

Are you an Amazon Prime Member?

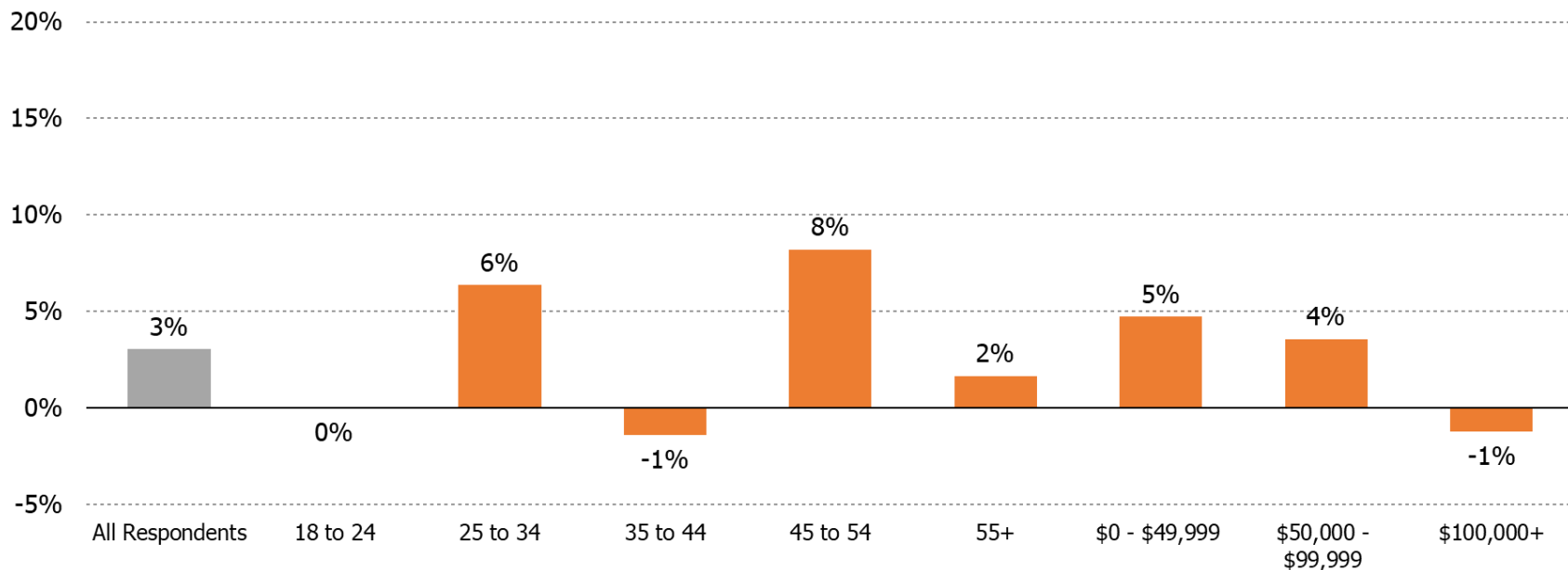
Posed to all respondents, cross-tabbed.

Amazon Prime Members	Feb-20	Mar-20
All Respondents	50%	53%
18 to 24	55%	55%
25 to 34	58%	65%
35 to 44	53%	51%
45 to 54	45%	53%
55+	40%	42%
\$0 - \$49,999	42%	47%
\$50,000 - \$99,999	53%	57%
\$100,000+	62%	61%

Notes

- ❑ Cohorts that have typically lagged in Prime membership (lower income, older in age) drove increases in Prime membership in March.
- ❑ 25-34 year-olds has been a strength, and also showed large increases in Prime membership m/m.

Mar 2020 (minus) Feb 2020



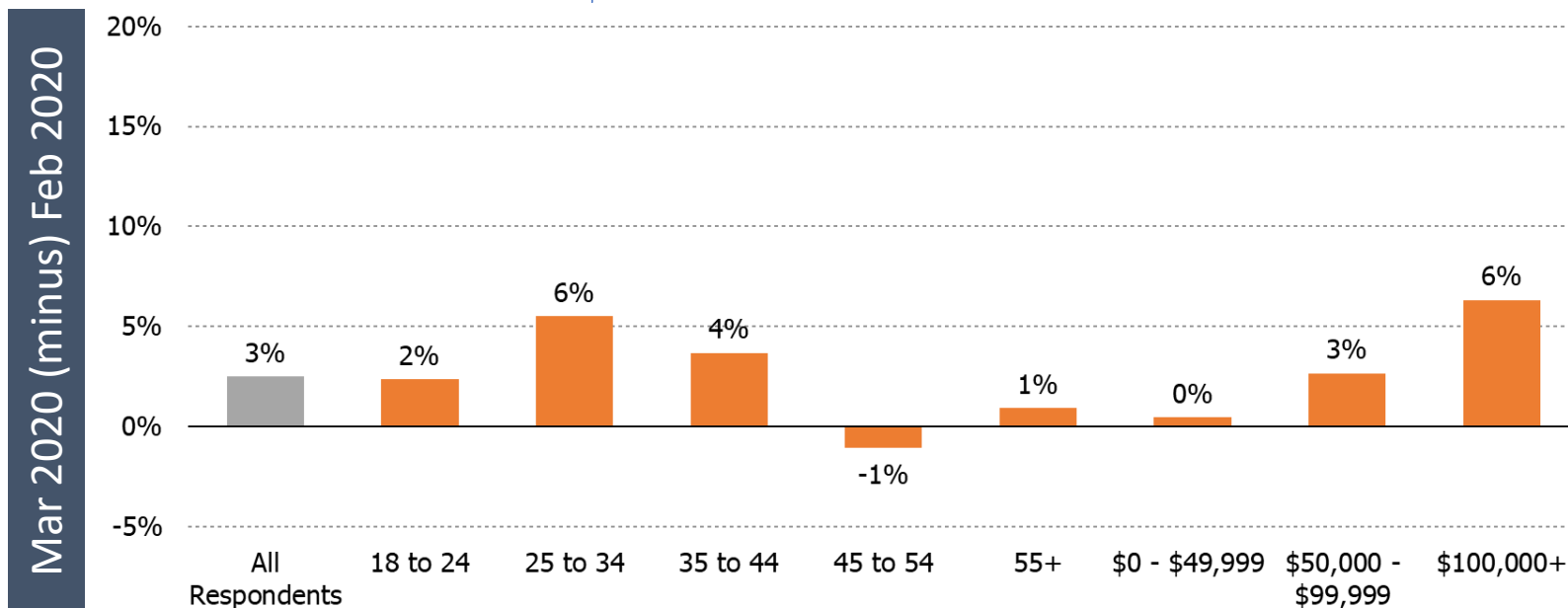
Have you ordered Amazon Fresh in the past month?

Posed to all respondents, cross-tabbed.

Ordered Amazon Fresh Past Month	Feb-20	Mar-20
All Respondents	10%	13%
18 to 24	16%	19%
25 to 34	15%	20%
35 to 44	12%	16%
45 to 54	6%	5%
55+	2%	3%
\$0 - \$49,999	10%	10%
\$50,000 - \$99,999	9%	12%
\$100,000+	12%	19%

Notes

- ❑ *45+ year-olds have lagged in their usage of Amazon Fresh.*
- ❑ *The uptick we observed this month was largely driven by younger respondents and higher income respondents.*



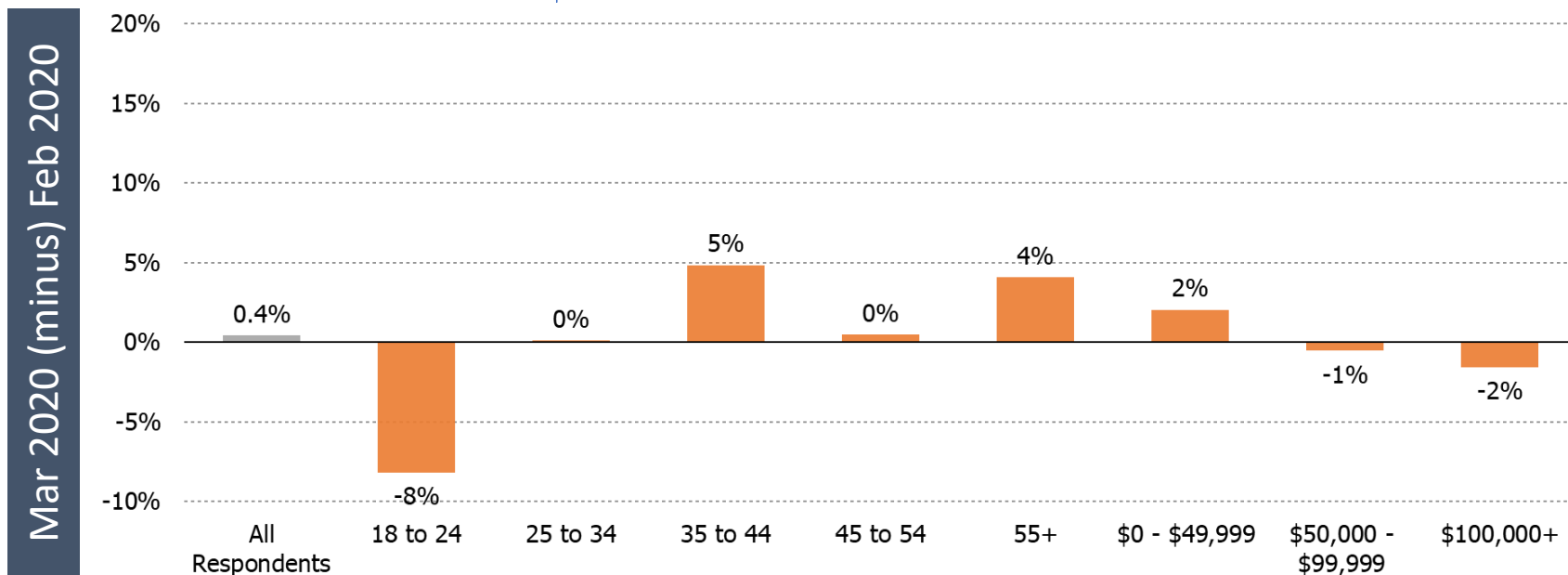
Have you purchased anything on Amazon in the past month?

Posed to all respondents, cross-tabbed.

Shopped Amazon Past Month	Feb-20	Mar-20
All Respondents	56%	56%
18 to 24	52%	44%
25 to 34	56%	56%
35 to 44	57%	62%
45 to 54	62%	62%
55+	53%	57%
\$0 - \$49,999	51%	53%
\$50,000 - \$99,999	58%	58%
\$100,000+	63%	61%

Notes

- 18-24 year-olds pulled back in spending on Amazon m/m, but 55+ year-olds and lower income respondents showed an increase in usage m/m.



Going forward, do you expect to do the following more or less often than normal because of the Coronavirus and its impact to your life/the economy?

Posed to all respondents, cross-tabbed.

