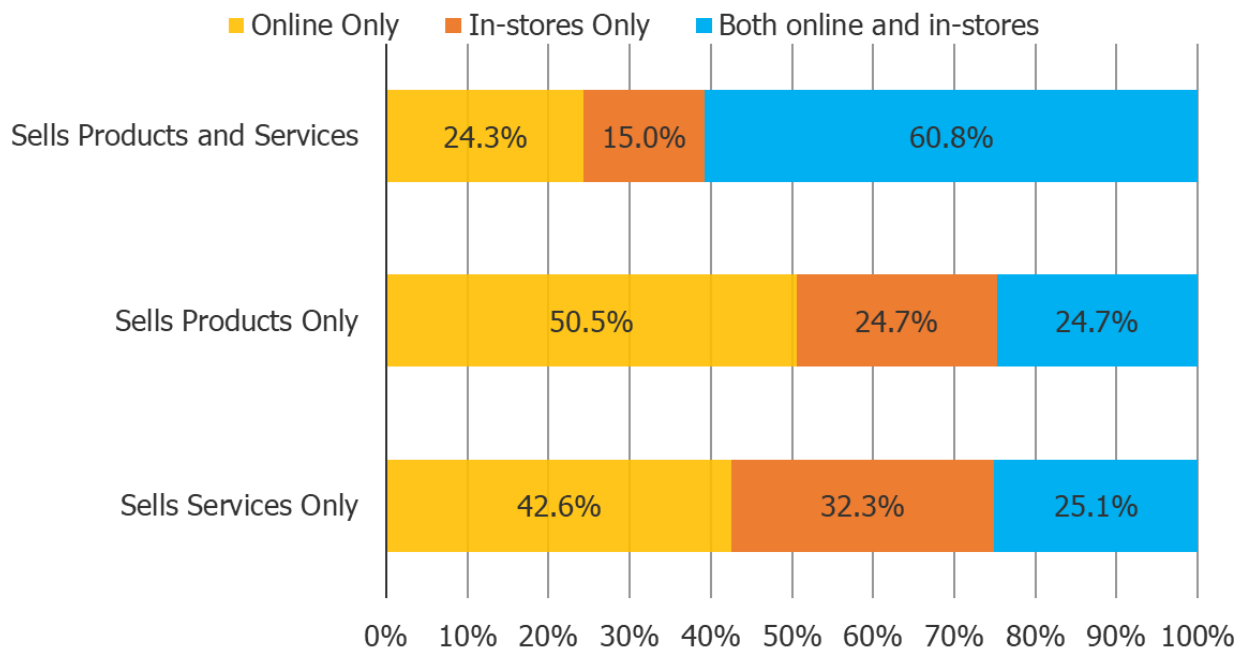


DOES YOUR COMPANY SELL ONLINE, IN-STORES, OR BOTH?

Posed to self-employed respondents who sell products or services to customers.

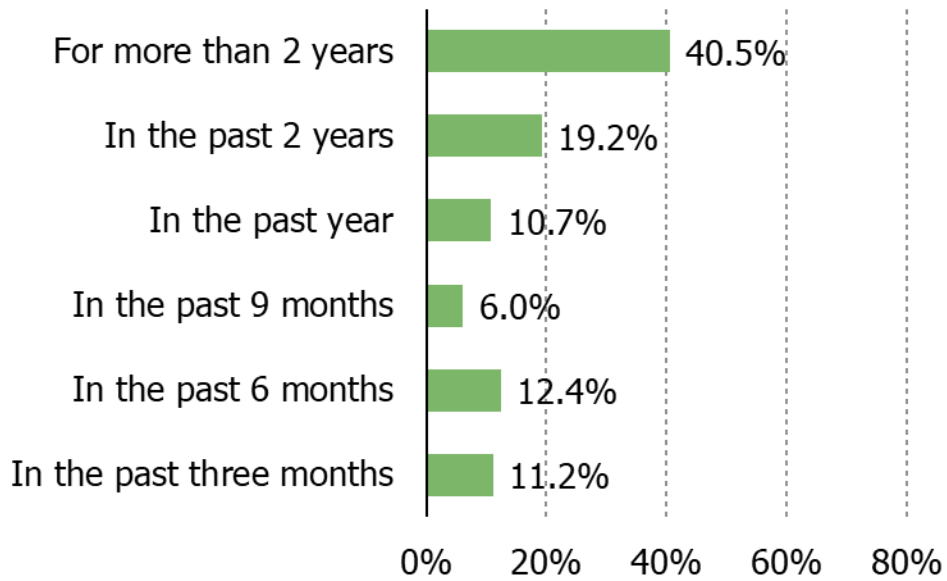


Cross-Tabbed By What They Sell:

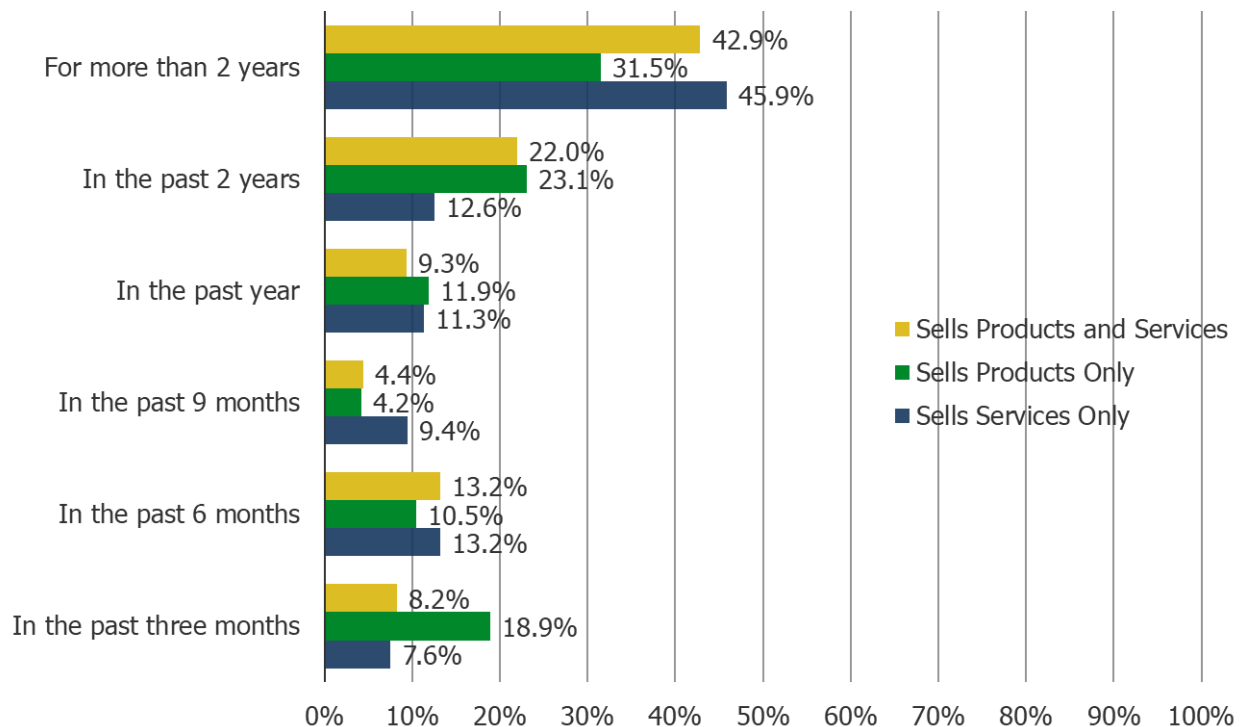


WHEN DID YOUR COMPANY START SELLING ONLINE FOR THE FIRST TIME

Posed to self-employed respondents who sell products or services to customers online.

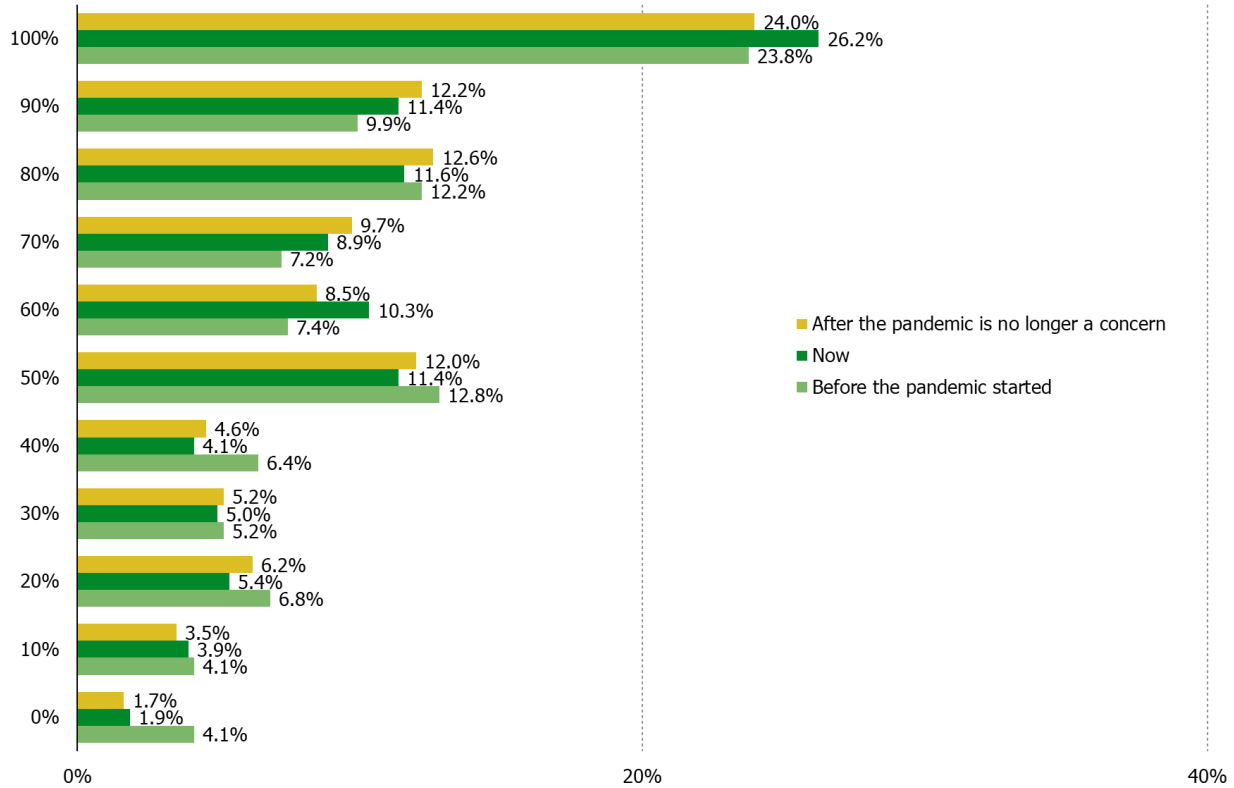


Cross-Tabbed By What They Sell:

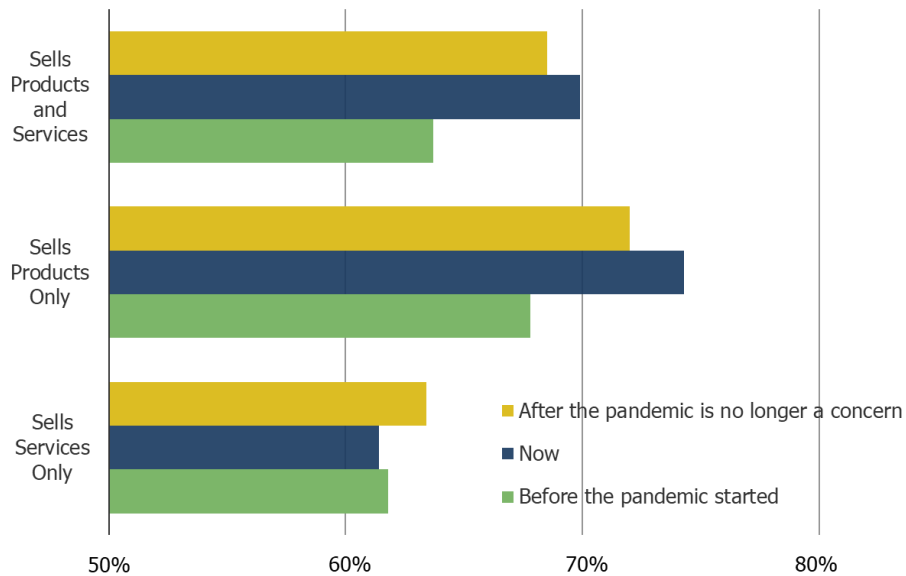


WHAT PERCENTAGE OF YOUR PRODUCTS AND SERVICES WOULD YOU ESTIMATE GET SOLD ONLINE?

Posed to self-employed respondents who sell products or services to customers online.

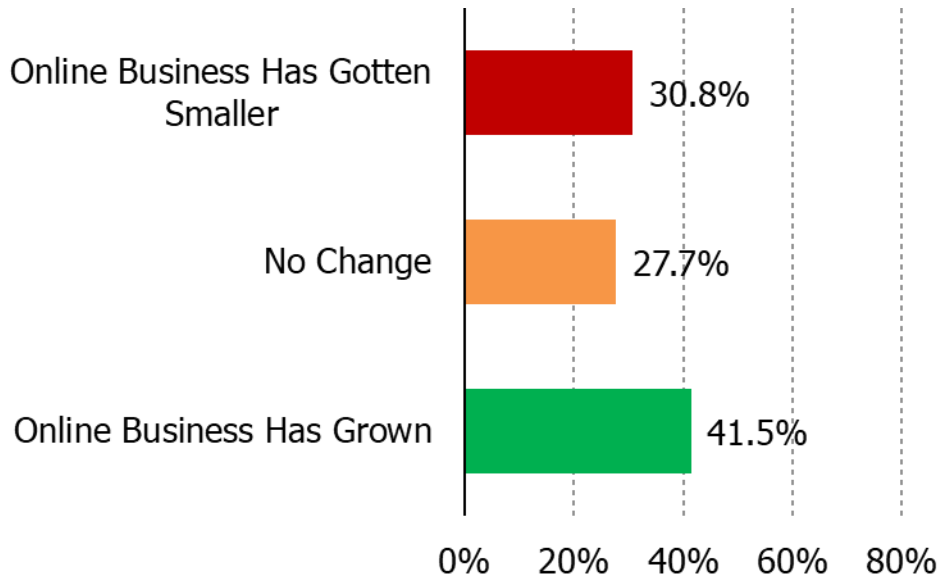


Cross-Tabbed By What They Sell:

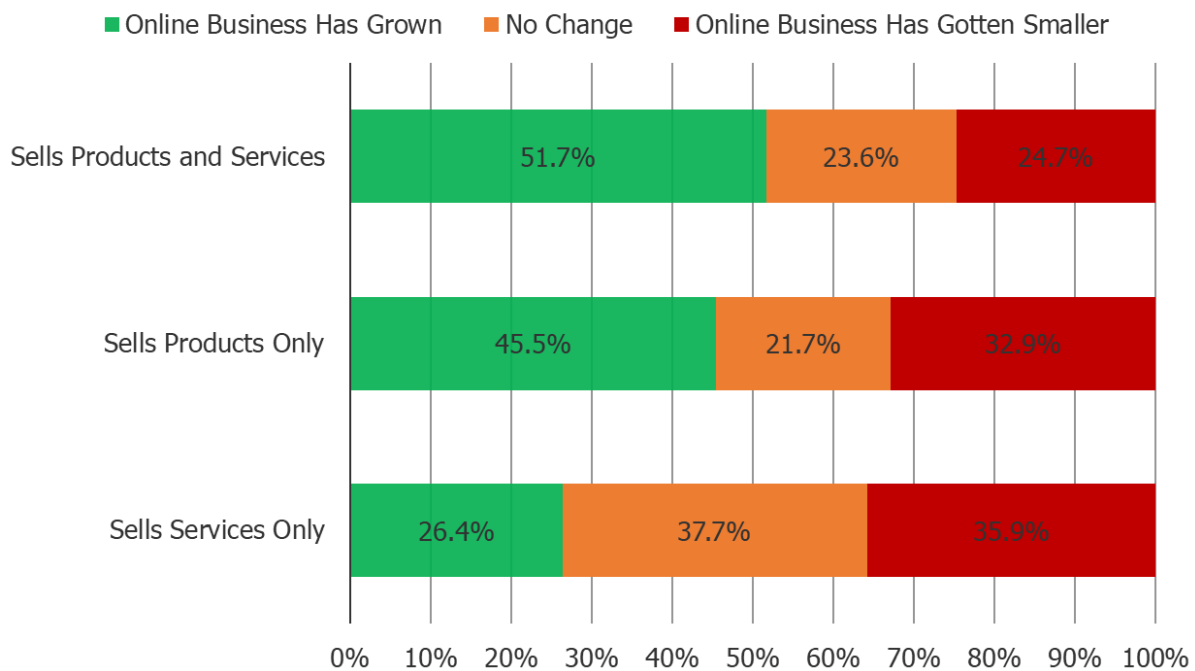


HAS YOUR ONLINE BUSINESS GROWN OR GOTTEN SMALLER DURING THE PANDEMIC?

Posed to self-employed respondents who sell products or services to customers online.

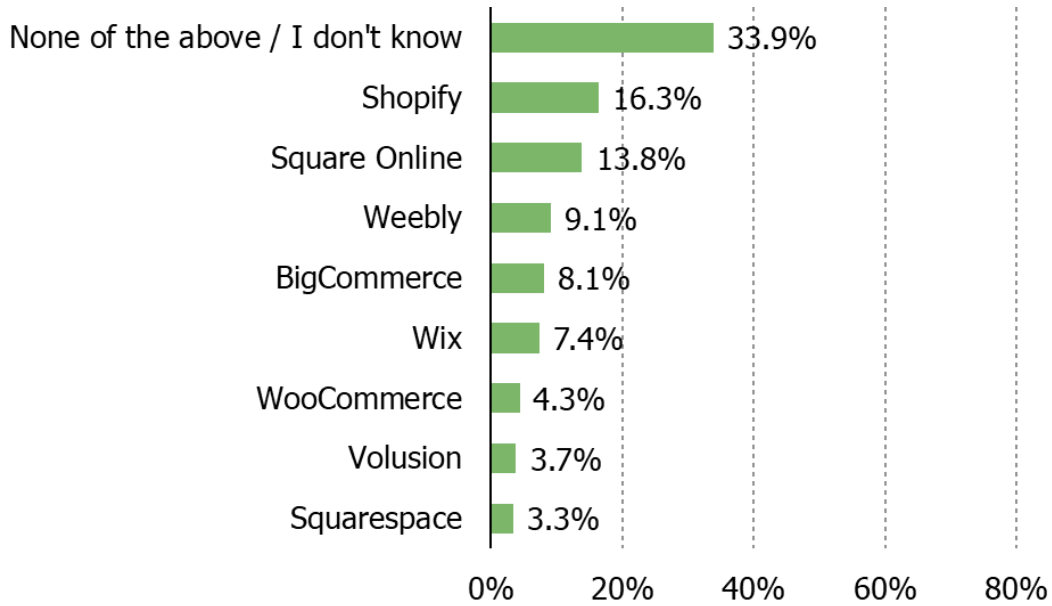


Cross-Tabbed By What They Sell:

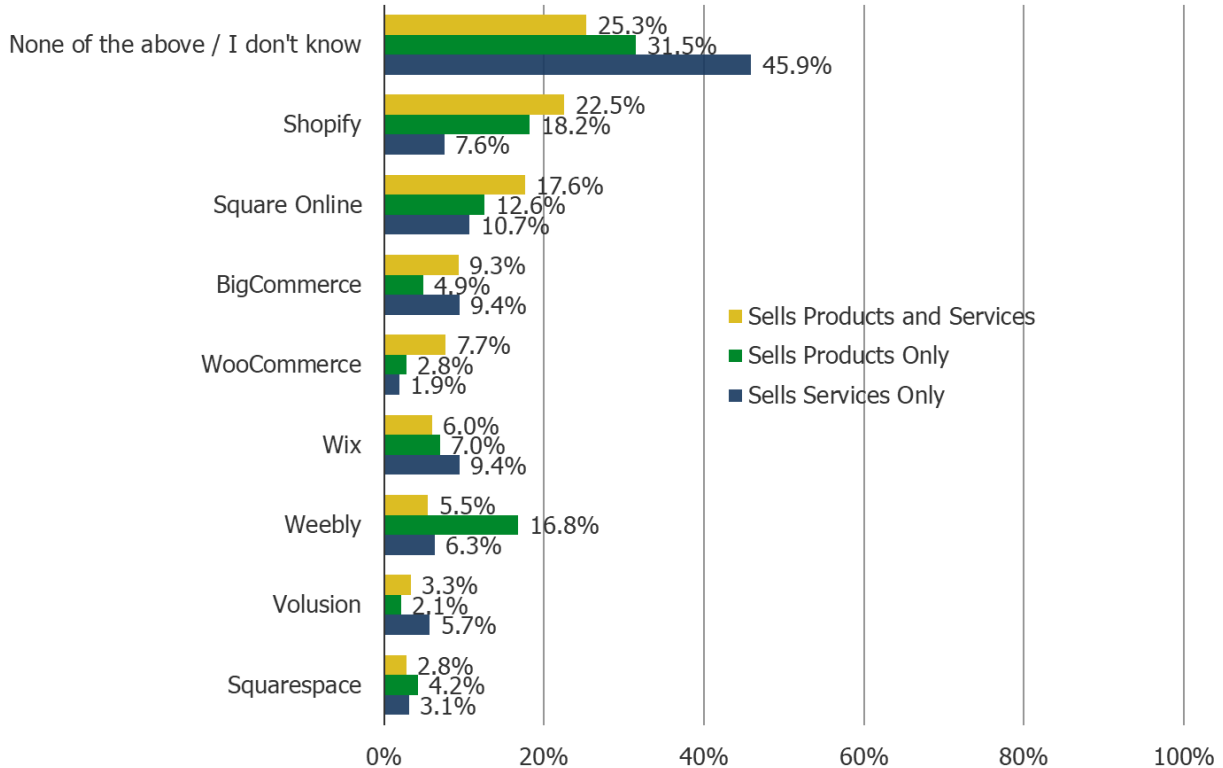


WHICH ONLINE ECOMMERCE WEBSITE BUILDER DOES YOUR COMPANY USE?

Posed to self-employed respondents who sell products or services to customers online.

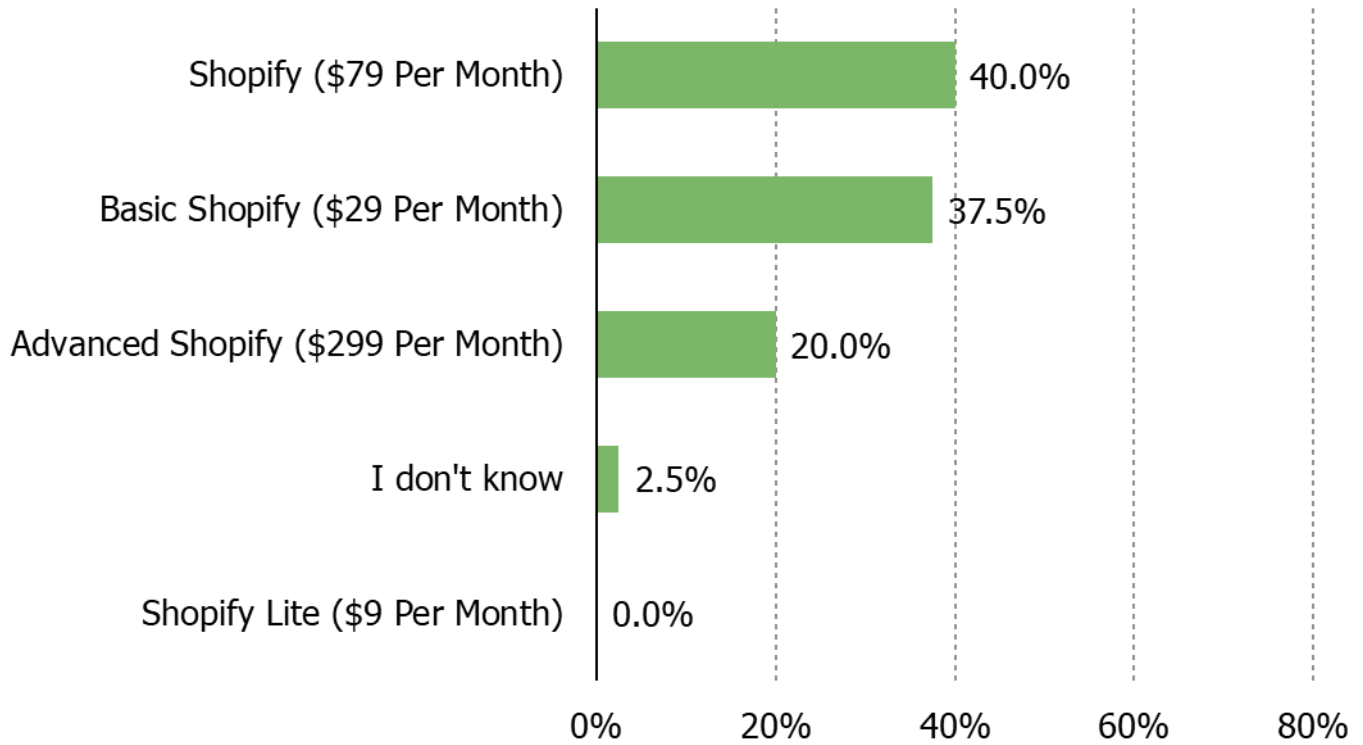


Cross-Tabbed By What They Sell:



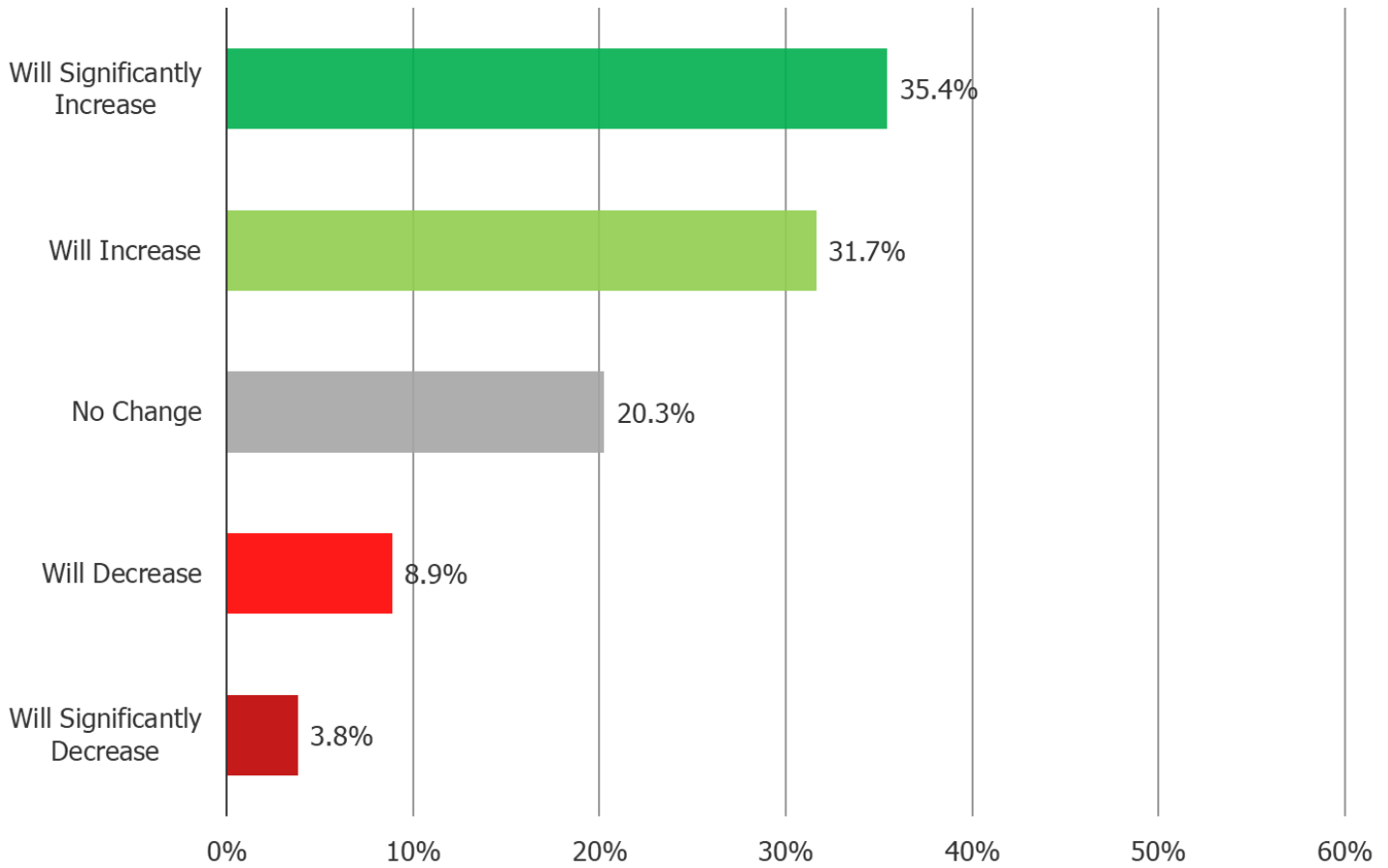
WHICH OF THE FOLLOWING SHOPIFY PLANS DO YOU USE?

Posed to respondents who said they are self-employed and use Shopify.



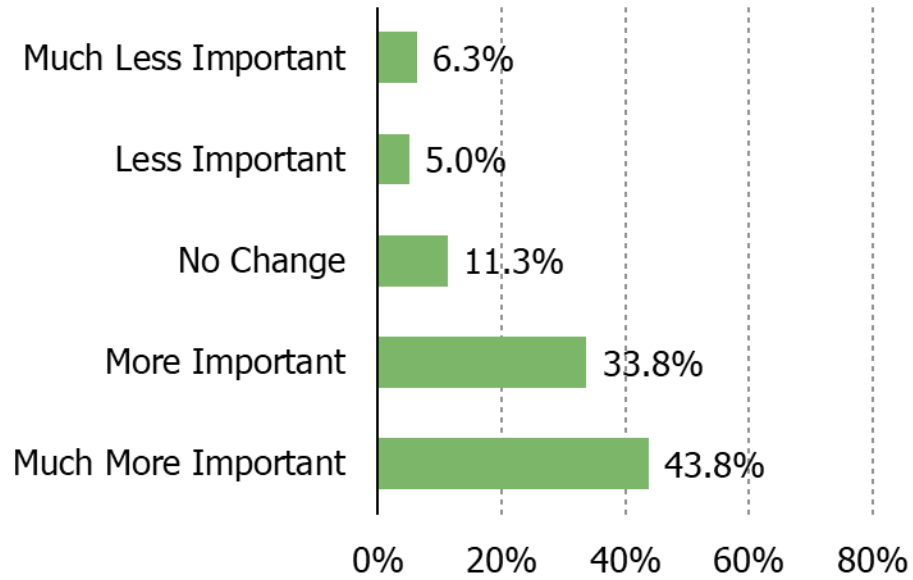
DO YOU EXPECT TO CHANGE HOW MUCH YOU ARE SPENDING ON SHOPIFY IN THE NEXT 3-6 MONTHS?

Posed to respondents who said they are self-employed and use Shopify.



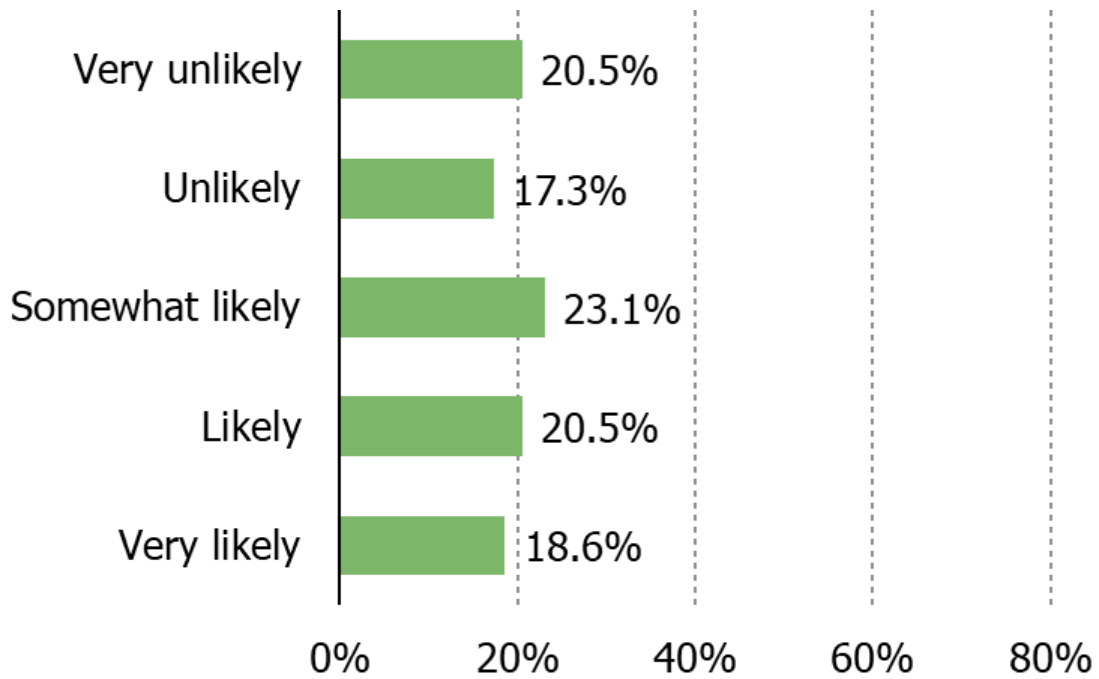
DO YOU EXPECT SHOPIFY TO GET MORE OR LESS IMPORTANT TO YOUR COMPANY OVER THE NEXT YEAR?

Posed to respondents who said they are self-employed and use Shopify.



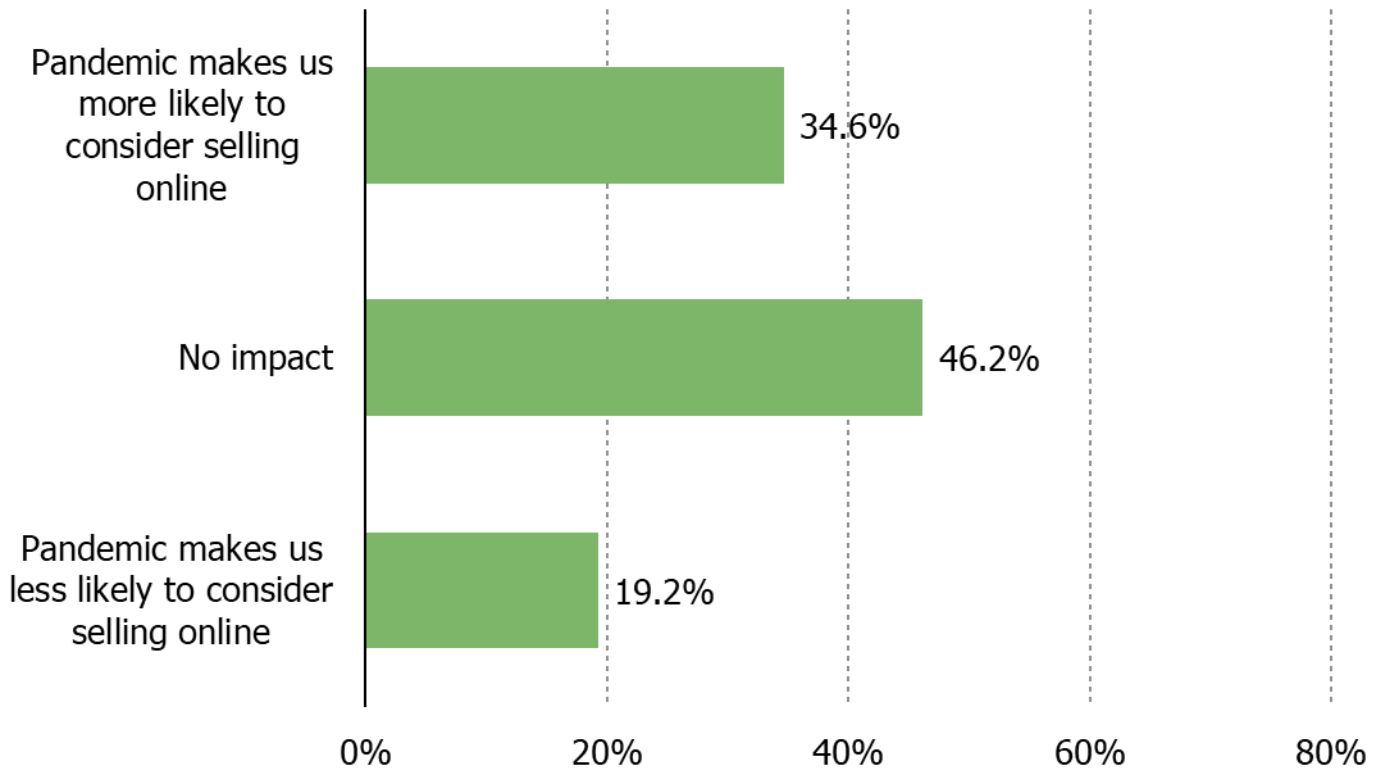
HOW LIKELY IS IT THAT YOU WILL START SELLING PRODUCTS OR SERVICES ONLINE IN THE NEXT YEAR?

Posed to respondents who said they are self-employed AND do not currently sell products online.



DOES THE PANDEMIC MAKE YOU MORE LIKELY THAN YOU WOULD BE NORMALLY TO START SELLING PRODUCTS OR SERVICES ONLINE?

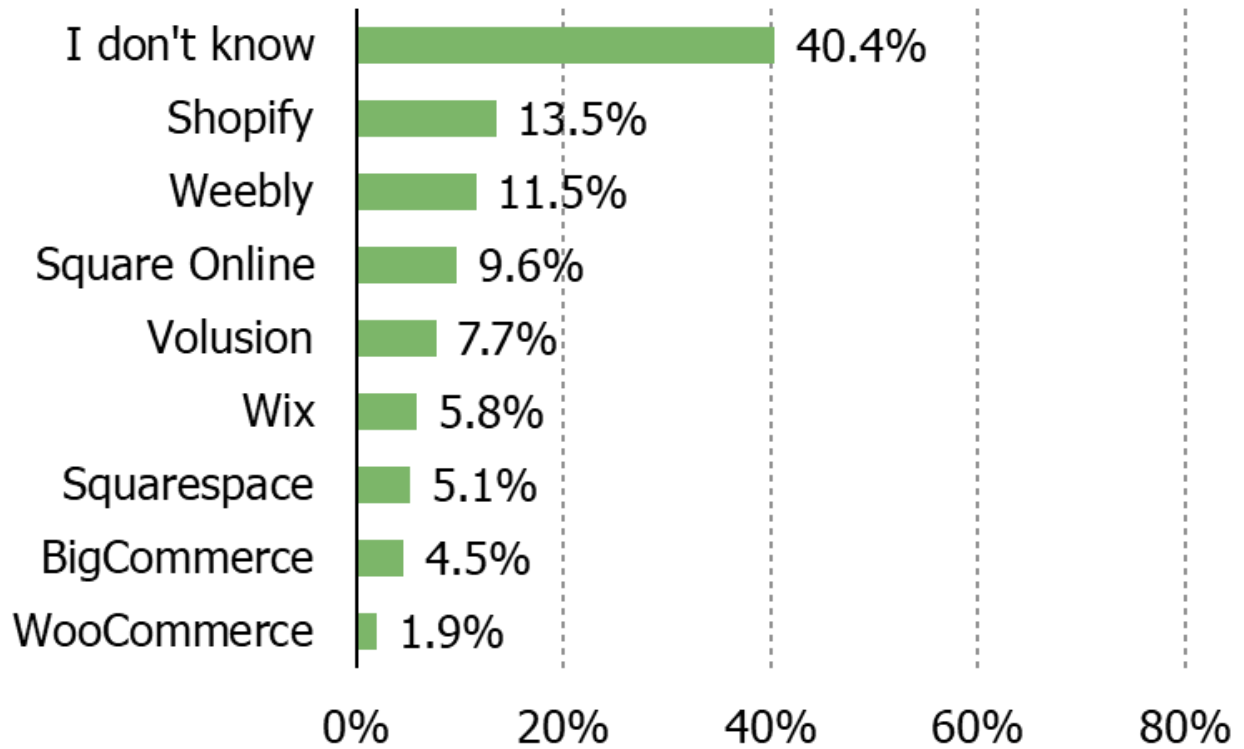
Posed to respondents who said they are self-employed AND do not currently sell products online.



SMB eCommerce

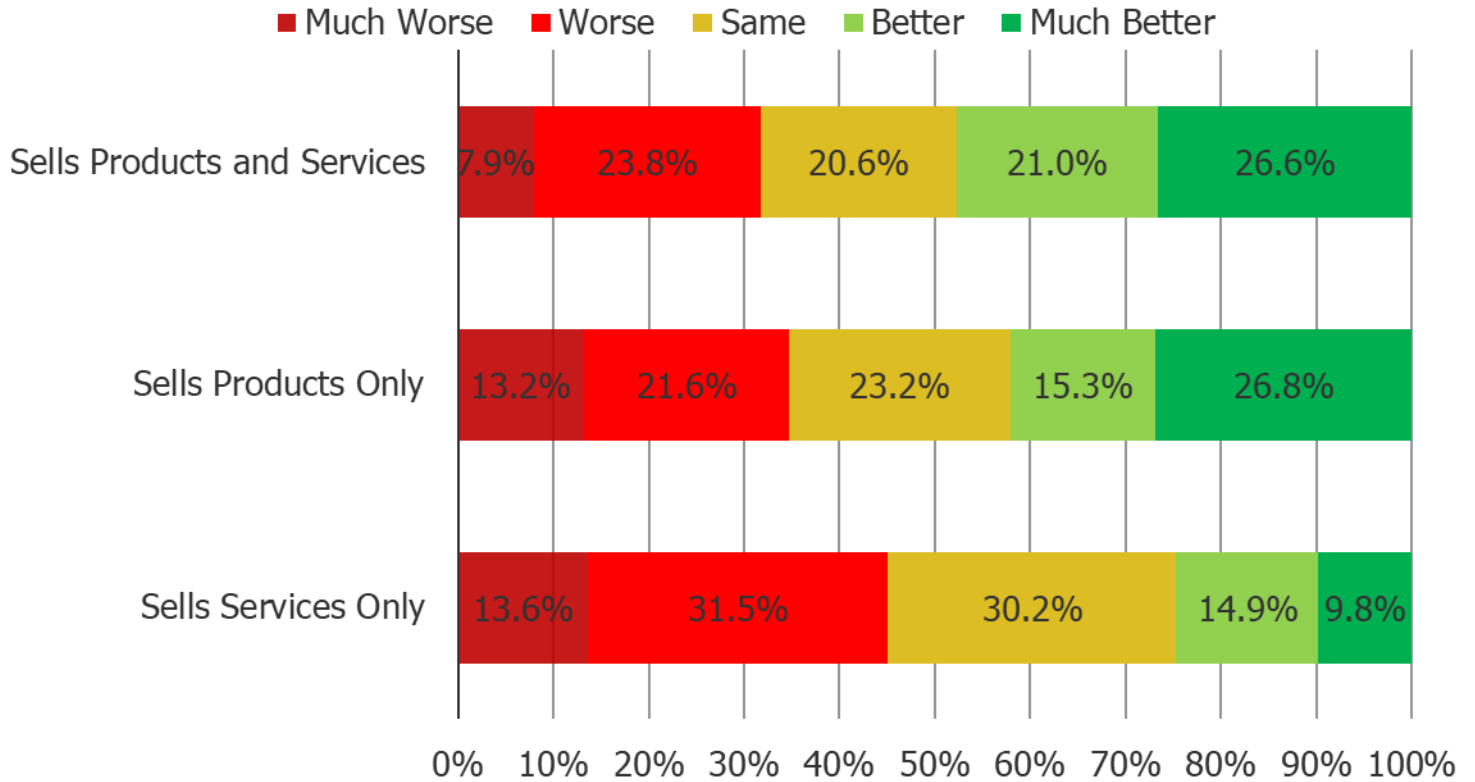
IF YOU WERE TO START SELLING PRODUCTS OR SERVICES ONLINE, WHICH PLATFORM DO YOU THINK WOULD BE BEST TO BUILD AN ECOMMERCE WEBSITE?

Posed to respondents who said they are self-employed AND do not currently sell products online.



THINKING ABOUT THE WORK YOU DO IN YOUR JOB, HOW HAS CUSTOMER DEMAND LOOKED SO FAR IN 2020 COMPARED TO PRIOR YEARS?

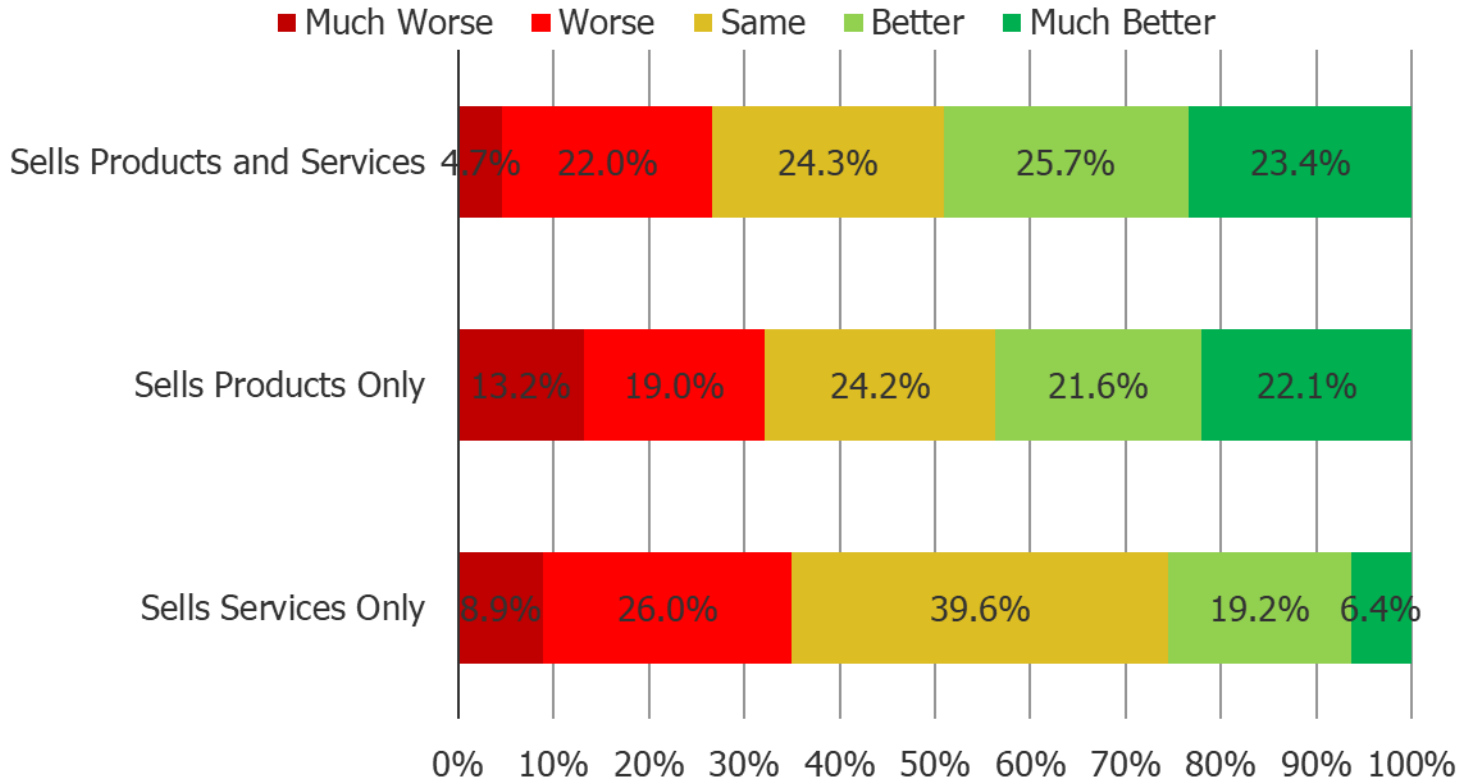
Posed to respondents who said they are self-employed, cross-tabbed by what they sell.



SMB eCommerce

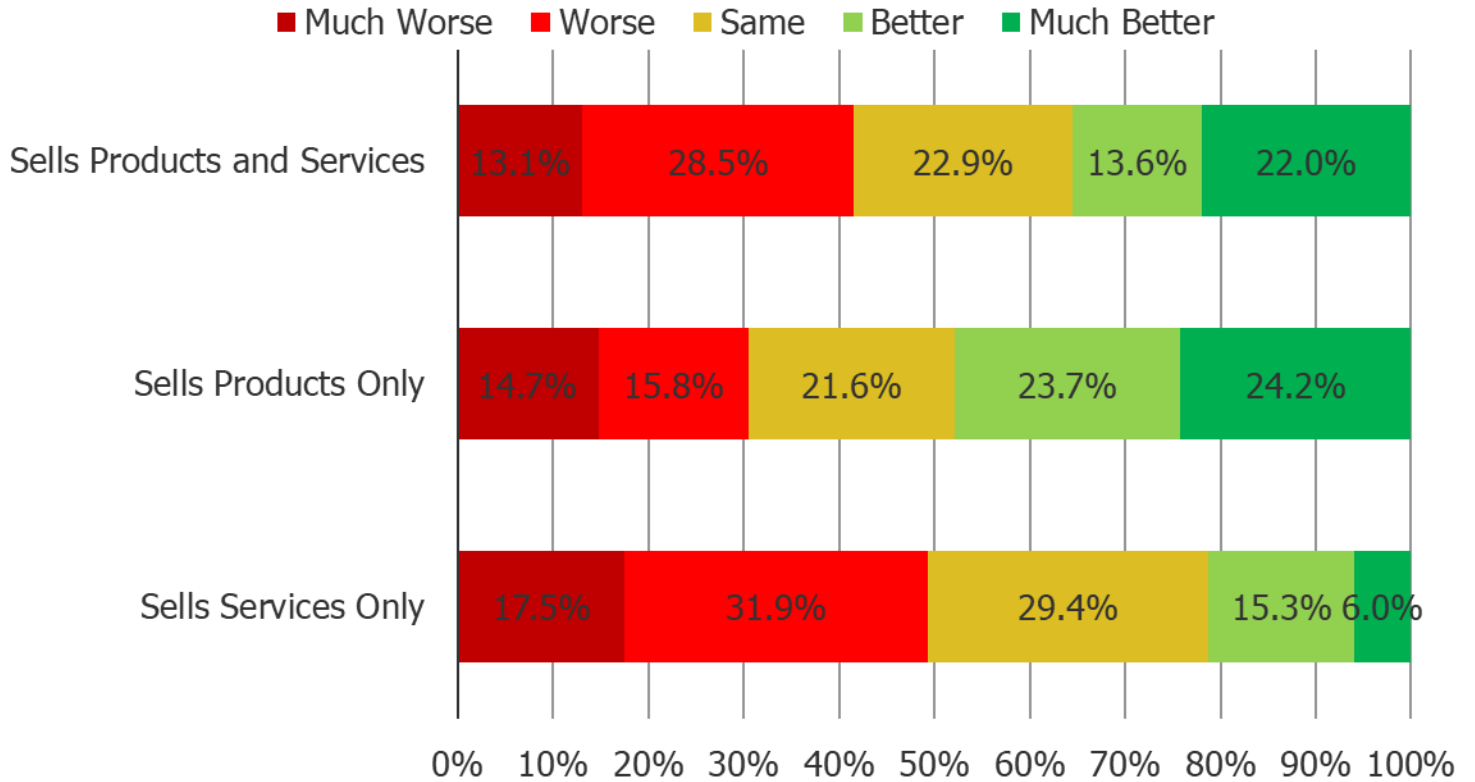
THINKING ABOUT THE WORK YOU DO IN YOUR JOB, DO YOU EXPECT CUSTOMER DEMAND TO BE BETTER OR WORSE COMPARED TO YEARS PRIOR OVER THE NEXT 3-6 MONTHS?

Posed to respondents who said they are self-employed, cross-tabbed by what they sell.



HOW HAS COVID AND SOCIAL DISTANCING IMPACTED BUSINESS?

Posed to respondents who said they are self-employed, cross-tabbed by what they sell.



HAVE YOU STARTED A NEW BUSINESS IN THE PAST YEAR?

Posed to 1,500 US consumers balanced to census.

