Jungle Scout

Consumer Trends Report | Q4 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 and Walmart.com in particular.

This report focuses on consumer attitudes and behaviors over the fourth quarter (October through December) of 2021 with some comparison to previous quarters. It explores how consumers are shopping for gifts for the 2021 holiday season, what activities, goals, and lifestyle changes they'll pursue in 2022, and how they're currently shopping and spending, both online and in-store.

1 4 out of 5 consumers shop online for holiday gifts — and most shop on Amazon.

- While 78% of consumers shop online for gifts, 46% shop **only** online. 67% of all consumers shop on Amazon for holiday gifts, followed by 48% who shop on Walmart.com and 34% for all other websites — 17% at Target.com, 13% at BestBuy.com, and 12% at Etsy.com.
- While 54% of consumers shop in stores, 22% shop **only** in stores. 47% of all consumers shop in Walmart stores, followed by 14% at Target stores and 7% each at Kohl's and Best Buy stores.
- 65% of shoppers buy physical gifts and 58% buy gift cards.

2 More holiday shoppers search for specific brands on Walmart.com than on Amazon.

- Most consumers (68%) search for types of products (e.g., "scented candle") for holiday gifts, but many also use broad search terms (e.g., "gifts for moms") or search for specific brands.
- 48% of Walmart.com shoppers search for brands (e.g., "Yankee Candle") when shopping for holiday gifts compared to 38% of Amazon shoppers who do the same.

3 Organic and social influence is driving holiday gift ideas and purchases.

- On Amazon, customers prefer organic listings over any type of ad.
- 47% of consumers who source gift ideas from social media will get inspiration from influencers.
- 13% of gift shoppers say they often search for a product on Amazon after seeing an ad for that product on another website.

4 Many U.S. consumers look forward to "treating themselves" in 2022.

- 68% of Americans say they want to have more fun in 2022.
- 55% of American consumers plan to "treat themselves" in 2022 to make up for lost time due to the COVID-19 pandemic.
- 46% of Americans say they are already making travel plans for 2022.

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Chapter 1

Q4 Insights: Consumer Holiday & New Year Spending Plans

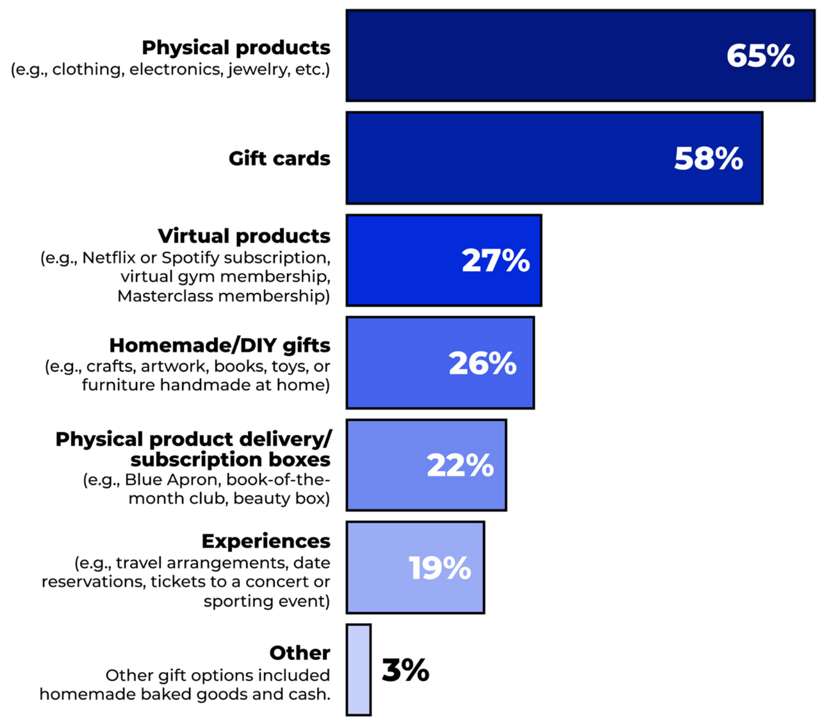
For this holiday season, we examined what types of products and stores consumers look to for their holiday shopping, who they're buying for, and what influences their gifting.

We also explored how consumers are preparing for 2022, including the activities they look forward to attending and hosting and the personal, social, and career goals that will guide their life and work next year — and of course, how all these plans are influencing their spending.

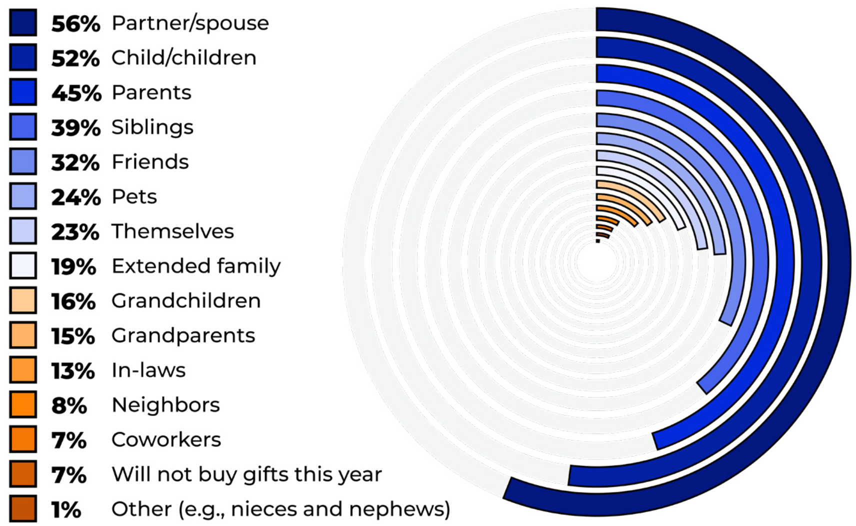
2021 Holiday Shopping Trends

What are the top gifts for 2021, and who is receiving them? Physical products and gift cards are popular gifts this year as consumers build their holiday shopping lists.

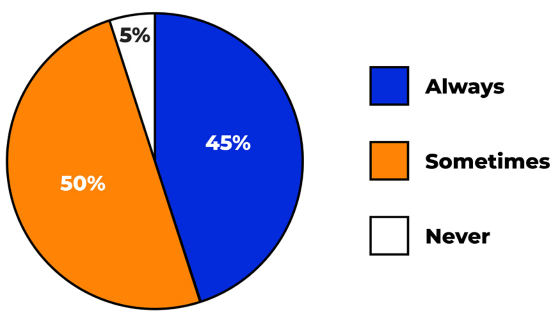
Top holiday gift options for 2021



Consumers' top holiday gift recipients



How confident are gift givers that their recipient will love the gift?

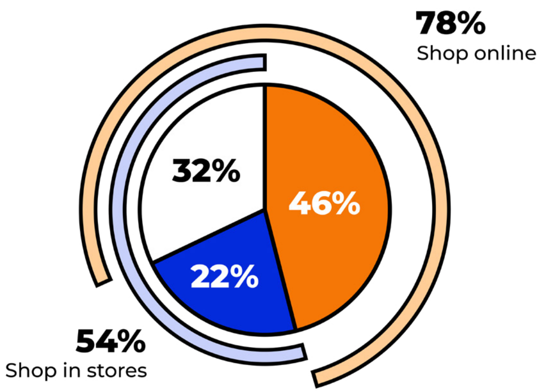


★ INSIGHTS

9% of gift givers plan to bundle items into themed kits or gift baskets.

Where Consumers Are Shopping for Gifts

This holiday season, consumers are sourcing gift ideas from their favorite brands, as well as from social media and online gift guides created by news outlets. They are shopping at a diverse mix of online and in-store retailers, including Amazon, Walmart, and local businesses.



ONLY shop online

ONLY shop in stores

Shop both

Where are consumers shopping for holiday gifts?

After Amazon and Walmart, Target.com and Target stores are popular options for online and in-store holiday gift shopping.

Online

1	**Amazon.com**	**67%**
2	**Walmart.com**	**48%**
3	Target.com	17%
4	BestBuy.com	13%
5	Etsy.com	12%
6	eBay.com	11%
7	Kohls.com	10%
8	Specialty, independent, local, or boutique (website)	9%
9	Macys.com	8%
10	Apple.com	8%
11	HomeDepot.com	7%
12	Lowes.com	6%
13	Samsclub.com	4%
14	Facebook Shops (website)	4%

In-store

1	**Walmart**	**47%**
2	Target	13%
3	Kohl's	7%
4	Best Buy	7%
5	Walgreens	6%
6	The Home Depot	5%
7	Macy's	4%
8	Lowe's	4%
9	Sam's Club	3%
10	Costco	3%
11	Kroger	3%
12	Apple	2%
13	Albertsons	0%

*Other online destinations included Sephora, Bath & Body Works, and virtual gift card sites.
*Other in-store destinations included thrift and vintage stores, local businesses, craft stores, TJ Maxx, and restaurants.

67%
of consumers are shopping on Amazon for gifts.

48%
are shopping on Walmart.com, and **47%** are shopping in-store at Walmart for gifts.

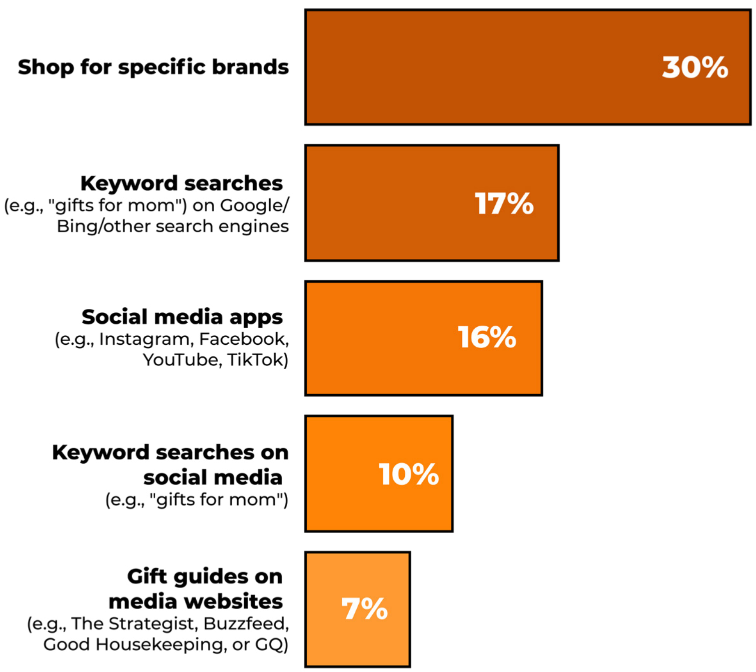
★ INSIGHTS

- When shopping at most larger retailers like Kohl's and Best Buy, consumers are more likely to shop at the retailer's website versus in-store. However, more consumers are shopping in-store at Macy's, Sam's Club, and Costco.
- **30% of consumers who shop online for gifts buy from local or independent businesses.**

How Consumers Are Shopping for Gifts

We analyzed the methods consumers use to search for gifts online, including where they get gift ideas, how they find gifts on Amazon and Walmart, and how social media influences their gift-shopping strategies.

Where do consumers get ideas for gifts?



8% of consumers like to buy the season's most popular items as gifts.

How do consumers plan to spend on gifts?

52%
are searching for deals on the items people on their gift lists have asked for.

48%
of gift shoppers like to surprise their recipients with items they didn't ask for or expect.

22%
are willing to pay full-price for luxury items as gifts.

5%
plan to purchase pre-owned products as gifts this year.

How Consumers Search for Gifts on Amazon and Walmart.com

Shoppers search for products on Amazon and Walmart.com differently, underscoring each retailer's strengths among consumers. Overall, shoppers are more likely to search for specific brands on Walmart.com, whereas they use Amazon to search for specific products.

When searching for gifts on Amazon and Walmart.com, consumers search for...

A specific brand (e.g., "Yankee Candle")
Amazon: 38% **Walmart.com: 48%**

A specific product (e.g., "scented candle")
Amazon: 68% Walmart.com: 61%

A broader search term (e.g., "gifts for mom")
Amazon: 43% **Walmart.com: 46%**

Discounts and deals
Amazon: 45% Walmart.com: 41%

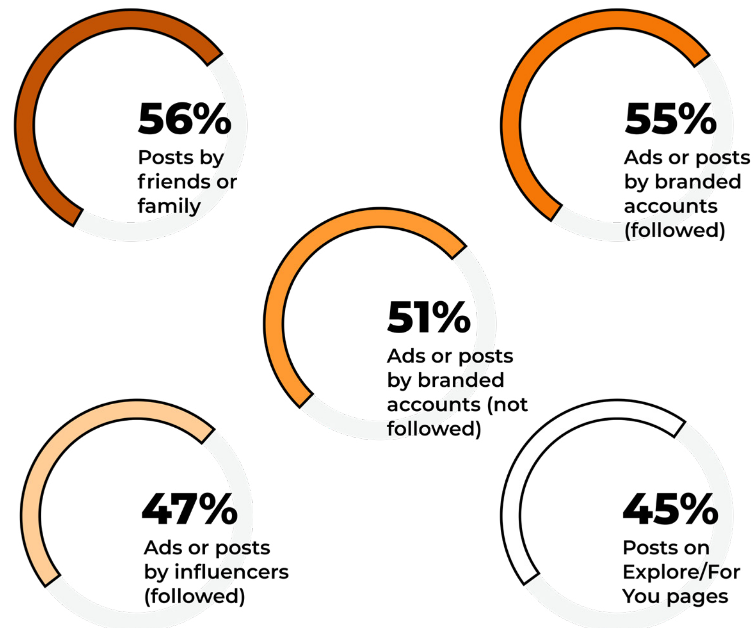
★ INSIGHTS

13% of gift shoppers say they often search for a product on Amazon after seeing an ad for that product on another website.

Social Media Influences Gift-giving

Consumers who source gift ideas from social media apps like Instagram, Facebook, YouTube, and TikTok are drawing gift inspiration from brands and influencers — whether they follow the accounts or not.

Top influences for gift ideas from social media



*Percentages reflect responses among the 16% of consumers who say they get gift ideas from social media.

★ INSIGHTS

Brands that consumers don't follow on social media are as influential as brands they follow.

Consumer Priorities & 2022 Plans

With relaxed COVID-19 restrictions and travel advisories lifted in most states, many Americans are eager to fill their social and travel calendars in 2022. We explored the events and activities consumers are most excited about, how they plan to stay safe while participating in them, and what changes they're planning to make in their work and personal lives as they enter a new year.

Top activities consumers plan to do in 2022

Social

1. Visiting relatives or family - **54%**
2. Visiting friends - **50%**
3. Dating in-person - **24%**

Everyday

1. Shopping at a grocery store - **51%**
2. Shopping at a mall - **37%**
3. Dining indoors at a restaurant or bar - **37%**
4. Attending in-person church or religious services - **30%**
5. Getting treatments or services at a hair, nail salon, or spa - **27%**
6. Working in an office or outside my home - **14%**
7. Attending in-person classes at school or university - **6%**

Travel

1. Staying at a hotel (or Airbnb, VRBO, etc.) - **21%**
2. Getting on an airplane - **17%**
3. Taking public transportation - **11%**

Hobbies

1. Outdoor activities (hiking, camping, etc.) - **26%**
2. Going to a gym or a fitness studio in person - **15%**
3. Participating in an in-person group class (cooking, dancing, etc.) - **10%**

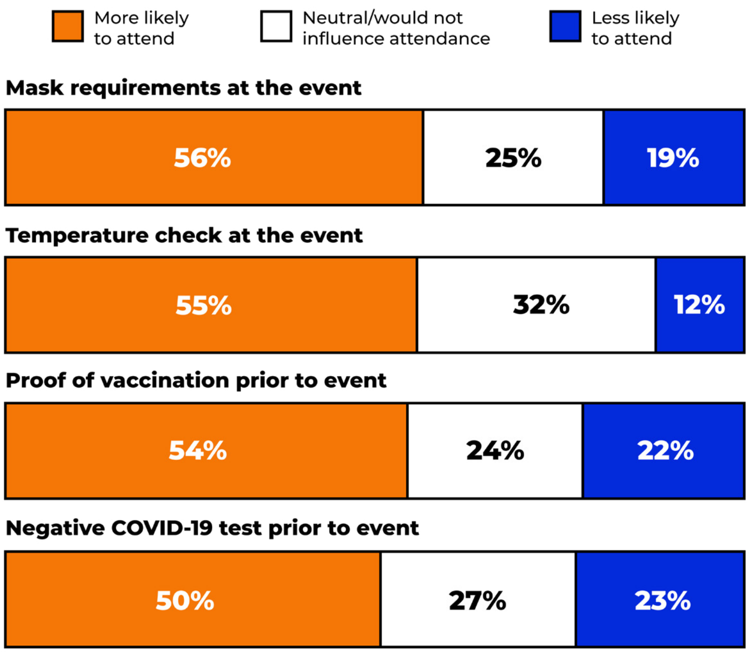
Events

1. Watching a movie, concert, or other event in-person at a public venue - **28%**
2. Attending in-person sporting events - **27%**
3. Attending a wedding - **21%**

★ INSIGHTS

Half of consumers plan to visit family or friends in 2022.

How COVID-19 safety precautions influence participation in activities and events



★ INSIGHTS

While half of consumers say they'd be more likely to attend an event if it required some kind of COVID-19 precaution, roughly one-fifth of consumers say precautions requirements would deter their attendance.

Requiring a negative COVID-19 test prior to the event is more likely to deter attendance at an event or activity than other precaution.

In addition to attending events and gatherings, many Americans plan to host activities next year.

- **42%** plan to host family and friends at their homes in 2022.
- **17%** will host a wedding.
- **5%** will host an in-person group class (e.g., cooking classes, dance classes).

How event hosts plan to keep their guests safe

Mask requirement at the event - **39%**

Temperature check at the event - **38%**

Proof of vaccination prior to event - **32%**

Negative COVID-19 test prior to event - **30%**

None of the above - **31%**

*Respondents could select multiple options. Other answers include distancing, limiting crowd size, staying at home if feeling sick, and not traveling by plane.

What consumers are saying about safety at gatherings and events

> *"It's very important to wear masks."*
>
> *"It's my family so we wouldn't always need a mask but being safe is a priority."*
>
> *"Stay home if [you are] not feeling well."*

Changes in Scenery: Family, Pets, and New Homes

In the past year, consumers sought changes in their home lives, often by expanding their families, finding new ways to work, or adopting a pet. 39% of consumers opted to change their living spaces dramatically, by renovating their home, selling it, buying a new one, or moving into a different home in a new city or suburb.

Lifestyle changes experienced in the last 12 months

Worked from home - **23%**

Adopted or bought a new pet - **19%**

Changed jobs - **17%**

Moved into a new home - **16%**

Renovated/remodeled my home - **13%**

Set up a gym at home - **11%**

Set up a specific work-from-home space - **11%**

Went back to school - **9%**

Had a baby or adopted a child - **7%**

Bought a home - **7%**

Got engaged - **6%**

Divorced or separated from a spouse or partner - **5%**

Got married - **4%**

Sold a home - **4%**

*Respondents could select multiple options.

New home size and location

Bigger home - **41%**

Smaller home - **29%**

New city - **17%**

Suburbs/countryside - **7%**

*Includes consumers who bought a home or moved into a new home in the past 12 months.

In the last 12 months, **7% of consumers bought a home, and 16% moved into a new home.** Of those buyers and movers, **41% chose bigger homes.**

Jungle Scout Cobalt

Products to Watch

As Americans take on lifestyle changes in 2022, the following categories may see a rise in consumer demand:

- **Home Office Furniture Sets** - Unit sales up 157%
- **Artificial Plants (Home Decor Accents)** - Unit sales up 89%
- **Indoor Area Rugs** - Unit sales up 29%
- **Small Kitchen Appliances** - Unit sales up 22%
- **Living Room Furniture** - Unit sales up 11%

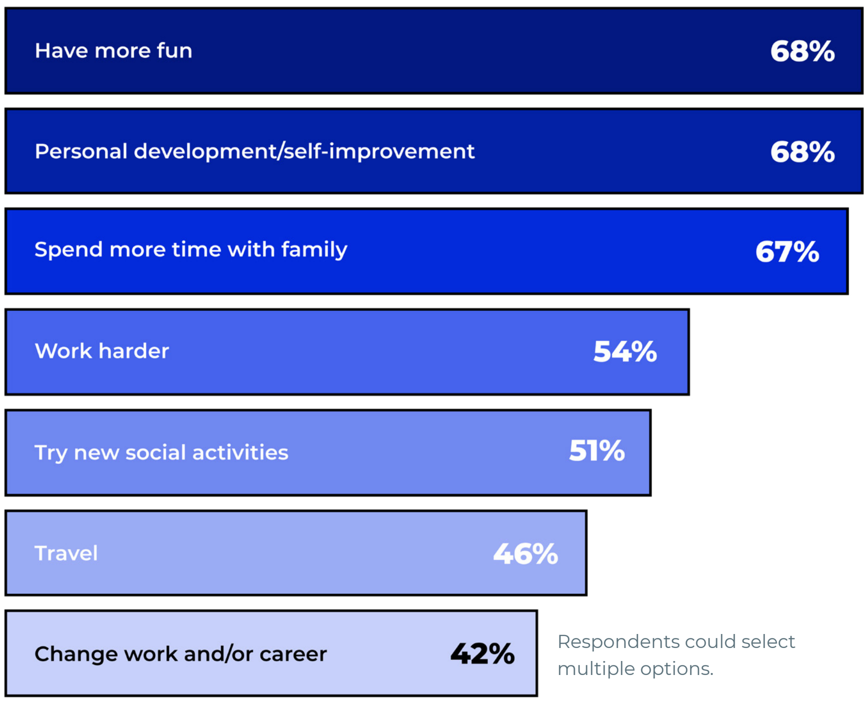
> *"With the increase in consumers who have taken on home projects and purchased new homes in 2021, the Home & Kitchen category on Amazon has seen an increase in revenue and unit sales. Brands that sell in this category should prepare their inventory for growth in 2022."*
>
> **Eva Hart**
> Enterprise Ecommerce Expert

Contact sales@junglescout.com today to see how Jungle Scout Cobalt can help you explore sales data and uncover strategic insights into consumer behavior on Amazon.

Consumer Goals and Priorities in 2022

As consumers think about the past year of their lives and what 2022 has in store, many are looking forward to socializing and self-improvement — as well as making changes with work and personal finances.

Top lifestyle changes for 2022



Respondents could select multiple options.

★ INSIGHTS

- **55%** of consumers say they're looking forward to treating themselves in order to make up for lost time due to the pandemic.
- **73%** plan to examine their spending and budgets in 2022.

Family and physical and mental well-being have remained the top areas of focus among consumers since last year. This quarter, friends and love life moved ahead of finances.

What U.S. consumers are prioritizing in Q4 2021

1. Family
2. Mental health and well-being
3. Physical health and well-being
4. Friends
5. Love life
6. Finances
7. Spirituality
8. Pets
9. Hobbies and interests
10. Spending time outside
11. Education
12. Career
13. Travel
14. Politics/Civic engagement (including environmental, social, cultural causes, etc.)

★ INSIGHTS

- Friends and love life outranked finances in Q4, marking a shift from Q3.
- As in Q2 and Q3, education, career, travel, and politics remain low priorities among consumers.

Chapter 2

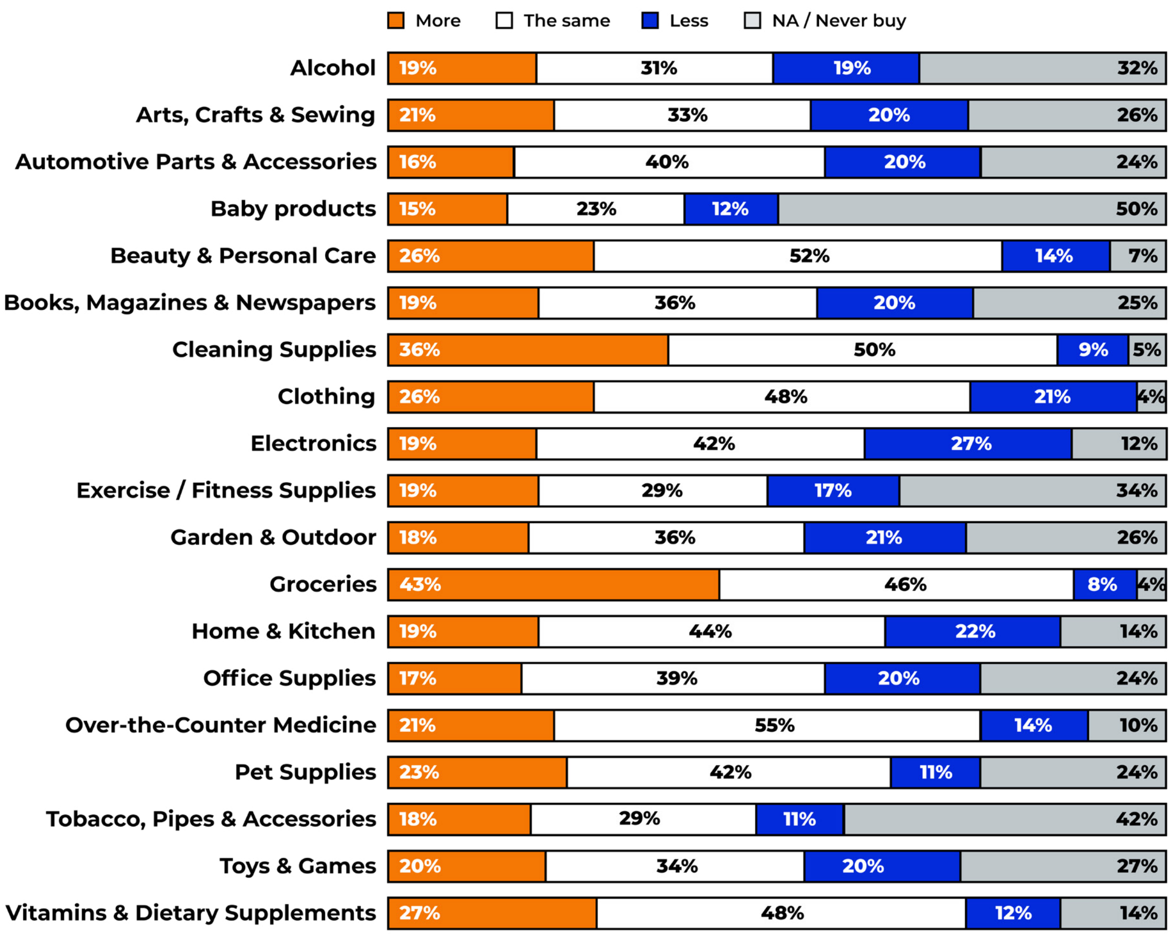
Trending Spending: Consumer Pulse Report

Where, how, and what consumers are buying has shifted over time, and could shift quickly throughout the end of 2021 into next year. 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

When making purchases in common consumer product categories, shoppers have continued to prioritize essential products over non-essential items.

Product categories among consumers in Q3



Q3 (July-September 2021)

★ INSIGHTS

What are consumers buying more of than before? 43% of consumers are buying more groceries and 36% are buying more cleaning supplies compared to last quarter. Consumers are also buying more vitamins and dietary supplements, clothing, and beauty and personal care products.

What are consumers buying less of, overall? 27% of consumers are buying fewer electronics, and 22% are buying fewer home and kitchen products versus last quarter.

Which product categories rose the most since last quarter?

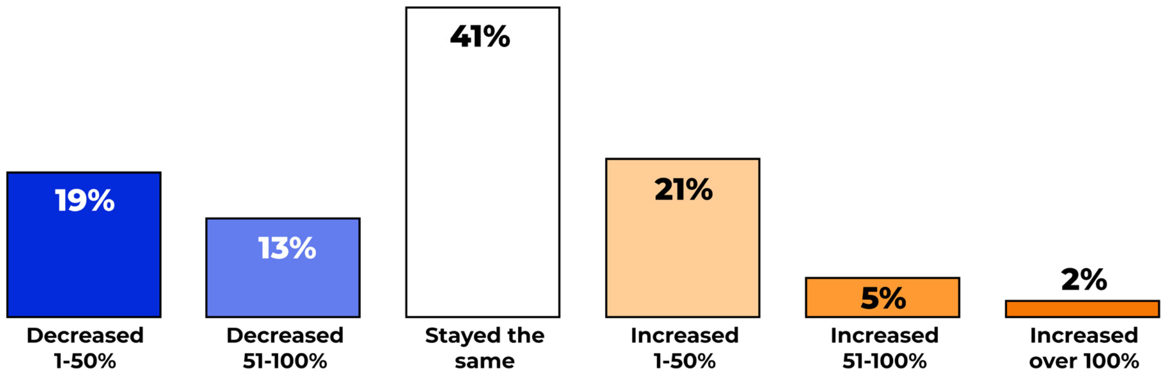
- Vitamins & Dietary Supplements (up 76%)
- Home & Kitchen (up 34%)
- Groceries (up 27%)

Consumers Spending & Projections

The data in this section reflects consumer spending from Q3 2021 as well as projections for Q4 2021.

See consumer spending data for the second quarter of 2021 ***here***.

Did *overall* consumer spending change in Q3?

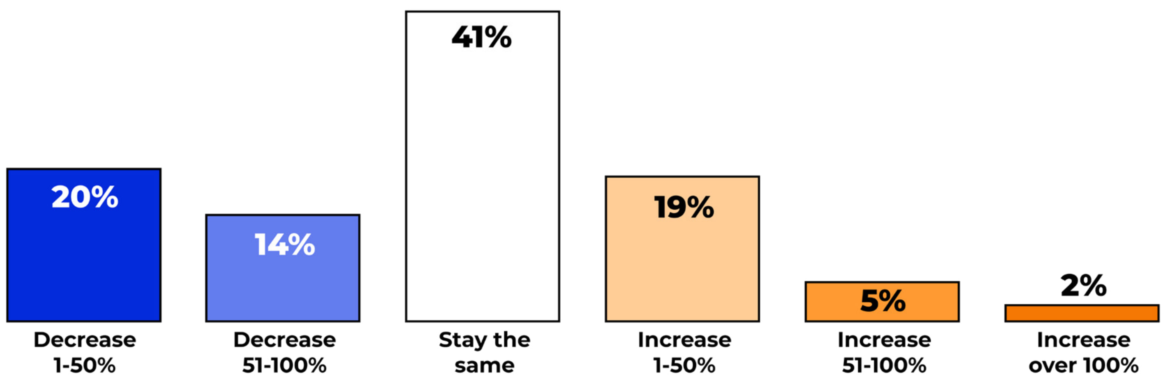


★ INSIGHTS

In Q3 of 2021 (July through September), consumers say their overall spending **stayed the same or decreased.**

- **32%** say spending decreased
- **41%** say spending stayed the same
- **28%** say spending increased

Will *overall* consumer spending change in Q4?



★ INSIGHTS

When asked about their anticipated spending behaviors during Q4 of 2021 (October through December), most consumers said they expect their spending to **stay the same or decrease.**

- **34%** say spending will decrease
- **41%** say spending will stay the same
- **26%** 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 Q3 2021.

In-store

Shopped in-store in the last 3 months

Walmart	64%
Target	31%
Walgreens	19%
The Home Depot	17%
Lowe's	15%
Kroger	14%
Amazon Go or Amazon Go Grocery	13%
Sam's Club	13%
Kohl's	12%
Apple	11%
Costco	11%
Best Buy	8%
Macy's	7%
Specialty, independent, local or boutique	7%
Facebook Shops	5%
Albertsons	4%

Online

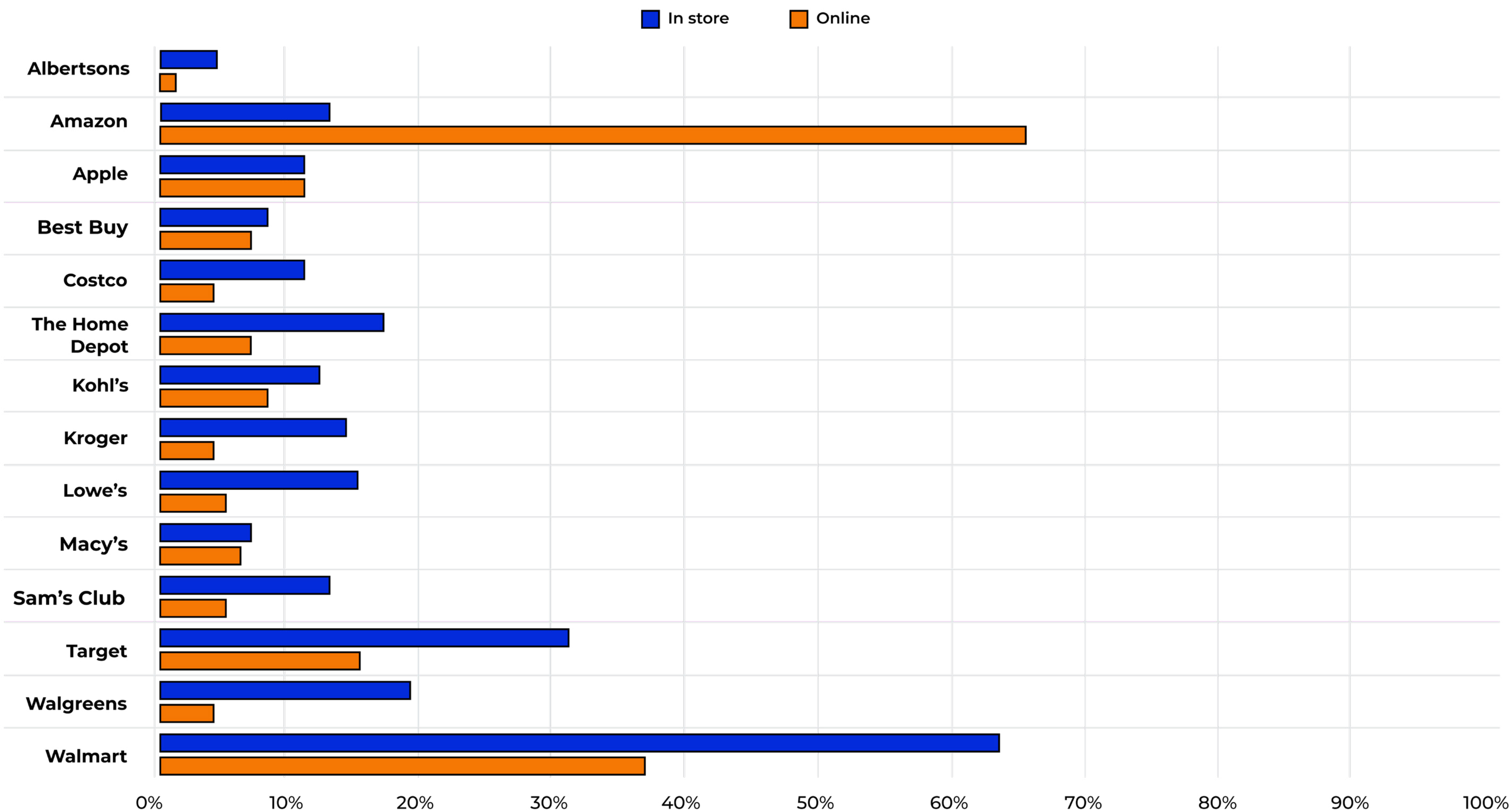
Shopped online in the last 3 months

Amazon	66%
Walmart.com	37%
eBay.com	16%
Target.com	15%
Apple.com	11%
Etsy.com	8%
BestBuy.com	8%
Kohls.com	7%
HomeDepot.com	7%
Wish	7%
Macys.com	6%
Lowes.com	5%
Specialty, independent, local or boutique	5%
Sam's Club	5%
Instacart	5%
Walgreens.com	4%
Costco.com	4%
Kroger.com	4%
Google Shopping	3%
Wayfair	3%
Instagram Shop	2%
Houzz	1%
Albertsons.com	1%

In-store vs. online

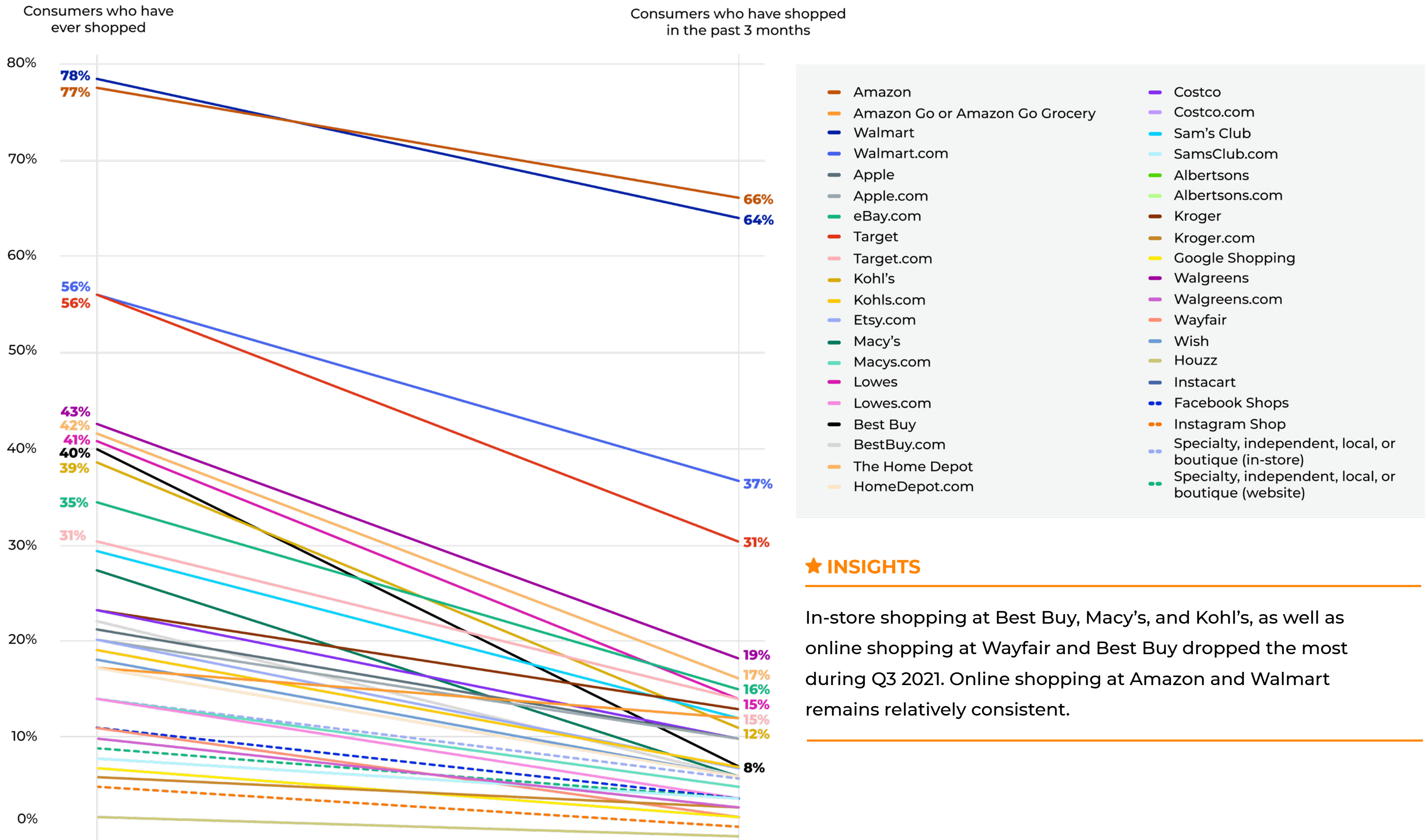
Retail giants like Walmart, Target, The Home Depot, and others have around half as many online customers as they do in-store, while traditional grocery and drugstores have around triple the number of in-store customers as online customers.

Shopped online during Q3



In-store and online shopping has changed for every retailer in 2021. The following data shows the stores where consumers have shopped at some point, compared to those they've shopped at in the past three months, revealing the stores consumers may be dropping in 2021.

Retail stores & sites consumers are dropping

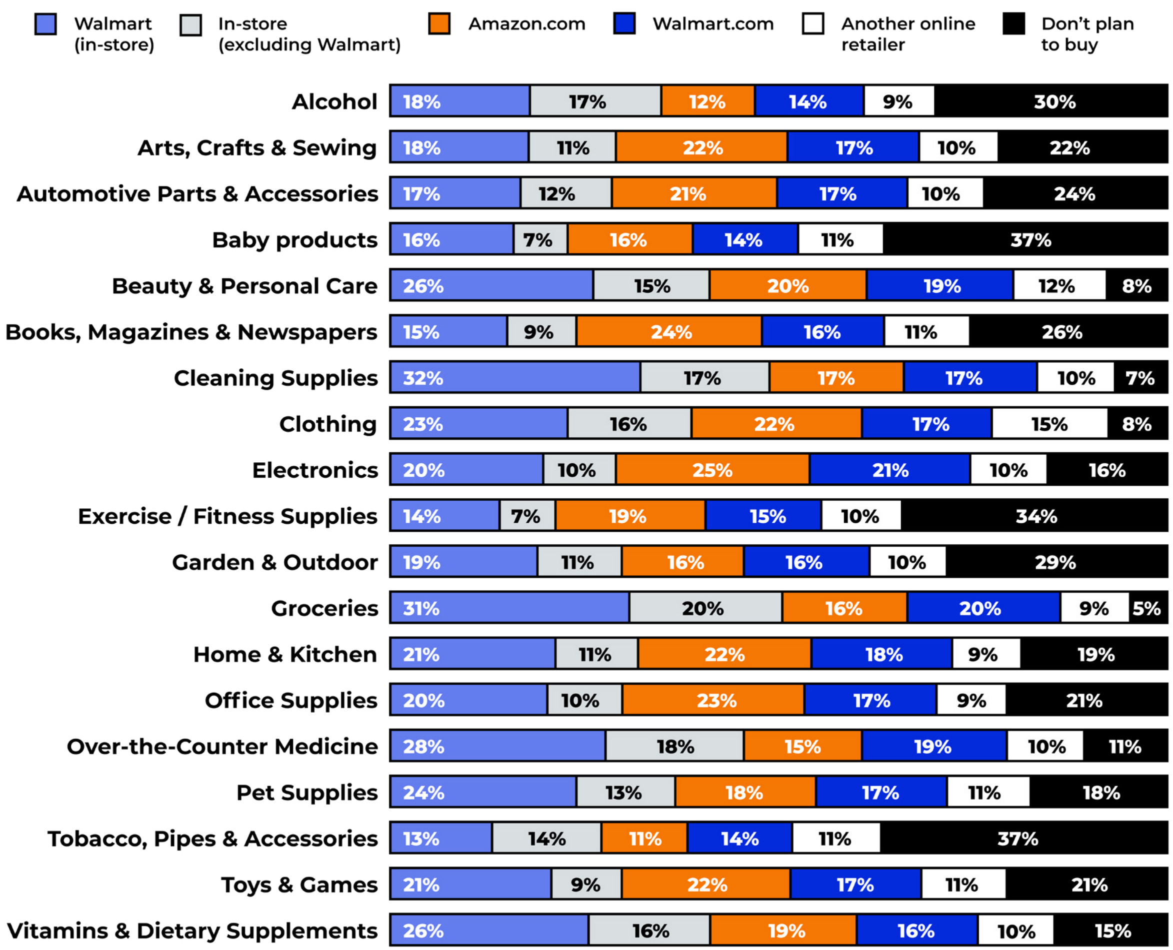


★ INSIGHTS

In-store shopping at Best Buy, Macy's, and Kohl's, as well as online shopping at Wayfair and Best Buy dropped the most during Q3 2021. Online shopping at Amazon and Walmart remains relatively consistent.

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

Where consumers plan to shop by product category



Q4 (October-December 2021).

★ INSIGHTS

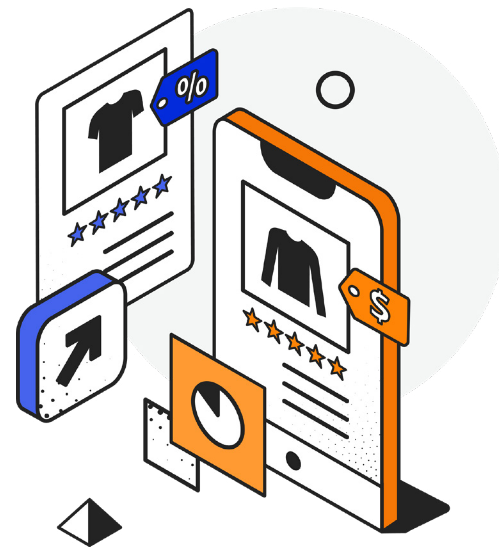
- For the majority of product categories, consumers who plan to buy online prefer to buy on Amazon compared to Walmart.com or another online store. However, **Walmart.com wins out** over Amazon in some product categories including alcohol, garden and outdoor products, groceries, over-the-counter medicine, and tobacco, pipes, and accessories.
- The types of products consumers plan to **shop on Amazon.com** for most are: electronics, books/digital books, office supplies, arts and crafts, home and kitchen, and toys and games.
- Consumers prefer to shop **in-store at Walmart** versus another store for every product category except tobacco, pipes and accessories.

Chapter 3

Ecommerce Report

As consumers continue to increase their online spending, Amazon remains their go-to resource for product searches and purchases — though Walmart.com is catching up.

This section explores consumers' online shopping habits, how shopping on Amazon, Walmart.com, and other retailers has changed over time, and consumers' advertising preferences on Amazon.

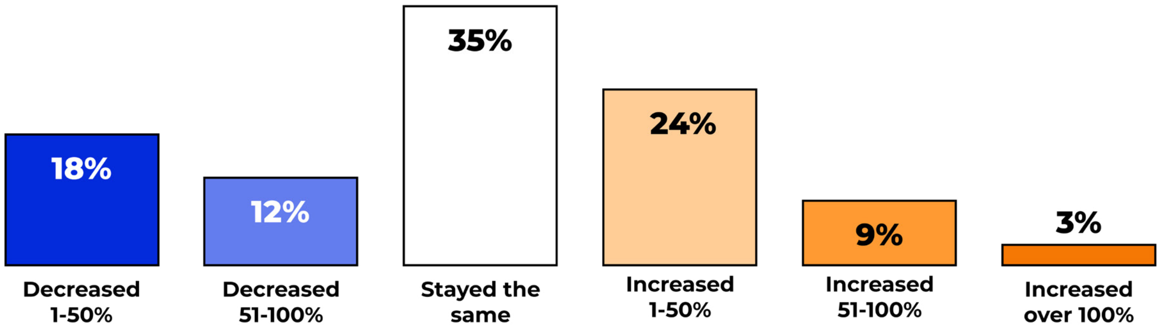


Online Spending & Shopping Preferences

The data in this section reflects **online** consumer spending from Q3 2021 as well as projections for Q4 2021.

See online consumer spending data for the first half of 2021 ***here.***

Did *online* consumer spending change in Q3?

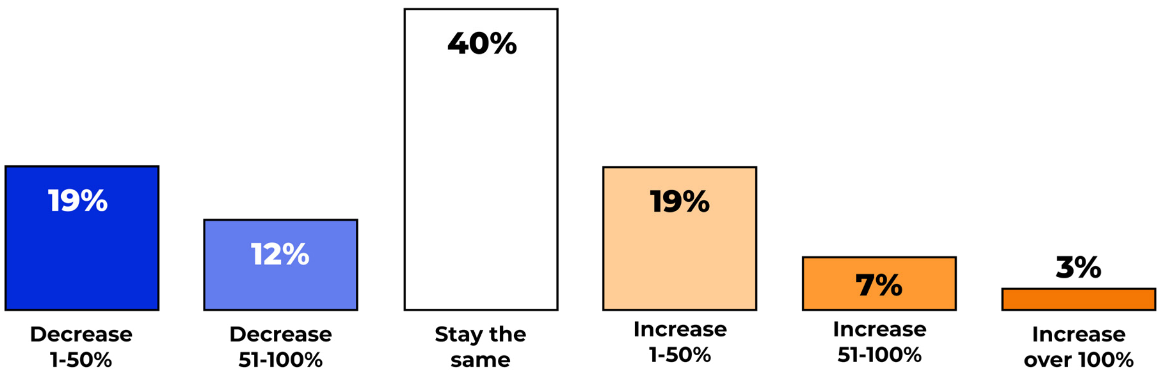


★ INSIGHTS

From Q3 2021, consumers say their online spending has **increased or stayed the same.**

- **29%** say spending decreased
- **35%** say spending stayed the same
- **36%** say spending increased

Will *online* consumer spending change in Q4?

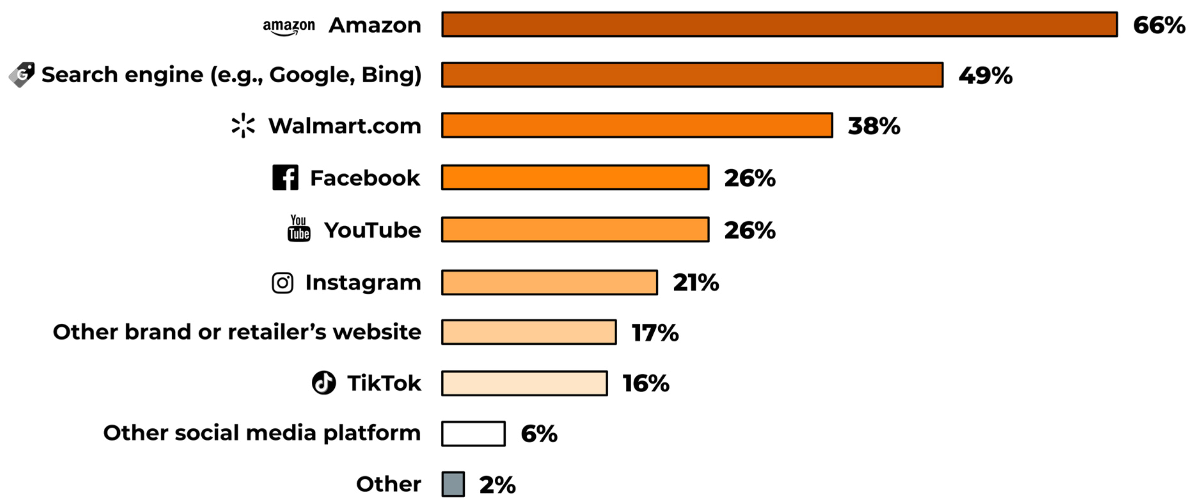


★ INSIGHTS

Most consumers said they expect their online spending to **stay the same or decrease** during Q4 (October through December 2021).

- **31%** say spending will decrease
- **40%** say spending will stay the same
- **29%** say spending will increase

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

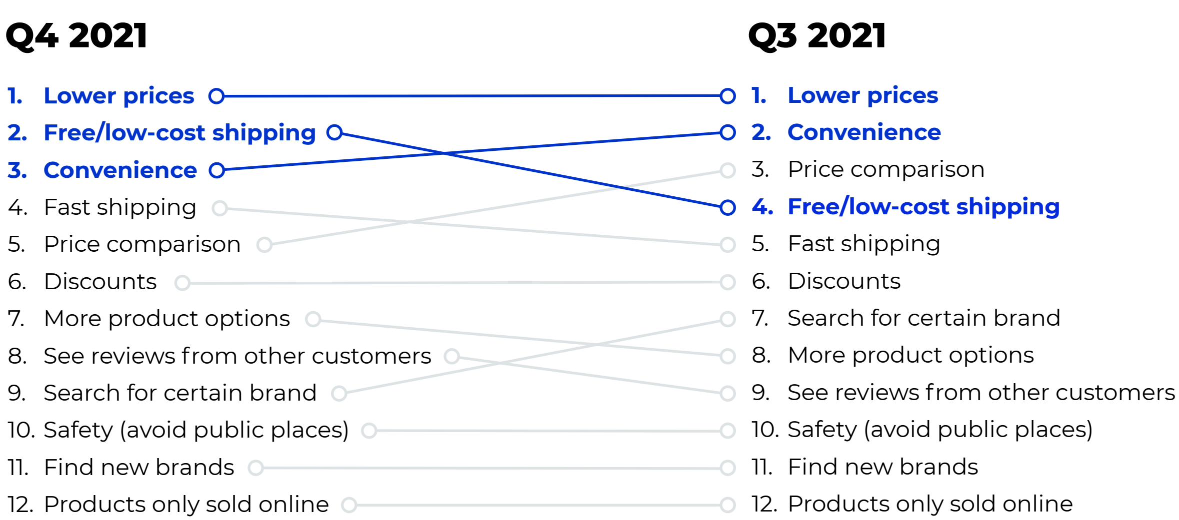


★ INSIGHTS

- Amazon is the most popular product search destination, above traditional search engines, social media sites, and other retailers' websites.
- Facebook and YouTube are the most popular social media sites for online product searches.

Q4 (October-December 2021). Q3 (July-September 2021).
Respondents could select multiple answers.
*Other responses include Etsy and eBay.

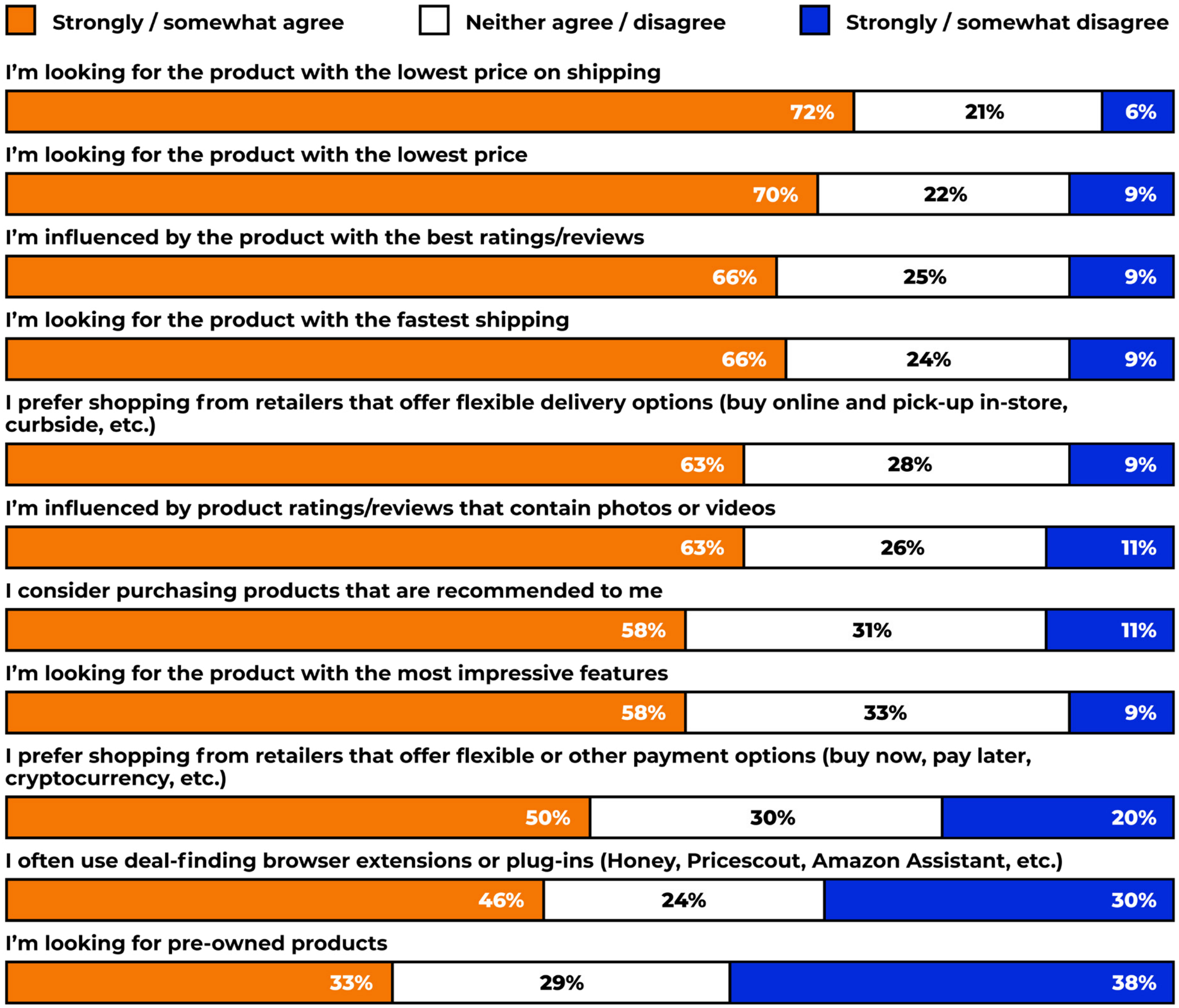
Reasons consumers prefer to shop online — ranked



*Additionally, some shoppers are physically unable to go to a store or do not live near a store.

Lower product prices are the top reason why consumers choose to shop online. Fast and free or low-cost shipping, convenience, and the ability to compare prices are also important factors.

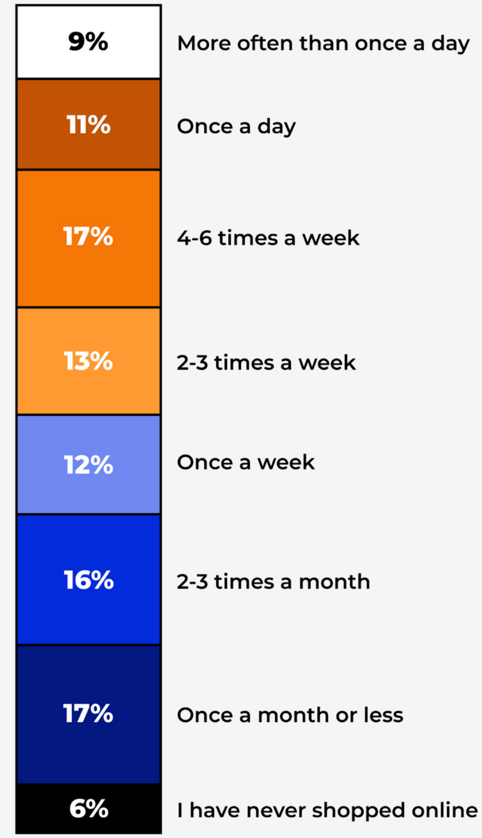
When shopping online, some benefits are more important than others



★ INSIGHTS

More online shoppers are influenced by shipping prices than product prices.

How frequently consumers shop online



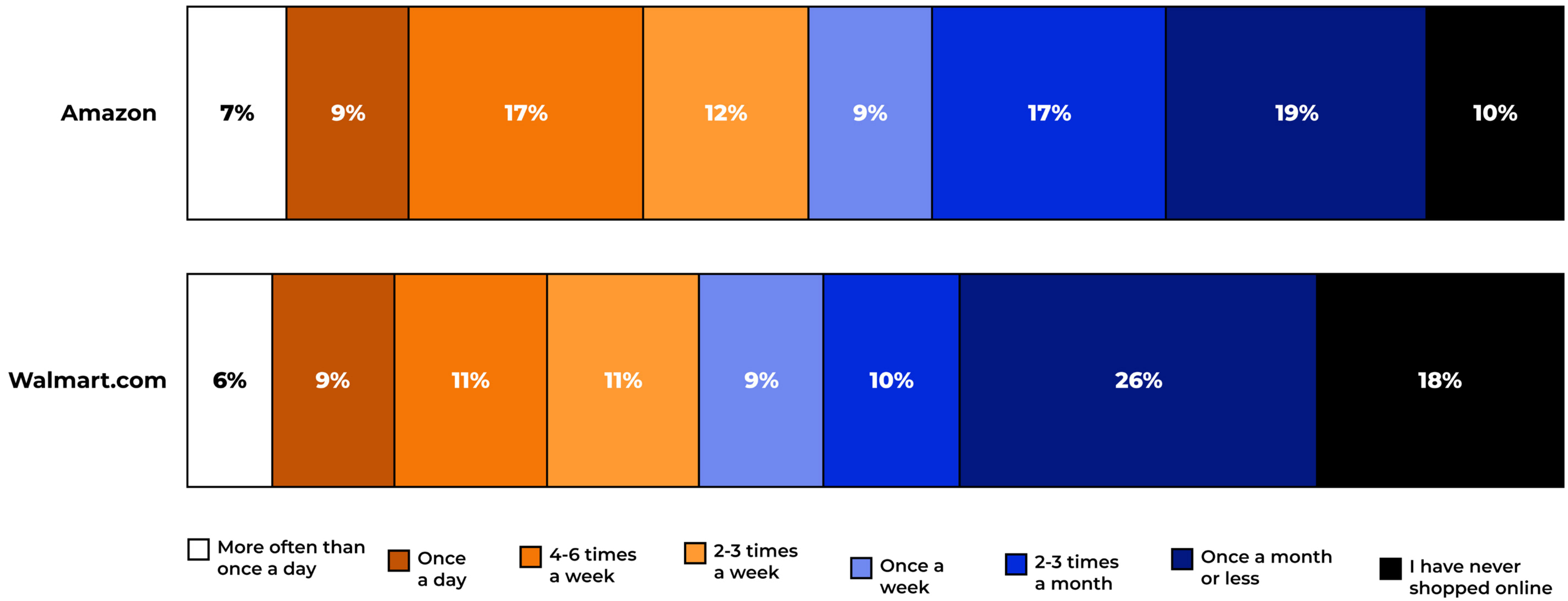
★ INSIGHTS

- 61% of consumers shop online weekly or more often.
- 1 in 5 consumers shops online at least once a day.

Amazon vs. Walmart.com: Consumer Preference Snapshot

Customers continue to value and rely on the world's largest online marketplaces for finding the products they need from their favorite brands, delivered with fast and free shipping.

How frequently consumers shop on Amazon and Walmart



54% of consumers are making purchases on Amazon weekly or more, versus 46% who do so on Walmart.com.

Quarterly Changes in Category Spending

Consumer spending on Amazon and Walmart.com is rising for some categories more than others. See how consumers shopped online at Amazon and Walmart in various product categories in Q3 (July through September) compared to Q2 (April through June):

★ INSIGHTS

- Shopping on Amazon increased for baby products, beauty and personal care items, and exercise/fitness equipment over the past quarter.
- Shopping on Amazon slowed slightly for vitamins and dietary supplements, garden and outdoor products, and tobacco.

Amazon spending by category: quarterly changes

Amazon Category	Q2	Q3	% change
Baby Products	10%	15%	48%
Beauty & Personal Care	28%	38%	47%
Exercise/Fitness Supplies	13%	17%	34%
Cleaning Supplies	22%	28%	29%
Clothing	36%	45%	26%
Toys & Games	20%	25%	25%
Home & Kitchen	20%	23%	19%
Pet Supplies	23%	27%	18%
Arts, Crafts & Sewing	19%	22%	17%
Office Supplies	19%	22%	15%
Electronics	25%	28%	13%
Groceries	26%	27%	5%
Automotive Parts & Accessories	13%	14%	5%
Over-the-Counter Medicine	15%	16%	3%
Alcohol	10%	10%	-2%
Books (print or digital), Magazines & Newspapers	22%	21%	-3%
Vitamins & Dietary Supplements	30%	28%	-9%
Garden & Outdoor	14%	12%	-10%
Tobacco, Pipes & Accessories	12%	11%	-11%
Other	8%	4%	-43%

Other products consumers purchased on Amazon in Q3 include: camping gear, funeral equipment, and washing machines.

★ INSIGHTS

- Over the past quarter, shopping for exercise equipment, beauty and personal care, and clothing increased on Walmart.com.
- Meanwhile, shopping for over-the-counter medicine, books, and garden and outdoor products slowed.

Walmart.com spending by category: quarterly changes

Walmart.com Category	Q2	Q3	% change
Exercise/Fitness Supplies	10%	17%	37%
Beauty & Personal Care	30%	40%	35%
Clothing	34%	44%	28%
Home & Kitchen	19%	25%	27%
Electronics	21%	26%	22%
Groceries	48%	52%	10%
Alcohol	14%	15%	6%
Arts, Crafts & Sewing	20%	21%	6%
Pet Supplies	28%	30%	5%
Baby Products	14%	15%	3%
Cleaning Supplies	37%	38%	2%
Automotive Parts & Accessories	14%	14%	0%
Vitamins & Dietary Supplements	32%	32%	0%
Office Supplies	18%	18%	-2%
Tobacco, Pipes & Accessories	11%	11%	-2%
Toys & Games	22%	22%	-3%
Over-the-Counter Medicine	26%	25%	-4%
Books (print or digital), Magazines & Newspapers	16%	14%	-11%
Garden & Outdoor	19%	16%	-16%
Other	4%	3%	-21%

Other products consumers purchased on Walmart.com in Q3 include: glasses, music albums, and home improvement products.

Consumers & Advertising

Do consumers notice sponsored advertisements on Amazon? Among the ads they do notice, which do they prefer to see?

We showed consumers examples of advertisements for a brand on Amazon, as well as an organic listing for the same brand, and asked them to rank these items in order of appeal.

Ads shown to respondents appear to the right.

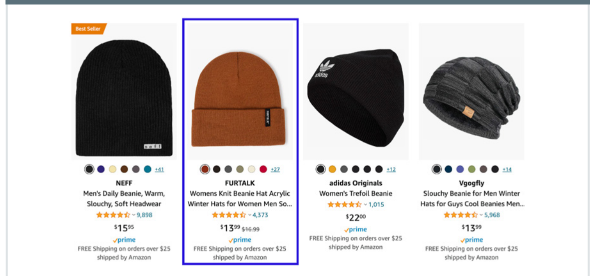
Amazon ad products, ranked by consumer preference:

1. Organic listing
2. Sponsored Products ad in search results
3. Sponsored Brands ad
4. Sponsored Brands video ad in search results
5. Sponsored Products ad below search page navigation
6. Sponsored Products ad on a product listing
7. Sponsored Display ad

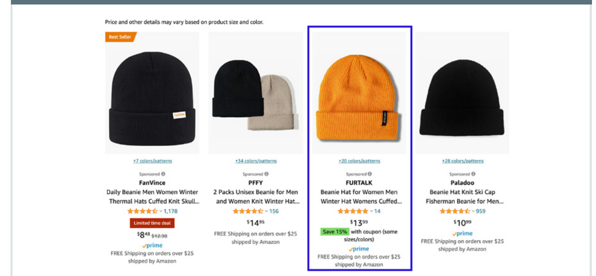
★ INSIGHTS

- Consumers find organic listings more appealing than sponsored ads. Their most-preferred ad type is Sponsored Products ads, which resemble organic listings.
- Consumers prefer ads that occur at the top of Amazon search results pages over those that appear further down the page or on product detail pages.

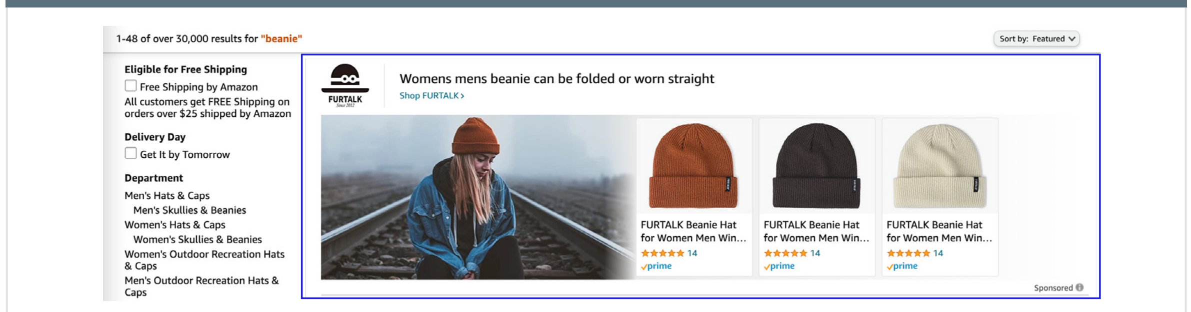
1. Organic listing



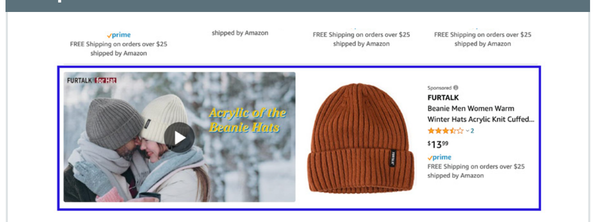
2. Sponsored Products ad in search results



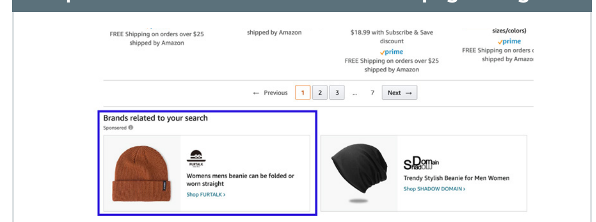
3. Sponsored Brands ad



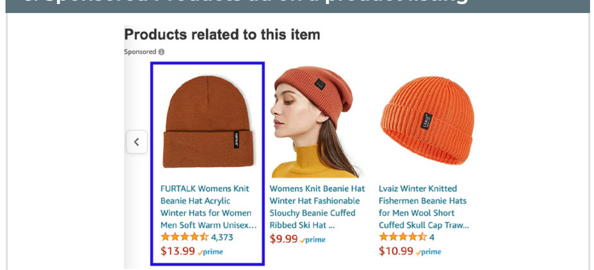
4. Sponsored Brands video ad in search results



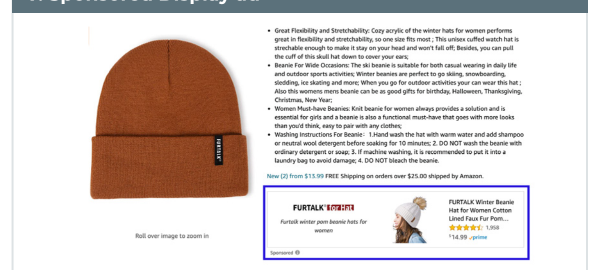
5. Sponsored Products ad below search page navigation



6. Sponsored Products ad on a product listing



7. Sponsored Display ad



Chapter 4

About the Report

Methodology

Between October 8-9, 2021, Jungle Scout conducted an anonymous survey among a panel of 1,007 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 Surveys, where data was collected on a quarterly basis starting in June 2020.

Q3 refers to the months of July through September 2021. Q4 refers to the months of October through December 2021.

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	34%
Female	65%
Other/prefer not to say	1%

Age

18-24	18%
25-34	26%
35-44	24%
45-54	13%
55-64	10%
65-74	8%
75+	3%

Region

West	18%
Midwest	21%
Northeast	17%
South	44%

Household income

Less than $25,000	30%
$25,000 to $34,999	17%
$35,000 to $49,999	14%
$50,000 to $74,999	16%
$75,000 to $99,999	9%
$100,000 to $124,999	6%
$125,000 to $149,999	4%
$150,000 or more	4%

Parent or guardian

Yes	40%
No	60%

Relationship status

Single or unmarried and not living with a partner	39%
Married	37%
In a relationship (Unmarried) and living with a partner	21%
Other	3%

Employment status

Employed (NET)	**52%**
Employed (full-time OR part-time) and leaving my home for work	42%
Employed (full-time OR part-time) and currently working at home	10%

Not working (NET)	**48%**
Unemployed (lost work due to COVID-19 and its effects)	5%
Unemployed (NOT related to COVID-19)	8%
Furloughed (due to COVID-19 and its effects)	<1%
Student (full-time OR part-time)	4%
Homemaker	9%
Retired	13%
Disabled/unable to work	8%
Other	1%