



**CHECK BREAKDOWN:**

TREND CHECKS

**TRAVEL INTENTIONS INFLECT POSITIVELY**

In our most recent surveys, intentions to travel have inflected positively. It is the number one spending category that respondents cut down on last year that they plan to increase spending on this year (by a wide margin). Planned visits to theme parks, expected hotel/flight bookings are increased sequentially.

**WORK FROM HOME AND RETURNING TO WORK**

Of those who are employed, around half are currently working from home part-time or full-time. Of those who are working from home, 58% have been advised that they will return in person before the end of 2021. Another 37.7% have received no guidance yet. Only 4.4% have been told January 2022 or later.

**ONLINE SHOPPING TRENDS – PANDEMIC GAINS**

Online shopping engagement has increased throughout the pandemic and most online shoppers expect to continue at virtually the same purchase frequency going forward. Reliance on Amazon increased during the COVID pandemic and most Amazon customers expect most of those gains to hold after COVID is no longer a concern.

## TRAVEL INTENTIONS INFLECT POSITIVELY



Online Shipping Trends

IS THERE ANYTHING YOU SPENT MORE ON THAN USUAL LAST YEAR THAT YOU DON'T EXPECT TO SPEND AS MUCH ON THIS YEAR?

This question was posed to all respondents.

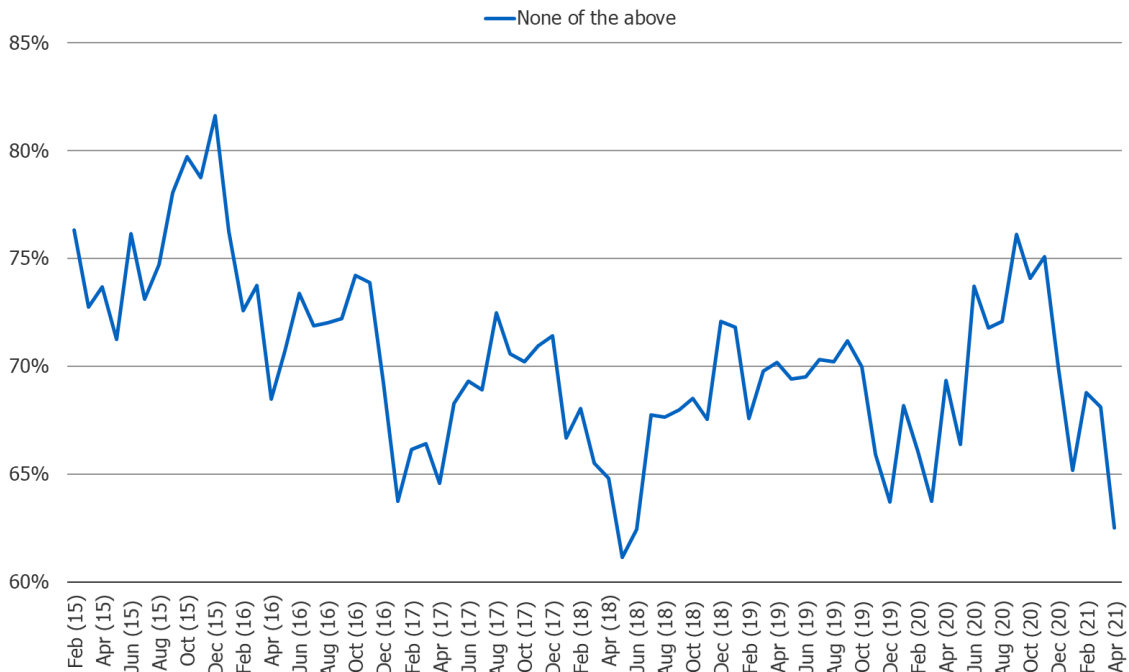
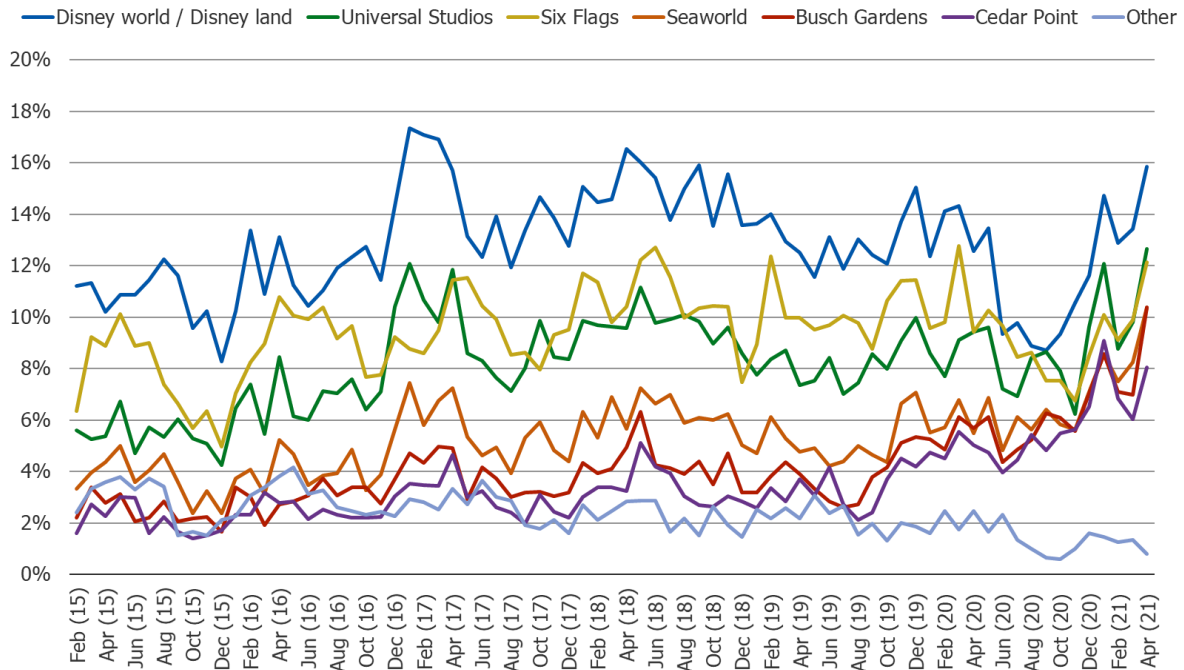
10% of respondents said yes:



Online Shipping Trends

DO YOU PLAN TO VISIT ANY OF THE FOLLOWING THEME PARKS IN THE NEXT SIX MONTHS?

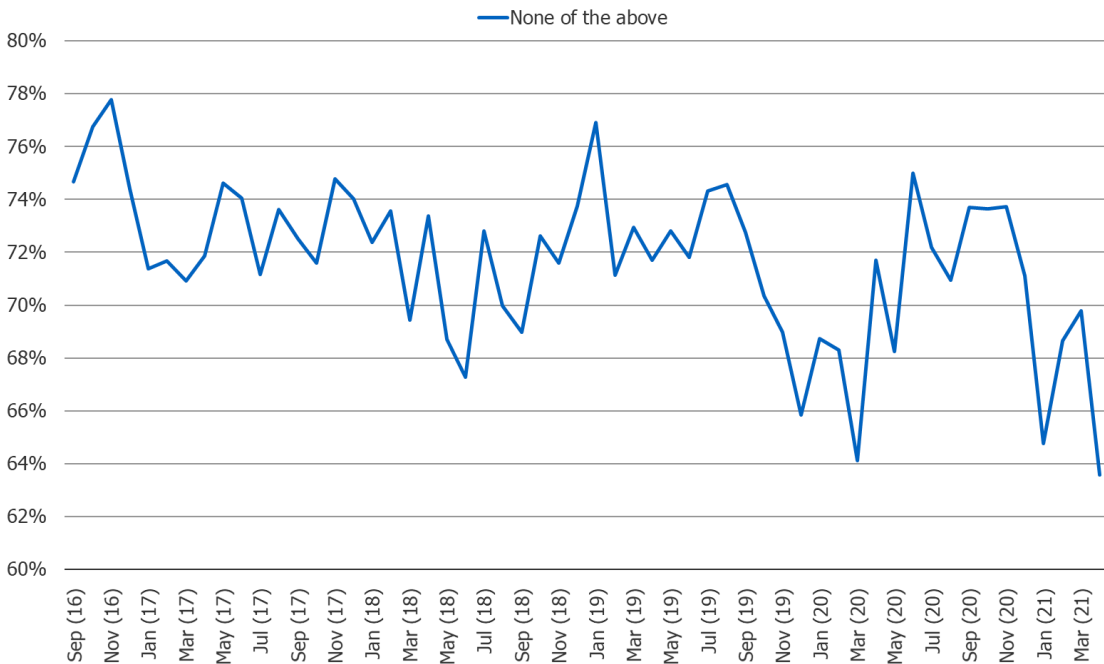
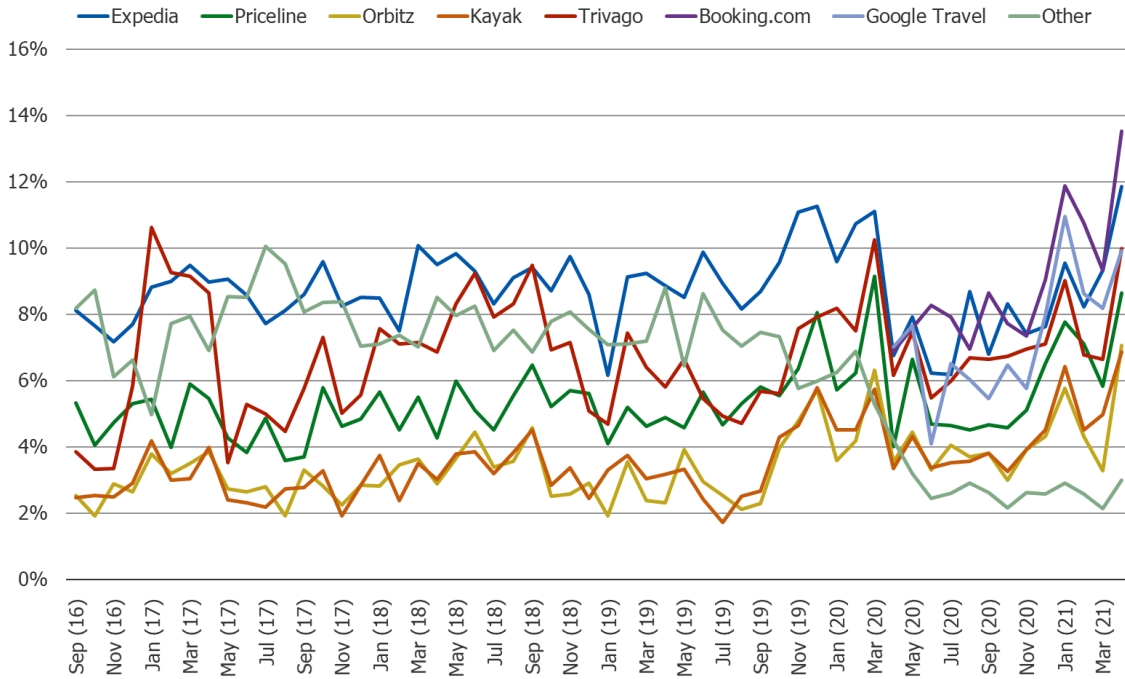
This question was posed to all respondents.



Online Shipping Trends

HAVE YOU BOOKED A HOTEL THROUGH ANY OF THEW FOLLOWING IN THE PAST THREE MONTHS?

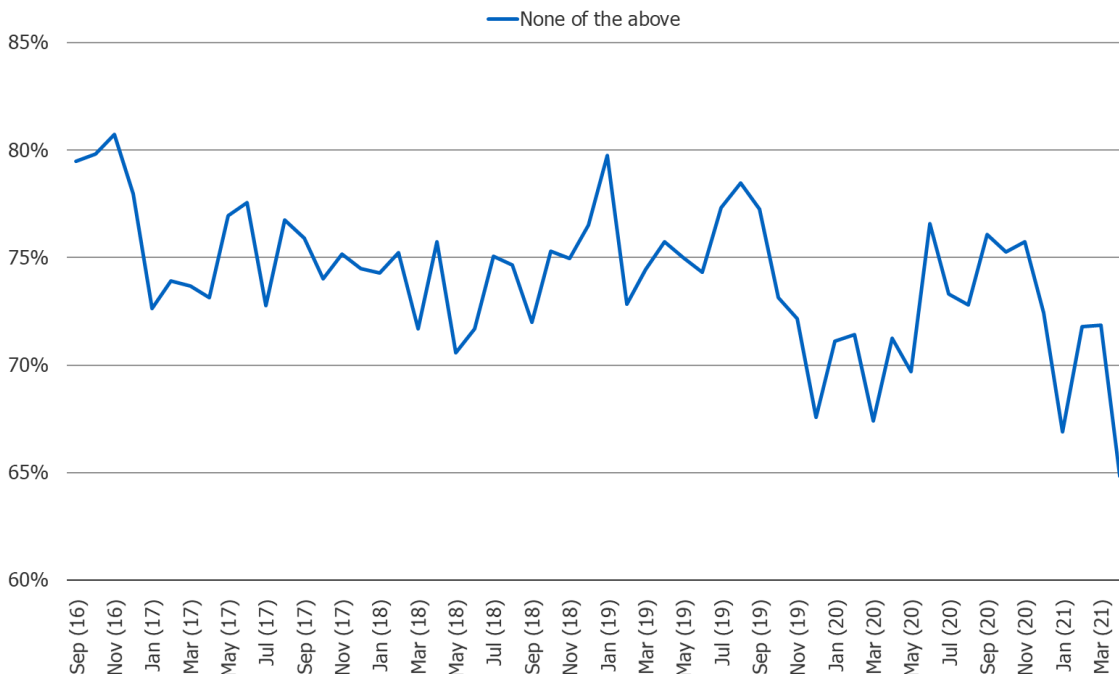
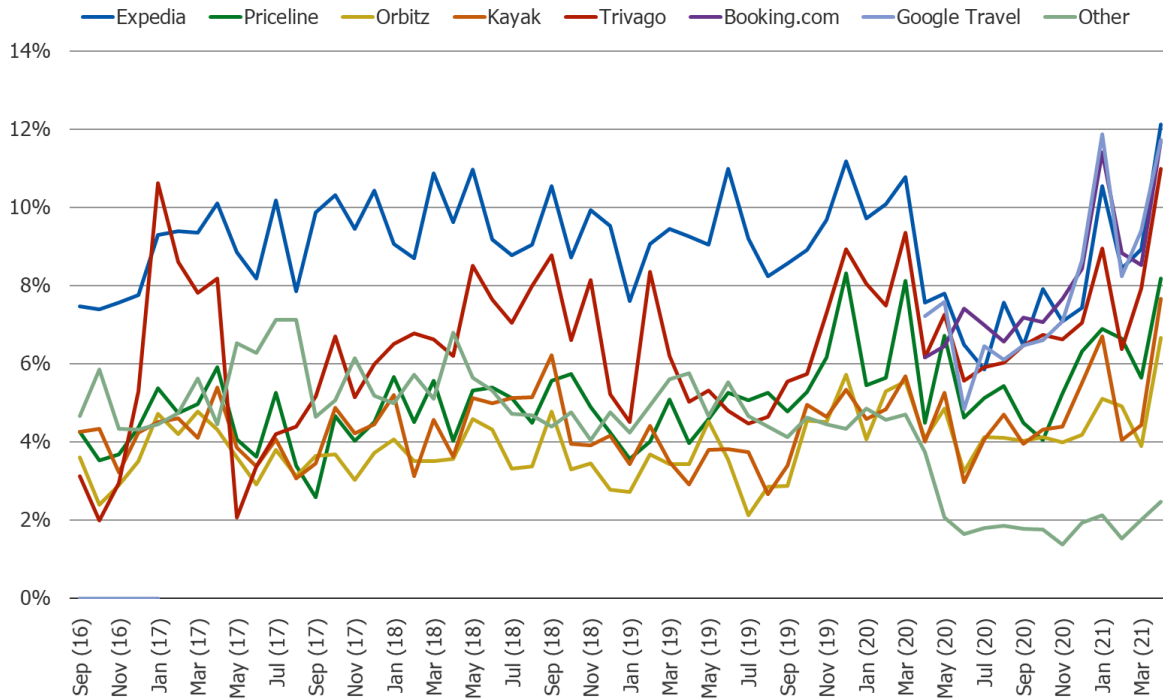
This question was posed to all respondents.



Online Shipping Trends

HAVE YOU BOOKED A FLIGHT THROUGH ANY OF THE FOLLOWING IN THE PAST THREE MONTHS?

This question was posed to all respondents.



Consumer Traffic, Online Share, and Sentiment

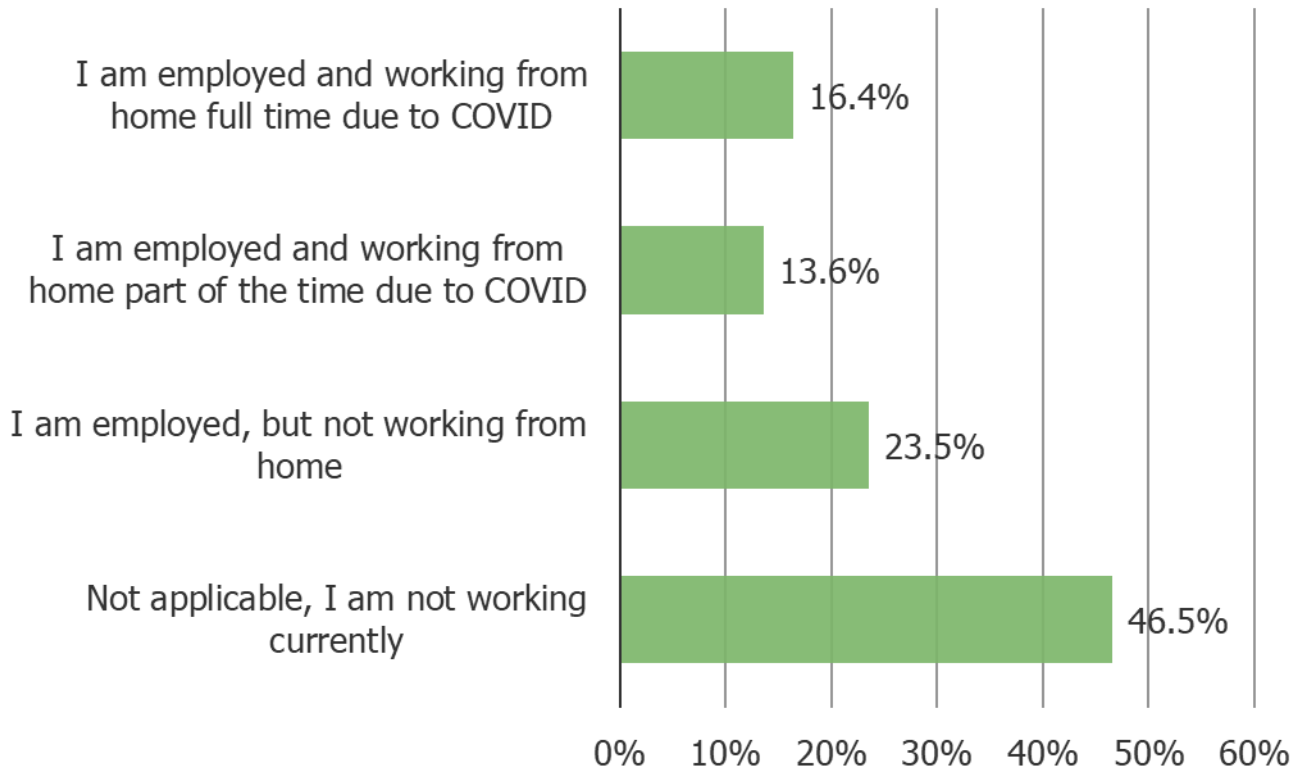
WFH



Online Shipping Trends

ARE YOU CURRENTLY WORKING FROM HOME DUE COVID?

This question was posed to employed respondents, cross-tabbed by if they are working from home or not.



Online Shipping Trends

WHICH OF THE FOLLOWING BEST DESCRIBES THE INDUSTRY OF YOUR ORGANIZATION THAT YOU WORK FOR?

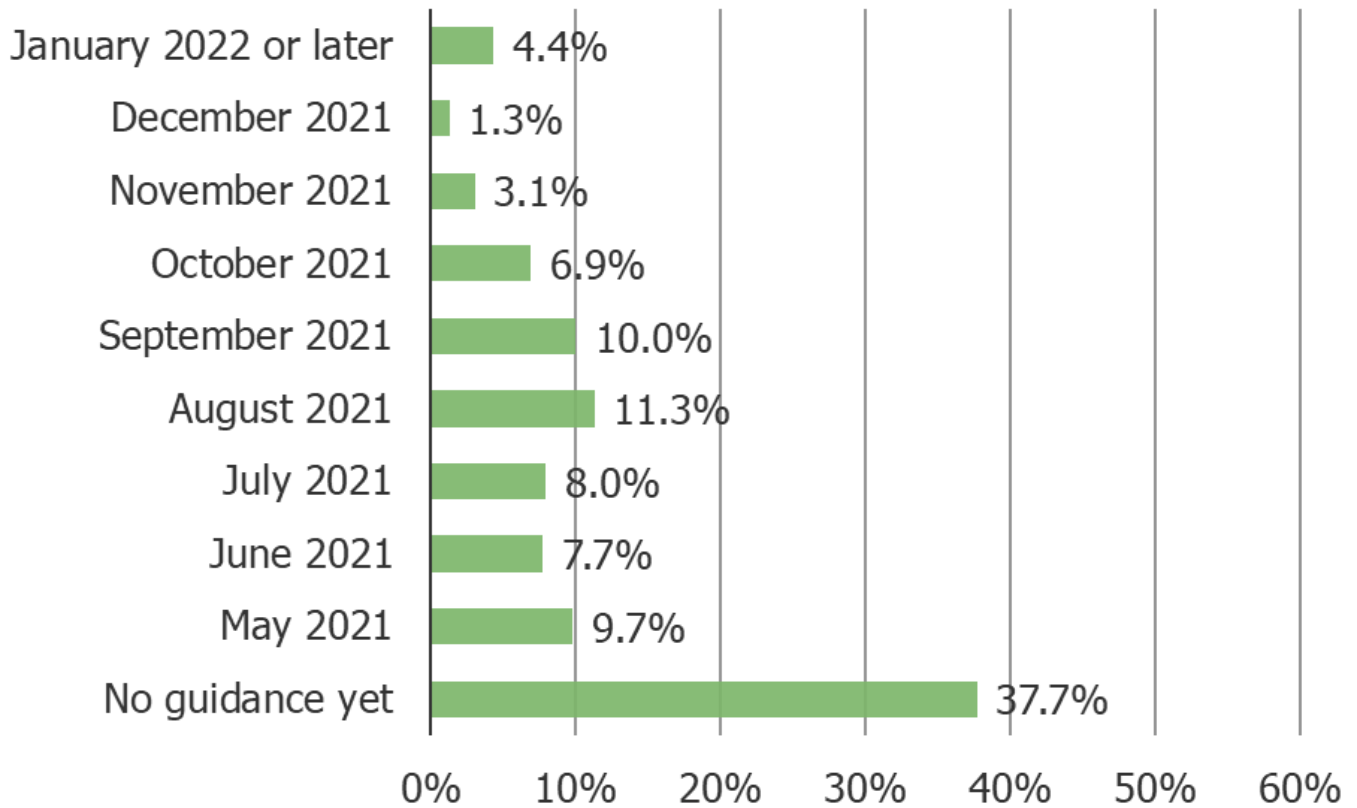
This question was posed to employed respondents, cross-tabbed by if they are working from home or not.

Answer Choices	All Respondents	Not Working From Home	Working From Home Part of the Time	Working From Home Full-Time
Telecommunications, Technology, Internet & Electronics	15.8%	6.2%	23.2%	23.5%
Finance & Financial Services	8.6%	4.3%	10.2%	13.6%
Healthcare & Pharmaceuticals	11.4%	15.0%	8.5%	8.5%
Education	7.8%	6.5%	9.6%	8.0%
Business Support & Logistics	4.7%	3.3%	5.7%	6.1%
Retail & Consumer Durables	8.9%	15.0%	2.3%	5.6%
Entertainment & Leisure	4.3%	5.6%	1.7%	4.7%
Manufacturing	6.2%	7.8%	5.1%	4.7%
Construction, Machinery, and Homes	4.9%	5.6%	5.1%	3.8%
Advertising & Marketing	2.2%	1.0%	2.8%	3.3%
Insurance	2.0%	1.0%	2.3%	3.3%
Other	3.2%	2.3%	4.5%	3.3%
Government	4.2%	5.6%	4.0%	2.4%
Real Estate	2.0%	1.3%	2.8%	2.4%
Nonprofit	2.4%	2.6%	2.8%	1.9%
Transportation & Delivery	3.2%	3.6%	4.0%	1.9%
Automotive	1.4%	1.6%	1.1%	1.4%
Food & Beverages	4.2%	8.2%	1.1%	0.9%
Agriculture	1.4%	1.6%	2.3%	0.5%
Utilities, Energy, and Extraction	0.4%	0.7%	0.0%	0.5%
Airlines & Aerospace (including Defense)	0.9%	1.3%	1.1%	0.0%

Online Shipping Trends

HAVE YOU BEEN GIVEN ANY GUIDANCE ON WHEN YOU WILL BE RETURNING TO WORKING IN-PERSON?

This question was posed to respondents who are working from home part-time or full-time.

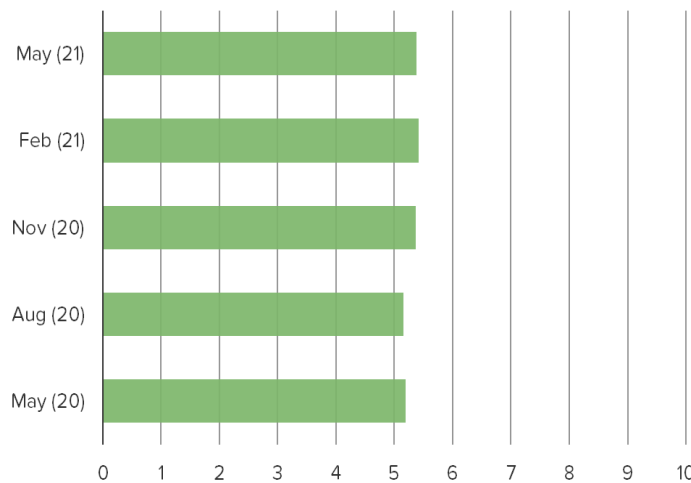
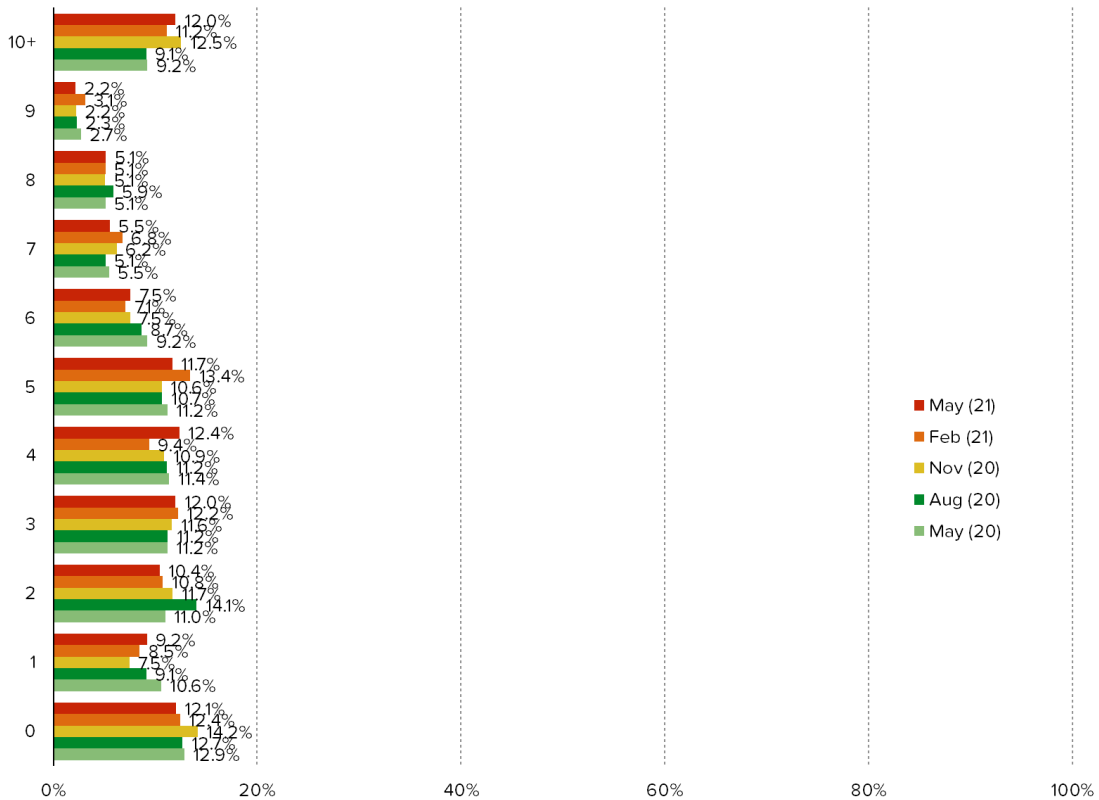


## ONLINE SHOPPING TRENDS

Online Shipping Trends

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

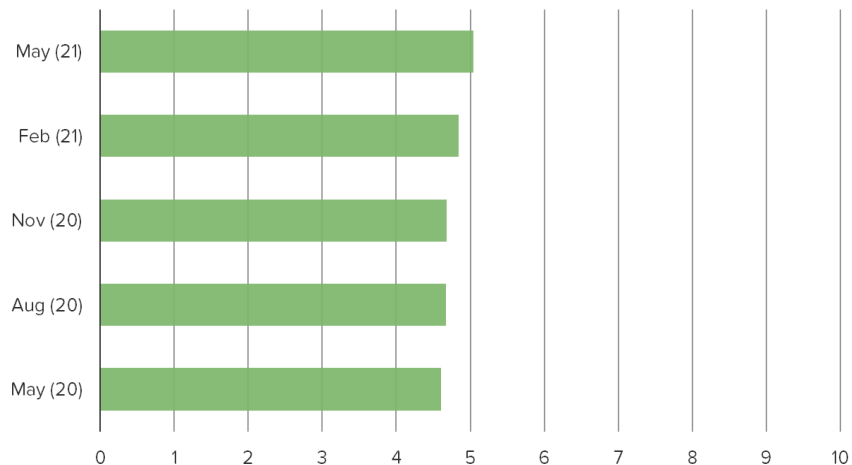
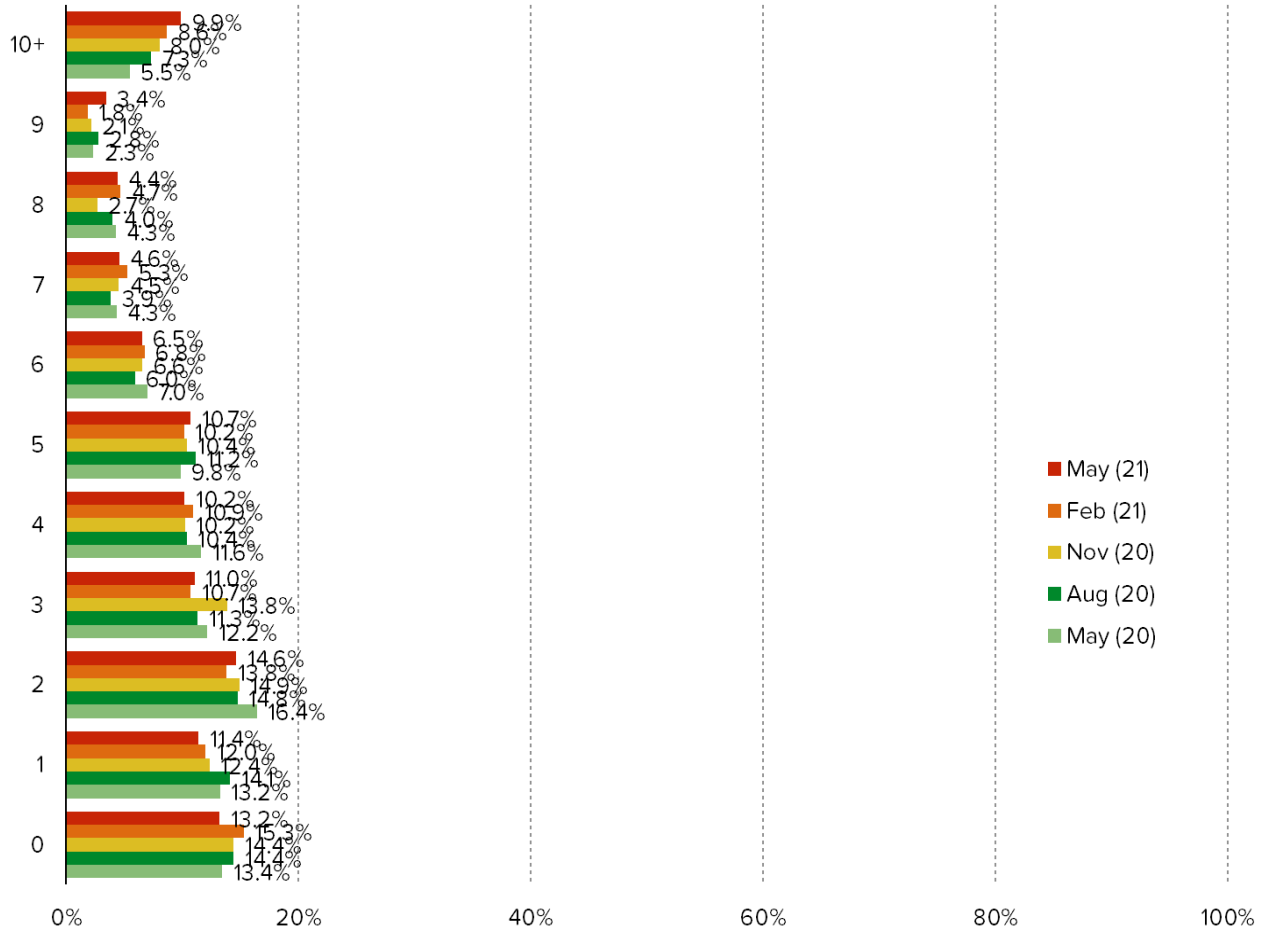
This question was posed to all respondents.



Online Shipping Trends

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

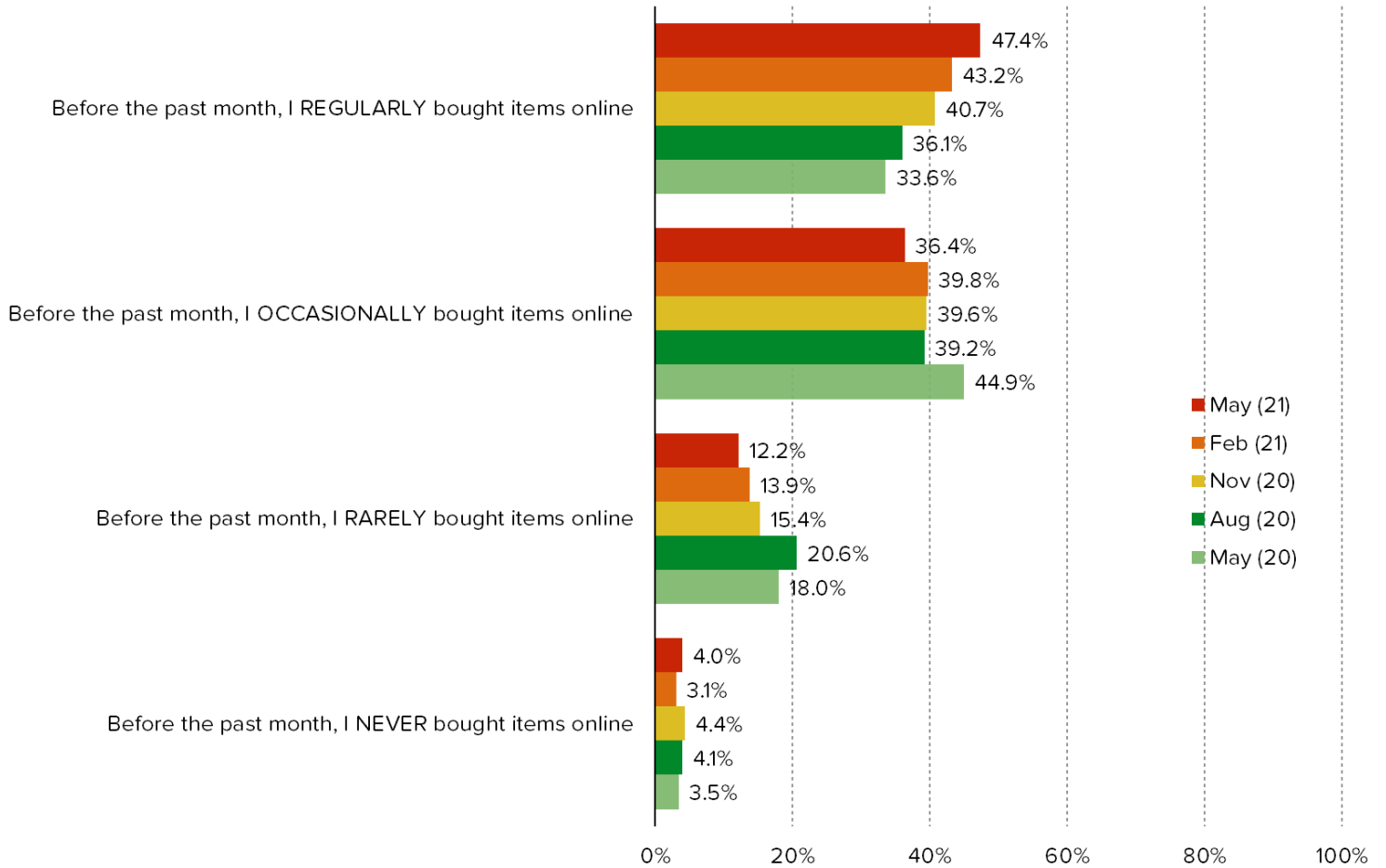
This question was posed to all respondents.



Online Shipping Trends

WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

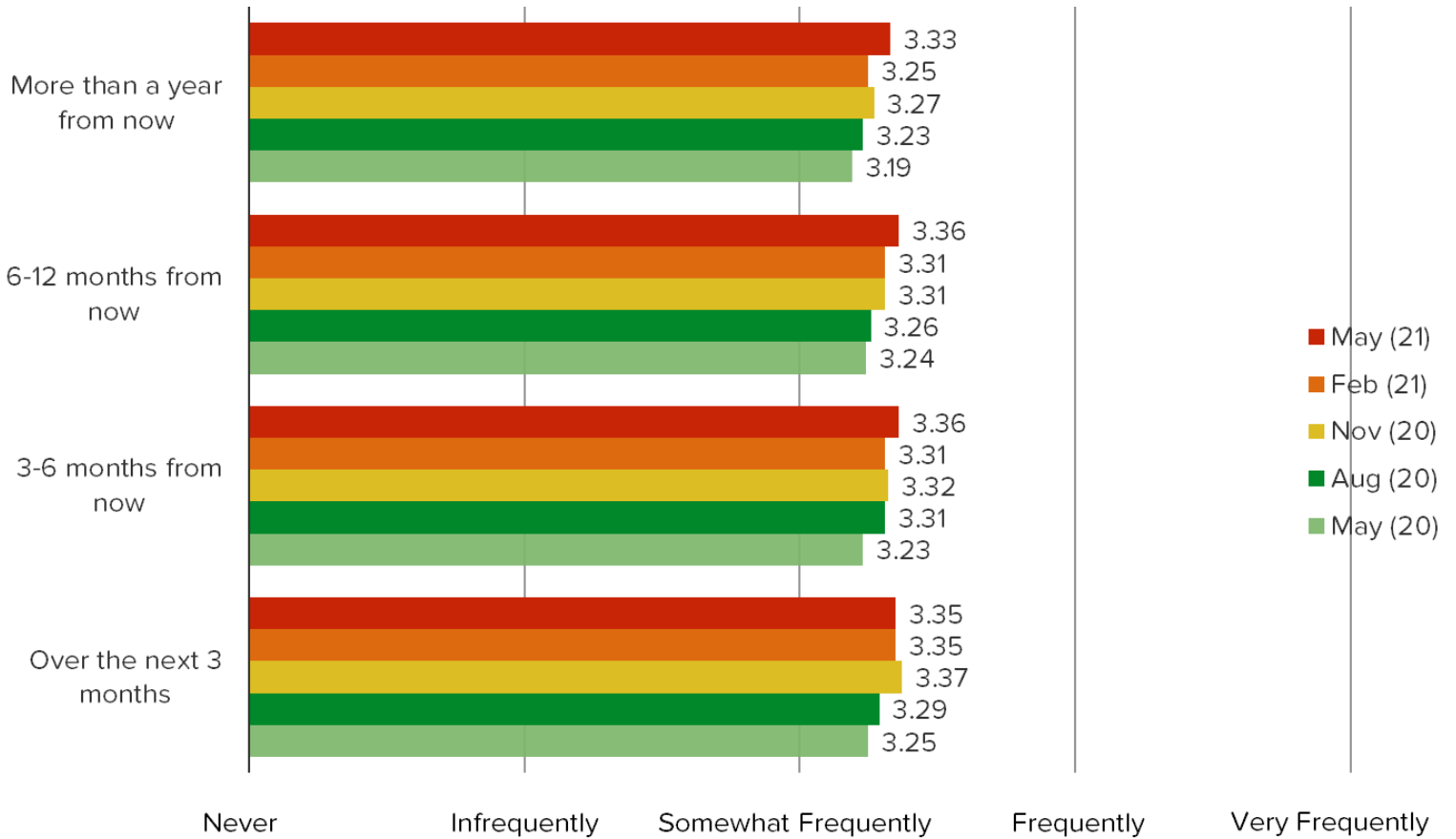
This question was posed to all respondents who purchased online during the past month.



Online Shipping Trends

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

This question was posed to all respondents.

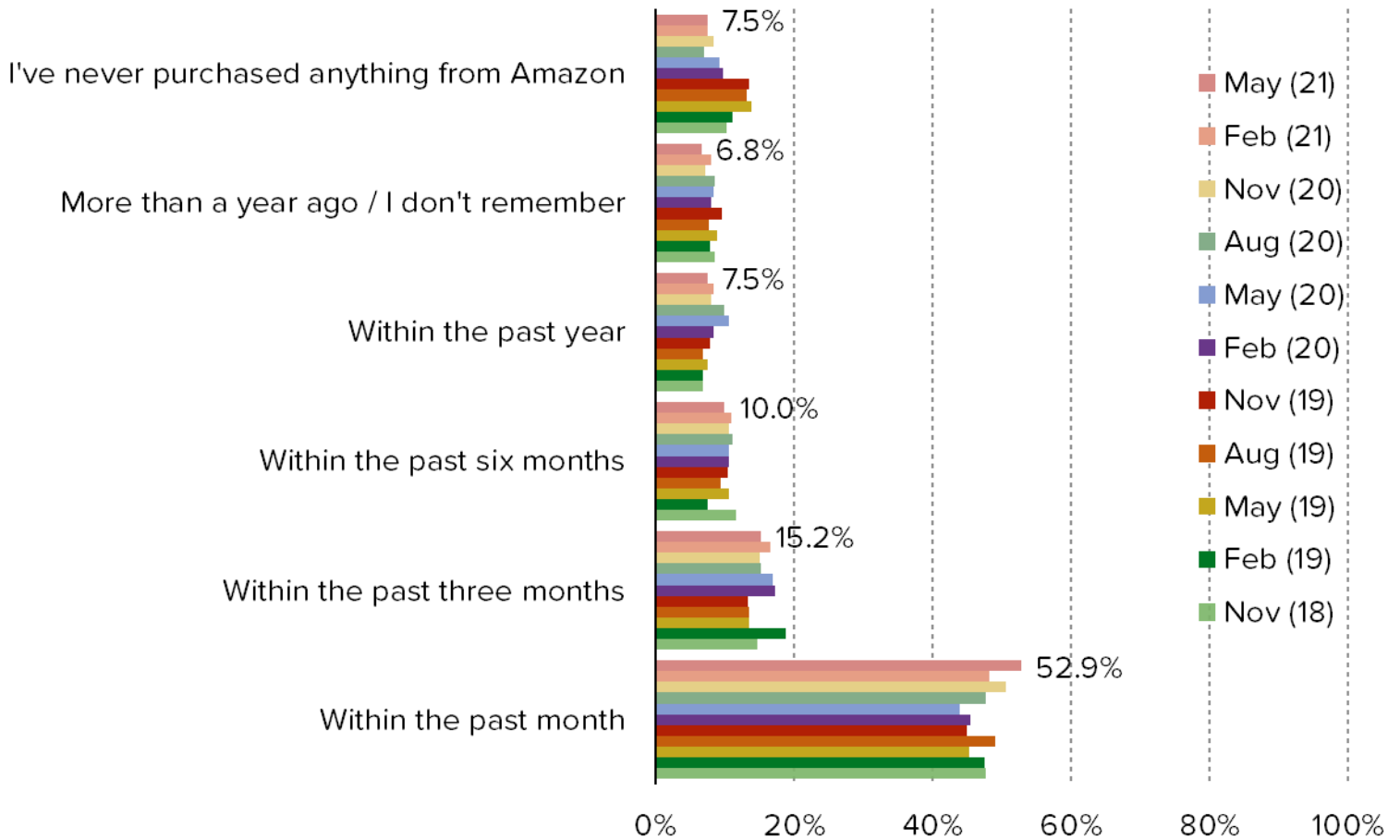




Online Shipping Trends

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

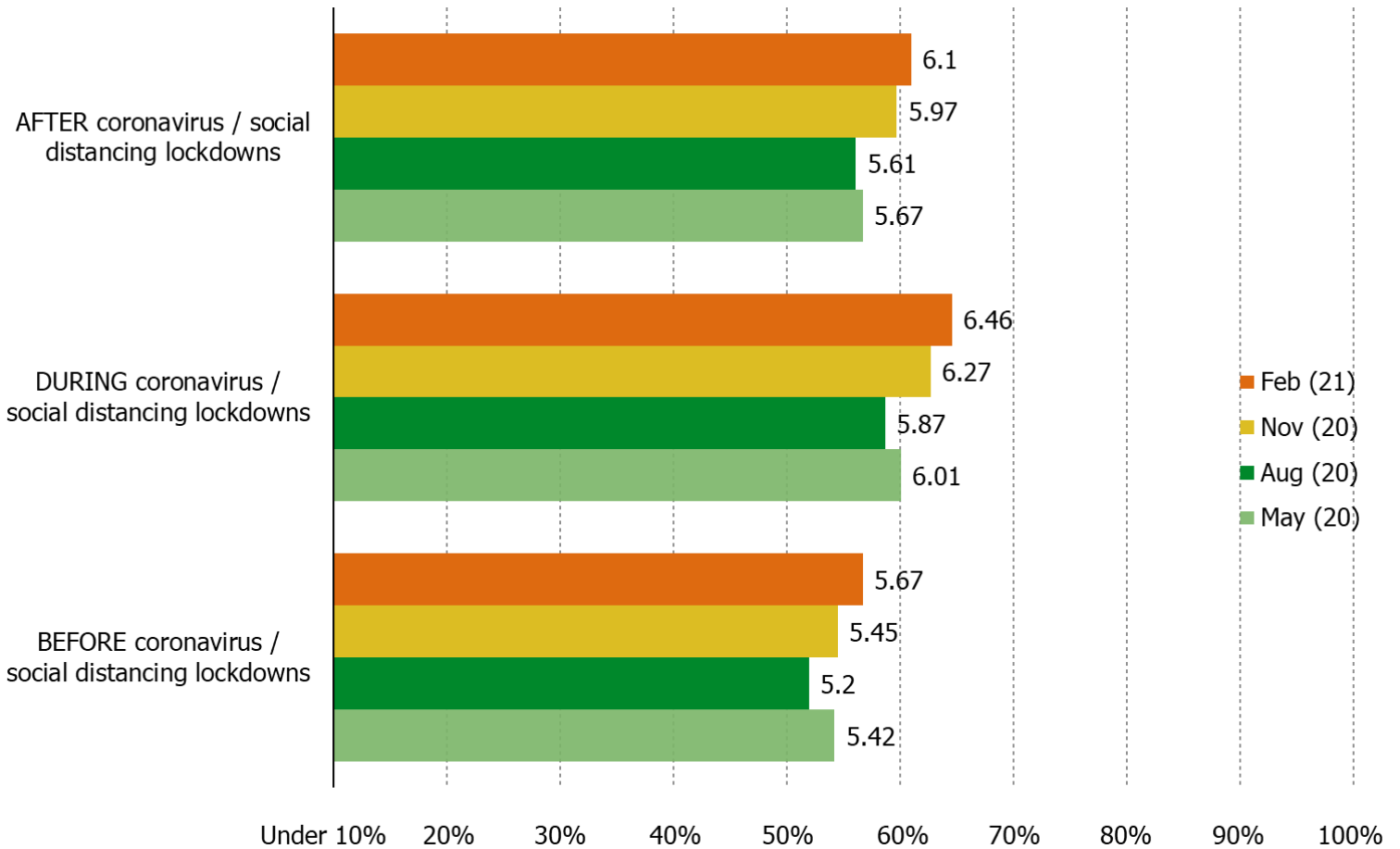
This question was posed to all respondents.



Online Shipping Trends

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

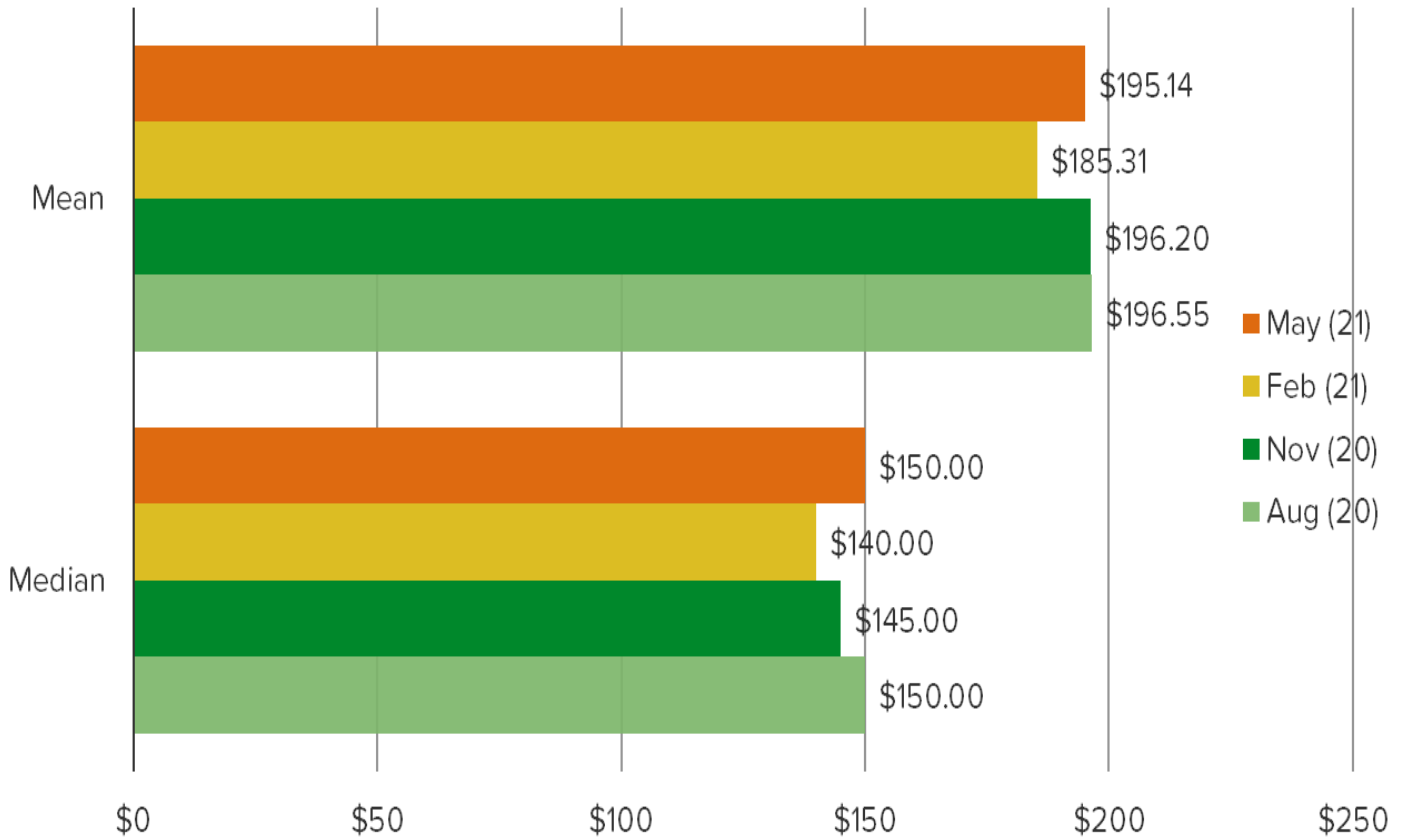
This question was posed to Amazon customers.



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.



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.

