BESPOKE SURVEYS

ONLINE RETAILERS, Vol 52
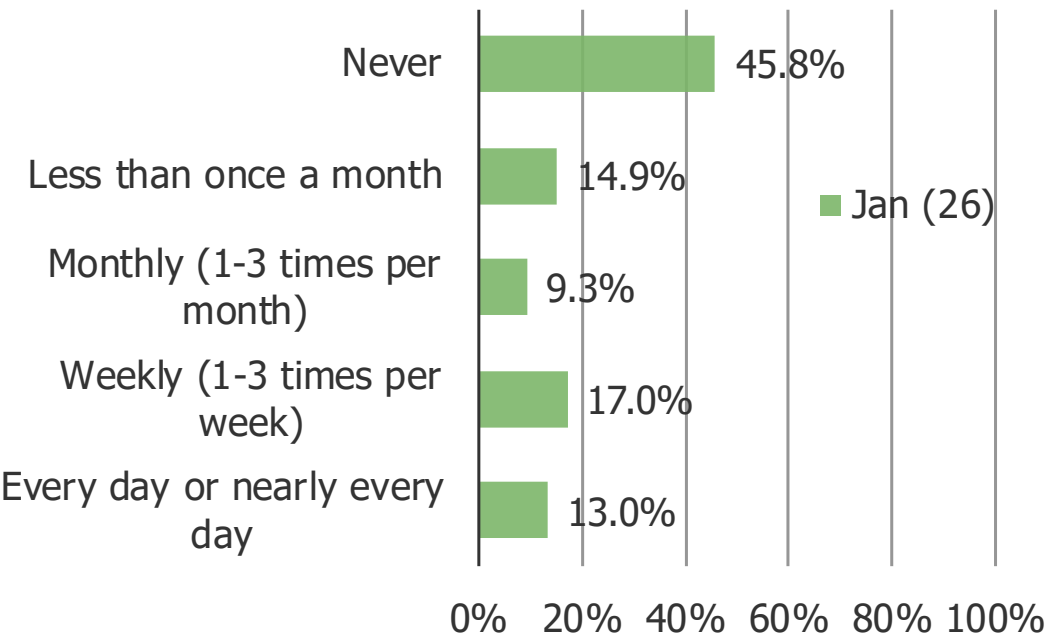
1,000+ Consumers Each Quarter, Balanced to Census

January 2026
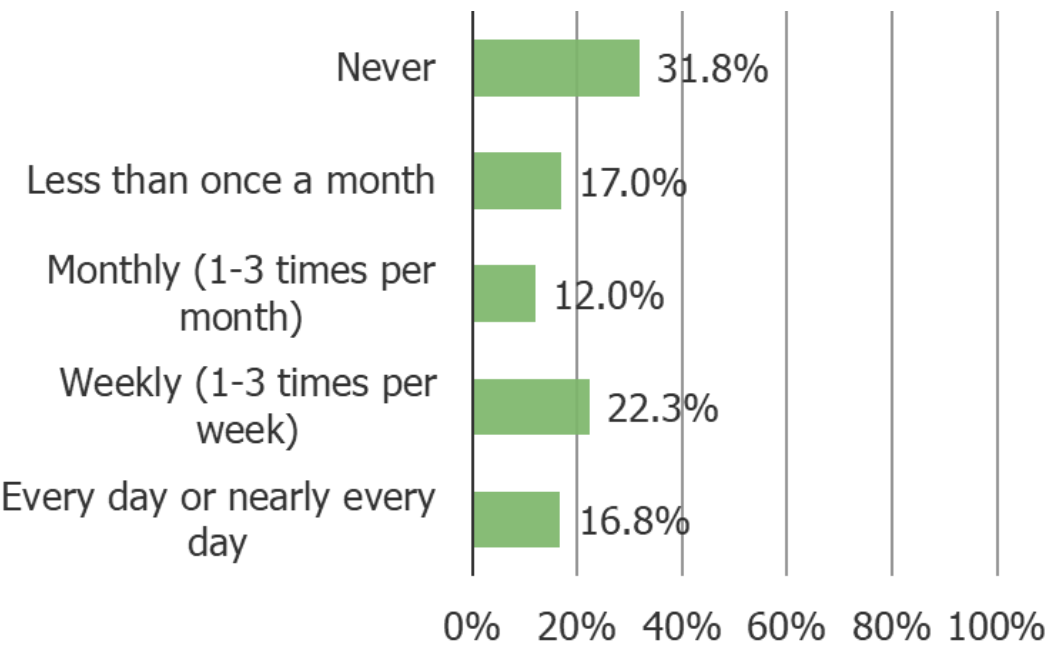
NEW AND RECENTLY ADDED QUESTIONS

HOW OFTEN DO YOU USE AI CHATBOTS?

Posed to all respondents

Never — 45.8%
Less than once a month — 14.9%
Monthly (1-3 times per month) — 9.3%
Weekly (1-3 times per week) — 17.0%
Every day or nearly every day — 13.0%

Legend: ■ Jan (26)

0% 20% 40% 60% 80% 100%

Posed to Amazon Prime Members (N = 600)

Never — 31.8%
Less than once a month — 17.0%
Monthly (1-3 times per month) — 12.0%
Weekly (1-3 times per week) — 22.3%
Every day or nearly every day — 16.8%

0% 20% 40% 60% 80% 100%

WHICH DO YOU CURRENTLY USE MORE OFTEN?

Posed to all respondents
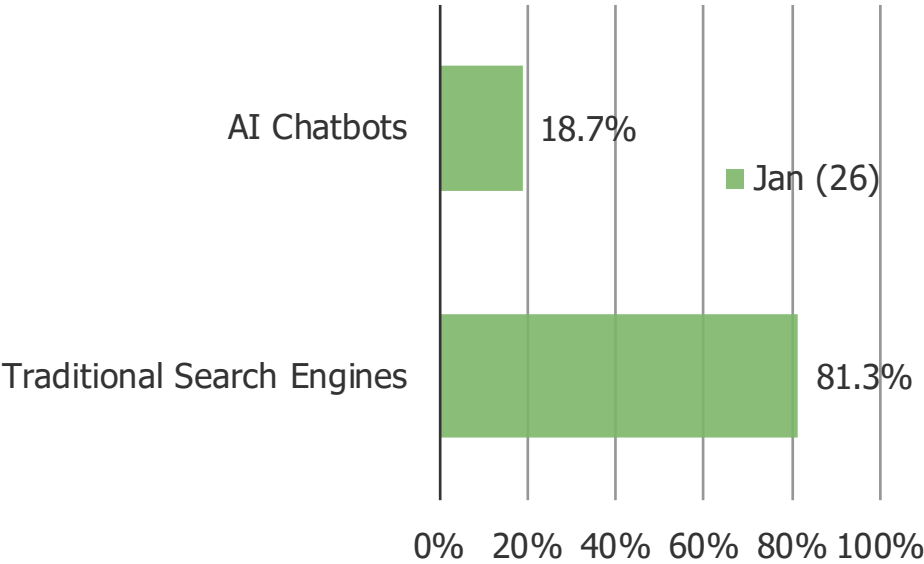
AI Chatbots — 18.7%
Traditional Search Engines — 81.3%

Legend: ■ Jan (26)

Posed to Amazon Prime Members

AI Chatbots — 22.17%
Traditional Search Engines — 77.83%

Posed to AI Chatbot Users (weekly or more)
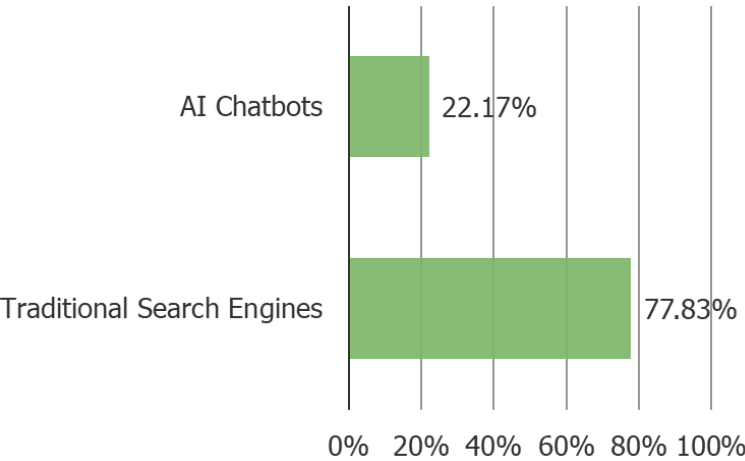
AI Chatbots — 45.00%
Traditional Search Engines — 55.00%
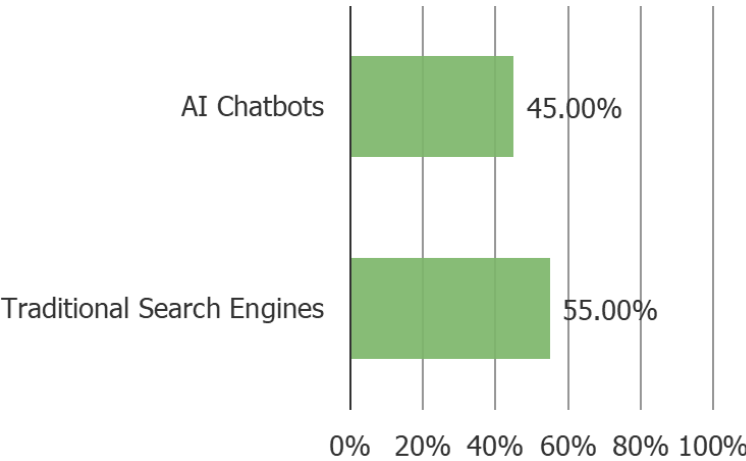
WHICH OF THE FOLLOWING DO YOU USE? SELECT ALL THAT APPLY

Posed to all respondents

Category	Jan (26)
None of the above	38.7%
ChatGPT	37.2%
Google Gemini	33.1%
Meta AI	14.8%
Microsoft Copilot	13.4%
Grok	4.5%
Perplexity	2.8%
Claude	2.6%
Character.ai	1.7%
DeepSeek	1.4%
Poe	0.2%

Posed to AI Chatbot Users (weekly or more)

Category	Percentage
ChatGPT	74.7%
Google Gemini	55.7%
Microsoft Copilot	29.3%
Meta AI	29.0%
Grok	10.0%
Claude	7.0%
Perplexity	6.7%
Character.ai	4.0%
DeepSeek	3.7%
None of the above	1.7%
Poe	0.7%
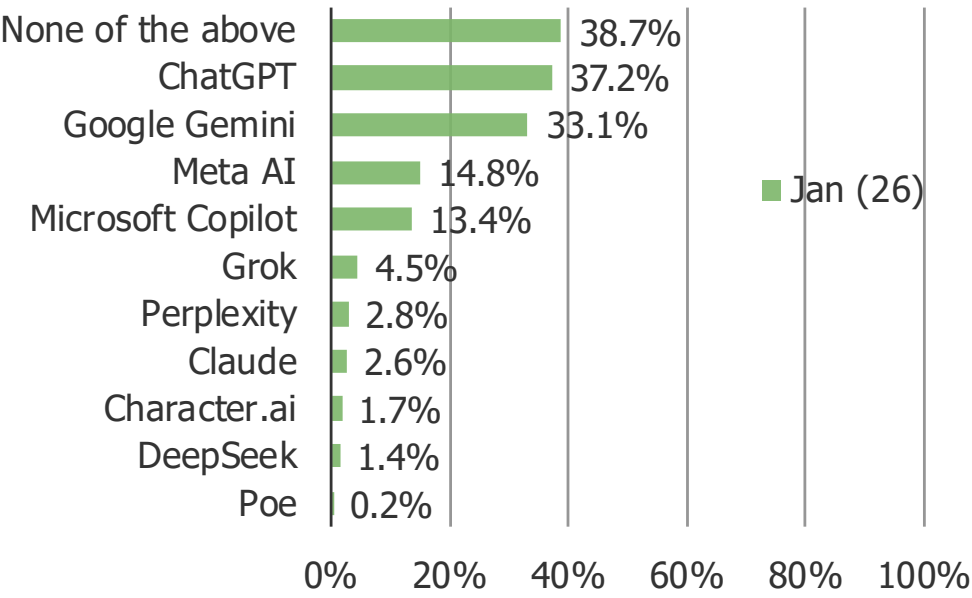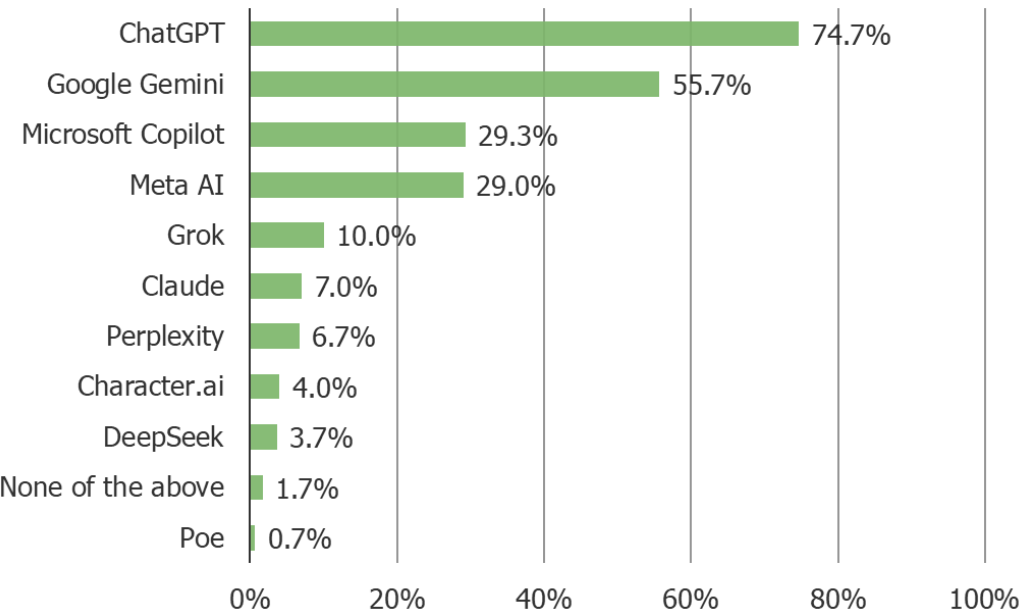
AI CHATBOT: USER BASE CROSSOVER

Posed to users of various AI Chatbots...

ChatGPT Users Also Use...

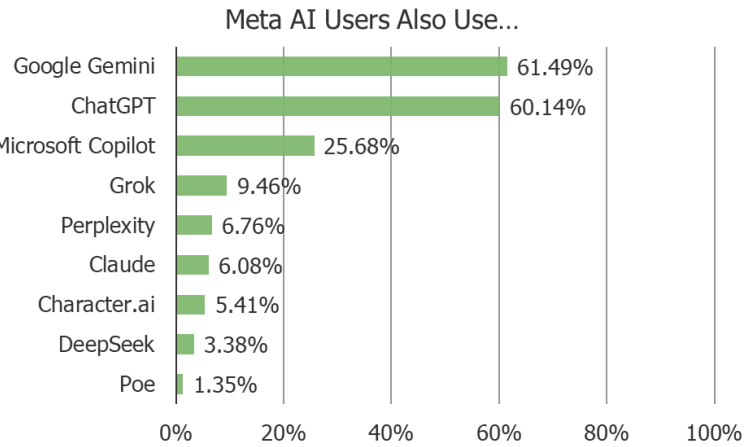|	
Google Gemini	44.62%
Meta AI	23.92%
Microsoft Copilot	20.70%
Grok	9.68%
Perplexity	5.38%
Claude	4.84%
Character.ai	3.23%
DeepSeek	2.42%
Poe	0.54%

Gemini Users Also Use...

ChatGPT	50.15%
Meta AI	27.49%
Microsoft Copilot	24.77%
Grok	7.55%
Claude	6.04%
Perplexity	5.74%
DeepSeek	3.32%
Character.ai	2.42%
Poe	0.60%

Copilot Users Also Use...

Google Gemini	61.19%
ChatGPT	57.46%
Meta AI	28.36%
Claude	11.94%
Grok	11.19%
Perplexity	8.21%
DeepSeek	5.22%
Character.ai	3.73%
Poe	1.49%

Meta AI Users Also Use...

Google Gemini	61.49%
ChatGPT	60.14%
Microsoft Copilot	25.68%
Grok	9.46%
Perplexity	6.76%
Claude	6.08%
Character.ai	5.41%
DeepSeek	3.38%
Poe	1.35%

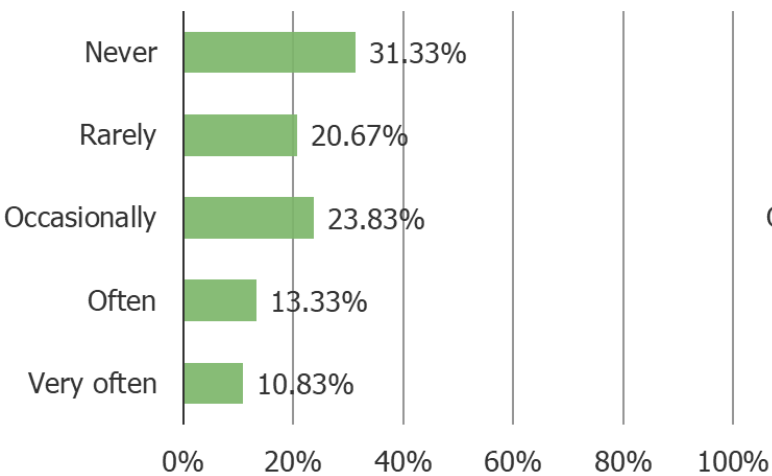### HOW OFTEN DO YOU USE AI CHATBOTS (E.G., CHATGPT, GEMINI, CLAUDE, GROK, PERPLEXITY, ETC) FOR SHOPPING RELATED RESEARCH?

Posed to all respondents

■ Jan (26)

Response	Percentage
Never	43.5%
Rarely	17.9%
Occasionally	20.2%
Often	10.4%
Very often	7.9%

Posed to Amazon Prime Members

Response	Percentage
Never	31.33%
Rarely	20.67%
Occasionally	23.83%
Often	13.33%
Very often	10.83%

Posed to AI Chatbot Users (weekly or more)

Response	Percentage
Never	8.3%
Rarely	11.0%
Occasionally	31.0%
Often	25.3%
Very often	24.3%
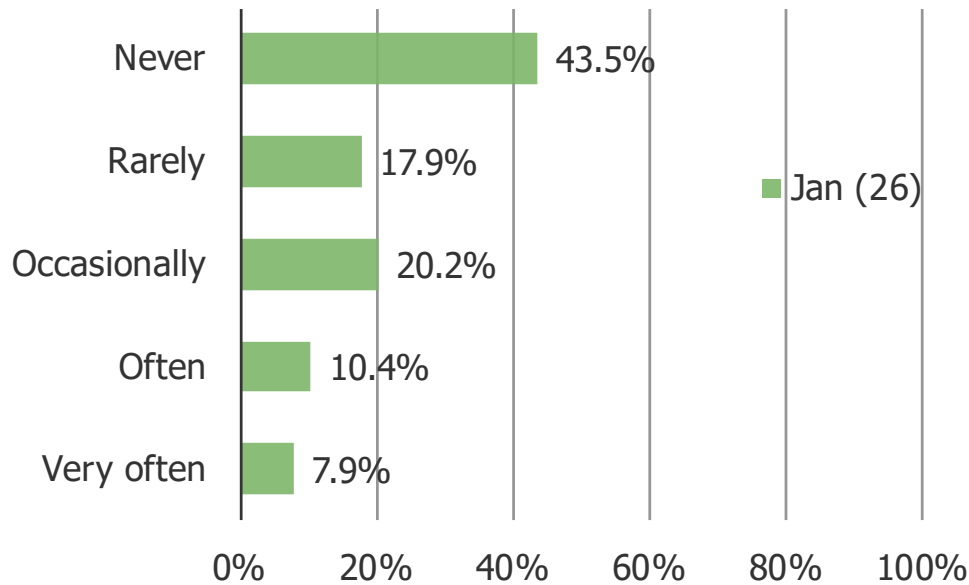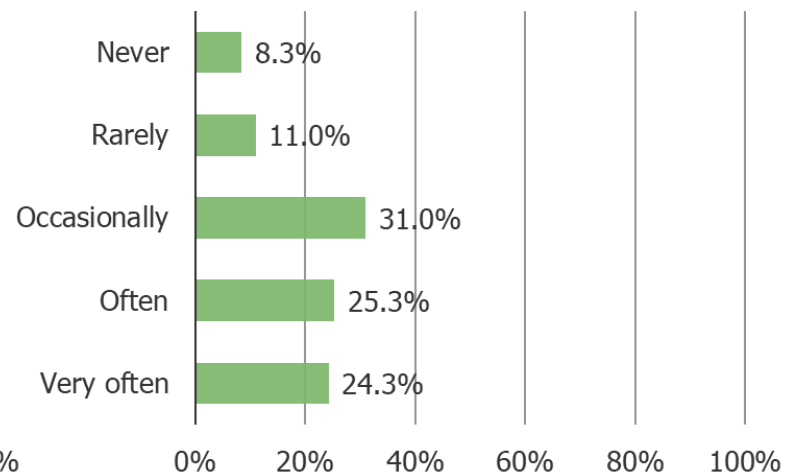
FOR SHOPPING ONLINE, WHERE DO YOU THINK YOU WOULD START FOR THE FOLLOWING...

All Respondents

	Traditional Search (ie, Google)	AI Chatbots (ie, ChatGPT, Gemini, Grok, Claude, etc)	Direct to Amazon	Direct to brand's website	Other
The Impulse: I'm just browsing for entertainment and want to see interesting new things.	48.15%	11.41%	24.12%	7.61%	8.71%
The Intentional Browser: I know I want to buy a product, and I want to browse items.	43.04%	10.71%	25.93%	11.81%	8.51%
The Routine: I need to buy a specific item I've already purchased several times before.	35.54%	9.41%	29.83%	15.92%	9.31%
The Problem-Solver: I have a specific need (e.g., "powering my home in a storm") but don't know which product actually solves it.	48.85%	20.32%	15.82%	6.11%	8.91%
The De-Risker: I found a product, but it's expensive/technical and I want to make sure I'm not making a mistake.	48.15%	18.72%	15.02%	7.91%	10.21%
The Deal-Maker: I know exactly what I want; I just want the absolute lowest price right now.	42.24%	14.41%	25.03%	8.91%	9.41%
The Quick Delivery: I need an item by a certain date.	33.03%	9.31%	39.54%	9.21%	8.91%

Amazon Prime Members

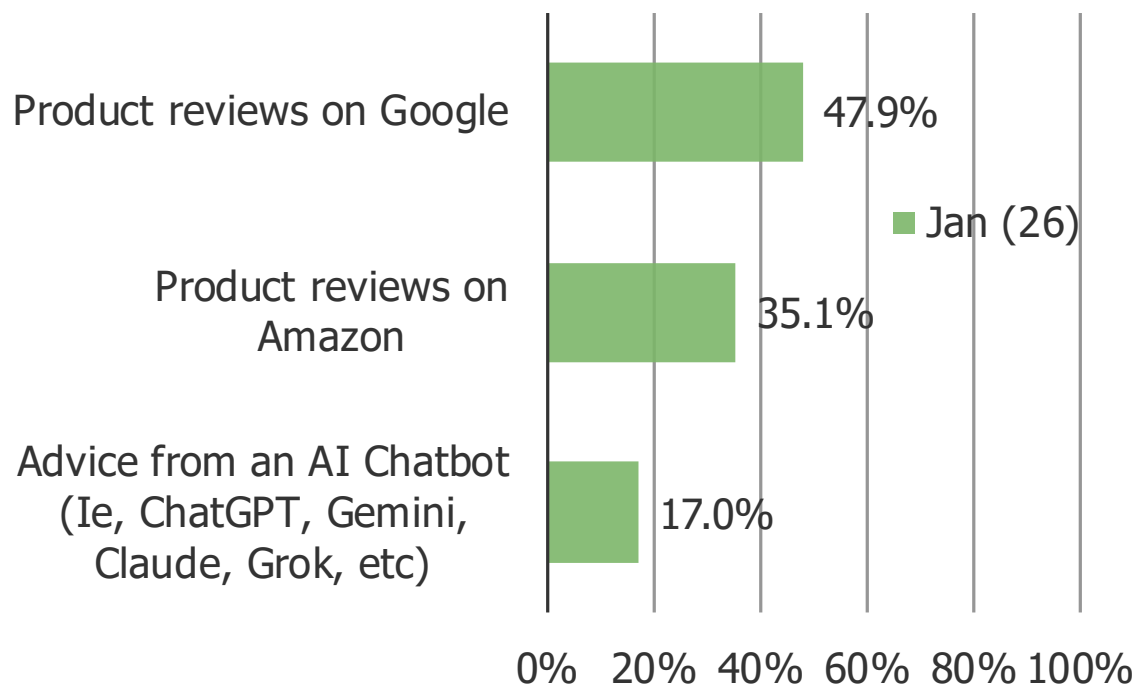|	Traditional Search (ie, Google)	AI Chatbots (ie, ChatGPT, Gemini, Grok, Claude, etc)	Direct to Amazon	Direct to brand's website	Other
The Impulse: I'm just browsing for entertainment and want to see interesting new things.	47.17%	15.33%	28.50%	5.50%	3.50%
The Intentional Browser: I know I want to buy a product, and I want to browse items.	41.67%	14.67%	30.33%	10.67%	2.67%
The Routine: I need to buy a specific item I've already purchased several times before.	33.83%	12.67%	36.33%	13.33%	3.83%
The Problem-Solver: I have a specific need (e.g., "powering my home in a storm") but don't know which product actually solves it.	46.50%	26.17%	19.00%	4.83%	3.50%
The De-Risker: I found a product, but it's expensive/technical and I want to make sure I'm not making a mistake.	47.67%	24.00%	16.67%	7.33%	4.33%
The Deal-Maker: I know exactly what I want; I just want the absolute lowest price right now.	41.00%	18.33%	30.17%	6.83%	3.67%
The Quick Delivery: I need an item by a certain date.	31.00%	12.50%	47.67%	5.67%	3.17%

AI Chatbot Users (Weekly or More Often)

	Traditional Search (ie, Google)	AI Chatbots (ie, ChatGPT, Gemini, Grok, Claude, etc)	Direct to Amazon	Direct to brand's website	Other
The Impulse: I'm just browsing for entertainment and want to see interesting new things.	38.33%	29.00%	24.33%	8.00%	0.33%
The Intentional Browser: I know I want to buy a product, and I want to browse items.	35.67%	25.00%	27.67%	10.67%	1.00%
The Routine: I need to buy a specific item I've already purchased several times before.	29.67%	22.33%	31.00%	15.67%	1.33%
The Problem-Solver: I have a specific need (e.g., "powering my home in a storm") but don't know which product actually solves it.	30.33%	47.67%	14.67%	6.33%	1.00%
The De-Risker: I found a product, but it's expensive/technical and I want to make sure I'm not making a mistake.	33.67%	42.33%	15.00%	7.67%	1.33%
The Deal-Maker: I know exactly what I want; I just want the absolute lowest price right now.	31.00%	30.67%	29.33%	7.33%	1.67%
The Quick Delivery: I need an item by a certain date.	23.00%	21.33%	45.00%	10.00%	0.67%

WHICH OF THESE OPTIONS WOULD YOU PREFER WHEN YOU NEED ADVICE ON SOMETHING YOU ARE LOOKING TO BUY?

Posed to all respondents

Product reviews on Google — 47.9%

■ Jan (26)

Product reviews on Amazon — 35.1%

Advice from an AI Chatbot (Ie, ChatGPT, Gemini, Claude, Grok, etc) — 17.0%

0% 20% 40% 60% 80% 100%

Posed to AI Chatbot Users (weekly or more)

Product reviews on Amazon — 36.67%

Product reviews on Google — 29.00%

Advice from an AI Chatbot (Ie, ChatGPT, Gemini, Claude, Grok, etc) — 34.33%

0% 20% 40% 60% 80% 100%
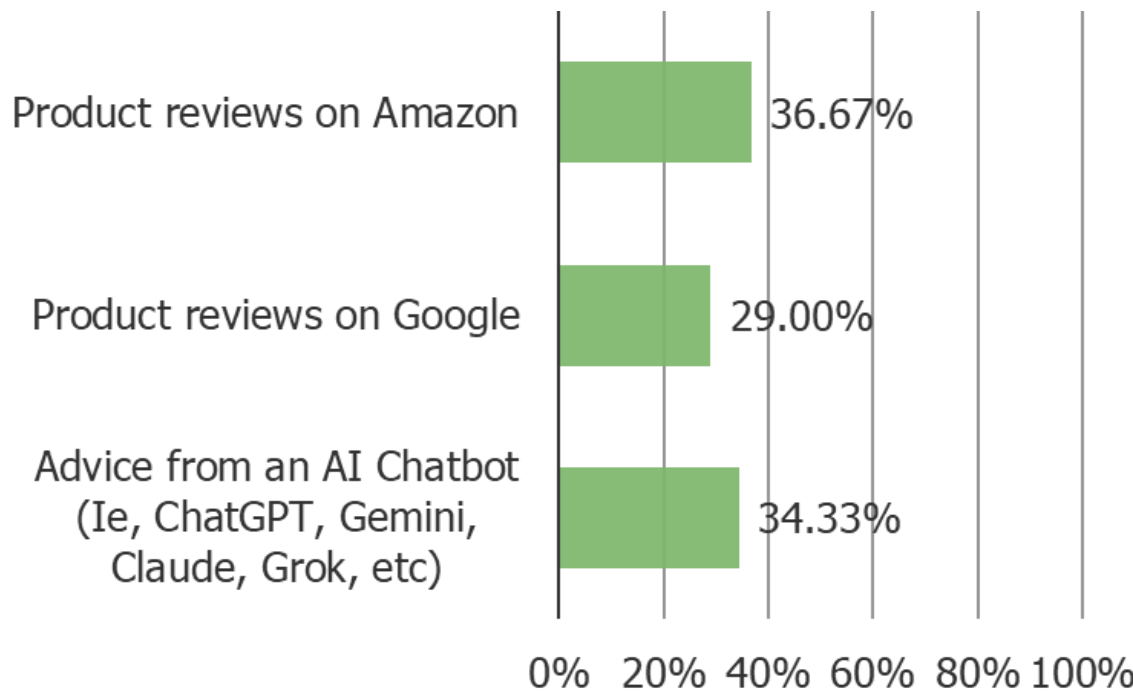
YOU MENTIONED THAT YOU USE AI CHATBOTS. PLEASE PROVIDE AN EXAMPLE OF A SHOPPING RELATED QUESTION/PROMPT YOU EITHER HAVE, OR WOULD, USE THE CHATBOT FOR?

Posed to all respondents who use AI chatbots. (N=564)

How Consumers Use (or Would Use) AI Chatbots for Shopping

Open-End Prompt Categorization (% of responses)

Category	% of Responses
Price comparison / deals	24.6%
Product comparison (features, models, trims, specs)	8.8%
Product recommendations ("best," "what should I buy," under $X)	10.5%
Product research / reviews (quality, effectiveness, pros/cons)	10.5%
Availability / sourcing (where to buy, in-stock, retailer lookup)	3.5%
Visual / styling help (outfits, images, how it looks)	5.3%
Do not use AI for shopping	14.0%
Other / unclear (vague, off-topic, incomplete)	22.8%
Total	100%

WHICH WOULD YOU PREFER USING WHEN YOU NEED ADVICE ON A PRODUCT YOU ARE LOOKING TO BUY?
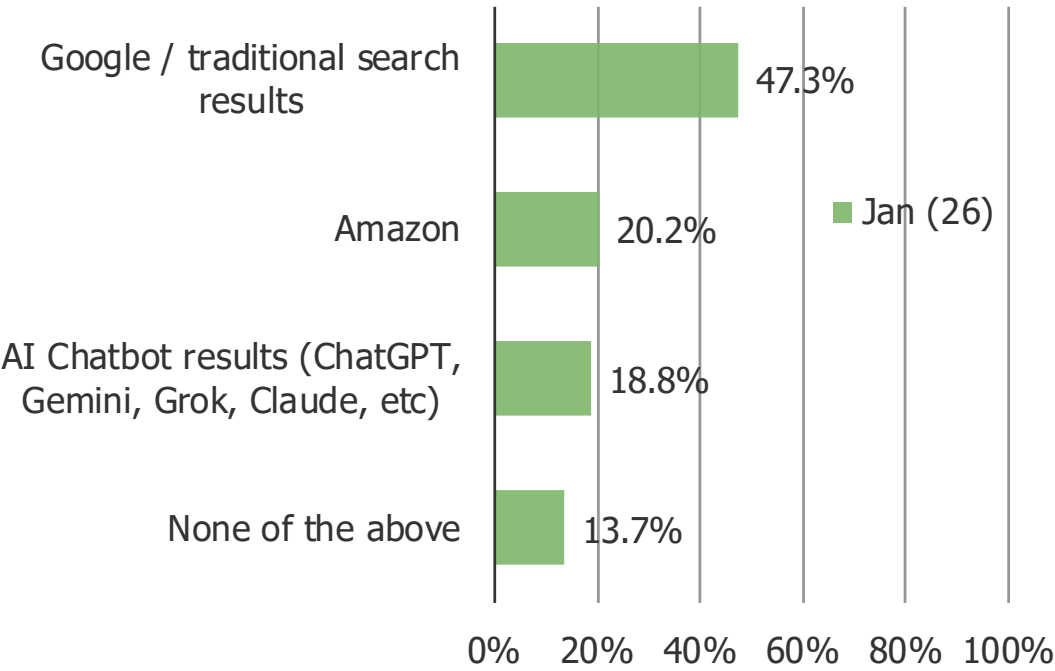
Posed to all respondents

	Jan (26)
Google / traditional search results	47.3%
Amazon	20.2%
AI Chatbot results (ChatGPT, Gemini, Grok, Claude, etc)	18.8%
None of the above	13.7%

Posed to Amazon Prime Members

Google / traditional search results	45.33%
AI Chatbot results (ChatGPT, Gemini, Grok, Claude, etc)	24.33%
Amazon	24.00%
None of the above	6.33%

Posed to AI Chatbot Users (weekly or more)

AI Chatbot results (ChatGPT, Gemini, Grok, Claude, etc)	44.00%
Google / traditional search results	31.67%
Amazon	21.33%
None of the above	3.00%
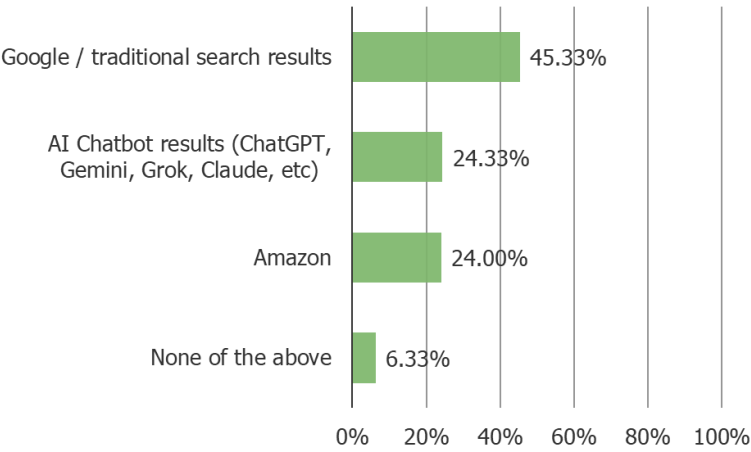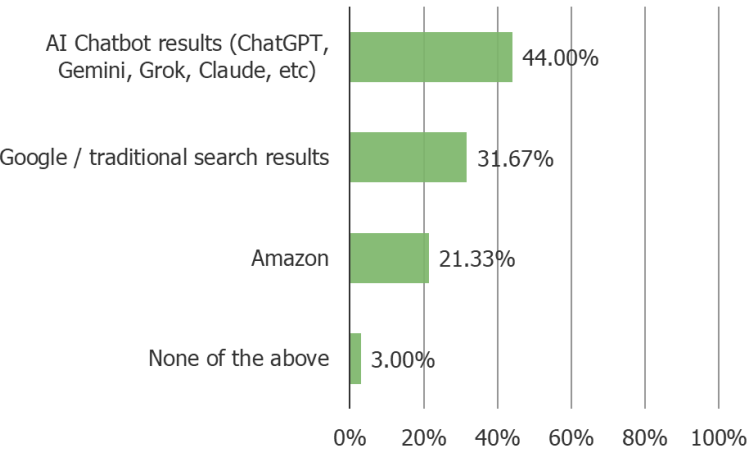
WHICH WOULD YOU PREFER USING WHEN YOU ARE LOOKING TO BUY SOMETHING BUT DO NOT NEED ADVICE?

Posed to all respondents

	Jan (26)
Google / traditional search results	39.9%
Amazon	34.4%
None of the above	15.9%
AI Chatbot results (ChatGPT, Gemini, Grok, Claude, etc)	9.7%

Posed to Amazon Prime Members

Amazon	42.50%
Google / traditional search results	37.00%
AI Chatbot results (ChatGPT, Gemini, Grok, Claude, etc)	12.33%
None of the above	8.17%

Posed to AI Chatbot Users (weekly or more)

Amazon	38.00%
Google / traditional search results	34.00%
AI Chatbot results (ChatGPT, Gemini, Grok, Claude, etc)	20.33%
None of the above	7.67%
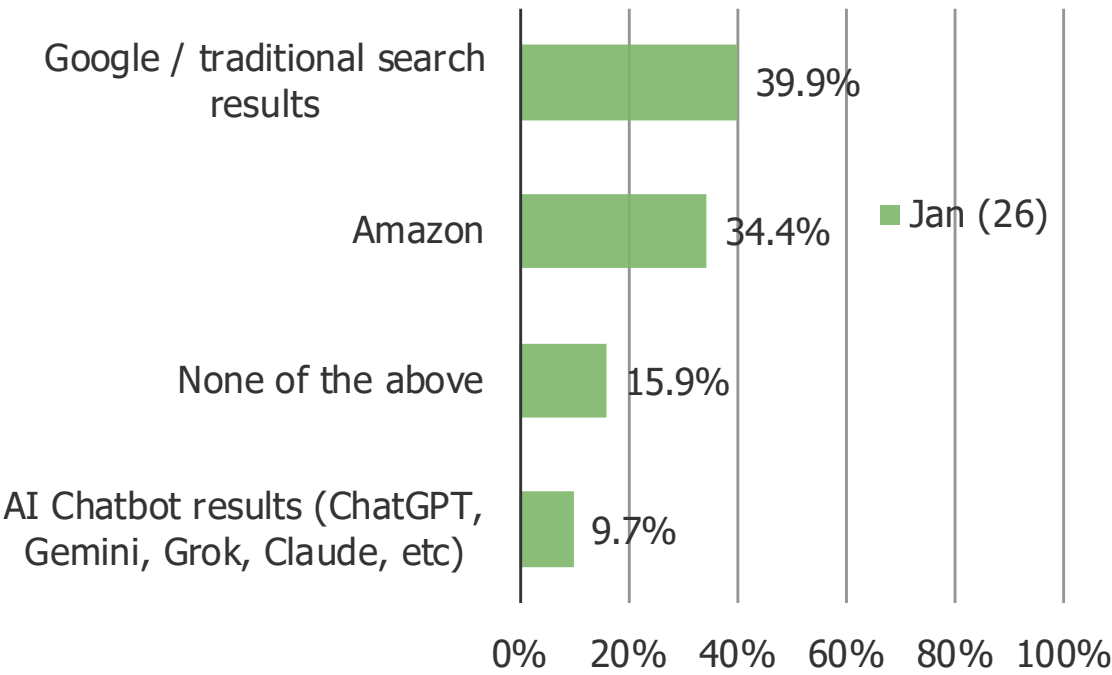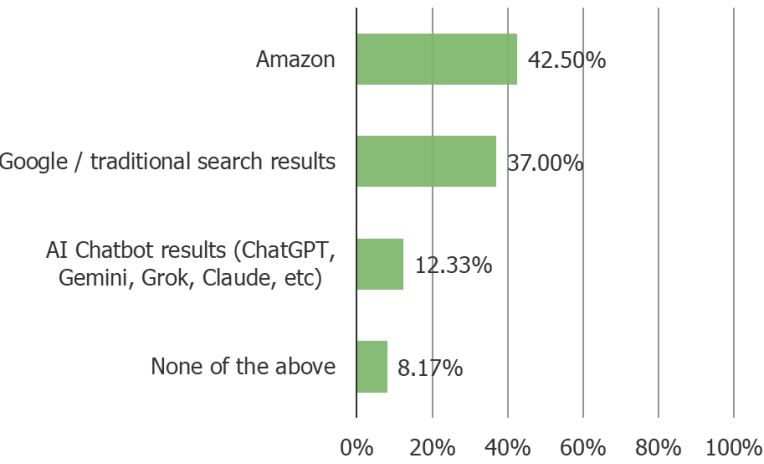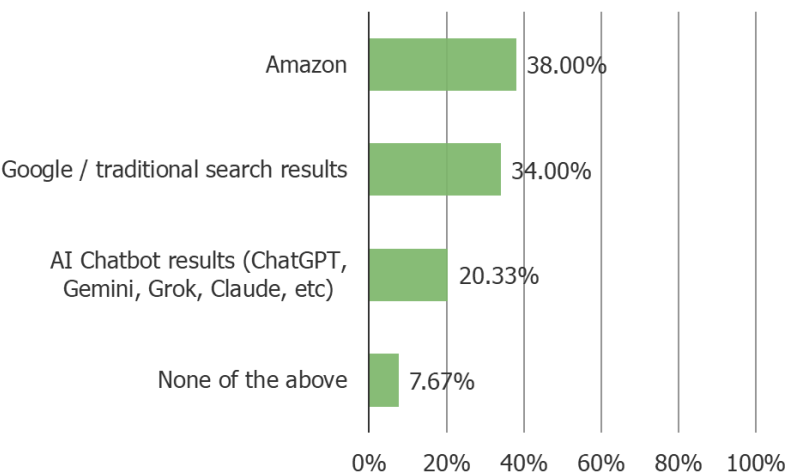
IF YOU HAD A PERSONAL AI SHOPPER WITHIN ONE OF THE AI CHATBOTS (LIKE CHATGPT, GEMINI, GROK, OR OTHERS), HOW MUCH WOULD YOU TRUST IT TO DO THE FOLLOWING:

Posed to all respondents

■ Distrust completely   ■ Distrust somewhat   ■ Neutral / Not sure   ■ Trust somewhat   ■ Trust completely

	Distrust completely	Distrust somewhat	Neutral / Not sure	Trust somewhat	Trust completely
Executes the task independently based on your pre-set goals - ie, buys it for you with your money automatically	24.4%	13.2%	38.2%	16.7%	7.4%
Builds your cart and presents a single "Buy Now" button.	18.4%	12.6%	42.6%	17.5%	8.8%
Answers questions, compares prices, and gives links.	15.0%	8.2%	39.4%	26.1%	11.2%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

IF CHATGPT, GEMINI, OR OTHER AI CHATBOTS ALLOWED YOU TO UPLOAD YOUR CREDIT CARD TO EXECUTE SHOPPING TASKS (WITH A FINAL 'BUY' BUTTON FOR YOUR APPROVAL), WOULD YOU BE WILLING TO STORE YOUR PAYMENT INFO WITH THEM?

Posed to all respondents

	Jan (26)
Definitely would not	45.2%
Probably would not	28.3%
Probably would	20.5%
Definitely would	6.0%

Posed to AI Chatbot Users (weekly or more)

Definitely would not	25.33%
Probably would not	25.67%
Probably would	32.33%
Definitely would	16.67%
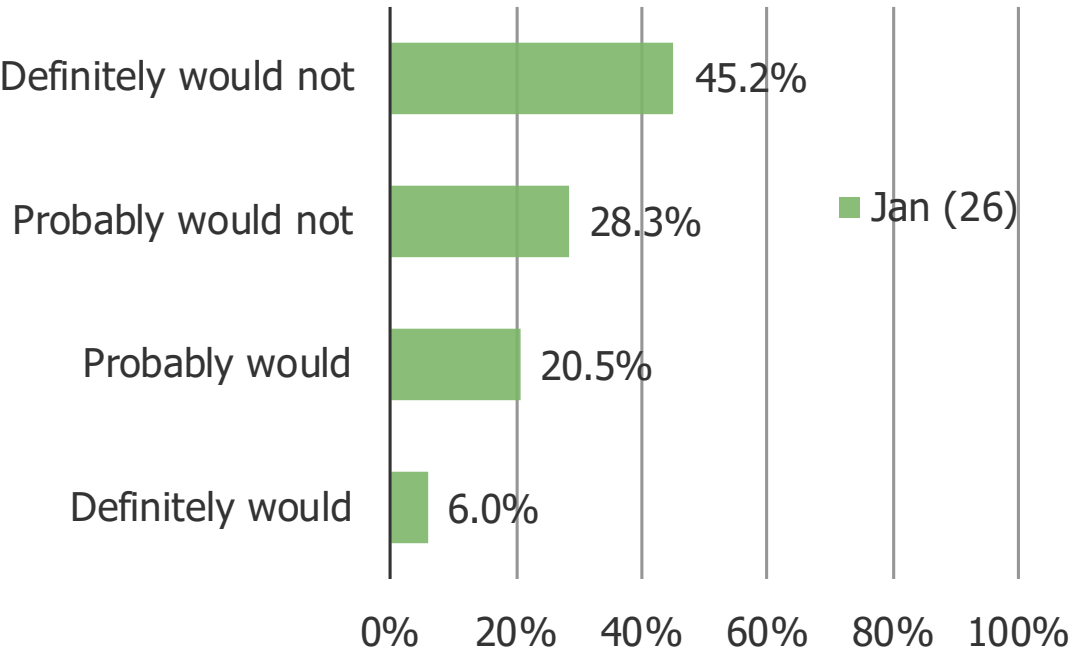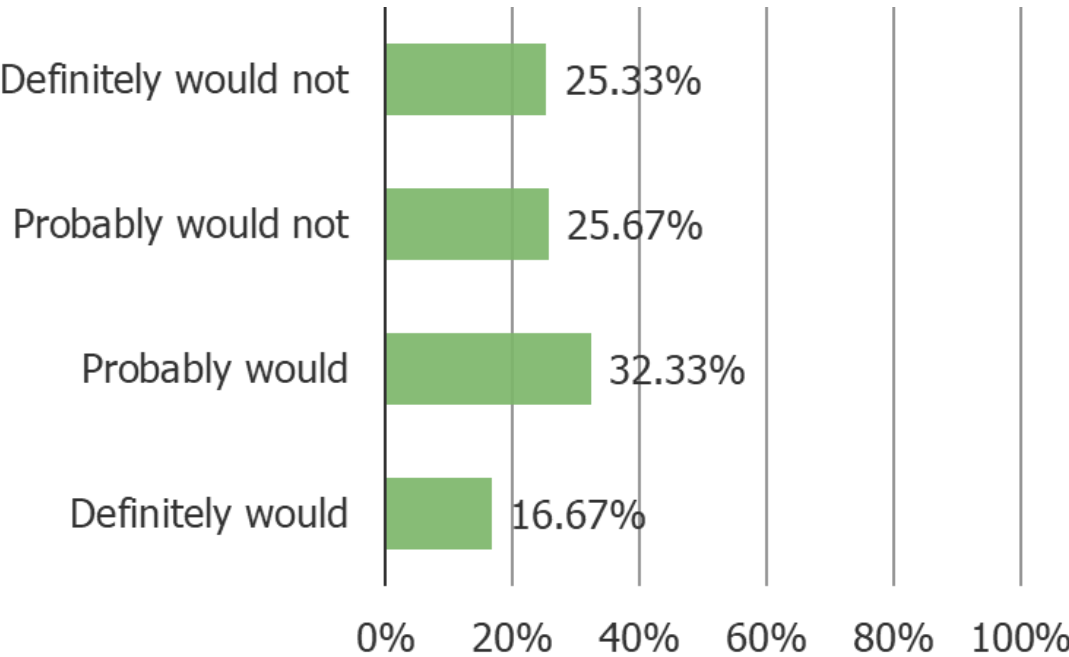
HAVE YOU BROWSED WAYFAIR OR CONSIDERED BUYING FURNITURE FROM WAYFAIR IN THE PAST YEAR OR SO?

Posed to all respondents.

No
- 78.5%
- 79.2%
- 81.5%
- 83.1%

- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)

Yes
- 21.5%
- 20.8%
- 18.5%
- 16.9%
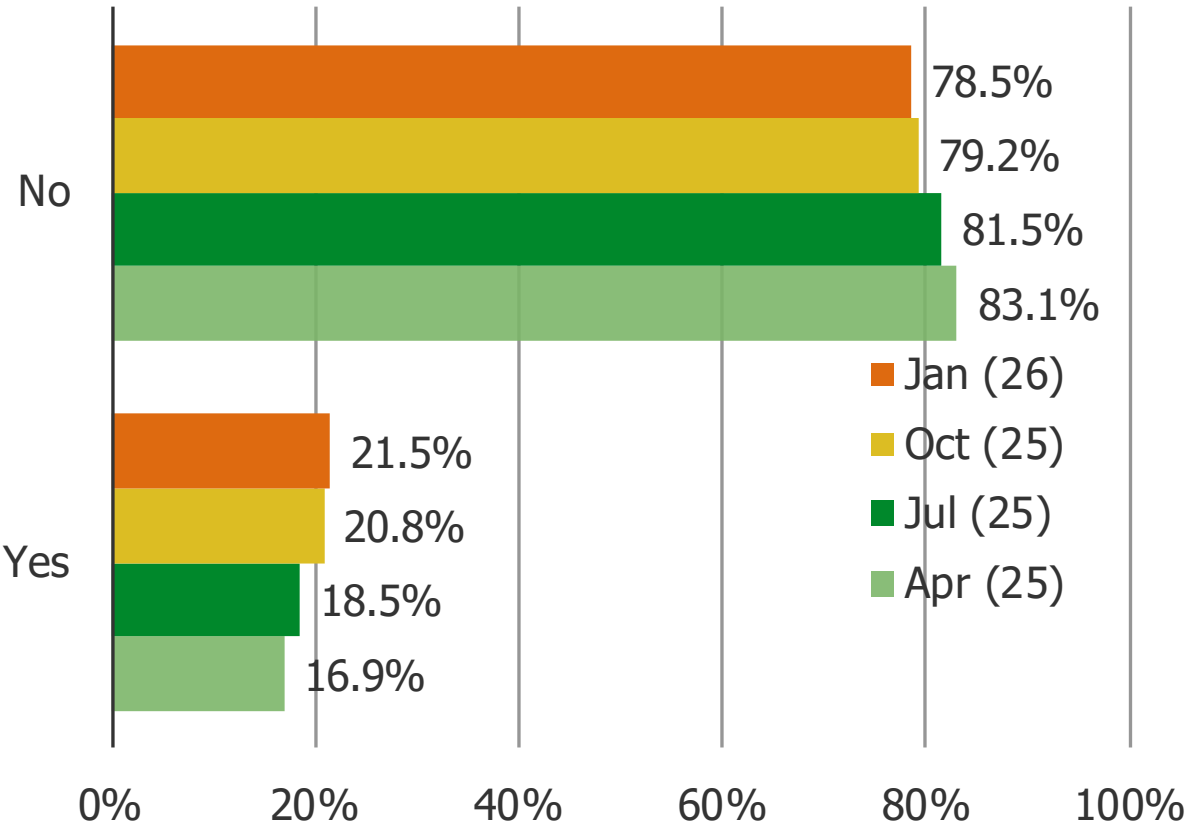
COMPARED TO BUYING FURNITURE IN PHYSICAL STORES, HOW RISKY DO YOU THINK IT IS TO BUY FROM WAYFAIR?(BY "RISKY," WE MEAN THE CHANCE THAT YOU WON'T BE SATISFIED WITH THE PRODUCT — WHETHER DUE TO QUALITY, APPEARANCE, COMFORT, OR THE ABILITY TO RETURN OR EXCHANGE IT.)

Posed to all who have browsed or considered buying furniture from Wayfair in the past year or so.

No difference
- 57.2%
- 56.2%
- 55.0%
- 42.9%

Physical stores is riskier
- 7.4%
- 7.9%
- 6.0%
- 6.6%

Wayfair is riskier
- 35.4%
- 36.0%
- 39.0%
- 50.6%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)

0% 20% 40% 60% 80% 100%
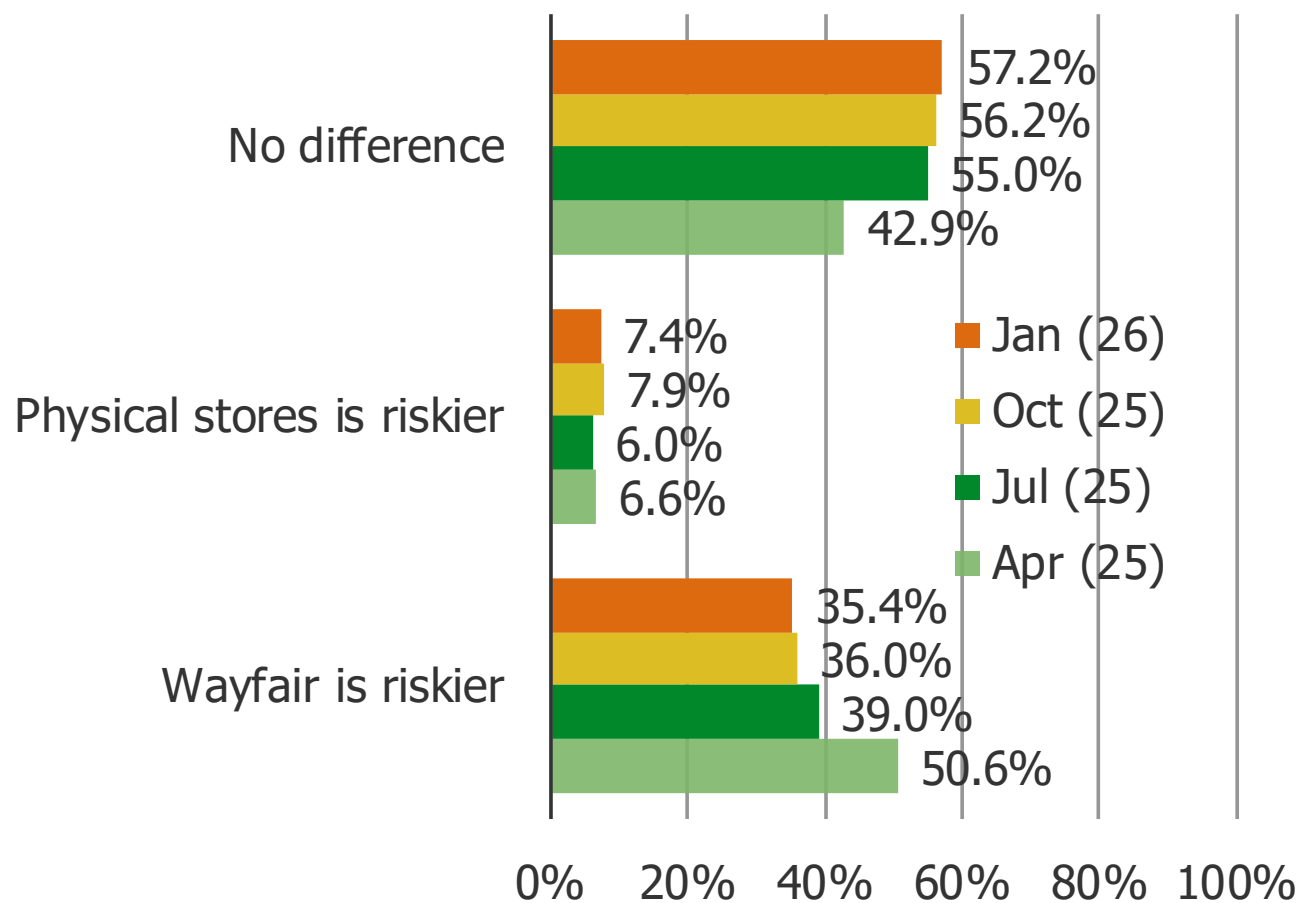
COMPARED TO BUYING FURNITURE FROM OTHER COMPANIES ONLINE, HOW RISKY DO YOU THINK IT IS TO BUY FROM WAYFAIR?(BY "RISKY," WE MEAN THE CHANCE THAT YOU WON'T BE SATISFIED WITH THE PRODUCT — WHETHER DUE TO QUALITY, APPEARANCE, COMFORT, OR THE ABILITY TO RETURN OR EXCHANGE IT.)

Posed to all who have browsed or considered buying furniture from Wayfair in the past year or so.

No difference
- Jan (26): 62.3%
- Oct (25): 63.6%
- Jul (25): 57.1%
- Apr (25): 60.1%

Other companies online is riskier
- Jan (26): 20.0%
- Oct (25): 20.2%
- Jul (25): 24.7%
- Apr (25): 18.5%

Wayfair is riskier
- Jan (26): 17.7%
- Oct (25): 16.3%
- Jul (25): 18.1%
- Apr (25): 21.4%

Legend: Jan (26), Oct (25), Jul (25), Apr (25)

Online Retailers | January 2026
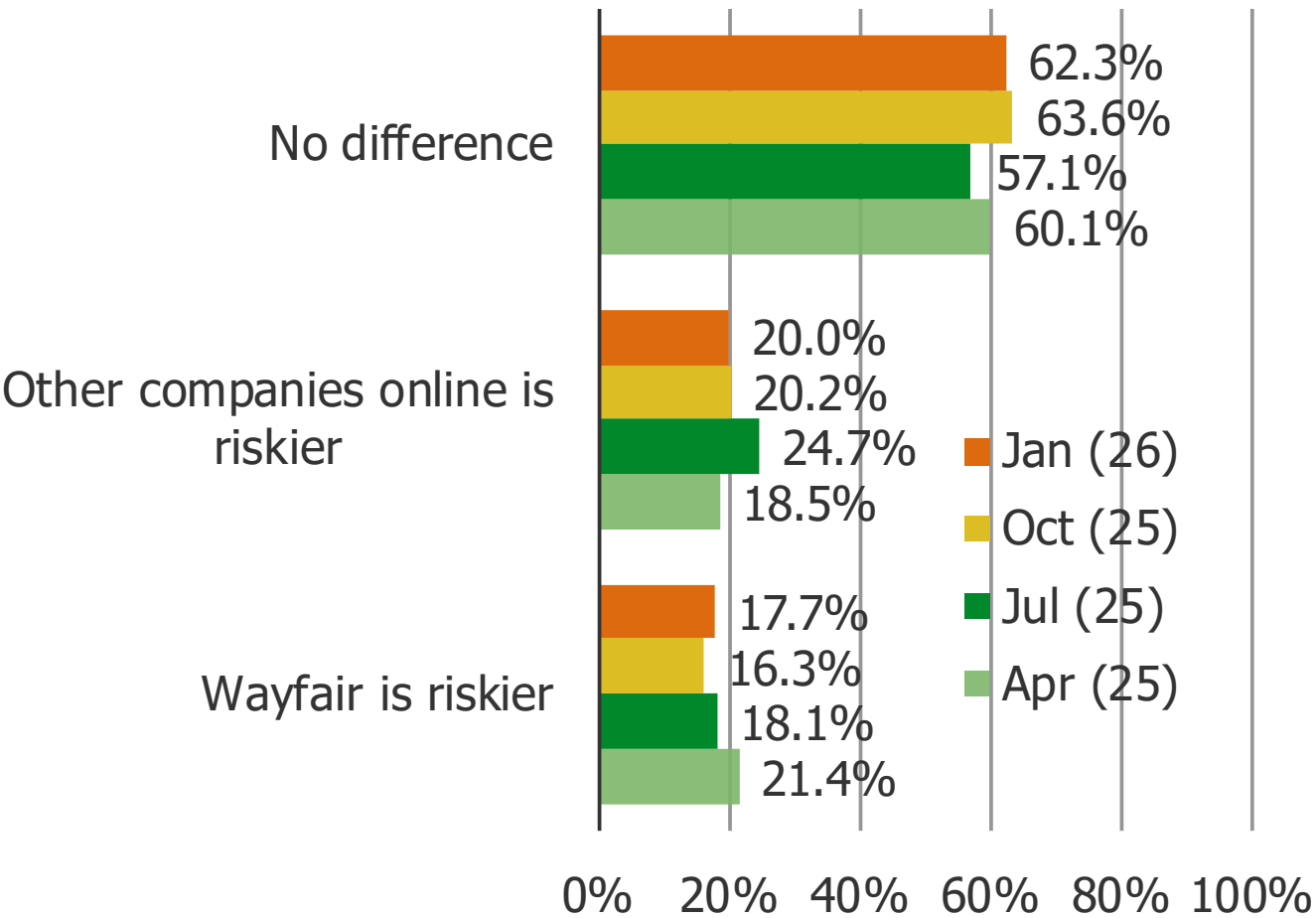
IF WAYFAIR ADDED A "VERIFIED BY WAYFAIR" STAMP TO CERTAIN FURNITURE ITEMS — INDICATING THAT THEIR TEAM HAS PERSONALLY TESTED THE PRODUCT FOR QUALITY, EASE OF ASSEMBLY, VALUE, AND OVERALL SATISFACTION — HOW WOULD THAT AFFECT HOW RISKY YOU THINK IT IS TO BUY THOSE PRODUCTS?

Posed to all who have browsed or considered buying furniture from Wayfair in the past year or so.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)

It would make the purchase feel much more risky
- 0.0%
- 2.5%
- 2.2%
- 2.4%

It would make the purchase feel somewhat more risky
- 1.9%
- 1.0%
- 1.1%
- 1.2%

It wouldn't change how risky it feels
- 32.1%
- 31.5%
- 33.0%
- 32.1%

It would make the purchase feel somewhat less risky
- 32.6%
- 29.1%
- 31.9%
- 31.6%

It would make the purchase feel much less risky
- 33.5%
- 36.0%
- 31.9%
- 32.7%

X-axis: 0% 20% 40% 60% 80% 100%
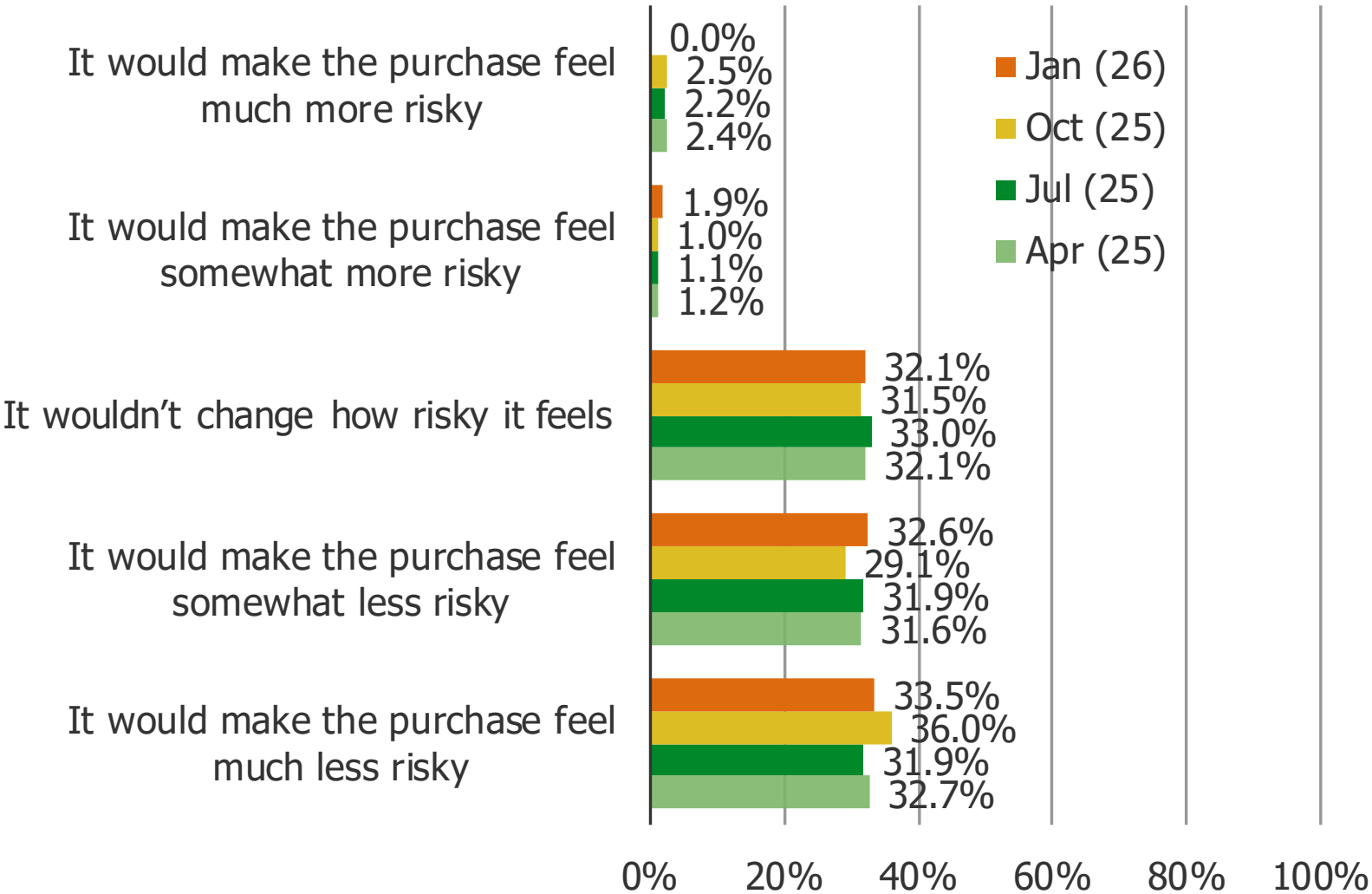
THINKING ABOUT THE FURNITURE YOU HAVE GOTTEN FROM WAYFAIR, HOW WAS THE QUALITY?

Posed to all Wayfair customers.

Very dissatisfied with the quality
- Jan (26): 3.5%
- Oct (25): 1.1%
- Jul (25): 3.6%
- Apr (25): 4.0%

Somewhat dissatisfied with the quality
- Jan (26): 6.2%
- Oct (25): 7.1%
- Jul (25): 9.8%
- Apr (25): 9.2%

Somewhat satisfied with the quality
- Jan (26): 39.0%
- Oct (25): 44.0%
- Jul (25): 47.8%
- Apr (25): 45.6%

Very satisfied with the quality
- Jan (26): 51.4%
- Oct (25): 47.7%
- Jul (25): 38.8%
- Apr (25): 41.2%

Legend: Jan (26), Oct (25), Jul (25), Apr (25)
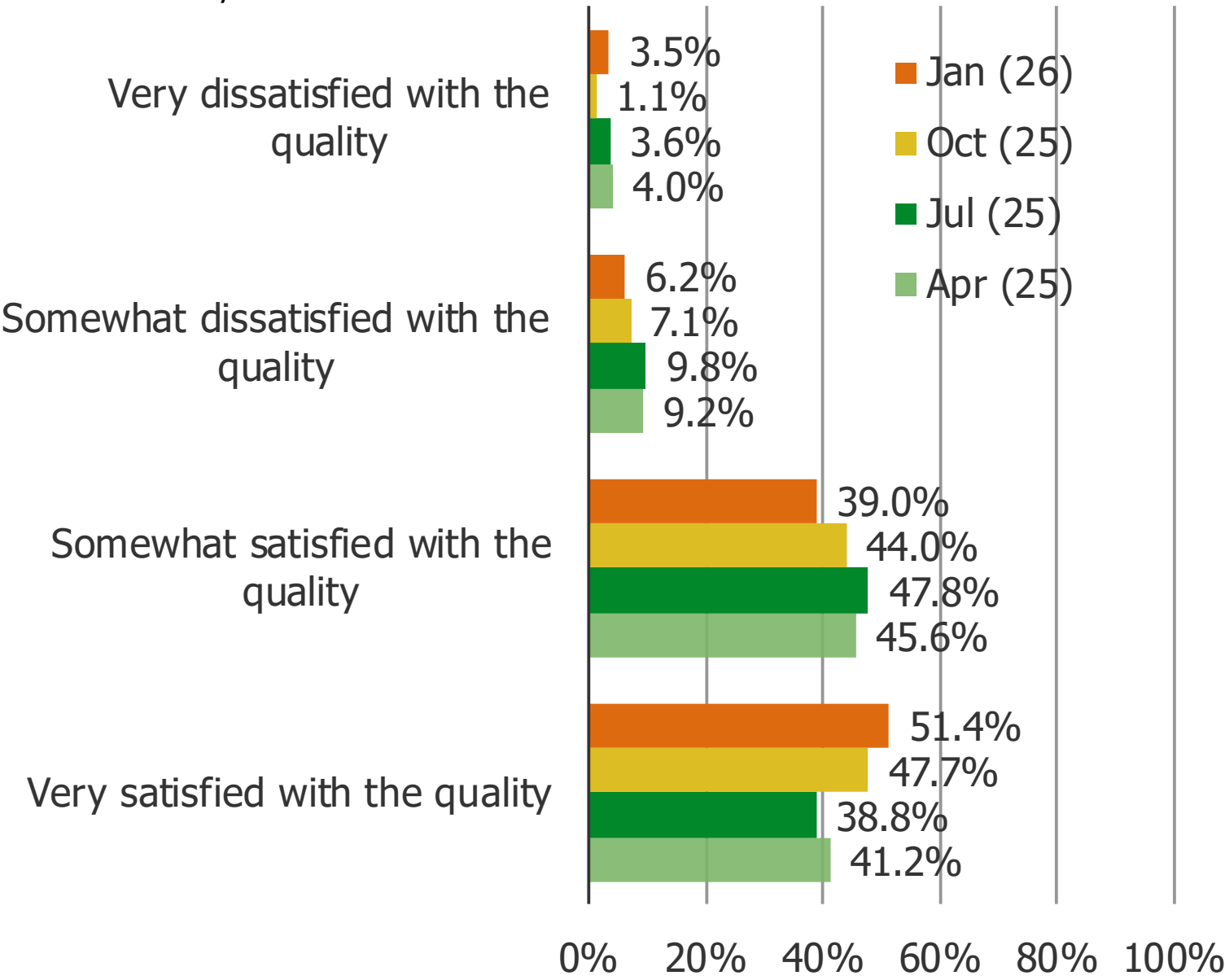
WHEN YOU SEARCH ON THESE PLATFORMS ONLINE, HOW OFTEN DO YOU KNOW EXACTLY WHAT YOU ARE LOOKING FOR VERSUS GENERALLY BROWSING?

Posed to all respondents who shop/browse the below.

January 2026

- ■ I usually know exactly what I'm looking for
- ■ Sometimes I know exactly what I want, sometimes I am just browsing
- ■ I usually am just generally browsing

Platform	I usually know exactly what I'm looking for	Sometimes I know exactly what I want, sometimes I am just browsing	I usually am just generally browsing
Temu	27.2%	44.1%	28.6%
Shein	31.7%	40.5%	27.8%
Wish.com	33.3%	36.1%	30.6%
TikTok Shop	33.1%	39.1%	27.8%
Etsy	35.4%	49.3%	15.3%
Wayfair	43.9%	40.5%	15.6%
Ebay	47.7%	41.7%	10.6%
Amazon	52.6%	39.4%	7.9%
Target	54.0%	35.6%	10.5%
Walmart	58.1%	32.7%	9.2%

HAVE YOU NOTICED ANY CHANGES RECENTLY TO THE EXPERIENCE OF SEARCHING FOR ITEMS ON THE ETSY SITE OR APP?

Posed to all respondents who ever use or visit Etsy.

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24)

- Significantly Worsened: 0.8%
- Slightly Worsened: 4.3%
- No Change: 72.2%
- Slightly Improved: 14.3%
- Significantly Improved: 8.4%
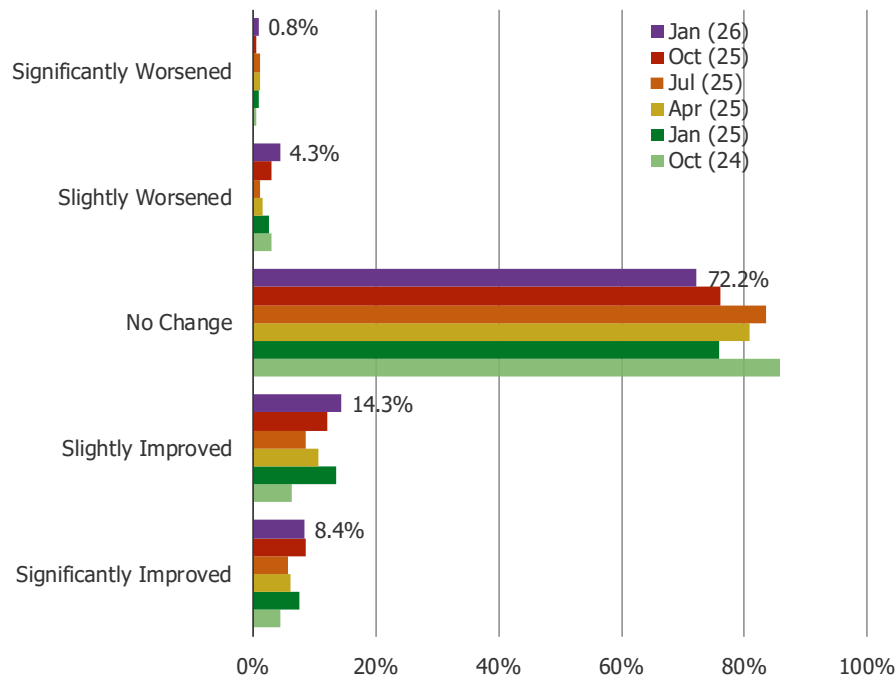
January 2026
Cross-tabbing the above by if they have shopped Etsy in the past three months or not…

Legend: Has NOT purchased from Etsy in the last 3 months; Has purchased from Etsy in the last 3 months

- Significantly Worsened: 0.8% / 0.9%
- Slightly Worsened: 4.7% / 3.5%
- No Change: 82.4% / 49.6%
- Slightly Improved: 9.4% / 25.2%
- Significantly Improved: 2.7% / 20.9%
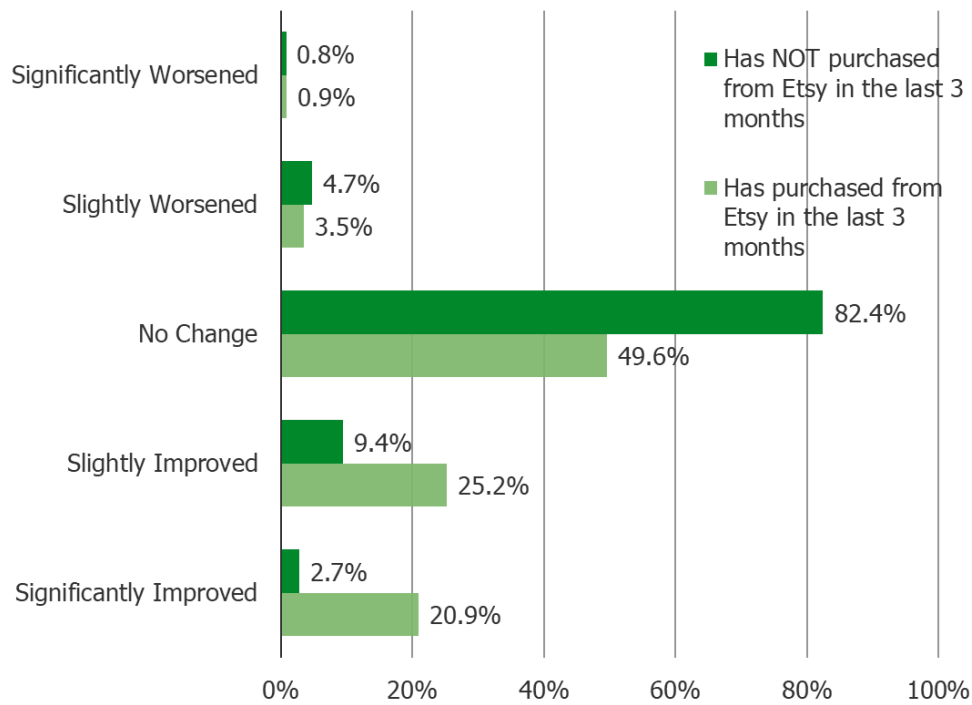
HOW MANY LISTINGS WOULD YOU ESTIMATE YOU NEED TO LOOK THROUGH WHEN YOU SEARCH FOR ITEMS ON ETSY BEFORE YOU FIND WHAT YOU WERE LOOKING FOR?

Posed to all respondents who ever use or visit Etsy.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories (y-axis): One year ago, Now

X-axis: 1-5 listings, 6-10 listings, 11-20 listings, 21-30 listings, 31-50 listings, More than 50 listings

Tickers: ETSY

Online Retailers | January 2026
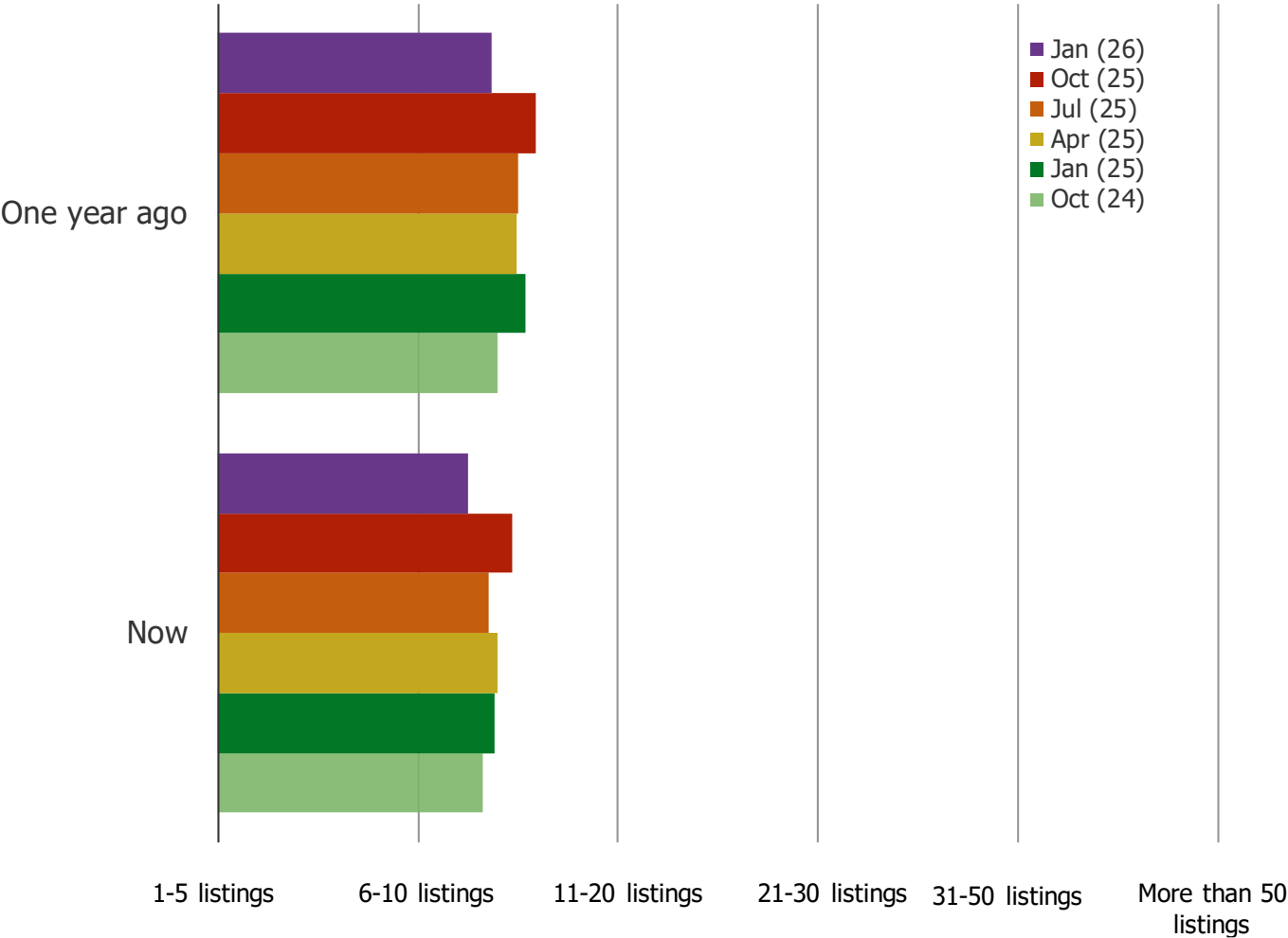
WHAT IS YOUR OPINION OF THE FOLLOWING WHEN SEARCHING FOR ITEMS ON ETSY?

Posed to all respondents who ever use or visit Etsy.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories: Variety of items, Quality of items, Relevance of items

X-axis: Very Negative | Somewhat Negative | Neutral | Somewhat Positive | Very Positive
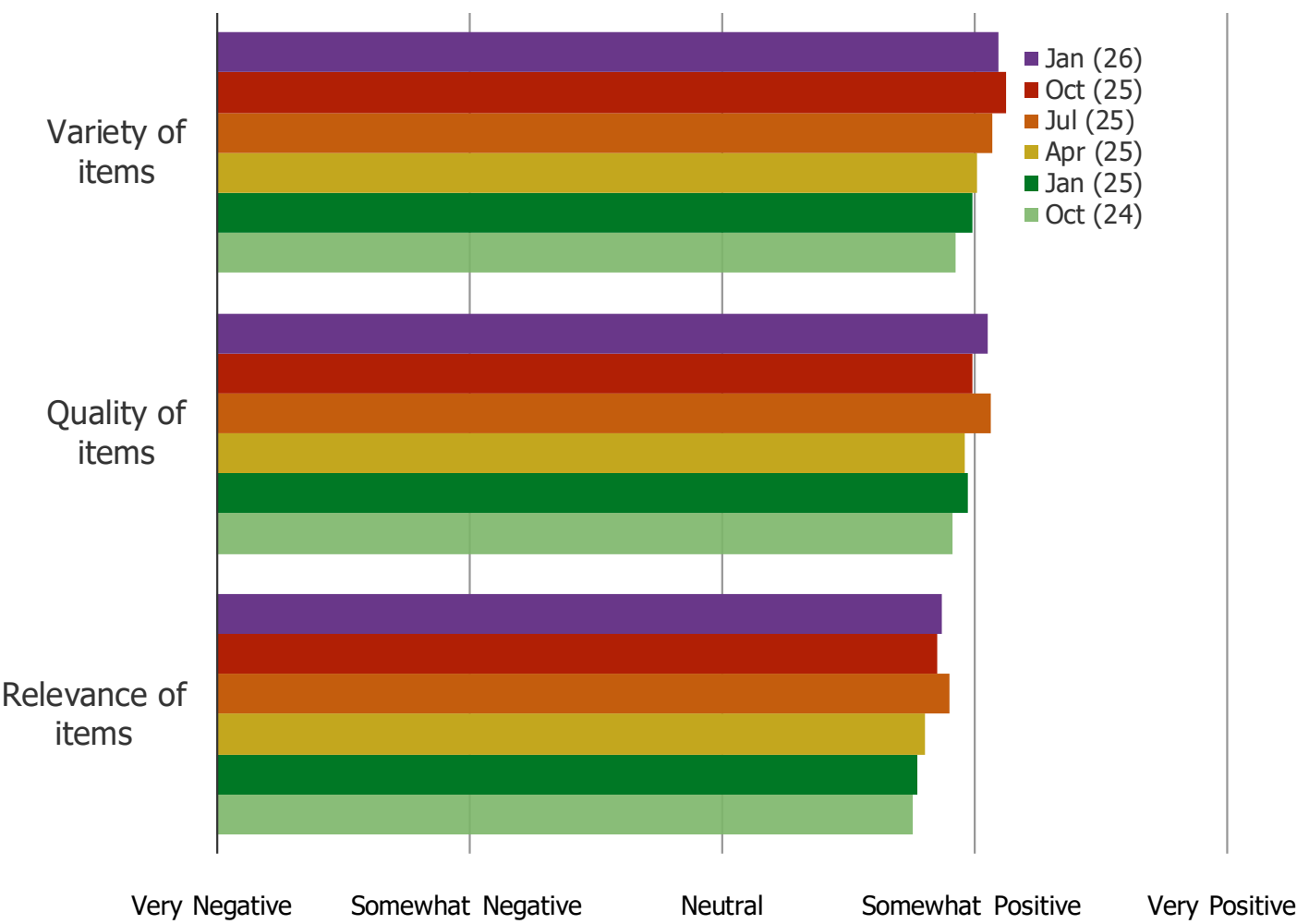
HOW MUCH USE DO YOU HAVE IN GENERAL FOR WEBSITES OR APPS THAT SELL CHEAP GOODS AND SHIP FROM WAREHOUSES IN CHINA DIRECTLY TO YOU IN THE US?

Posed to all respondents

None at all
- Jan (26): 34.7%
- Oct (25): 33.7%
- Jul (25): 34.4%
- Apr (25): 38.2%
- Jan (25): 35.2%
- Oct (24): 37.1%
- 40.6%

A little
- 22.8%
- 26.3%
- 27.7%
- 23.2%
- 25.4%
- 24.5%
- 24.1%

A moderate amount
- 27.6%
- 25.3%
- 25.0%
- 25.1%
- 24.9%
- 27.5%
- 23.2%

A lot
- 6.9%
- 6.1%
- 5.8%
- 6.0%
- 7.8%
- 6.0%
- 6.6%

A great deal
- 7.9%
- 8.6%
- 7.1%
- 7.6%
- 6.8%
- 4.9%
- 5.6%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
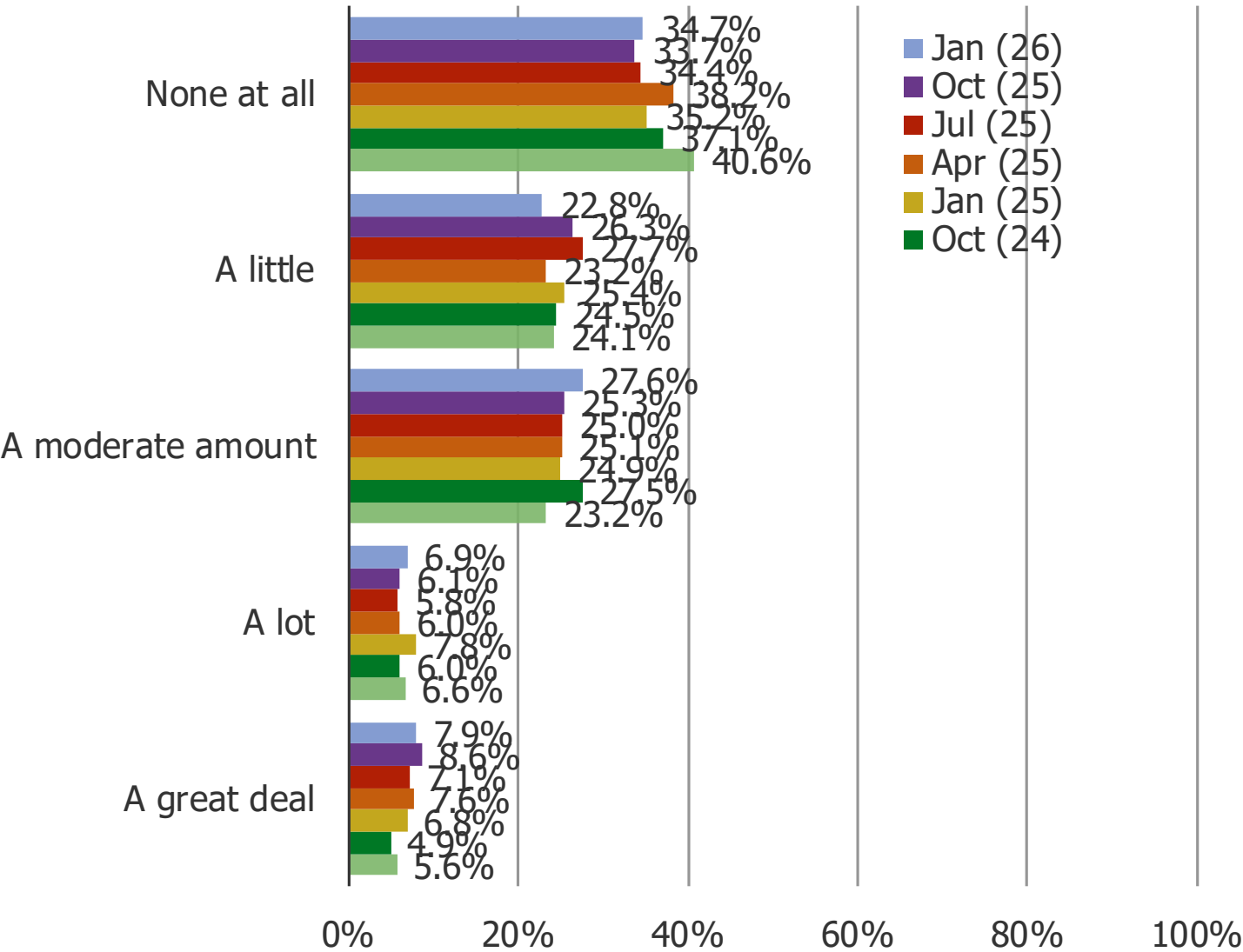
HOW OFTEN DO YOU USE ETSY TO BUY GIFTS FOR OTHERS?

Posed to all respondents who have shopped Etsy.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories and values:
- Never: 12.7%
- Rarely: 27.0%
- Sometimes: 39.4%
- Often: 13.8%
- Very Often: 7.3%

Online Retailers | January 2026

Posed to all respondents who shop the below.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories: Amazon, Walmart, Target, Shein, TikTok Shop, Temu, Ebay, Wish.com, Wayfair, Etsy

Episodic (ie, occasional, at irregular intervals)   Regular (ie, ongoing)

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Amazon

AMAZON — Episodic Shopping Reasons (%)

Reason category	LTM Q1'24	LTM Q1'25	LTM Q1'26	R^2	p
Gifts / occasions	23	21	26	0.20	0.158
Specific need / one-off item	14	14	15	0.16	0.226
Price / deals	9	8	8	0.05	0.501
Electronics / tech	5	4	5	0.00	0.934
Home / furniture / décor	3	2	2	0.00	0.905
Apparel / fashion	2	2	2	0.10	0.350
All other reasons	44	49	42	—	—

Amazon — Key changes (only what matters)

- **Gifting-driven episodic usage is higher in the most recent LTM vs. prior year** (low statistical power, but visually persistent).
- **Price-led episodic trips remain structurally stable**, with no meaningful upward trend.
- "Other/unclear" compresses in the latest period, improving signal density.

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

eBay

EBAY

Reason category	LTM Q1'24	LTM Q1'25	LTM Q1'26	R²	p
Specific need / one-off item	22	24	19	0.01	0.773
Gifts / occasions	10	11	10	0.02	0.663
Price / deals	10	8	6	0.39	0.029
Apparel / fashion	3	2	2	0.02	0.680
Electronics / tech	2	2	2	0.03	0.600
All other reasons	53	53	61	—	—

eBay — Key changes

- **Statistically significant decline in price-driven episodic usage** (R^2=0.39, p=0.029).
- Episodic trips remain anchored in **specific-item sourcing**, but that mix softens in the most recent window.
- Rising "other" suggests **less clearly articulated episodic triggers** recently.

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Etsy

ETSY

Reason category	LTM Q1'24	LTM Q1'25	LTM Q1'26	R^2	p
Gifts / occasions	53	50	50	0.03	0.600
Unique / custom items	7	8	8	0.10	0.342
Home / furniture / décor	1	1	2	0.27	0.081
Price / deals	2	2	2	0.02	0.673
Apparel / fashion	1	1	1	0.01	0.759
All other reasons	36	38	34	—	—

Etsy — Key changes

- **Episodic usage remains overwhelmingly gift-driven**, with minimal structural change.
- No statistically meaningful shifts across categories.
- Slight expansion of home-related episodic use, but not significant.

> YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Wayfair

Wayfair — Episodic Shopping Reasons (%)

Reason category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Home / furniture / décor	39	41	42	0.61	0.023
Price / deals	9	7	7	0.72	0.008
Specific need / one-off item	7	8	8	0.33	0.134
Gifts / occasions	6	5	5	0.38	0.103
Apparel / fashion	0	1	1	0.57	0.030
Discovery / impulse	1	1	1	—	—
All other reasons	38	37	36	—	—

Wayfair — key changes

- **Statistically significant shift toward home/furniture-driven episodic trips** (p=0.023).
- **Price-led episodic usage declines materially** (p=0.008).
- Apparel/fashion remains small but trends up from near-zero (p=0.030).

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Wal-Mart

WALMART

Reason category	LTM Q1'24	LTM Q1'25	LTM Q1'26	R²	p
Price / deals	28	29	24	0.26	0.088
Specific need / one-off item	10	12	18	0.14	0.229
Gifts / occasions	4	3	2	0.22	0.139
Apparel / fashion	3	3	4	0.14	0.225
Home / furniture	2	2	2	0.00	0.905
All other reasons	53	51	50	—	—

Walmart — Key changes

- **Shift toward need-based episodic trips in the most recent LTM**, offsetting price-led usage.
- Price remains the top driver, but **its relative weight is down vs. last year.**
- Gift-driven episodic shopping continues to fade.

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Target

Target — Episodic Shopping Reasons (%)

Reason category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Price / deals	11	11	11	0.21	0.251
Gifts / occasions	11	13	10	0.27	0.191
Apparel / fashion	6	6	7	**0.71**	**0.008**
Specific need / one-off item	8	8	8	—	—
Home / furniture / décor	2	3	3	0.57	0.030
Discovery / impulse	1	1	2	0.40	0.094
All other reasons	61	58	59	—	—

Target — key changes

- **Apparel/fashion episodic usage increases meaningfully** (p=0.008).
- **Home/furniture episodic usage also trends up** (p=0.030).
- Gift-driven episodic trips ease modestly in the most recent LTM.

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.
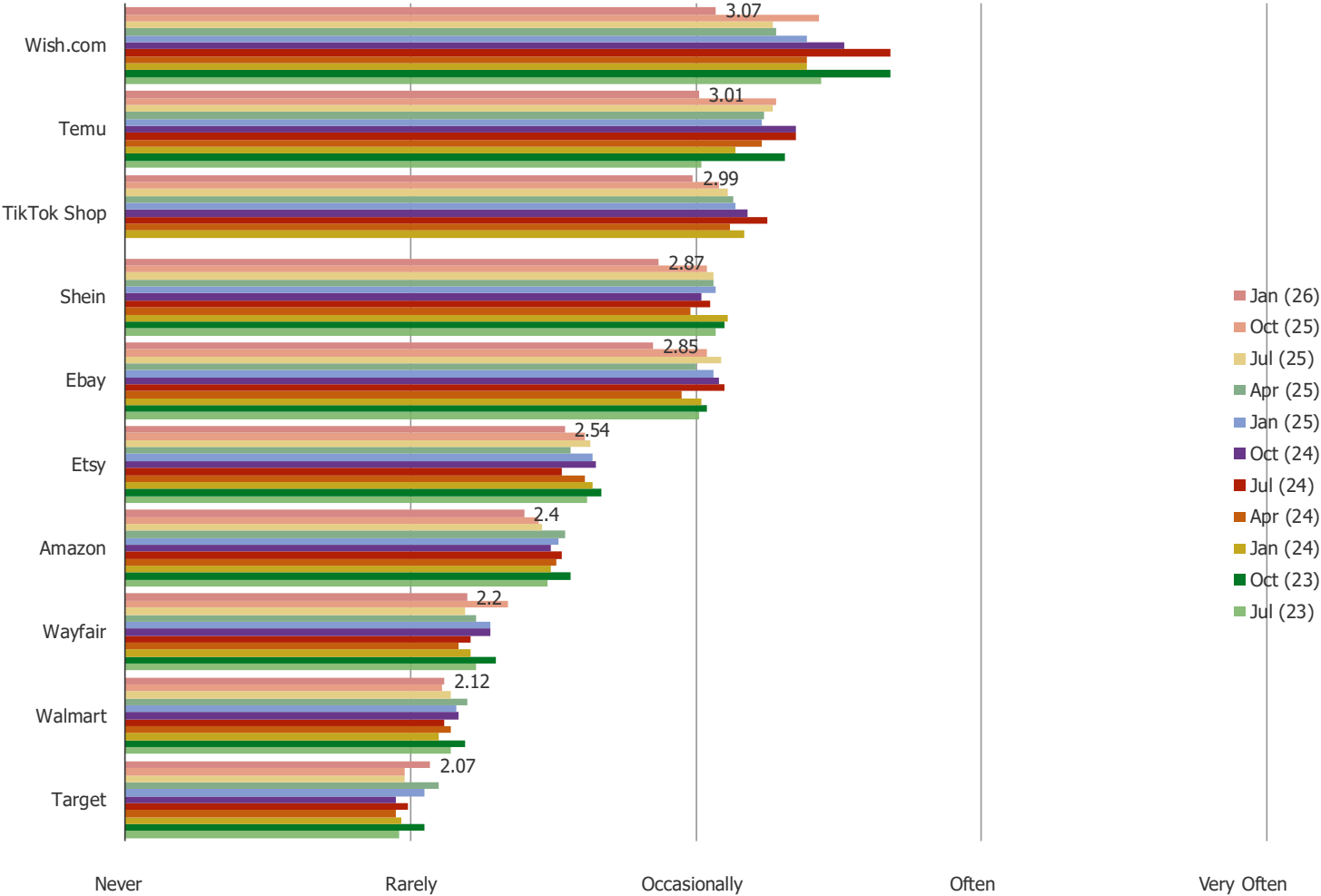
Wish.com

Wish.com — Episodic Shopping Reasons (%)

Reason category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Price / deals	18	16	13	0.93	<0.001
Gifts / occasions	11	11	11	0.16	0.333
Specific need / one-off item	5	4	5	—	—
Apparel / fashion	3	3	4	0.33	0.134
Discovery / impulse	4	3	3	0.14	0.356
Quality / trust concerns	2	2	3	0.55	0.035
All other reasons	57	61	61	—	—

Wish.com — key changes

- **Sharp, statistically significant decline in price-led episodic usage** (p<0.001).
- **Rising quality/trust concerns** as a stated episodic trigger (p=0.035).
- Episodic behavior becomes less clearly price-anchored over time.

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Temu

TEMU

Reason category	LTM Q1'24	LTM Q1'25	LTM Q1'26	R^2	p
Price / deals	36	37	36	0.04	0.579
Gifts / occasions	16	17	16	0.01	0.803
Discovery / impulse	2	3	1	0.40	0.028
Toys / kids	2	2	2	0.05	0.498
Apparel / fashion	1	1	1	0.06	0.464
All other reasons	43	40	44	—	—

Temu — Key changes

- **Statistically significant decline in discovery-driven episodic usage (p=0.028).**
- Price-led episodic behavior remains extremely stable.
- Gift usage shows no structural movement.

YOU MENTIONED YOUR SHOPPING OF THIS PLATFORM IS MORE EPISODIC (IE, OCCASIONAL, AT IRREGULAR INTERVALS). CAN YOU GIVE US AN EXAMPLE OF AN OCCASION OR NEED THAT WOULD PROMPT YOU TO SHOP THIS PLATFORM?

Posed to all respondents who shop the below and their use is more episodic than regular.

Shein

Shein — Episodic Shopping Reasons (%)

Reason category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Apparel / fashion	27	26	24	0.92	<0.001
Price / deals	15	17	17	0.44	0.071
Gifts / occasions	9	8	8	0.55	0.035
Specific need / one-off item	5	4	5	—	—
Discovery / impulse	1	2	2	0.55	0.034
Quality / trust concerns	2	2	2	—	—
All other reasons	41	41	42	—	—

Shein — key changes

- **Statistically significant decline in apparel-driven episodic usage** (p<0.001).
- **Gift-related episodic trips trend lower** (p=0.035).
- **Discovery/impulse episodic usage increases** from a very low base (p=0.034).

HOW OFTEN DO YOU THINK THERE ARE COUNTERFEIT / FAKE ITEMS BEING SOLD ON THIS PLATFORM?

Posed to all respondents who shop the below.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)

Platform	Value (Jan 26)
Wish.com	3.07
Temu	3.01
TikTok Shop	2.99
Shein	2.87
Ebay	2.85
Etsy	2.54
Amazon	2.4
Wayfair	2.2
Walmart	2.12
Target	2.07

X-axis labels: Never, Rarely, Occasionally, Often, Very Often

Online Retailers | January 2026

WHEN YOU SHOP ETSY, HOW MUCH DOES IT MATTER TO YOU THAT YOU ARE SUPPORTING SMALL BUSINESSES AND MAKING A POSITIVE IMPACT WITH YOUR PURCHASES?

Posed to all respondents who shop Etsy.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)

Data labels shown (Jan 26):
- None at all: 6.7%
- A little: 8.6%
- A moderate amount: 32.4%
- A lot: 24.0%
- A great deal: 28.3%
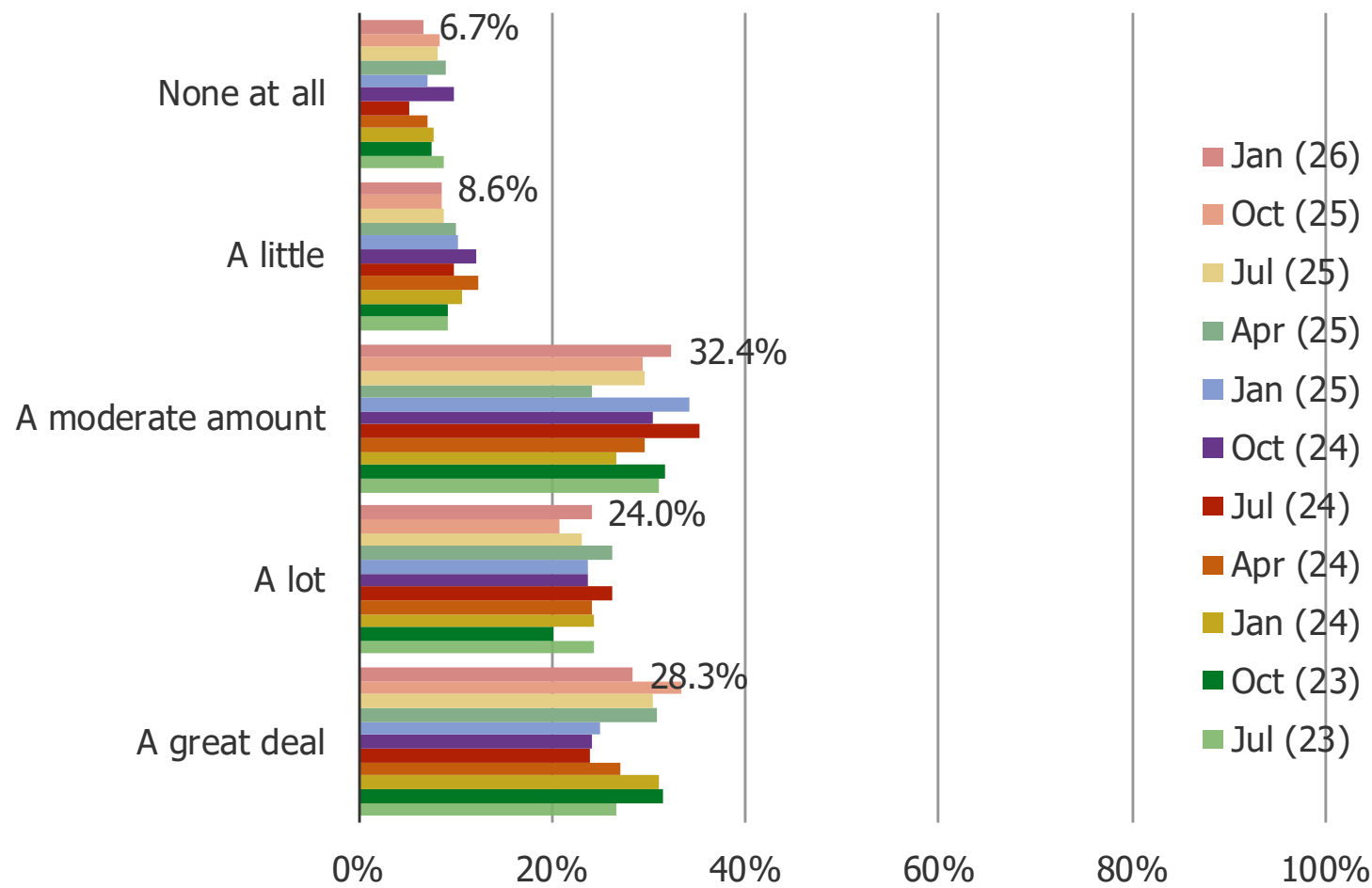
HOW DO YOU MOST COMMONLY FIND YOURSELF SHOPPING ON ETSY?

Posed to all respondents who shop Etsy.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)

I go to the Etsy site or app to browse generally — 42.1%

I go to the Etsy site or app with a specific item in mind to search for — 37.5%

I search on Google or another search engine and click on an Etsy link — 14.6%

I see something on social media that I click on and get redirected to Etsy — 5.4%

Other (please specify) — 0.5%
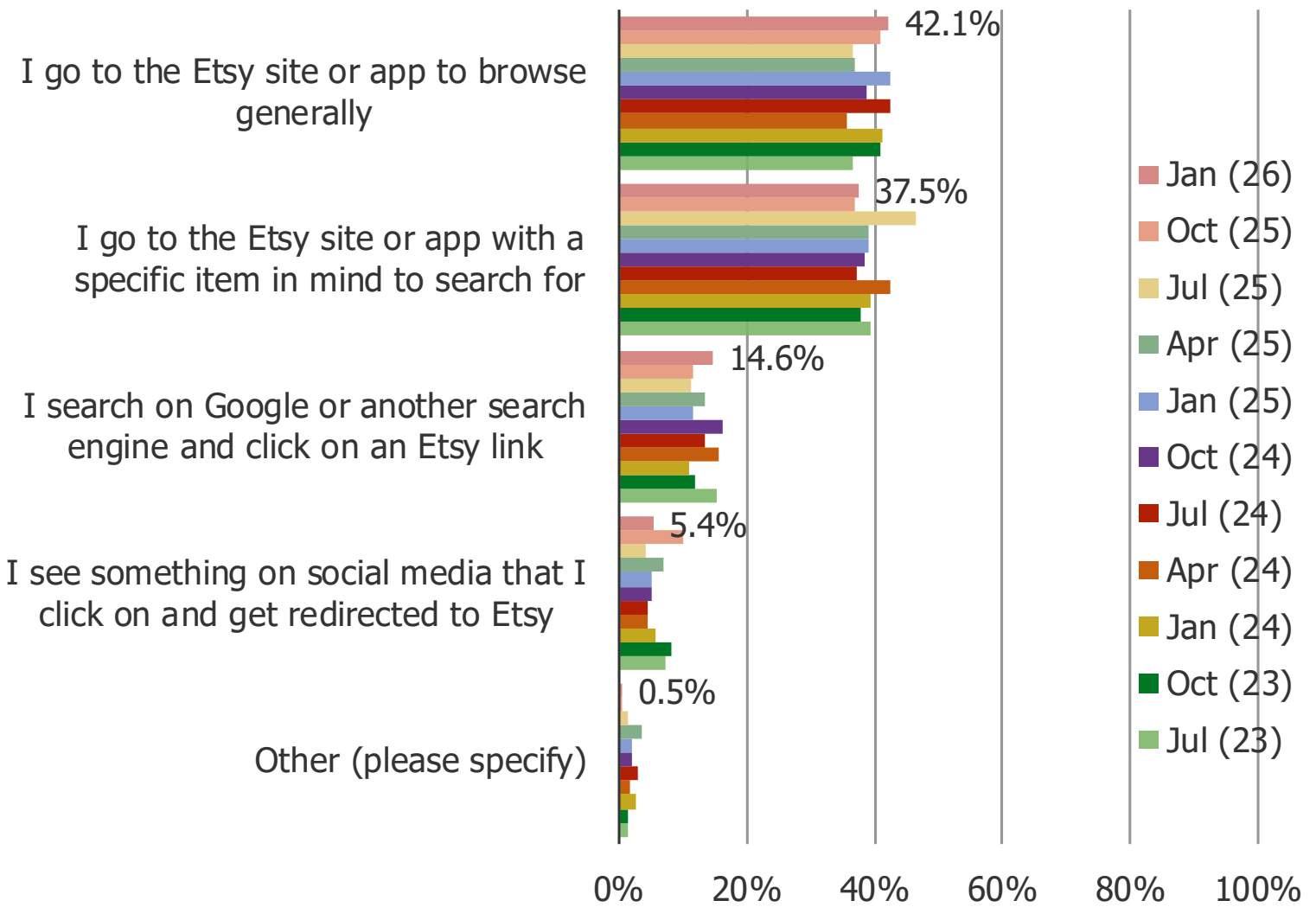
OVERALL SHOPPING TRENDS

HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

Posed to all respondents

Date	Value
Jan (26)	3.21
Oct (25)	3.17
Jul (25)	3.15
Apr (25)	3.03
Jan (25)	3.23
Oct (24)	3.18
Jul (24)	3.13
Apr (24)	3.19
Jan (24)	3.2
Oct (23)	3.03
Jul (23)	3.17
Apr (23)	3.08
Jan (23)	3.19
Oct (22)	3.01
Jul (22)	3.08
Apr (22)	3.22
Jan (22)	3.28
Oct (21)	3.31
Jul (21)	3.37
Apr (21)	3.36
Jan (21)	3.26
Oct (20)	3.2
Jul (20)	3.31
Apr (20)	3.02
Jan (20)	3.34
Oct (19)	3.32
Jul (19)	3.31
Apr (19)	3.38
Jan (19)	3.27
Oct (18)	3.33
Jul (18)	3.43
Apr (18)	3.32
Jan (18)	3.42
Oct (17)	3.33
Jul (17)	3.29
Apr (17)	3.25
Jan (17)	3.32
Oct (16)	3.22
Jul (16)	3.34
Apr (16)	3.20
Jan (16)	3.22
Oct (15)	3.22
Jul (15)	3.23
Apr (15)	3.30
Jan (15)	3.29

Very Weak Confidence   Weak Confidence   Neutral   Strong Confidence   Very Strong Confidence

ARE THE FOLLOWING TYPES OF ACTIVITIES BECOMING MORE OR LESS POPULAR?

Posed to all respondents
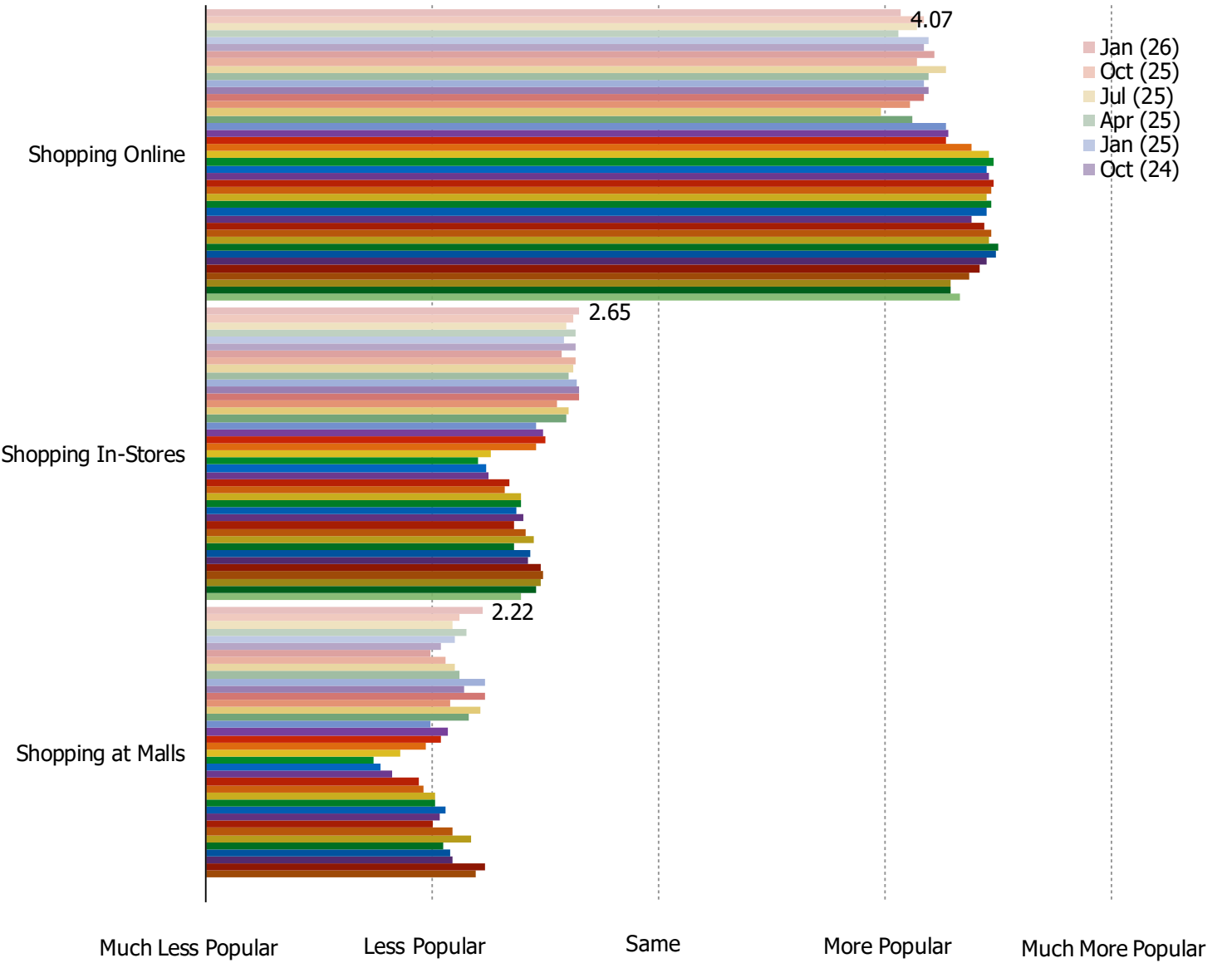
Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Shopping Online — 4.07

Shopping In-Stores — 2.65

Shopping at Malls — 2.22

X-axis labels: Much Less Popular | Less Popular | Same | More Popular | Much More Popular

SALES AND TRUST

Posed to respondents who are aware of each of the following platforms:

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Platform	Value
TikTok Shop	3.85
Wish.com	3.67
Shein	3.55
Walmart	3.49
Amazon	3.45
Target	3.44
Temu	3.41
Etsy	3.39
Wayfair	3.38
Ebay	3.33

X-axis labels: It has significantly worsened | It has slightly worsened | No change | It has slightly improved | It has significantly improved
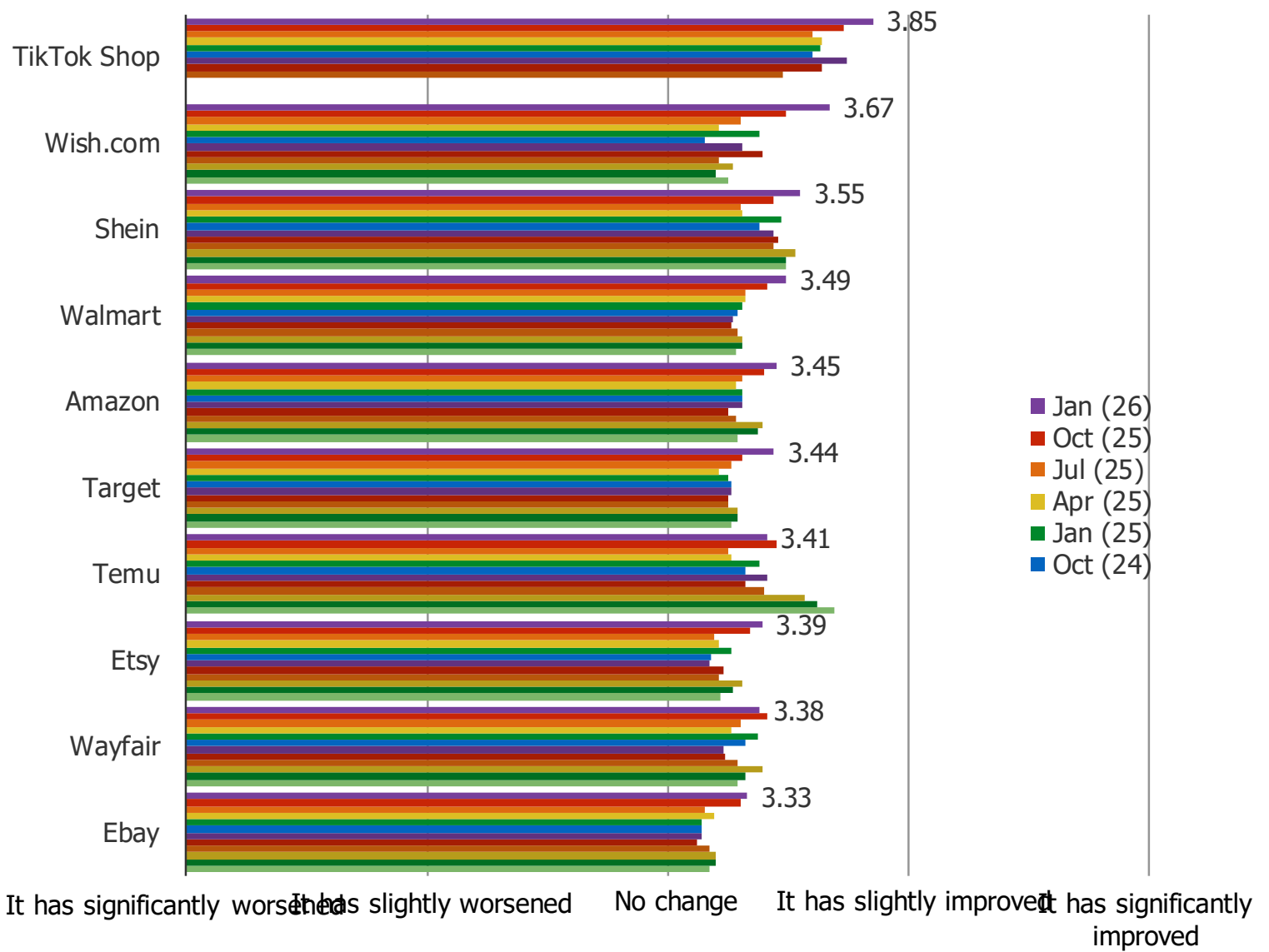
HOW MUCH TRUST DO YOU HAVE IN THE FOLLOWING?

Posed to respondents who are aware of each of the following platforms:

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)

X-axis: 0 - Very Low Trust to 10 - Very High Trust

	N=
Etsy	765
Amazon	925
Ebay	841
TikTok Shop	540
Overstock	581
Wayfair	734
Wish.com	419
Temu	795
Shein	663
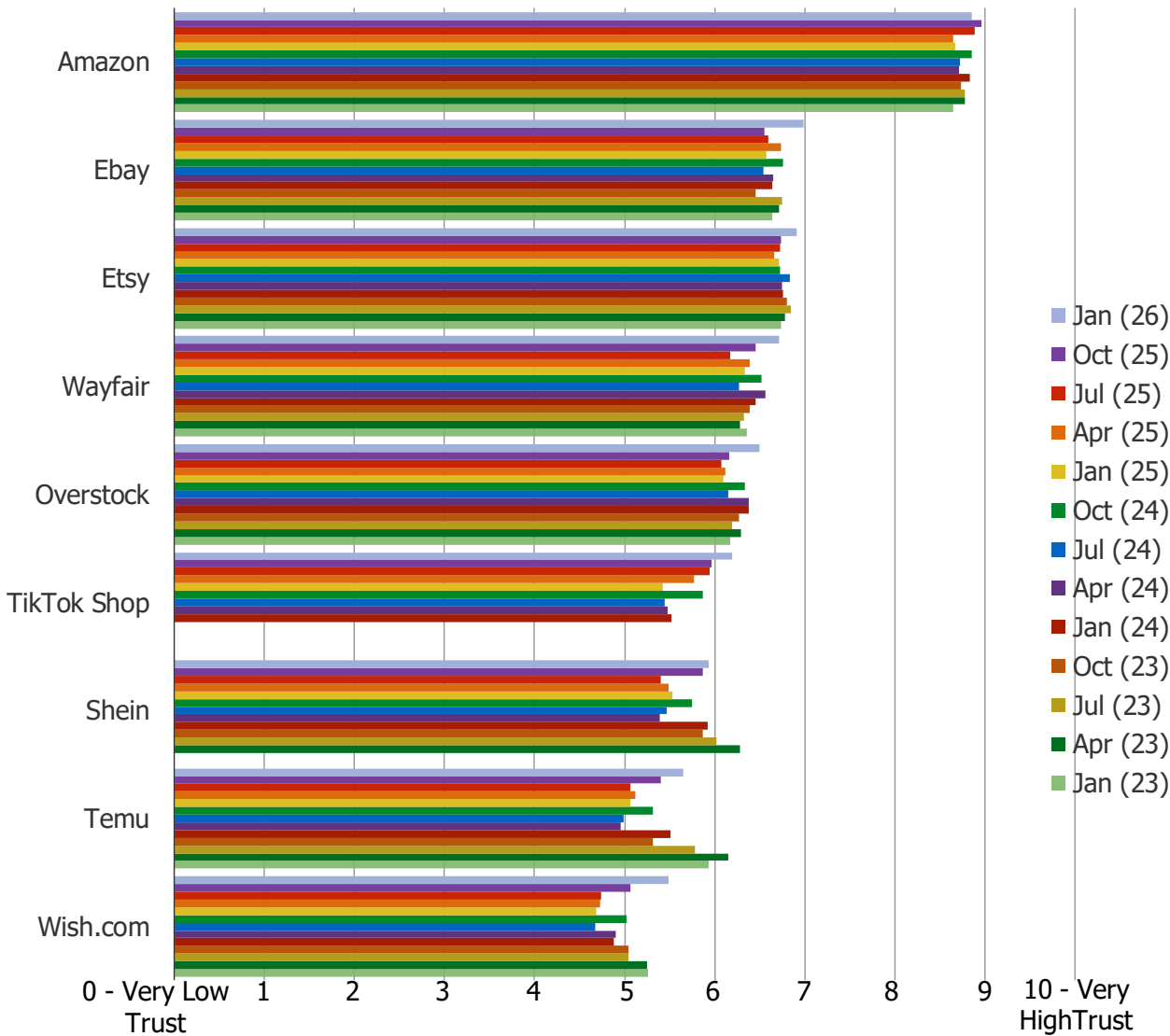
AMZN PRIME TRENDS

ARE YOU CURRENTLY A SUBSCRIBER TO AMAZON PRIME?

Posed to Amazon users

Legend (top to bottom): Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23), Oct (22), Jul (22), Apr (22)

- **No** — 26.7%
- **Yes, I have access to Amazon Prime from a family member or friend's log-in** — 10.4%
- **Yes, I am the account holder and pay for the subscription** — 62.9%
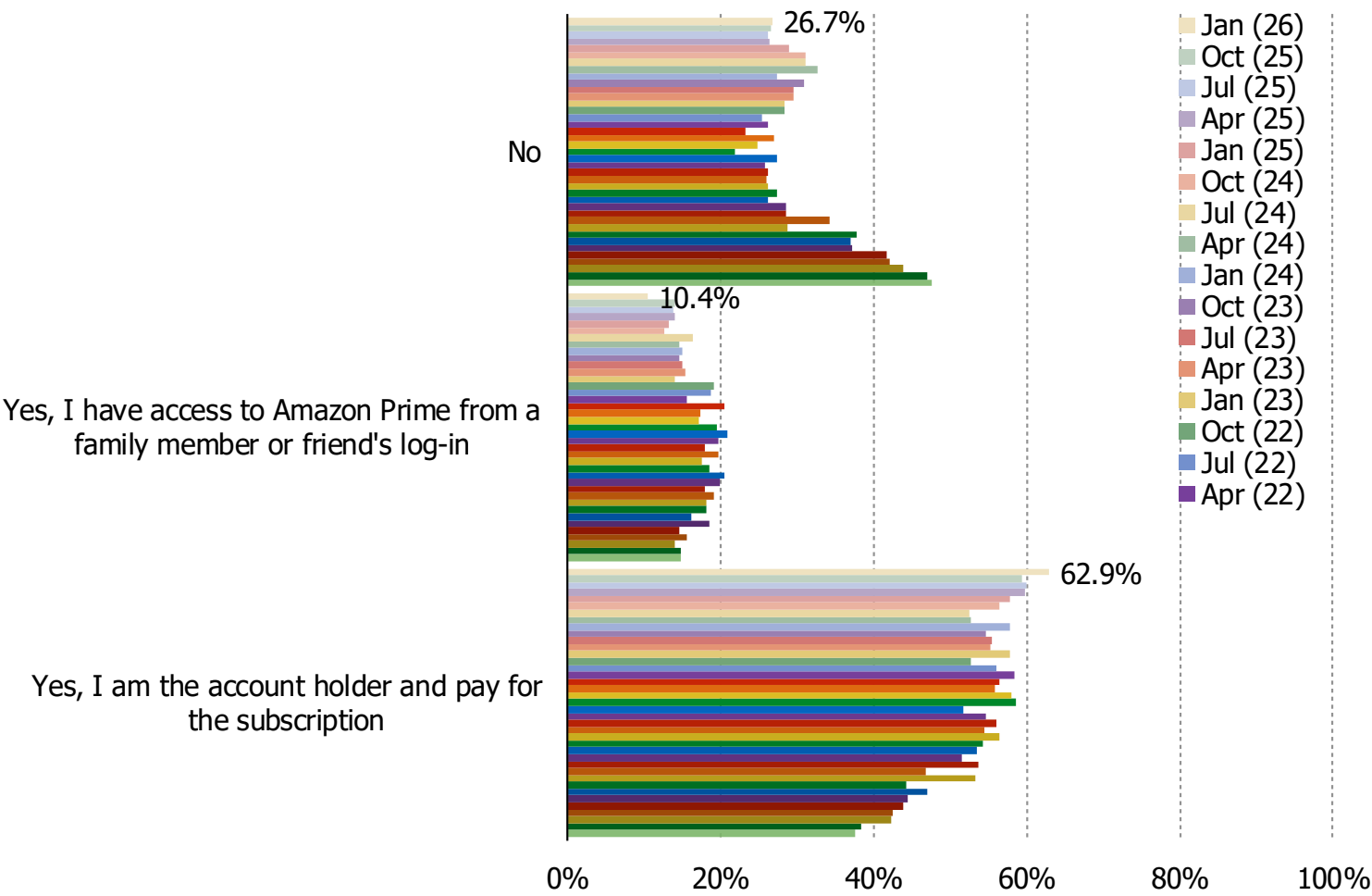
<div style="background:green">REASONS FOR NOT BEING PRIME MEMBERS</div>

Posed to Amazon users who are NOT currently Prime members.

Why Amazon Users Are NOT Prime Members (% of non-Prime respondents)

(Shares exclude explicit "No reason / Don't know"; whole numbers for readability)

Reason category	Jan 24 LTM	Jan 25 LTM	Jan 26 LTM	R^2	p
Too expensive / price not worth it	35	32	29	0.17	0.143
Do not use Amazon enough	16	5	5	0.10	0.284
No perceived value / don't need benefits	5	4	6	0.09	0.293
Free shipping alternatives	0	1	1	0.08	0.316
Trial expired / forgot / canceled	1	1	1	0.09	0.304
Negative sentiment / trust	0	1	0	0.04	0.486
Streaming not appealing	0	0	0	0.01	0.708
Delivery speed not important	0	0	0	0.14	0.182
Sharing / piggybacking	0	0	0	0.02	0.637
All other reasons	43	55	58	—	—

Key takeaways (only what the data supports)

- **Cost remains the dominant reason non-Prime users opt out**, but its share **has drifted lower** over time (35% → 29%), though **not statistically significant**.
- The reason **"I don't use Amazon enough"** collapses sharply after Jan 24 LTM and stabilizes at a much lower level — suggesting **self-selection** among lighter users rather than a growing usage gap.
- **Perceived lack of value ticks up modestly in the most recent LTM**, but the change is **directional, not significant**.
- No secondary reason (shipping speed, streaming, sharing, alternatives) shows **meaningful scale or momentum**.
- Growth in **"All other reasons"** implies **less clearly articulated objections** rather than a new dominant barrier emerging.

WHEN DID YOU START YOUR CURRENT AMAZON PRIME MEMBERSHIP?

Posed to Amazon users who are Prime members.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

More than a year ago: 76.5%
In the past year: 9.7%
In the past three months: 7.2%
In the past month: 6.7%
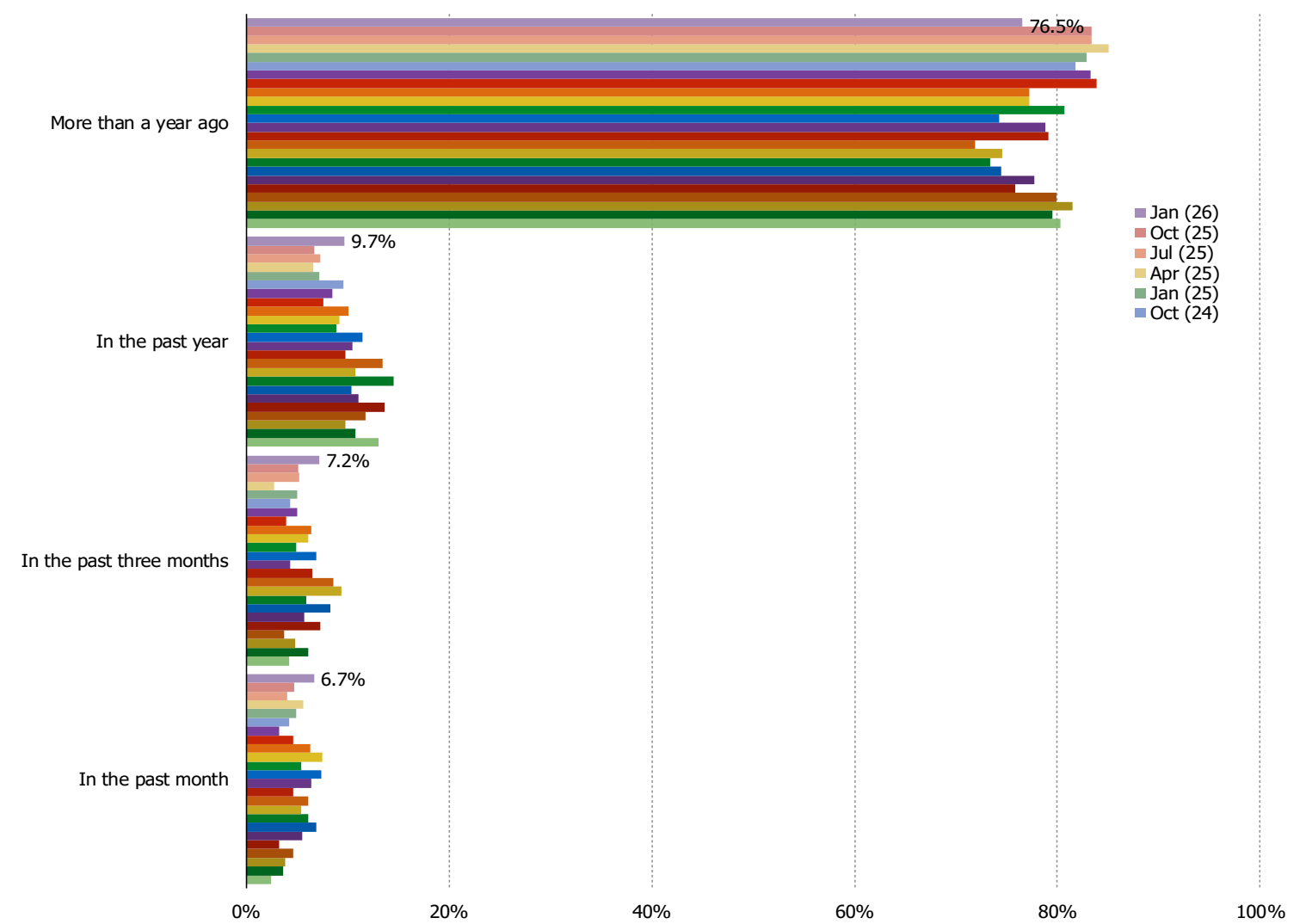
FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

Posed to Amazon users who are Prime members.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)
- Jul (21)
- Apr (21)
- Jan (21)
- Oct (20)
- Jul (20)
- Apr (20)

Categories:
- For more than 5 more years — 62.0%
- For another 3-5 years — 8.8%
- For another 1-2 years — 8.3%
- For another 7-12 months — 7.7%
- For another 4-6 months — 4.8%
- For another 1-3 months — 3.8%
- I am considering cancelling in the next month — 4.5%

Online Retailers | January 2026

HAVE YOU EVER BEEN AN AMAZON PRIME SUBSCRIBER IN THE PAST?

Posed to Amazon users who are not prime subscribers

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories:
- I have NEVER been an Amazon Prime subscriber — 56.6%
- I cancelled more than a year ago — 18.3%
- I cancelled in the past year — 12.8%
- I cancelled in the past three months — 12.3%

COMPETITIVE DYNAMICS

Online Retailers | January 2026
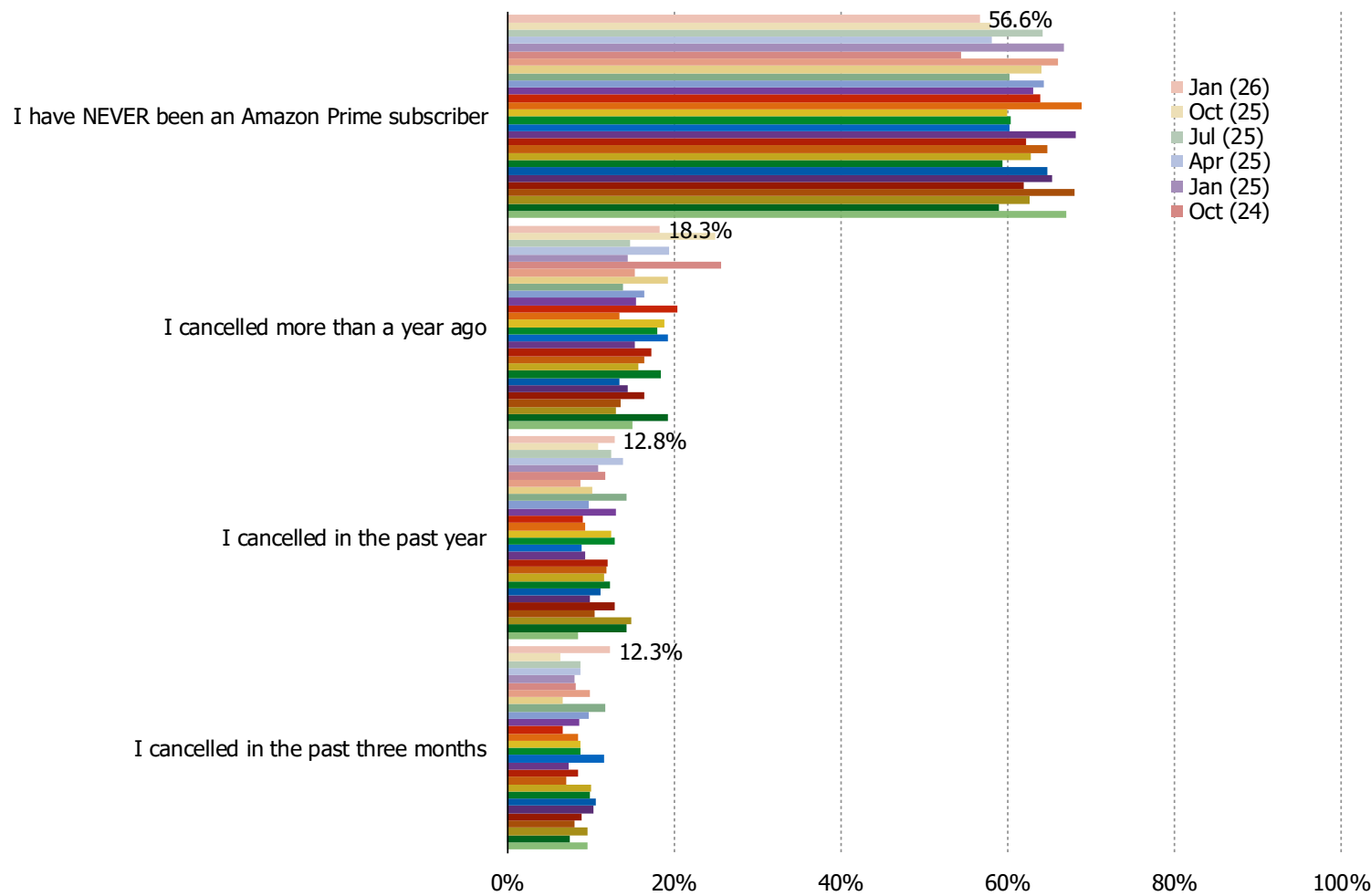
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents
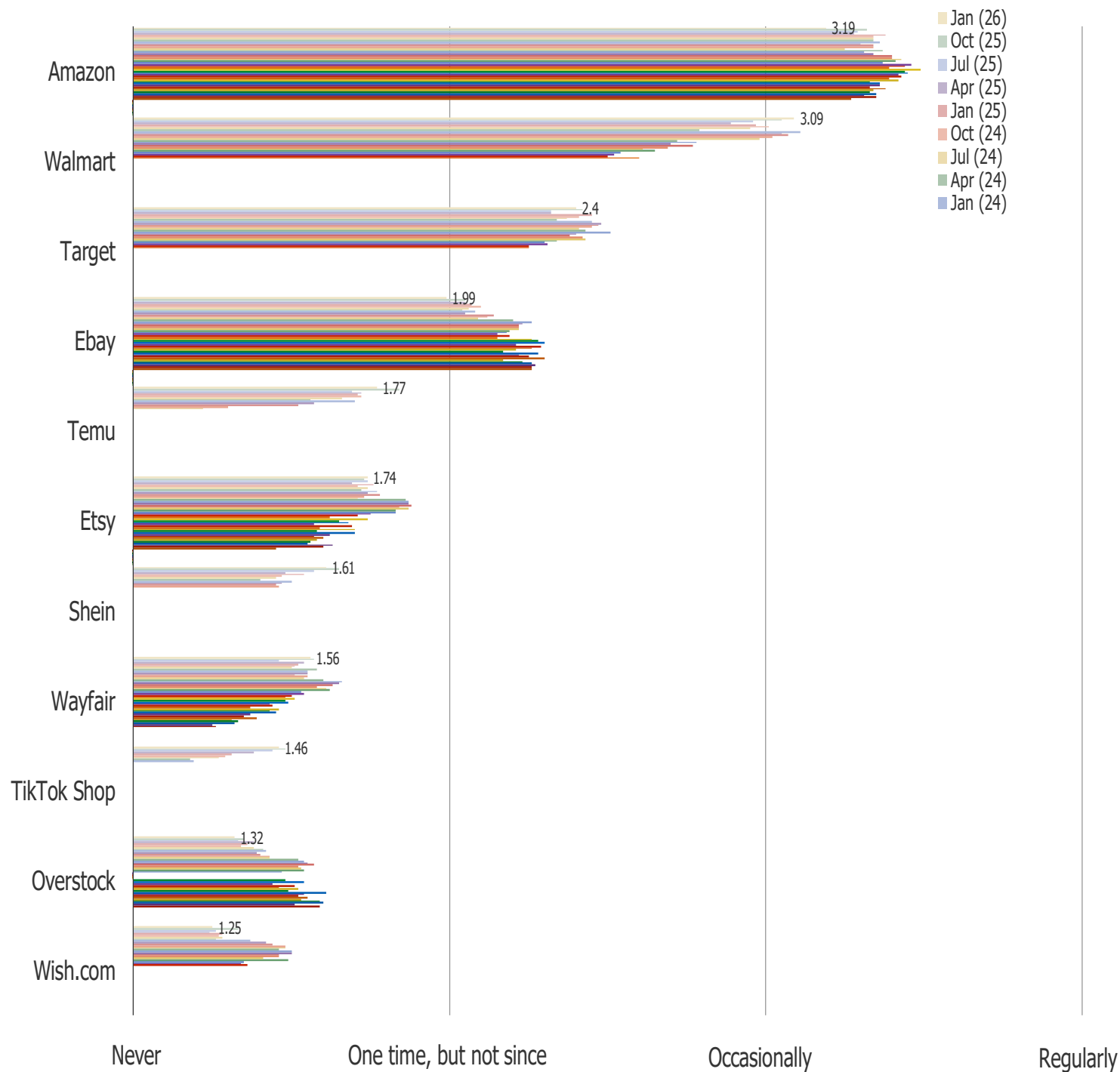
Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)

Retailer	Value
Amazon	3.19
Walmart	3.09
Target	2.4
Ebay	1.99
Temu	1.77
Etsy	1.74
Shein	1.61
Wayfair	1.56
TikTok Shop	1.46
Overstock	1.32
Wish.com	1.25

X-axis: Never — One time, but not since — Occasionally — Regularly

Online Retailers | January 2026

Posed to users of each site/app

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Retailer	Value
Amazon	2.72
Walmart	2.61
Target	2.23
TikTok Shop	2.17
Shein	2.13
Temu	1.99
Ebay	1.93
Etsy	1.88
Wish.com	1.78
Overstock	1.71

Axis: Not Loyal At All — Somewhat Loyal — Loyal — Very Loyal

Tickers: AMZN, W, ETSY, WISH, Shein, PDD, EBAY, WMT, TGT, TikTok
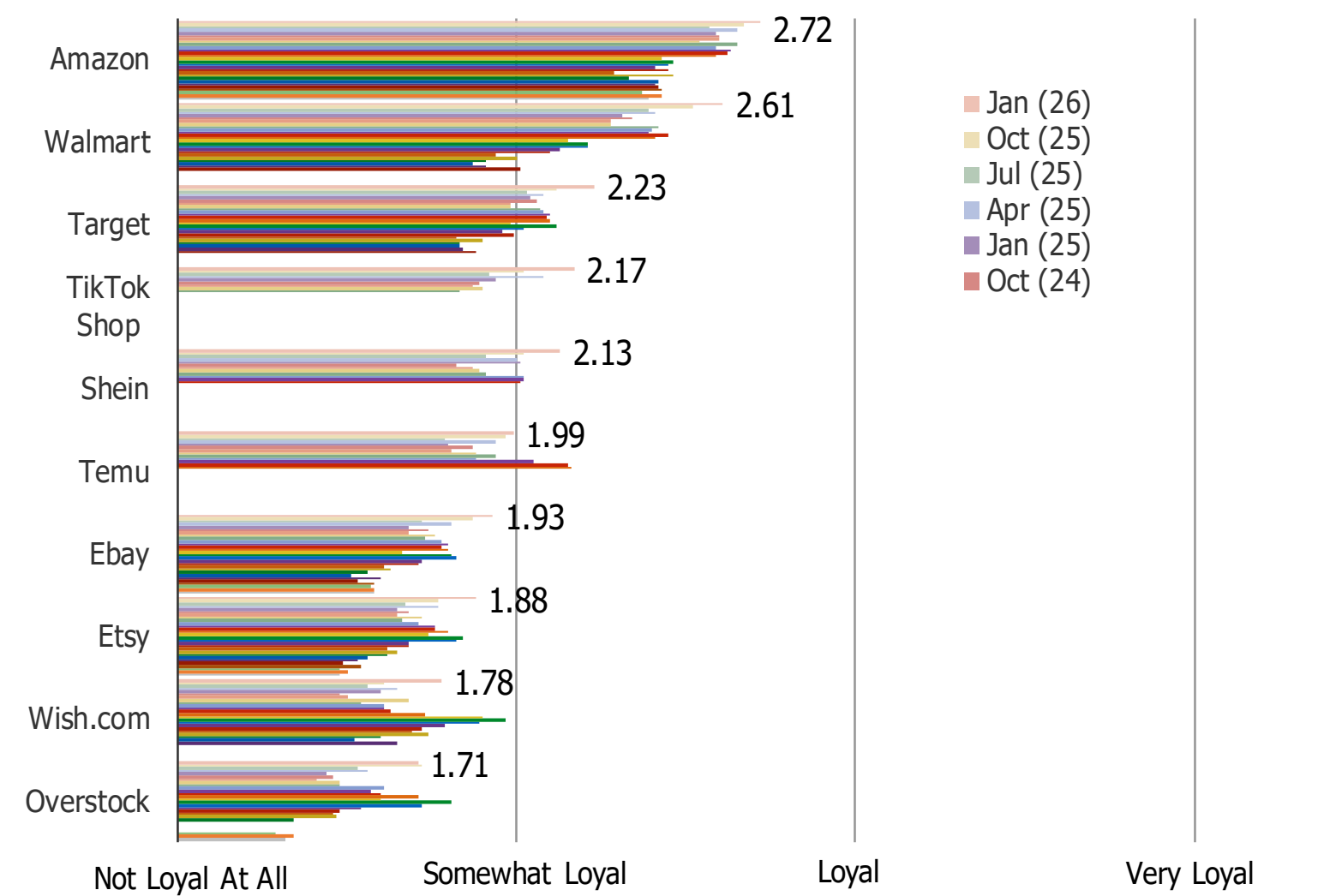
AMZN TRENDS

DO YOU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?

Posed to all respondents.

85.0%

Online Retailers | January 2026
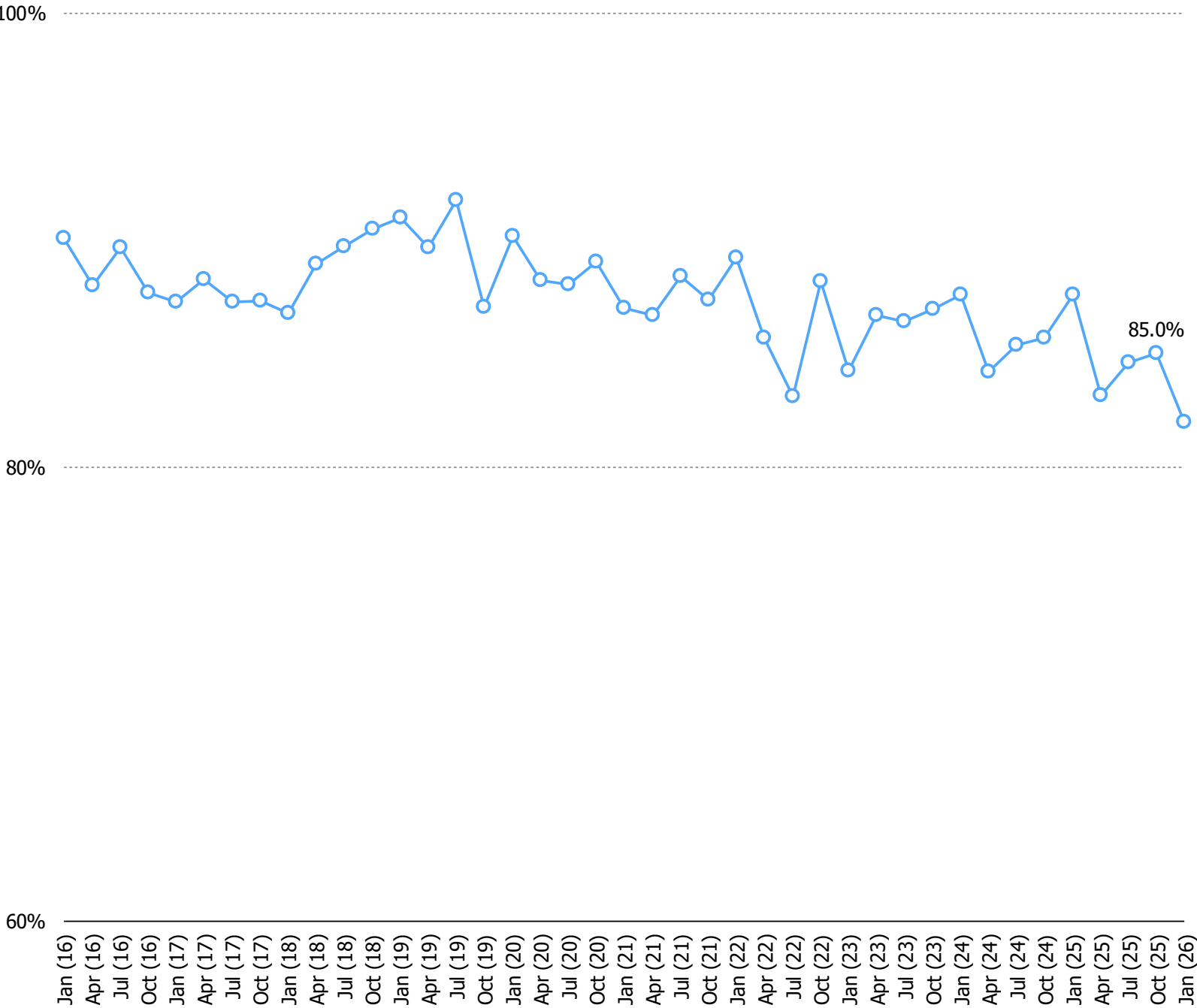
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?

Posed to Amazon users

86.2%
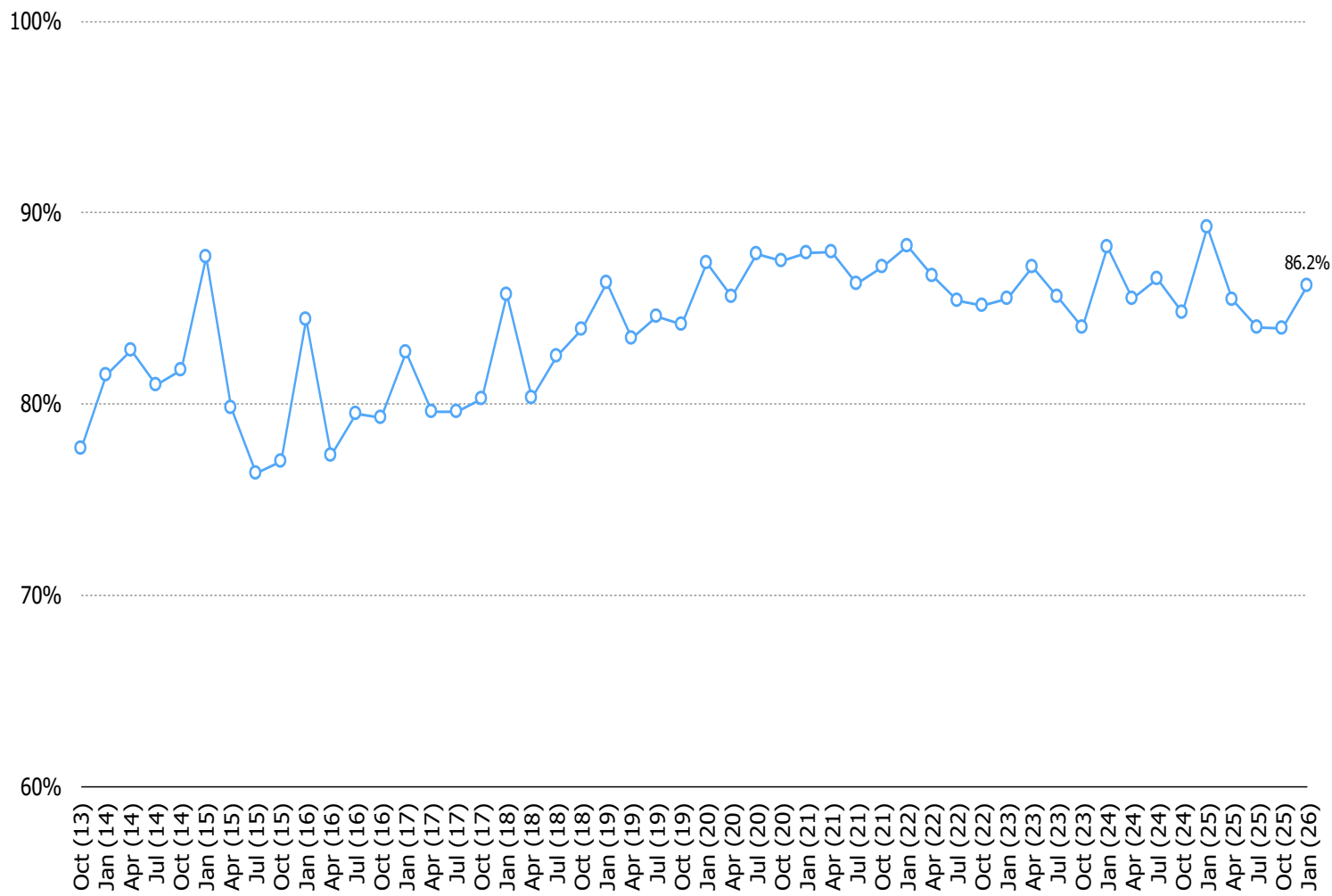
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?

Posed to Amazon users

63.0%
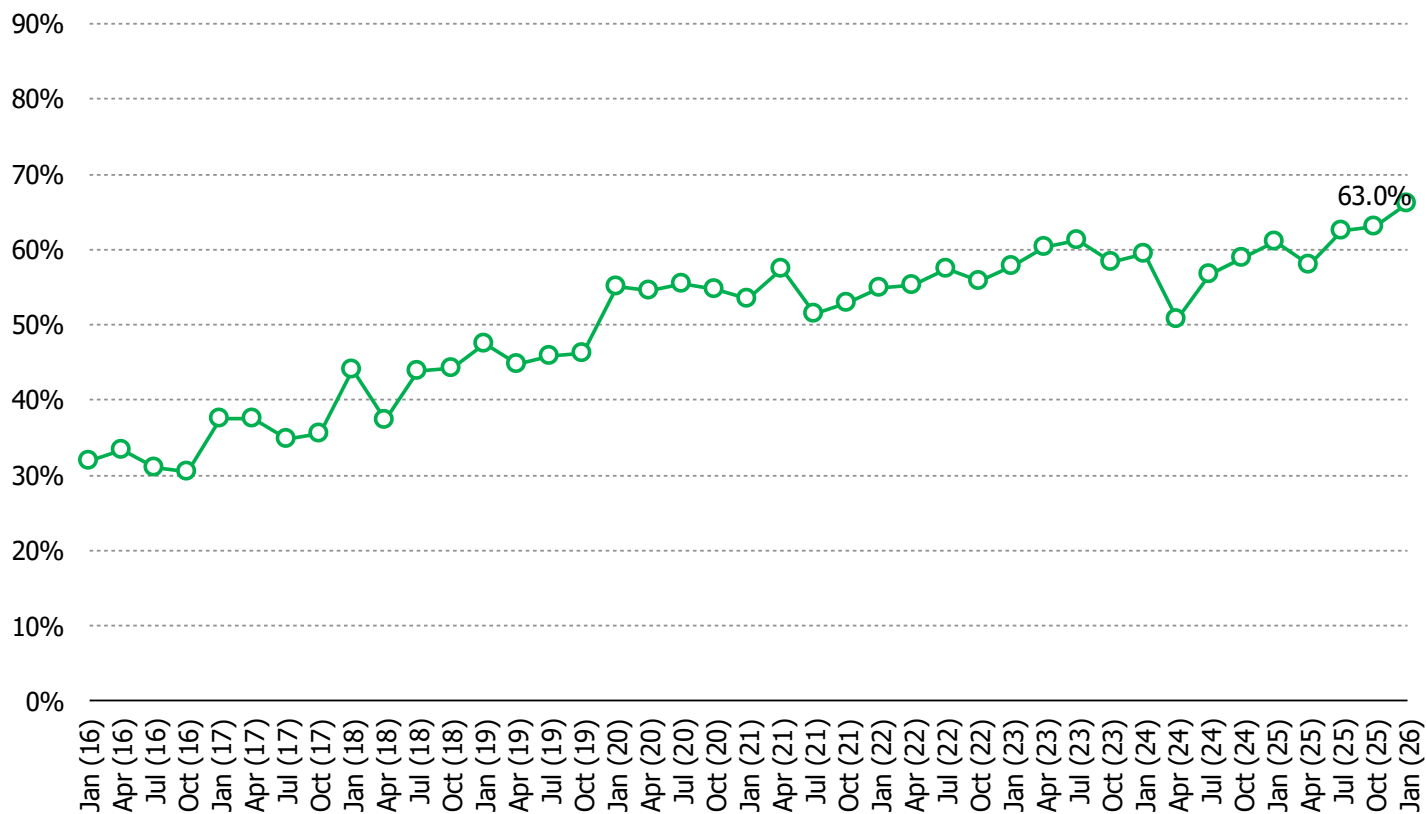
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?
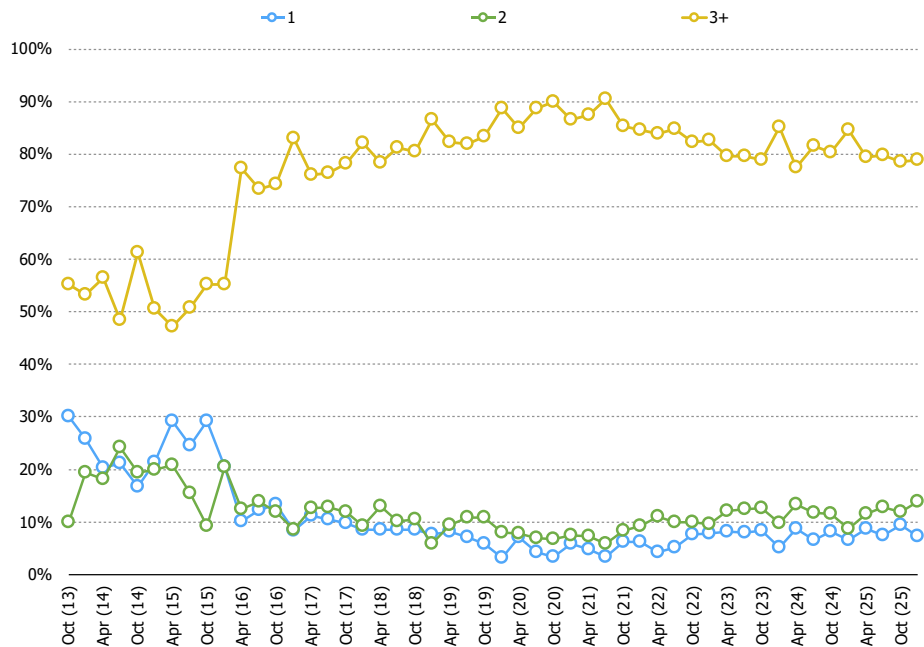
AMAZON USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?
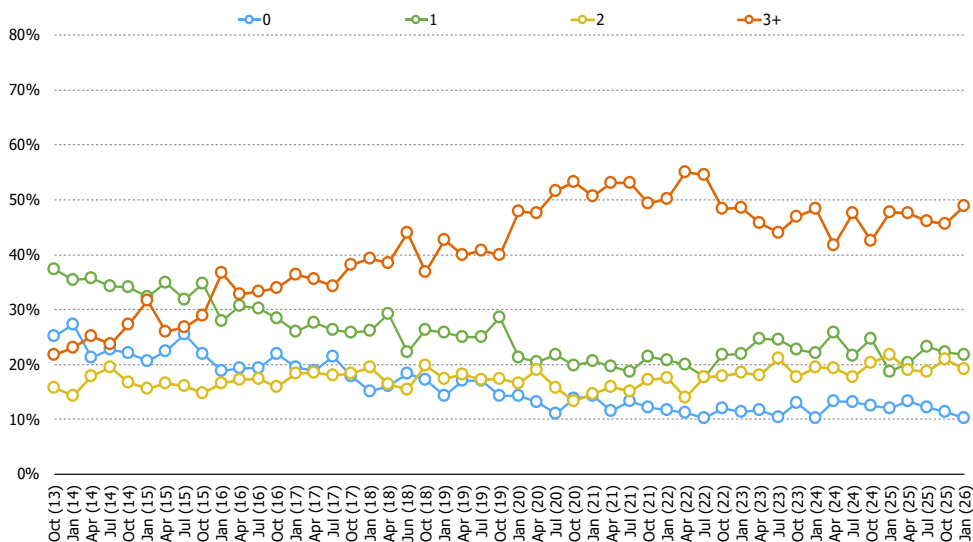
AMAZON USERS – RECENT USAGE

Legend: My recent usage has INCREASED — My recent usage has DECREASED — My recent usage is the SAME
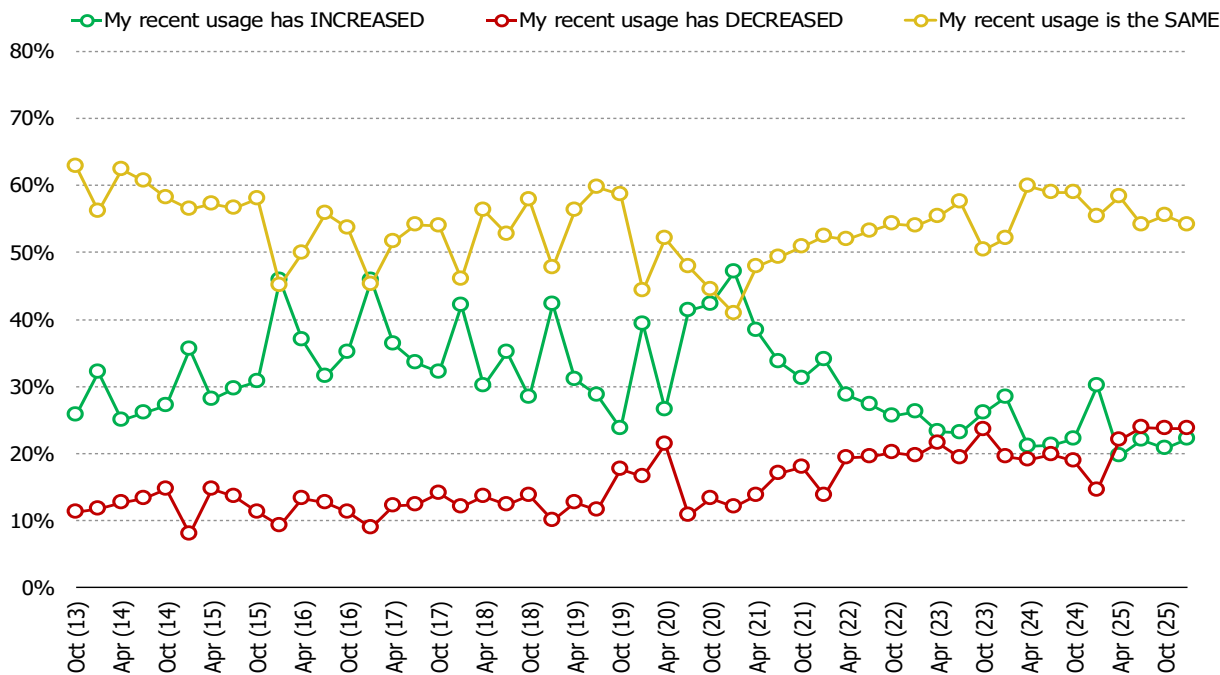
AMAZON USERS – EXPECTED USAGE

Legend: I expect my usage to INCREASE. — I expect my usage to DECREASE. — I expect my usage to remain the SAME.

WAYFAIR TRENDS

	Yes
Jan (26)	25.9%
Oct (25)	27.3%
Jul (25)	22.8%
Apr (25)	25.2%
Jan (25)	27.5%
Oct (24)	25.0%
Jul (24)	24.8%
Apr (24)	30.1%
Jan (24)	27.2%
Oct (23)	28.5%
Jul (23)	27.7%
Apr (23)	31.6%
Jan (23)	31.9%
Oct (22)	31.2%
Jul (22)	29.3%
Apr (22)	32.2%
Jan (22)	34.7%
Oct (21)	32.1%
Jul (21)	35.2%
Apr (21)	34.3%
Jan (21)	32.2%
Oct (20)	36.8%
Jul (20)	34.2%
Apr (20)	36.1%
Jan (20)	35.1%
Oct (19)	33.8%
Jul (19)	33.5%
Apr (19)	29.2%
Jan (19)	30.6%
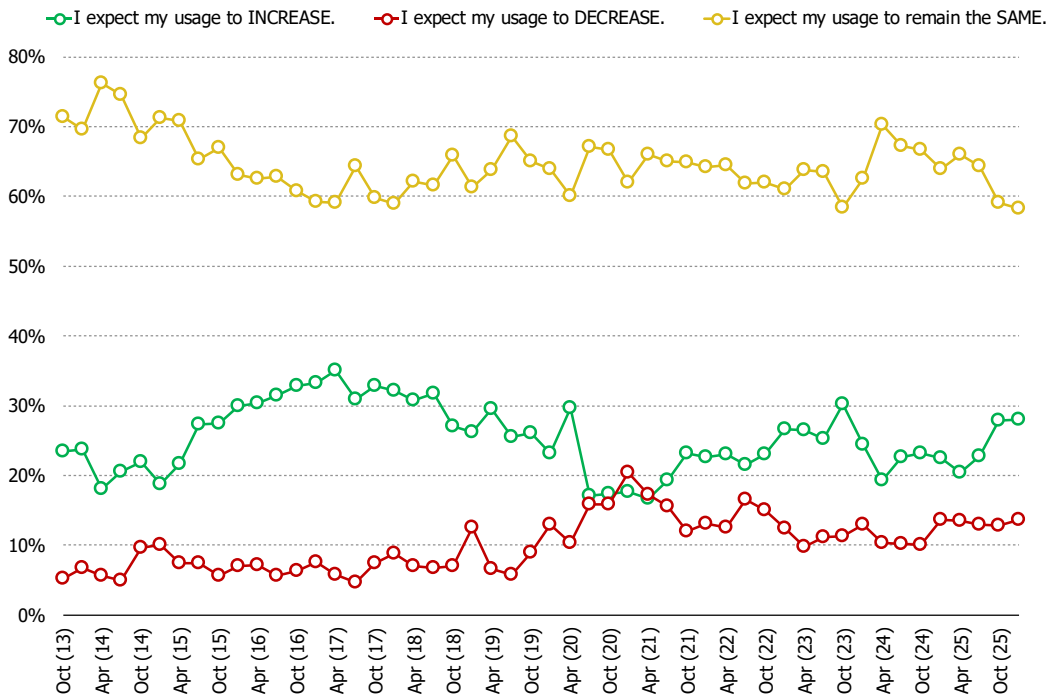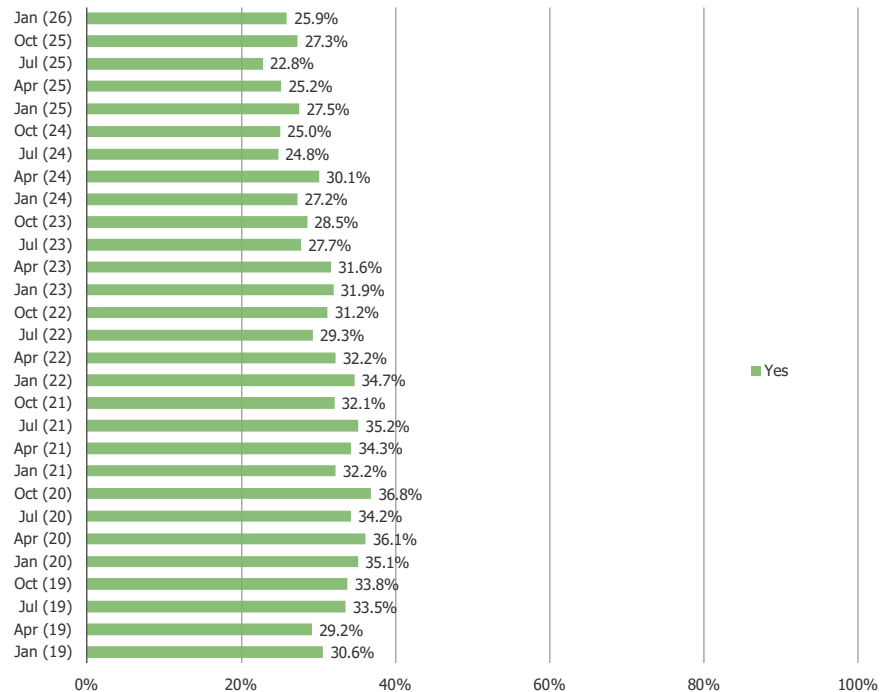
WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?

	Yes
Jan (26)	25.5%
Oct (25)	28.2%
Jul (25)	22.8%
Apr (25)	19.6%
Jan (25)	19.2%
Oct (24)	18.6%
Jul (24)	16.4%
Apr (24)	18.5%
Jan (24)	23.9%
Oct (23)	19.3%
Jul (23)	19.6%
Apr (23)	23.7%
Jan (23)	27.6%
Oct (22)	21.5%
Jul (22)	26.5%
Apr (22)	30.4%
Jan (22)	22.6%
Oct (21)	27.6%
Jul (21)	24.2%
Apr (21)	24.6%
Jan (21)	24.2%
Oct (20)	27.1%
Jul (20)	28.0%
Apr (20)	18.0%
Jan (20)	22.0%
Oct (19)	15.3%
Jul (19)	18.3%
Apr (19)	19.5%
Jan (19)	21.6%
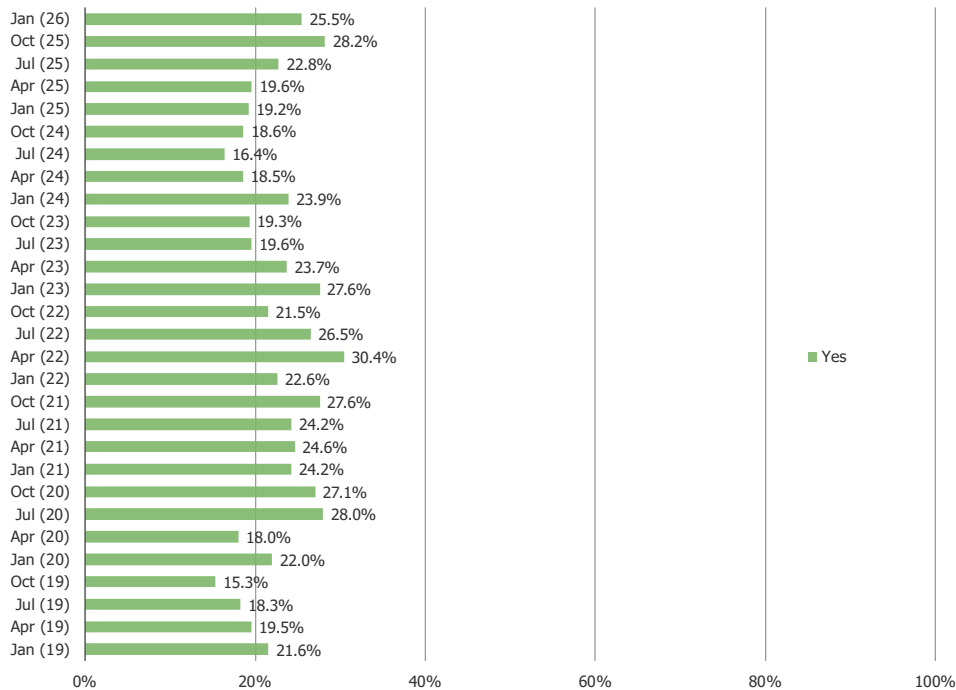
WAYFAIR USERS - ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?
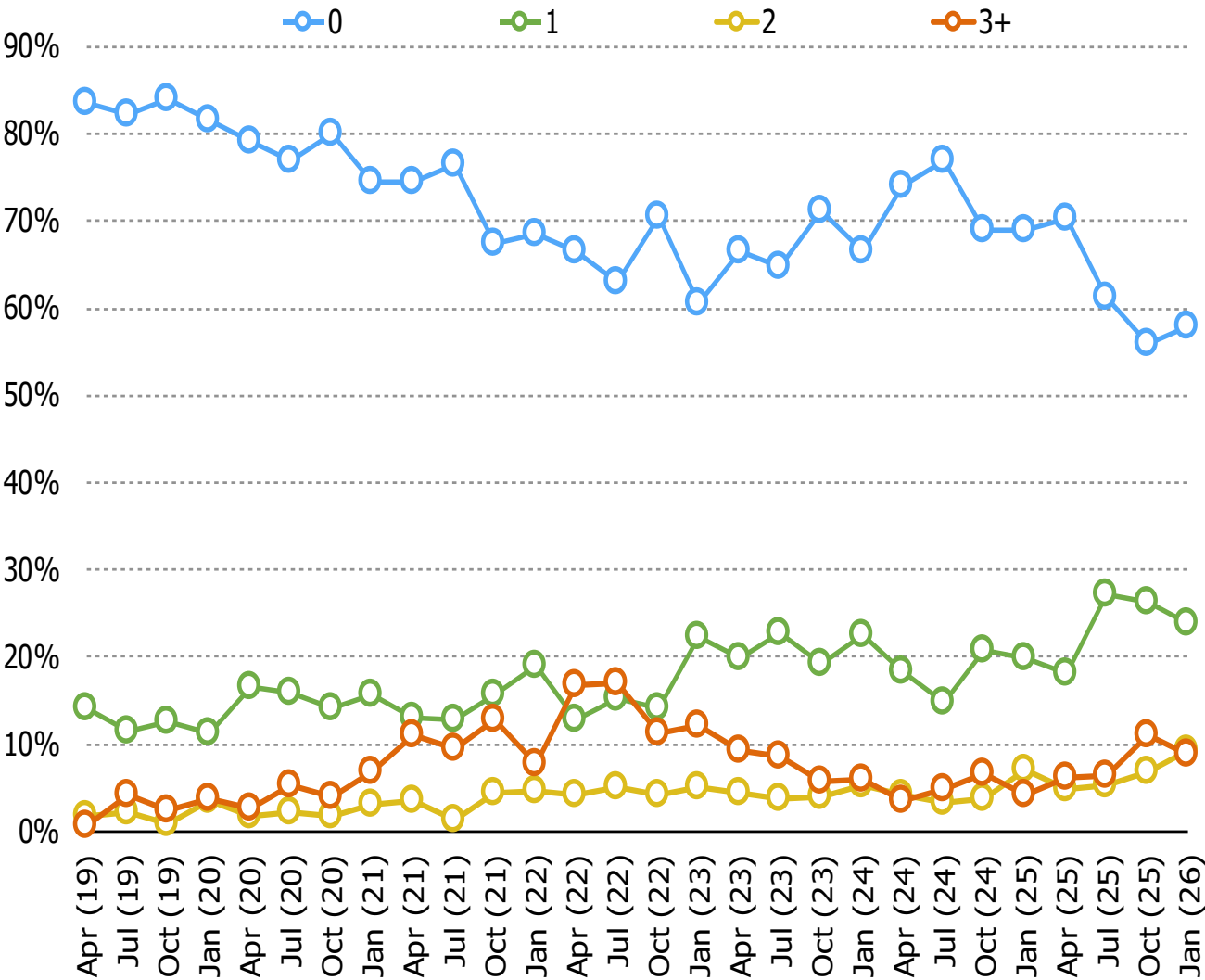
WAYFAIR USERS – RECENT USAGE

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

My recent usage is the SAME — 57.1%

My recent usage has DECREASED — 30.5%

My recent usage has INCREASED — 12.4%
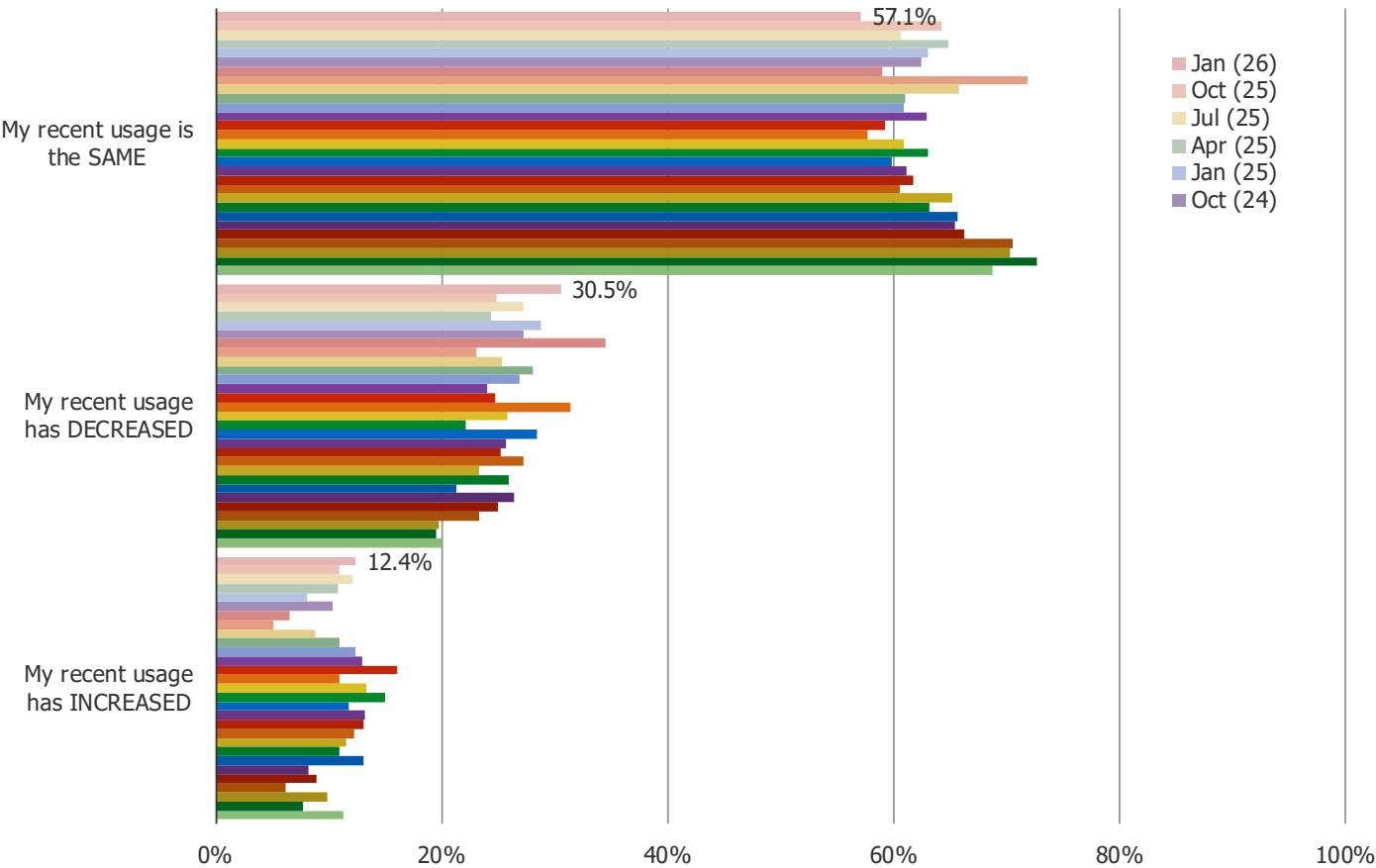
WAYFAIR USERS – EXPECTED USAGE

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

I expect my usage to REMAIN THE SAME — 63.3%

I expect my usage to DECREASE — 18.2%

I expect my usage to INCREASE — 18.5%

Online Retailers | January 2026
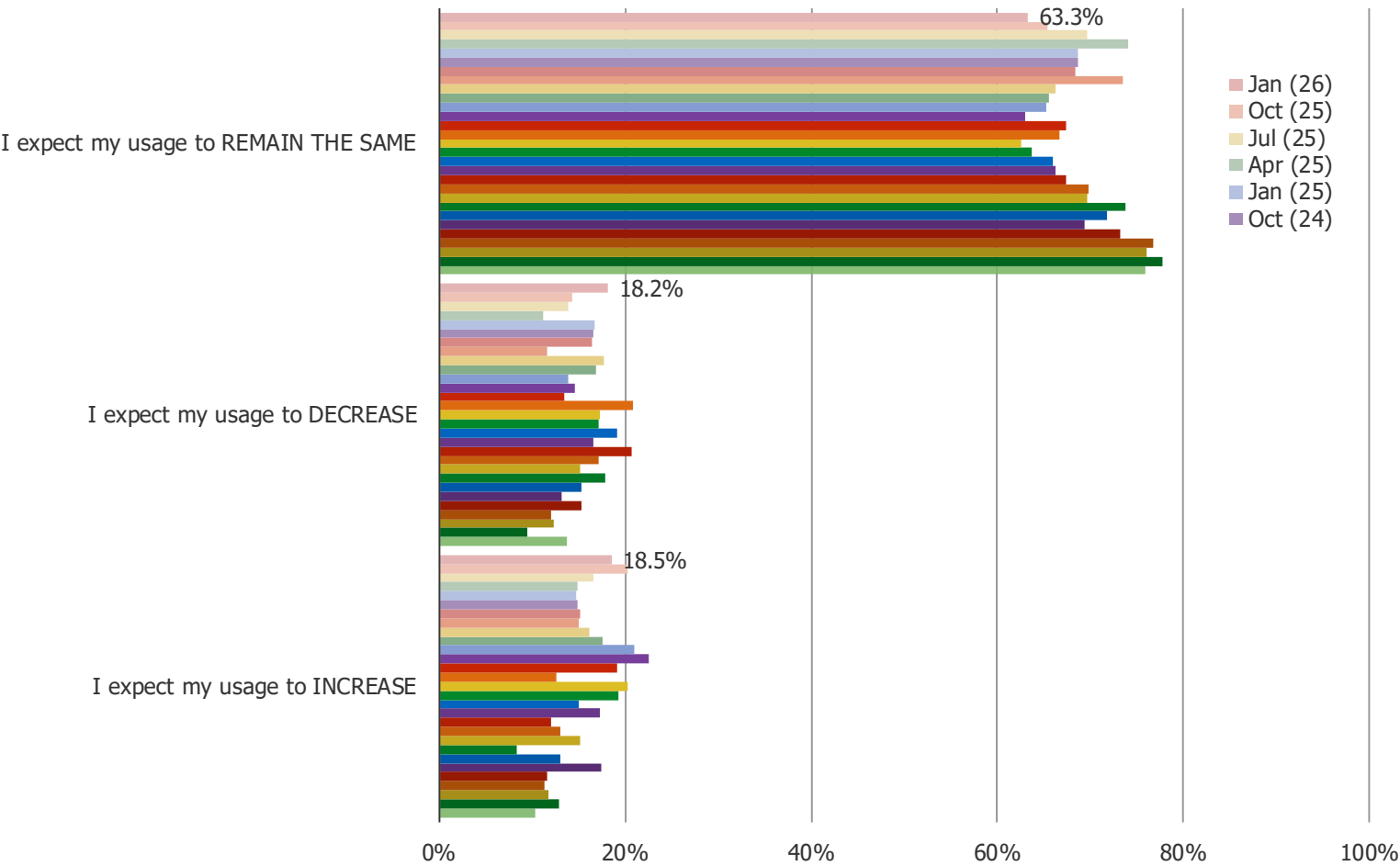
WAYFAIR USERS – WHAT PERCENTAGE OF YOUR TOTAL FURNITURE AND HOME FURNISHINGS PURCHASES DO YOU MAKE THROUGH WAYFAIR?

Posed to Wayfair users.

Weighted Average of responses…
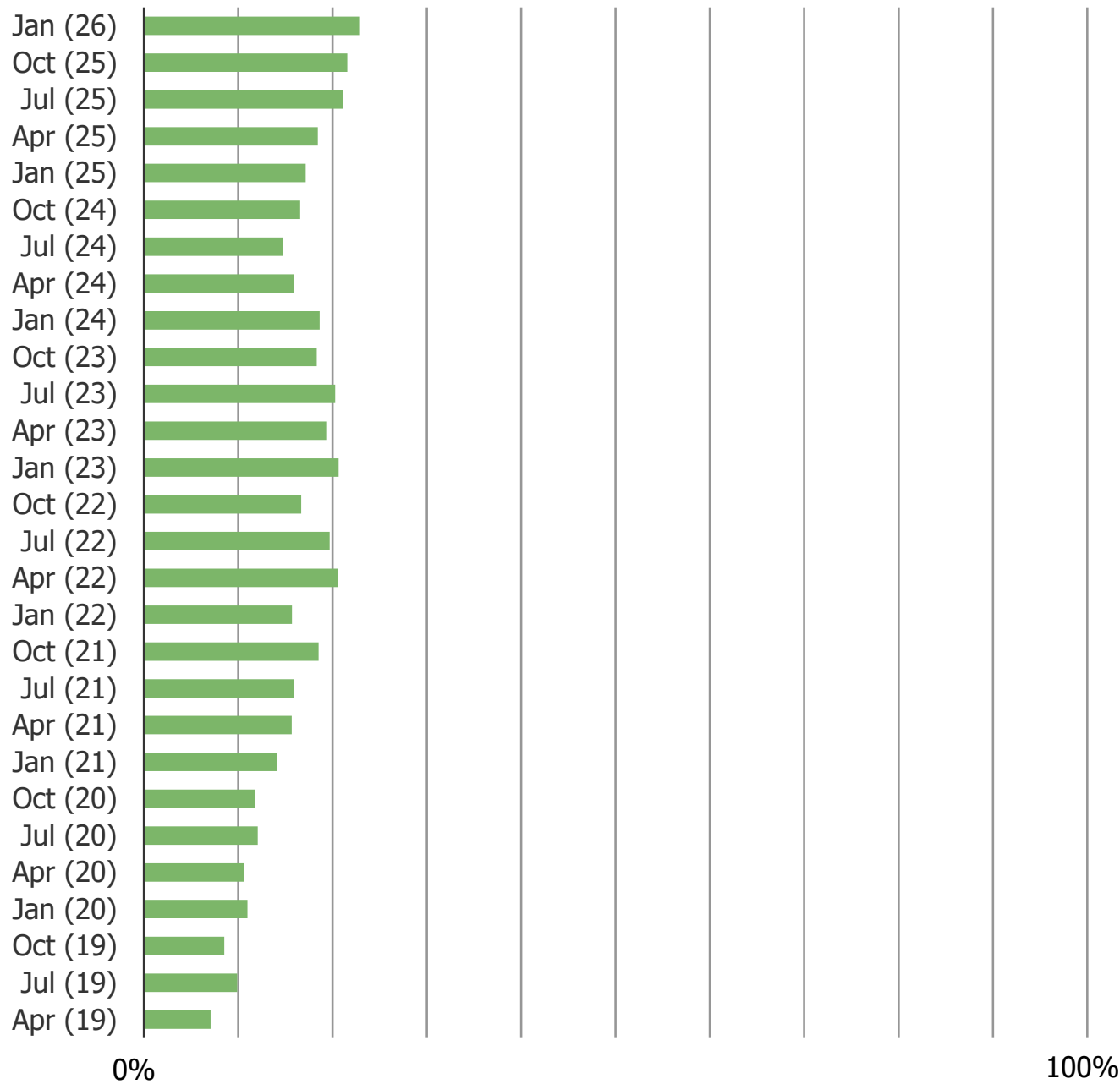
HAVE YOU EVER BROWSED THE WAYFAIR MOBILE APP FOR ITEMS?

Posed to Wayfair users.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

I have recently browsed the mobile app — 23.9%

I have when searching for furniture in the past, but not recently — 46.0%

Never — 30.1%
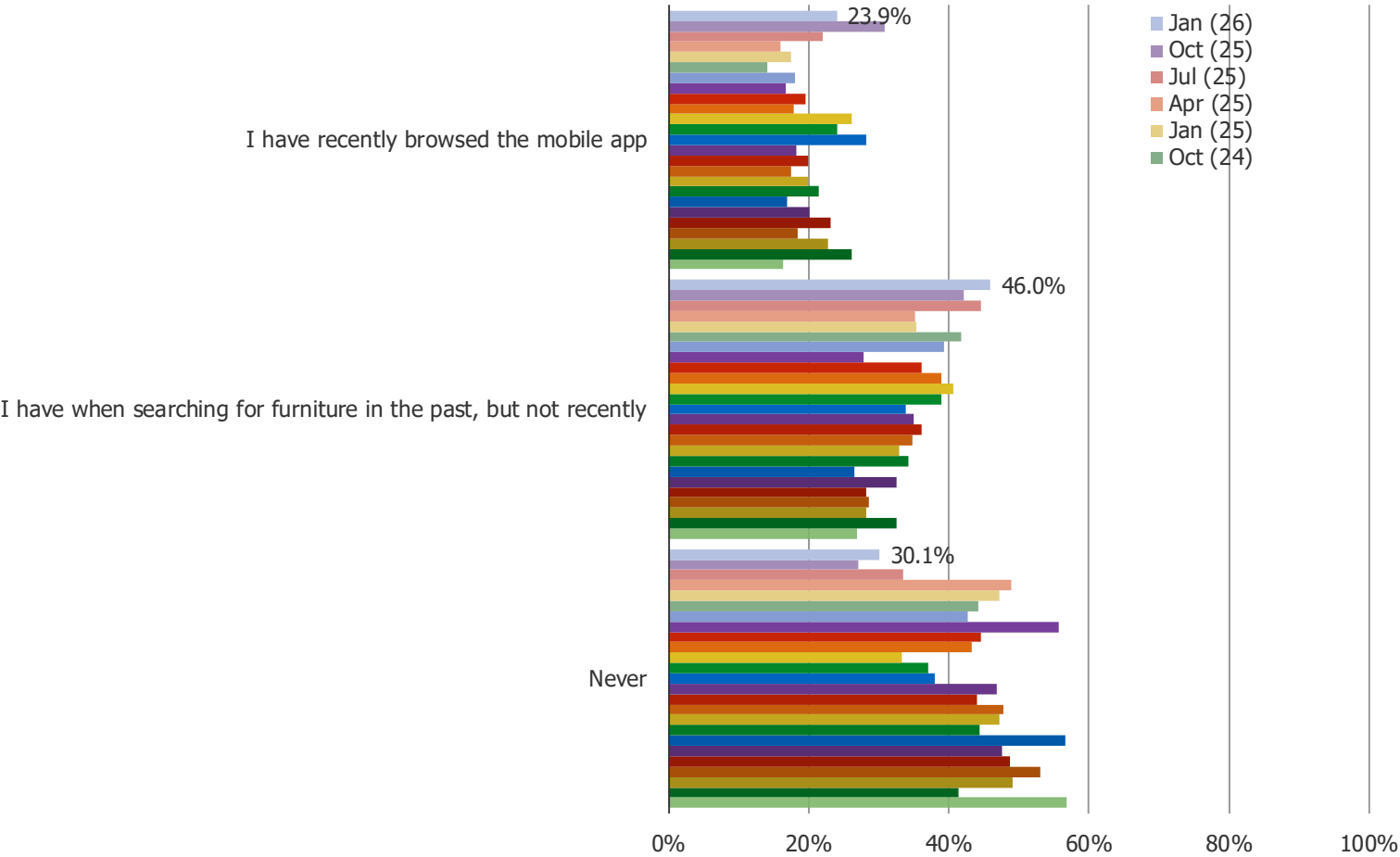
HOW LIKELY ARE YOU TO USE WAYFAIR FOR YOUR NEXT FURNITURE PURCHASE?

Posed to Wayfair users.

Period	Value
Oct (25)	2.82
Jul (25)	2.67
Apr (25)	2.66
Jan (25)	2.62
Oct (24)	2.65
Jul (24)	2.49
Apr (24)	2.55
Jan (24)	2.71
Oct (23)	2.64
Jul (23)	2.68
Apr (23)	2.77
Jan (23)	2.71
Oct (22)	2.39
Jul (22)	2.52
Apr (22)	2.41
Jan (22)	2.46
Oct (21)	2.45
Jul (21)	2.3
Apr (21)	2.36
Jan (21)	2.46
Oct (20)	2.27
Jul (20)	2.35
Apr (20)	2.46
Jan (20)	2.38

Definitely WILL NOT   Probably WILL NOT   Probably WILL   Definitely WILL
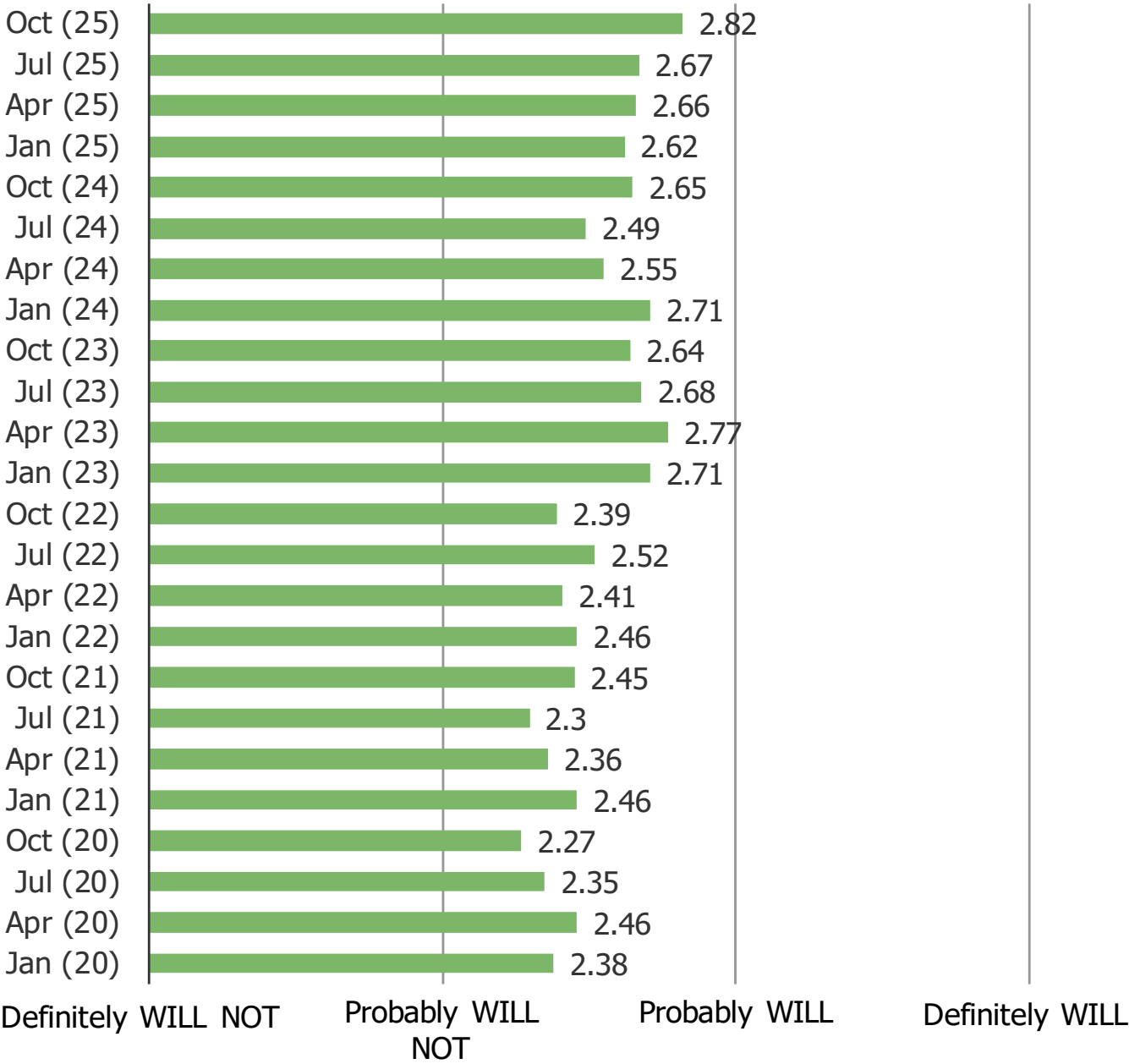
HOW DOES THE WAYFAIR SHOPPING EXPERIENCE COMPARE TO...

Posed to Wayfair users.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories:
- Shopping for furniture at other online websites/apps — 3.5
- Shopping for furniture in-stores — 3.32

Axis: Much Worse | Worse | Same | Better | Much Better
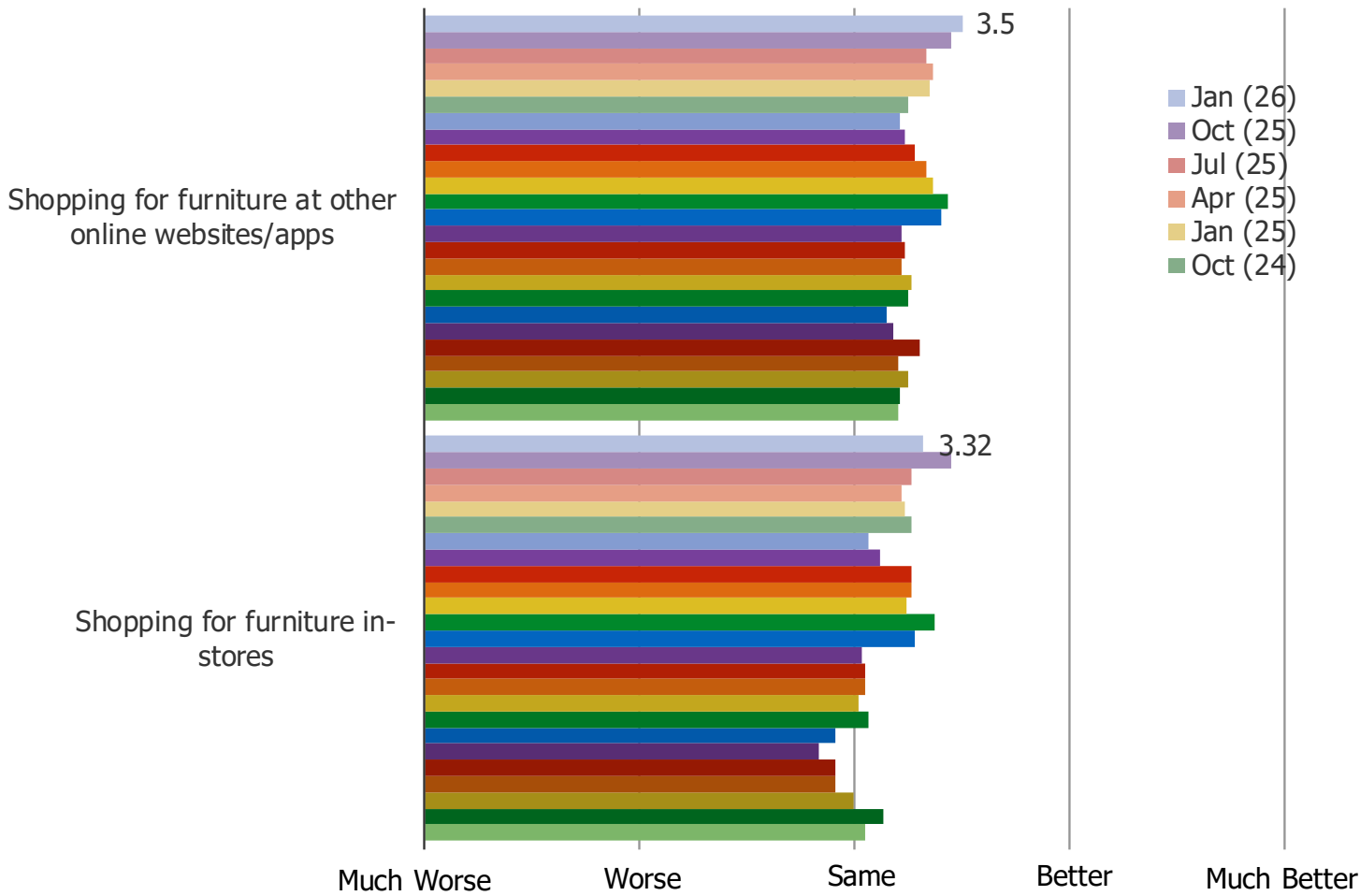
HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users.

Yes, I have searched for similar furniture items on both Wayfair and Amazon — 64.5%

No, I have not browsed for the same item on both Wayfair and Amazon — 35.5%

Legend: Jan (26), Oct (25), Jul (25), Apr (25), Jan (25), Oct (24), Jul (24), Apr (24), Jan (24), Oct (23), Jul (23), Apr (23), Jan (23), Oct (22)

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.
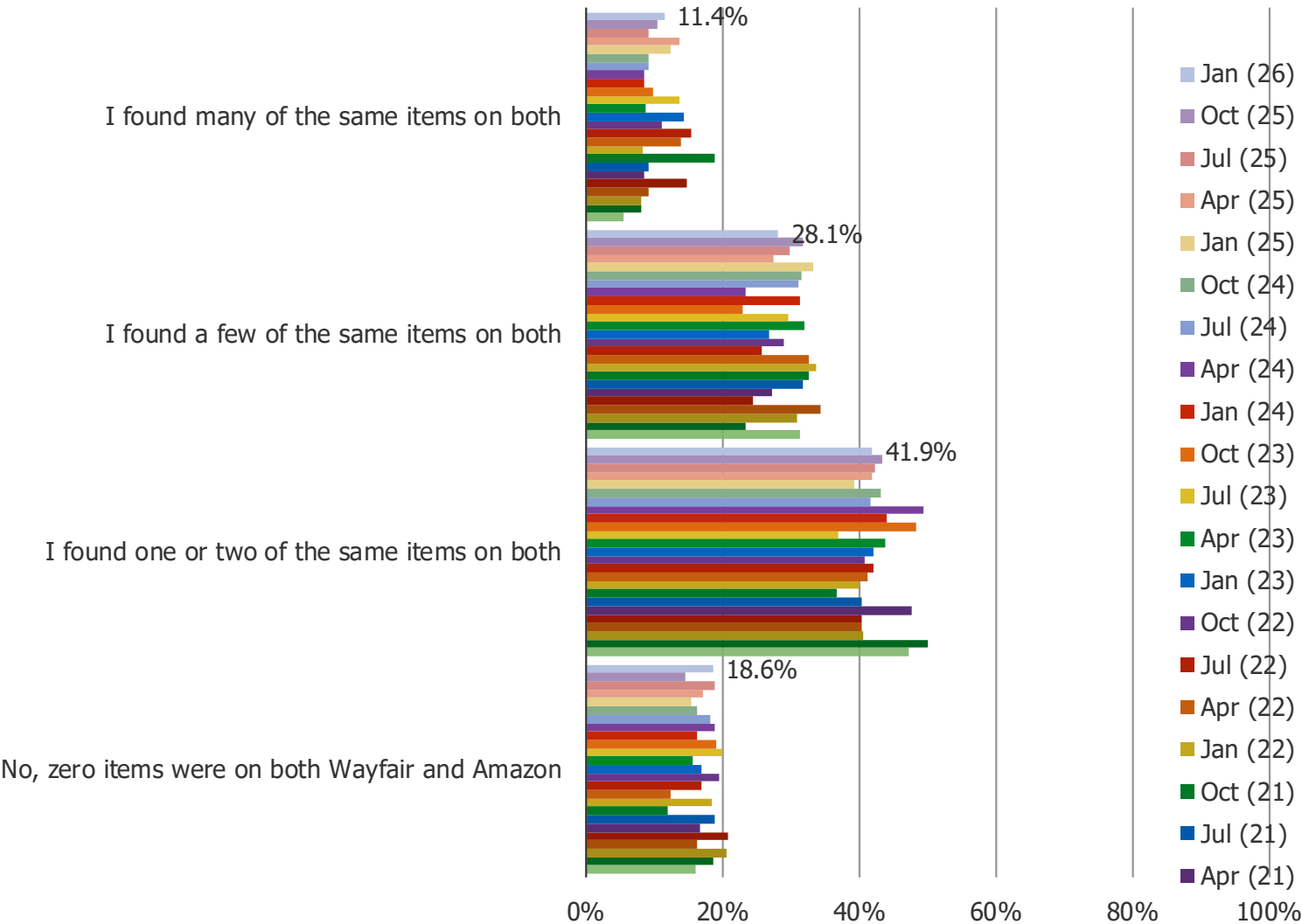
WHEN YOU WERE SHOPPING FOR THE SAME FURNITURE CATEGORY ON BOTH WAYFAIR AND AMAZON, WHICH PLATFORM HAD BETTER...

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.

Pricing

Selection of Furniture Products

Ability to Visualize Products
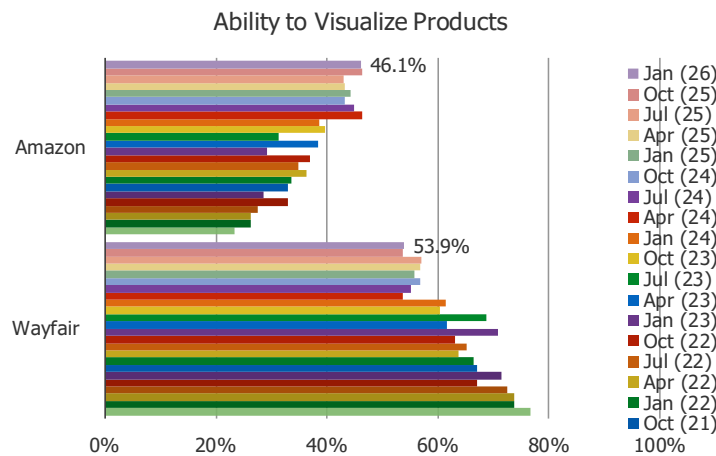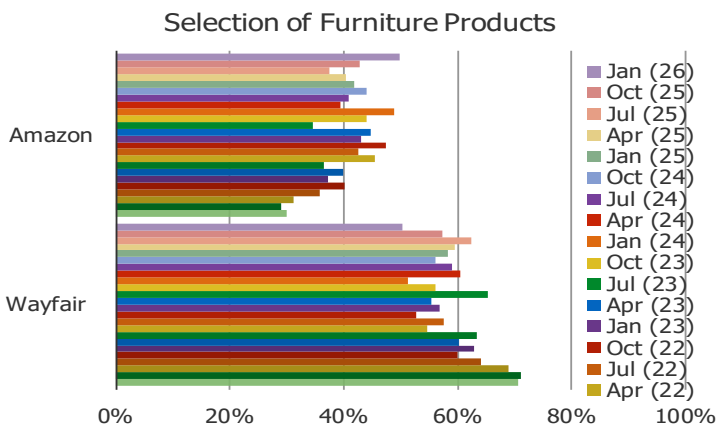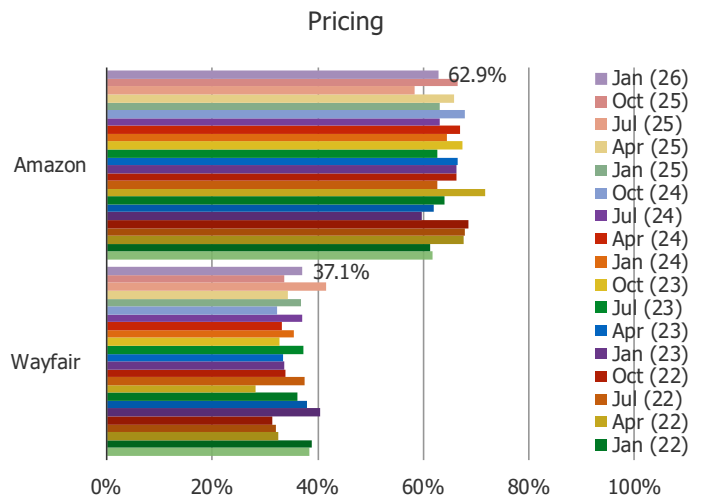
IF YOU NEEDED TO SHOP FOR A TYPE OF FURNITURE TODAY, WHICH PLATFORM DO YOU THINK WOULD HAVE BETTER...

Posed to ALL Wayfair users.

Pricing

Selection of Furniture Products

Ability to Visualize Products
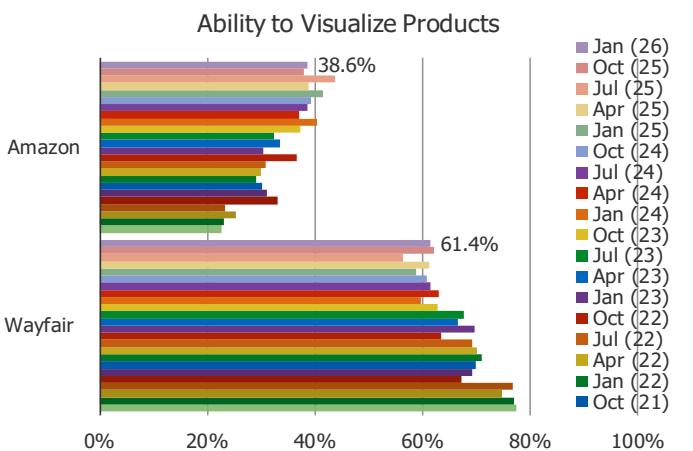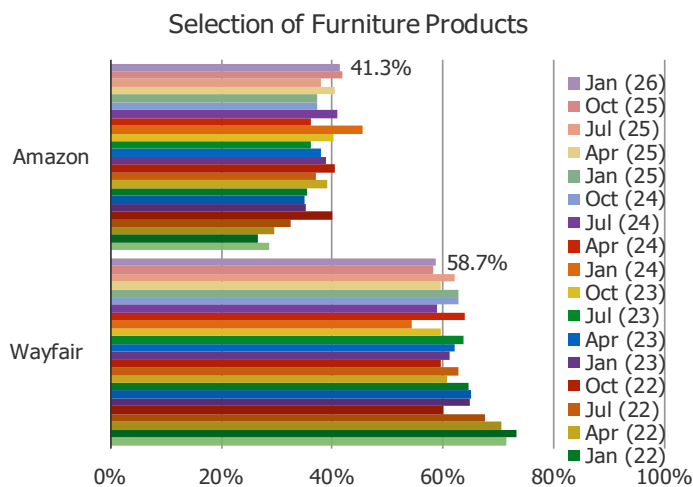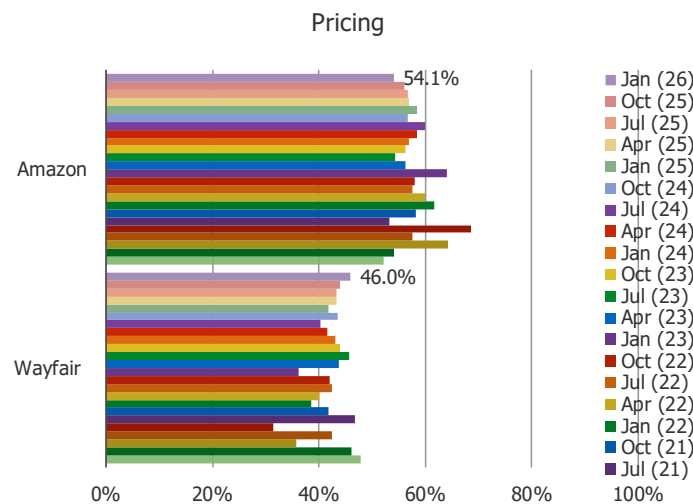
DO YOU PLAN TO DO ANY OF THE FOLLOWING IN THE NEXT FEW MONTHS?

Posed to ALL respondents.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)

Categories: Buy furniture (2.21), Renovate my current home (1.8), Move to a new home (1.65)

Axis: Definitely WILL NOT — Probably WILL NOT — Probably WILL — Definitely WILL
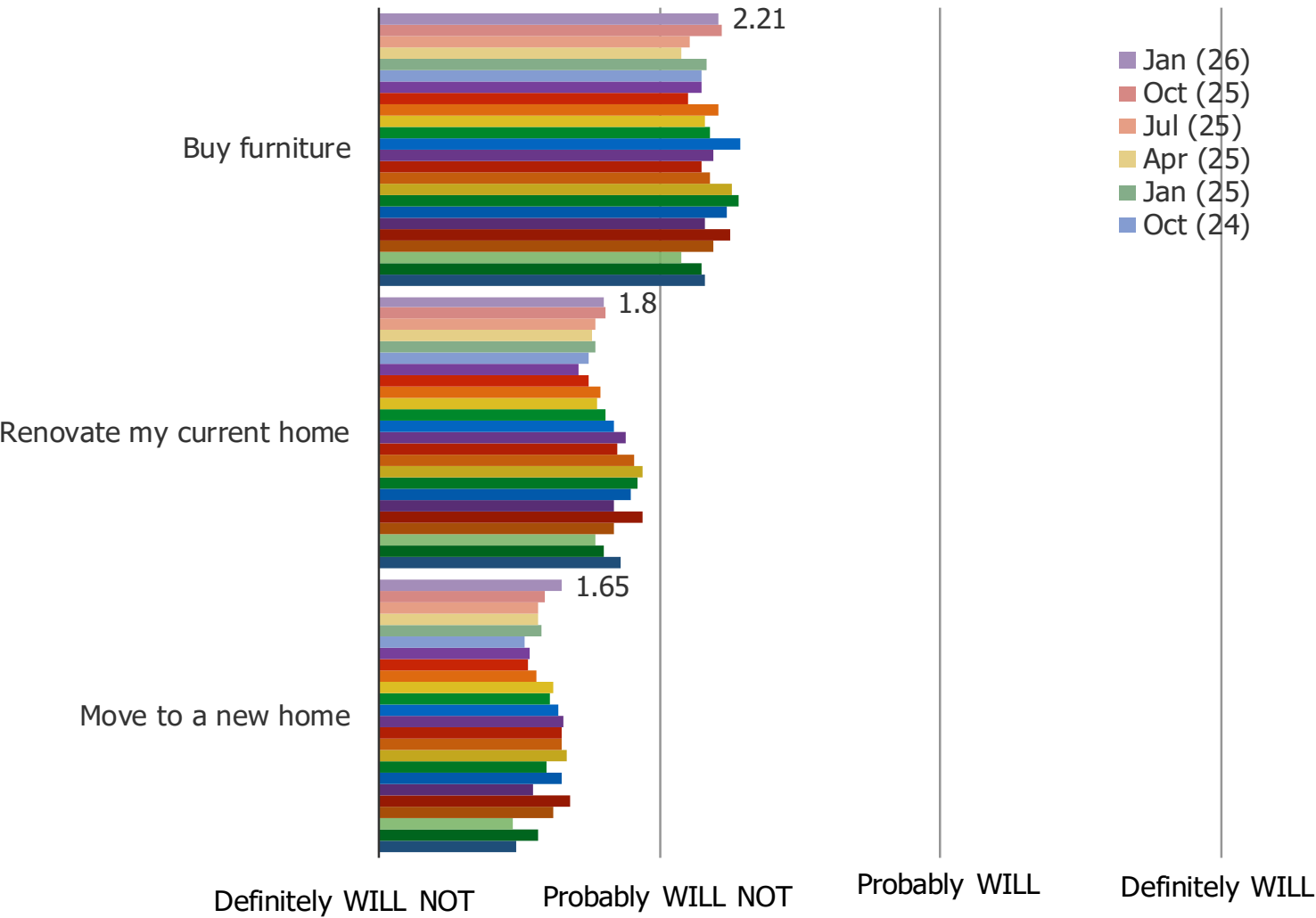
ETSY TRENDS

ALL RESPONDENTS – DO YOU EVER USE OR VISIT ETSY (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?
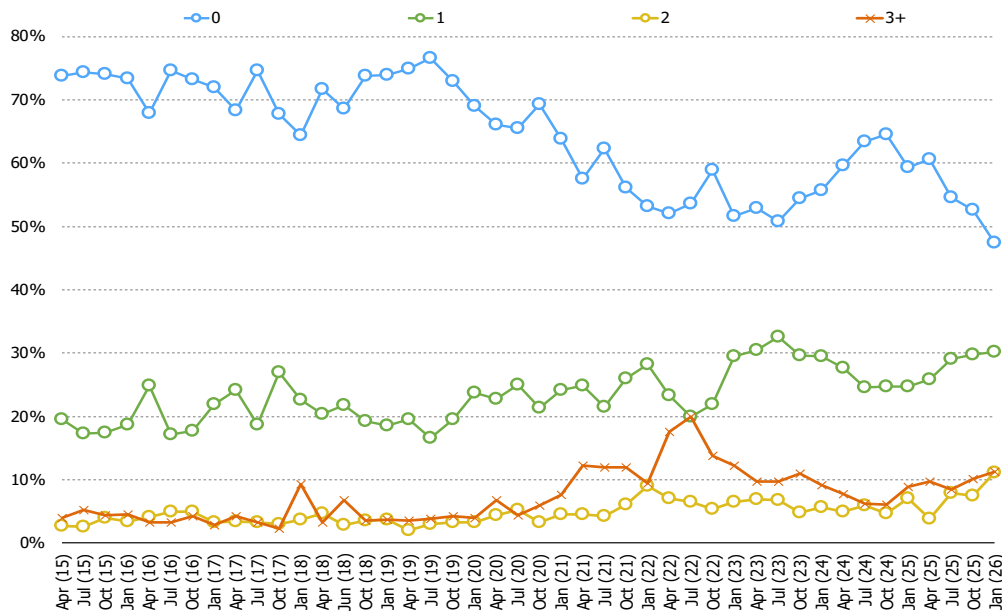

Tickers: ETSY
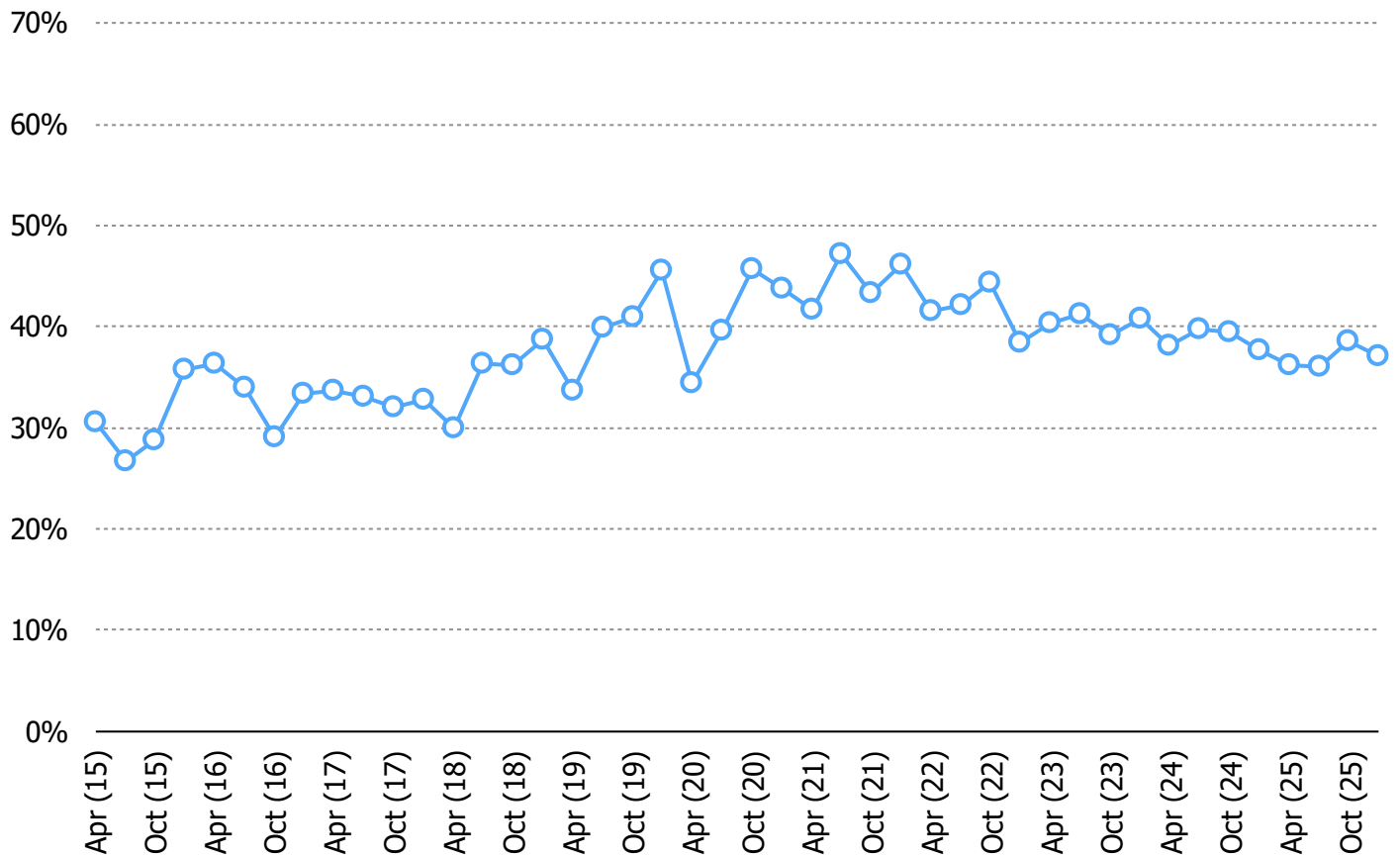
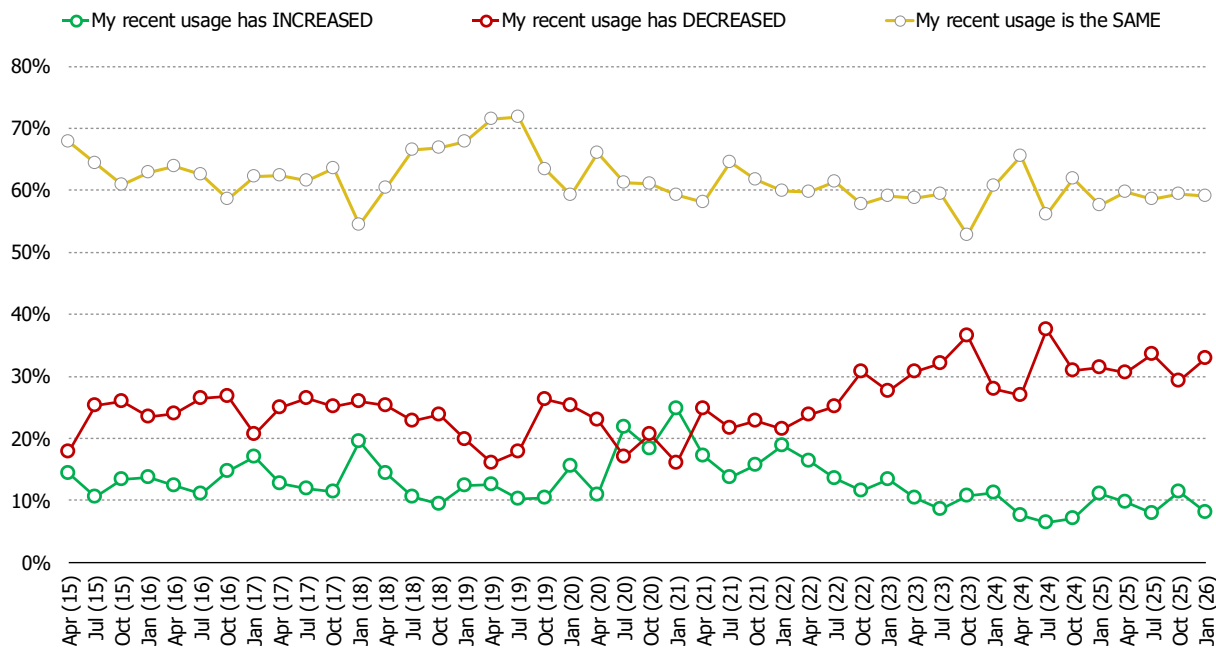## ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?
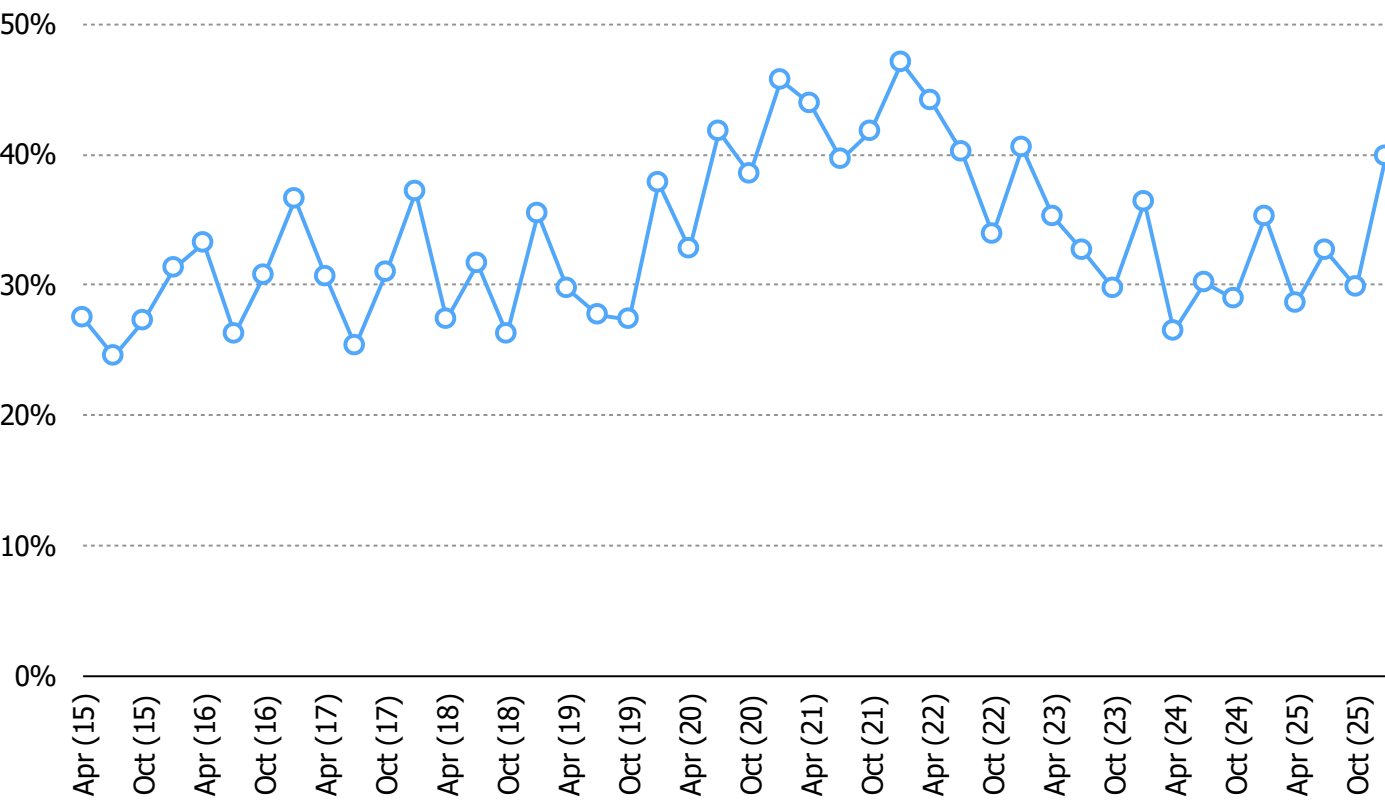
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?
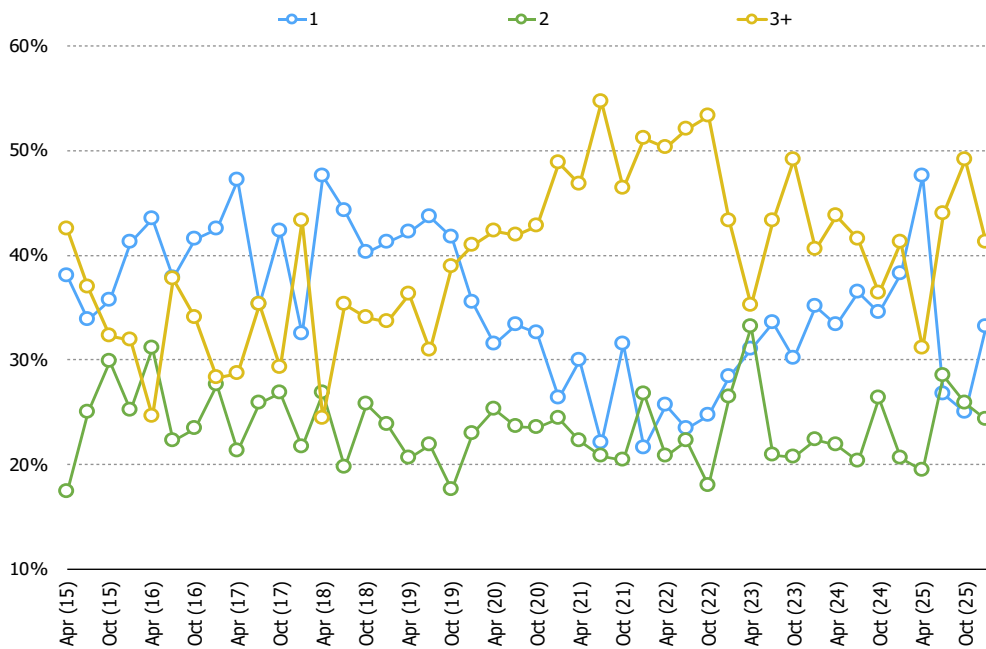
ETSY USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH

ETSY USERS – RECENT USAGE

Legend: My recent usage has INCREASED — My recent usage has DECREASED — My recent usage is the SAME

ETSY USERS – EXPECTED USAGE

Legend: I expect my usage to INCREASE. — I expect my usage to DECREASE. — I expect my usage to remain the SAME.