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# Home Retail Consumer Monitor

Presented June 22, 2021

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## Methodology

N = 603

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MOE  $\pm$  3.7%

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Panel: General Population

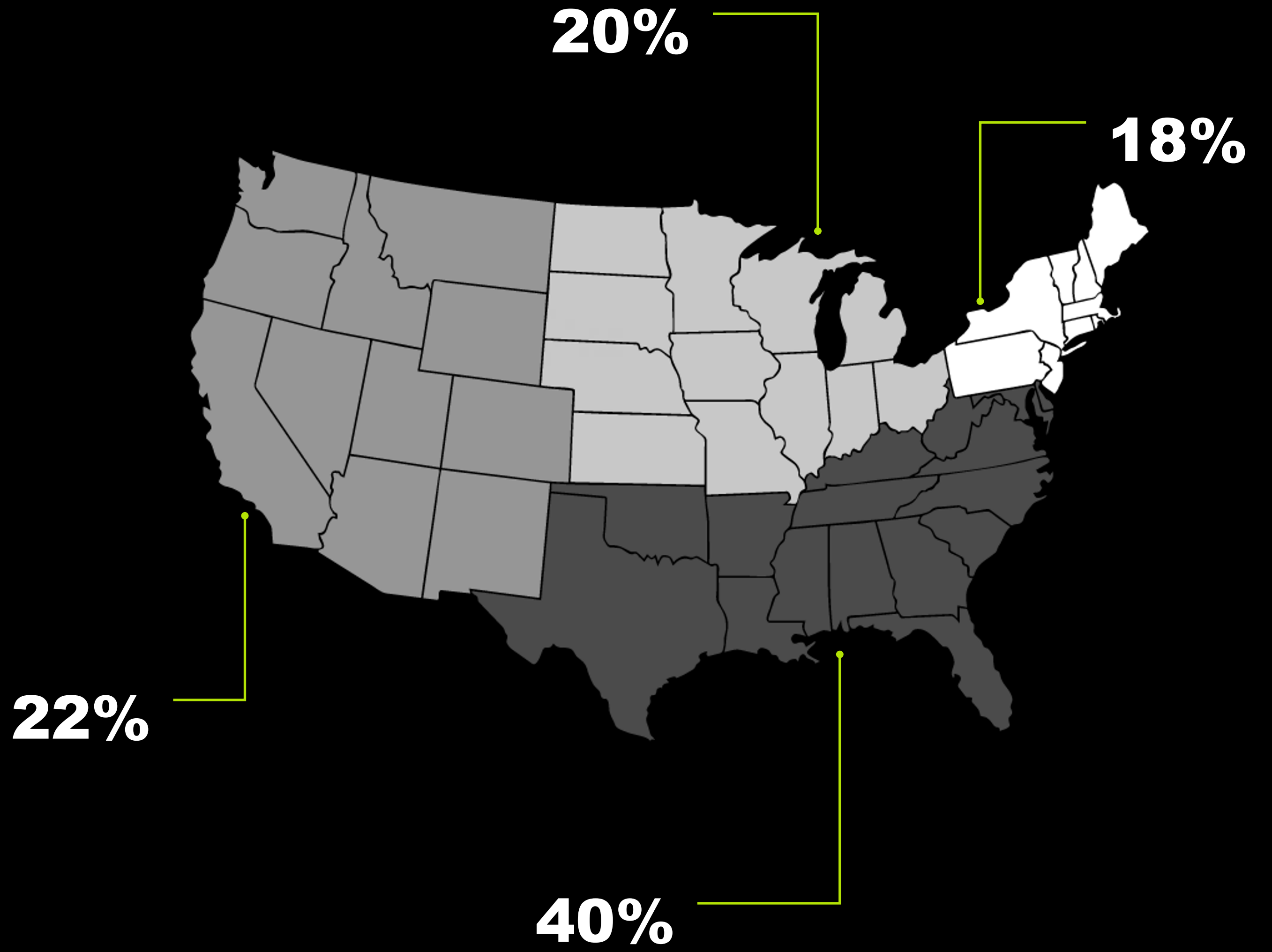
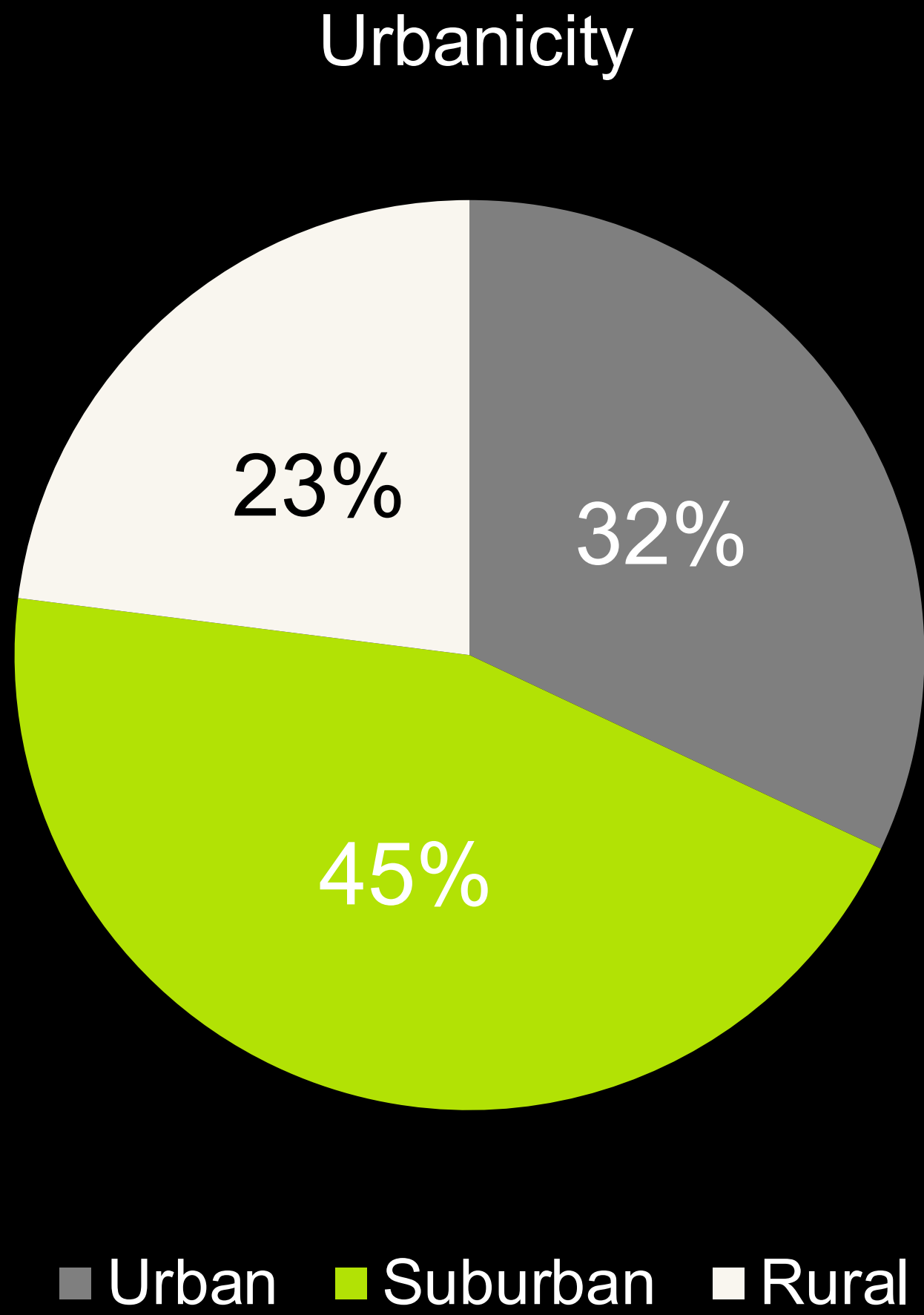
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Collected: 6/25/21, 6/26/21





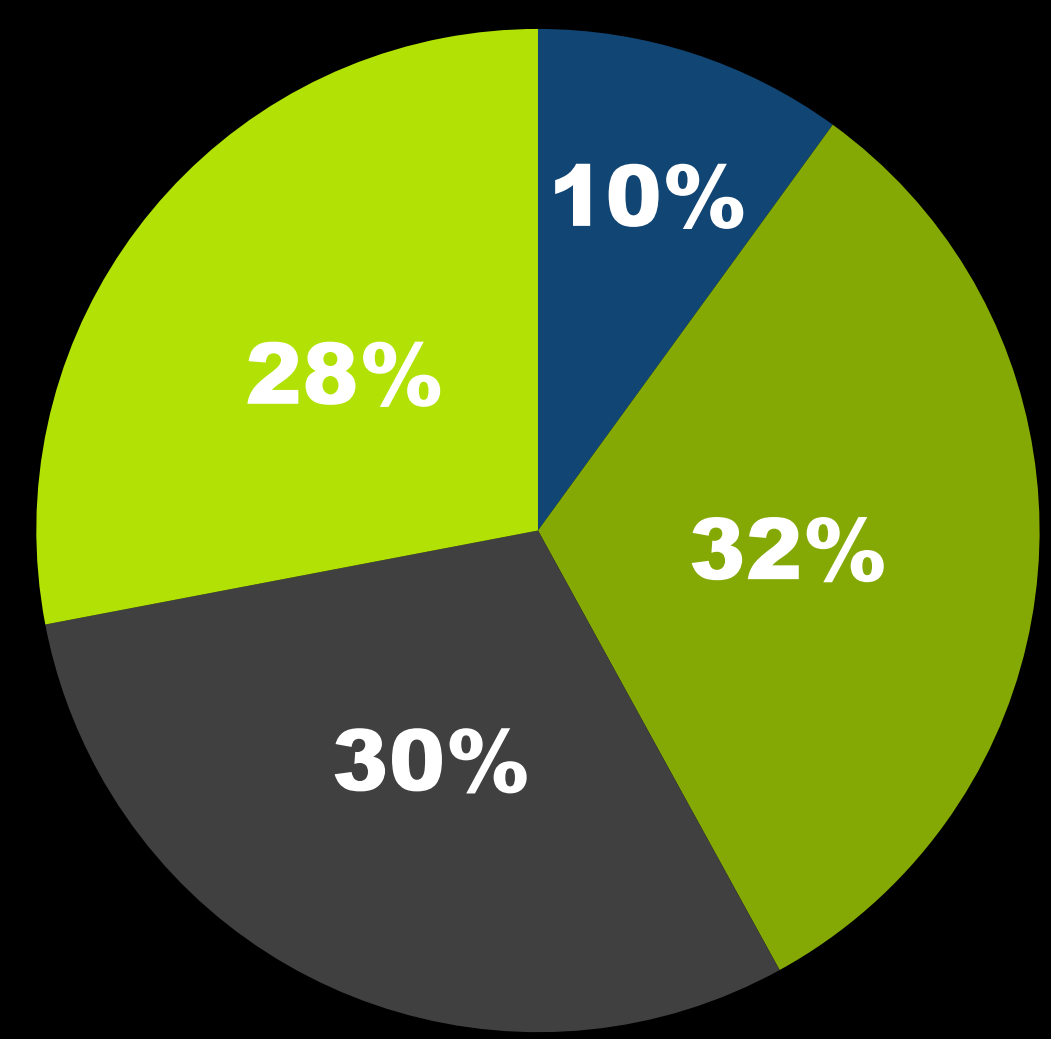
Panel Composition





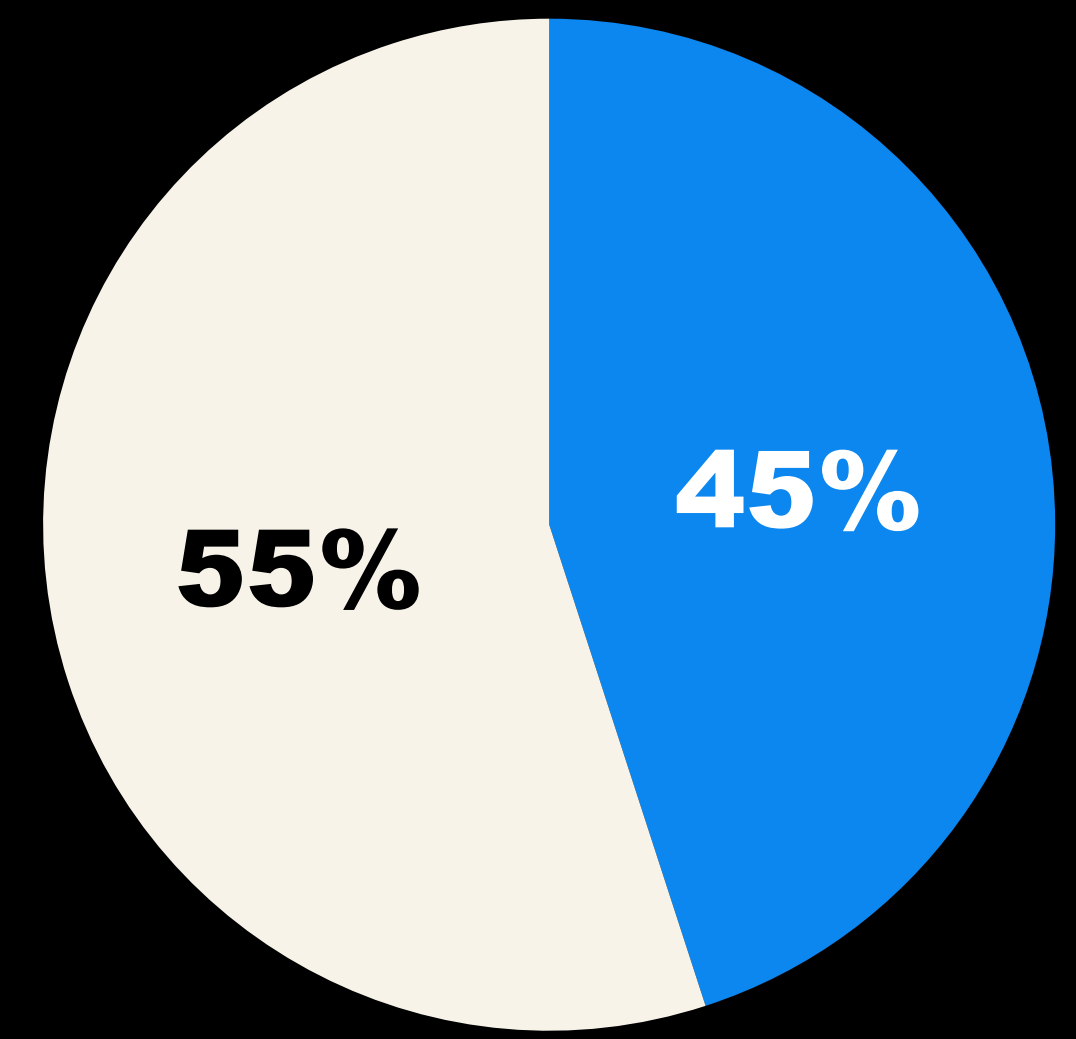


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female



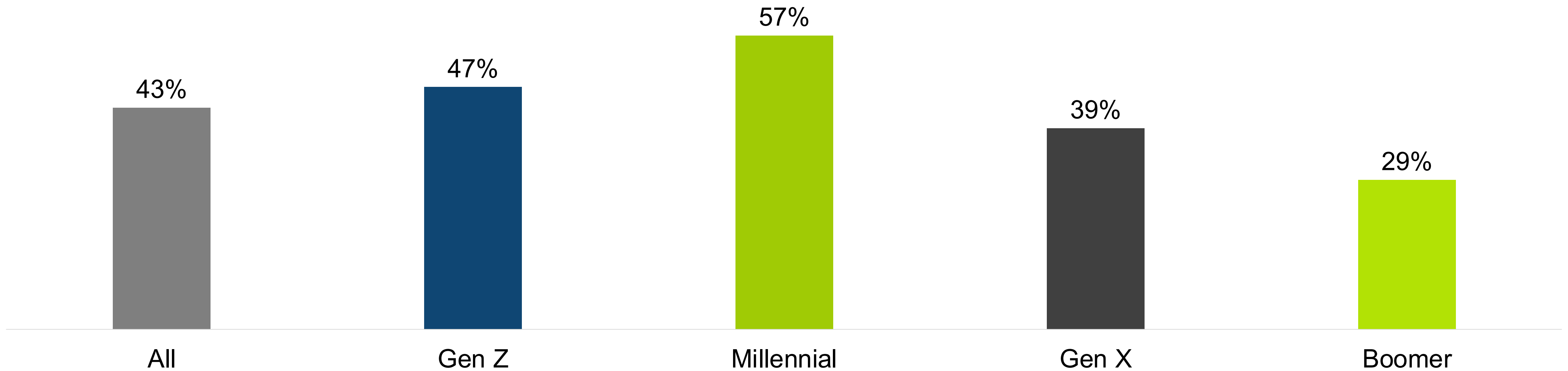


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# Amazon Prime Day Shopping

**43% of respondents shopped Amazon during Prime Day(s), led by Millennials (57%).**

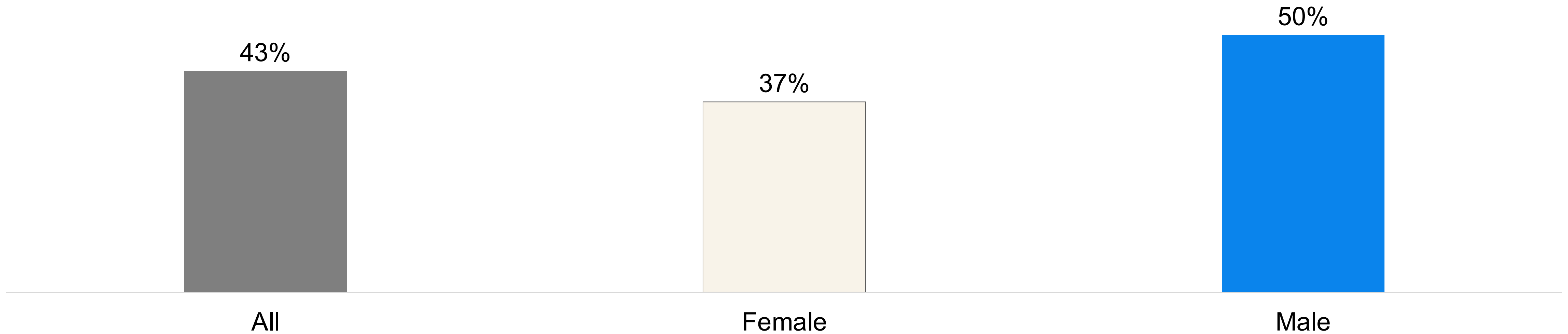
Prime Day Shoppers 2021



Did you shop on Amazon during the most recent Prime Days (June 21st and 22nd)?

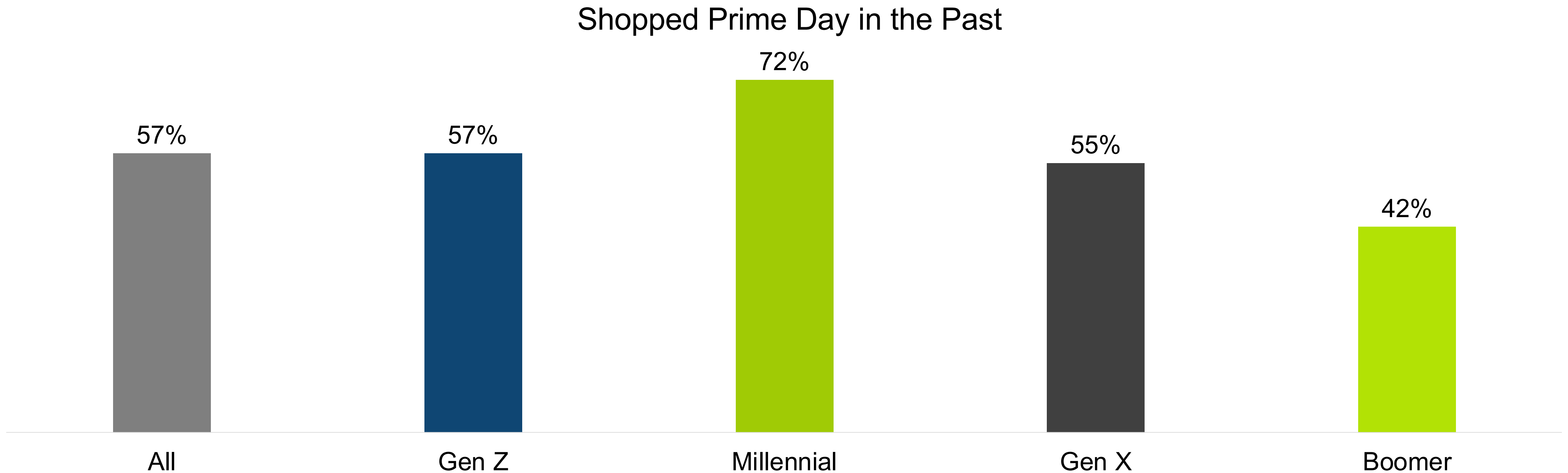
**Men were more than one-third more likely to shop Prime Day than women (50% vs. 37%).**

Prime Day Shoppers 2021



Did you shop on Amazon during the most recent Prime Days (June 21st and 22nd)?

**57% of respondents have shopped Prime Day at some point in the past.**

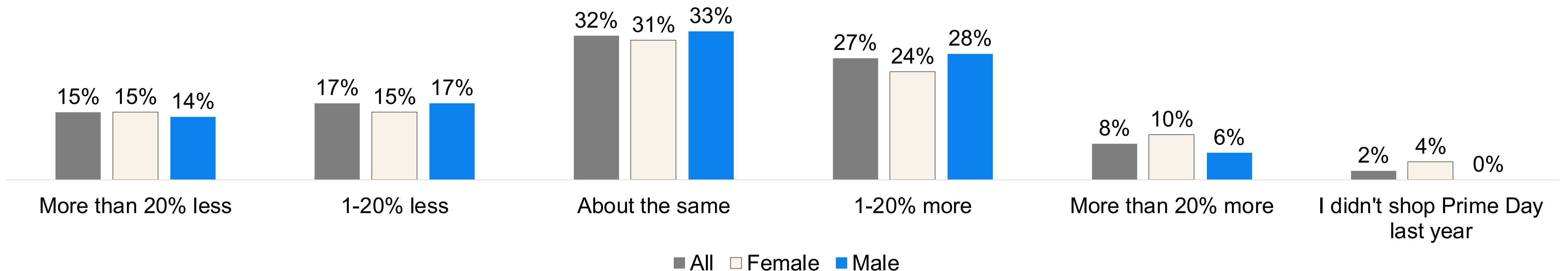


Have you shopped Amazon Prime Days in the past?



**35% of respondents spent more on Prime Day in 2021 than they did in 2020 while 32% spent less. However, those spending less than 80% of their 2020 outlay was nearly double that of those spending more than 20% more (15% vs. 8%).**

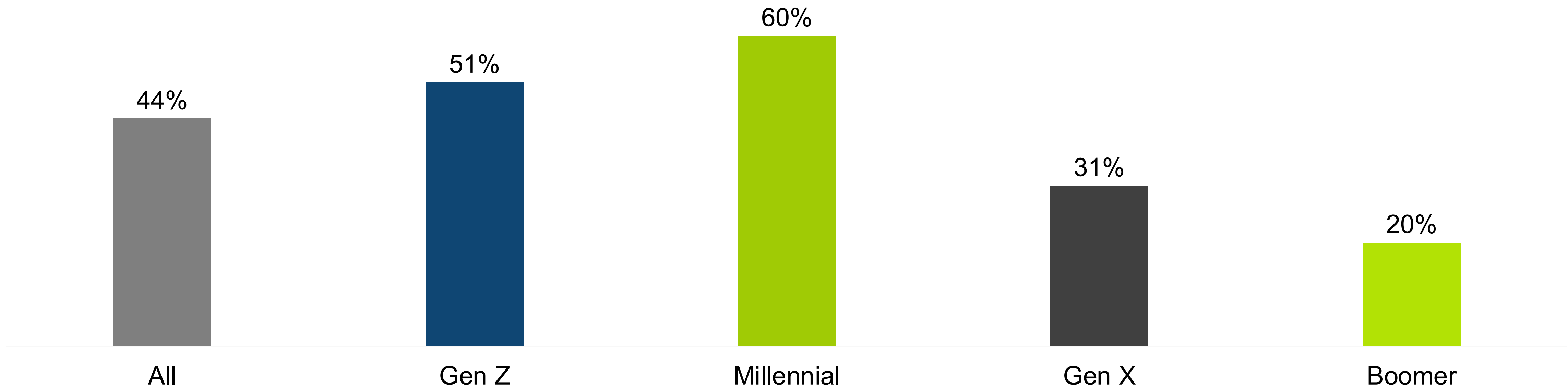
Prime Day Spending Versus 2020



Approximately how did your Prime Days spending this year compare to your Prime Day spending last year?

**For 44% of those who did Prime Day shopping, a portion of their spend was for holiday gifts.**

Prime Day Shopping for Holiday Gifts

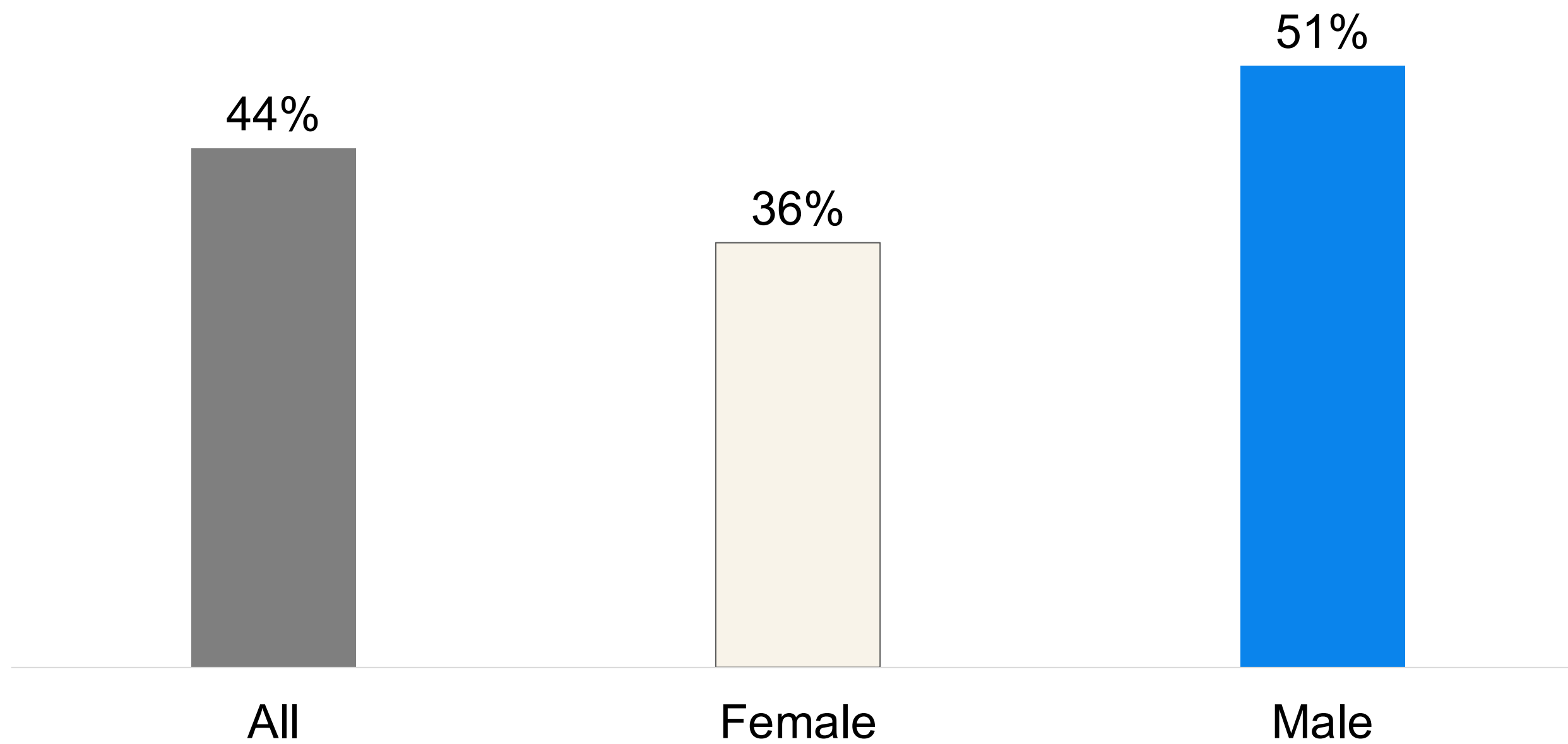


On Prime Day, did you do any shopping for gifts for the December holiday season?



**Men (51%) were much more likely to have done some holiday shopping than women (36%).**

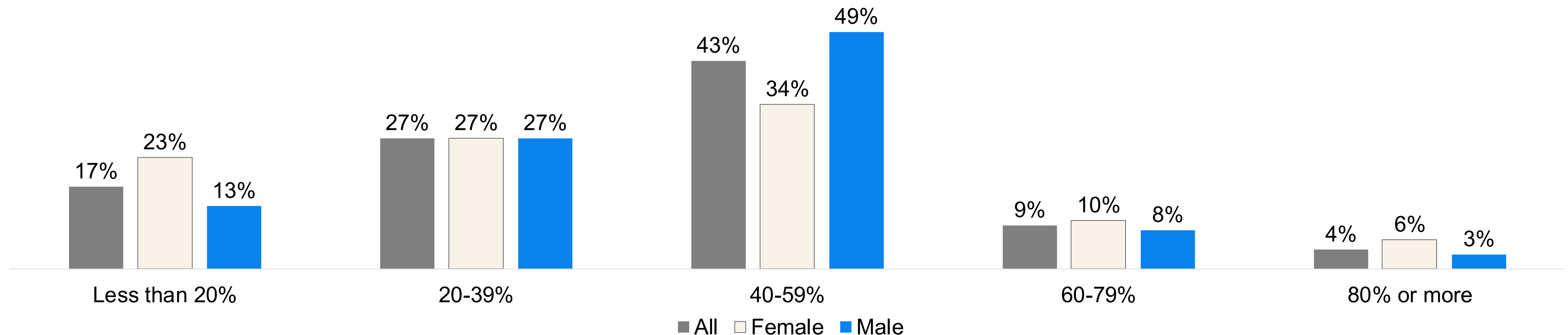
Prime Day Shopping for Holiday Gifts



On Prime Day, did you do any shopping for gifts for the December holiday season?

**Not only did more men buy holiday gifts, but a greater percentage of their Prime Day spending was on holiday gifts (60% vs. 50%).**

Percentage of Prime Day Spending on Holiday Gifts

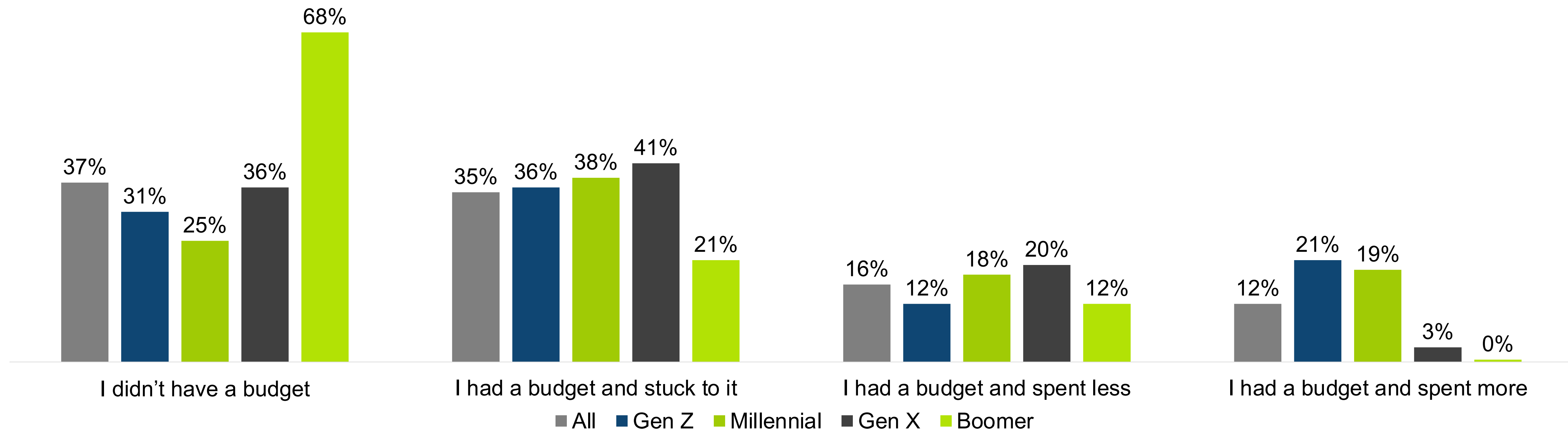


Approximately what percentage of the spending you did on Prime Day was for holiday gifts?



**The Boomers who did Prime Day shopping were much less likely to have a specific budget in mind. Of the 63% of all respondents who had a budget, more than half were able to stick to it.**

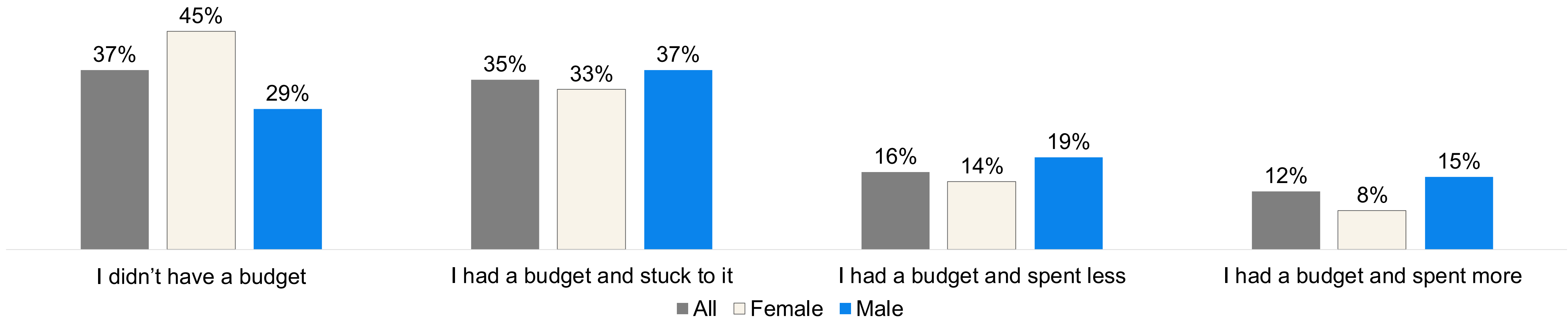
Prime Day Budgeting



Did you have a budget for your Prime Day spending this year?

**Women were significantly less likely to have a Prime Day budget than men (45% vs. 29%).**

Prime Day Budgeting

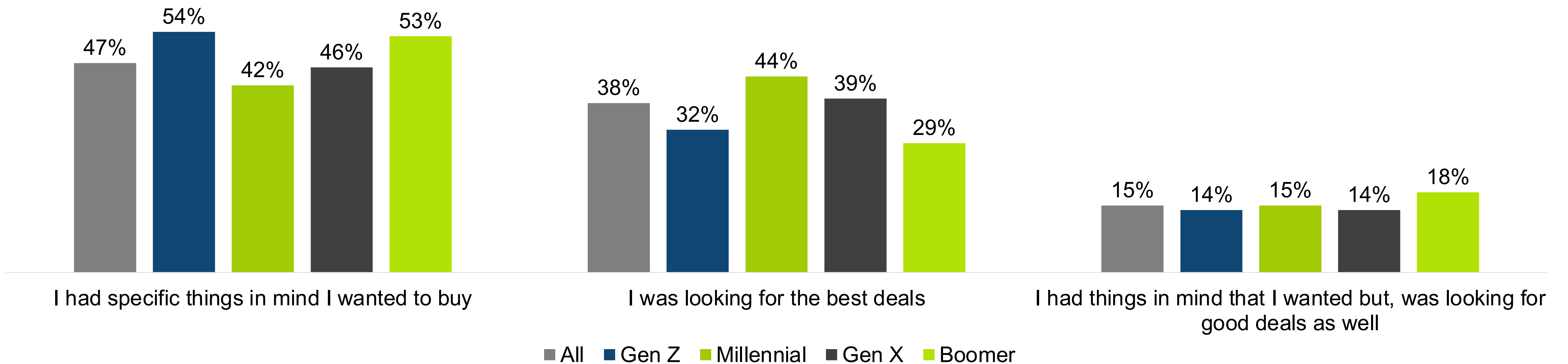


Did you have a budget for your Prime Day spending this year?



**47% of respondents entered Prime Day exclusively focused on specific things they wanted to buy, while 38% were hunting good deals.**

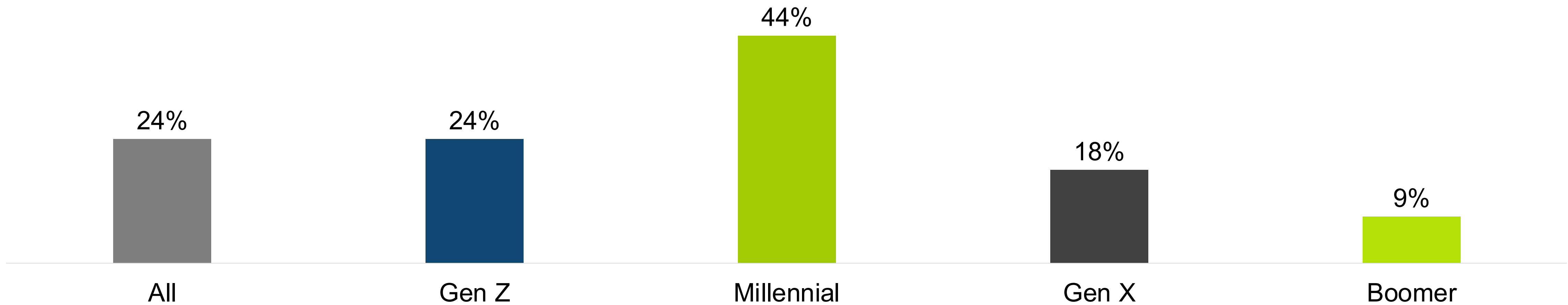
Approach to Prime Day Spending



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

**Fewer than 1 in 4 respondents shopped competitive offers from other retailers during Prime Day.**

Shopped Other Retailers' Sales During Prime Day



Did you shop any other stores for deals during Prime Day?





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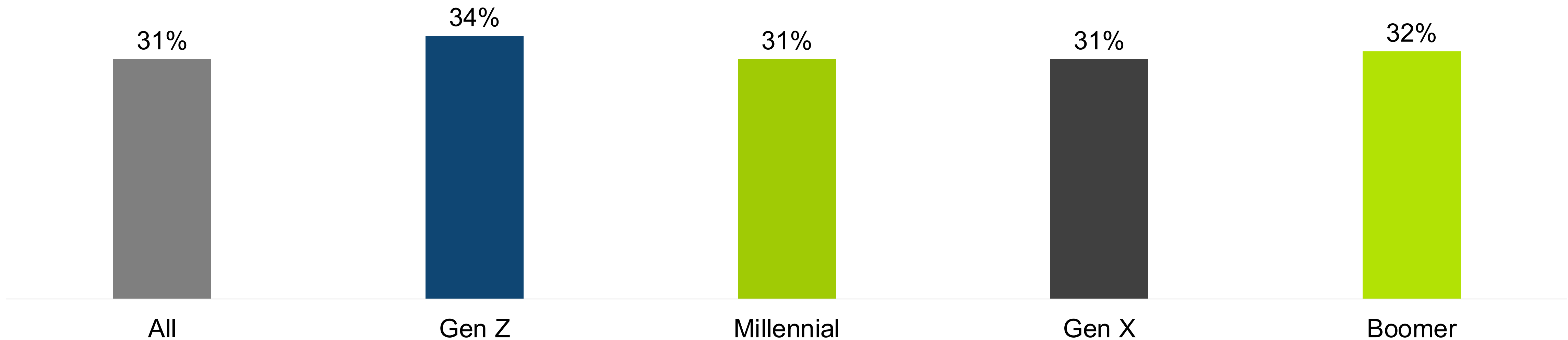
# COVID Issues at Work





**Nearly 1 in 3 people think employers should have the right to fire workers who choose not to get the COVID vaccination.**

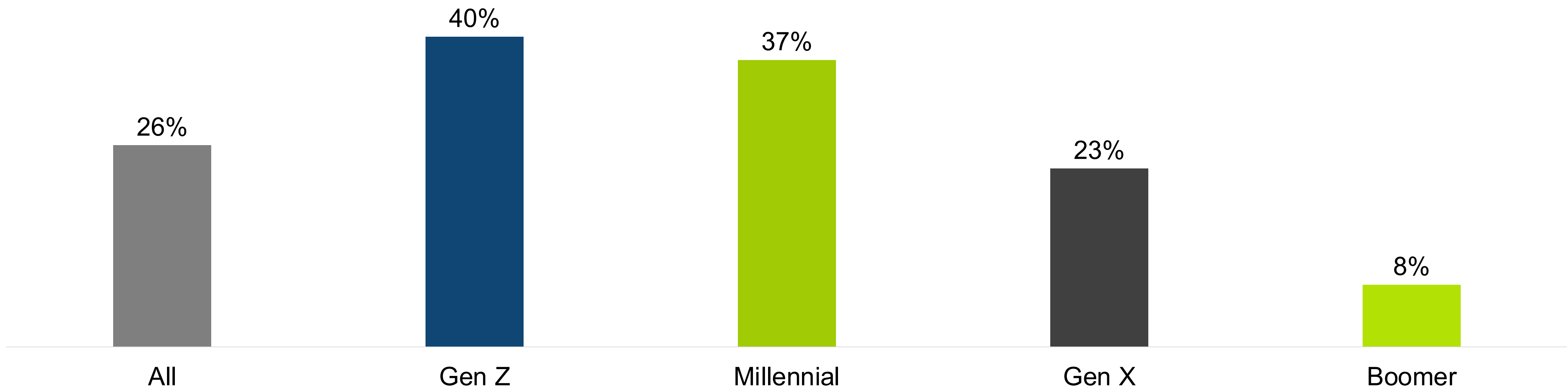
Think employers should be allowed to fire unvaccinated workers



Do you think employers should have the right to fire employees who choose not to be vaccinated?

**More than 1 in 4 respondents (26%) work for an employer that requires the vaccine.**

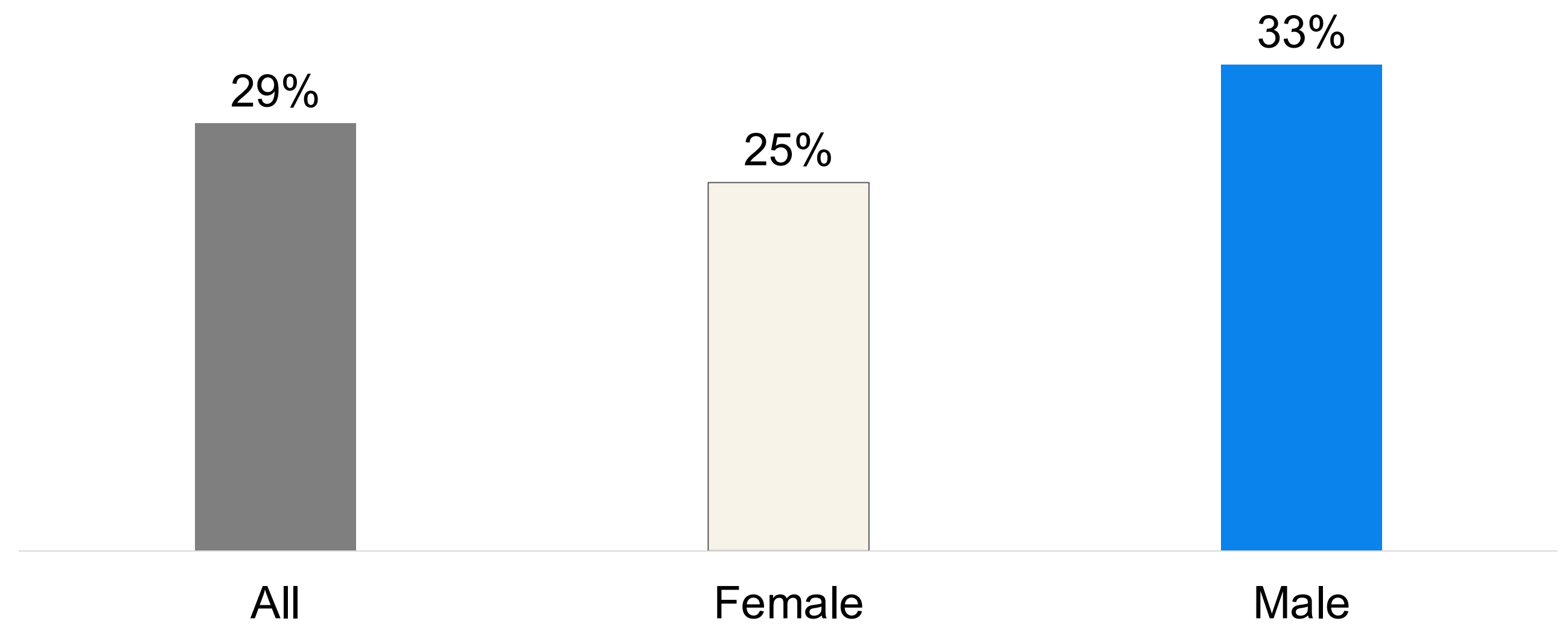
Vaccination required by employer



Has your employer required that employees be vaccinated?

**Men (33%) are more likely to wish their employer would require the vaccine than women (25%).**

Wish their employer would require vaccination



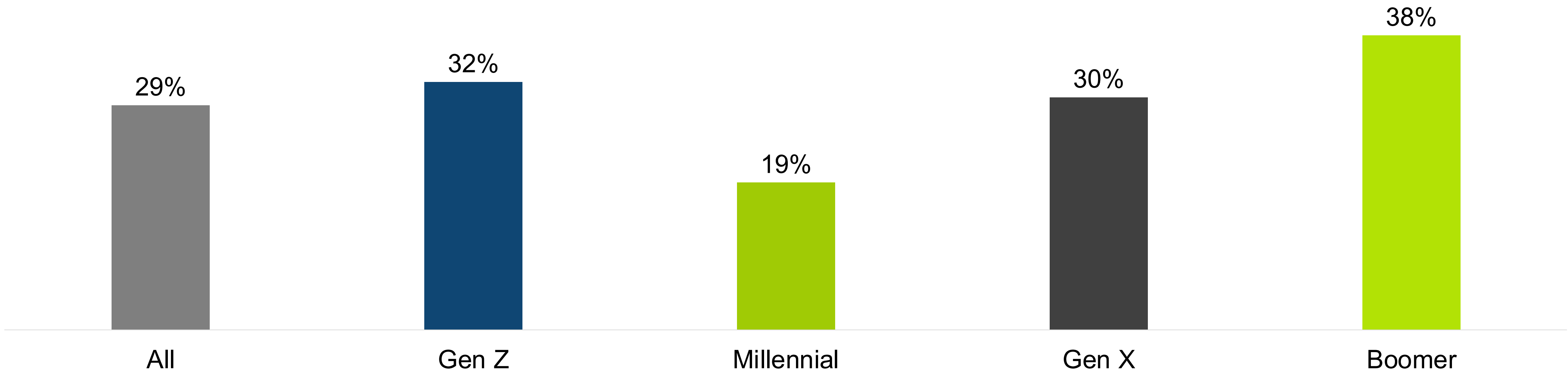
Do you wish your employer would require vaccinations?





**Not surprisingly, the high-risk Boomers (38%) are most likely to wish their employer would require employees to be vaccinated.**

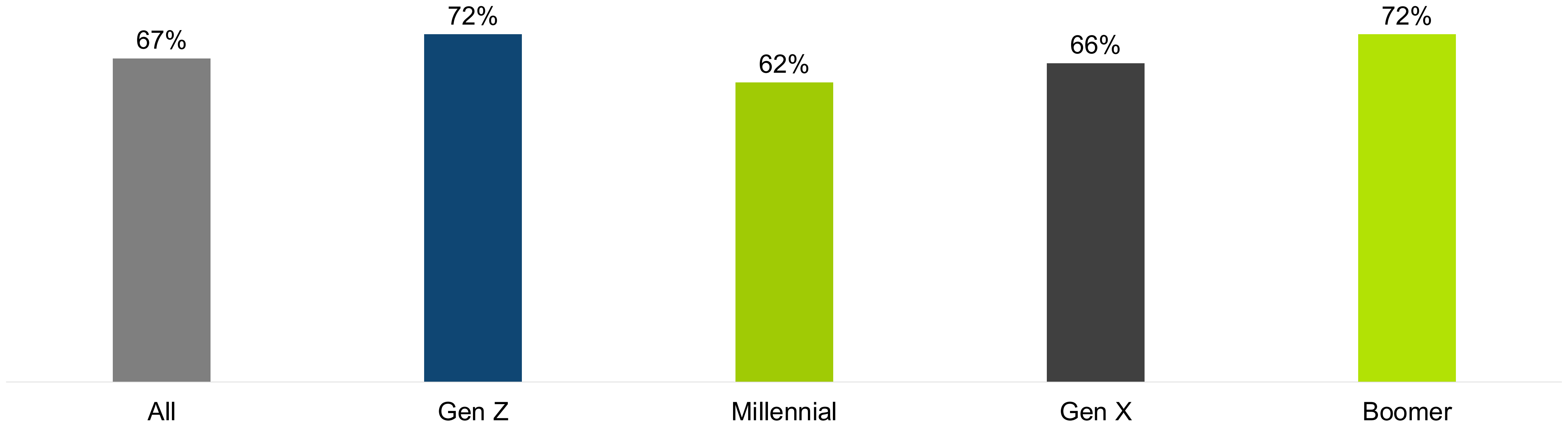
Wish their employer would require vaccination



Do you wish your employer would require vaccinations?

**Two-thirds of all respondents feel that unvaccinated employees should be required to wear masks.**

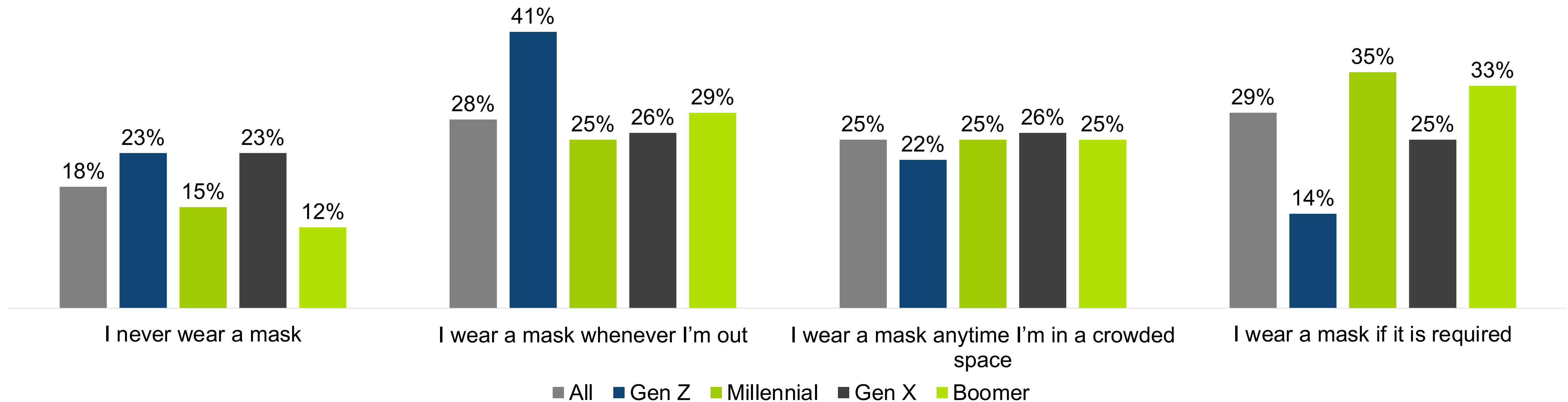
Believe unvaccinated employees should have mask requirement



Should unvaccinated employees be required to wear masks?

**Slightly less than half of the sample (47%) never wear masks (18%) or only wear them when they're required to do so (29%).**

Current Mask Use



Which of the following best describes your mask use now?



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## Summary

# Prime Days Shopping

- 43% of respondents shopped Amazon during Prime Day(s), led by Millennials (57%).
  - Men were greater than one-third more likely to shop Prime Day than women (50% v. 37%).
- 57% of respondents have shopped Prime Day at some point in the past.
- 35% of respondents spent more on Prime Day in 2021 than they did in 2020, while 32% spent less.
  - However, those spending less than 80% of their 2020 outlay was nearly double that of those spending more than 20% more (15% vs. 8%).
- For 44% of those who did Prime Day shopping, a portion of their spend was for holiday gifts.
- Men (51%) were much more likely to be doing holiday shopping on Prime Day than women (36%).
  - Not only did more men buy holiday gifts, but a greater percentage of their spend was on holiday gifts (60% vs. 50%).

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## Summary

# Prime Days Shopping

- The Boomers who did Prime Day shopping were much less likely to have a specific budget in mind. Of the 63% of respondents who had a budget, more than half were able to stick to it.
- Women were significantly less likely to have a budget than men (45% vs. 29%).
- 47% of respondents entered Prime Day exclusively focused on specific things they wanted to buy, while 38% were hunting good deals.
- Fewer than 1 in 4 respondents shopped competitive offers from other retailers during Prime Day.

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## Summary

# COVID Issues at Work

- Nearly 1 in 3 people think employers should have the right to fire workers who choose not to get the COVID vaccination.
- More than 1 in 4 respondents (26%) work for an employer that requires the vaccine.
- Men (33%) are more likely to wish their employer would require the vaccine than women (25%).
- Not surprisingly, the high-risk Boomers (38%) are most likely to wish their employer would require employees to be vaccinated.
- Two-thirds of respondents feel that unvaccinated employees should be required to wear masks.
- Slightly less than half of the sample (47%) don't wear masks (18%) or only wear them when they're required to do so (29%).