



COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 32

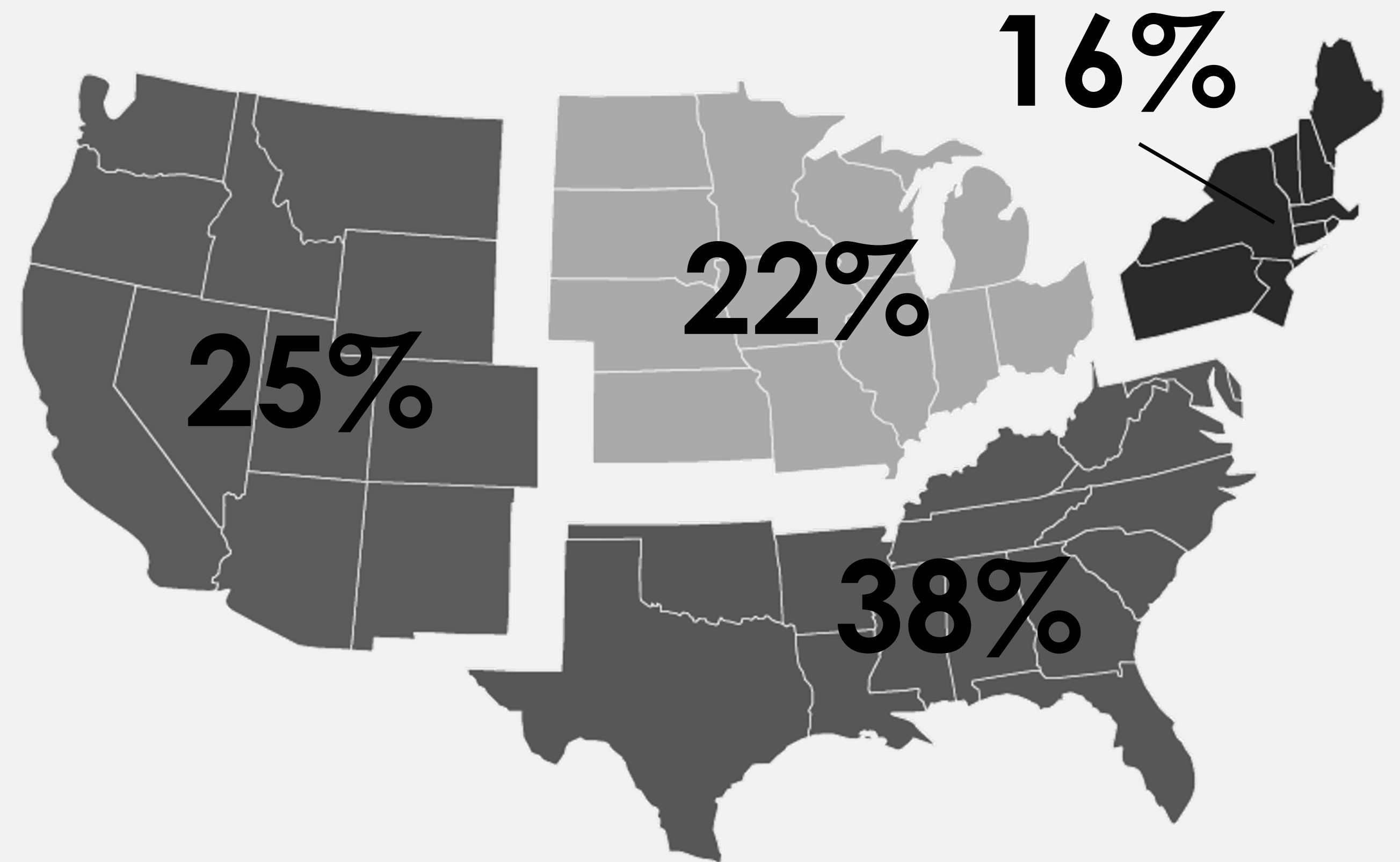
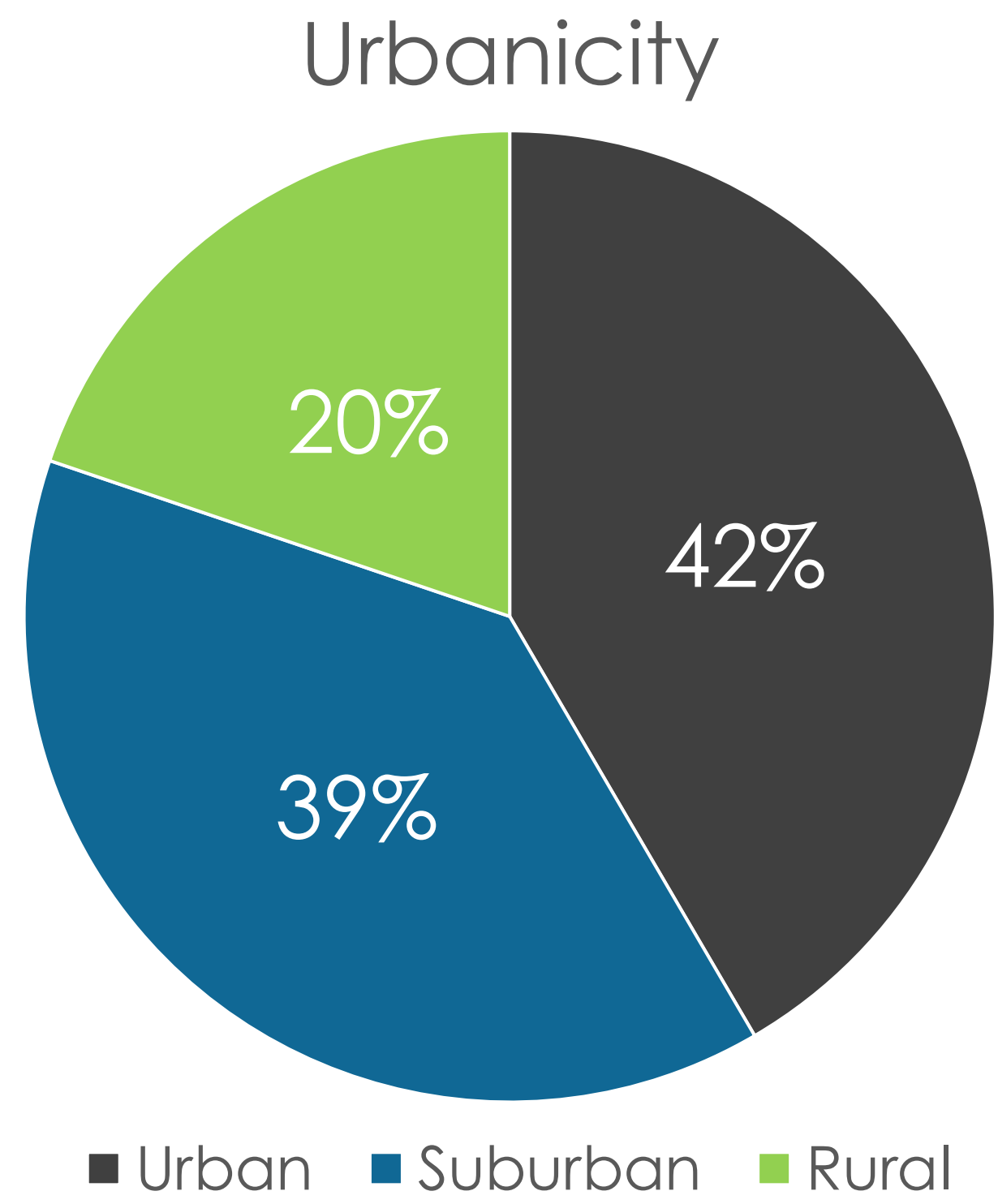
PRESENTED OCTOBER 12, 2020

Methodology

- N = 1,046
- MOE = $\pm 3.03\%$
- Panel: General Population
- Collected: 10/08/20, 10/09/20

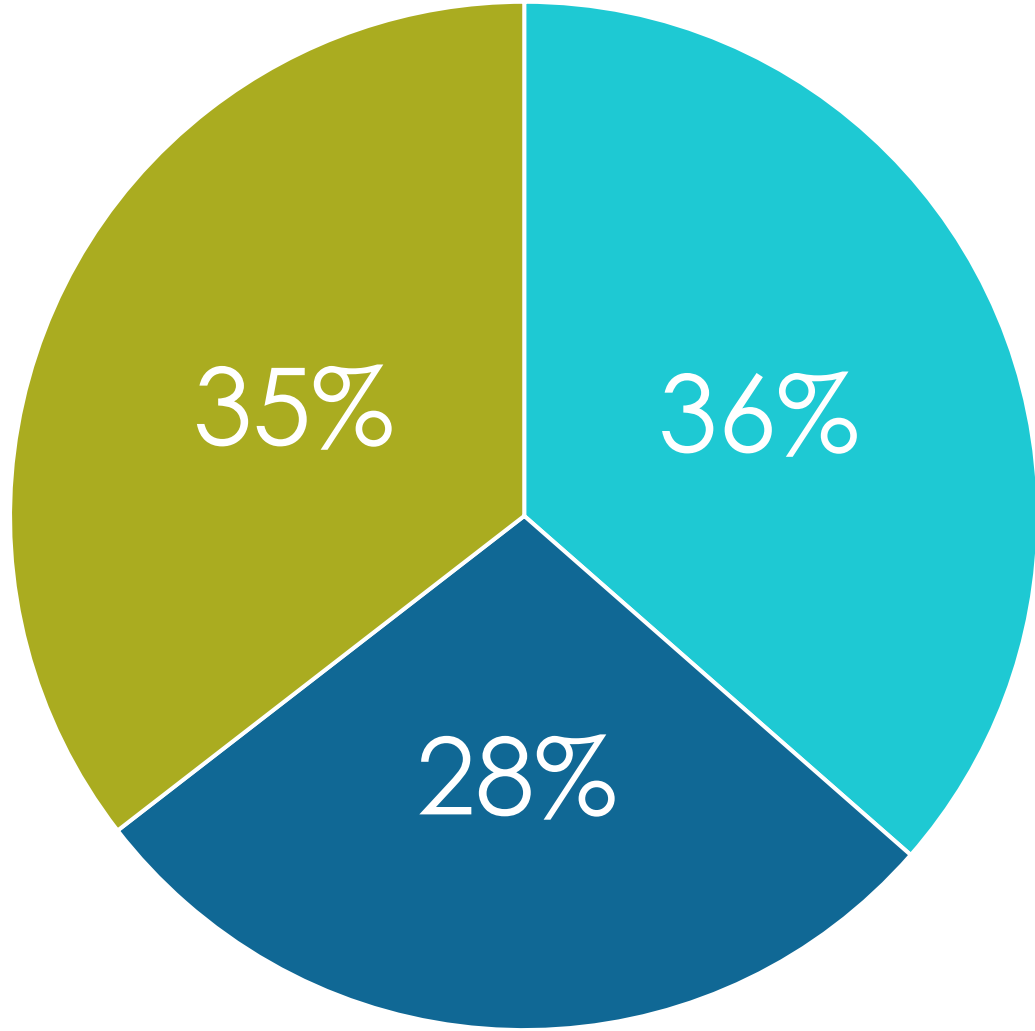


Panel Composition



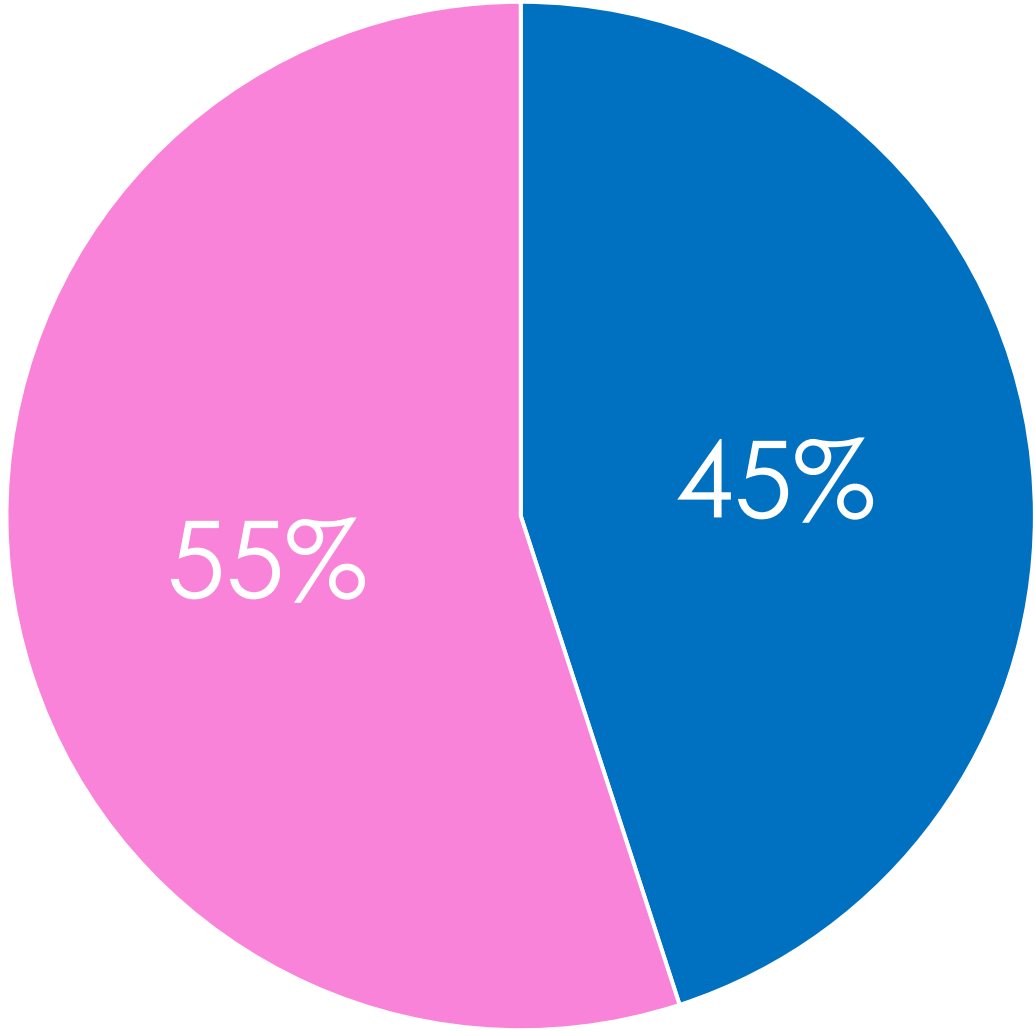


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



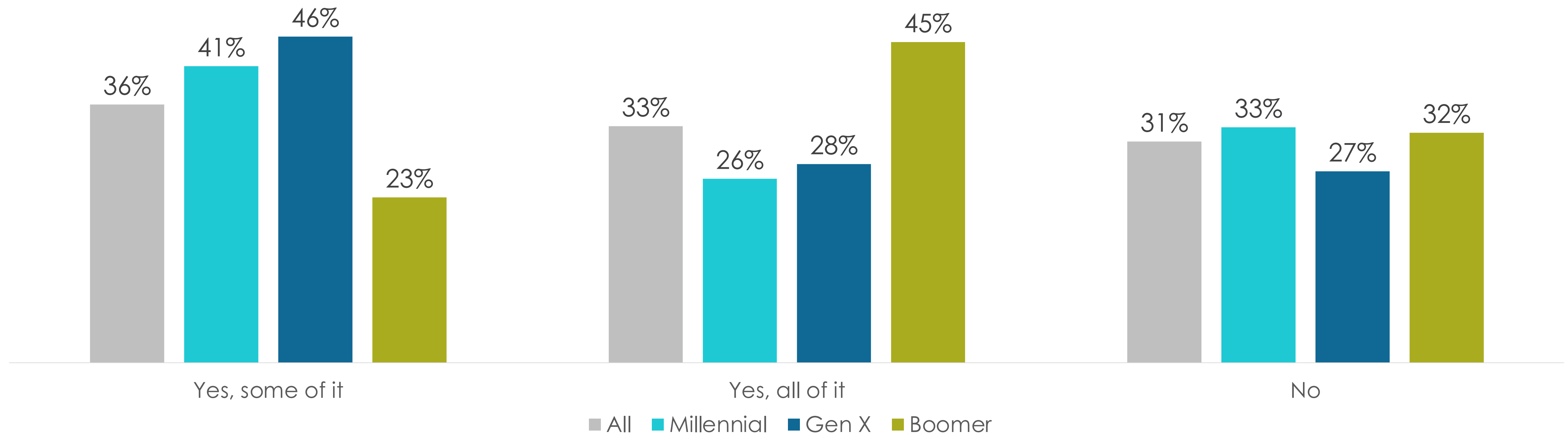
■ Male ■ Female



COVID-19 Hot Topics

Like the Presidential debate, most of the country (67%) watched a portion of the Vice Presidential debate; however, fewer than half watched the entirety. Boomers (45%) were much more likely than the other generations (28%, 26%) to watch all of it.

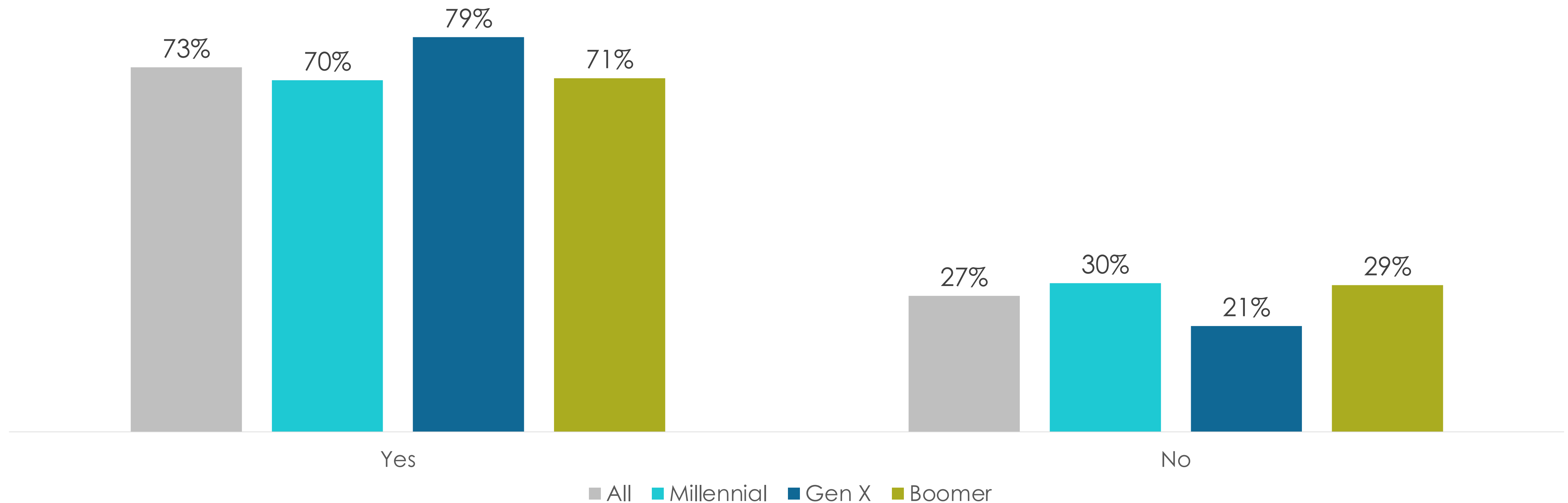
Watch Vice Presidential debate



Did you watch Vice Presidential debate between Mike Pence and Kamala Harris?

Only 27% felt the Vice Presidential debate should not have been held because of the Coronavirus risk.

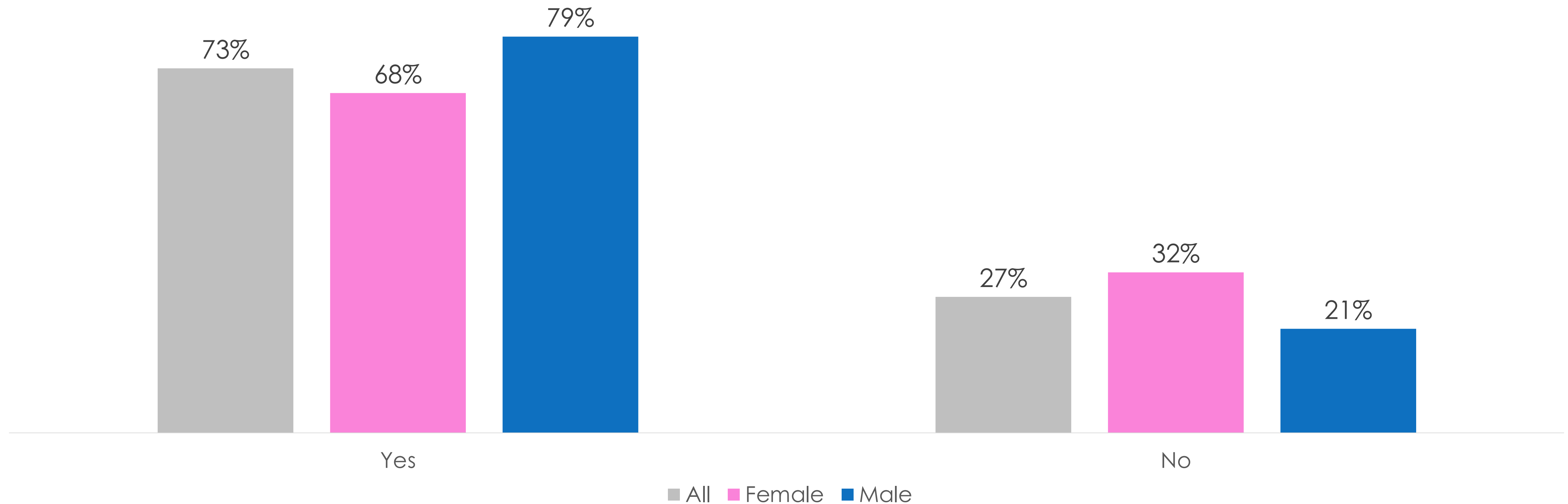
Should the Vice Presidential debate have been held during COVID



Given the current situation with COVID-19 do you think the debate should have been held?

Women (32%) were much more likely to feel the debate should not have been held than men (21%).

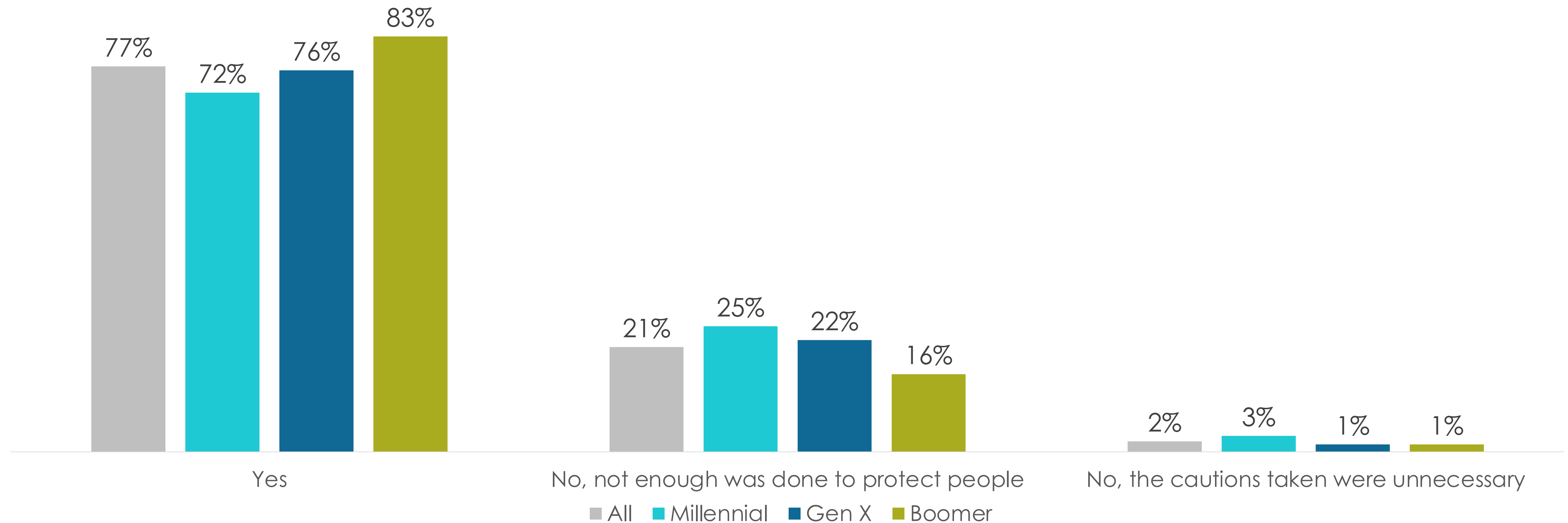
Should the Vice Presidential debate have been held during COVID



Given the current situation with COVID-19 do you think the debate should have been held?

More than three-quarters (77%) of respondents felt the precautions taken to protect the candidates, their staff and others were sufficient.

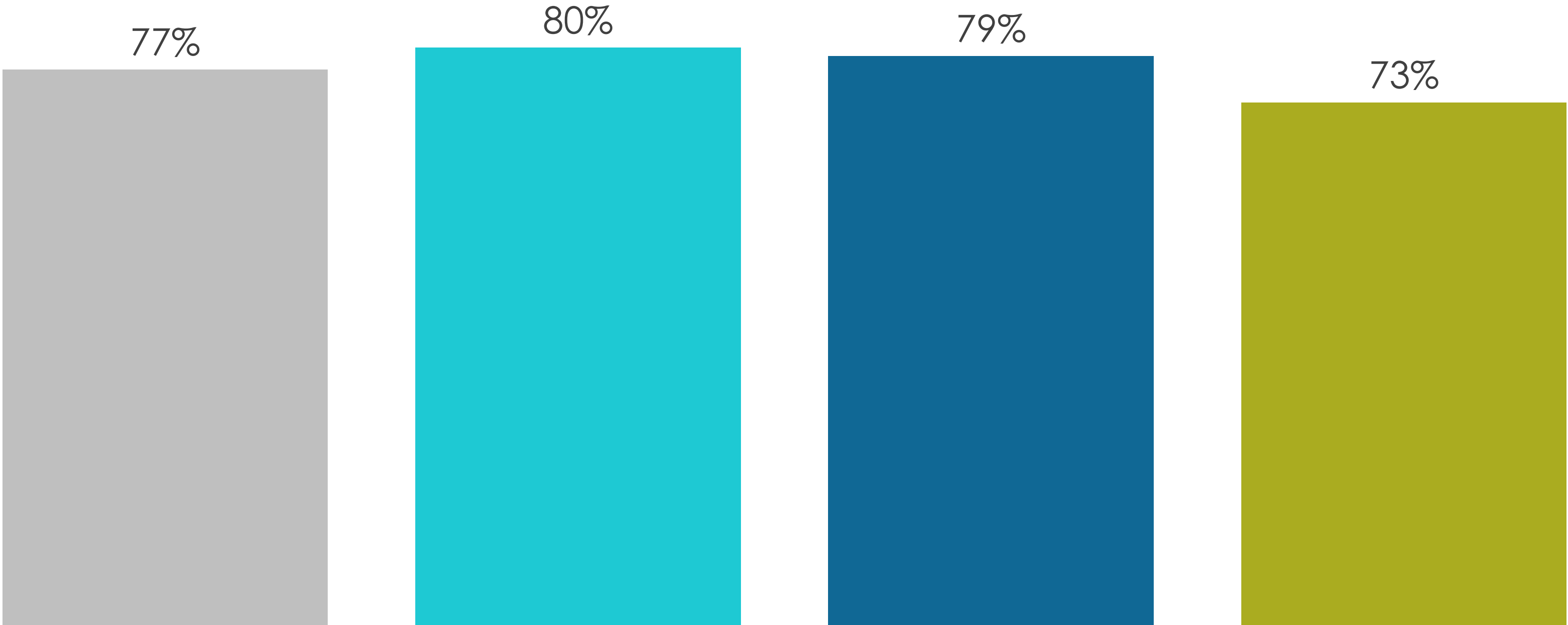
Think proper protective steps were taken at Vice Presidential debate



Do you think the proper steps (Masks, social distancing, etc.) were taken to protect the candidates and their staffs, the moderator and the audience?

77% of those surveyed feel the President and those around him could have protected themselves from getting COVID if they had been more cautious.

Those who think President Trump could have avoided getting COVID if he were more careful

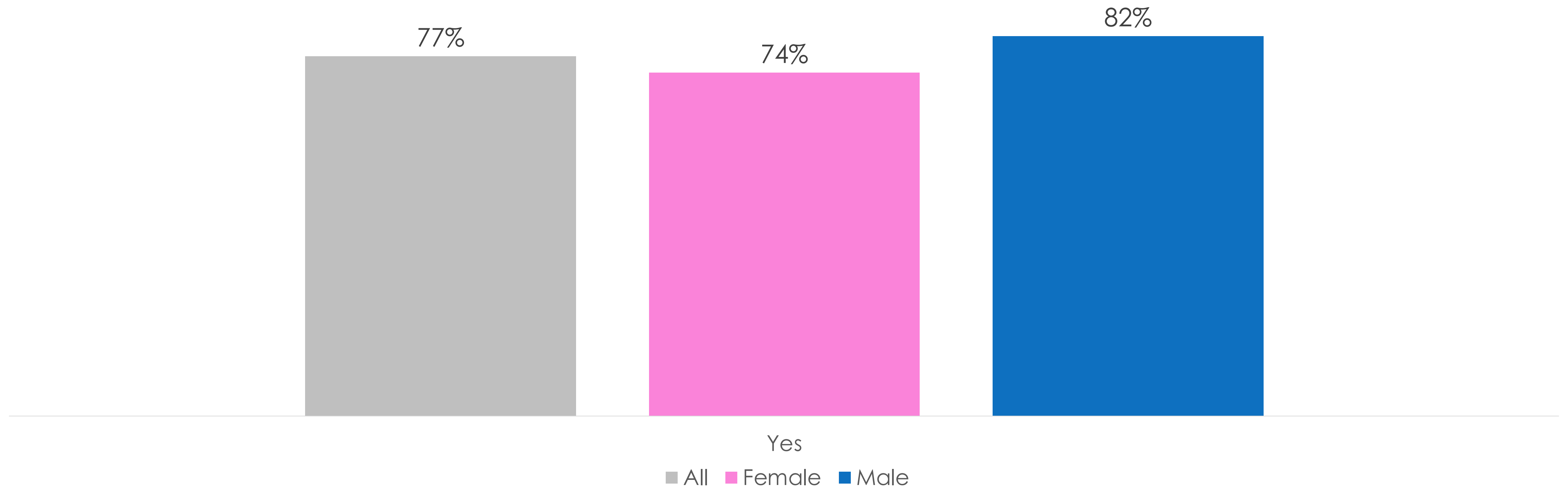


■ All ■ Millennial ■ Gen X ■ Boomer

Do you think President Trump and those around him could have avoided getting COVID if they had been more careful (wearing masks, social distancing, etc.)?

Men (82%) are more likely to believe the virus could have been avoided than women (74%).

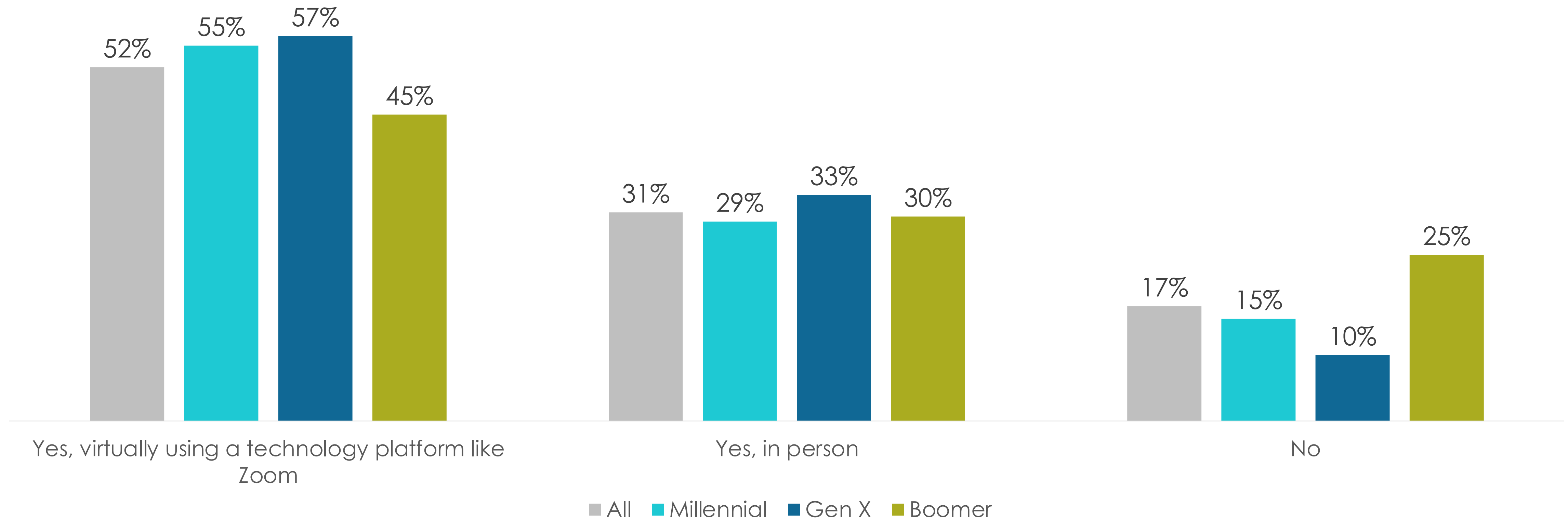
Those who think President Trump could have avoided getting COVID if he were more careful



Do you think President Trump and those around him could have avoided getting COVID if they had been more careful (wearing masks, social distancing, etc.)?

Most respondents (83%) would like to see another Presidential debate. More than half (52%), however, feel it should be held remotely.

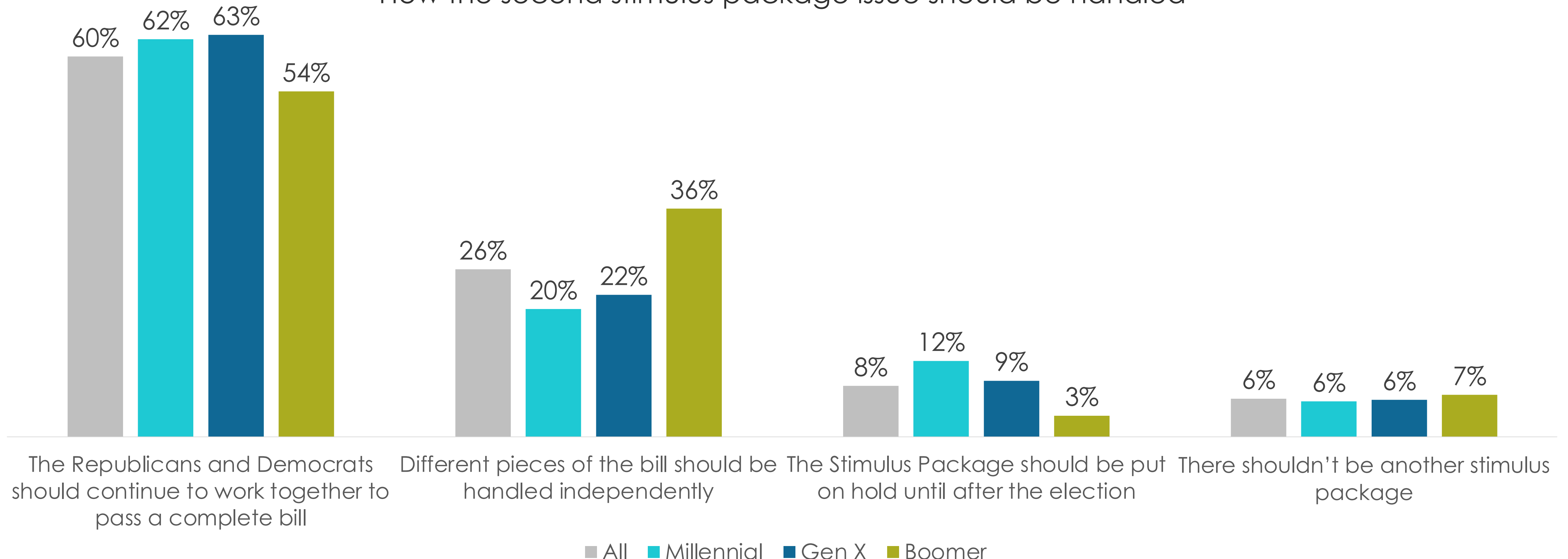
Should the next Presidential debate be held



There is another Presidential debate scheduled for October 15th. Do you think that debate should take place?

86% of people would like to see additional stimulus money injected into the economy sooner rather than later. 60% want to see a comprehensive bill while 26% would be satisfied with a piecemeal approach.

How the second stimulus package issue should be handled



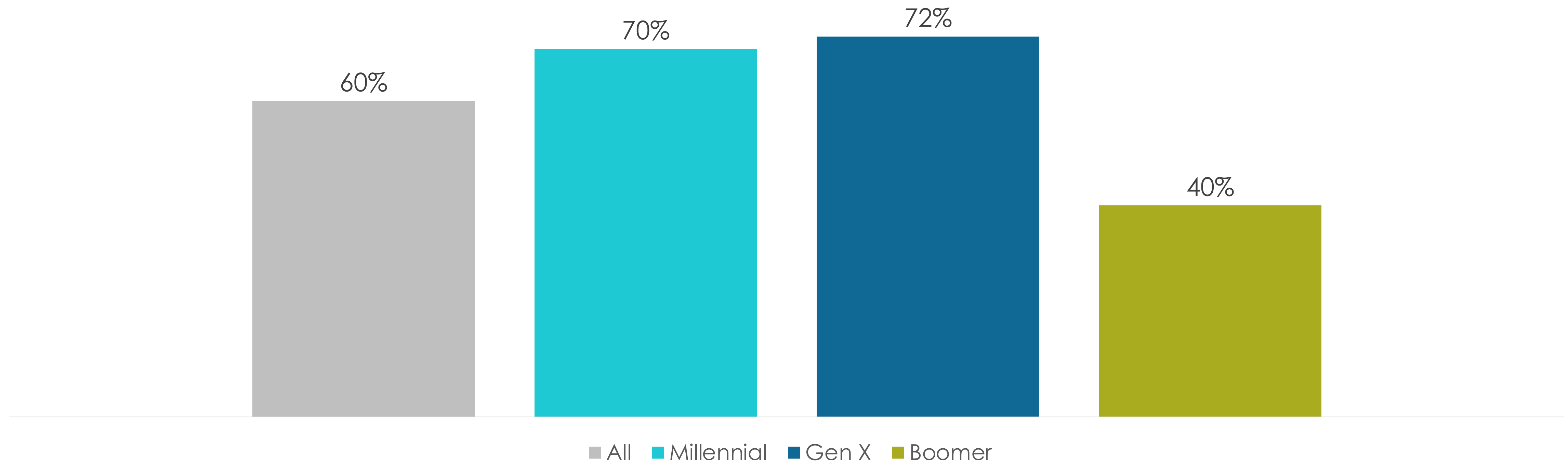
The Republicans and Democrats have been negotiating over a 2nd Stimulus Package to assist businesses and individuals whose lives have been disrupted by the Coronavirus for months. President Trump said earlier in the week that the negotiation should stop until after the election. He later changed his mind and said that the different pieces of the bill (stimulus checks, supplemental unemployment, support for small business, etc.) should be dealt with individually. How do you think the issue should be handled?

Amazon Prime Day(s)



60% of respondents say they will shop Amazon on Prime Day. Boomers (40%) are significantly less likely to participate than the other generations.

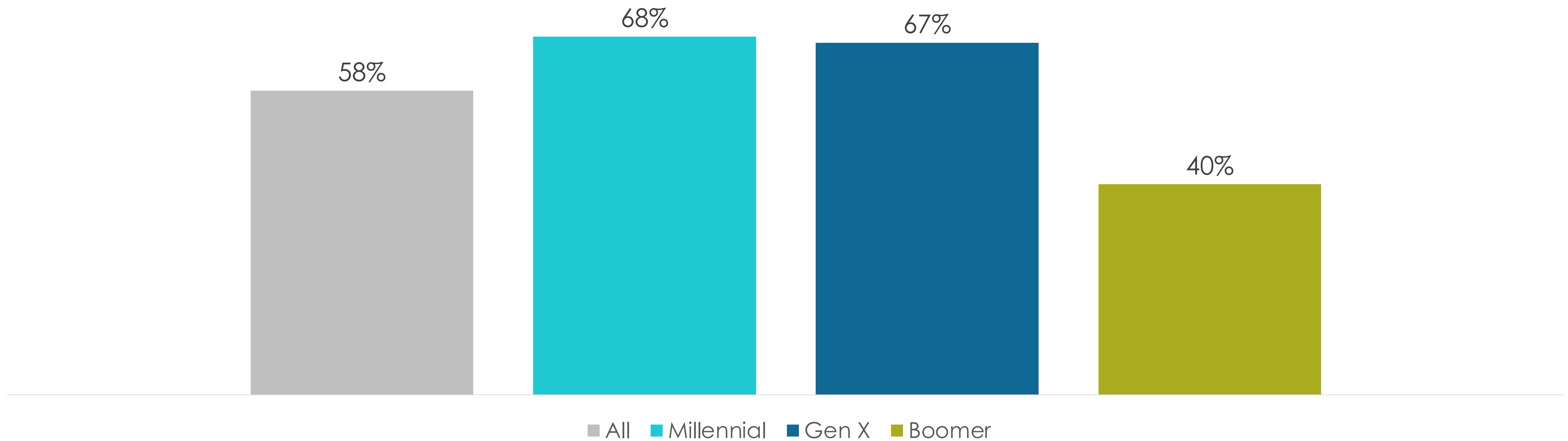
Those planning to purchase on Amazon Prime Day



Amazon Prime Day is October 13th and 14th. Are you planning on making purchases from Amazon on Prime Day?

Projected participation in Prime Day mirrors prior years.

Those who made purchases on Prime Day in the past

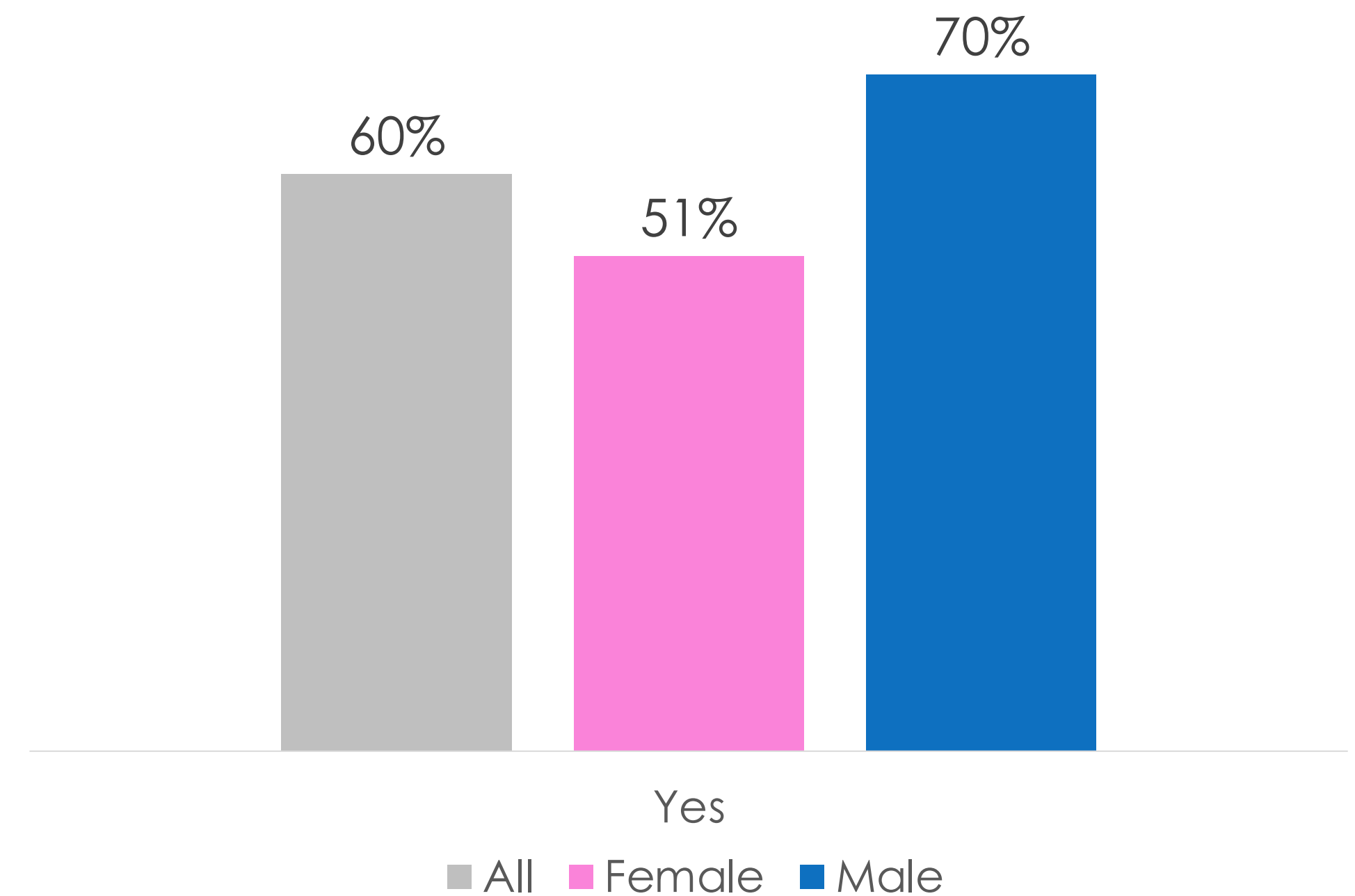


Have you made purchases from Amazon on Prime Day in past years?



Men (70%) are much more likely to participate in Prime Day than women (51%).

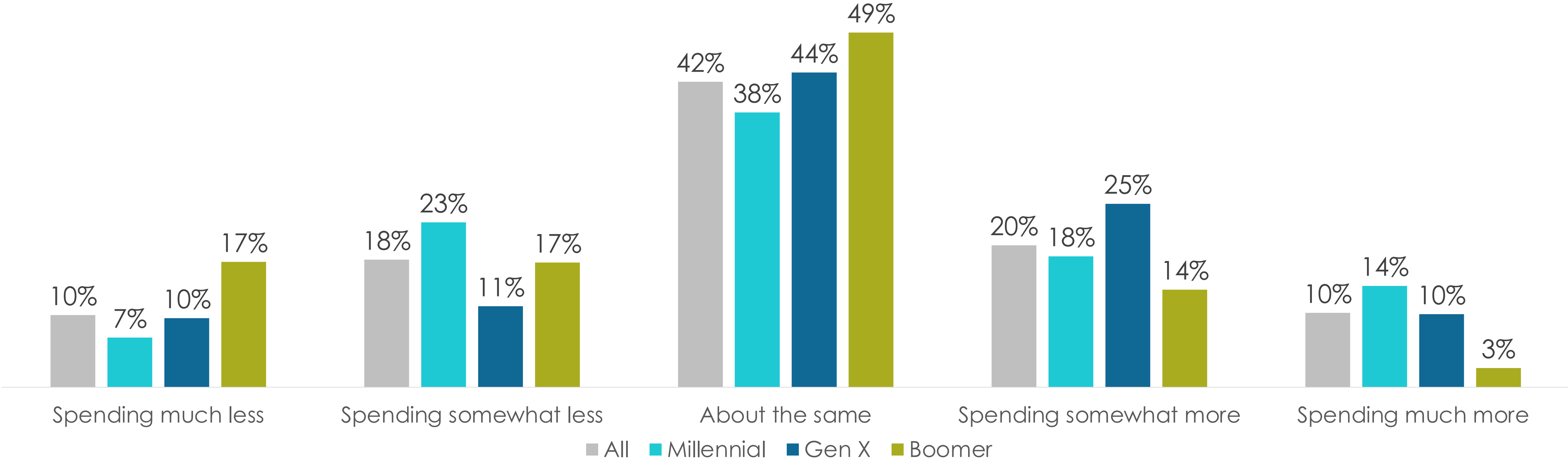
Those planning to purchase on Amazon Prime Day



Amazon Prime Day is October 13th and 14th. Are you planning on making purchases from Amazon on Prime Day?

Anticipated Prime Day spending is projected to be similar to last year. 28% of respondents anticipate spending less while 30% expect to spend more.

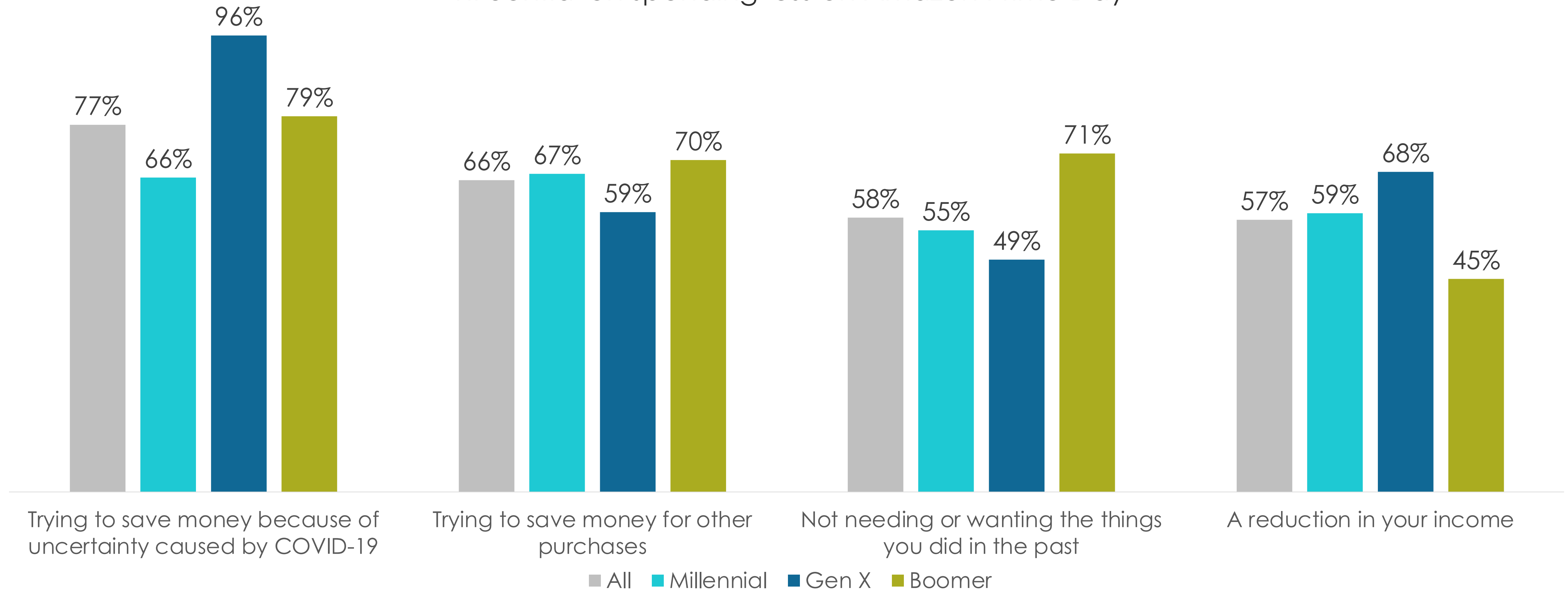
Planning on Spending More/Less on Prime Day vs. Past Years



Are you planning on spending more or less money on Amazon during Prime Day this year vs. past years?

Among those planning on spending less, the leading motivation is to save money because of the uncertainties associated with Coronavirus (77%). This is particularly true among GenXers, where the attitude is nearly unanimous.

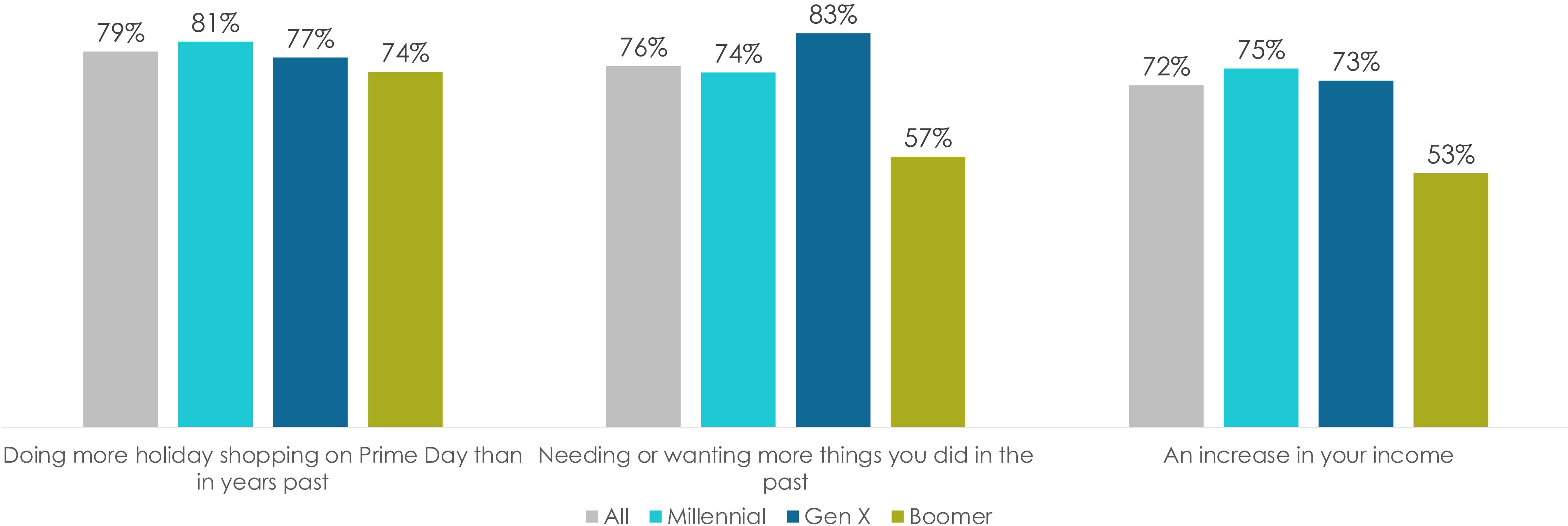
Influential on spending less on Amazon Prime Day



How influential are the following on your plan to spend less on Amazon Prime Day than in years past?

Among those planning on spending more on Prime Day, an increase in income (72%), needing more things (76%) and doing more holiday shopping (79%) are nearly equally influential.

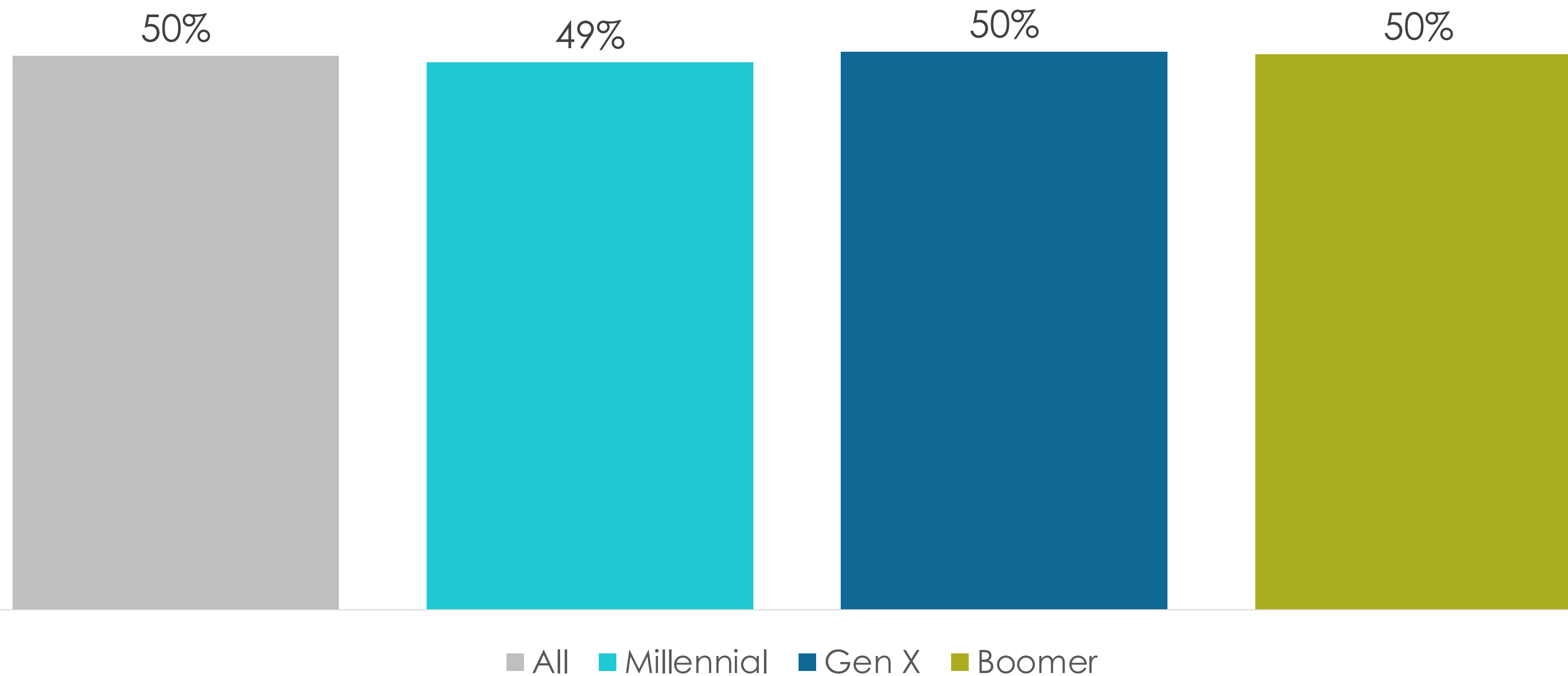
Influential on spending more on Amazon Prime Day



How influential are the following on your plan to spend more on Amazon Prime Day than in years past?

Respondents expect half their Prime Day spending will be holiday related, which is consistent across generations.

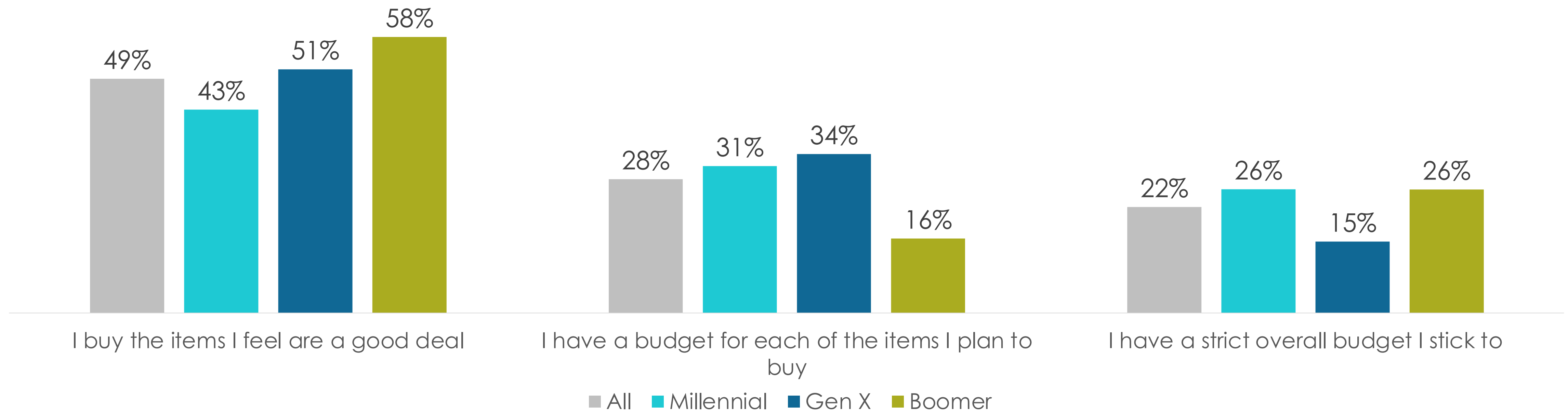
% of projected Prime Day spending on Holidays



What % of your spending on Amazon during Prime Day do you think will fall in these two categories? Total must equal 100%.

Nearly half the sample (49%) approaches Prime Day looking for the best deals they can find. 22% have an overall budget they plan to stick to and 28% have a specific budget for each item they plan to purchase.

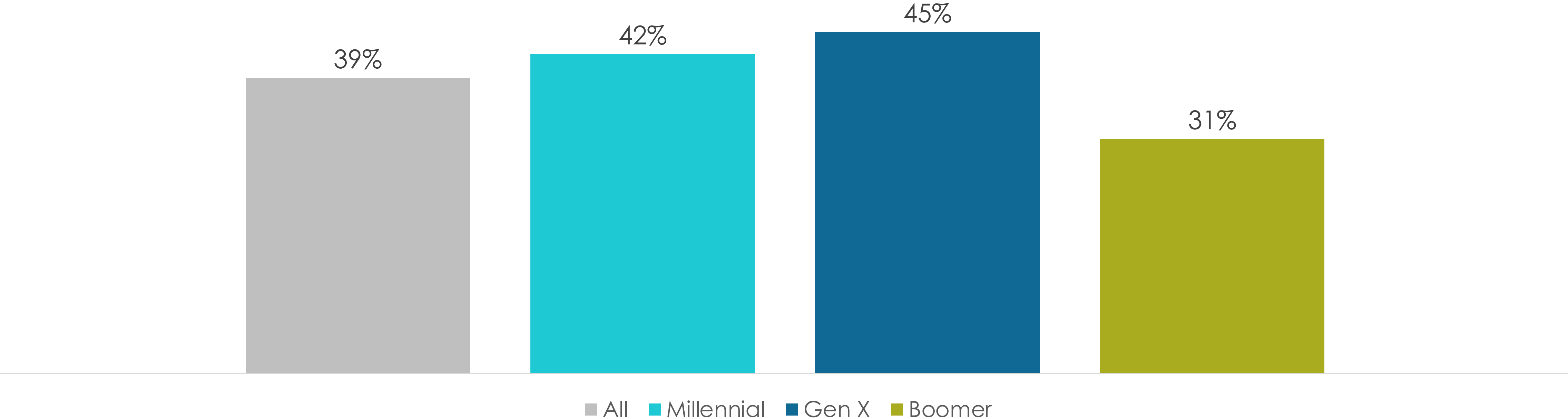
Approach to budgeting for Amazon Prime Day



Which of the following best describes your approach to budgeting your Prime Day spending?

39% of respondents are planning on shopping other retailers who offer competitive deals on Prime Day.

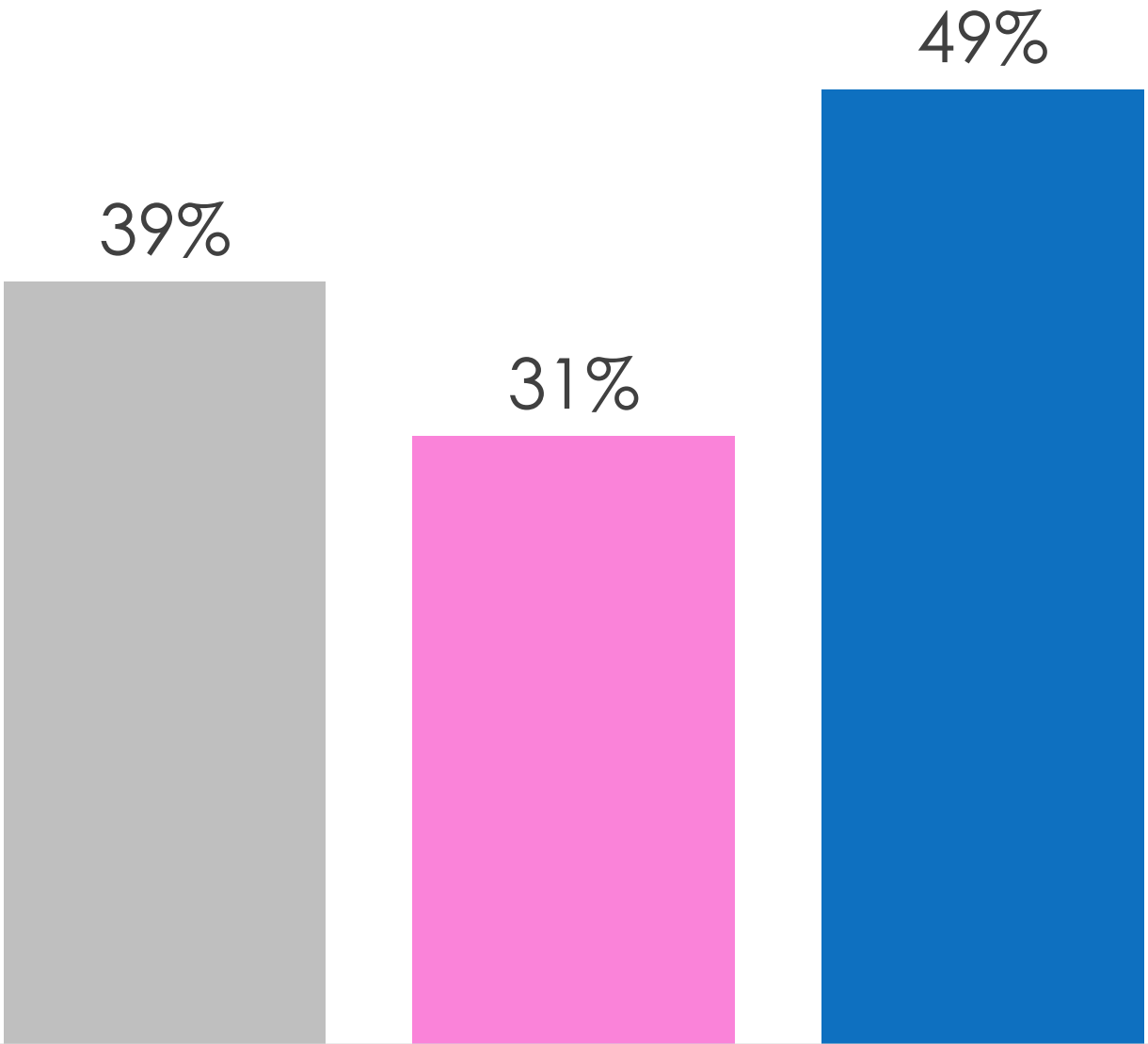
Those who are likely to shop other retailers during Amazon Prime Day



Many other retailers (Walmart, Target, Best Buy, etc.) run specials to compete with Amazon's Prime Day offers. How likely are you to shop other retailers during Prime Day?

Nearly half (49%) of men will be shopping other outlets, while less than one-third (31%) of women will do so.

Those who are likely to shop other retailers during Amazon Prime Day



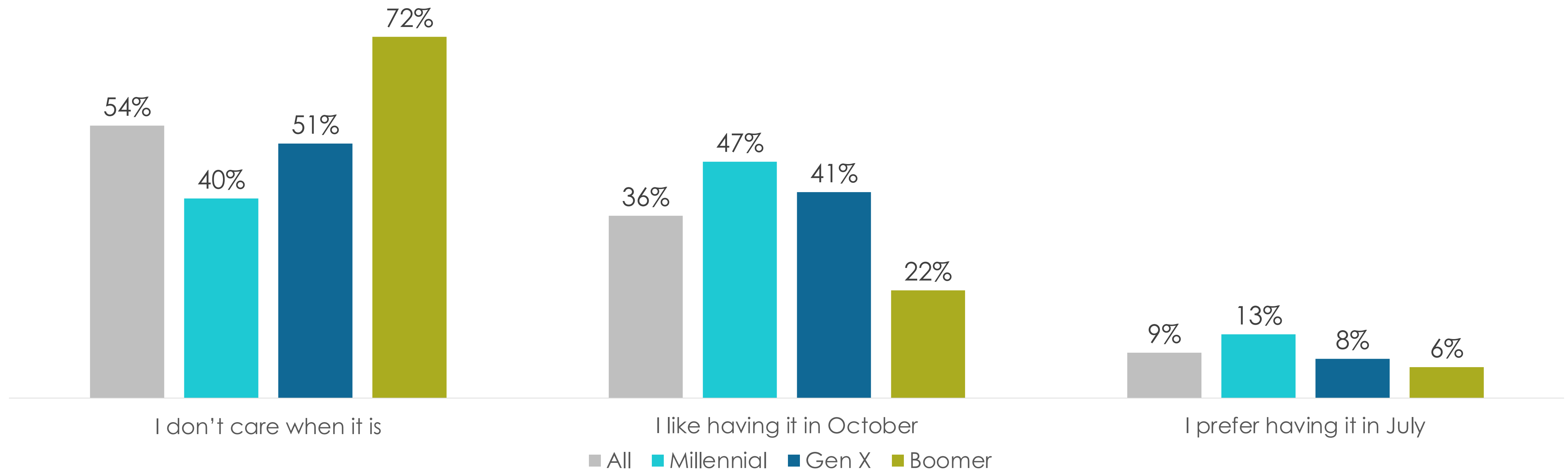
■ All ■ Female ■ Male

Many other retailers (Walmart, Target, Best Buy, etc.) run specials to compete with Amazon's Prime Day offers. How likely are you to shop other retailers during Prime Day?



Having Prime Day in October is preferred four-to-one (36% to 9%) over it being in July. However, when it occurs doesn't matter for the majority (54%). Boomers (72%) are most likely to not have a preference.

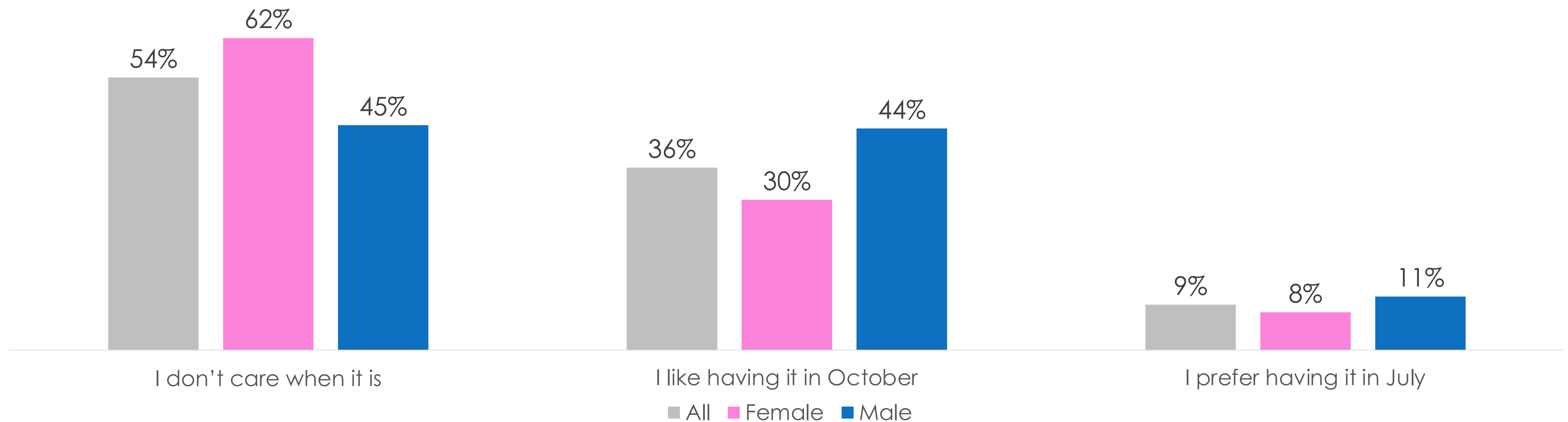
Amazon Prime Day time preference



Do you like having Prime Day in October or would you prefer to see it in its normal July slot?

Women (62%) have much less preference about when Prime Day falls than do men (45%).

Amazon Prime Day time preference



Do you like having Prime Day in October or would you prefer to see it in its normal July slot?

Summary

COVID-19 Hot Topics

- Like the Presidential debate, most of the country (67%) watched a portion of the Vice-Presidential debate; however, fewer than half watched the entirety.
- Boomers (45%) were much more likely than the other generations (28%, 26%) to watch it all.
- Only 27% felt the debate should not have been held because of the Coronavirus risk.
- More than three-quarters (77%) of respondents felt the precautions taken were sufficient.
- 77% of those surveyed feel the President and his staff could have protected themselves from getting COVID if they had been more cautious.
- Men (82%) are more likely to believe the virus could have been avoided than women (74%).
- Most respondents (83%) would like to see another Presidential debate. More than half (52%), however, feel it should be done remotely.

Summary - Continued

- 86% of people would like to see additional stimulus money injected into the economy sooner rather than later.
 - 26% are happy with a piecemeal approach, while the majority (60%) want to see the two parties work out their differences and pass a comprehensive bill.

Amazon Prime Day

- 60% of respondents say they will shop Amazon on Prime Day. This mirrors closely reported participation in prior years.
 - Boomers (40%) are significantly less likely to participate than the other generations.
 - Men (70%) are much more likely to participate than women (51%).
- Anticipated Prime Day spending is projected to be similar to last year.
 - 28% of respondents anticipate spending less while 30% expect to spend more.
- Among those planning on spending less, the leading motivation is to save money because of the uncertainties associated with Coronavirus (77%).
- Among those planning on spending more on Prime Day, an increase in income (72%), needing more things (76%) and doing more holiday shopping (79%) are nearly equally influential.

Summary - Continued

- Respondents expect half their Prime Day spending will be holiday-related, which is consistent across generations.
- Nearly half the sample (49%) approaches Prime Day looking for the best deals they can find.
 - 22% have an overall budget they plan to stick to and 28% have a specific budget for each item they plan to purchase.
- 39% of respondents are planning on shopping other retailers who offer competitive deals on Prime Day.
 - Nearly half (49%) of men will be shopping other outlets while less than one-third (31%) of women will do so.
- Having Prime Day in October is preferred four-to-one (36% to 9%) over having it in July. However, when it occurs doesn't matter for the majority (54%).
 - Boomers (72%) and women (62%) have the least preference for when Prime Day falls.