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# Home Retail Consumer Monitor

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## Methodology

N = 670

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MOE  $\pm$  3.79%

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Panel: General Population

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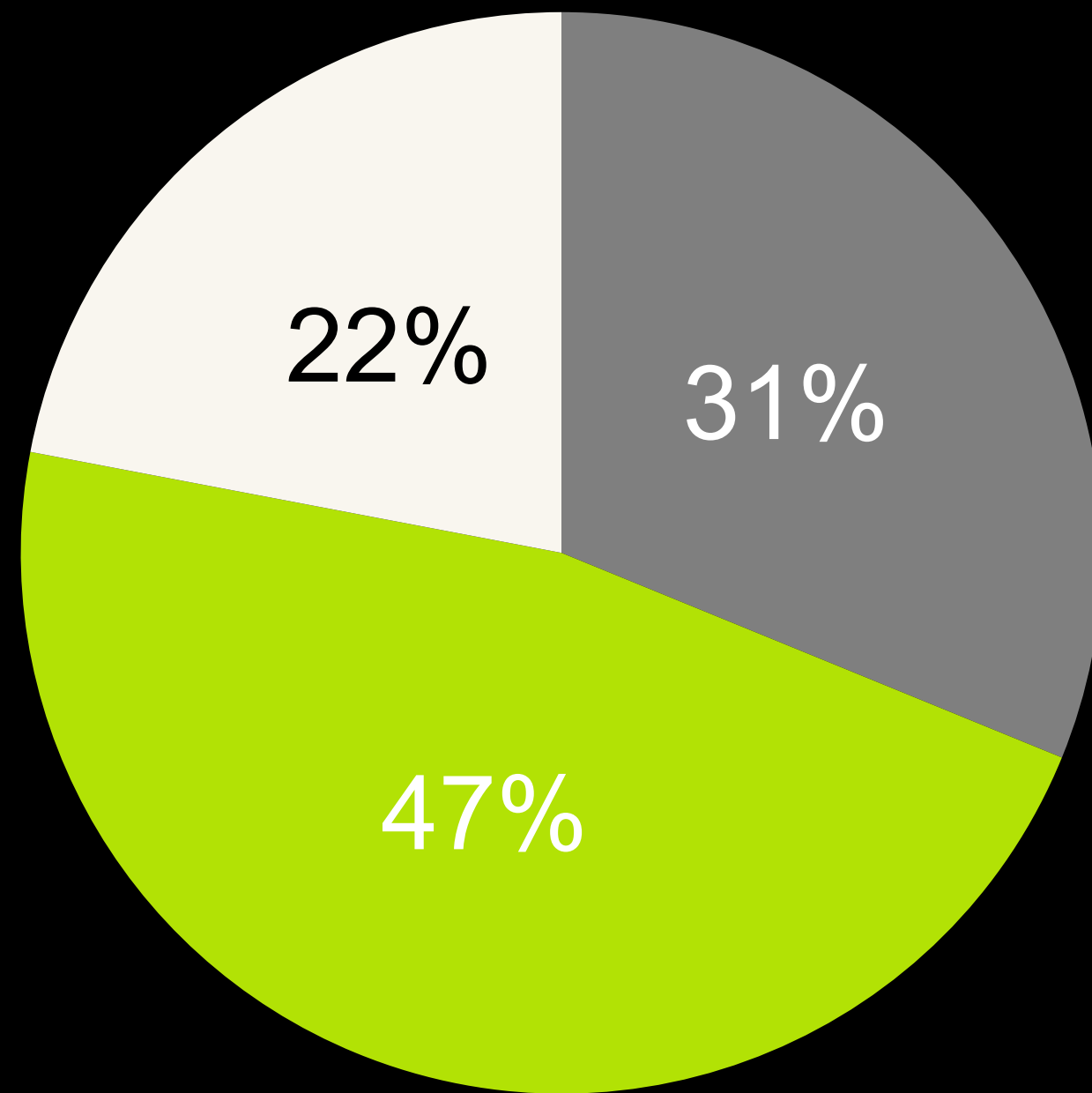
Collected: 5/14/21, 5/15/21



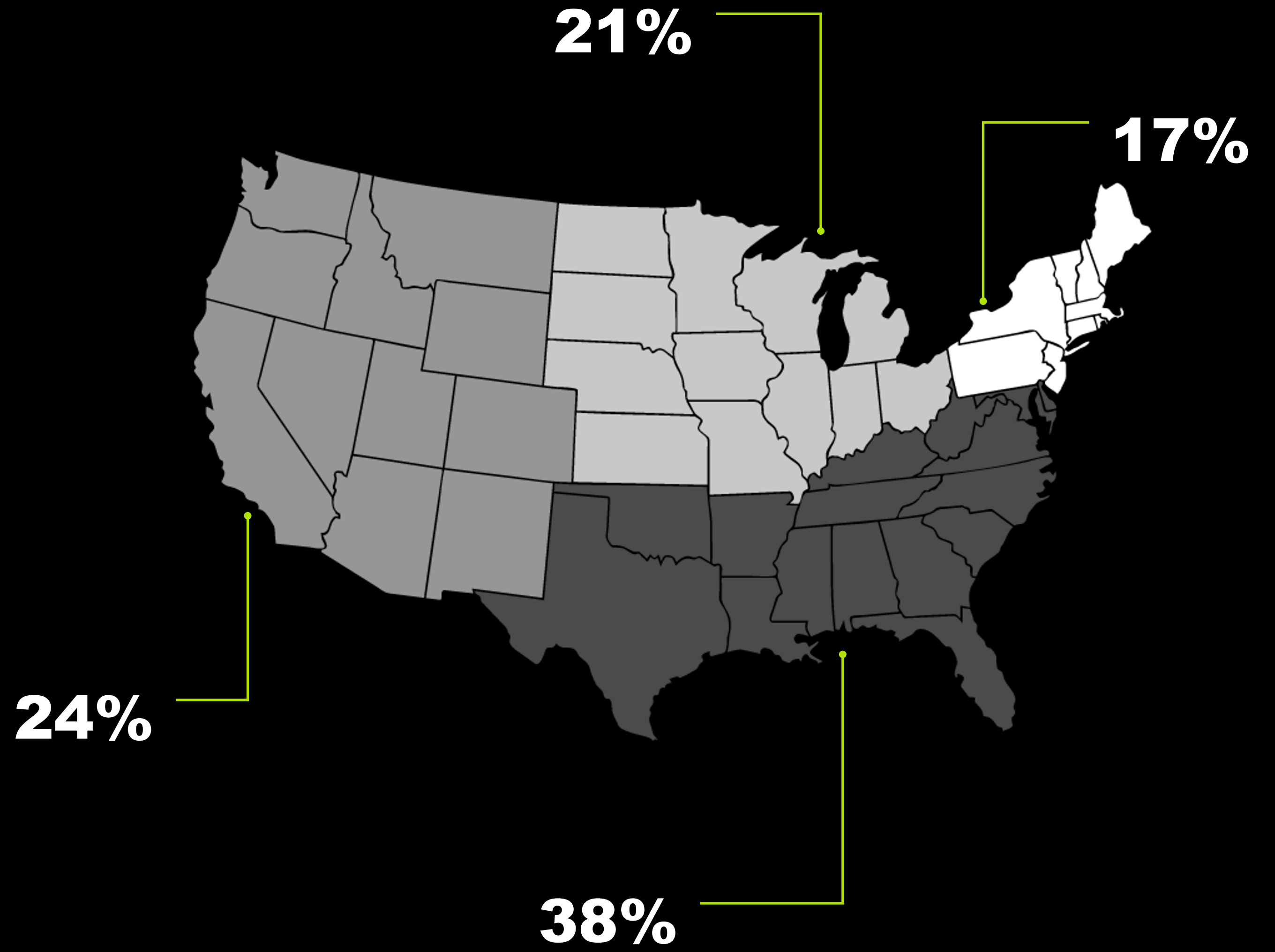


Panel Composition

Urbanicity



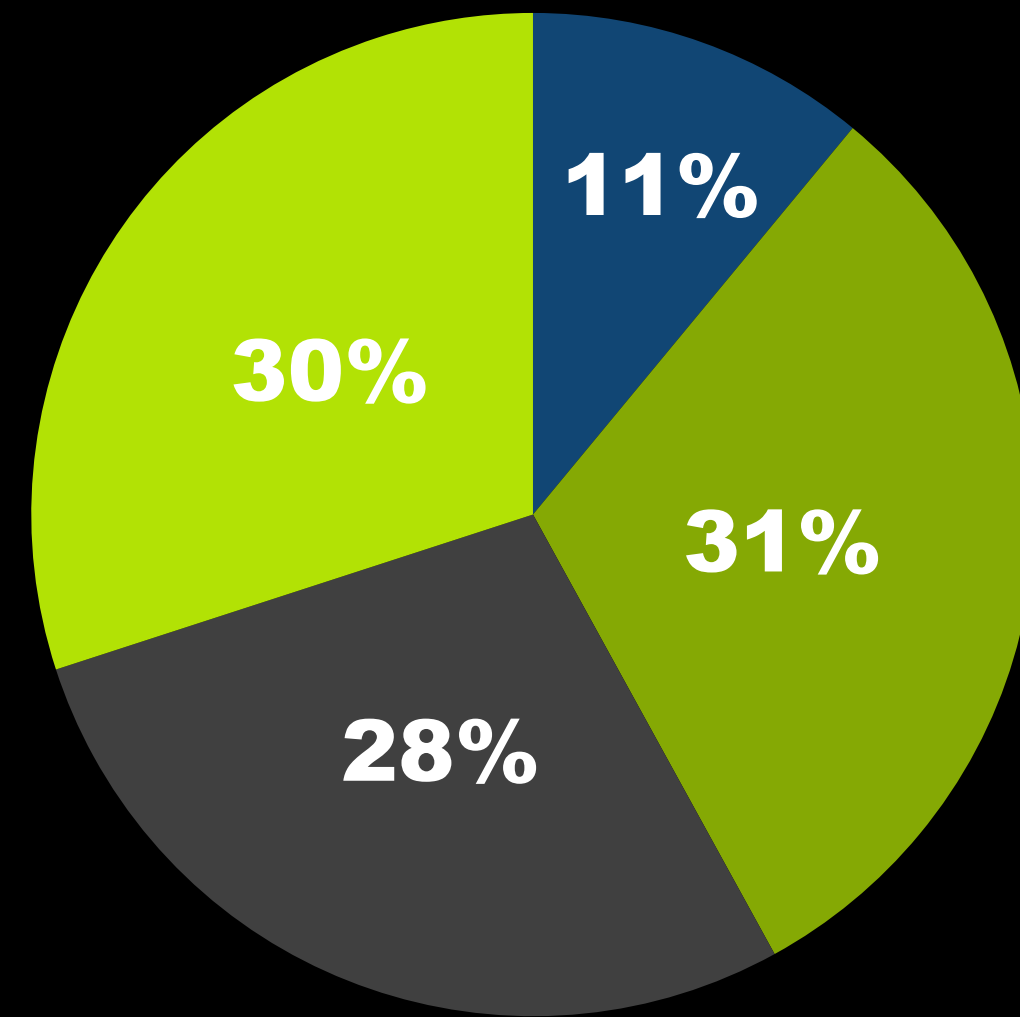
■ Urban ■ Suburban ■ Rural





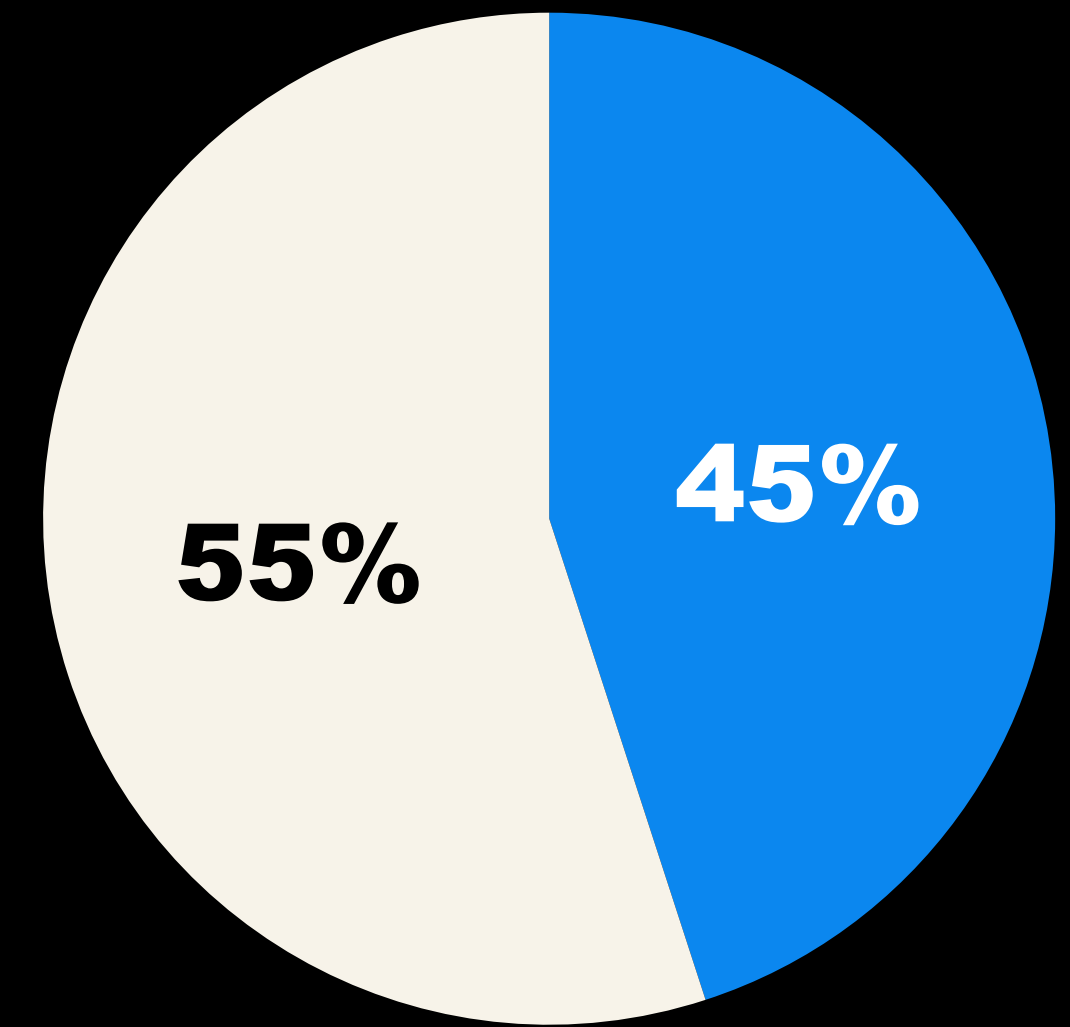


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female





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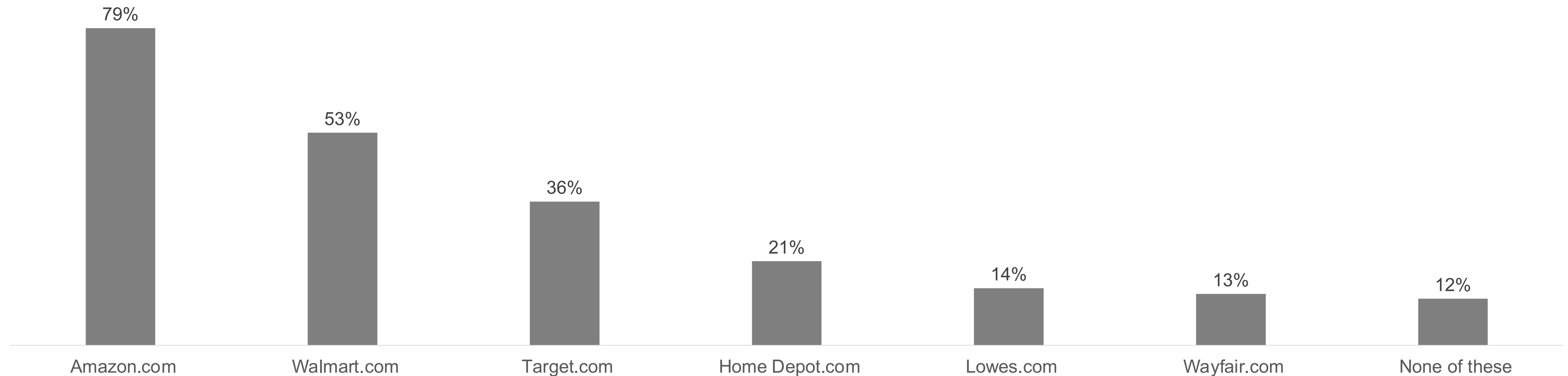
# Amazon





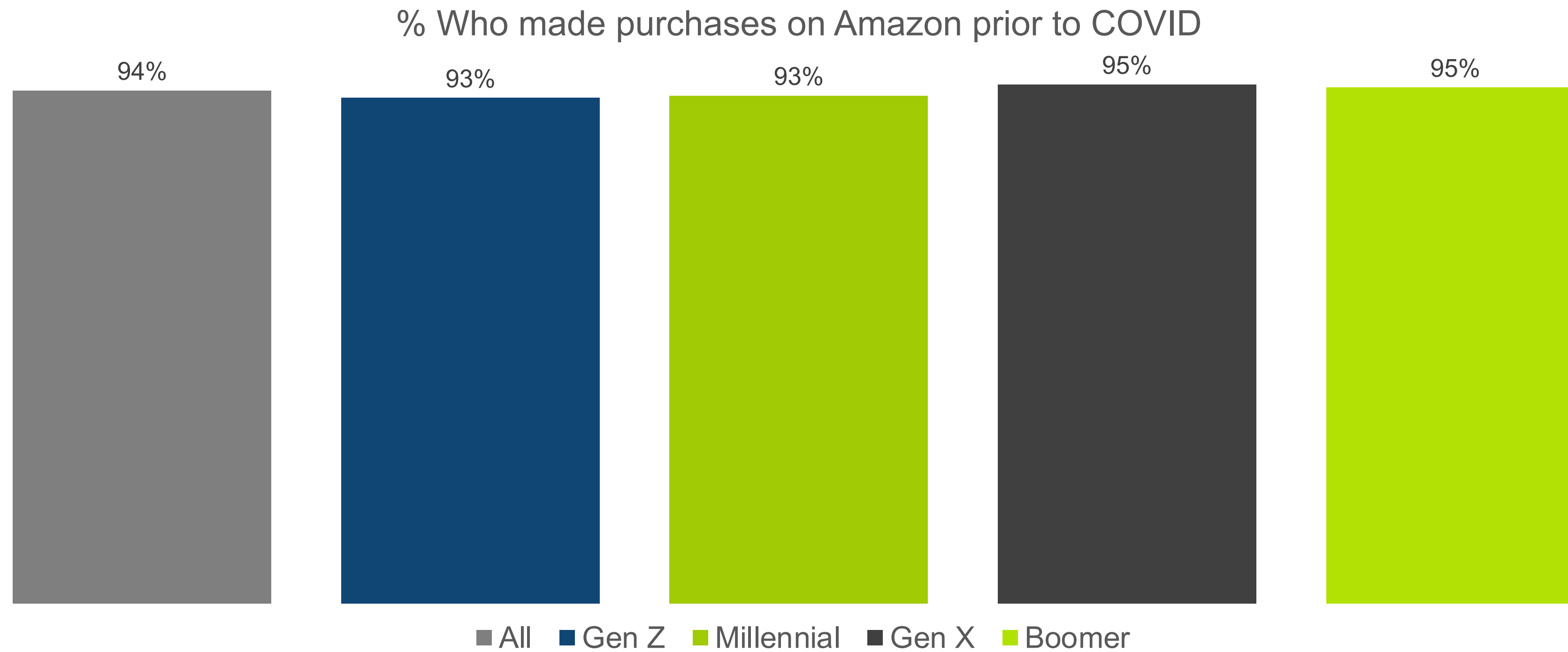
**Over the past year, nearly 4 out of 5 respondents (79%) have made a purchase at Amazon while more than half (53%) have made a purchase at Walmart.com.**

Retailers purchased online in the past year



**From which of the following have you made online purchases in the past year? Select all that apply.**

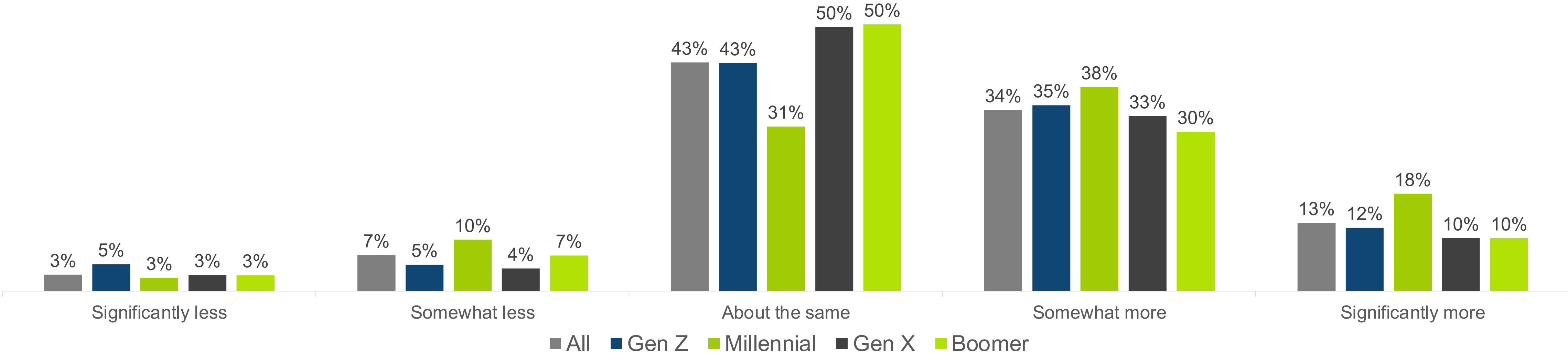
**6% of those making Amazon purchases in the past year were new to the platform.**



Did you make purchases at Amazon.com prior to the outbreak of COVID-19?

**47% of respondents spent more with Amazon in the past year than they have in prior years while only 10% have spent less.**

Amount spent on Amazon in the past year vs. before COVID

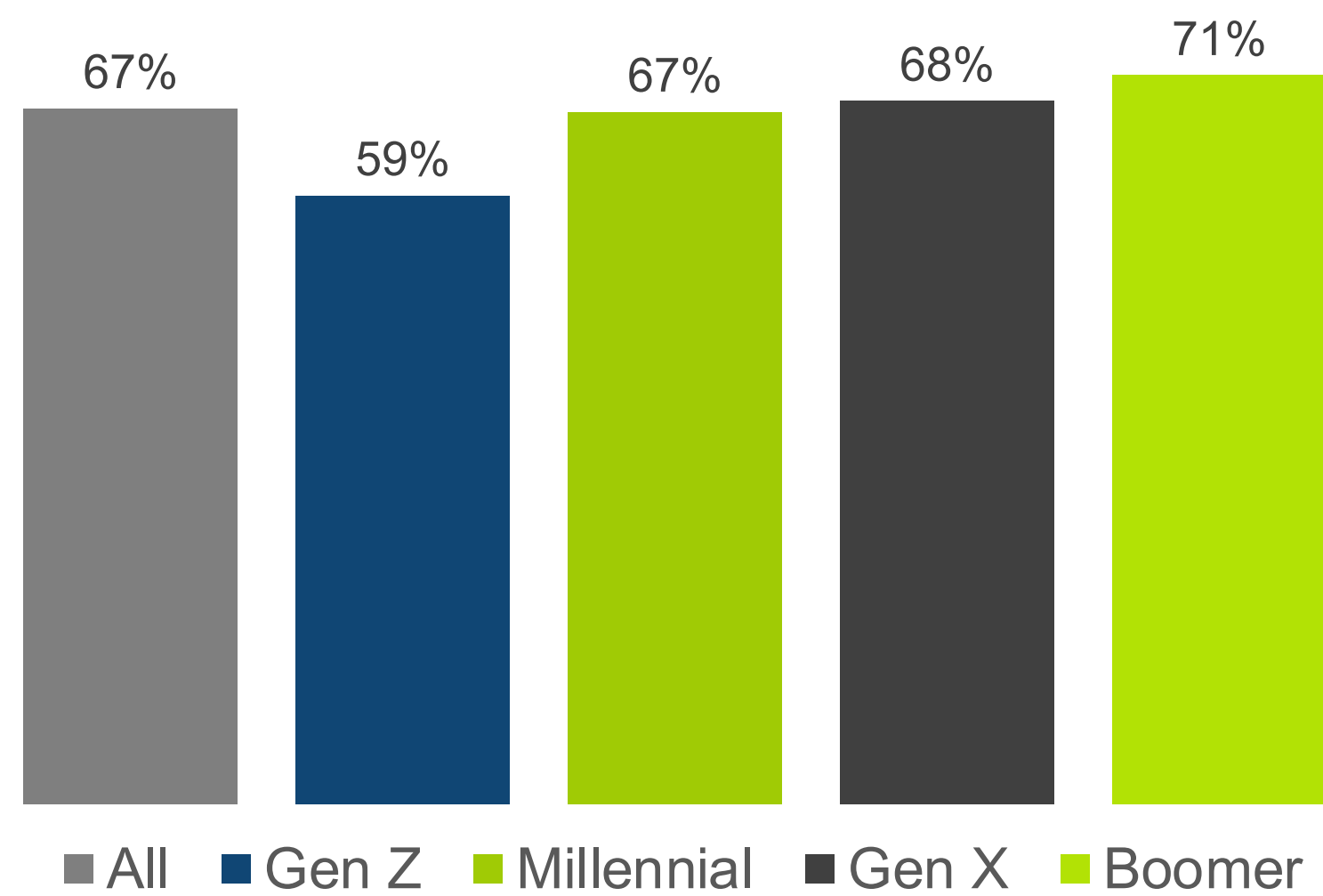


How much more or less money have you spent with Amazon in the past year than you would in a normal year prior to COVID-19?



# Two-thirds of respondents are Amazon Prime members.

% Who are Amazon Prime members



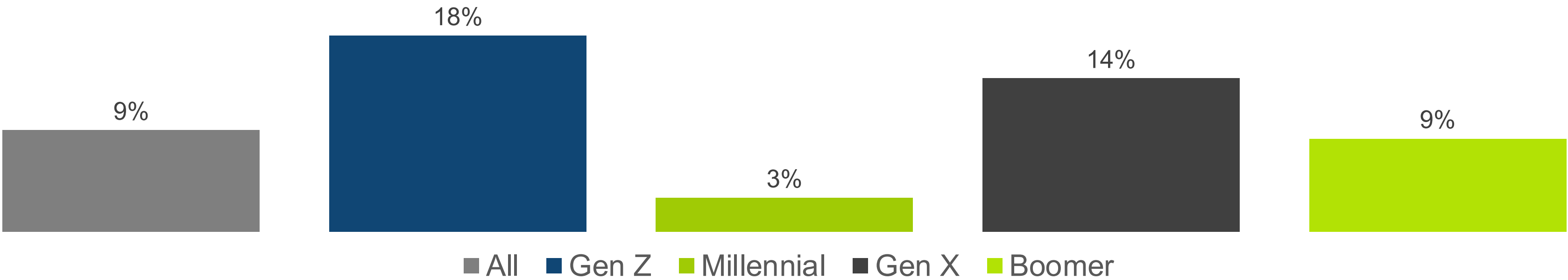
Are you an Amazon Prime member?





**9% of the Amazon Prime members are new since the outbreak of COVID-19. The most significant gains are among Gen Z (18%) and Gen X (14%).**

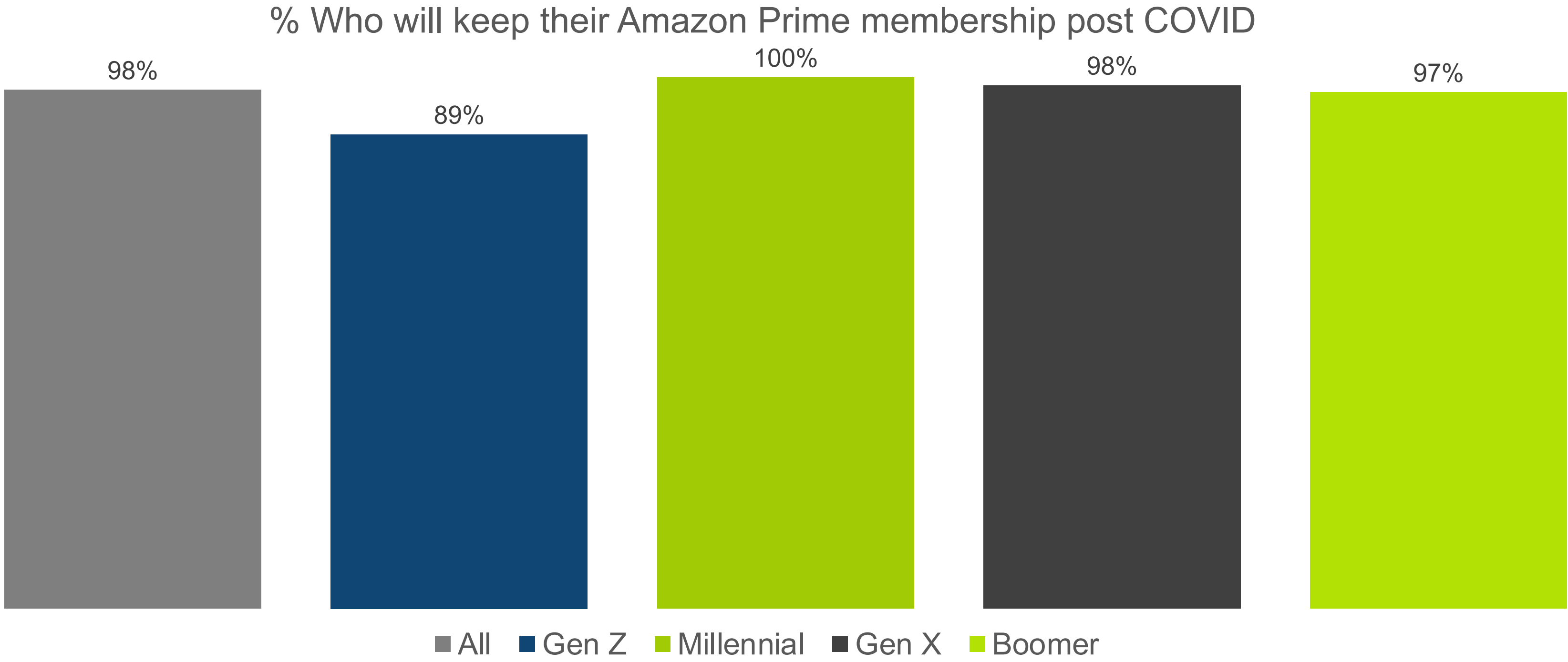
% Who were not Amazon Prime members prior to COVID



Were you an Amazon Prime member prior to the outbreak of COVID-19?



**A very small portion of the sample (2%) plans to abandon their Amazon Prime membership once COVID-19 is brought under control.**



Will you keep your Prime membership after COVID-19 is brought under control?





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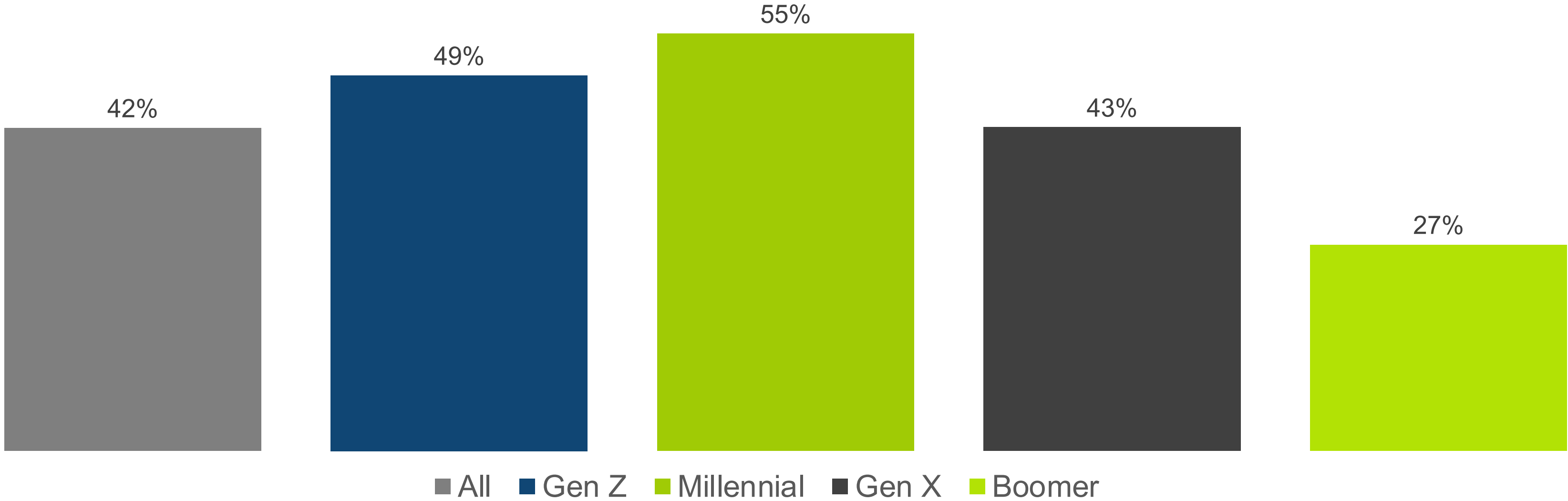
# Time





**As communities open up and things begin to return to normal, 42% of respondents are noticing a decline in their free time.**

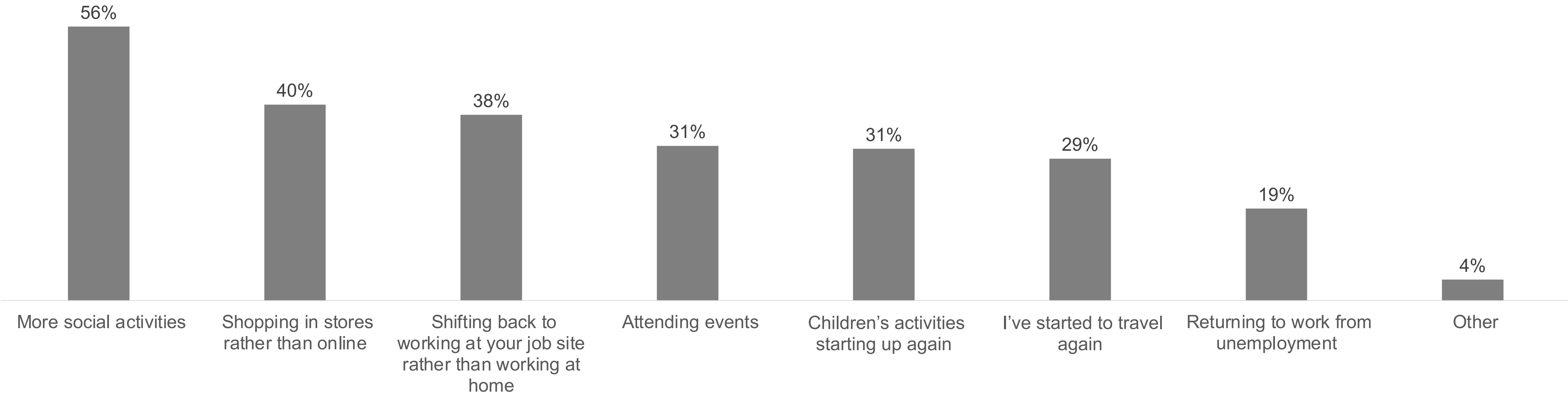
% Who have felt less free time now compared to during COVID



**As COVID-19 is being brought under control and you begin to return to your normal behaviors, have you felt you have less free time than you did during COVID?**

**More social activities (56%), shopping in stores rather than online (40%) and working at their job site rather than from home (38%) are the leading factors contributing to the decline in free time.**

Contributing factors to feeling less free time



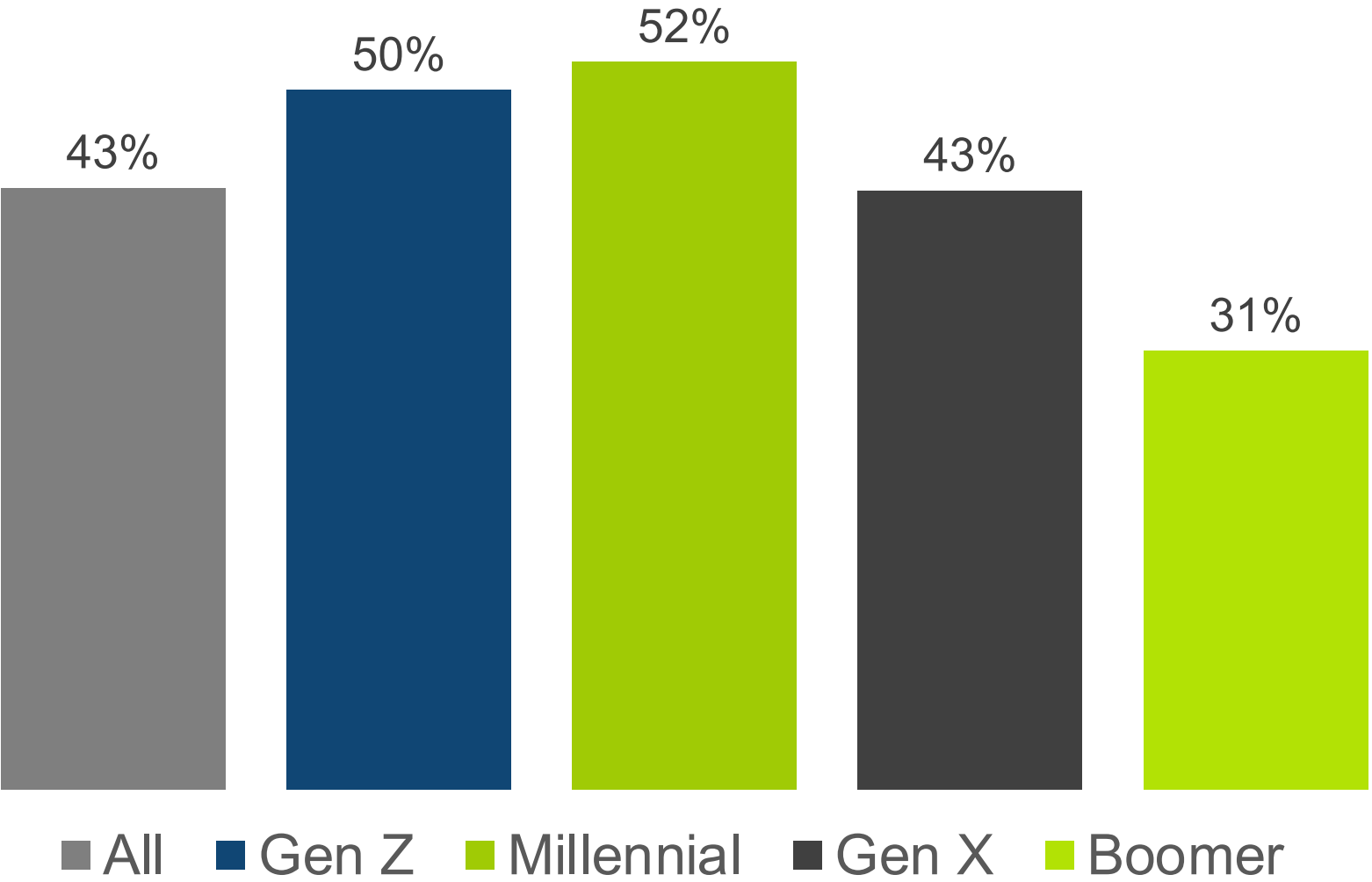
**Which of the following have contributed to your feeling that you have less free time?**

**Select all that apply.**



**43% of respondents have adopted behaviors during COVID that they believe will help them save time going forward.**

% Who have adopted behaviors during COVID which will save time going forward



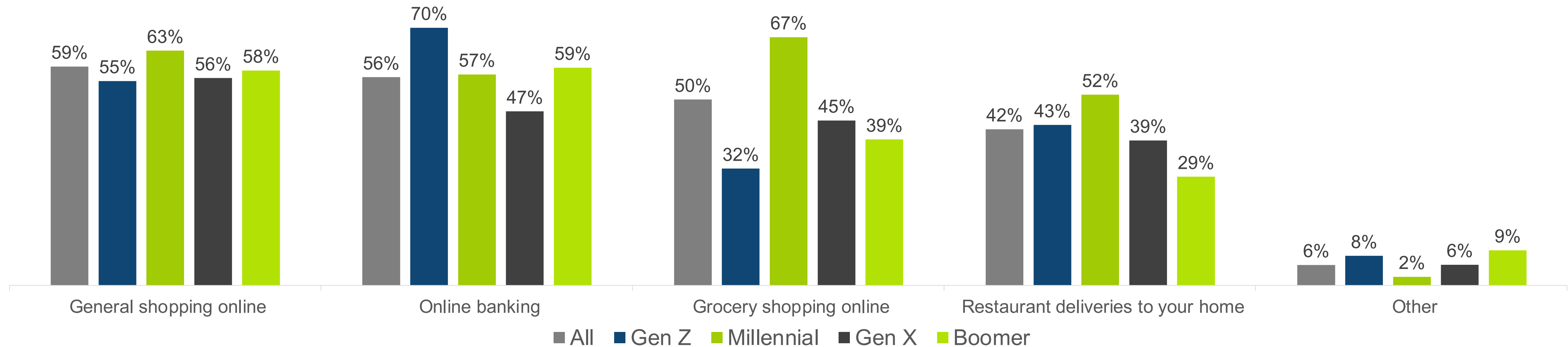
Are there any behaviors you've adopted during COVID-19 that you believe will save you time as life returns to normal?





**Of those who have adopted time-saving behaviors during COVID, half or more cite general shopping online (59%) and grocery shopping online (50%) as ongoing time savers.**

Adopted behaviors people will continue to use in order to help save time



**Which, if any, of the following behaviors you may have adopted during COVID will you continue to do going forward in order to save time?**





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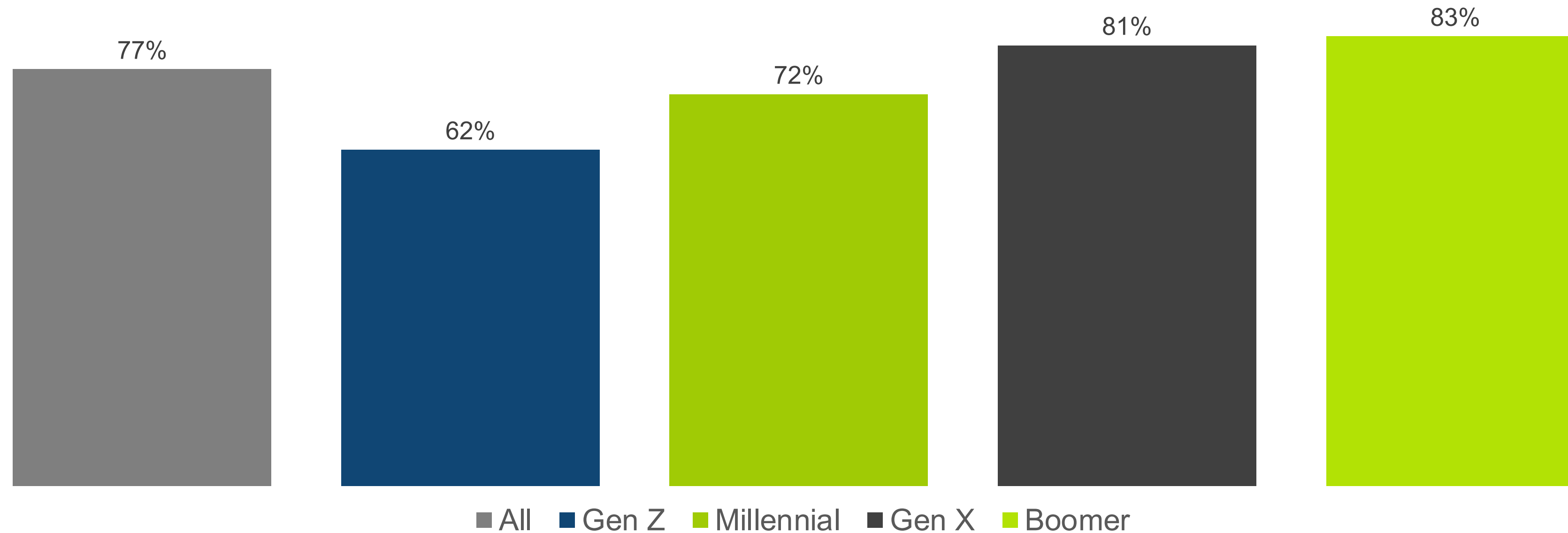
# COVID-19





**More than three-quarters (77%) of respondents are aware that the Pfizer vaccine has been approved for use with children 12-15 years old.**

% Who are aware of the Pfizer vaccine's availability for children (12-15 years-old)

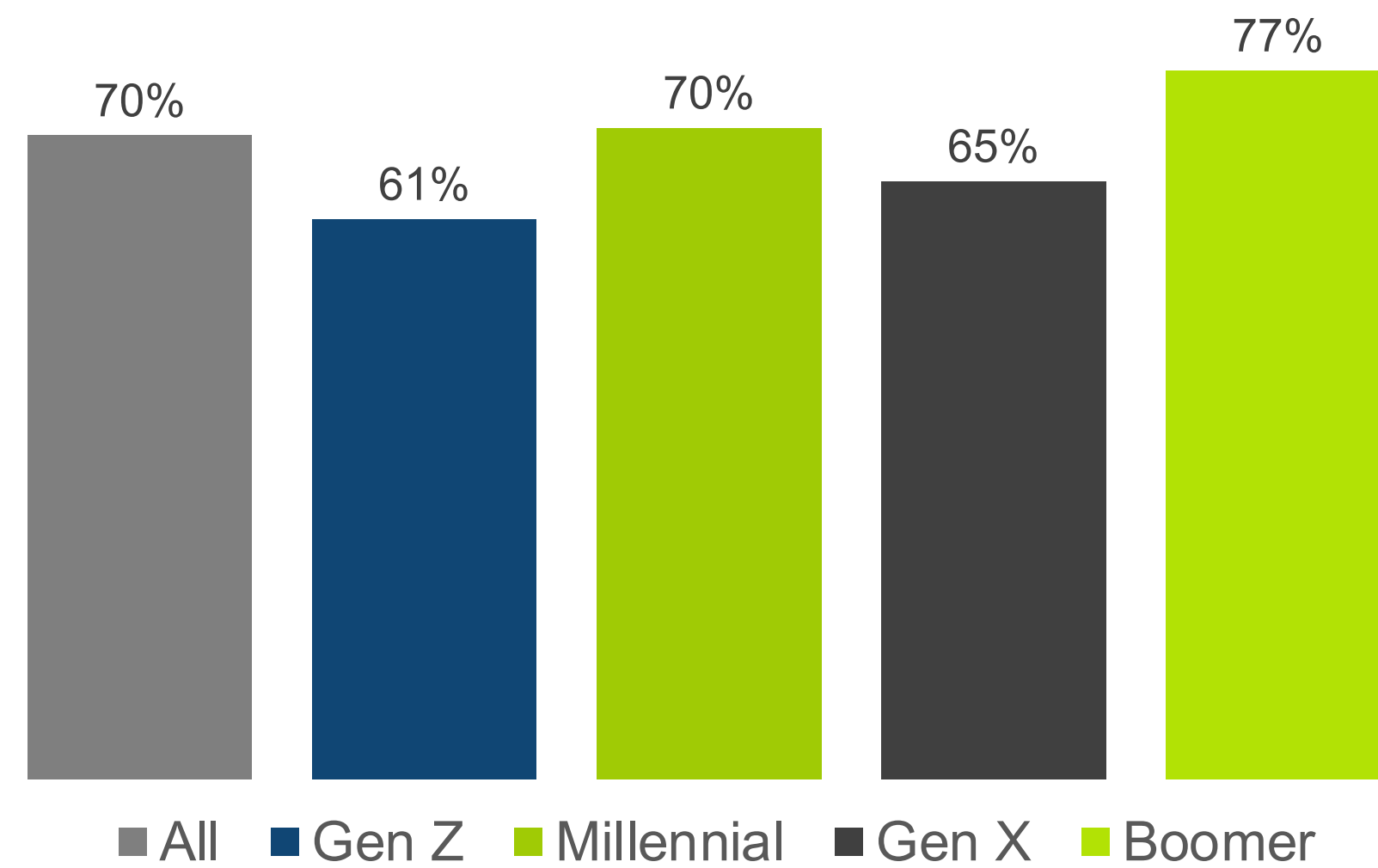


Are you aware the Pfizer vaccine has been approved for children 12-15 years old?



**A significant majority of the sample (70%) feel that children ages 12-15 should be vaccinated.**

% Who think children (12-15 years-old) should be vaccinated



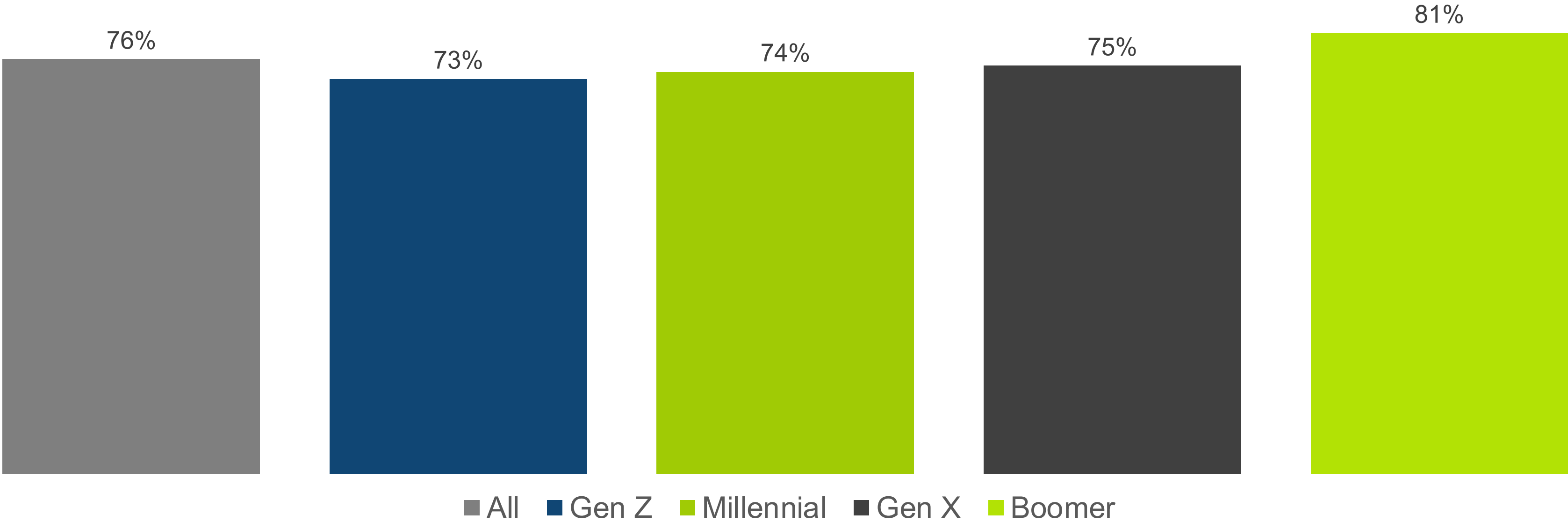
Do you think children 12-15 should be vaccinated?





**An even larger percentage of respondents (76%) feel the vaccine should be tested for use in children between the ages of 2-11.**

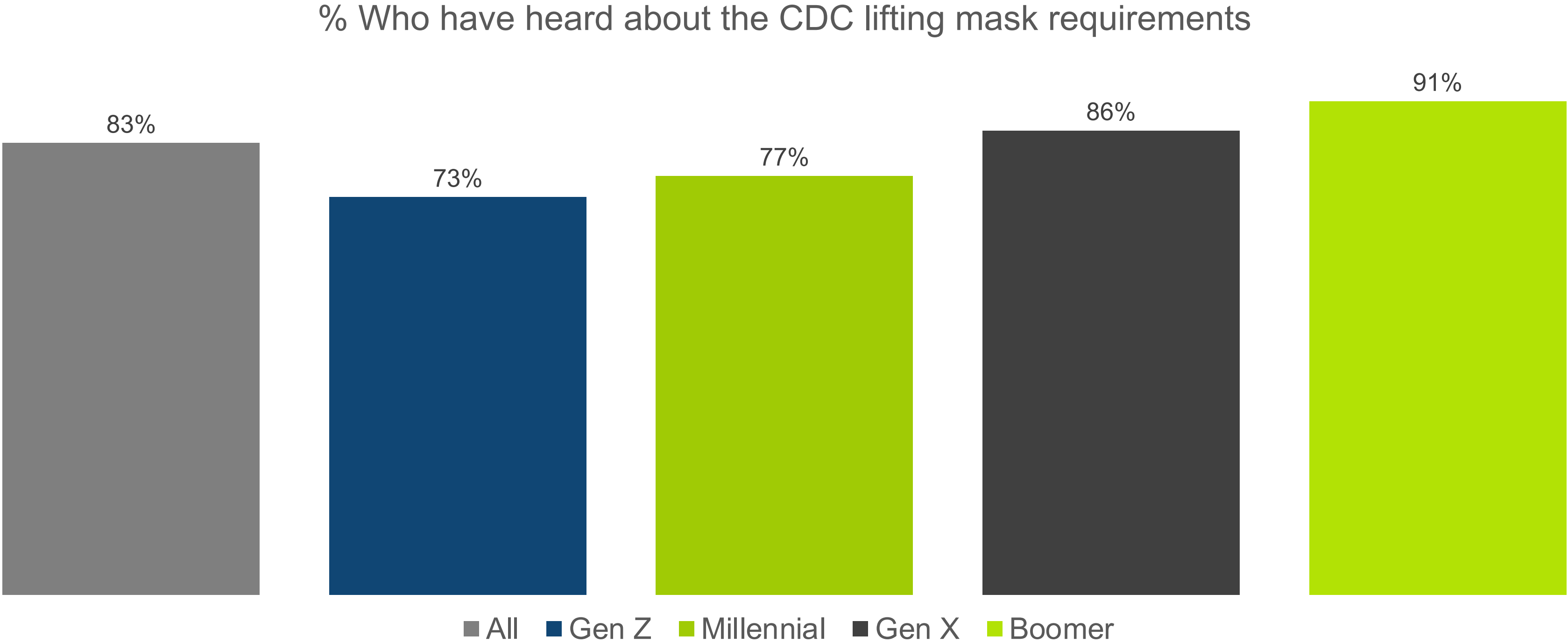
% Who think testing should be done to make a vaccine for 2-11 year-olds



Do you think testing should be conducted to see if the vaccine is safe for children between the ages of 2 and 11?



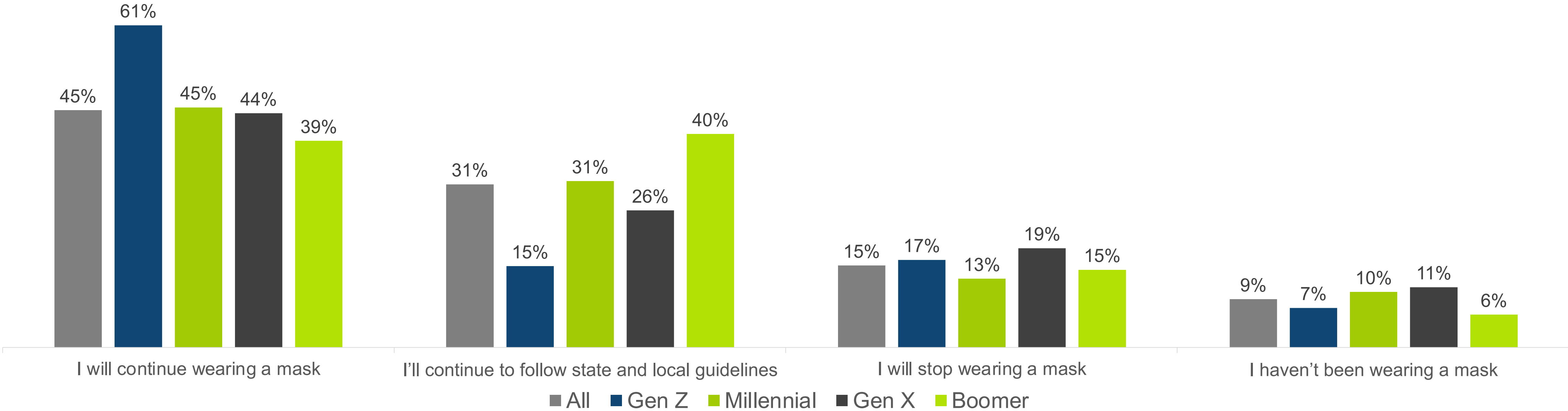
**More than 4 in 5 respondents are aware of the CDC's decision to lift mask requirements in most environments for those who are vaccinated.**



Have you heard about the CDC lifting the mask requirement for those who have received the COVID vaccine(s)?

**Despite the relaxed mask requirements, nearly half of all respondents (45%) will continue wearing them.**

Action people will take based on the CDC lifting the mask requirement



Based on the CDC lifting the mask requirement for vaccinated individuals, what actions will you take?



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## Summary

# Amazon

- Over the past year, nearly 4 out of 5 respondents (79%) have made a purchase at Amazon, while more than half (53%) have made a purchase at Walmart.com.
- 6% of those making Amazon purchases in the past year were new to the platform.
- 47% of respondents spent more on Amazon in the past year than they have in prior years, while only 10% have spent less.
- Two-thirds of respondents are Amazon Prime members.
- 9% of the Amazon Prime members are new since the outbreak of COVID-19.
  - The most significant gains are among Gen Z (18%) and Gen X (14%).
- A very small portion of the sample (2%) plans to abandon their Amazon Prime membership once COVID-19 is brought under control.

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## Summary

# Time

- As communities open up and things begin to return to normal, 42% of respondents are noticing a decline in their free time.
- More social activities (56%), shopping in stores rather than online (40%), and working at their job site rather than from home (38%) are the leading factors contributing to the decline in free time.
- 43% of respondents have adopted behaviors during COVID that they believe will help them save time going forward.
- Of those who have adopted time-saving behaviors during COVID, half or more cite general shopping online (59%) and grocery shopping online (50%) as ongoing time savers.



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## Summary

# COVID-19

- More than three-quarters (77%) of respondents are aware that the Pfizer vaccine has been approved for use with children 12-15 years old.
- A significant majority of the sample (70%) feel that children ages 12-15 should be vaccinated.
- An even larger percentage of respondents (76%) feel the vaccine should be tested for use in children between the ages of 2-11.
- More than 4 in 5 respondents are aware of the CDC's decision to lift the mask requirements in most environments for those who are vaccinated.
- Despite the relaxed mask requirements, nearly half of all respondents (45%) will continue wearing them.