



CHECK BREAKDOWN: ONLINE SHOPPING

ONLINE SHOPPING | POSITIVE

Consumers are increasingly reliant on online shopping channels. Most continue to expect to rely on online channels in the near, medium, and longer term with the share of respondents who expect to rely on online shopping a year from now increased from our last check.

HOLIDAY SHOPPING SHIFTING ONLINE

Consumers are expecting to shift more of their shopping online this year compared to prior years. Furthermore, consumers who plan to spend more on the holidays this year expect a much higher percentage of their holiday spend to go through online channels compared to those who plan to spend less.

AMAZON | IMPROVED

The percentage of respondents who bought something from Amazon in the last month jumped higher during this round as consumers continue to rely on Amazon specifically. Moreover, consumers increasingly expect to rely on Amazon after Covid/social distancing lockdowns.

AMAZON | STRONG PRICING POWER

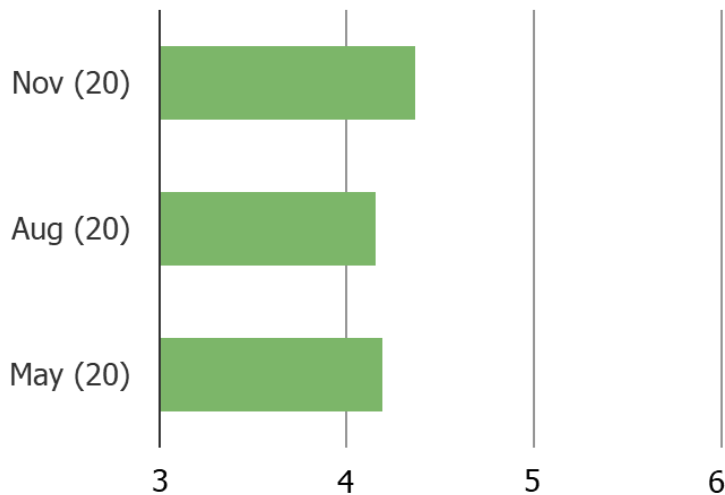
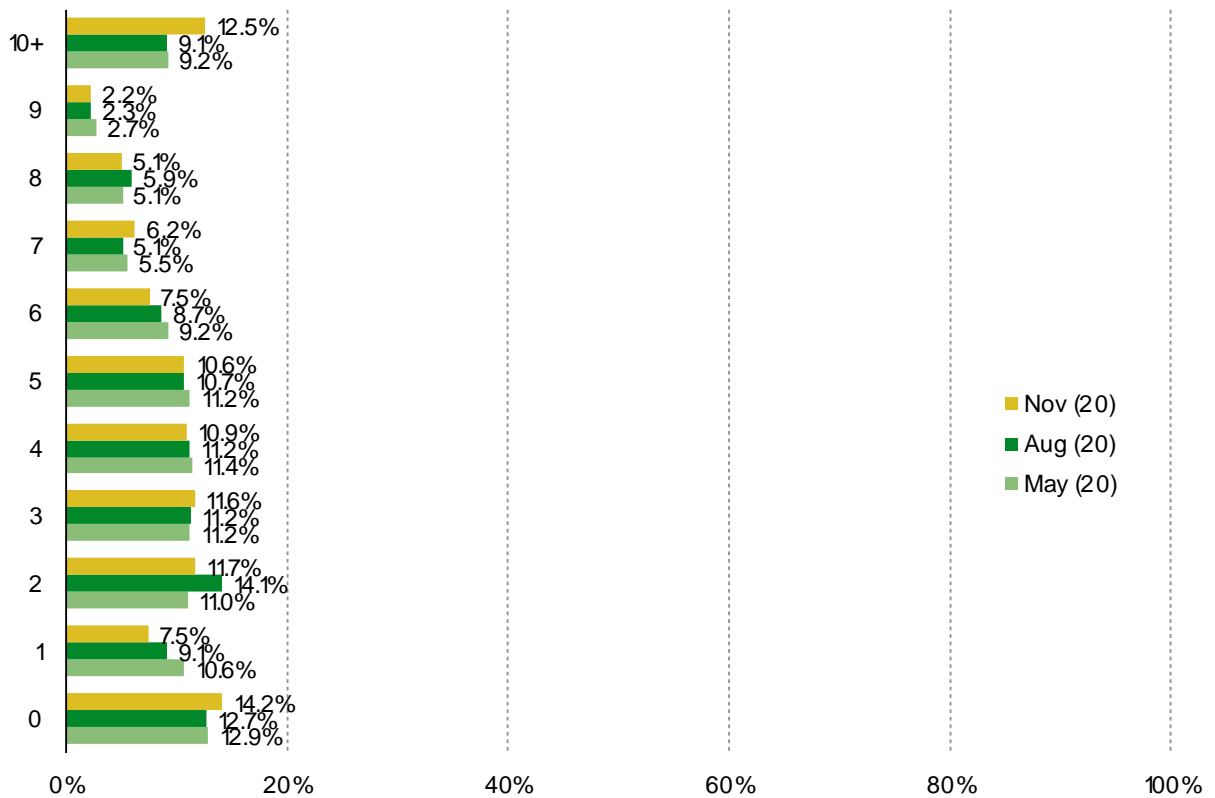
The feedback from Amazon Prime members was positive. Respondents note that the price that would trigger a cancellation from them is higher than the current price for a membership (average was \$196 while median was \$145).

ONLINE SHOPPING TRENDS

Online Shipping Trends

HOW MANY ONLINE PURCHASES HAVE YOU MADE IN THE PAST MONTH? (FROM ANY AND ALL SITES/APPS YOU USE)

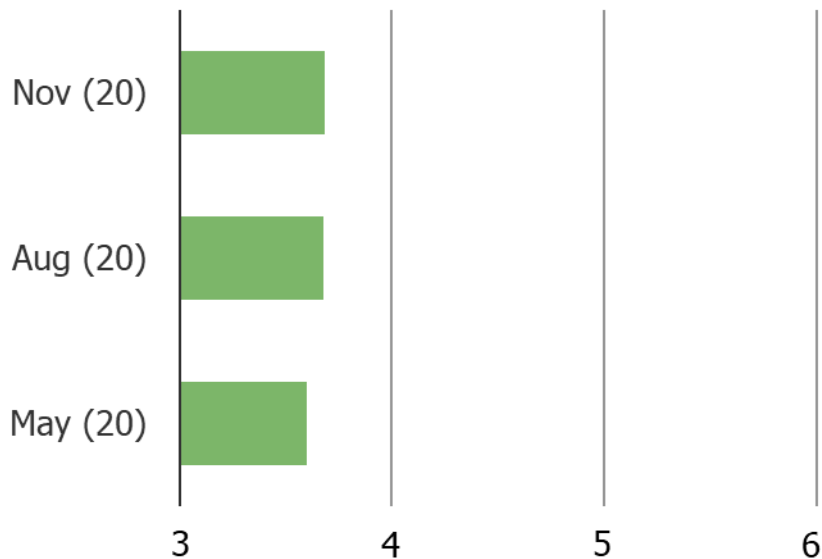
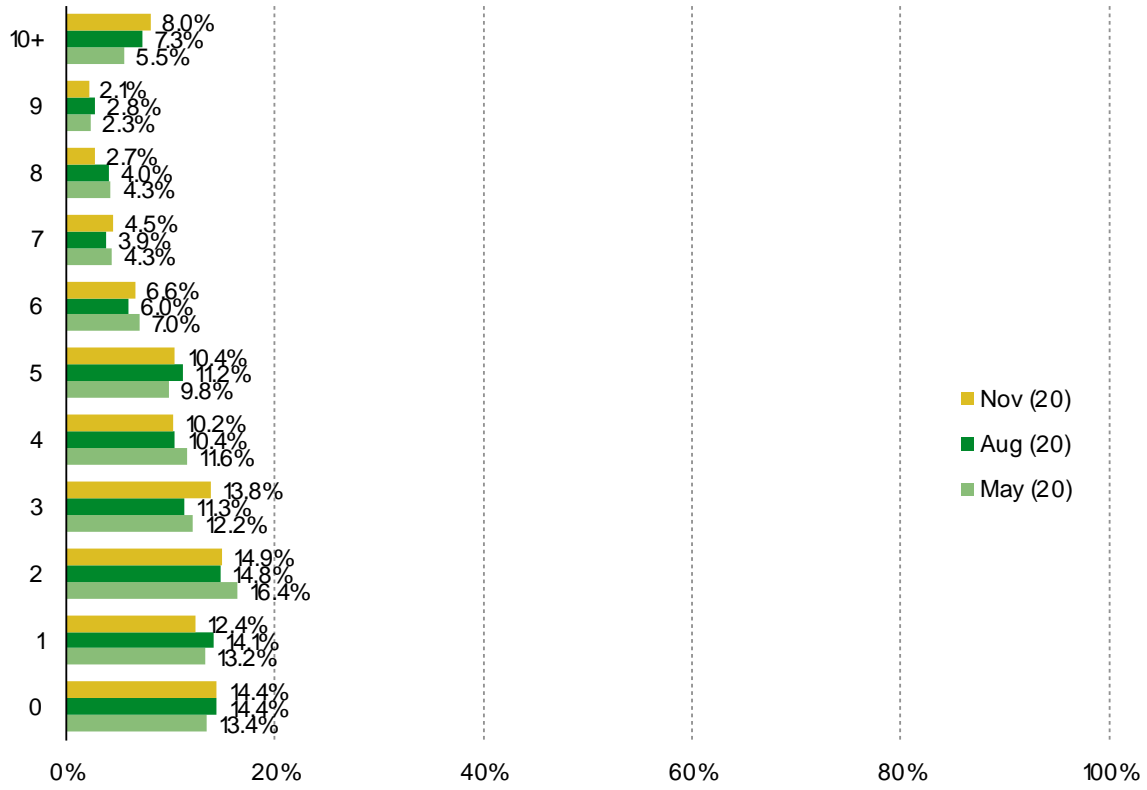
This question was posed to all respondents.



Online Shipping Trends

IF WE ASKED YOU IN FEBRUARY OF 2020, HOW MANY ONLINE PURCHASES YOU MADE IN THE PAST MONTH WHAT WOULD YOU HAVE SAID? (FROM ANY AND ALL SITES/APPS YOU USE)

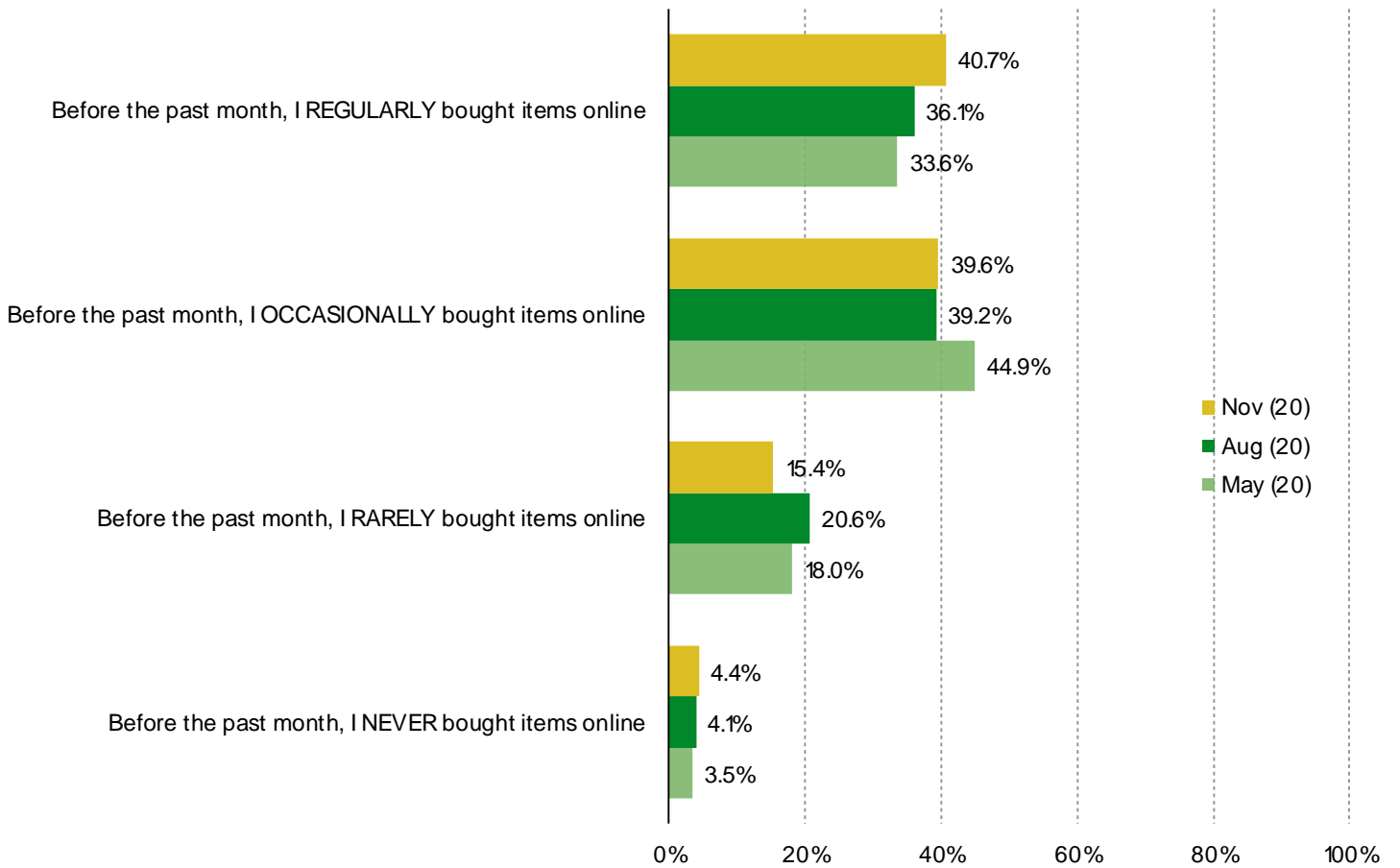
This question was posed to all respondents.



Online Shipping Trends

WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

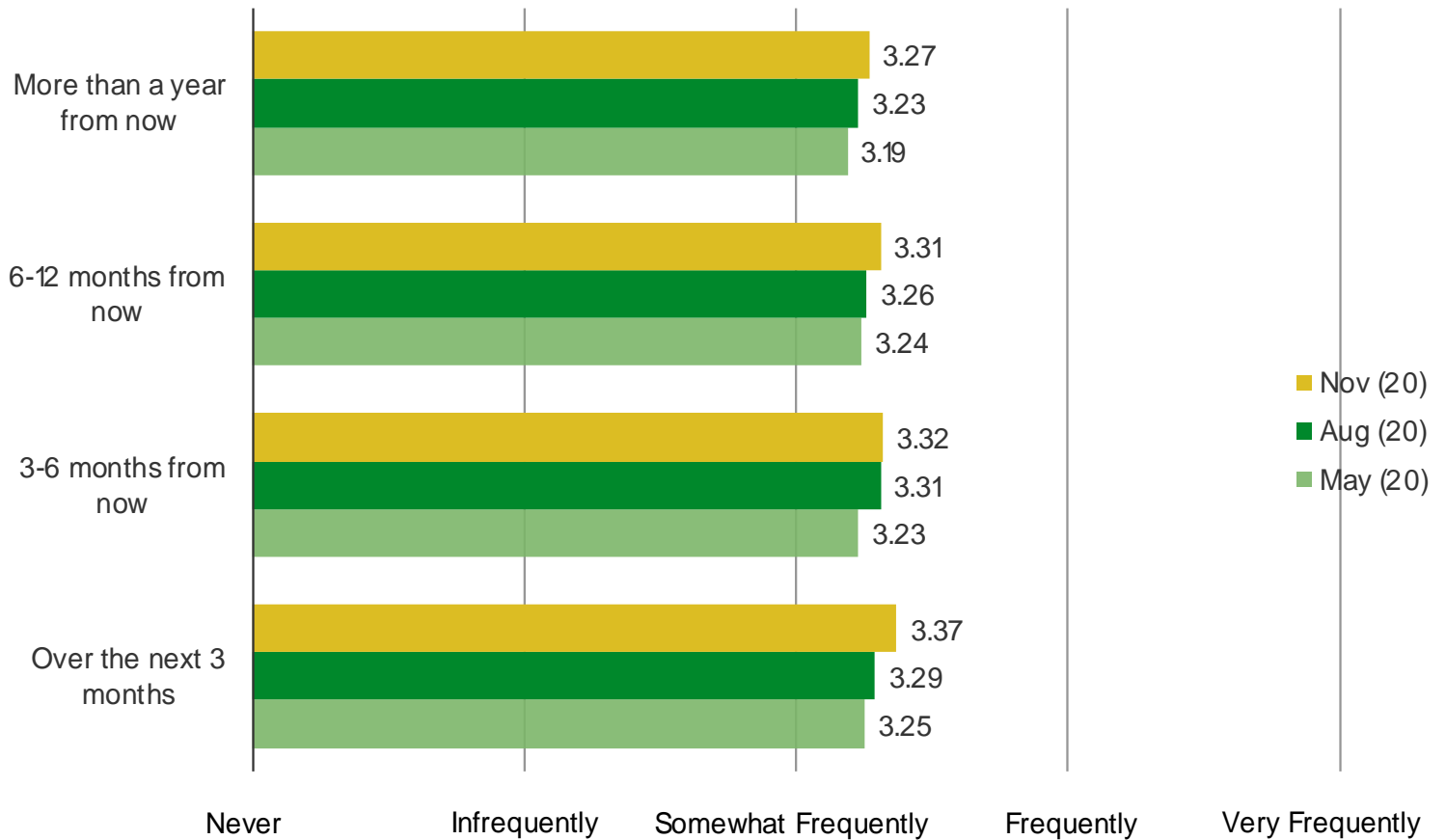
This question was posed to all respondents who purchased online during the past month.



Online Shipping Trends

GOING FORWARD, DO YOU EXPECT TO USE ONLINE SHOPPING...

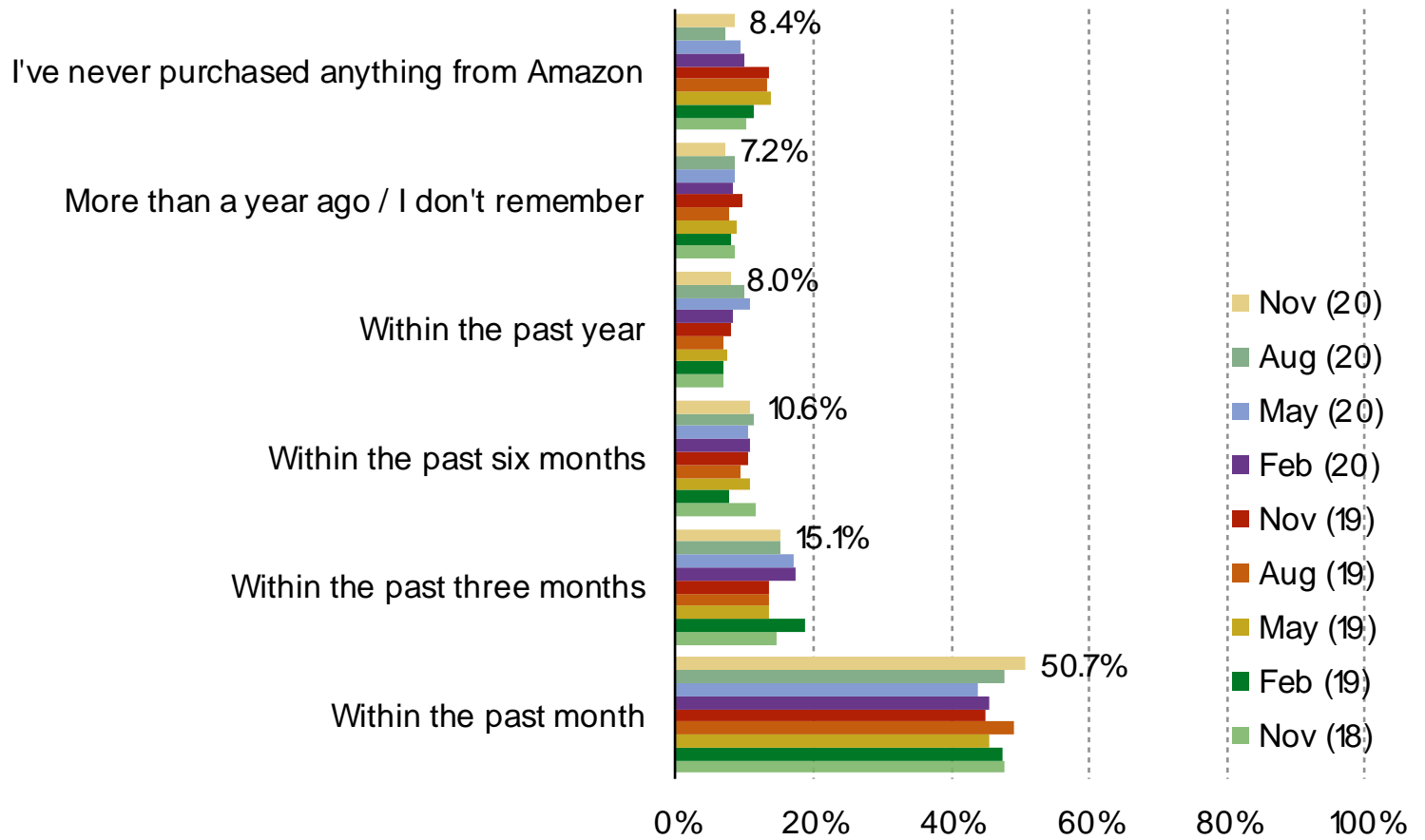
This question was posed to all respondents.



Online Shipping Trends

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

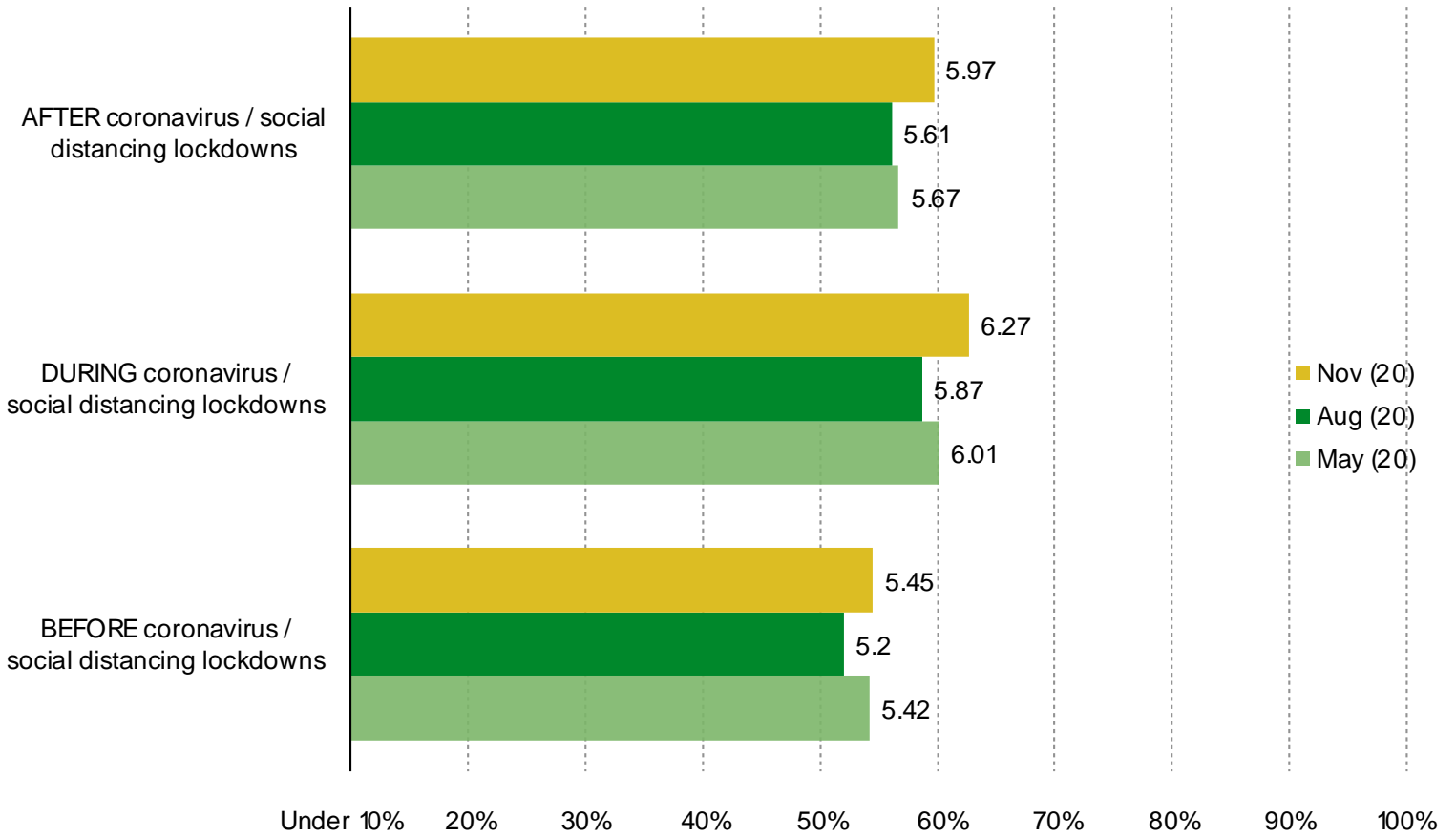
This question was posed to all respondents.



Online Shipping Trends

WHAT PERCENTAGE OF ALL OF YOUR ONLINE PURCHASES WOULD YOU SAY HAVE BEEN / WILL BE MADE THROUGH AMAZON...

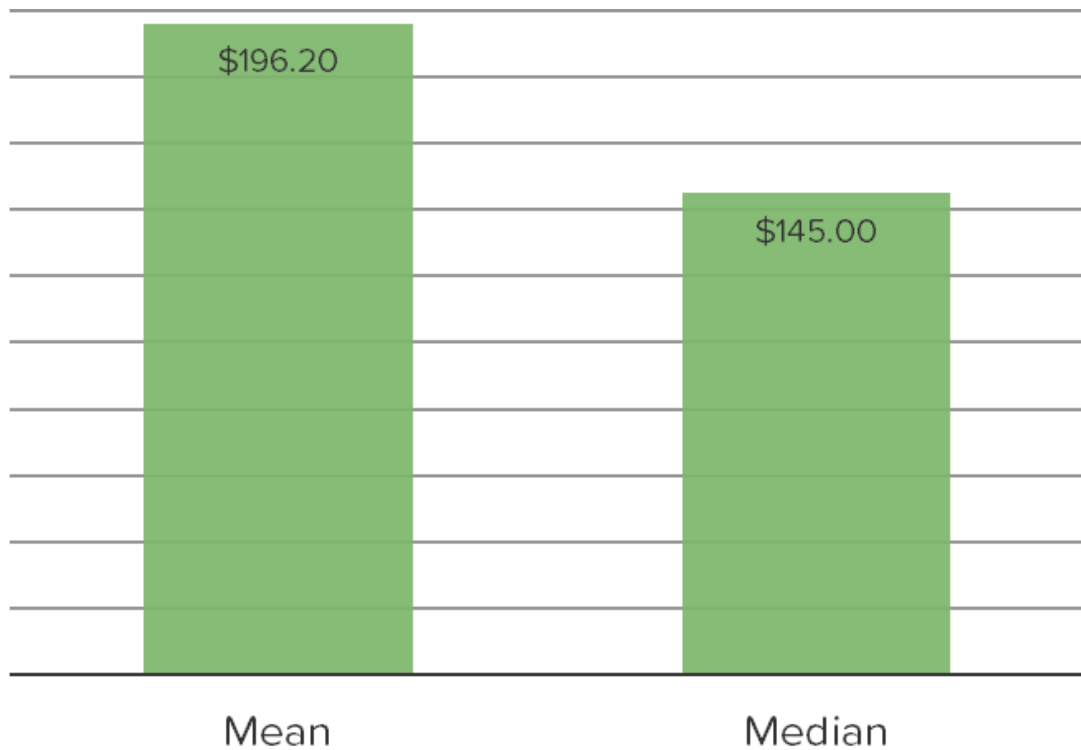
This question was posed to Amazon customers.



Online Shipping Trends

AMAZON PRIME CURRENTLY COSTS \$119 PER YEAR. IF AMAZON INCREASED PRICES TO, WHAT PRICE POINT PER YEAR WOULD MOVE YOU TO CANCEL YOUR ACCOUNT WITH PRIME?

This question was posed to paying Amazon Prime members.



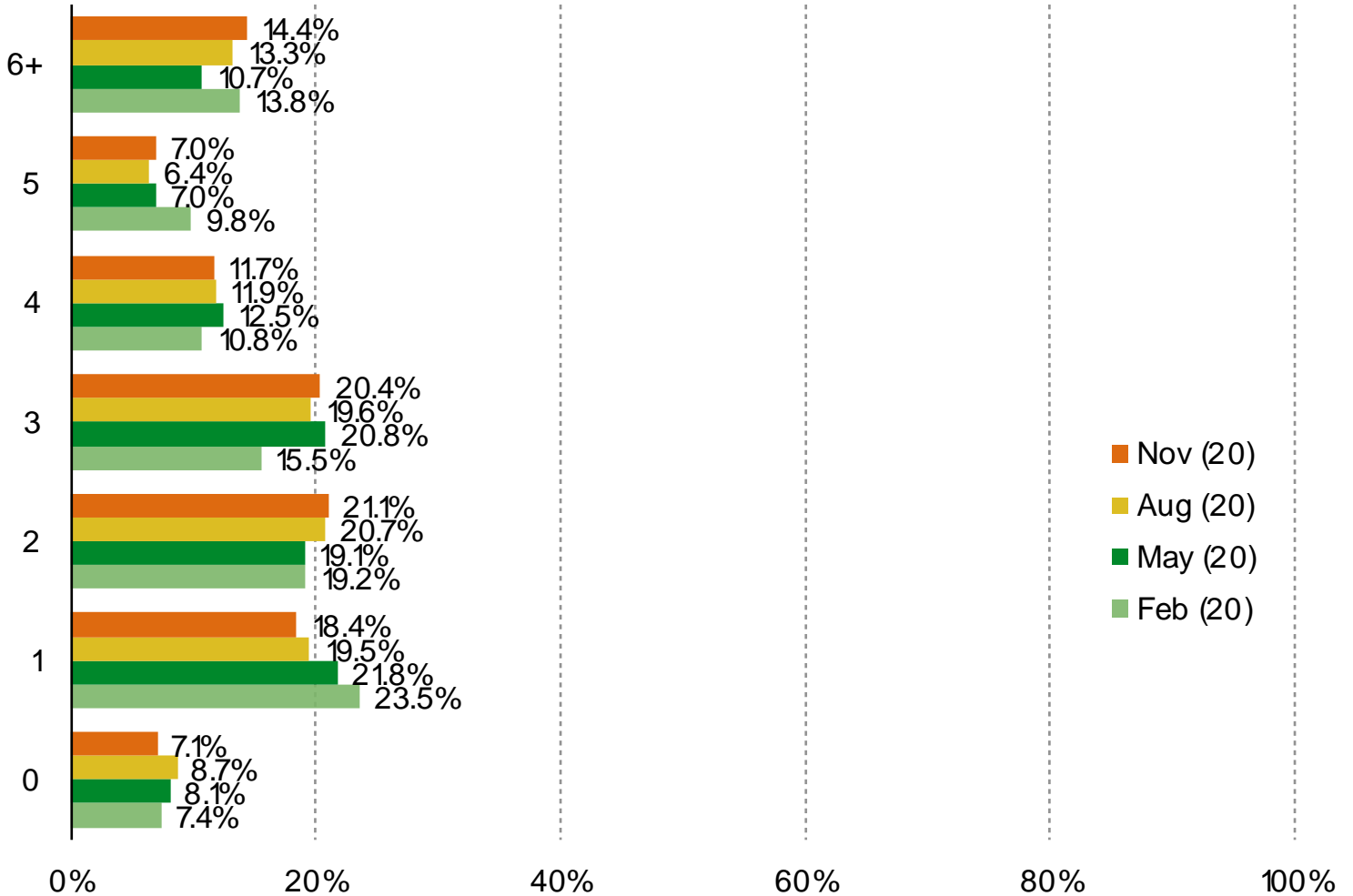
Note: In our August survey, the mean was \$196.55 and the median was \$150.

For the purposes of this question, we allow respondents to enter a number between \$119 and \$1,000.

Online Shipping Trends

ON AVERAGE, HOW MANY ITEMS DO YOU BUY FROM AMAZON PER MONTH?

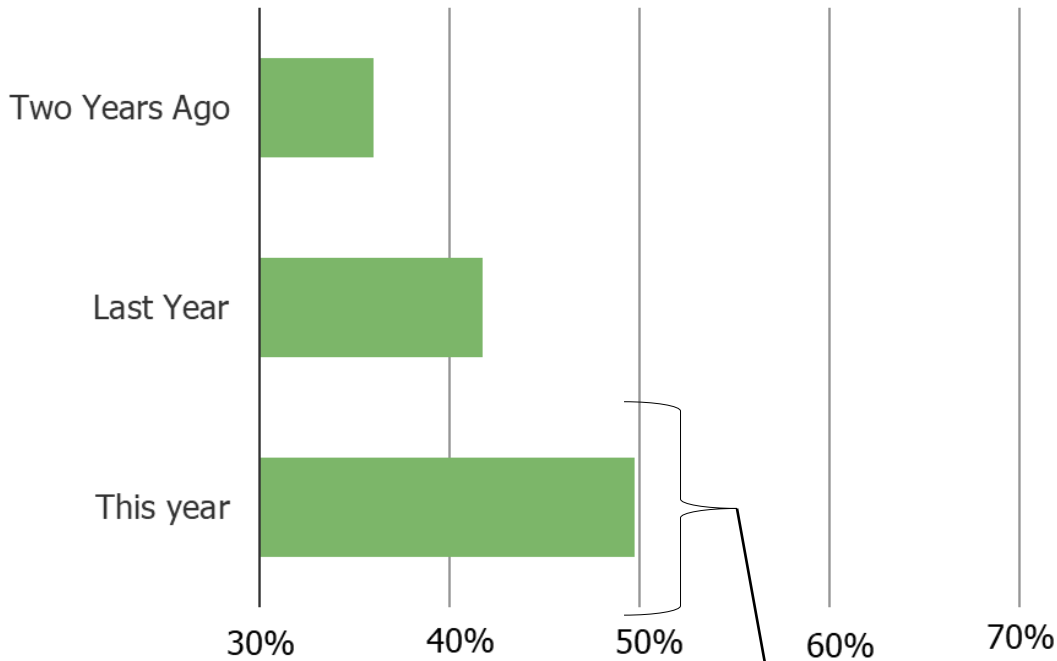
This question was posed to Amazon customers.



Online Shipping Trends

PLEASE ESTIMATE HOW MUCH OF YOUR HOLIDAY SHOPPING WAS/WILL BE ONLINE...

This question was posed to all respondents.



Cross-Tab: Respondents Who Told Us They Will Spend More Or Less This Year On The Holidays Compared To Prior Years.

