
Home Retail Monitor

October 6, 2022



Methodology

N = 948

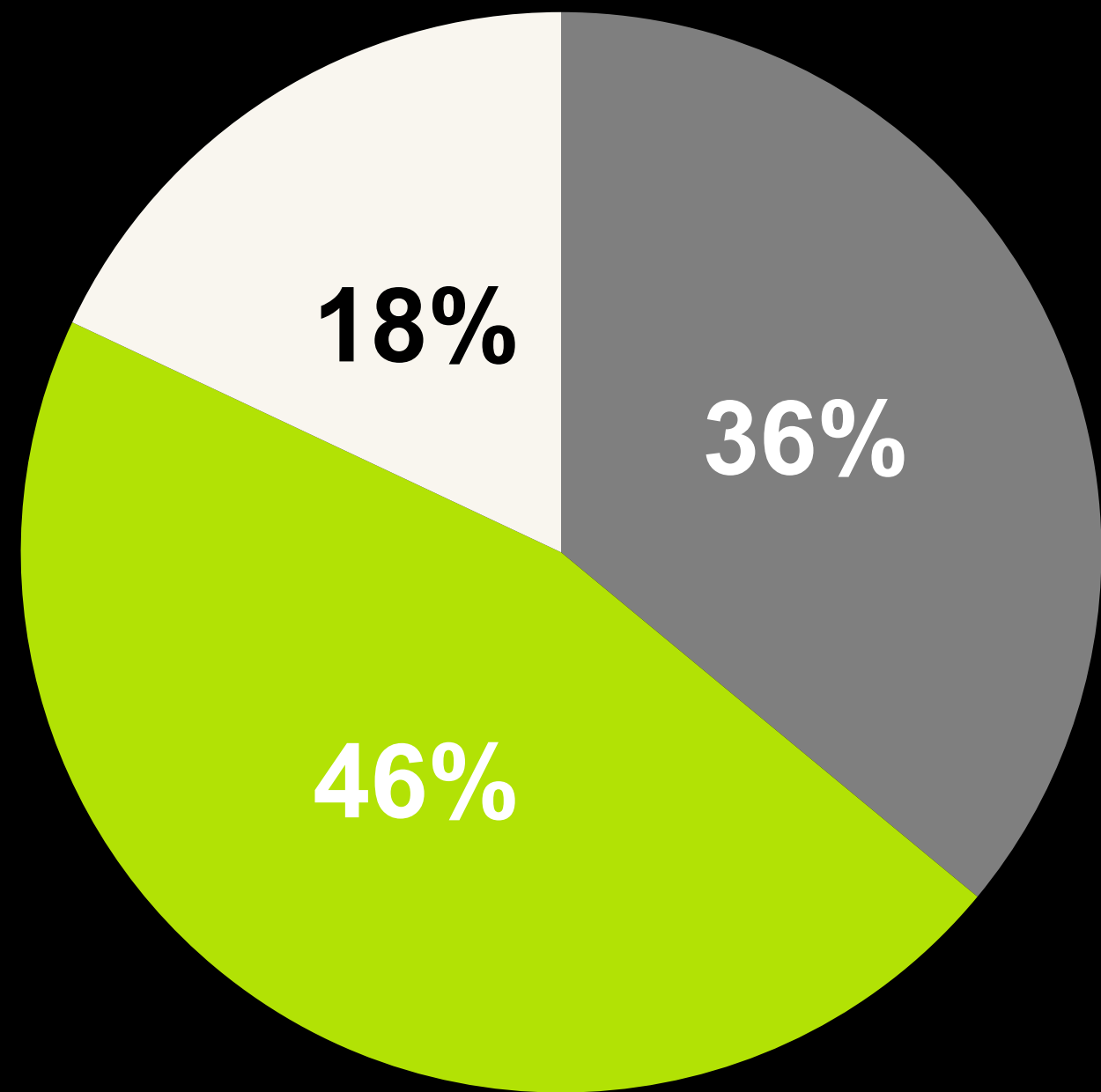
MOE \pm 3.183%

Panel: General Population

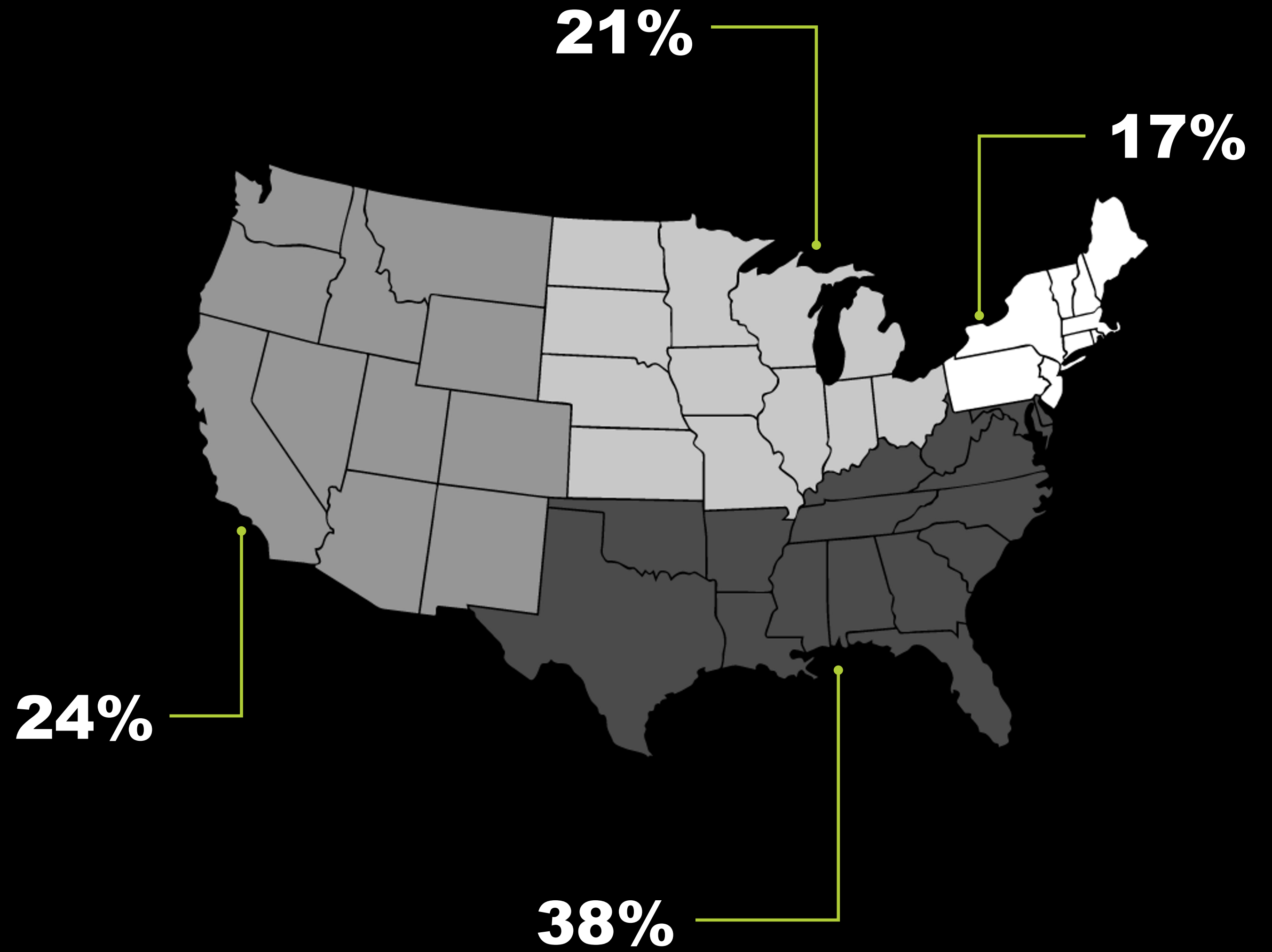
Collected: 9/23/22, 9/24/22



Urbanicity

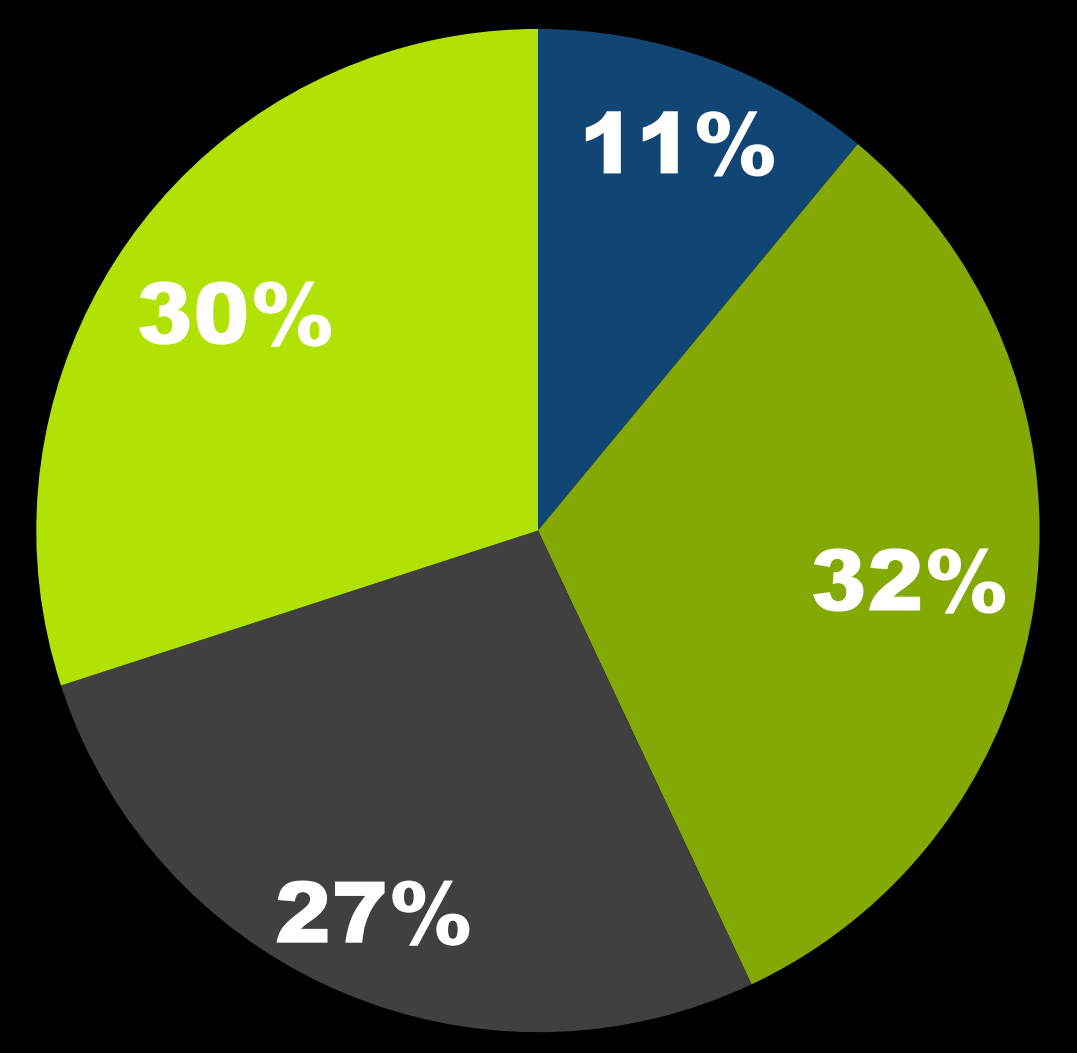


■ Urban ■ Suburban ■ Rural



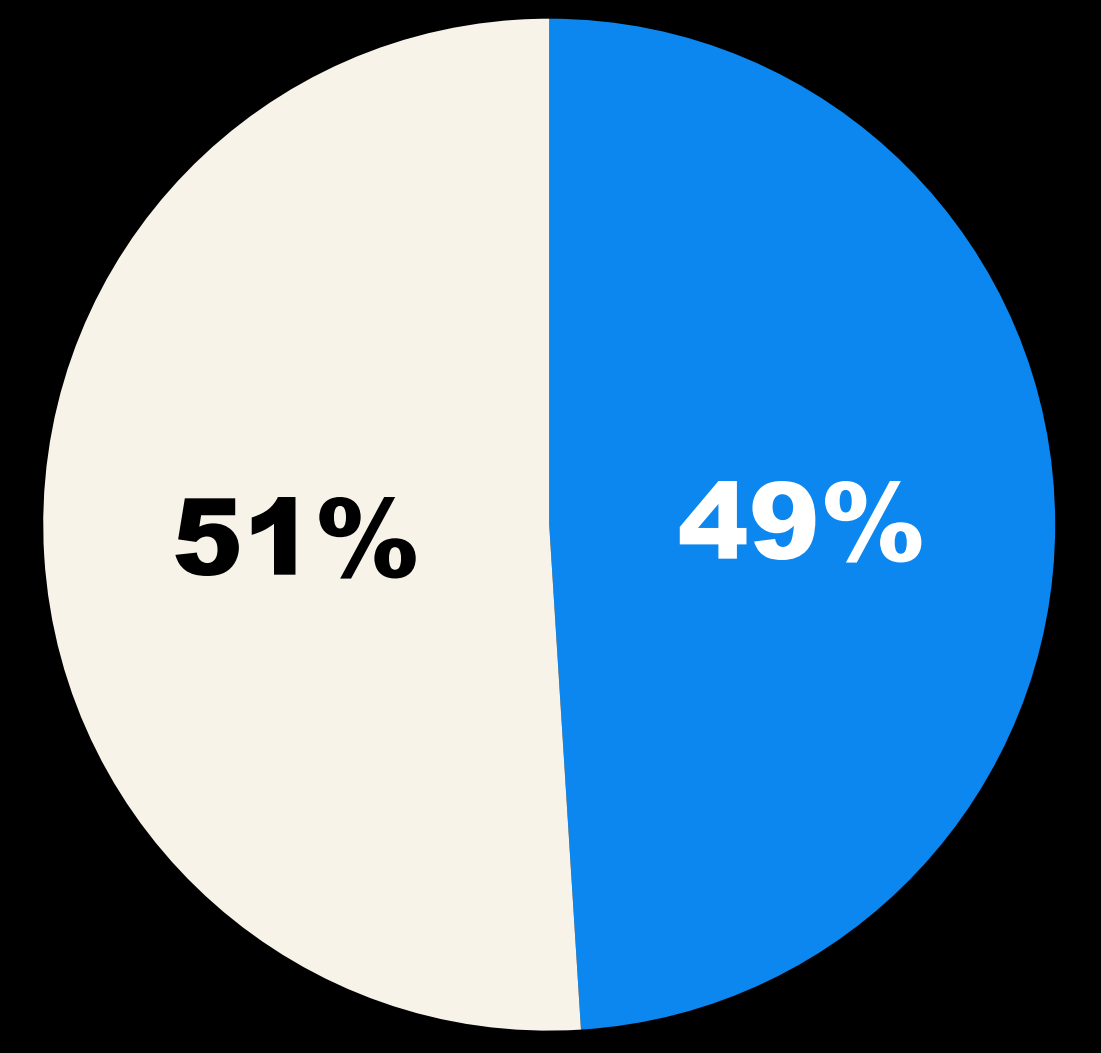


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



■ Male ■ Female

Amazon Fall Event

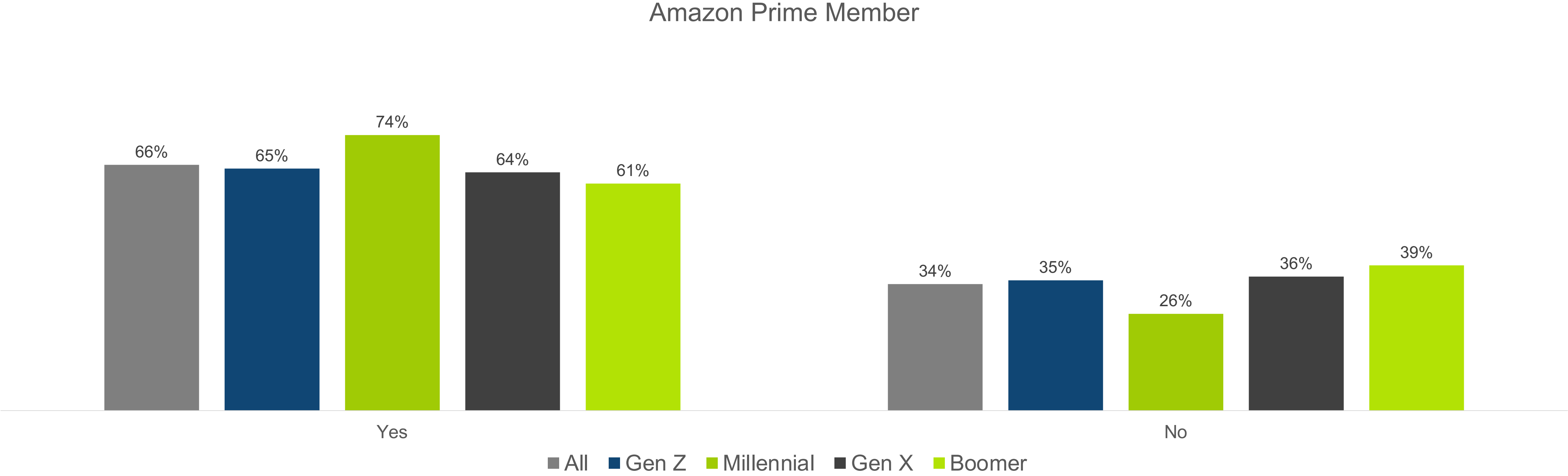
A brown cardboard box with the Amazon logo and the word "amazon" printed on its side. The box is stacked on top of another identical box. The background features a brick wall, a black metal railing, and several pumpkins, suggesting a fall or autumn setting.

amazon

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amazon

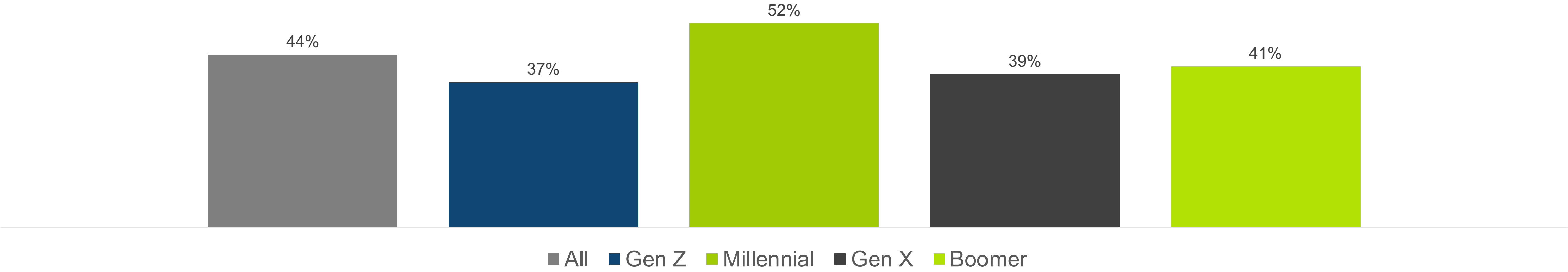
Nearly two-thirds (66%) of respondents report being Amazon Prime members.



Are you an Amazon Prime member?

Of the Prime members, only 44% are aware that Amazon is planning a fall event similar to Prime Day, which is now being called the Early Access Sale.

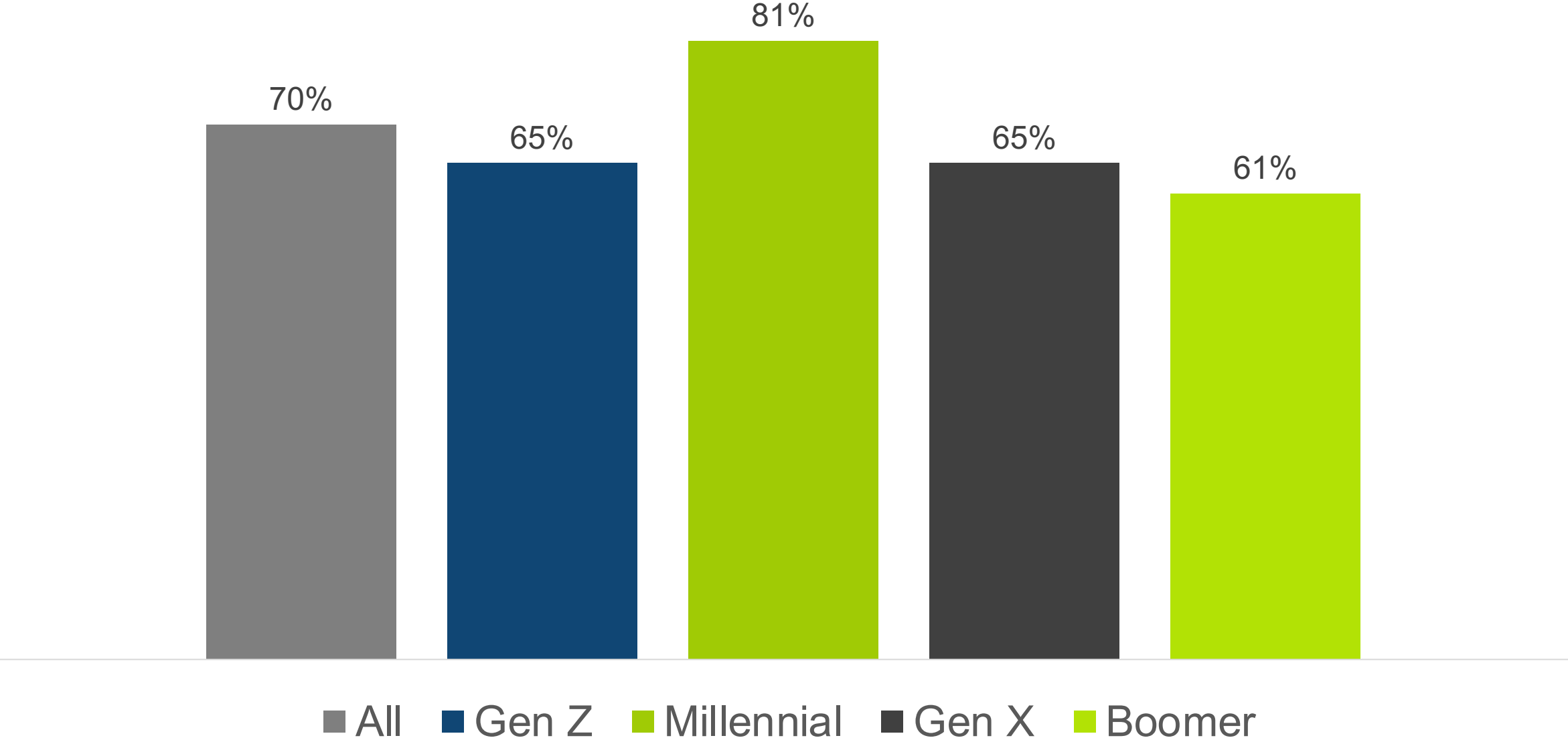
% Who are aware of another round of Prime Day(s) in October



Are you aware that Amazon is planning another round of Prime Day(s) in October?

Once informed, 70% of Prime members said they plan to participate in the event.

Likelihood of participating in October Prime Day(s)

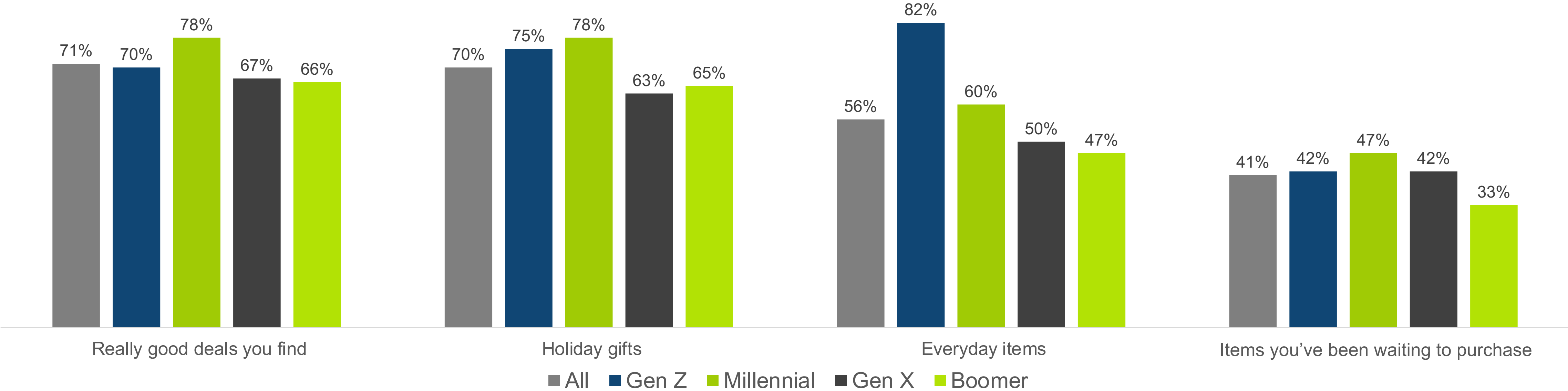


How likely are you to participate in an October Prime Day(s)?



The leading reasons for participating are finding good deals (71%) and holiday shopping (70%).

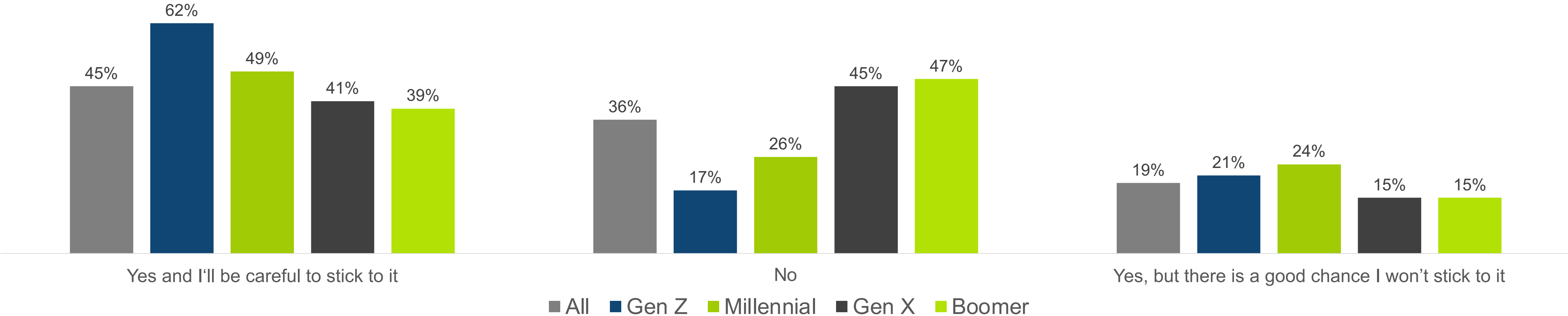
Types of purchases planned to make during Prime Day



If you participate in Amazon Prime Day(s) which of the following types of purchases will you make? Select all that apply.

Among those who plan to participate, only about one-third (36%) say they'll approach their shopping without a budget. However, 19% recognize there is a good chance they won't stick to their planned spending level.

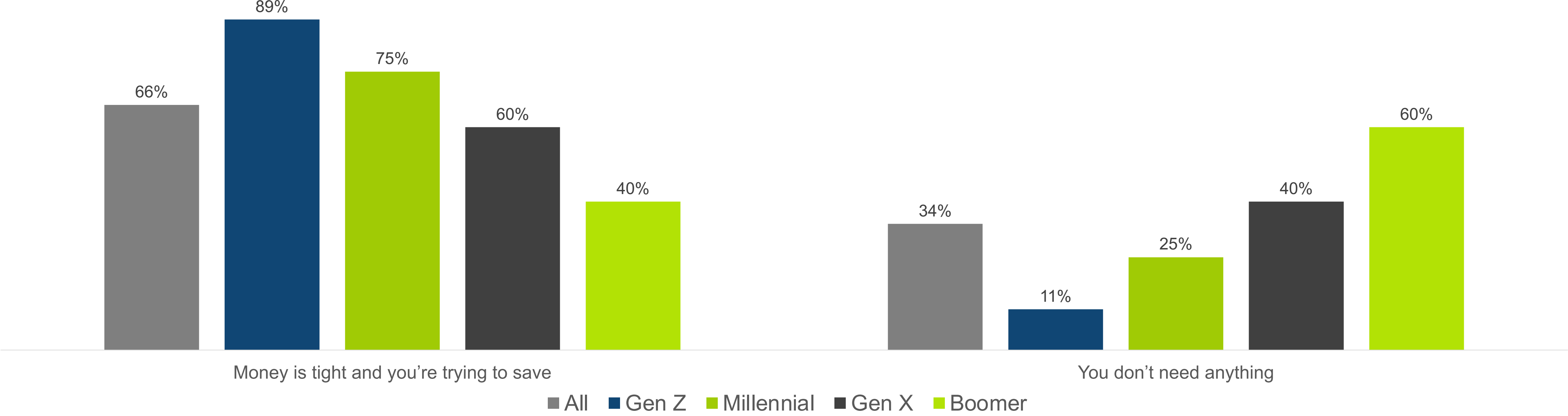
Budgeting for Prime Day



Will you create a budget for your Prime Day(s) spending?

Among Prime members who are not planning on participating, the primary factor in their decision is more likely to be a shortage of funds (66%) rather than a lack of need (34%).

Influences on decision to not participate in Prime Day(s)



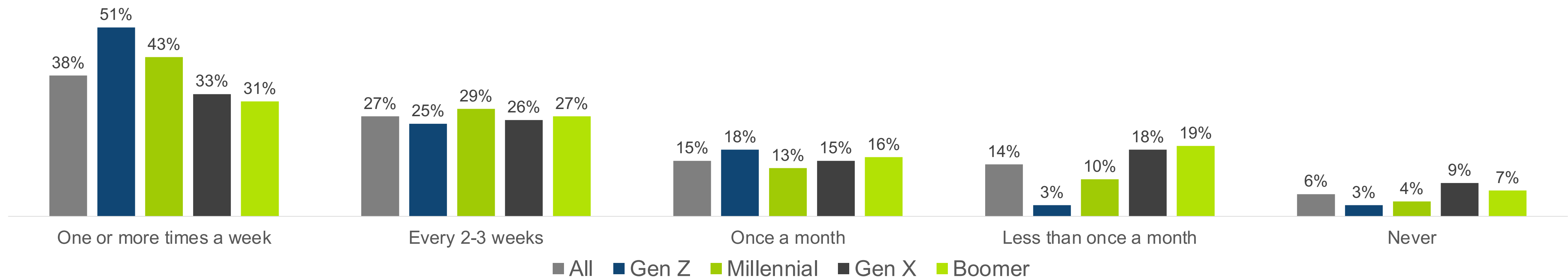
Which of the following is most influential in your decision not to participate in Prime Day(s)?

Online Research



38% of respondents find themselves online researching potential purchases one or more times a week.

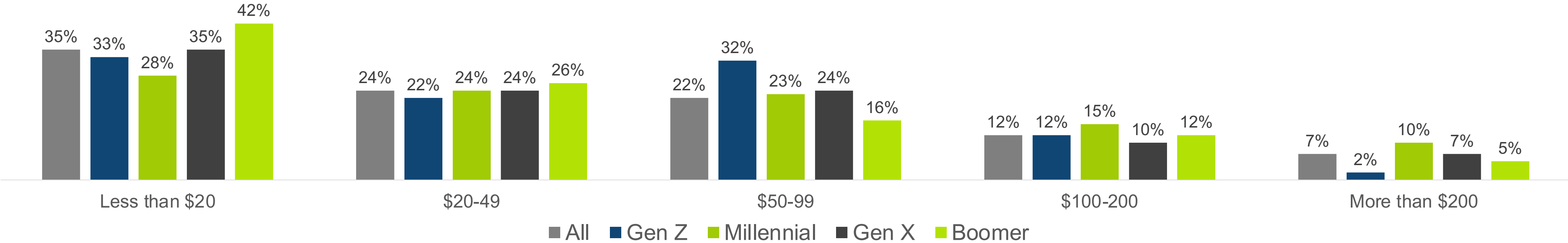
Frequency of doing research online prior to purchasing



How frequently do you find yourself doing research online about a product or category before making a purchase?

The high weekly participation makes sense given that 35% of respondents will do research on purchases of less than \$20.

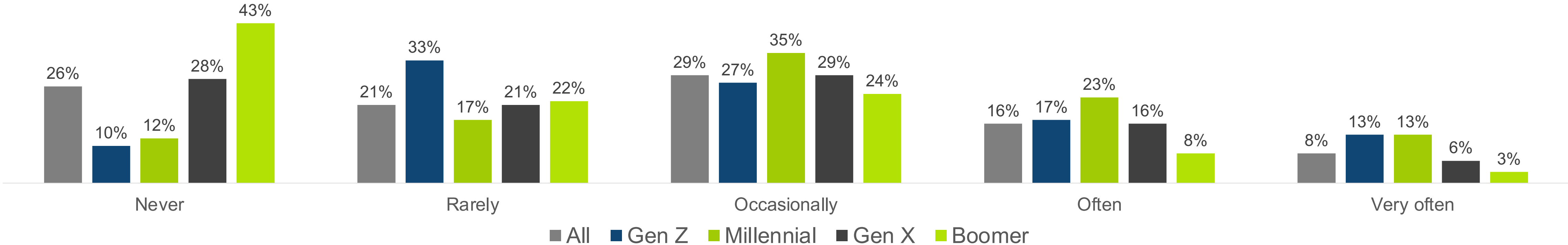
Least amount planned on spending to make online research worthwhile



What's the least you'd plan on spending to make online research worthwhile?

74% of respondents do a portion of their product research on social media on at least some occasions. Nearly 1 person in 4 does so often or very often.

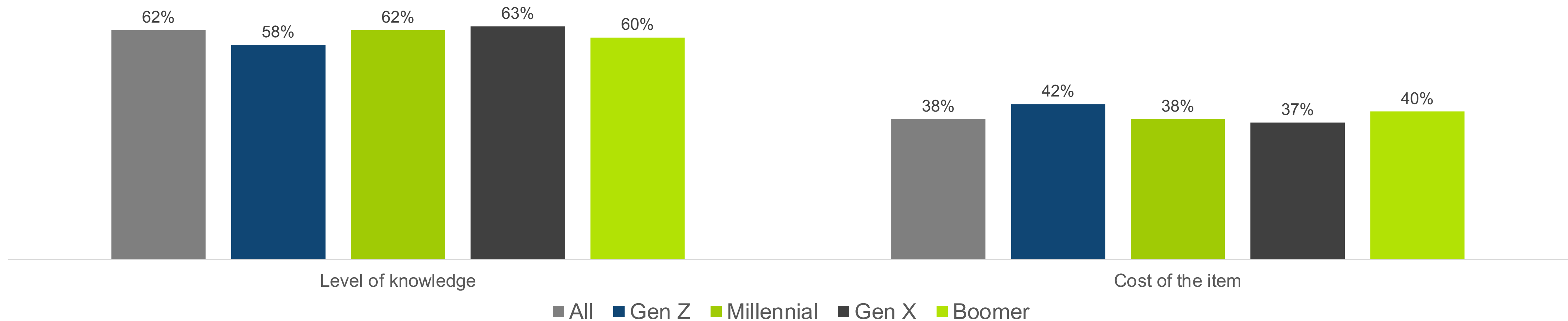
Frequency of using social media to research products before purchasing



How often do you use social media to research products before making a purchase?

A lack of knowledge (62%) is a bigger motivation to do product research on social media than the cost of the item.

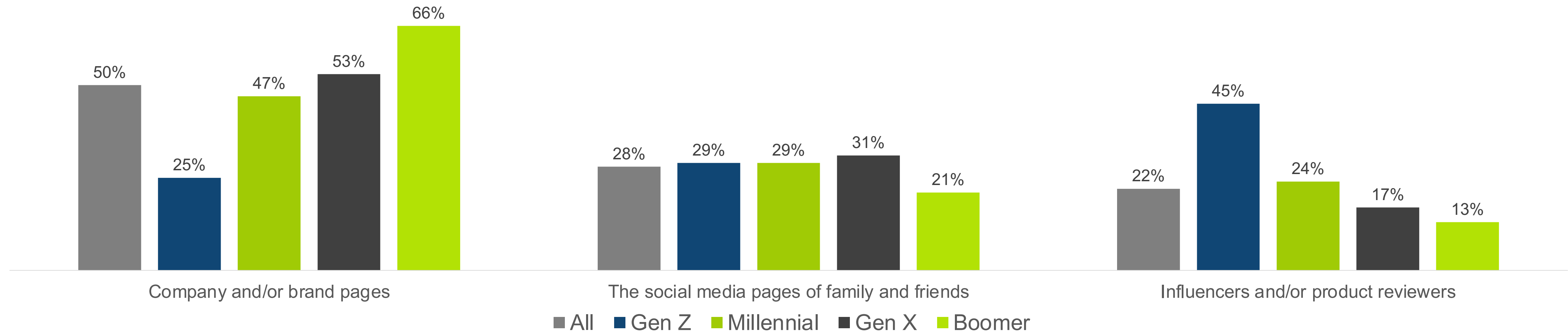
Use of social media research: Cost vs. Knowledge



Is your decision to use social media based more on the cost of the item or on your level of knowledge about the category?

If limited to one social media source to research potential purchases, 50% prefer company or brand pages while the remainder is split between pages of family and friends (28%) and influencers (22%).

Chosen primary source of social media research



If you were limited to one type of social media as a source of information on products you're researching, which would it be? Select one.

BOPIS



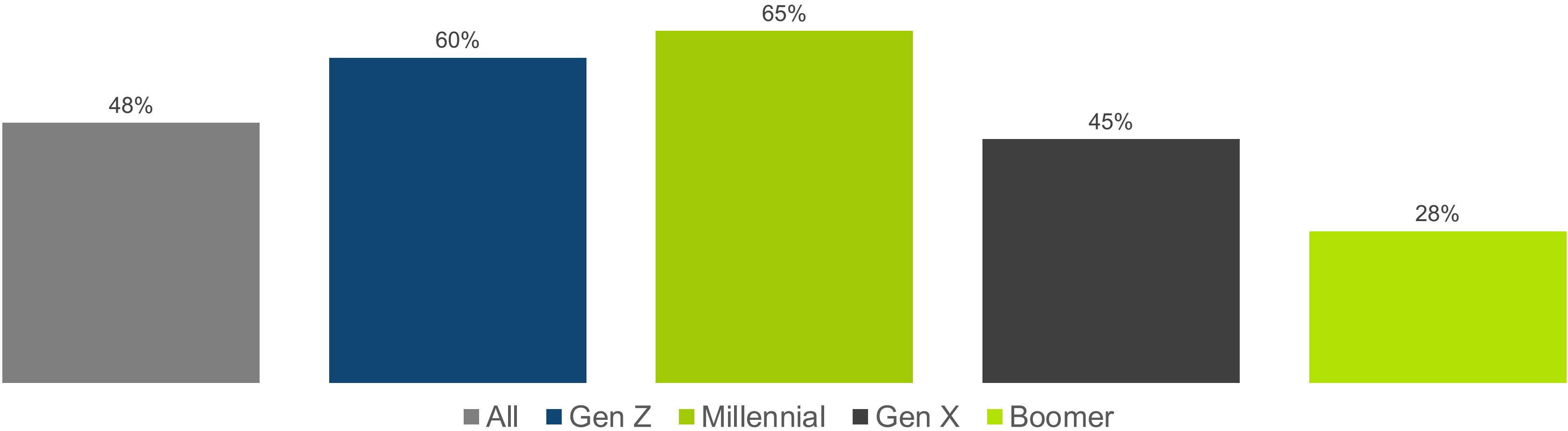
Pickup

Order online.
Free pick up here.

Shop a million more items.
Walmart.com

48% of respondents are making a portion of their purchases online for pickup in store.

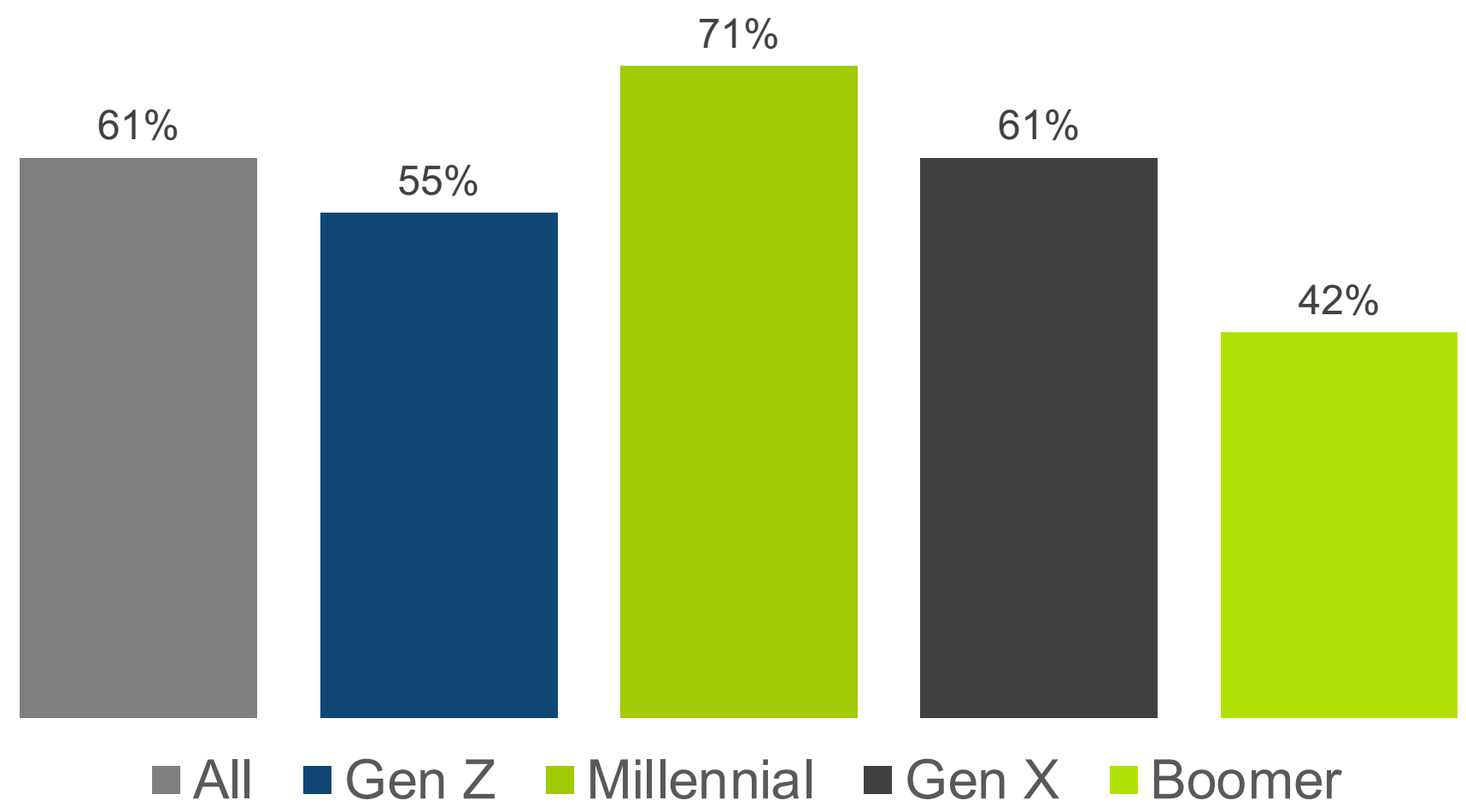
% Who currently order products online for pickup at the store



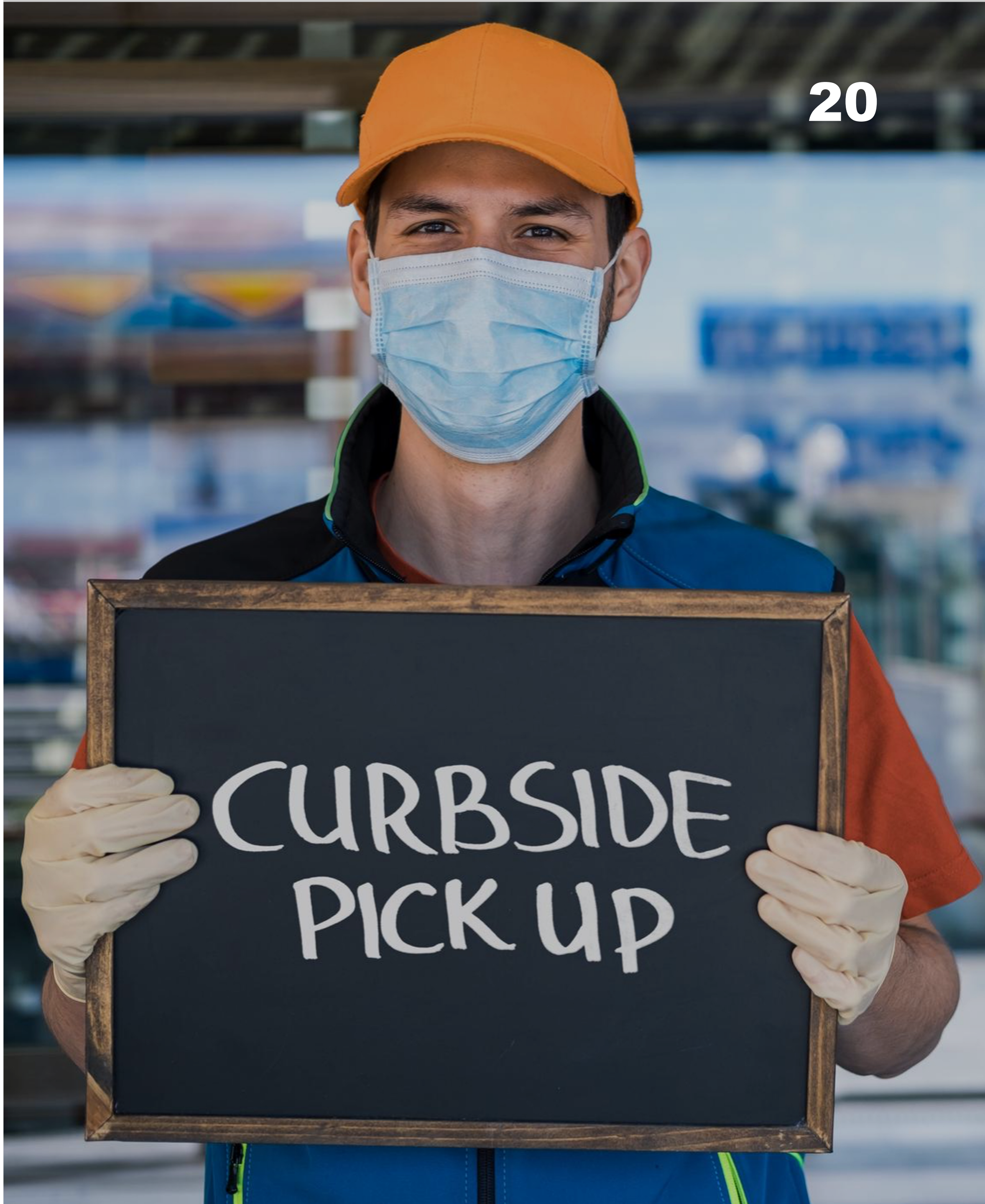
Do you currently order products online for pickup at the store?

For 39% of those who participate, BOPIS is new since the arrival of COVID.

% Who ordered products online for pickup at the store prior to COVID

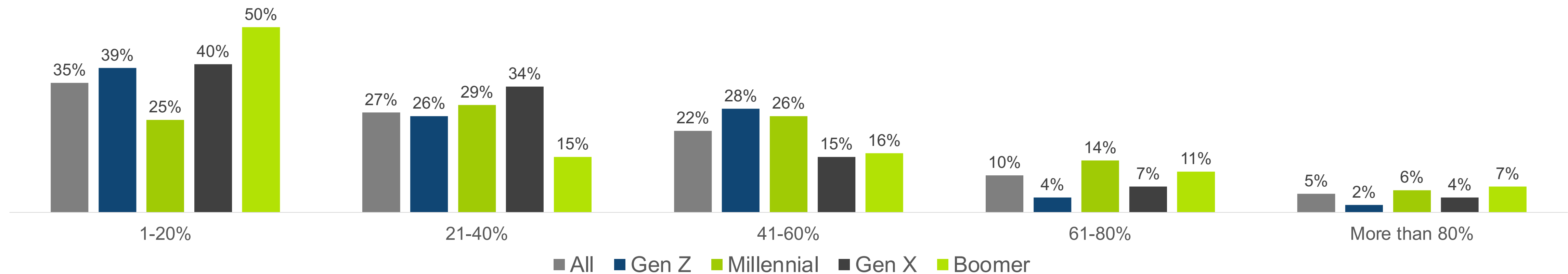


Did you order products online for pickup at the store prior to COVID?



More than one-third (35%) of those participating are making BOPIS purchases less than 20% of the time. Only 15% are doing so more than 60% of the time.

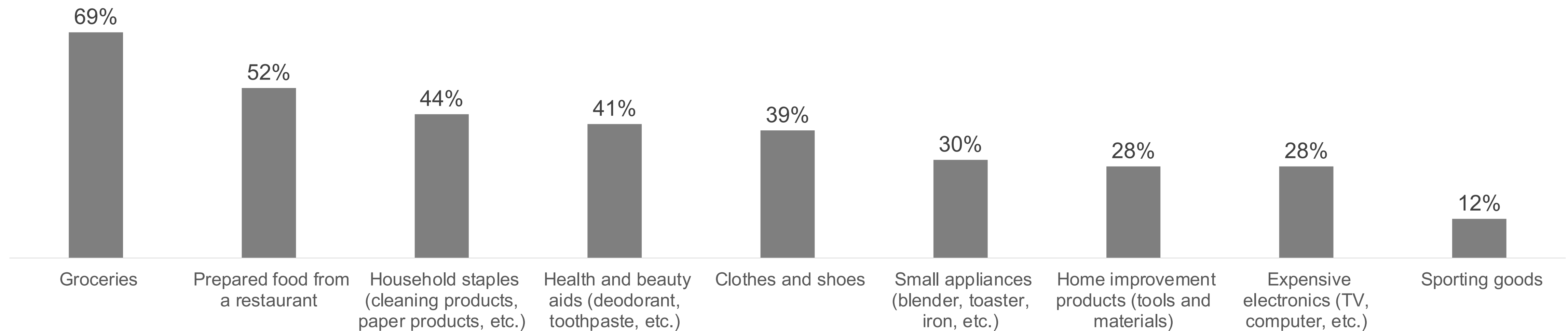
% of all purchases made online for pickup at the store



Approximately what % of all your purchases are made online for pickup at the store?

Among frequently purchased items, groceries (69%) are the most likely to be bought online for pick up in store.

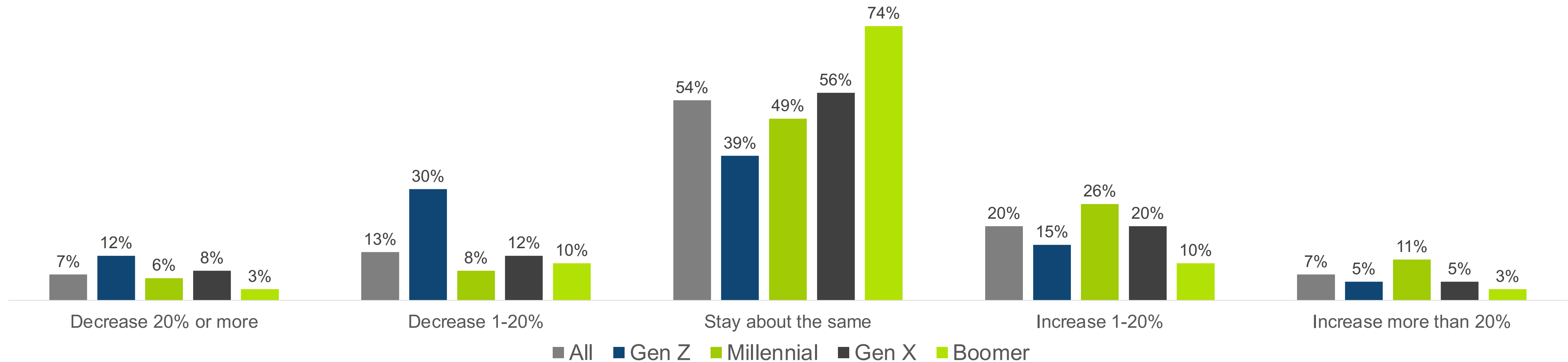
Categories purchased online for pickup in store



In the past year in which of the following categories have you made purchases online for pickup at the store? Select all that apply.

The BOPIS phenomena is likely to continue to grow albeit slowly. 27% of people anticipate using BOPIS more in the coming year while 20% expect a decline in their use.

Anticipated change in the amount of ordering online for pickup in store in the coming year



How do you think the amount of ordering you do online for pickup at the store will change in the coming year?

Summary

Amazon Fall Event

- Nearly two-thirds (66%) of respondents report being Amazon Prime members.
- Of the Prime members, only 44% are aware that Amazon is planning a fall event similar to Prime Day, which is now being called the Early Access Sale.
- Once informed, 70% of Prime members said they plan to participate in the event.
- The leading reasons for participating are finding good deals (71%) and holiday shopping (70%).
- Among those who plan to participate, only about one-third (36%) say they'll approach their shopping without a budget. However, 19% recognize there is a good chance they won't stick to their planned spending level.
- Among Prime members who are not planning on participating, the primary factor in their decision is more likely to be a shortage of funds (66%) rather than a lack of need (34%).

Summary

Online Research

- 38% of respondents find themselves online researching potential purchases one or more times a week.
- The high weekly participation makes sense given that 35% of respondents will do research on purchases of less than \$20.
- 74% of respondents do a portion of their product research on social media on at least some occasions.
 - Nearly 1 person in 4 does so often or very often.
- A lack of knowledge (62%) is a bigger motivation to do product research on social media than the cost of the item.
- If limited to one social media source to research potential purchases, 50% prefer company or brand pages while the remainder is split between pages of family and friends (28%) and influencers (22%).

Summary

BOPIS

- 48% of respondents are making a portion of their purchases online for pickup in store.
- For 39% of those who participate, BOPIS is new since the arrival of COVID.
- More than one-third (35%) of those participating are making BOPIS purchases less than 20% of the time. Only 15% are doing so more than 60% of the time.
- Among frequently purchased items, groceries (69%) are the most likely to be bought online for pick up in store.
- The BOPIS phenomena is likely to continue to grow albeit slowly. 27% of people anticipate using BOPIS more in the coming year while 20% expect a decline in their use.