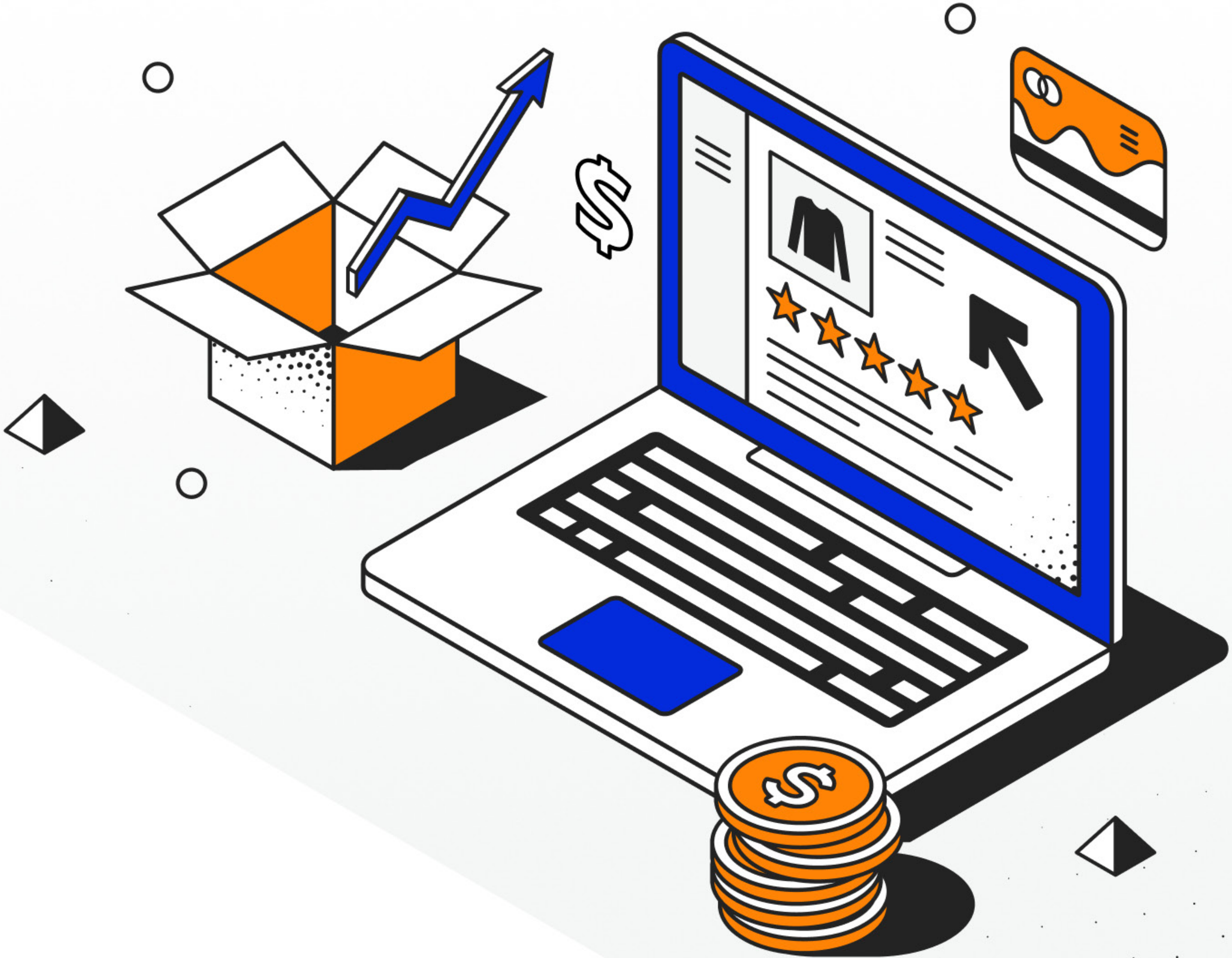

Jungle Scout

Consumer Trends Report | Q1 2021

Introduction & Key Takeaways

Jungle Scout's 2021 Consumer Trends Report is a quarterly study of 1,000 U.S. consumers which explores how spending behaviors and preferences change over time and due to current events. It tracks the types of products consumers are buying, how retail stores and sites are performing, and whether spending is increasing or decreasing online, in-store, and on Amazon.

This report focuses on consumers' attitudes and behaviors over the last quarter of 2020 (October through December) and first quarter of 2021 (January through March). It explores consumers' financial stressors and outlook in a COVID-19 economy, how their priorities and circumstances are affecting the products they buy, technology they use, overall spending, and more.

1. **Finances are tight and causing consumers to reduce their spending.**
    a. More than half of American consumers (56%) say they are living "paycheck to paycheck," and 48% have experienced unexpected financial setbacks in the last three months.
    b. Many Americans rely on financial support to make ends meet. 23% say they have received some sort of loan in the last three months (e.g., federal, private, family or student) and 27% say they are extremely reliant on government stimulus checks.
    c. Nearly 3 out of 4 consumers are becoming more conscientious of where they spend their money (offline and online), and 70% are shopping for less expensive products.

2. **Despite income or financial strain, consumers are adopting more tech-forward ways of buying.**
    a. When they shop online, 45% of consumers are using deal-finding browser extensions or plug-ins and 33% are looking for preowned products.
    b. 54% have purchased products they first learned about on social media.
    c. Nearly half of Americans have shopped online for groceries in the last three months and over 1 in 3 have used restaurant curbside pick-up.

3. **Ecommerce is dominant, with Amazon leading and Prime loyalty growing — but Walmart is on Amazon's heels.**
    a. 19% of consumers say they shop online once a day or more frequently, and 37% say their online spending has increased over the last three months.
    b. Nearly 3 in 4 consumers have shopped on Amazon.com over the last three months, and 70% of consumers have an Amazon Prime membership.
    c. However, 38% of consumers are currently Walmart+ members, and increasing numbers of consumers are considering getting a membership.

*Q4 refers to the last survey measurement period (October through December 2020).

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Chapter 1

Q1 Insights: Consumer Financial Health & Priorities

The COVID-19 pandemic has consumers concerned about not just their health — there's an elevated level of anxiety around their personal and household finances, too. In fact, 22% of consumers say their household income is lower than it was three months ago. With many experiencing changes in their jobs or income due to the pandemic, this financial strain has people cutting back on spending, looking for ways to save, or seeking financial support.

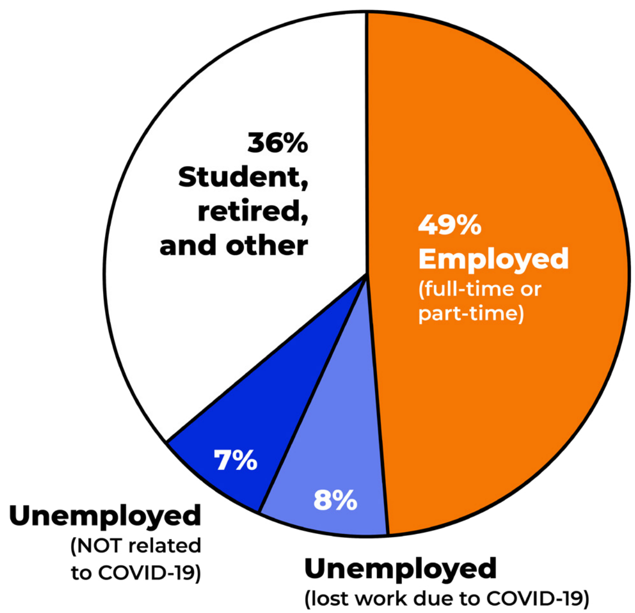
Half of Americans are worried about loss of income, and more are concerned about having enough in savings to get by. They are uncertain about when their daily activities and lives will return to normal. In turn, the pandemic continues to impact consumer buying behavior with 75% of indicating they are looking for ways to save money. The vast majority are continuing to social distance, but even with the vaccination rollout, many consumers don't feel comfortable shopping in stores. In this section of the report we'll explore the greater impact on consumer financial health and take an in-depth look at their lifestyle changes.

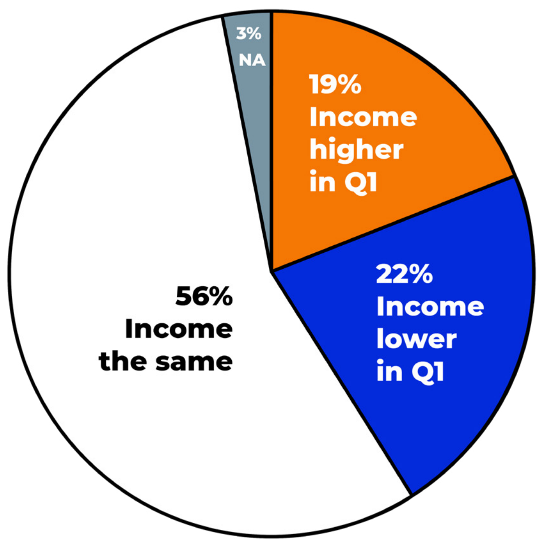
Financial Strain, Savings & Resilience

Financial Strain During the Pandemic

9% of consumers surveyed are unemployed or furloughed due to COVID-19. An additional 7% are unemployed not related to the pandemic. And 22% of consumers say their household incomes are lower than they were three months ago.

Employment and Income



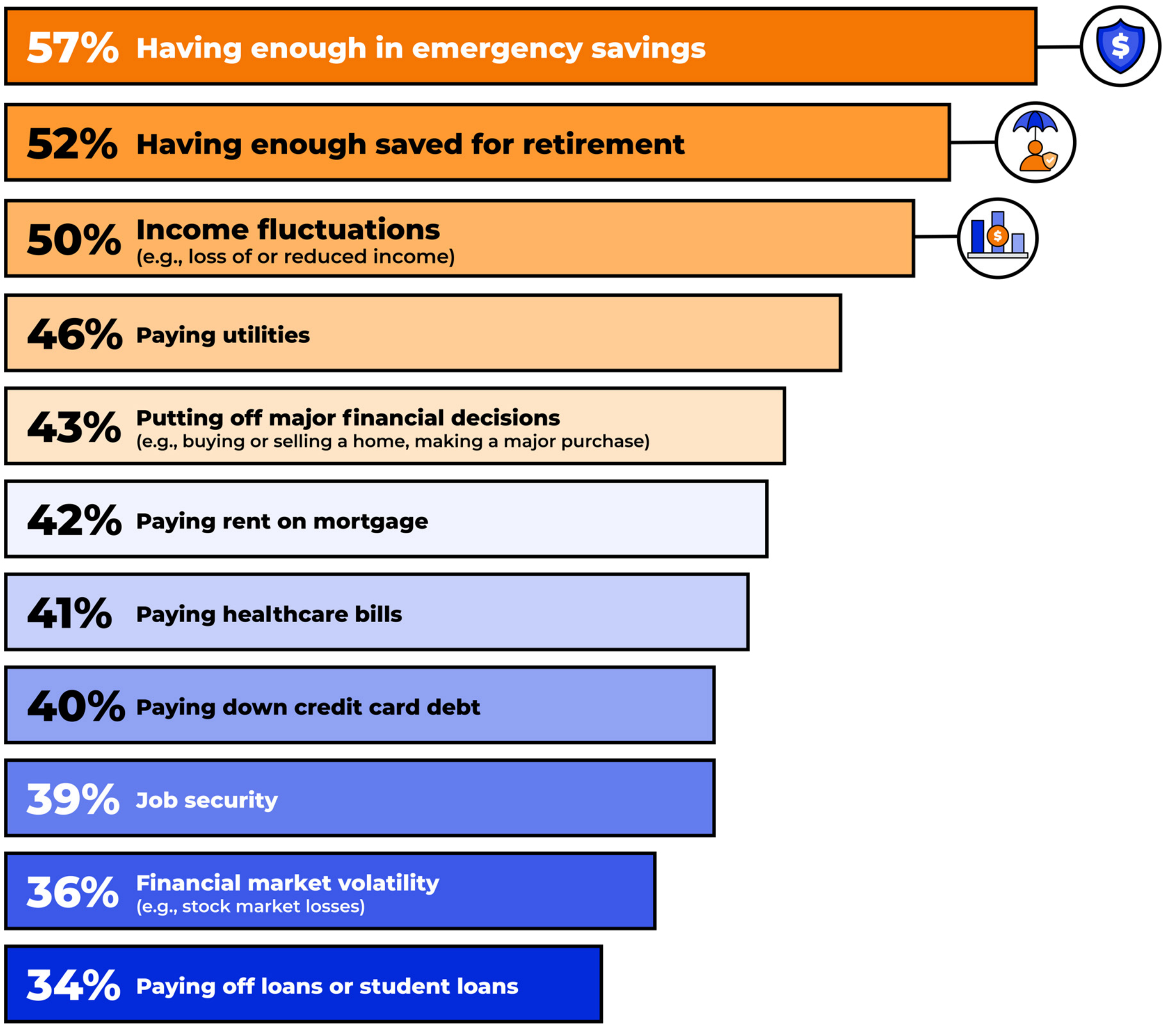


*See Methodology for full demographic data.

34% of Americans have to work more than one job to make ends meet.

When asked in mid-January 2021 (nearly a year since the beginning of the COVID-19 U.S. lockdowns began in March 2020), many U.S. consumers indicated feeling stress surrounding their financial situations. Having sufficient emergency savings and income fluctuations were among the top stressors.

Top Financial Stressors in 2021:



More than half of consumers (56%) are living "paycheck to paycheck."

48% have experienced unexpected financial setbacks over the last three months.

Many consumers are facing financial hardship and finding themselves in increasingly vulnerable positions.

39% of Americans feel they will always be in debt.

Consumers Are More Conscientious about Spending in 2021

How Consumers Are Saving Money in 2021

73% are becoming more conscientious of where they spend their money

70% always look for less expensive products when shopping

69% typically research products before buying

69% typically spend time planning or making lists in preparing for shopping trips

46% set aside savings each month

3 in 4 consumers (75%) are looking for ways to save money.

40% of consumers are saving more and **34%** are investing more than they were prior to the COVID-19 pandemic.

Reliance on Stimulus Checks & Financial Support

As many consumers are struggling to make ends meet, financial institutions and other support systems can offer relief.

43% of consumers are extremely or very reliant on a government stimulus check.

Other Financial Support Americans Are Receiving

Monetary

23% Loans (federal, private, family, student)

19% Credit cards

6% Grants/ Scholarships

4% Borrowing from home equity/from retirement savings

Non-monetary

21% Groceries

10% Healthcare

7% Housing

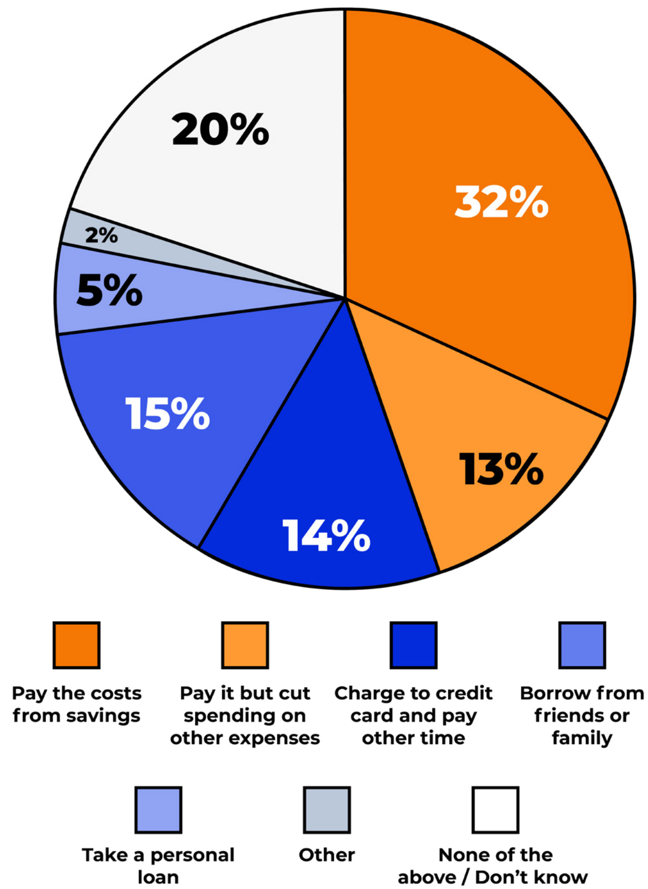
5% Childcare

2% Eldercare

Financial Resiliency

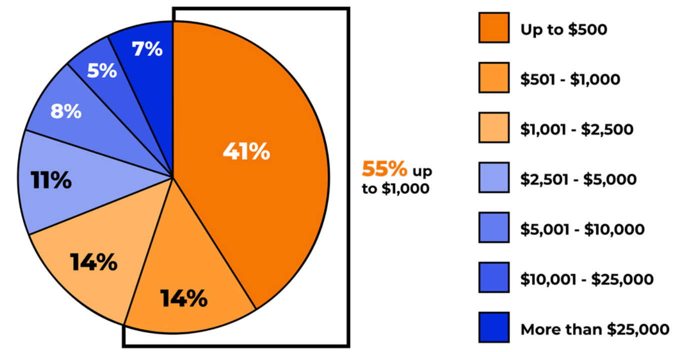
What would consumers do facing an unexpected expense or loss of income? 45% say they would pay for such an expense from their savings or by cutting spending on other expenses. However, more than one-third (34%) don't have the funds to pay right away, and would use a credit card, borrow money, or take out a loan.

Facing an emergency expense of $1,000 consumers would:



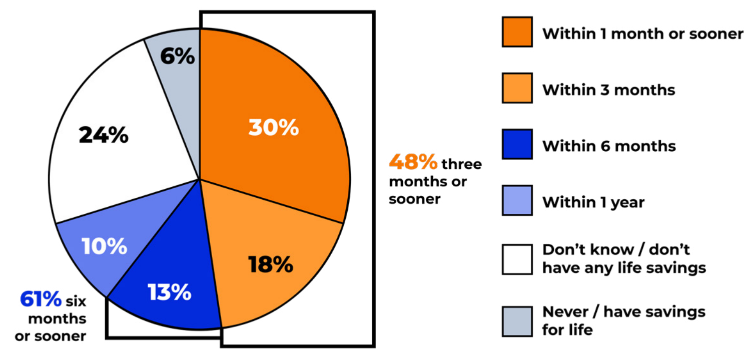
The majority of consumers (55%) can withstand an expense of no more than $1,000 without having to receive support, and 41% could only afford an expense up to $500.

How much consumers could afford in an unplanned expense:



We asked consumers how soon they'd run out of savings facing a significant loss or change in income. A majority (61%) stated they would run out of savings within six months or fewer.

When consumers would run out of savings after loss/reduced income:



Consumer Priorities & 2021 Outlook

Aside from basic necessities, consumers spend their money on what's important to them. While millennials might prioritize spending on travel or building a professional wardrobe, older Americans with school-aged children might invest in furnishing their home and otherwise saving for the future. There are exceptions to every trend, of course, but there are also some larger influencers that affect nearly all consumers.

Priorities, behaviors, and overall consumer spending has continued to evolve as the COVID-19 pandemic continues. Many people are uncertain about the future or don't know when routines will return, resulting in guarded spending going into 2021 — not to mention a continued focus on essentials.

What U.S. consumers are prioritizing in Q1 2021:

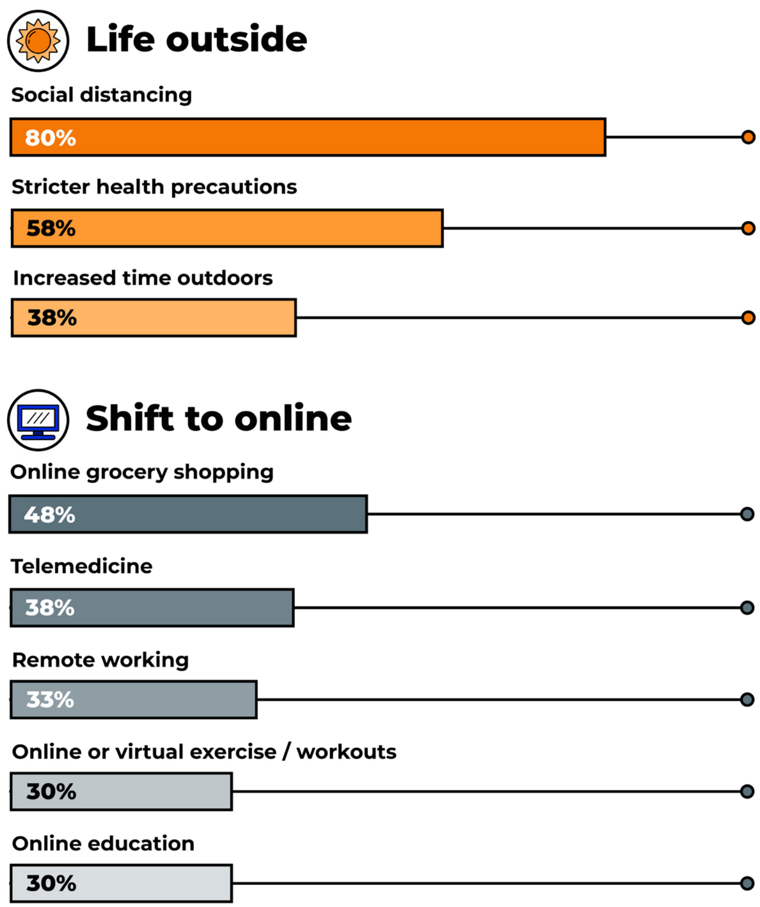
1. Family - **65%**
2. Physical health and well-being - **52%**
3. Mental health and well-being - **48%**
4. Finances - **42%**
5. Pets - **34%**
6. Friends - **30%**
7. Spirituality - **29%**
8. Hobbies and interests - **27%**
9. Love life - **27%**
10. Career - **21%**
11. Politics/Civic engagement (including environmental, social, cultural causes, etc.) - **20%**
12. Spending time outside - **19%**
13. Education - **12%**
14. Travel - **10%**

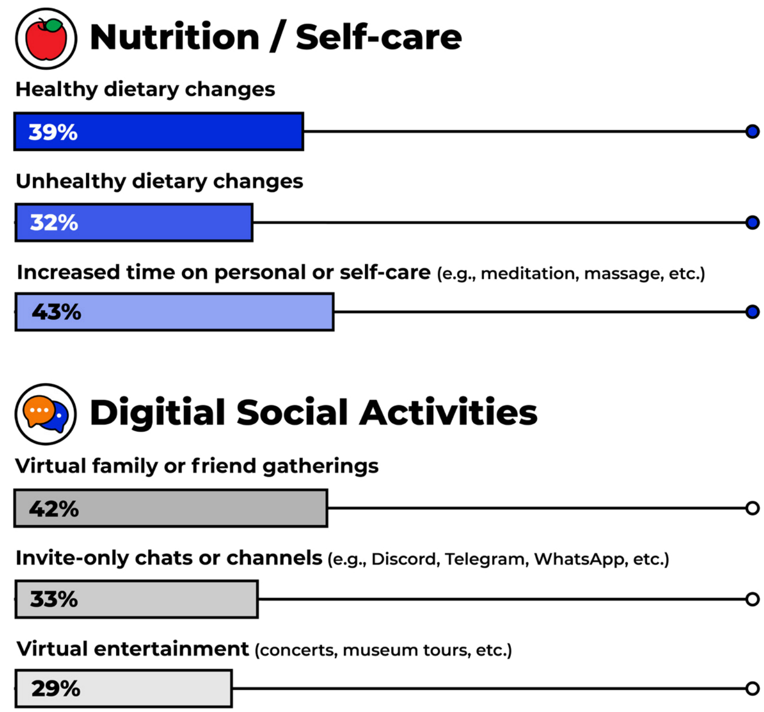
Prioritization of politics, physical and mental health increased since late 2020. However, consumers have deprioritized traveling (a percentage decrease of 29%), likely due to concern for their health and safety.

Lifestyle Changes Due to COVID-19

The vast majority of consumers (80%) are still social distancing and have adjusted their lifestyles to mitigate the spread of COVID-19.

What activities consumers are comfortable with:



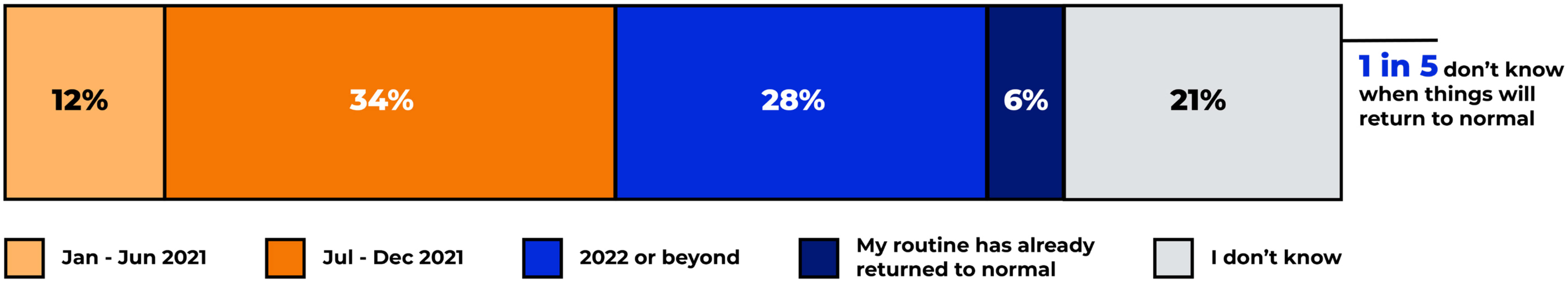


16%

of consumers are choosing to move away from a city center.

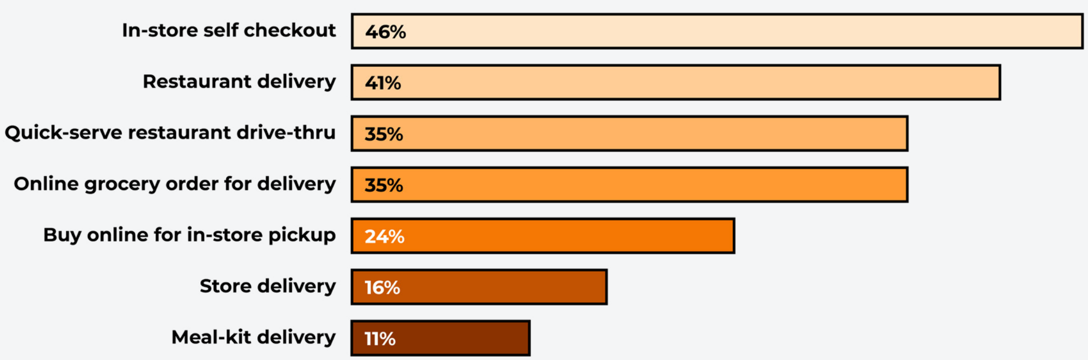
45% of consumers think their lifestyle or day-to-day activities will return to the way they were prior to the COVID-19 pandemic within the next year. Only 12% believe the same in the next six months. Understandably, 21% say they don't know what to expect.

When consumers believe routines will return to normal:

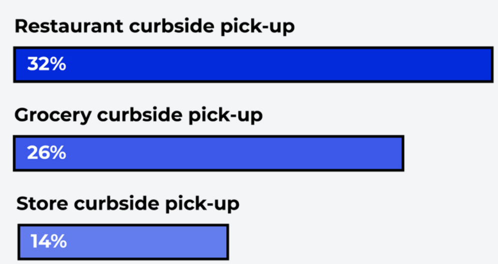


Shoppers have turned to online grocery or food ordering during the pandemic. 48% of consumers say they have shopped online for groceries in the last three months. Meal delivery and curbside services are highly utilized by consumers as well:

Trending Grocery/Dining Options

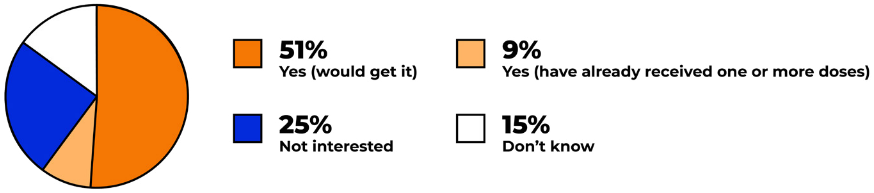


Curbside



COVID-19 Vaccine's Impact on Consumers

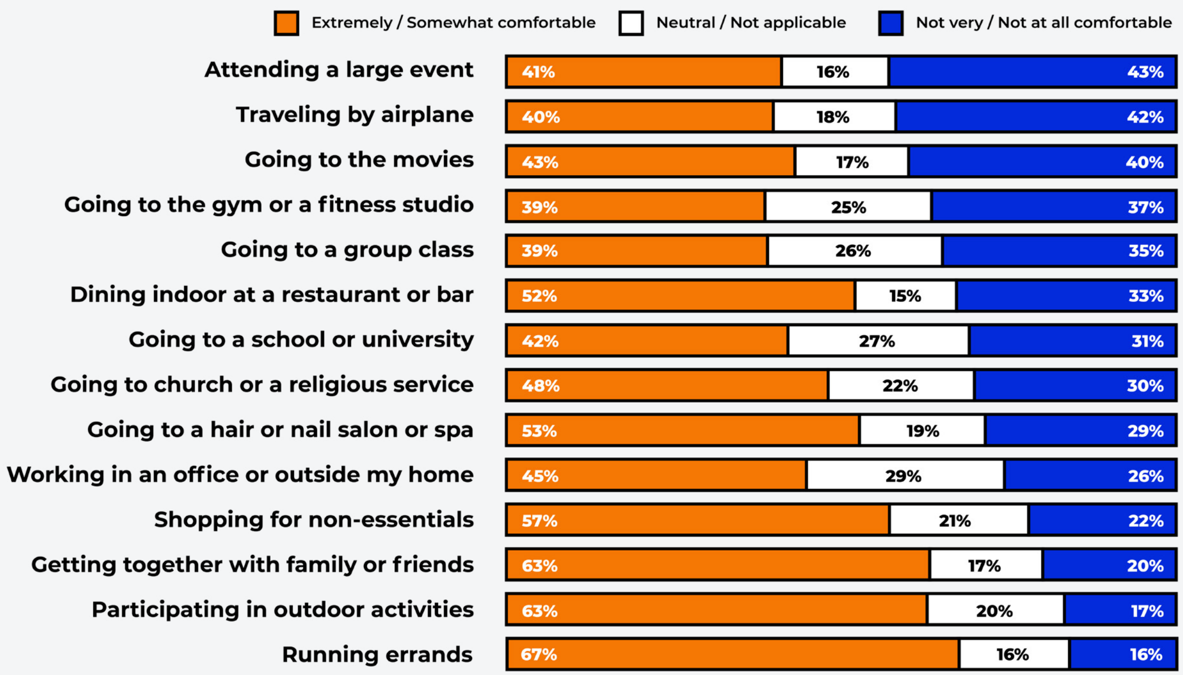
Consumer Interest in an FDA-approved COVID-19 Vaccine



Even with the vaccination rollout in full effect, many consumers continue to feel varying levels of comfort participating in certain activities or events.

The majority of consumers (60%) welcome an FDA-approved COVID-19 vaccine (and some have already received it).

If vaccinated themselves, consumers share their comfort level participating in the following activities:



Consumers state they'd be least comfortable attending a large event (e.g., a wedding, concert or sporting event), traveling by airplane and going to the movies. However, they'd be most comfortable running errands, getting together with family and friends, and participating in outdoor activities Additionally, nearly 3 in 5 would feel comfortable shopping for non-essentials once the COVD-19 vaccine becomes widely available.

60% of consumers can't wait to get back to shopping at physical stores.

58% of consumers would choose to shop in stores as a way to get out of their home during quarantine.

What are Americans most looking forward to doing "after the pandemic"?

"Going to big parties being around a lot of family and friends going to movies."

"Meeting my nephew for the first time. He was born during Covid and is six months old now and I haven't seen him. Only pictures, sadly."

"I look forward to being able to see my family in the Caribbean again. They really desire to see me."

"I look forward to the days when I won't have to wear a mask in public again."

"Returning to sporting events live. Having fans in the stands."

"Going out to eat at a restaurant and just being around people again."

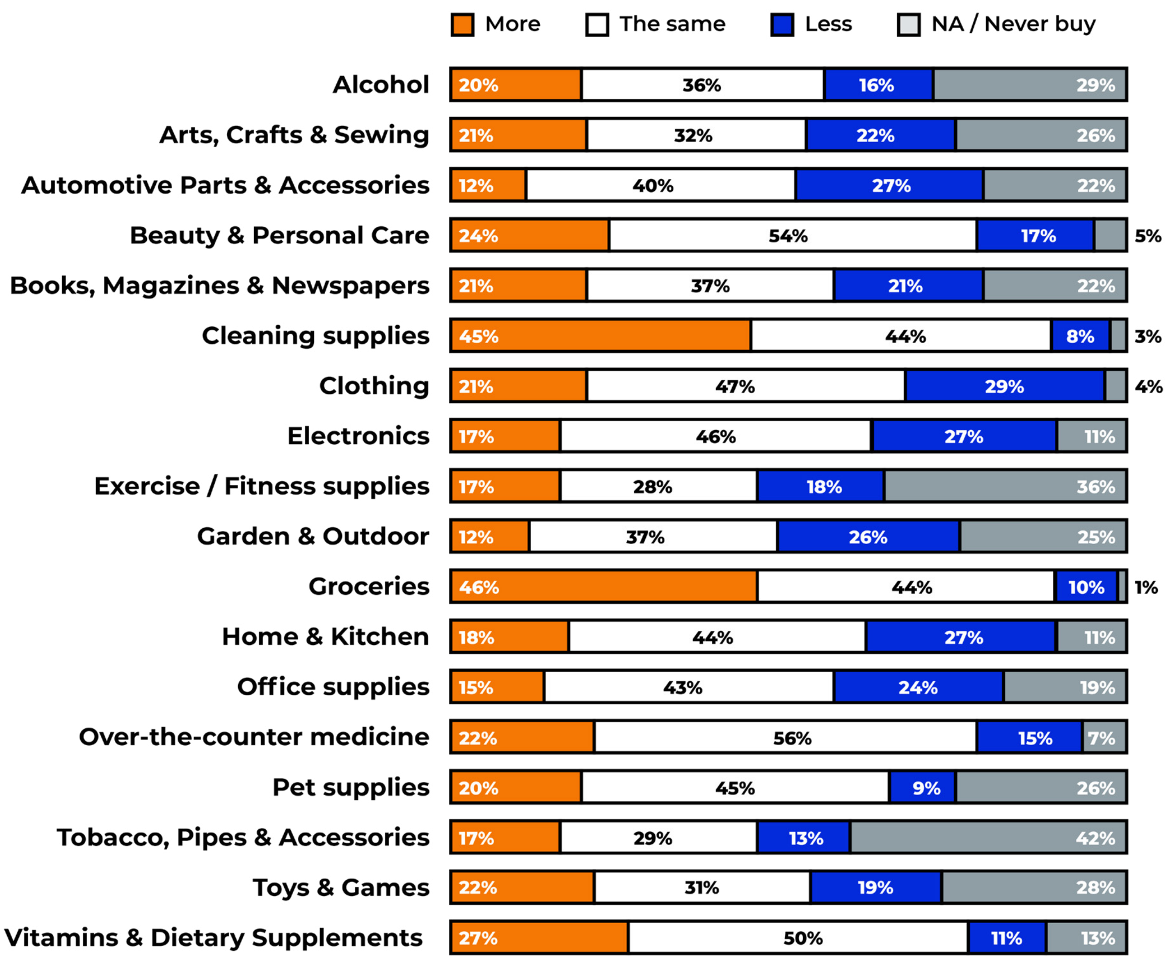
Chapter 2

Trending Spending: Consumer Pulse Report

Where, how, and what consumers are buying has shifted over time, and could shift quickly throughout 2021. We explore what consumers are buying, how they are adjusting their spending, and the products and stores that are earning their business.

Popular Products: What Consumers Are Buying

Among common consumer product categories, shoppers have continued to prioritize essential products over non-essential items.



★ INSIGHTS

What are consumers buying more of than before? 46% of consumers are saying they are buying more groceries and 45% are buying more cleaning supplies, which many would consider "essential" items in the time of the COVID-19 pandemic. Consumers are also buying more health and personal care items.

What are consumers buying less of, overall? Nearly a third of consumers say they are buying less clothing. Additionally, electronics and home and kitchen purchases are down.

Which product categories rose the most (Q4 compared to Q3 2020)?

- Toys & Games - up 16%
- Beauty & Personal Care - up 14%
- Clothing - up 11%
- Groceries - up 10%

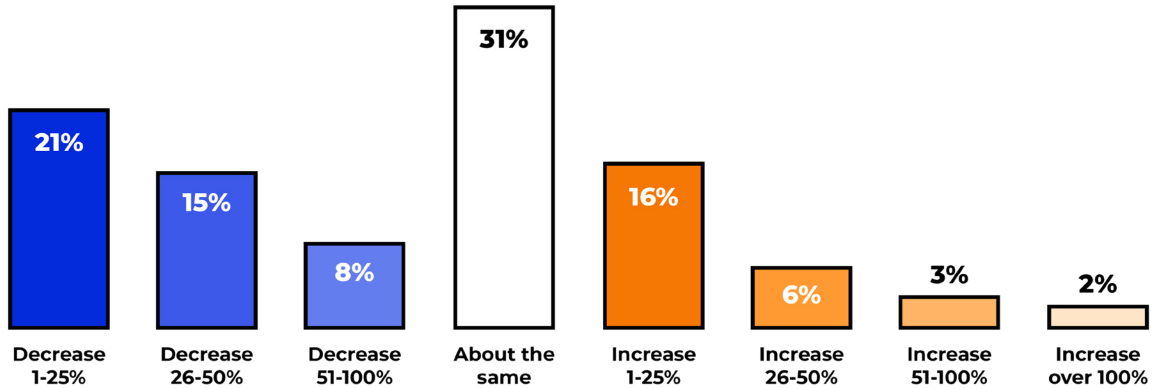
While essentials are still key, individuals are spending more on what makes them feel good. Nearly 1 in 4 are spending more on beauty and personal care and 22% are spending more on toys and games.

Consumers Spending & Projections

The data in this section reflects consumer spending from Q4 2020 as well as projections for Q1 2021.

See consumer spending data for the last half of 2020 ***here****.*

Has overall consumer spending changed in the past three months (October through December)?

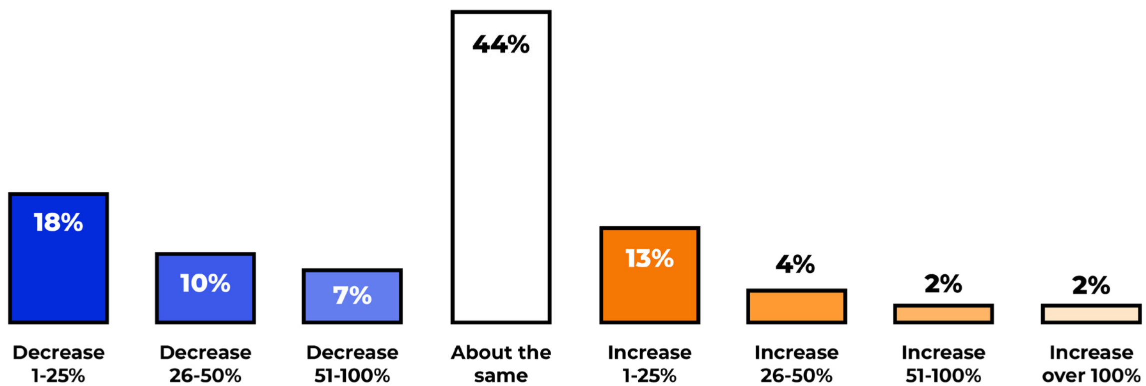


INSIGHTS

From October through December 2020, consumers say their overall spending largely decreased.

- **43% of consumers say spending has decreased**
- **31%** of consumers say spending has stayed the same
- **26%** of consumers say spending has increased

Will overall consumer spending change in Q1 (January through March) 2021?



When asked about their anticipated spending behaviors during the first three months of 2021 (January through March), most consumers said they expect their spending to stay the same or decrease, but 21% still plan to increase spending.

- **35%** of consumers say spending will decrease
- **44% of consumers say spending will stay the same**
- **21%** of consumers say spending will increase

Where People Shop: The Most Popular Stores & Online Retail Sites

Consumers were asked which of the biggest retail stores they shopped at (in store or online) during Q4 2020.

In-store

Shopped in-store in the last 3 months:

Walmart	57%
Target	27%
Walgreens	22%
HomeDepot	17%
Lowe's	17%
Kroger	14%
Amazon Go or Amazon Grocery	11%
Kohl's	11%
Best Buy	10%
Sam's Club	9%
Costco	9%
Apple	8%
Macy's	7%
Specialty, independent, local, or boutique	6%
Albertsons	3%

Online

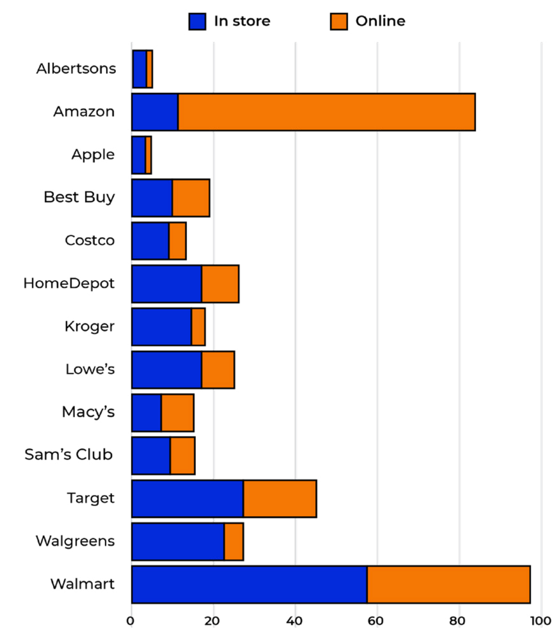
Shopped online in the last 3 months:

Amazon	73%
Walmart.com	40%
eBay.com	18%
Target.com	18%
Kohls.com	10%
Apple.com	10%
BestBuy.com	9%
HomeDepot.com	9%
Etsy.com	9%
Macys.com	8%
Lowes.com	8%
Wish	7%
Sam's Club	6%
Facebook Shops	5%
Specialty, independent, local or boutique	5%
Walgreens.com	5%
Costco.com	4%
Kroger.com	4%
Instacart	4%
Google Shopping	4%
Instagram Shop	2%
Albertsons.com	1%
Houzz	1%

In-store vs. online

Across some of the major retailers, online shopping is coming close to surpassing in-store. Stores like Best Buy, Sam's Club and Macy's have almost as many consumers saying they shop online as they do in store.

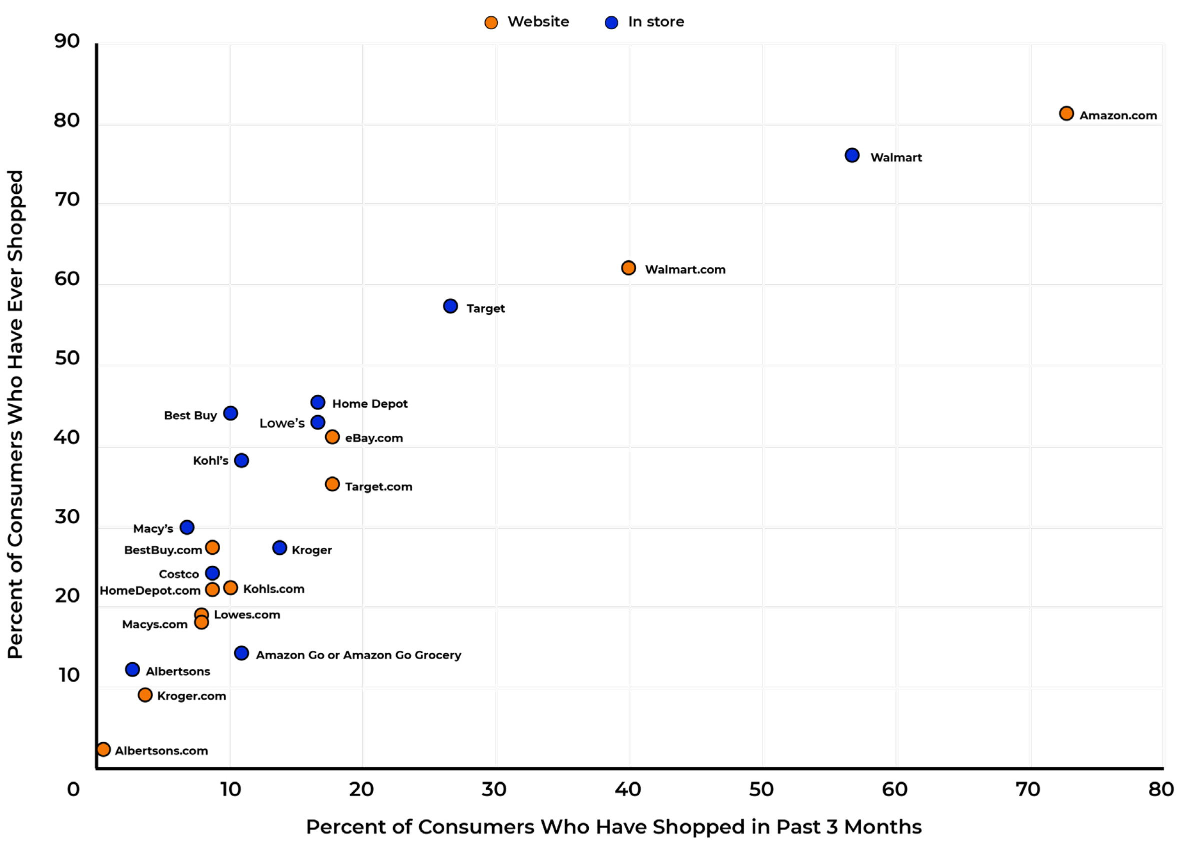
Shopped online in the last 3 months:



Top Shops: Which Stores Are Gaining or Losing Consumer Favor?

Consumer behavior and spending have changed for every retailer in 2021 — though some have experienced much more abrupt changes than others. The following data lists the stores in which consumers have at some point shopped compared to those they've shopped at in the past three months.

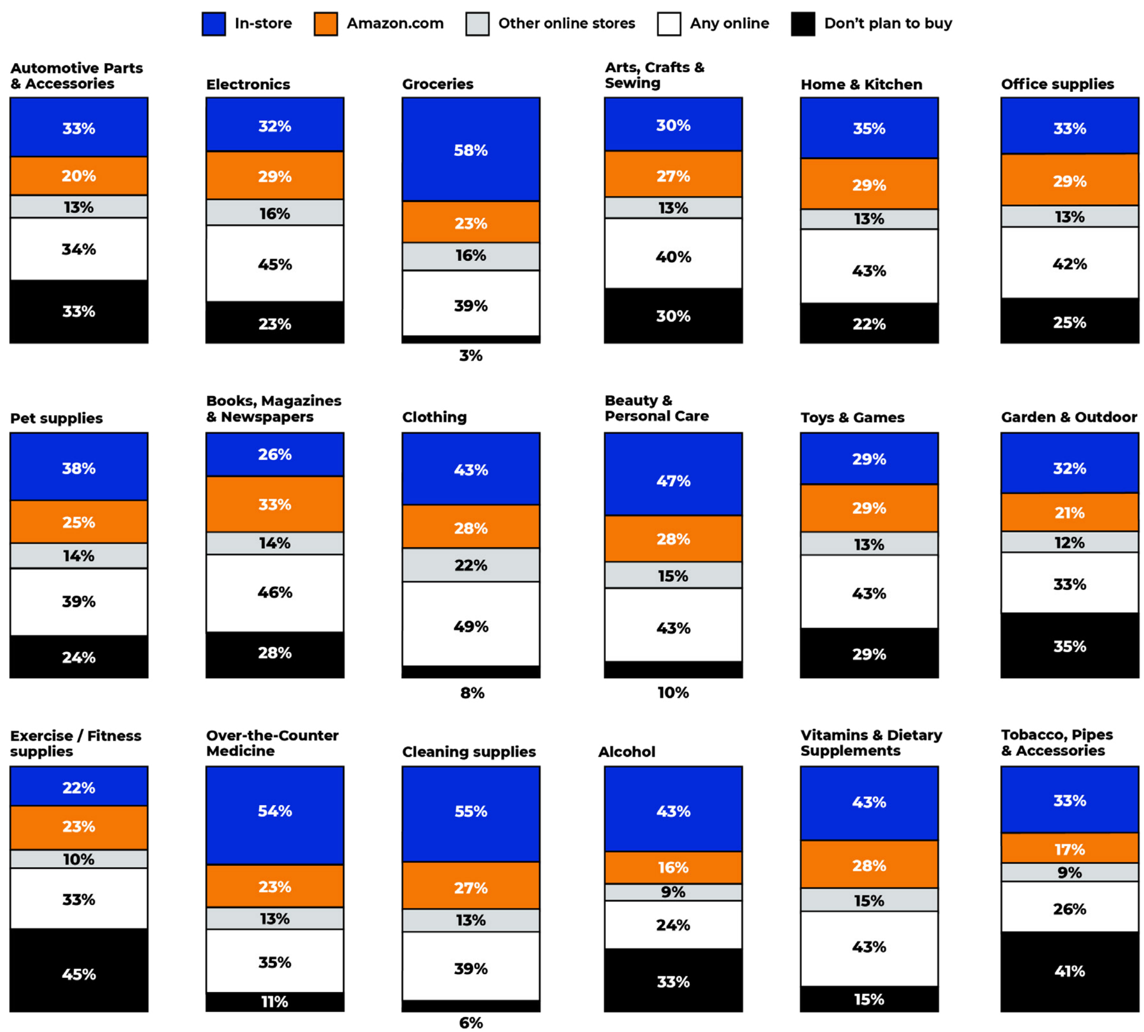
Which Retail Stores Sites Consumers Are Dropping



INSIGHTS

There's a noticeable decline when it comes to in-store shopping at certain large retail stores. For example, shopping in the last three months at Best Buy, Target, Home Depot, Kohl's and Lowe's in store has dropped off; on the other hand, online sites for large retailers (especially in the grocery space) have remained strong — Albertsons.com, AmazonGo or Amazon Go Grocery, Kroger.com and Costco.com.

Where People Plan to Shop for Different Products: In-store, Online, or on Amazon



★ INSIGHTS

- Overall, consumers plan to buy most types of products online rather than in store.
- For every type of product, consumers who plan to buy the product online prefer to buy it on Amazon than another online store.
- The types of products consumers prefer to **shop online** for are: arts & crafts, books/digital books, clothing, electronics, exercise/fitness equipment, garden/outdoor products, home & kitchen items, offices supplies, pet supplies, and toys & games.
- The types of products consumers prefer to **shop in-store** for (more so than on any website, including Amazon) are frequently available at most grocery stores: cleaning supplies, alcohol, beauty and personal care, cleaning supplies, groceries and over-the-counter medicine.

Chapter 3

Ecommerce Report

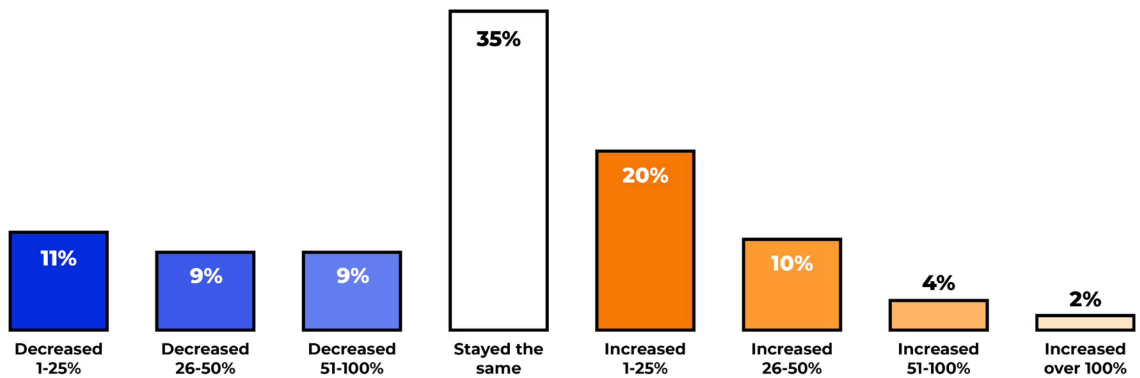
American consumers continue to rely on ecommerce and have welcomed digital trends into their purchasing behaviors and buying decisions. We explore the reasons consumers favor ecommerce, online shopping habits, and all things Amazon.

Online Spending & Shopping Preferences

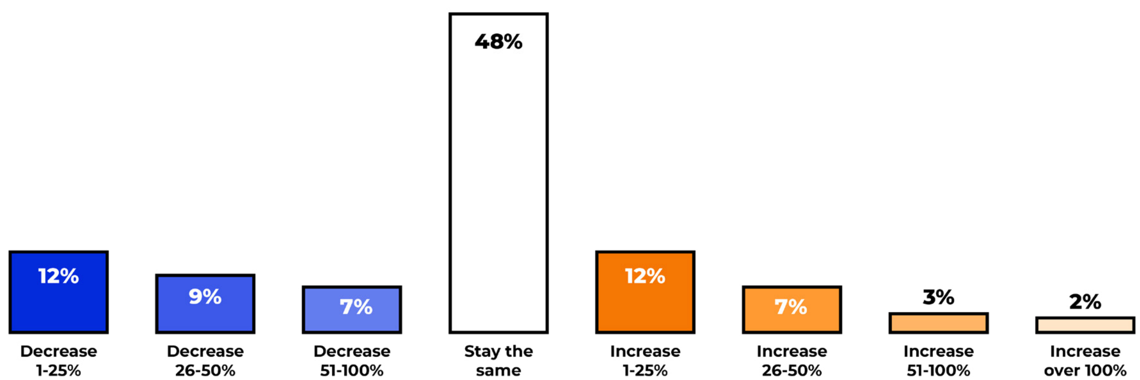
The data in this section reflects **online** consumer spending from Q4 2020 as well as projections for Q1 2021.

See online consumer spending data for the last half of 2020 ***here***.

Has *online* consumer spending changed in the past three months (October through December)?



Will *online* consumer spending change in Q1 2021 (January through March)?

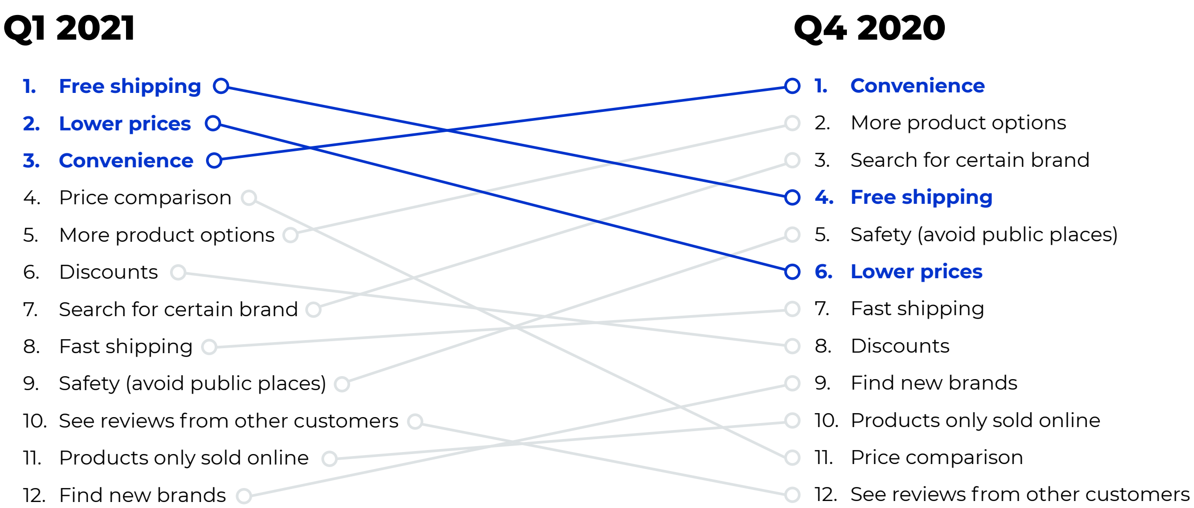


INSIGHTS

- From Q4 2020, consumers say their online spending has increased.
  - **29%** of consumers say spending has decreased
  - **35%** of consumers say spending has stayed the same
  - **37%** of consumers say spending has increased
- While overall spending trends are mostly consistent with spending trends earlier in 2020, the amount of consumers who have increased their online spending is notably higher — a 7% increase since this time period. About the same percentage of consumers say their spending stayed the same, but previously 31% of consumers had decreased spending and only 34% increased it.

- Most consumers said they expect their online spending to stay the same or decrease during Q1 (January through March 2021).
  - **28%** of consumers say spending will decrease
  - **48%** of consumers say spending will stay the same
  - **24%** of consumers say spending will increase (compared to 32% surveyed in Q3)

Reasons Consumers Prefer to Shop Online — Ranked:



46% of consumers often leave items in their cart and forget about them.

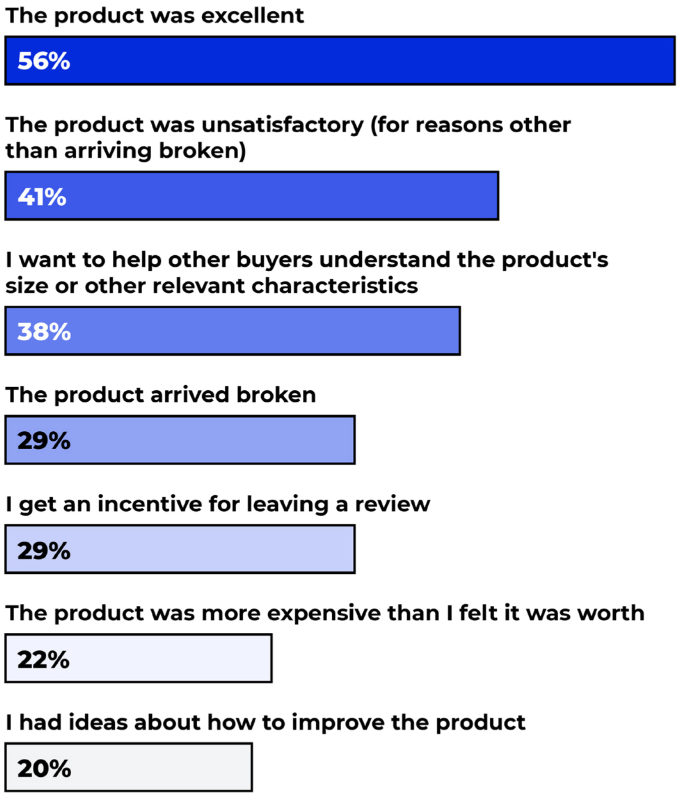
56% have made impulse purchases online or in-store in the past three months.

When shopping online, some benefits are more important than others:

★ INSIGHTS

- Highly rated products are more important than price! 68% of consumers are influenced by product ratings or reviews that contain photos or videos.
- Flexible payment options are important to the majority of consumers. 51% prefer shopping from retailers that offer payment options such as "buy now, pay later," cryptocurrency, and more.

Top Reasons Consumers Leave Product Reviews Online



*Respondents could select multiple answers.

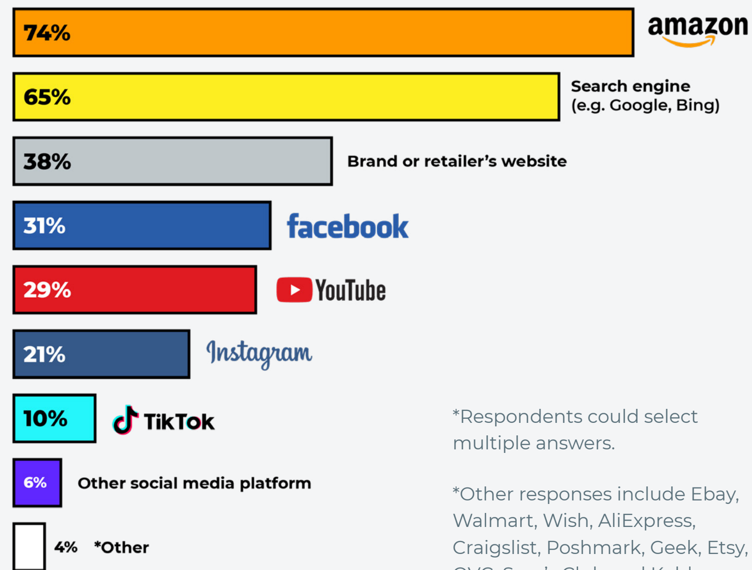
11% of consumers never leave a product review.

More consumers leave reviews when they love a product than when they hate it.

Returns: How likely are consumers to send products back?

1. Physical store - **37%**
2. Amazon - **32%**
3. Online store - **31%**

When consumers shop for a product online, where do they start their search?



*Respondents could select multiple answers.

*Other responses include Ebay, Walmart, Wish, AliExpress, Craigslist, Poshmark, Geek, Etsy, QVC, Sam's Club and Kohls.

64% of consumers say when they need to get a product fast, they look for it on Amazon.

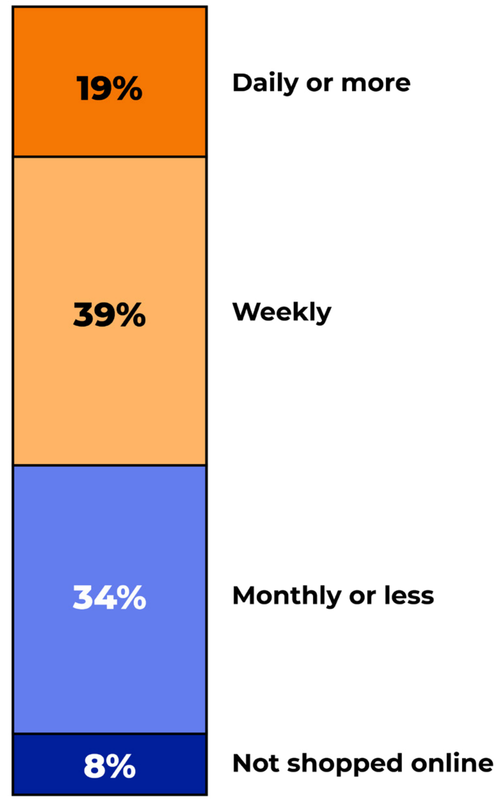
73%

of consumers believe the majority of consumer shopping will happen online in the future.

43%

of consumers say they would be fine if they never shopped in a physical store again.

How frequently do consumers shop online?

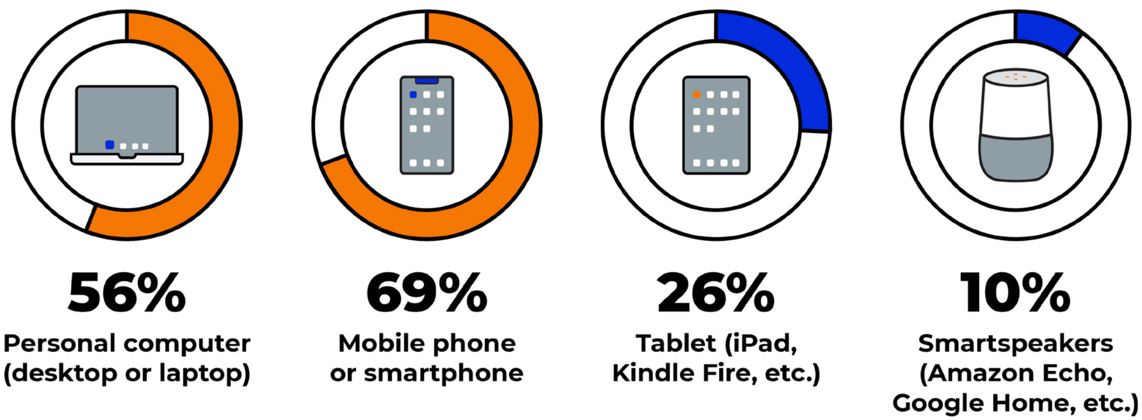


58% of consumers shop online weekly or more.

Tech-Forward Consumer Behaviors

In 2021, consumers have more ways to buy things than ever before. They can swipe on their phones to schedule a pickup of groceries curbside, ask Alexa to re-order detergent, and generally buy just about anything online. Buying behaviors have also become heavily influenced by social media, and brands are hustling to keep up with new channels to appeal to customers.

Top Devices Consumers Use to Shop Online



*Respondents could select multiple answers.

54% of consumers have purchased a product they first learned about on social media.

Top Social Media Channels Influencing Consumer Purchases

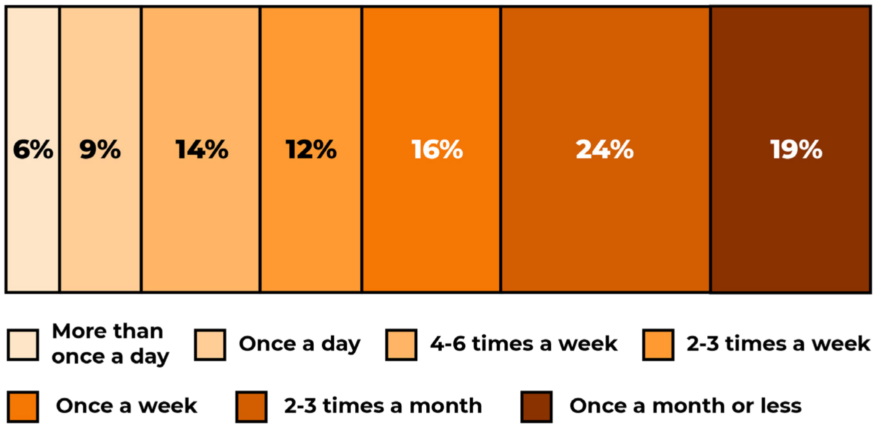
1. Facebook - **46%**
2. YouTube - **37%**
3. Instagram - **29%**
4. Pinterest - **16%**
5. Tik Tok - **16%**
6. Snapchat - **14%**

*Percent of consumers who made purchases on this channel. Other responses include Twitter, Reddit, WhatsApp, and Mercari.

45% of consumers use deal-finding browser extensions or plug-ins (e.g., Honey, Pricescout, Amazon Assistant, etc.) when they shop online.

Amazon’s Prevalence in 2021 & Prime Membership

How frequently Amazon shoppers make purchases on Amazon.com:



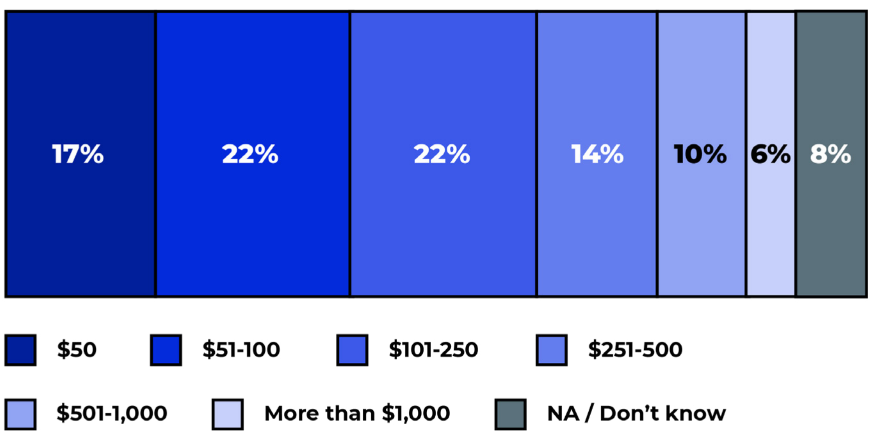
56% of U.S. consumers say that if they were only able to buy products from a single store, it would be Amazon.

INSIGHTS

Among consumers who have shopped on Amazon between October through December 2020, the majority (57%) are making purchases weekly or more.

- **54%** of Amazon shoppers say they like using Amazon’s subscription feature to make repeat purchases.

Maximum amount consumers would spend on a product from Amazon:

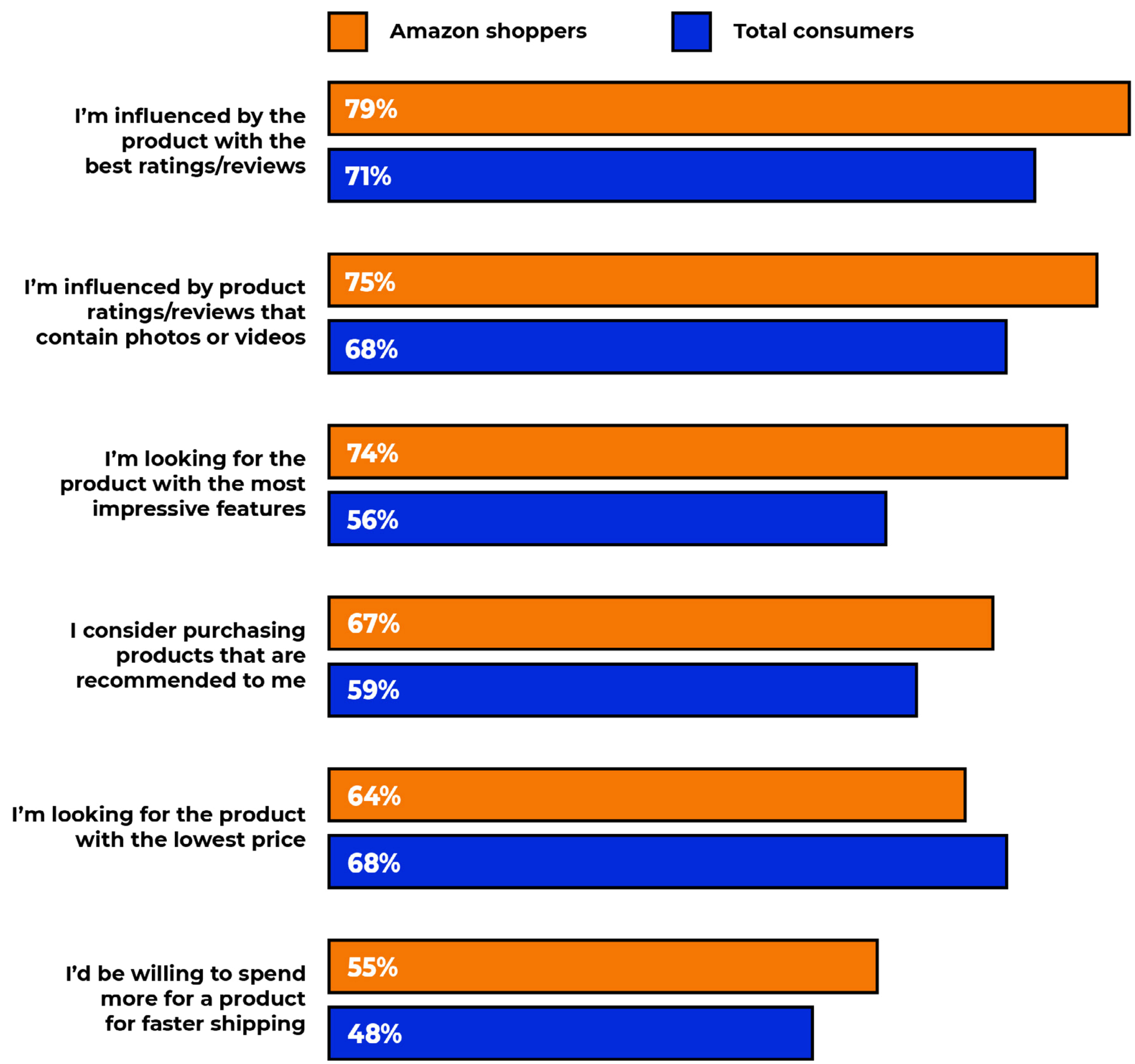


Spending higher amounts of money for a product on Amazon indicates that consumers trust the site for more major purchases. This gives product categories such as furniture, electronics, and higher-end clothing and fashion accessories greater potential for success on Amazon.

- **53%** of consumers would spend over $100 for a product on Amazon
- **16%** of consumers would spend over $500 for a product on Amazon (up 7% from Q3)

51% often leave items in their Amazon shopping cart and forget about them.

When shopping on Amazon, some benefits are more important than others:

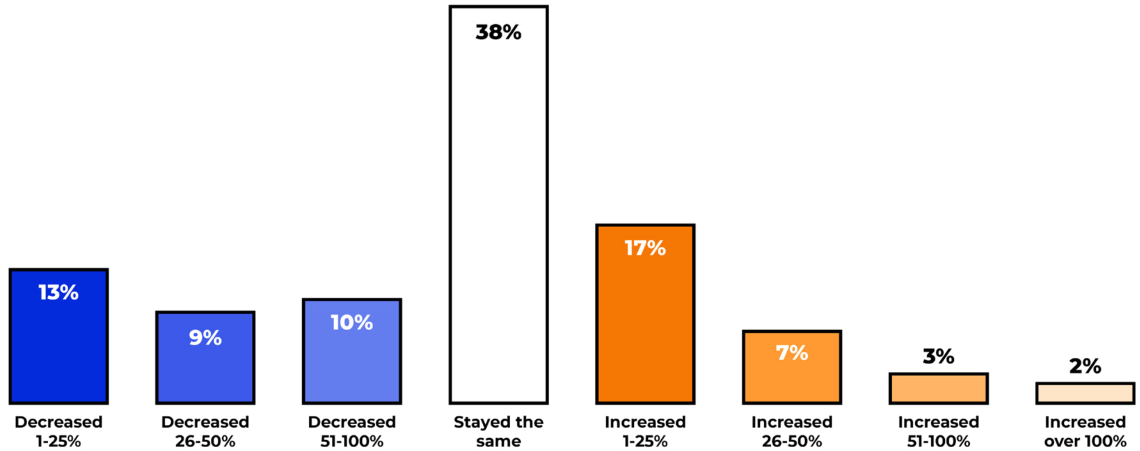


INSIGHTS

Overall, Amazon shoppers have higher expectations for product detail and quality and fast shipping — but they are less price-sensitive than general consumers.

Has *Amazon* consumer spending changed in the past three months (October through December)?

Among customers that have shopped on Amazon:



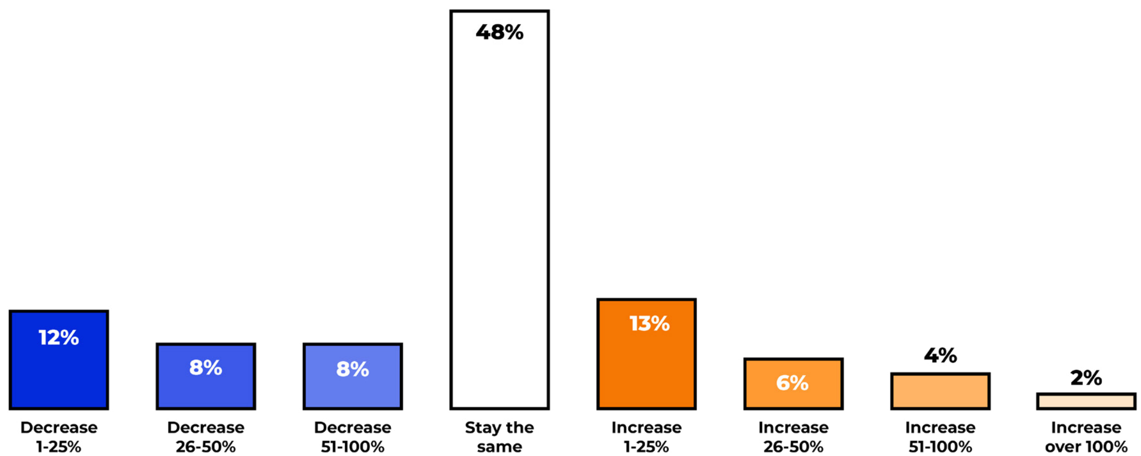
INSIGHTS

From Q4, consumers say their Amazon spending has stayed the same.

- **32%** of consumers say spending has decreased
- **38%** of consumers say spending has stayed the same
- **30%** of consumers say spending has increased

Will *Amazon* consumer spending change in Q1 (January through March) 2021?

Among customers that have shopped on Amazon:



Most consumers (76%) say they expect their Amazon spending to stay the same or decrease during Q1.

- **28%** of consumers say spending will decrease
- **48%** of consumers say spending will stay the same
- **24%** of consumers say spending will increase

Amazon Spending by Category: Quarterly Changes

Amazon spending is rising for some categories more than others. See how consumers shopped on Amazon in various product categories in Q4 (October through December) compared to Q3 (July through September):

INSIGHTS

- Shopping on Amazon for categories including Arts, Crafts & Sewing, Electronics, and Home & Kitchen has slowed.
- Shopping on Amazon for alcohol and toys and games picked up in Q4, likely due to the holidays.

Other products Amazon shoppers were purchasing in Q4 include: jewelry, seasonal gifts or decorations, gift cards and medical supplies.

Category	Q4	Q3	% change
Alcohol	9%	4%	144%
Toys & Games	27%	18%	45%
Cleaning supplies	25%	19%	32%
Over-the-counter medicine	14%	11%	28%
Clothing	44%	39%	13%
Exercise / fitness supplies	13%	12%	5%
Beauty & Personal Care	31%	31%	2%
Pet supplies	26%	26%	0%
Books, Magazines & Newspapers	26%	28%	-5%
Office supplies	21%	22%	-5%
Groceries	31%	36%	-12%
Garden & Outdoor	8%	10%	-13%
Home & Kitchen	21%	24%	-14%
Electronics	27%	35%	-23%
Arts, Crafts, & Sewing	17%	26%	-33%
Vitamins & Dietary Supplements	29%	*	*
Automotive Parts & Accessories	12%	*	*
Tobacco, Pipes & Accessories	9%	*	*

*Category not measured in Q3 2020

Top Reasons Consumers DON'T Shop on Amazon

1. **Trying to spend less money**
2. **Haven't needed anything from Amazon**
3. **Don't have an Amazon Prime account**
4. Prefer shopping in stores
5. Don't like Amazon
6. Amazon's prices are too high
7. Prefer other online shopping options
8. Deterred by the duration or uncertainty of shipping times
9. Believe Amazon does not have the type of product(s) they're looking for
10. Can't get the brands they're looking for on Amazon
11. Quality of past Amazon purchases has been poor
12. Amazon has been out of stock of any products they were looking for

★ INSIGHTS

Among those not shopping on Amazon:

- Only 5% of consumers did not purchase products on Amazon due to stock concerns, compared to 11% of consumers in Q3 (July through September).
- 26% of consumers said that they have been trying to spend less money, compared to 21% of consumers in Q3.

How COVID-19 has affected shopping on Amazon:

60%

of consumers are shopping more frequently on Amazon since the COVID-19 pandemic than previously.

60%

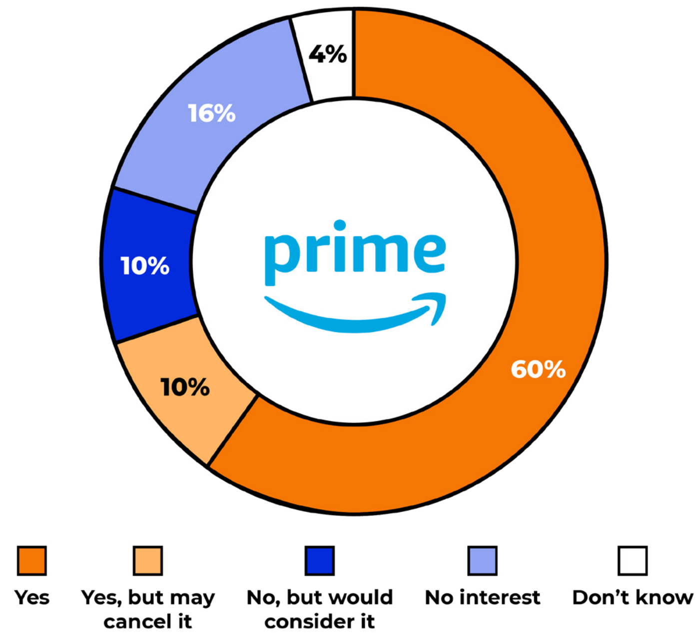
of consumers have a greater appreciation for Amazon now than they did prior to the COVID-19 pandemic.

59%

say Amazon has provided products that they could not get anywhere else during the COVID-19 pandemic.

Amazon Prime Membership

Amazon Prime Membership & Interest



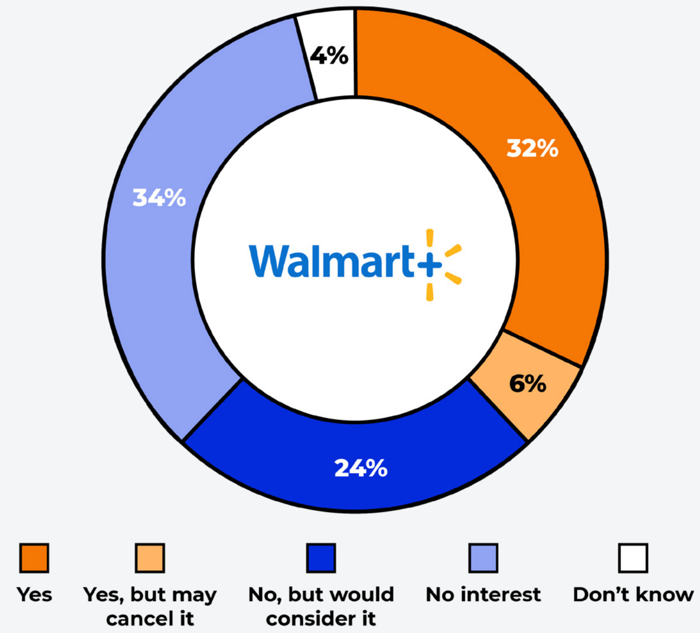
★ INSIGHTS

70% of consumers are currently Amazon Prime members (up from 61% in Q3).

45% of consumers have shopped on Amazon Prime Day in the past.

Walmart+

Walmart+ Membership & Interest



★ INSIGHTS

38% of consumers are currently Walmart+ members.

Among those that would consider getting a Walmart+ account:

- **71%** already currently have an Amazon prime account.
- **38%** have shopped on Walmart.com in the past 3 months.
- The top reason they shop online is for **free shipping**.

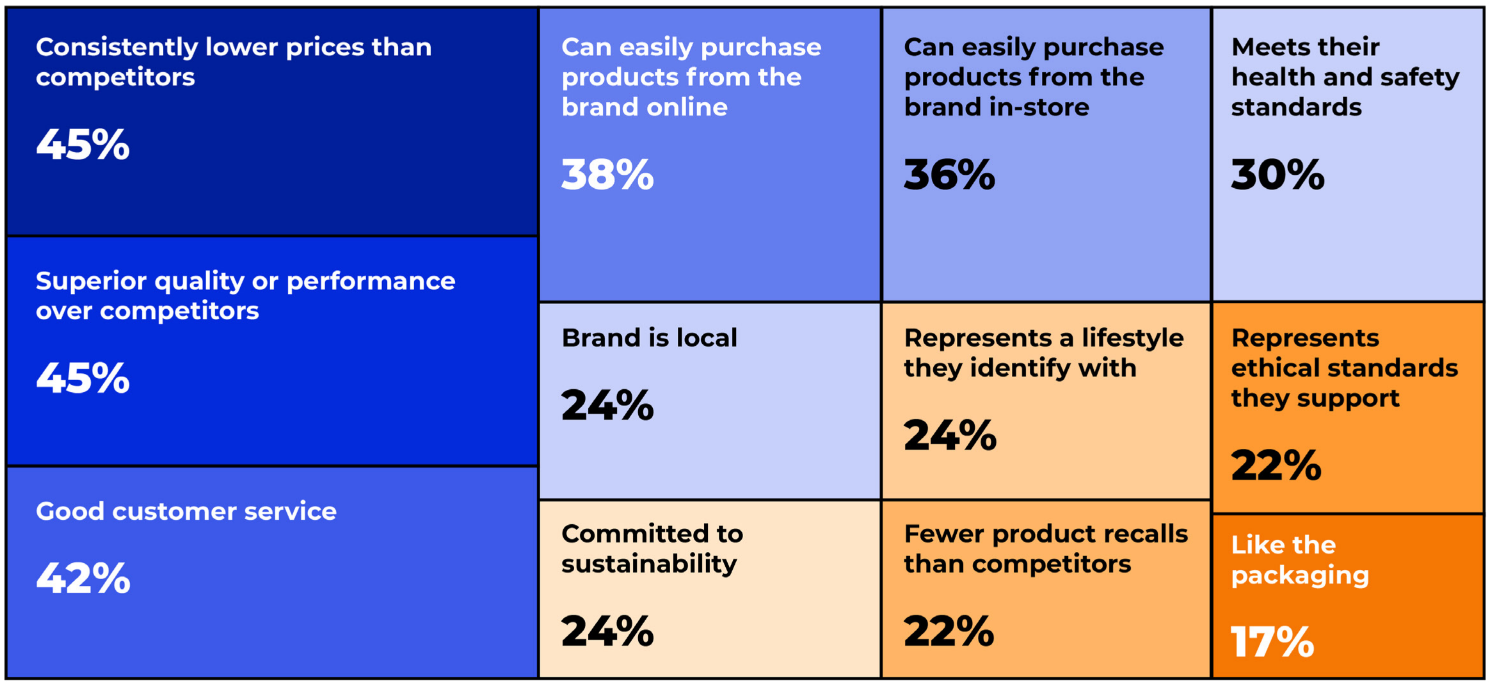
Chapter 4

Brand Loyalty

Whether in-store, online, or on Amazon, brands are increasingly being challenged to differentiate themselves in order to gain market share and retain customer loyalty. So what do consumers care about when it comes to brands? We dig into brand preferences by product category and more.

Brand Tips: Top Reasons Consumers Buy

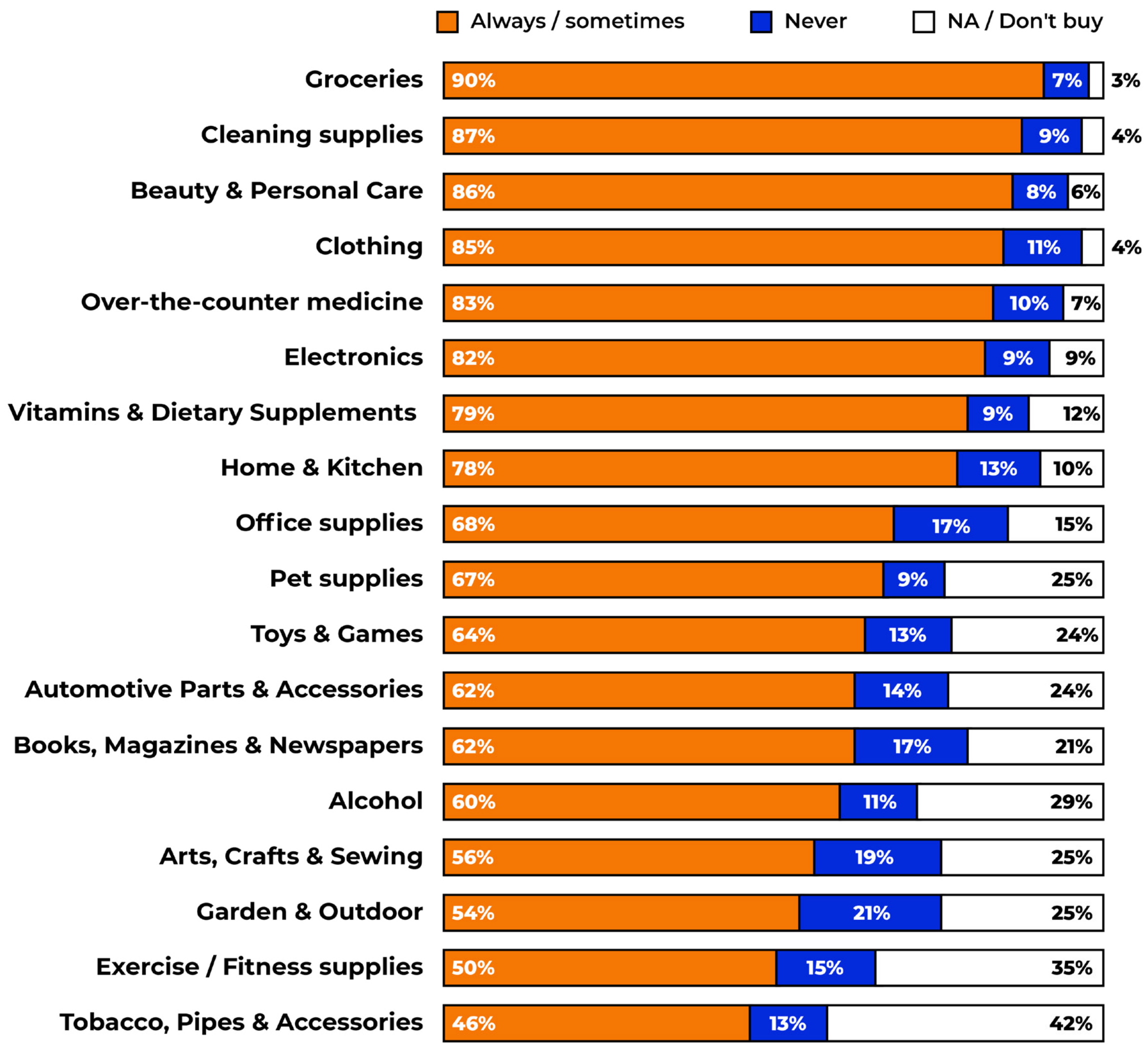
Top Reasons Consumers Buy from a Specific Brand



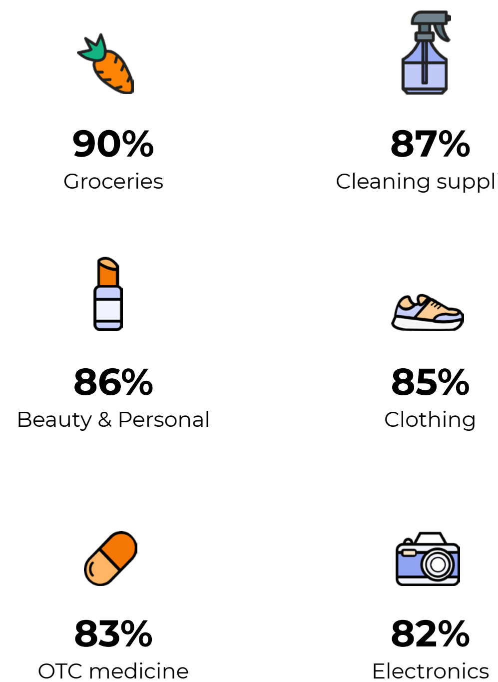
54% of consumers would describe themselves as brand loyal.

Brand Preferences by Product Category

Consumers shop for *specific brands* of these types of products most:

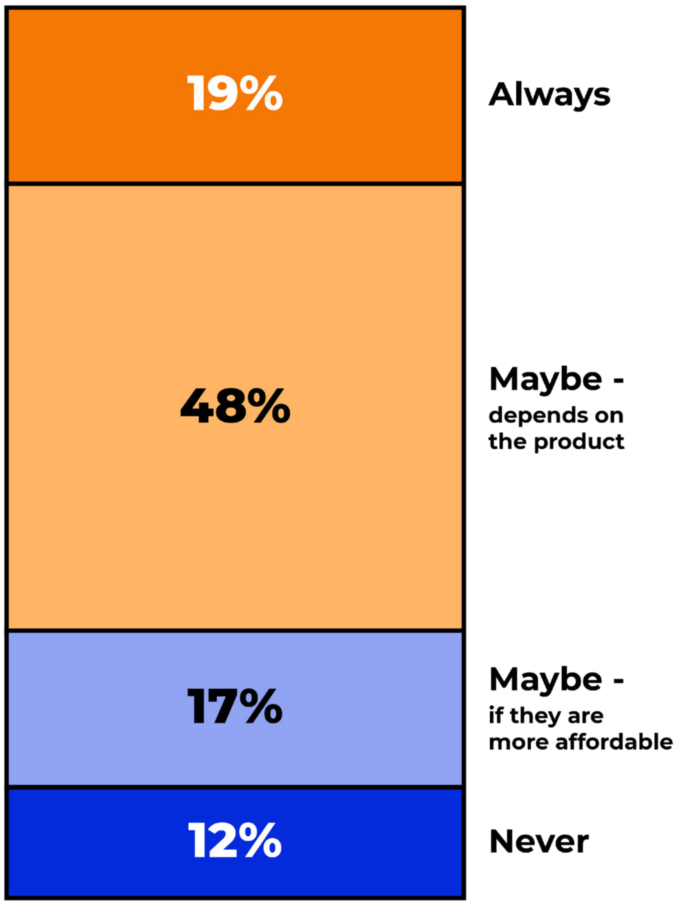


Brand loyalists look for *specific brands* of these types of products most:



*Percentage of consumers who would always or sometimes look for a specific brand of this type of product.

Do consumers look for specific brands online?



19% of consumers say they always look for certain brands when shopping online - this is down from 25% in Q3.

Brand loyalty persists among Amazon shoppers.

Despite Amazon being known as "The Everything Store," on which consumers can find countless options for a particular product, consumers say they still look for a particular brand when shopping on Amazon.

68% of consumers say that when they need to purchase a product from a specific brand, they look to see if they can purchase it on Amazon.

Chapter 5

About the Report

Methodology

Between January 26-29, 2021, Jungle Scout conducted an anonymous survey among a panel of 1,005 U.S. consumers about their buying preferences and behaviors. Respondents represent every U.S. state, all genders, and ages 18 to 75+, as well as all employment types and varying income levels.

The survey asked certain questions about behaviors during the ongoing COVID-19 pandemic, which is described as to have started in the U.S. in March 2020 for consistency among related responses.

Certain analysis also compares responses from this survey to the previous Consumer Trends Survey, where data was collected in October and covers a timespan from July to December 2020.

Q4 refers to the months of October through December 2020. Q3 refers to the months of July through September 2020. Q2 refers to the months of April through June 2020.

Using the data

We invite you to explore Jungle Scout's 2021 Consumer Trends Report, and to share, reference, and publish the findings with attribution to "Jungle Scout" and a link to this page.

For more information, specific data requests or media assets, or to reach the report's authors, please contact us at press@junglescout.com.

About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon, with the mission of providing powerful data and insights to help entrepreneurs and brands grow successful Amazon businesses.

Demographic Data

Gender

Male	40%
Female	60%
Other/prefer not to say	<1%

Age

18-24	12%
25-34	24%
35-44	21%
45-54	15%
55-64	14%
65-74	12%
75+	4%

Region

West	21%
Midwest	20%
Northeast	19%
South	40%

Household income

Less than $25,000	29%
$25,000 to $34,999	15%
$35,000 to $49,999	12%
$50,000 to $74,999	15%
$75,000 to $99,999	10%
$100,000 to $124,999	6%
$125,000 to $149,999	6%
$150,000 or more	6%

Household members

1	19%
2	30%
3	22%
4	18%
5 or more	11%

Parent or guardian

Yes	36%
No	64%

Relationship status

Single or Unmarried and not living with a partner	46%
Married	38%
In a relationship (Unmarried) and living with a partner	17%

Employment status

Employed (NET)	**49%**
Employed (full-time OR part-time) and leaving my home for work	40%
Employed (full-time OR part-time) and currently working at home	9%

Not working (NET)	**51%**
Unemployed (lost work due to COVID-19 and its effects)	8%
Unemployed (NOT related to COVID-19)	7%
Furloughed (due to COVID-19 and its effects)	<1%
Student (full-time OR part-time)	4%
Homemaker	7%
Retired	17%
Disabled/unable to work	7%
Other	<1%