## US Survey Only - Each Country had their own survey in native language and currency

## **US Regional Detail**

Thank you for taking the time to participate. The purpose of this study is to better understand your shopping experience since the COVID-19 crisis started and how things might change going forward now that vaccines are becoming more available. All answers are completely anonymous.

- \* 1. What region of the US do you live in?
  - Northeast
  - Mid-Atlantic
  - Southeast
  - Midwest
  - South
  - Mountains
  - Northwest
  - West

More Background and COVID Questions									
* 2. How many adults and hov	v many children are in your household?								
Adults (Over 18)									
Children (Under 18)									
* 3. What statement best d that apply)	escribes your household employment change since COVID-19 started? (Check all								
At least 1 or more adults in	n my home were unemployed before COVID-19								
At least 1 or more adults h	ave lost positions or were laid off for some time since COVID-19								
No one in our home has b	No one in our home has been furloughed or lost position since COVID-19								
At least one person in our	home got a new job since COVID-19								
Retired									
Full time school									
Other (please specify)									
_	scribes your household income? (This is completely anonymous)								
Under \$15,000 USD									
\$30,000-\$49,000 USD									
\$50,000-\$74,000 USD									
\$75,000-\$99,000 USD									
\$100,000-\$150,000 USD									
Over \$150,000 USD									
* 5. Which statement best	describes your residence situation and if it has changed due to COVID?								
Moved to a new location d	ue to a COVID (for instance out of city to new location)								
Looking to move this year	to new location due to changes from COVID								
No Change, Stayed in Sar	ne Location								
Other (please specify)									

* 6. Which best describes the type of community you live in today?	
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City or Urban Environment

Suburban or outside major city

Country/Rural Area

7. Which best described your Employment location since COVID?

- Was able to work from home during COVID
- Was considered essential and had to go to office, store, drive to location for employment
- Forced into unemployment due to local government restrictions

8. Have you or anyone in your immediate household had COVID-19 at any point?

🔵 Yes

🔵 No

\* 9. When it comes to COVID vaccine availability, what best describes your plans to get or not get a vaccine for COVID-19?

- Already received vaccine or will within 30 days
- Expect to complete vaccine by June 30th
- Expect to complete vaccine after June 30th to September 30th
- Expect to complete vaccine after September 30th but by end of 2021
- Expect to complete vaccine in 2022
- No plans to get vaccine

 10. Does your household currently have an Amazon Prime Account?

 Yes

 No

 \* 11. What percentage of your essentials (grocery, health and beauty) have you purchased in each manner since COVID-19 crisis started? (Should add to 100) Use whole number for percentage (ie. 20 to show 20%).

 Purchase in-store

 Purchase online for store pickup (no added fee - free for service)

 Purchase online for store pickup (added fee for service)

Purchase online for delivery (free or free if minimum exceeded)

**Core Shopping Behavior** 

Purchase online for delivery (paid a fee for service)

\* 12. We are trying to understand if things will change now that vaccine's are becoming available. Looking ahead 9 months to 2022 what percentage of your essentials (grocery, health and beauty) do you think you will purchase in each manner going forward? (Should add to 100) <u>Use whole number for percentage (ie. 20 to show 20%)</u>

Purchase in-store

Purchase online for store pickup (no added fee - free for service)

Purchase online for store pickup (added fee for service)

Purchase online for delivery (free or free if minimum exceeded)

Purchase online for delivery (paid a fee for service)

\* 13. What PERCENTAGE OF CLOTHING BUDGET have you purchased in each manner since COVID-19 crisis started? (Should add to 100) <u>Use whole number for percentage (ie. 20 to show 20%)</u>

Purchase in-store

Purchase online for store pickup (no added fee - free for service)

Purchase online for store pickup (added fee for service)

Purchase online for delivery (free or free if minimum exceeded)

Purchase online for delivery (paid a fee for service)

\* 14. Looking ahead 9 months to 2022, what PERCENTAGE OF CLOTHING BUDGET do you think you will purchase in each manner going forward? (Should add to 100) Use whole number for percentage (ie. 20 to show 20%)

Purchase in-store

Purchase online for store pickup (no added fee - free for service)

Purchase online for store pickup (added fee for service)

Purchase online for delivery (free or free if minimum exceeded)

Purchase online for delivery (paid a fee for service)

\* 15. Looking ahead for the next 12 months, what would you say would be the CHANGE IN YOUR SPENDING in each of these categories compared to the last 12 months? (Note, we are trying to gauge if collectively there is pent up demand for these categories in the coming year).

	Decrease More than 50%	Dec 25- 50%	Dec 0- 24%	No Change	Inc 0-9%	Inc 10- 24%	Inc 25- 49%	Inc 50- 74%	Inc 75% or more
Grocery	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Health and Beauty	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Dining Out	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Clothing	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Electronics	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Furniture Items	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Home Improvement Items	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Entertainment Options Outside of the Home	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Travel	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Other (please specify)									

\* 16. Which best describes your participation in these LOCAL TYPES OF ACTIVITIES since March 2020? Tell us if you have already done these activities or when you expect to be able to do these activities based on vaccine's, things opening back up where you live.

			In					
				In next		Wait till		Does
	Already	3	6	6-9	In	2023	No	not
	Completed	months	months	months	2022	or later	plans	apply
Do Takeout/Takeaway/Drive Thru Dining	$\bigcirc$							
Dine at Restaurant Outside	$\bigcirc$							
Dine in at Restaurant at all	$\bigcirc$							
Dine in Restaurant at 75% or more capacity	$\bigcirc$							
Ride Mass Transit (Bus, Subway)	$\bigcirc$							
Take Cab or Ride Share (Uber, Lyft, etc.)	$\bigcirc$							
Go to a nightclub or bar	$\bigcirc$							
Visit Shopping Mall for Clothing or Other Items	$\bigcirc$							
Attend Theater, Sporting Event, Concerts, Movies outdoors	$\bigcirc$							
Attend Theater, Sporting Event, Concerts, Movies indoors	$\bigcirc$							

\* 17. Which best describes your participation in these TRAVEL RELATED ACTIVITIES since March 2020? Tell us if you have already done these activities or when you expect to be able to do these activities based on vaccines, things opening back up where you live, etc.

		In nove	In	In post		\A/oit till		Deee
	Already Completed	3	6	In next 6-9 months	In 2022	Wait till 2023 or later	No plans	Does not apply
Travel domestically to see family/holidays	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Travel domestically for holiday/vacation	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Travel for business purposes (conference, visit clients/suppliers)	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Travel Internationally for business or pleasure	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Travel by plane for personal reasons	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Travel by plane for business	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$
Take a cruise	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$	$\bigcirc$

18. When next traveling for holiday/vacation where are you most likely to stay?

Hotel.	Resort o	r Casino
 i lotoi,	1000110	Cusino

Rental residence (AirBnB, VRBO)

Stay on Cruise

Stay with family or friends

Second personal residence

## Hostels

Camping or Camper

Other (please specify)

PLEASE HIT THE DONE BUTTON TO SUBMIT YOUR ANSWERS - THANK YOU