

**Bespoke Intel**

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# **AMZN Consumer Survey**

**Scoping Eventual Department Store Launches**

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**AUGUST 2021**

## BACKGROUND:

- ❑ Survey of ~8,000 US Consumers, balanced to census.

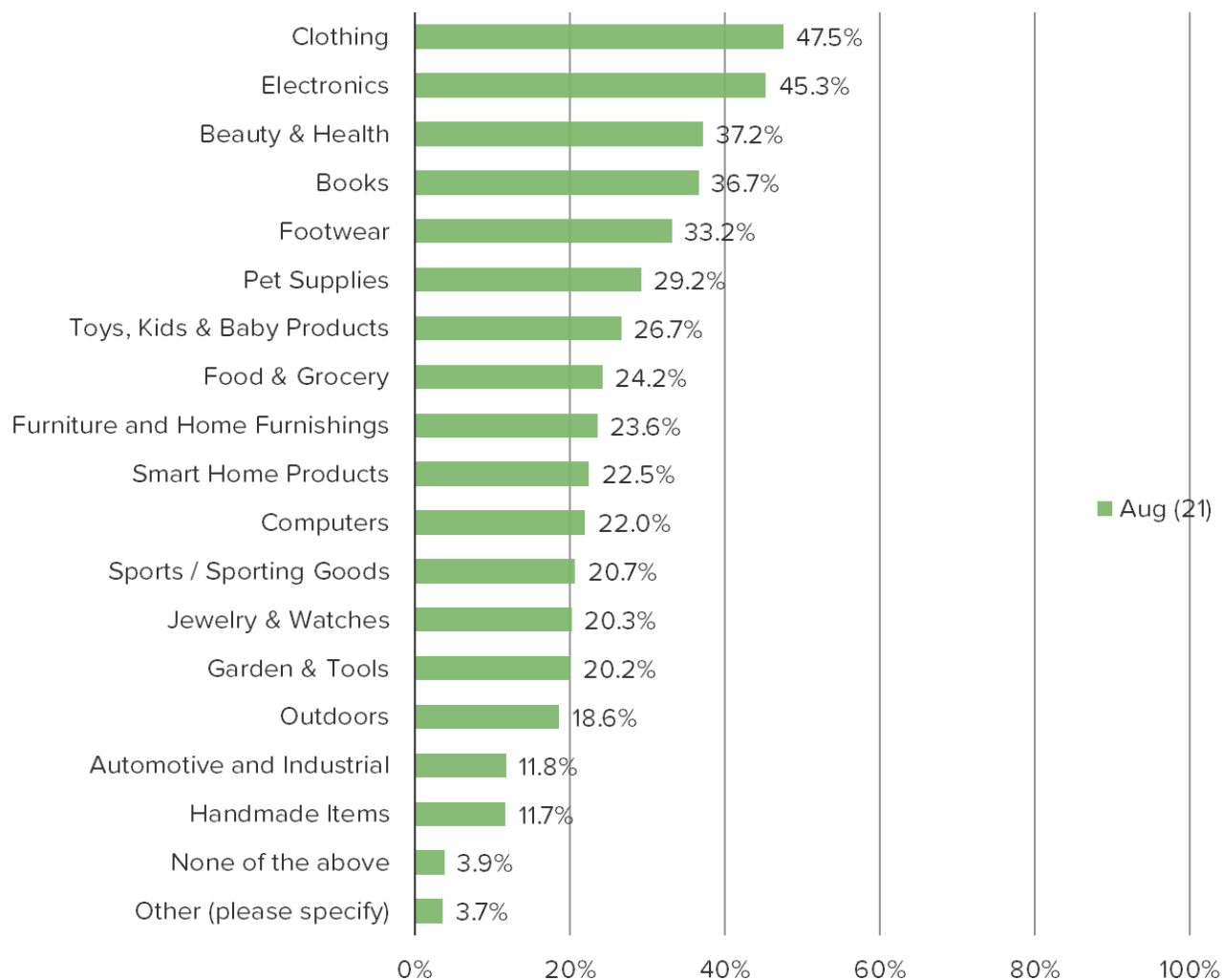
## FINDINGS:

- ❑ ***Amazon Department stores would boost uptake of items that customers don't currently use Amazon for.***
  - ❑ Among the product types that Amazon shoppers do not typically use Amazon for, consumers would expect to use Amazon for those product categories more if Amazon had a physical department store (this is especially true for Clothing, Electronics, Footwear, Furniture/Home Furnishings, Beauty, Food and Grocery, and Computers).
- ❑ ***Strong Interest in Visiting Among Customers, and Amazon Dept stores would help lure back lapsed customers***
  - ❑ Amazon customers show strong interest in visiting an eventual Amazon department store if one is opened near them. Regular Amazon customers show the most interest (70.1% would be likely to visit) – but even lapsed customers show a strong degree of interest (ie, 41.7% of people who said they have not shopped Amazon in a long time would be likely to visit an Amazon department store).
- ❑ ***There would be just as much interest, or more, in visiting to buy Amazon branded items.***
  - ❑ Among those who have shopped Amazon, there is just as much, or more, interest in visiting Amazon department stores for Amazon made/branded products relative to popular third-party brands grouped together. Consumers indicate that they would increase how much Amazon branded product they buy if they could see them in person at an Amazon department store.
- ❑ ***There is a lot of curiosity and excitement around potential Amazon department stores.***
  - ❑ The top reason why consumers would be interested in going to an Amazon department store for items that they already have delivered to them is curiosity and to see things in person. Consumers firmly believe that Amazon would be more interesting/exciting to visit relative to existing department stores. The more frequent department store shoppers are even more likely to hold the view that Amazon's version will be more interesting/exciting.
- ❑ ***Amazon department stores will generate incremental purchases, especially among regular customers.***



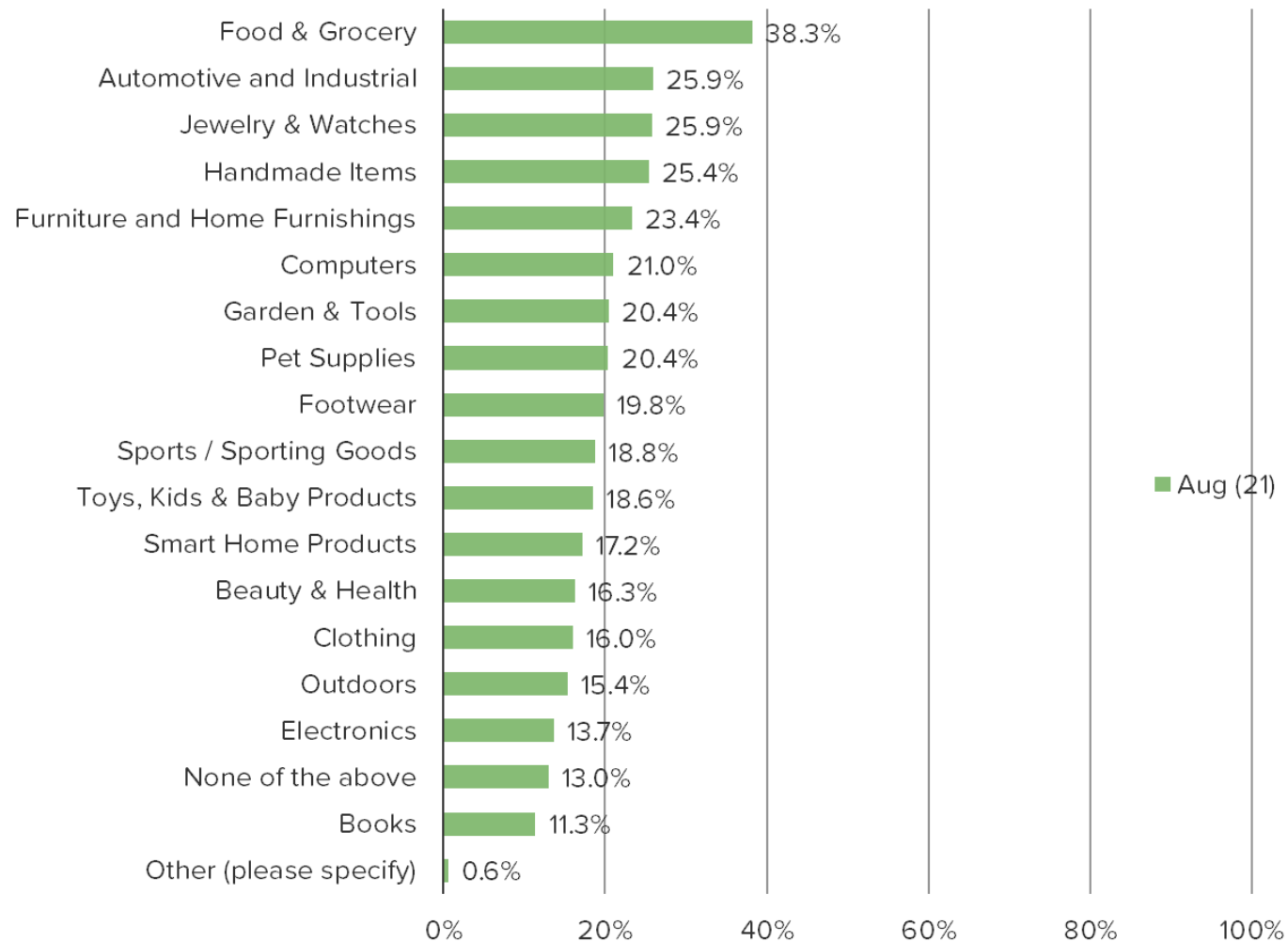
## Which of the following are items that you would typically buy from Amazon? Select ALL that apply

Posed to all respondents who have shopped Amazon.



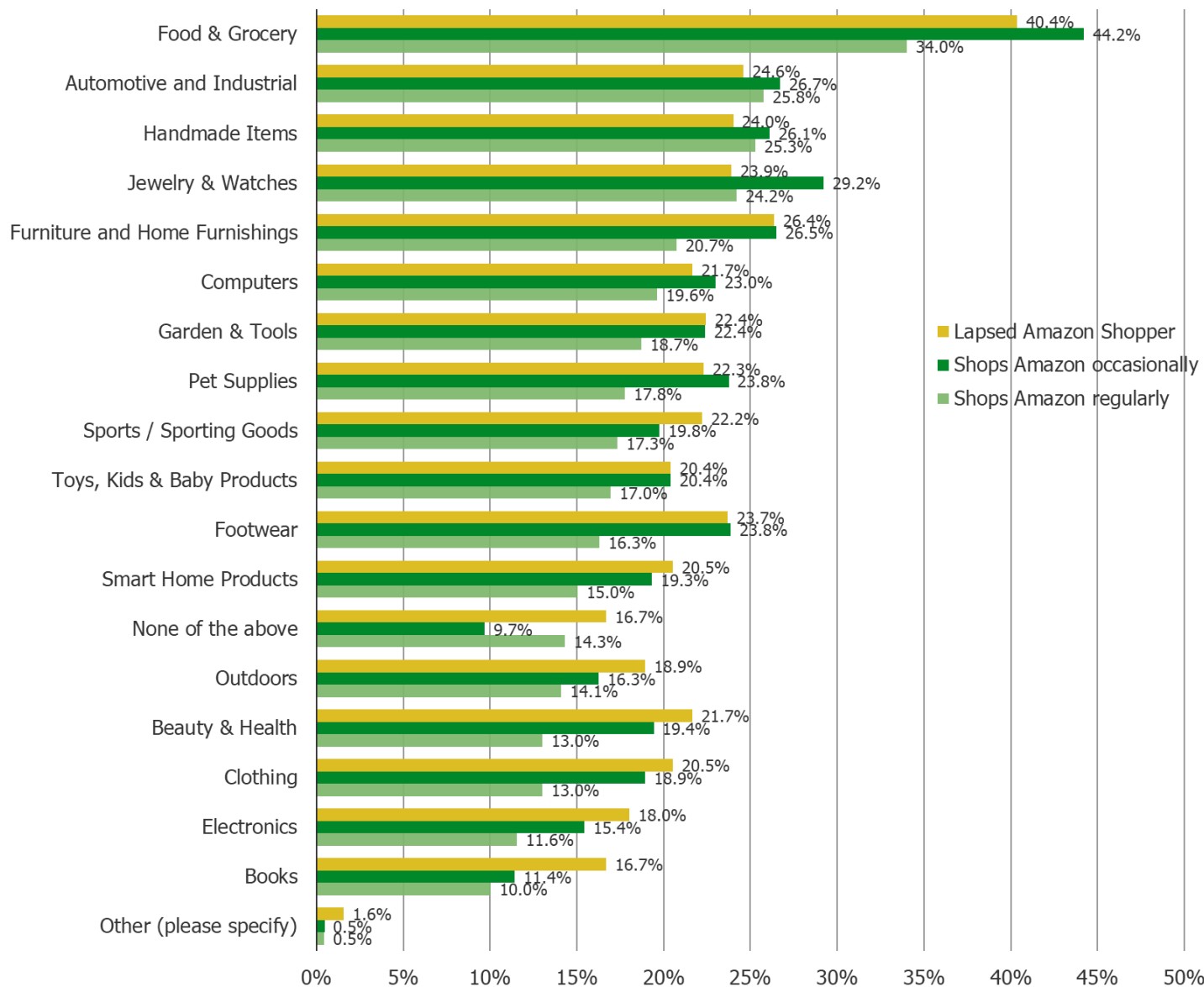
## Which of the following are items that you would NOT TYPICALLY BUY from Amazon? Select ALL that apply

Posed to all respondents who have shopped Amazon.



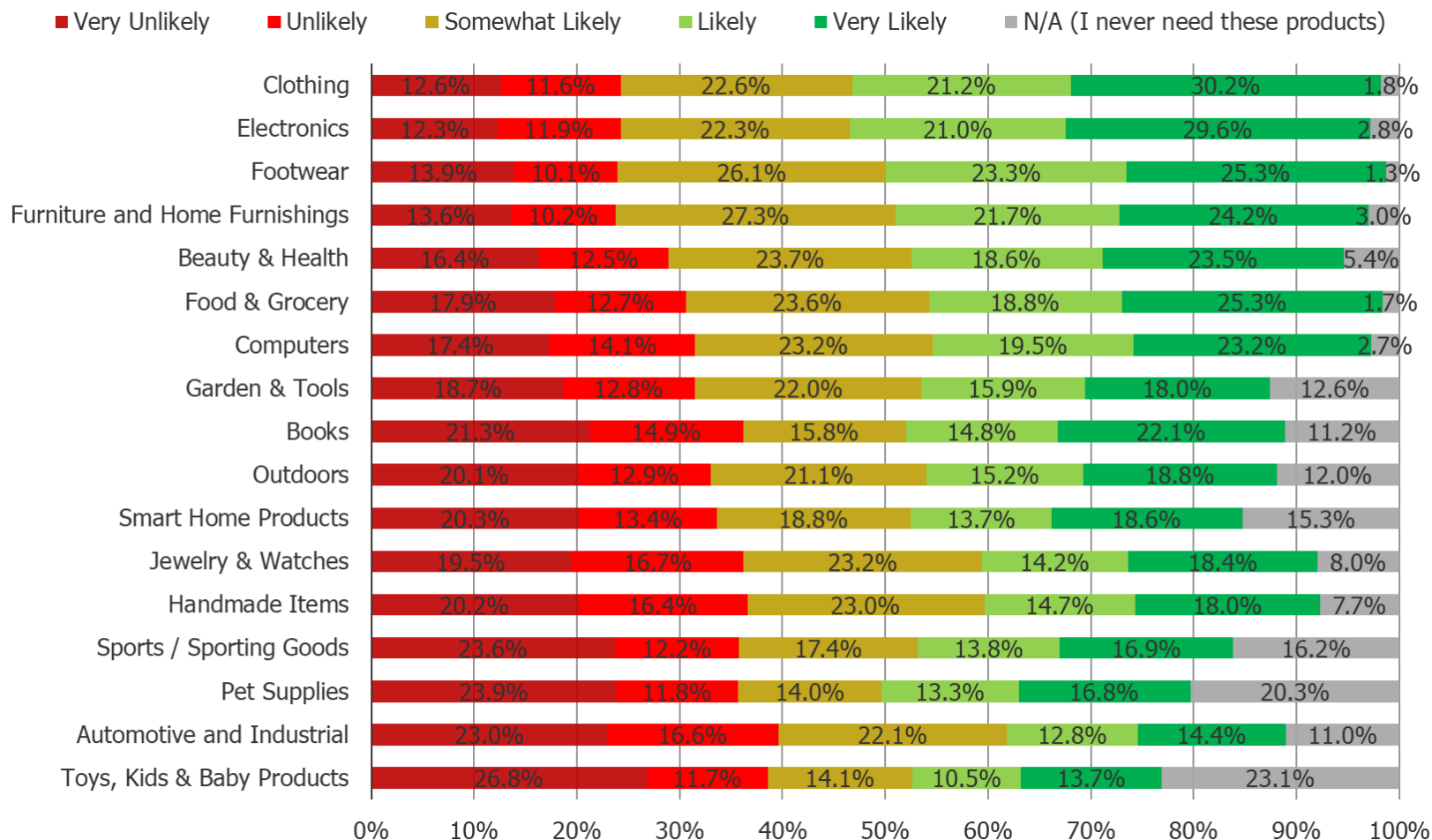
## Which of the following are items that you would NOT typically buy from Amazon? Select ALL that apply

Posed to all respondents who have shopped Amazon, cross-tabbed by experience with Amazon.



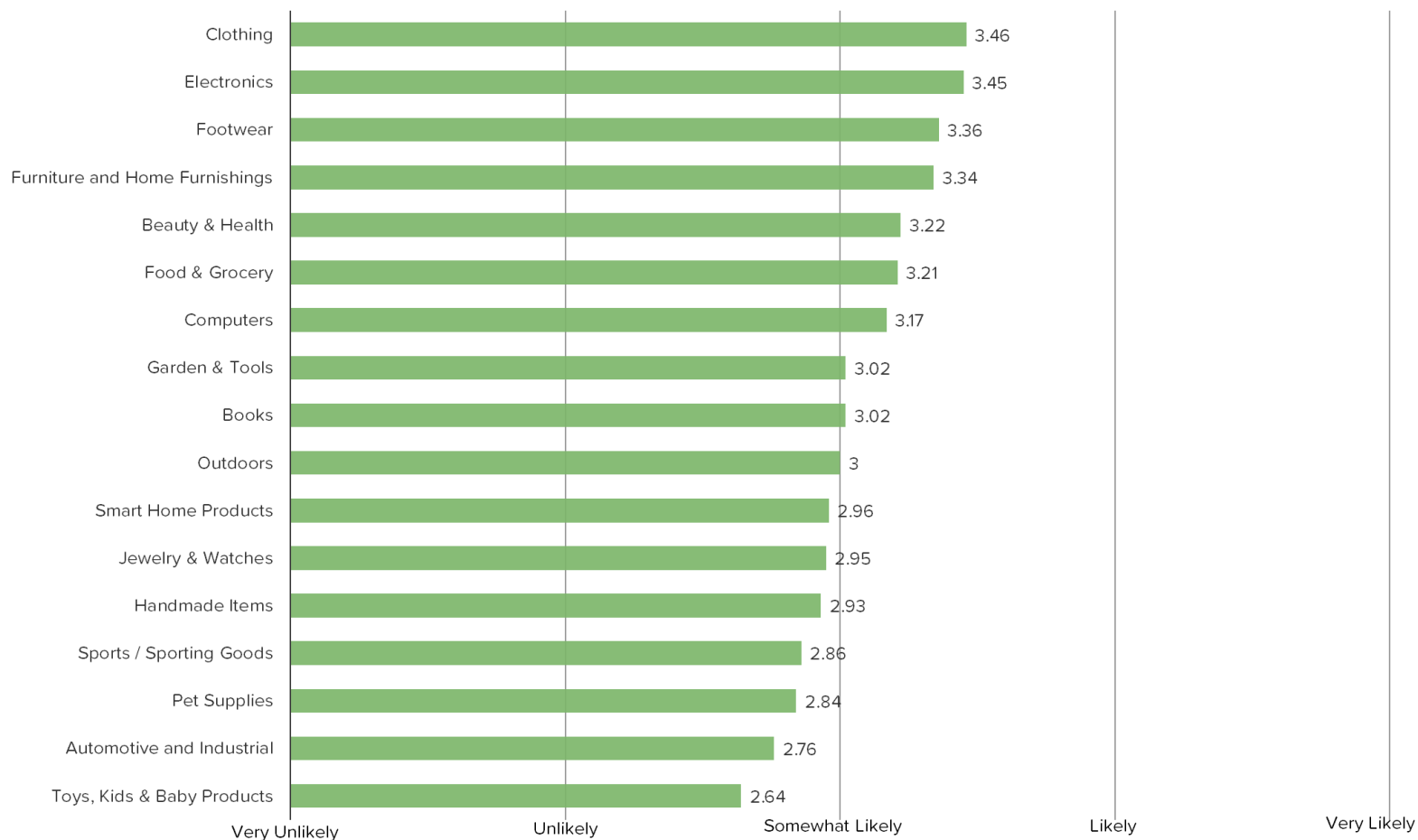
## You mentioned that you would typically not buy the following from Amazon: If Amazon opened a department store near you that you could visit in person, would you consider buying these types of items from Amazon?

Posed to all respondents who have shopped Amazon, but do not buy the below from Amazon.



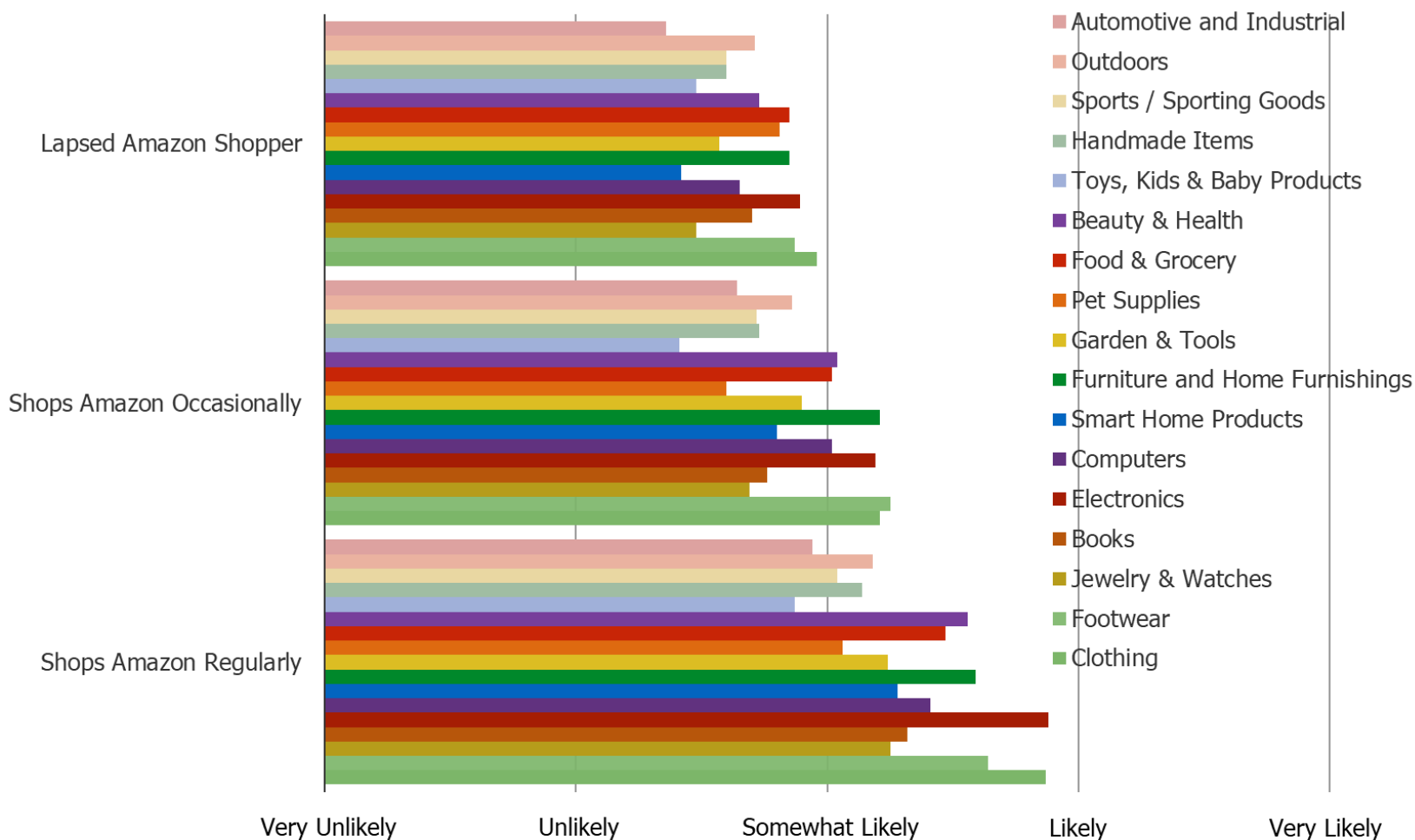
**You mentioned that you would typically not buy the following from Amazon: If Amazon opened a department store near you that you could visit in person, would you consider buying these types of items from Amazon? (weighted averages of data from prior page)**

Posed to all respondents who have shopped Amazon, but do not buy the below from Amazon.



**You mentioned that you would typically not buy the following from Amazon: If Amazon opened a department store near you that you could visit in person, would you consider buying these types of items from Amazon?**

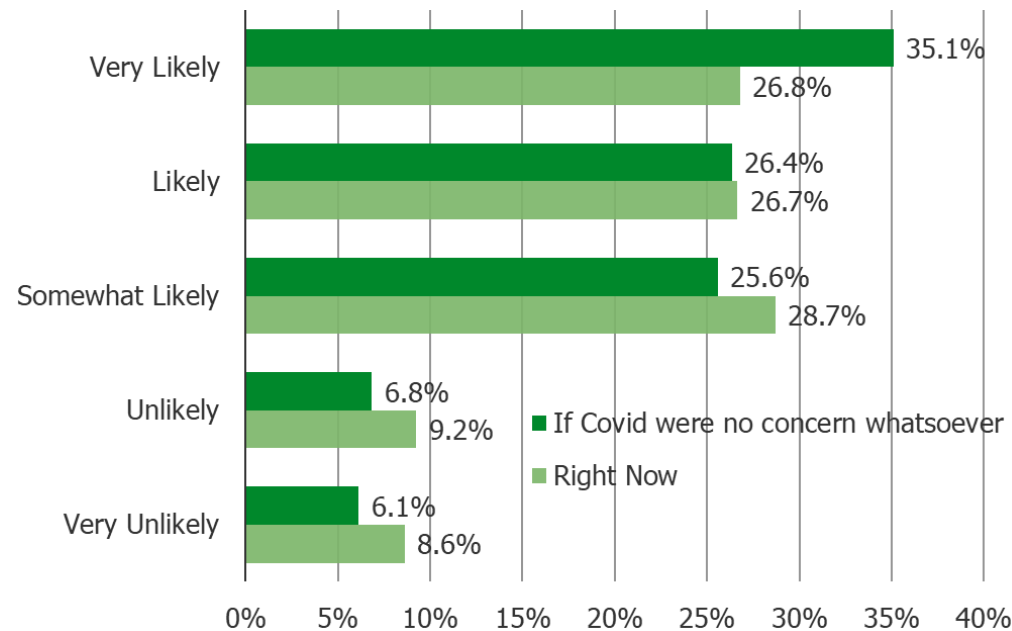
Posed to all respondents who have shopped Amazon, but do not buy the below from Amazon, cross-tabbed by experience with Amazon.





## If an Amazon department store opened near you, how likely would you be to visit in person?

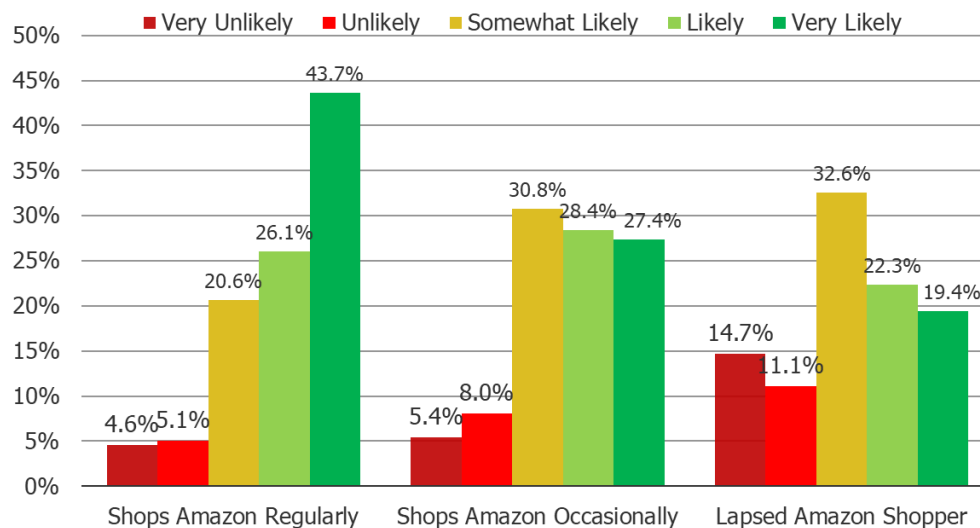
Posed to all respondents who have shopped Amazon.



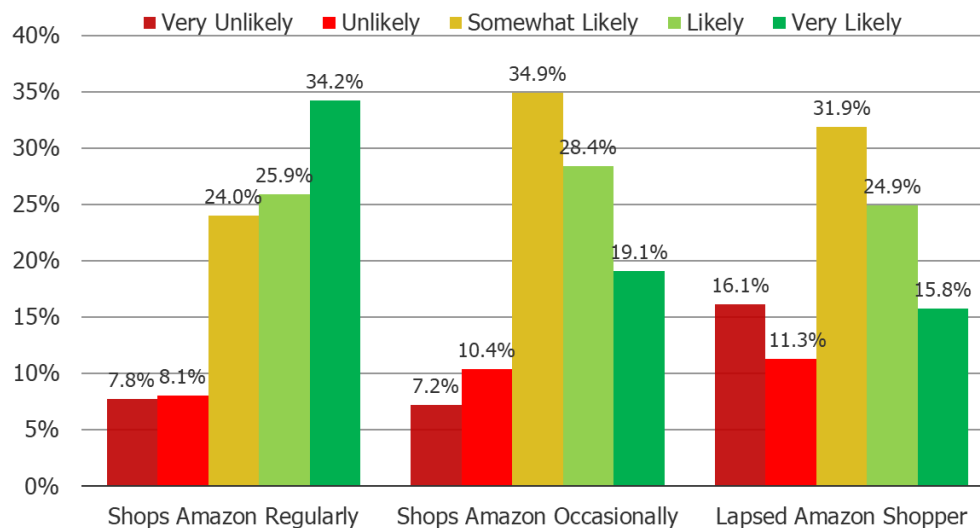
## If an Amazon department store opened near you, how likely would you be to visit in person?

Posed to all respondents who have shopped Amazon (cross-tabbed by their experience with Amazon).

If Covid were no  
concern whatsoever

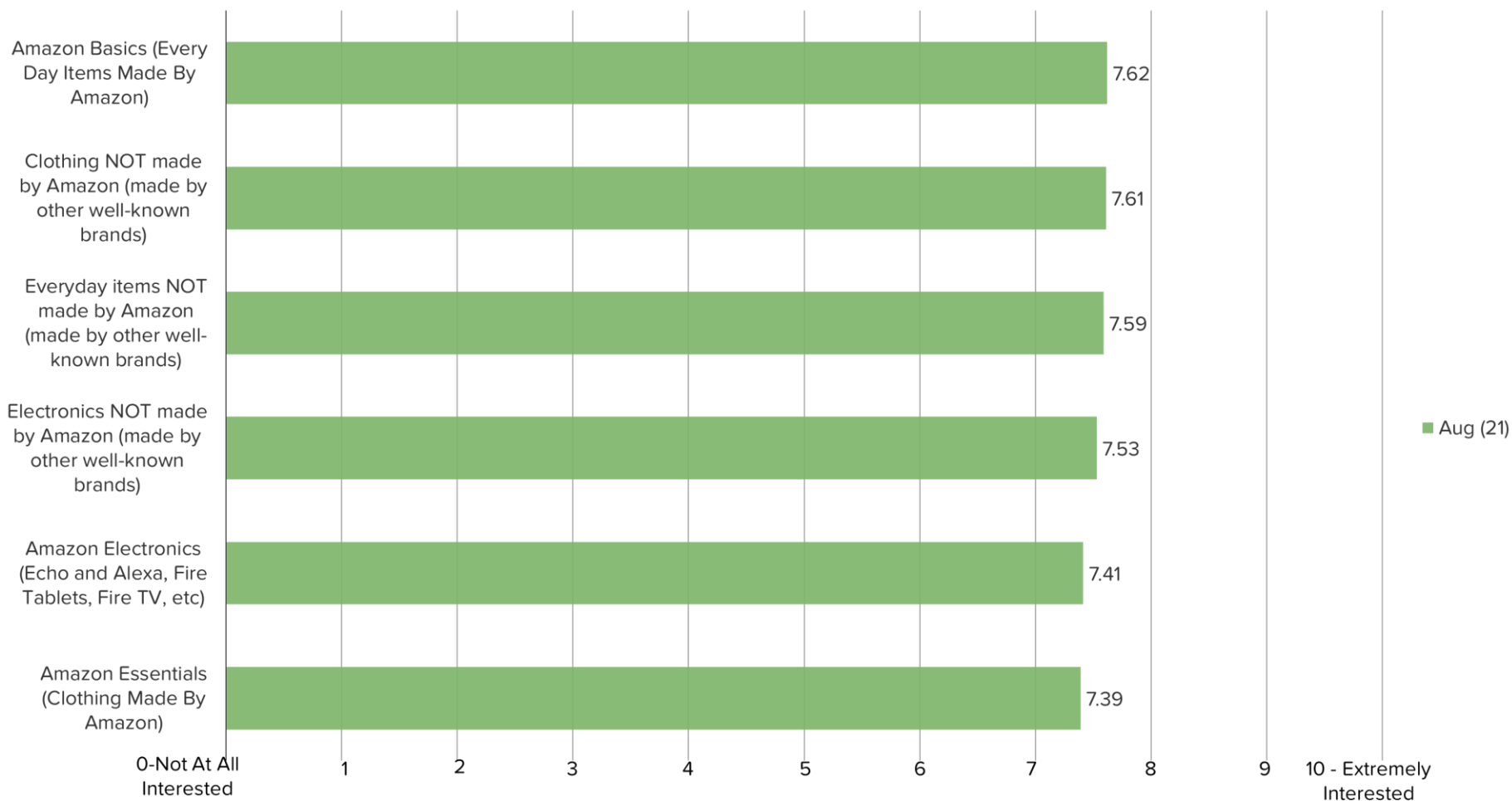


Right Now



## How much interest would you have in visiting the following departments when Amazon opens in-person department stores:

Posed to all respondents who have shopped Amazon.



## How much interest would you have in visiting the following departments when Amazon opens in-person department stores:

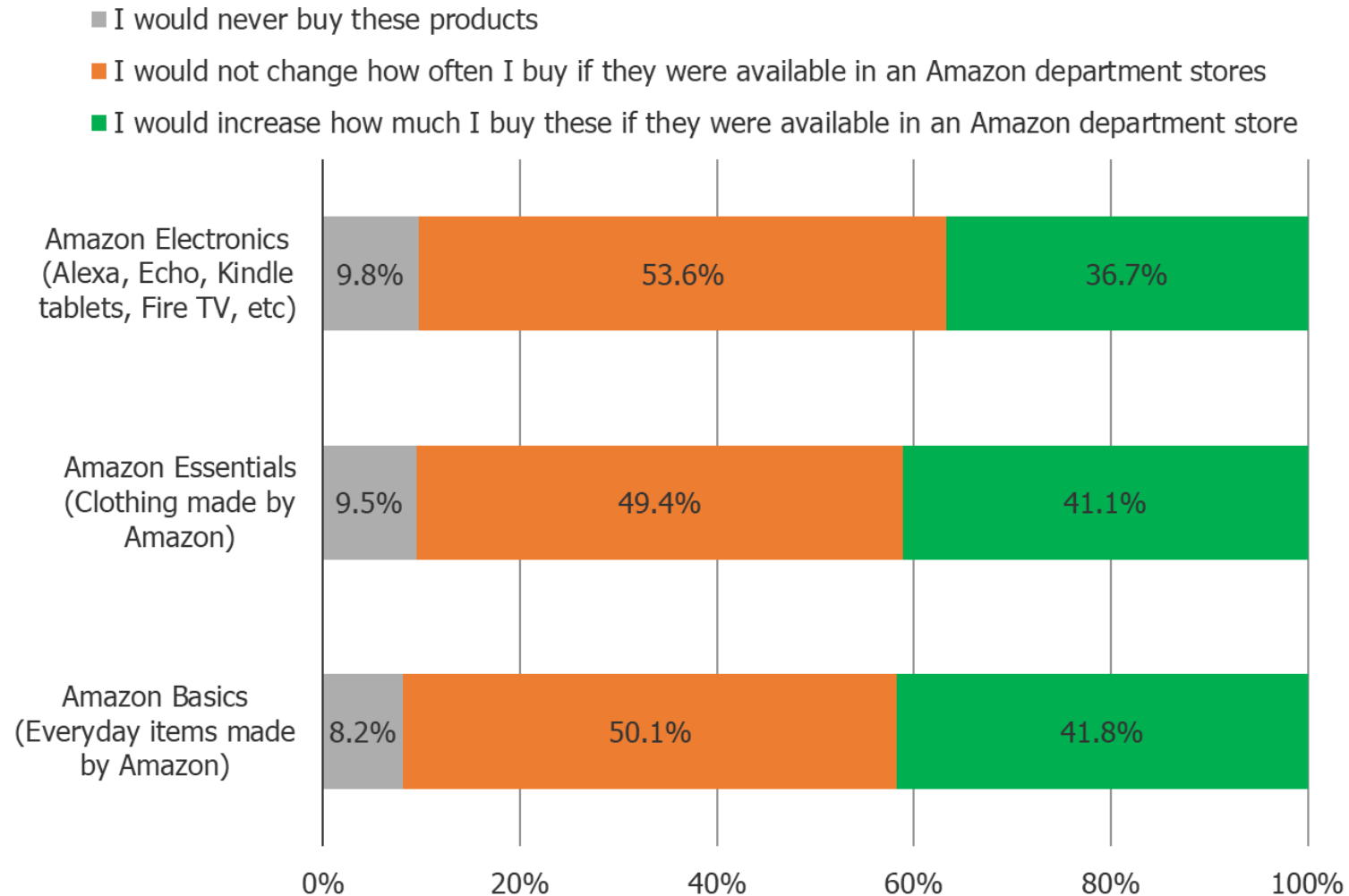
Cross-tab: respondents who shop Amazon regularly.



Weighted average of a range of choices on a 1-11 scale (from not at all interested to very interested)

## Would you change how often you buy Amazon made products if you could see them in person as opposed to only being able to order them online?

Posed to all respondents who have shopped Amazon.



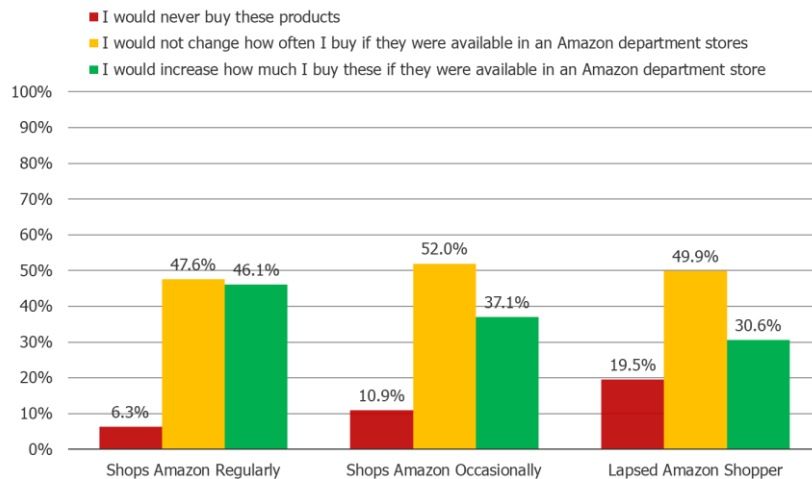
## Would you change how often you buy Amazon made products if you could see them in person as opposed to only being able to order them online?

Posed to all respondents who have shopped Amazon (cross-tabbed by their experience with Amazon).

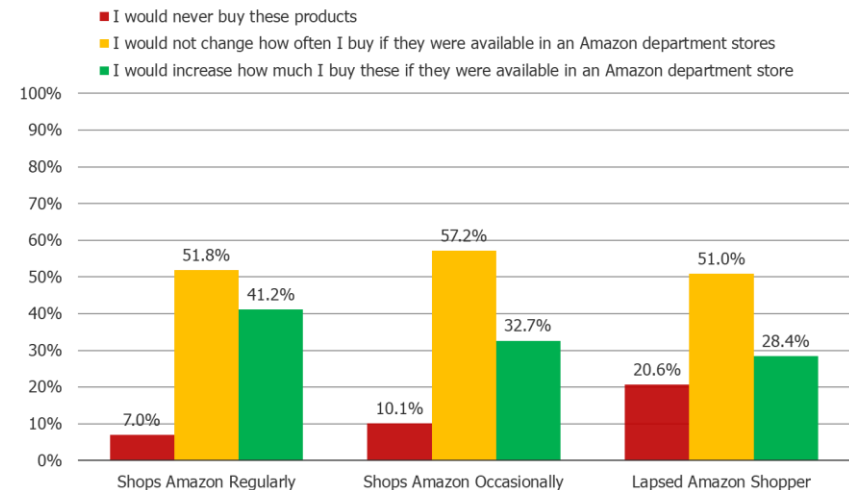
### Amazon Basics



### Amazon Essentials



### Amazon Electronics

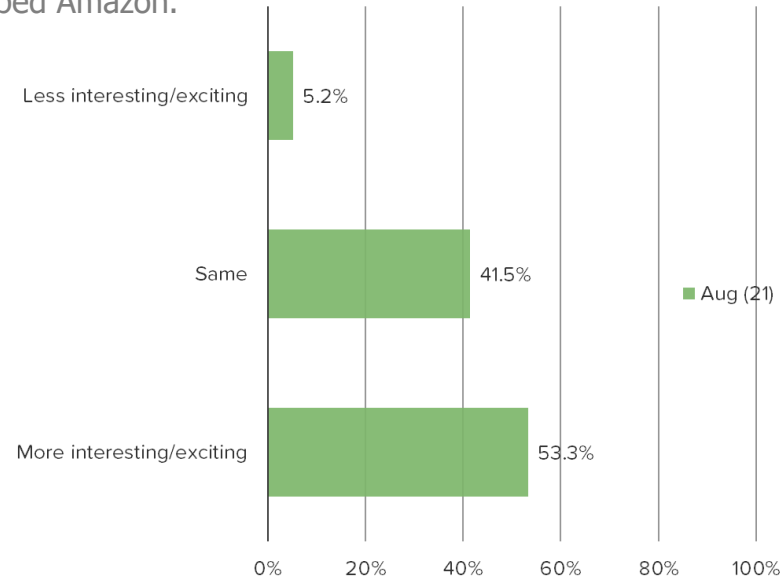


Posed to all respondents who have shopped Amazon who said they would be likely to visit an Amazon department store.



## Do you think an Amazon department store would be more or less interesting/exciting to visit relative to typical department stores?

Posed to all respondents who have shopped Amazon.



Cross-tabbed by how often respondents shop regular department stores.





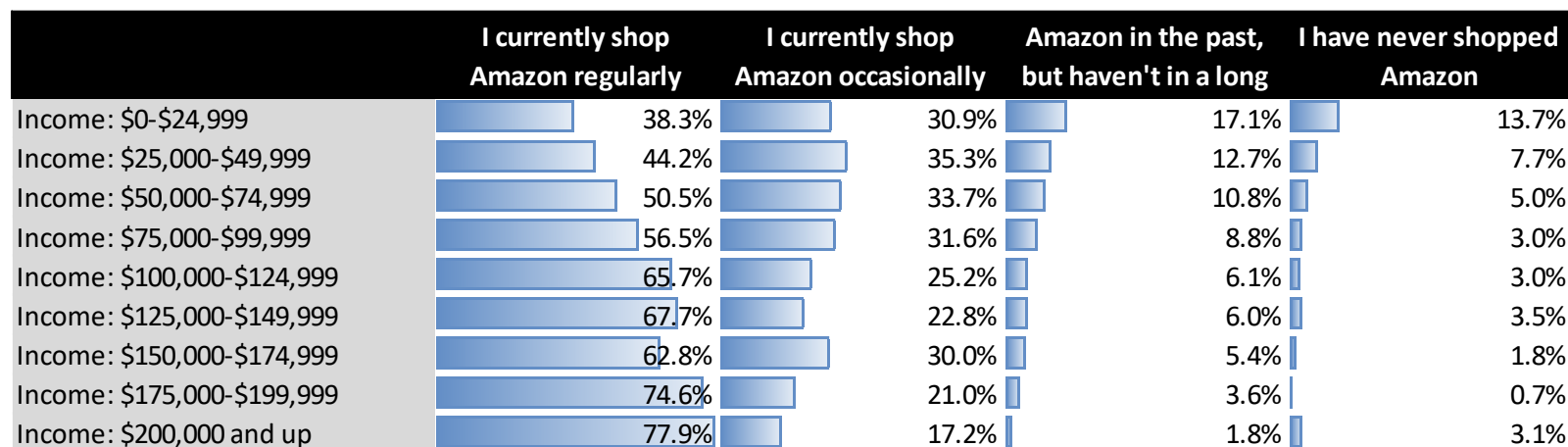
## If you shopped Amazon department stores, would it add to or replace your shopping of Amazon via online / mobile app?

Posed to all respondents who have shopped Amazon, cross-tabbed by their relationship with Amazon.

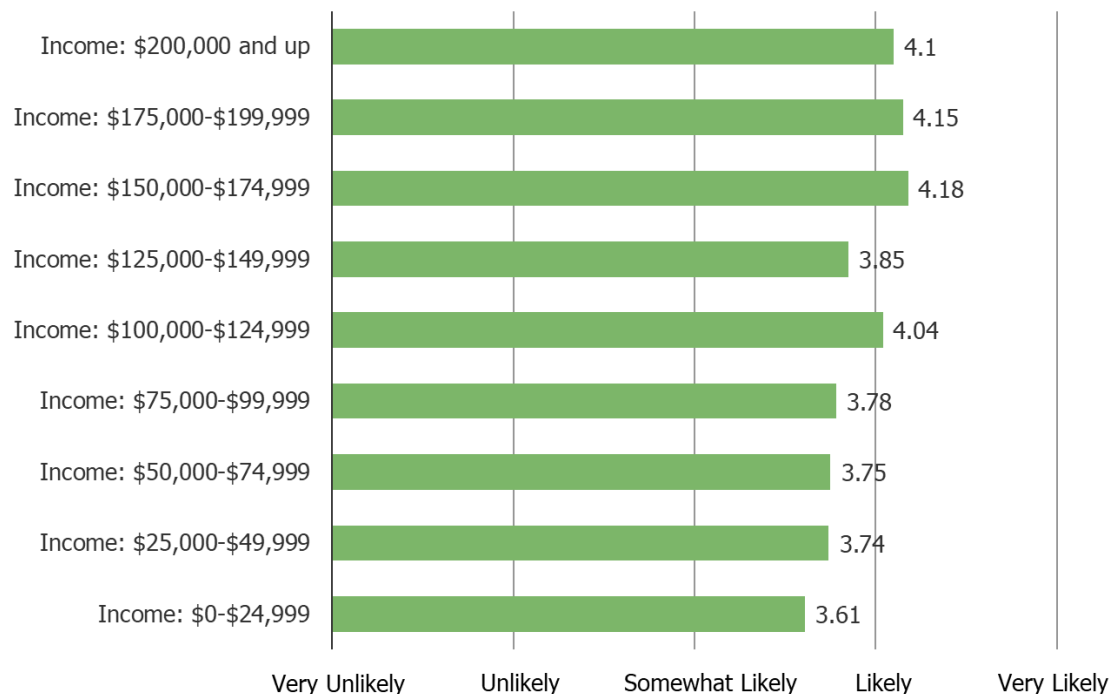


## Which of the following best describes your experience with Amazon?

Posed to all respondents, cross-tabbed by income.

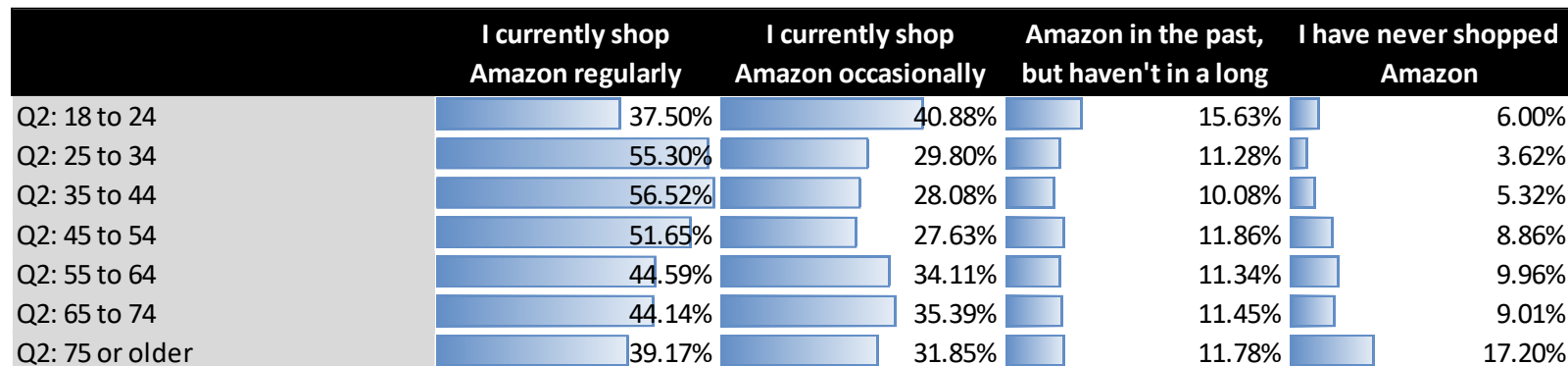


## If Amazon opened a department store near you, how likely would you be to visit in person? (If Covid were no concern whatsoever)



## Which of the following best describes your experience with Amazon?

Posed to all respondents, cross-tabbed by age.



## If Amazon opened a department store near you, how likely would you be to visit in person? (If Covid were no concern whatsoever)

