



CHECK BREAKDOWN:

TREND CHECKS

SPENDING CONFIDENCE

Confidence in spending money is tracking roughly flat from our October update and slightly better relative to a year ago.

SAVINGS RATE

The data suggests a small shift towards a greater proportion of respondents saying savings have declined. The percentage who say increased and declined are now nearly identical.

MASKS AND ECOMMERCE

Consumers expect to increase their purchases of surgical masks and N95/K95 masks moving forward. Expectations for expected purchases of cloth masks have remained stable.

PLATFORM SPECIFIC NOTES

Wayfair | A significant share of Wayfair customers are cross-shopping Amazon and consumers continue to think Amazon has better pricing relative to Wayfair (but that Wayfair is better for product selection and visualization. The share of respondents who do their furniture shopping online increased during the pandemic. There will be some regression post pandemic as consumers still value being able to see furniture in stores.

Etsy | ETSY customer engagement improved sequentially. Mask purchasing ticked up q/q and a share of those buying masks from Etsy report that it was their first purchase from Etsy and that they plan to use the platform for other things in the future.

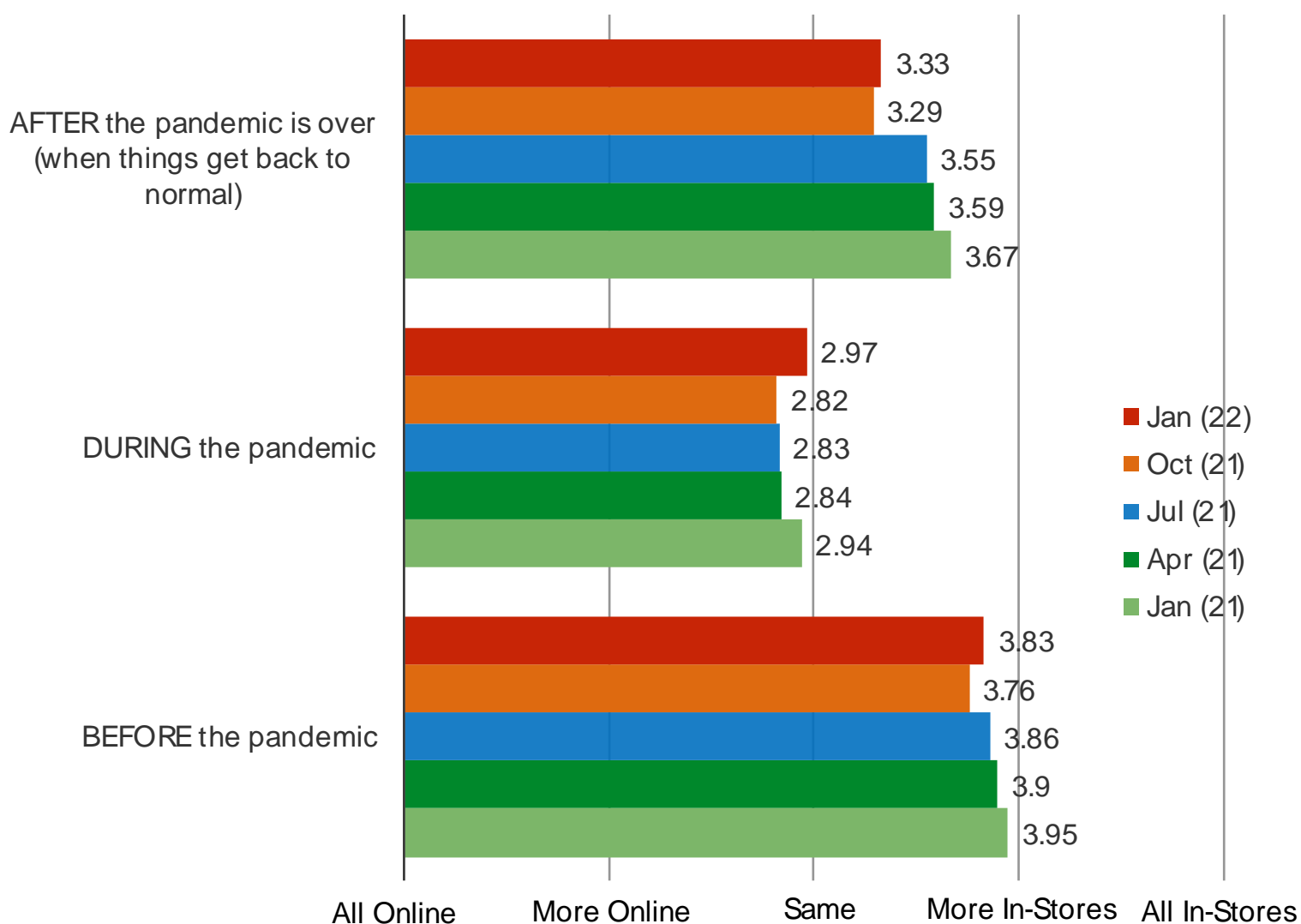
Amazon | Amazon continue to outperform when it comes to shipping experience and loyalty scores relative to key competitors. Amazon users have historically fluctuated in their purchase engagement with Amazon (with spikes during the holidays). Since the start of the pandemic, however, the data has held closer to series highs without the cyclical drop-offs that we would historically see.

Wish | Consumer satisfaction with shipping lags competitors but has improved sequentially.

FURNITURE PURCHASE TRENDS PRE / DURING / POST PANDEMIC

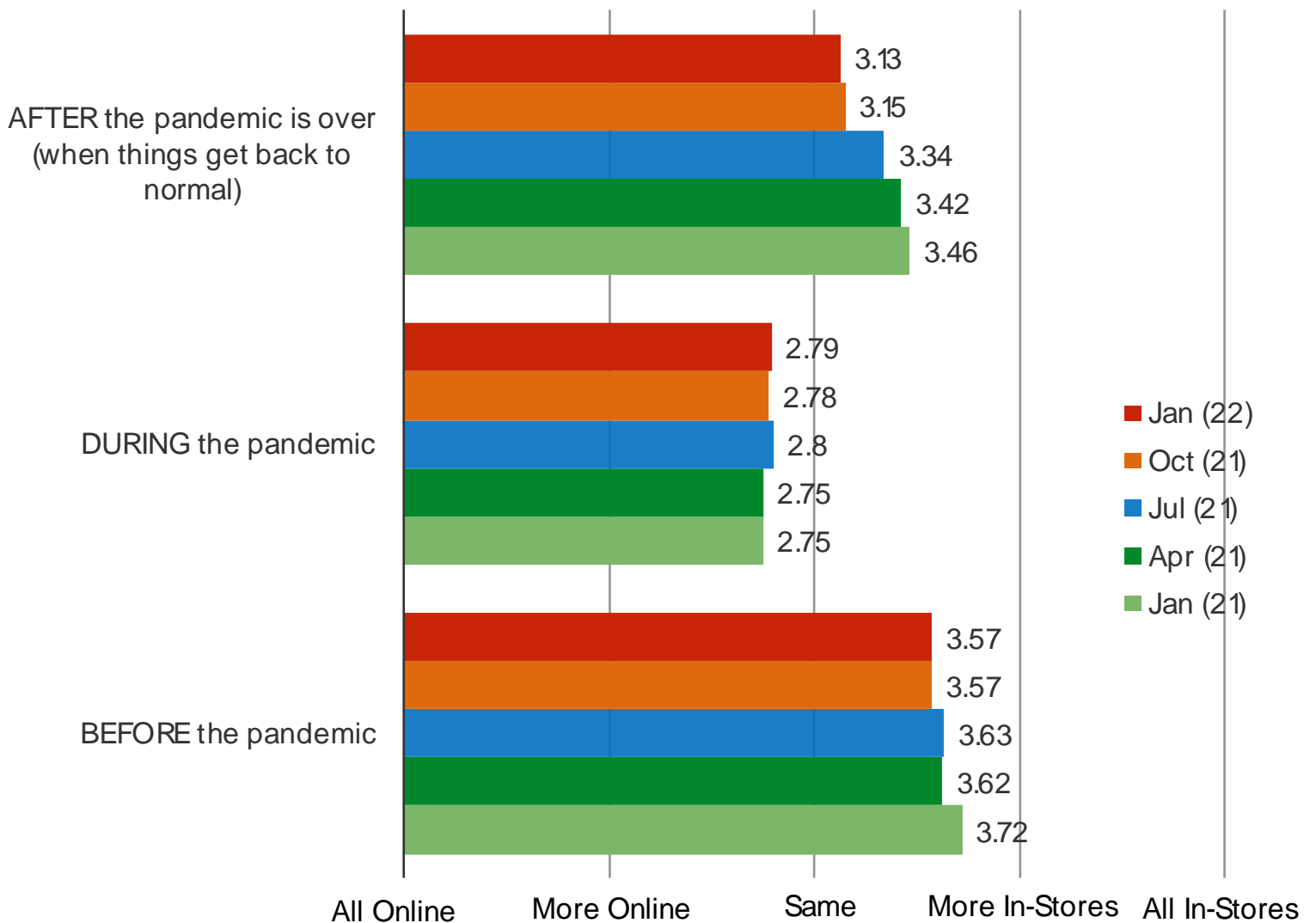
HOW MUCH OF YOUR FURNITURE PURCHASES DID YOU/WILL YOU BUY ONLINE VS IN-STORES...

Posed to all respondents.



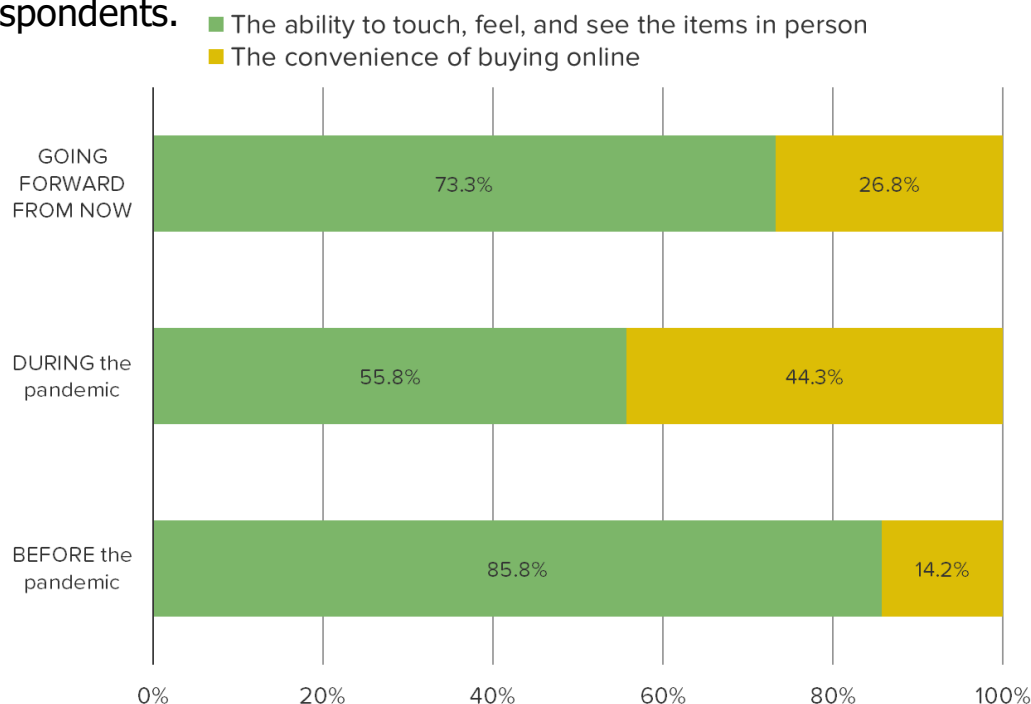
HOW MUCH OF YOUR HOME FURNISHINGS AND OTHER ITEMS FOR THE HOME PURCHASES DID YOU/WILL YOU BUY ONLINE VS IN-STORES...

Posed to all respondents.



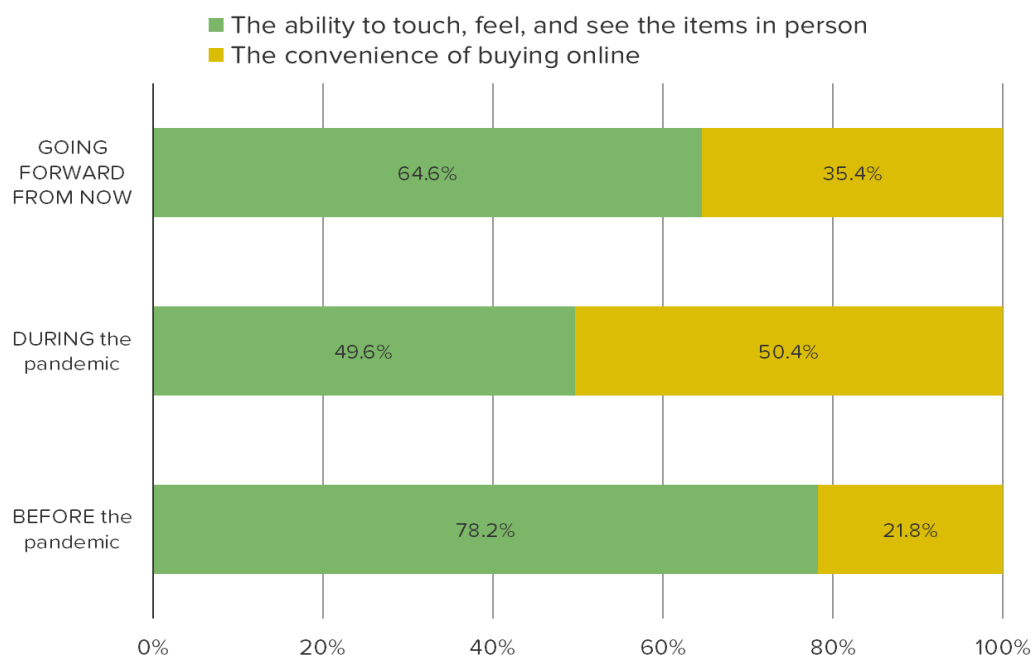
WHEN IT COMES TO BUYING FURNITURE, WHICH IS MORE IMPORTANT?

Posed to all respondents.



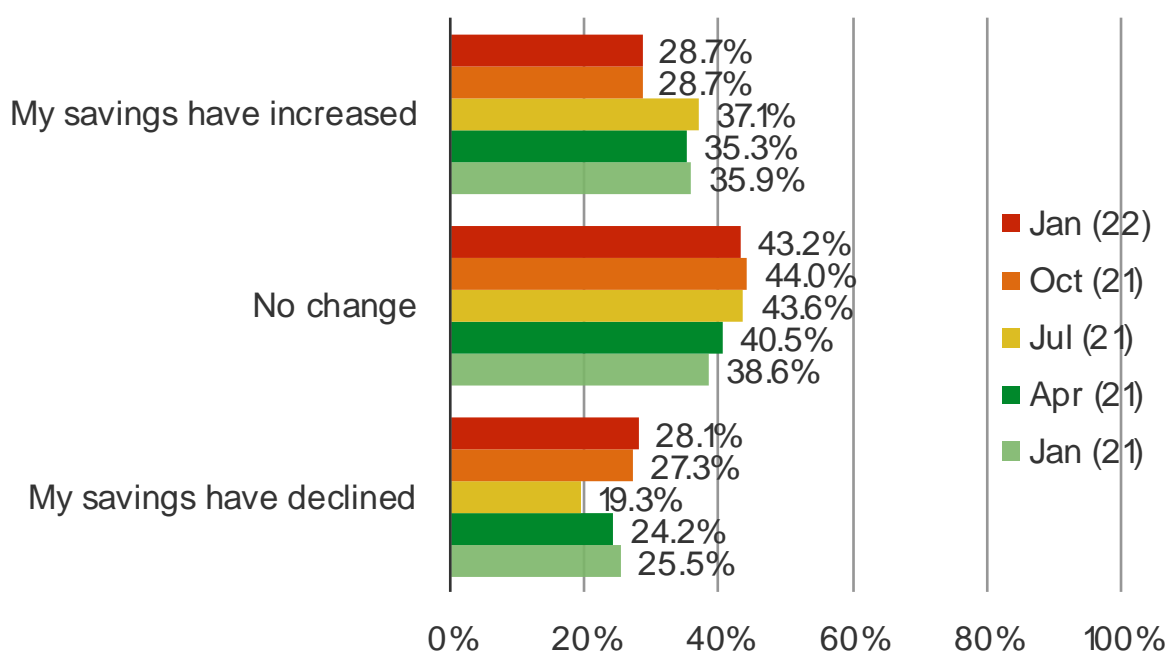
WHEN IT COMES TO BUYING HOME FURNISHINGS AND OTHER ITEMS FOR THE HOME, WHICH IS MORE IMPORTANT?

Posed to all respondents.



TO THE BEST OF YOUR ESTIMATION, DID THE AMOUNT OF MONEY YOU HAVE SAVED CHANGE SINCE THE START OF THE COVID-19 PANDEMIC?

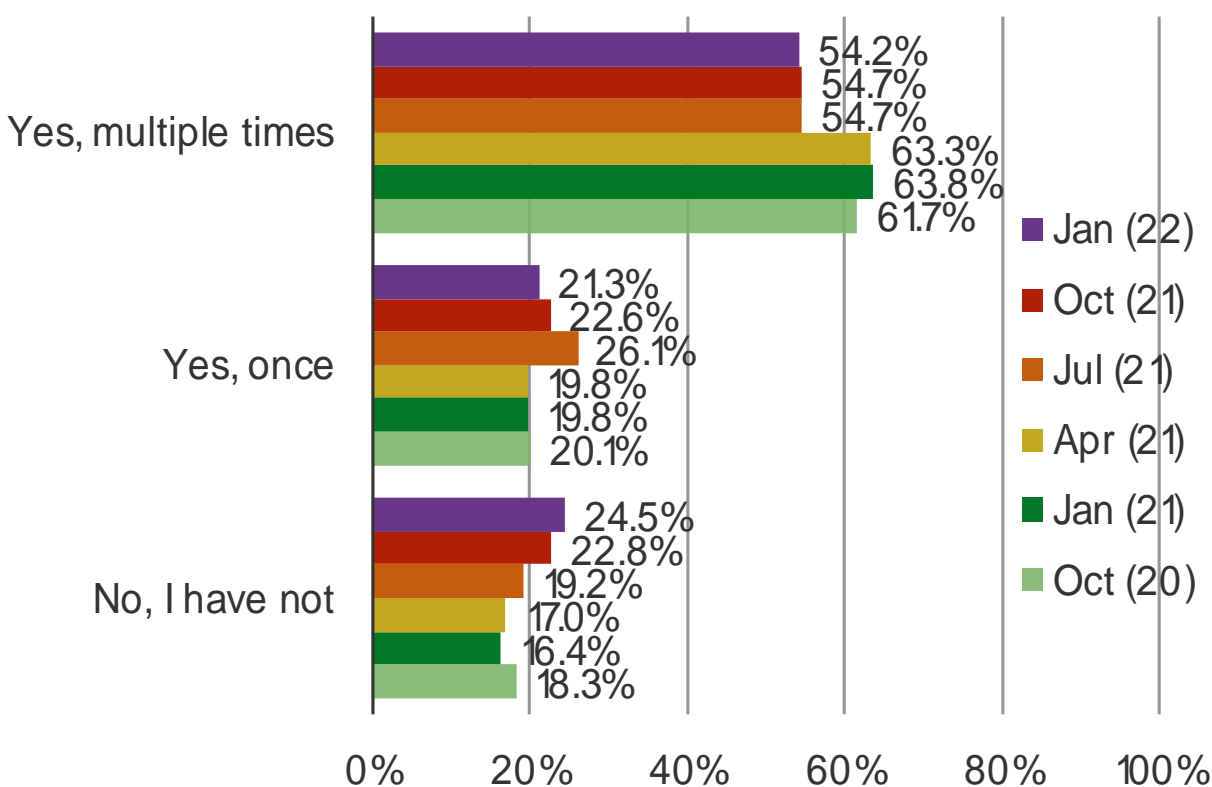
Posed to all respondents.



FACE MASKS

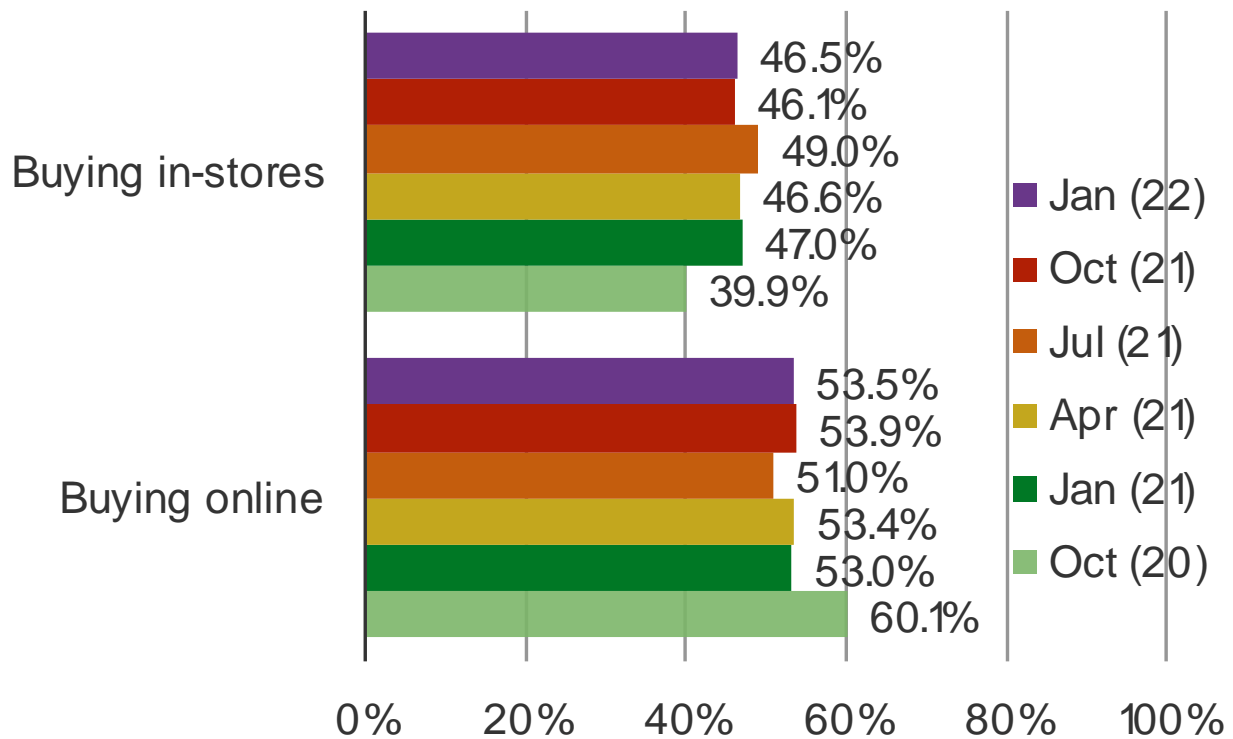
HAVE YOU PURCHASED MASK(S) THIS YEAR?

Posed to all respondents



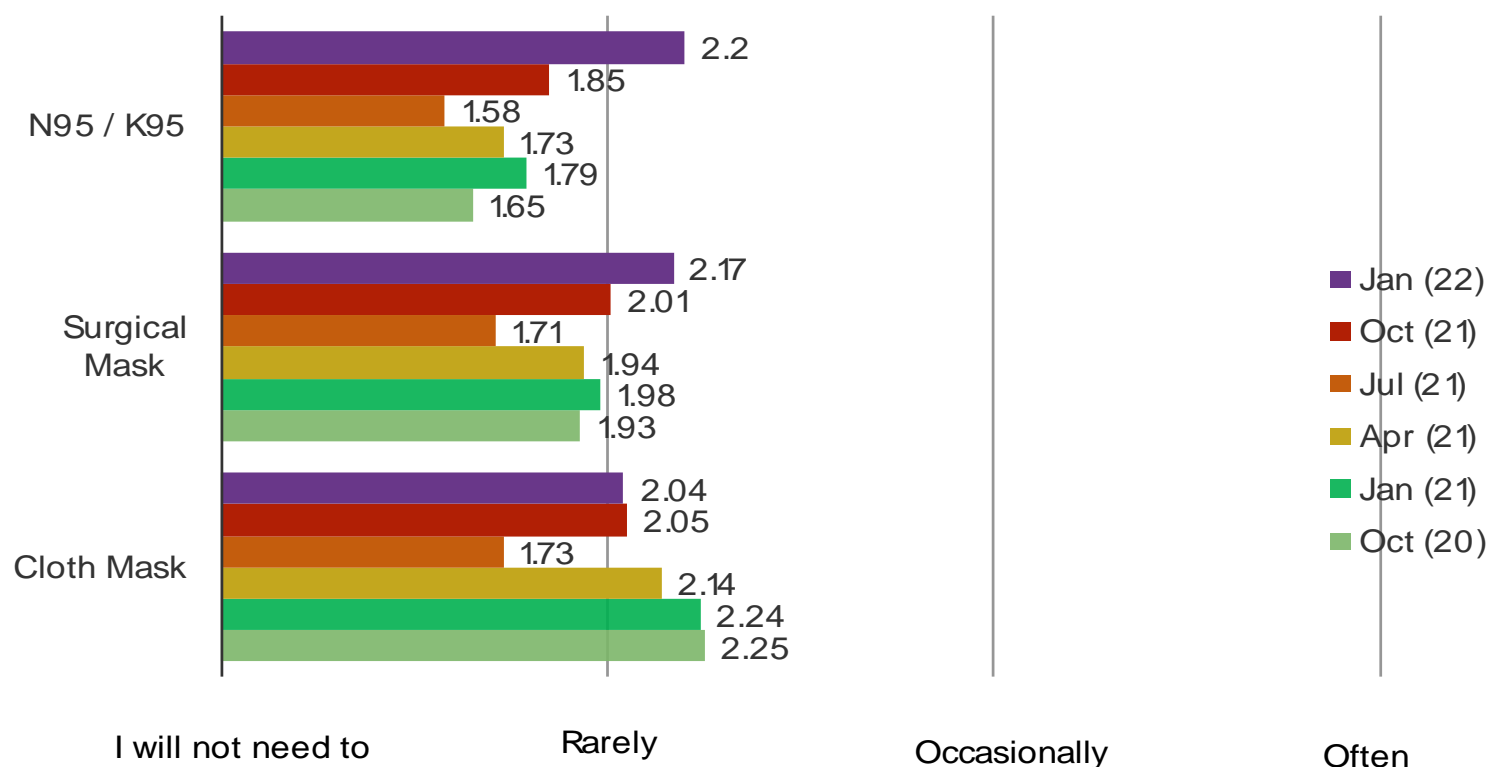
WHICH WOULD YOU PREFER FOR PURCHASING MASKS?

Posed to all respondents



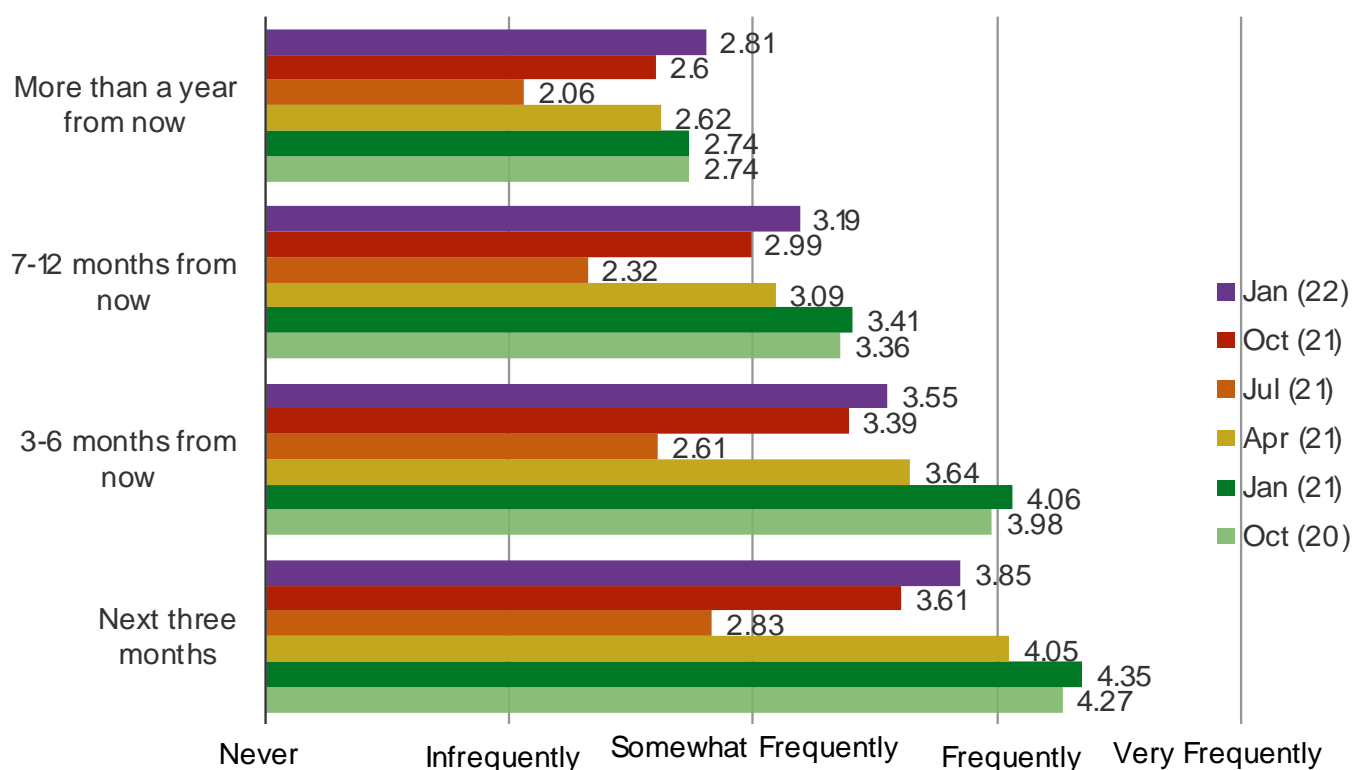
GOING FORWARD, HOW OFTEN DO YOU EXPECT TO NEED TO PURCHASE NEW MASKS OR FACE COVERINGS?

Posed to all respondents



HOW OFTEN DO YOU EXPECT TO WEAR A MASK DURING THE FOLLOWING PERIODS?

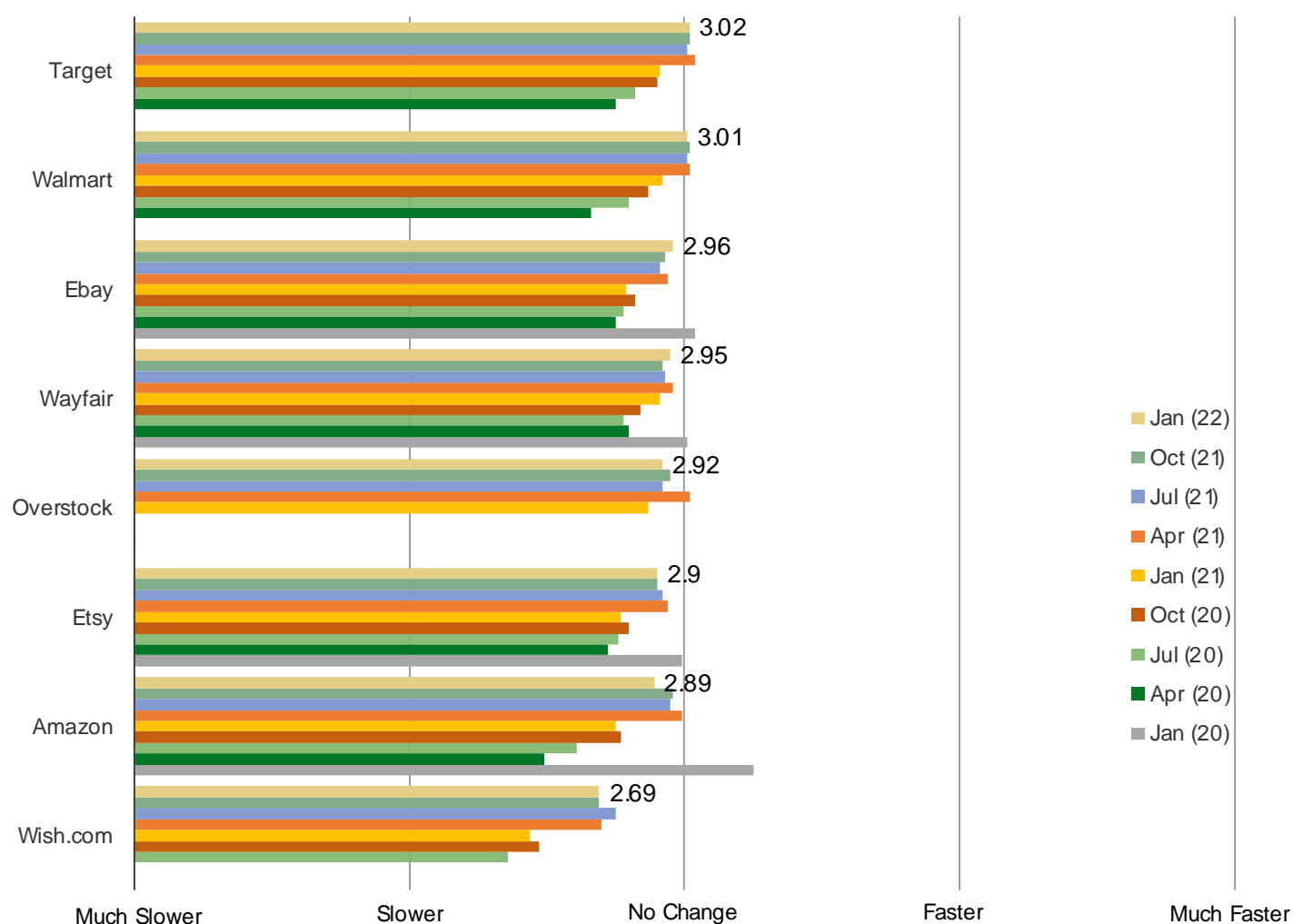
Posed to all respondents



SHIPPING DELAYS

HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

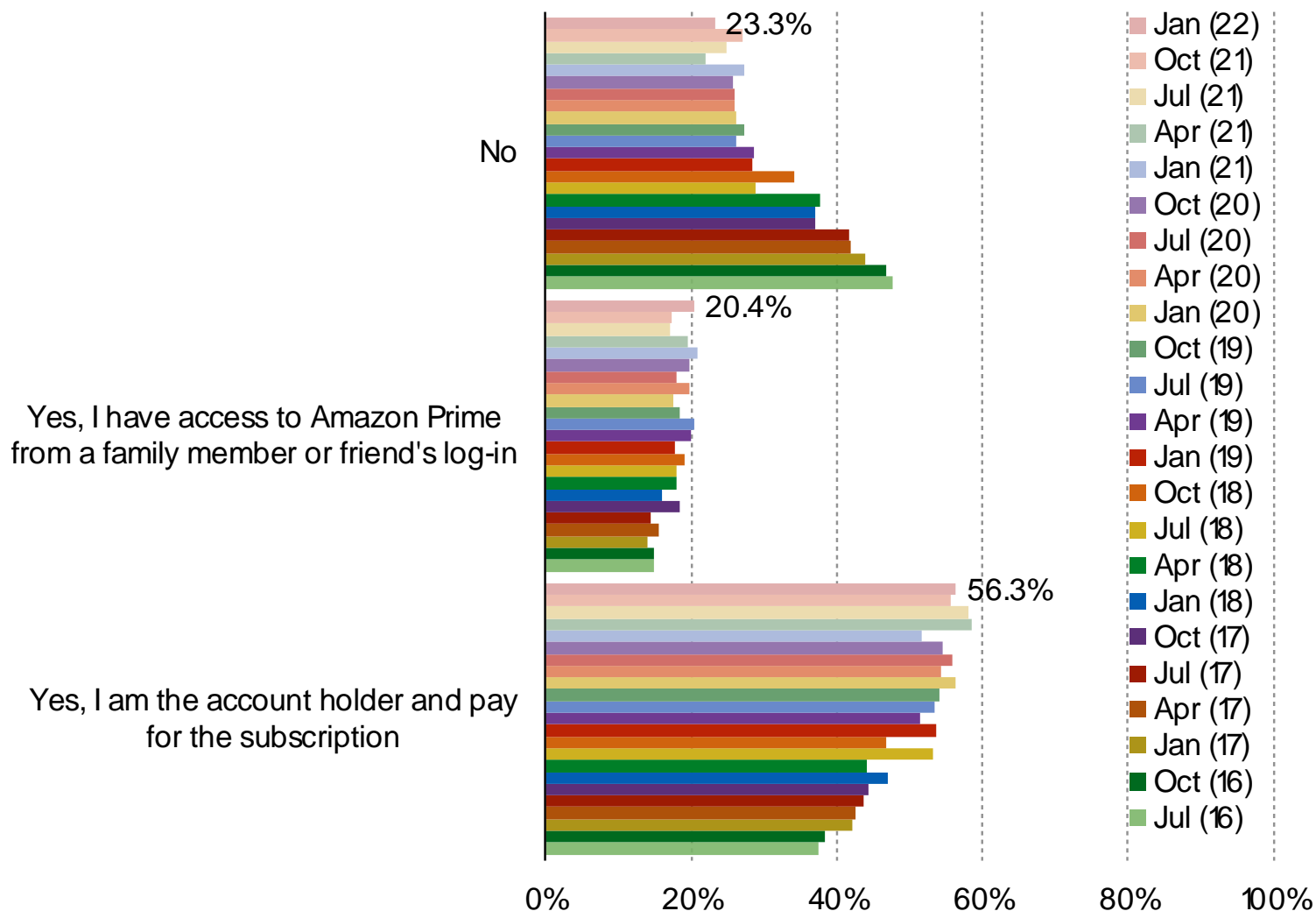
Posed to users of each site/app.



AMZN PRIME TRENDS

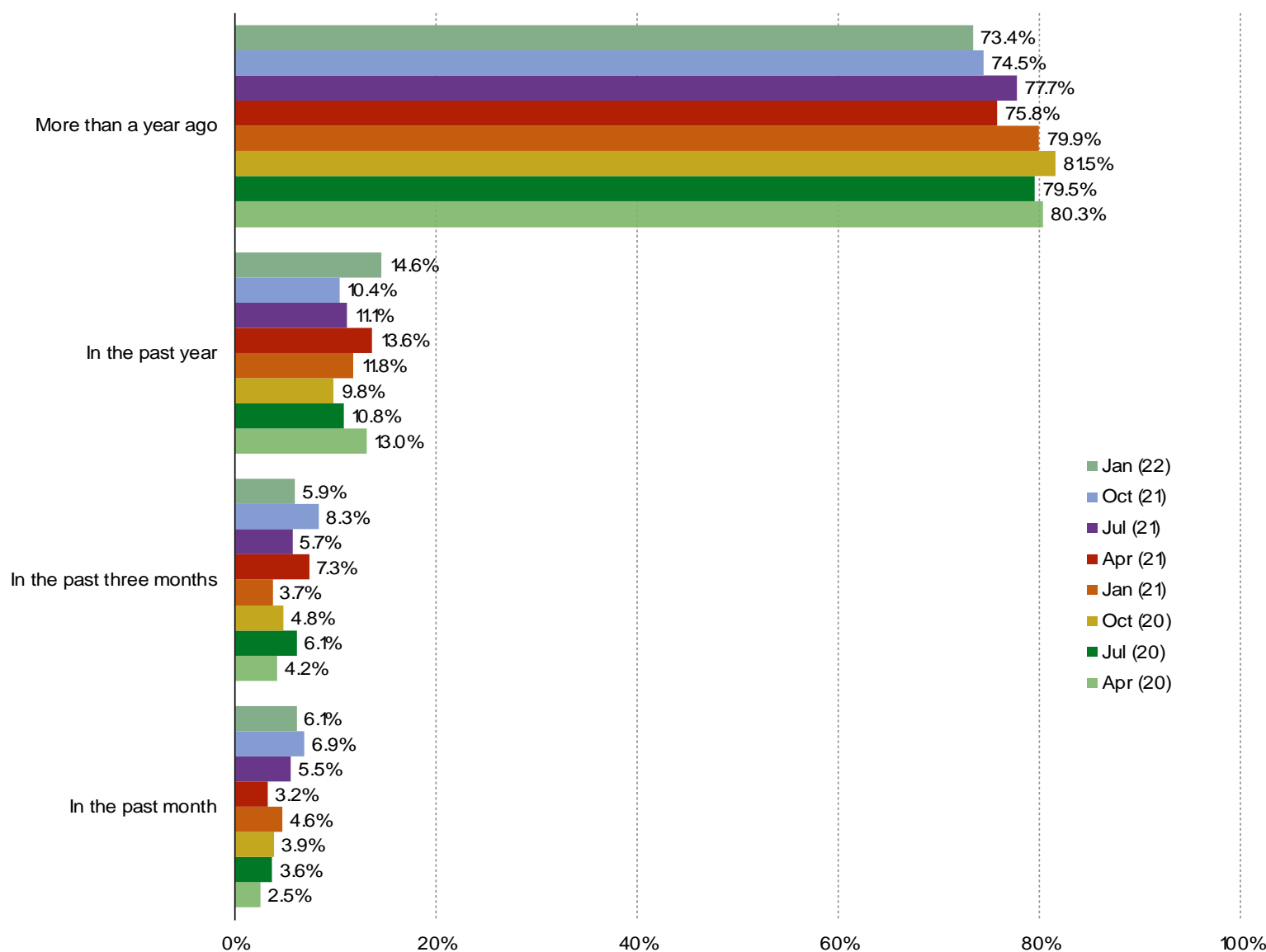
ARE YOU CURRENTLY A SUBSCRIBER TO AMAZON PRIME?

Posed to Amazon users



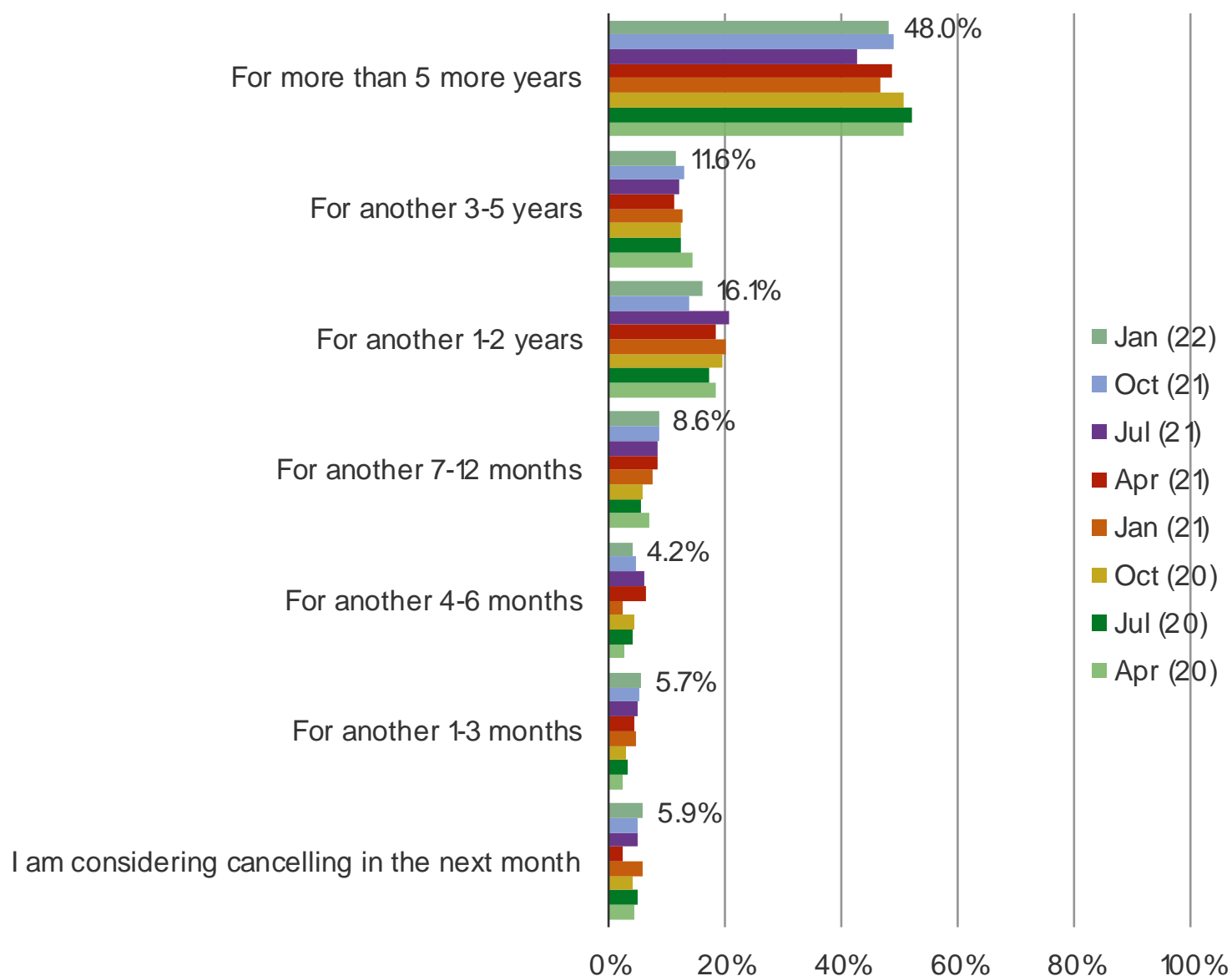
WHEN DID YOU START YOUR CURRENT AMAZON PRIME MEMBERSHIP?

Posed to Amazon users who are Prime members.

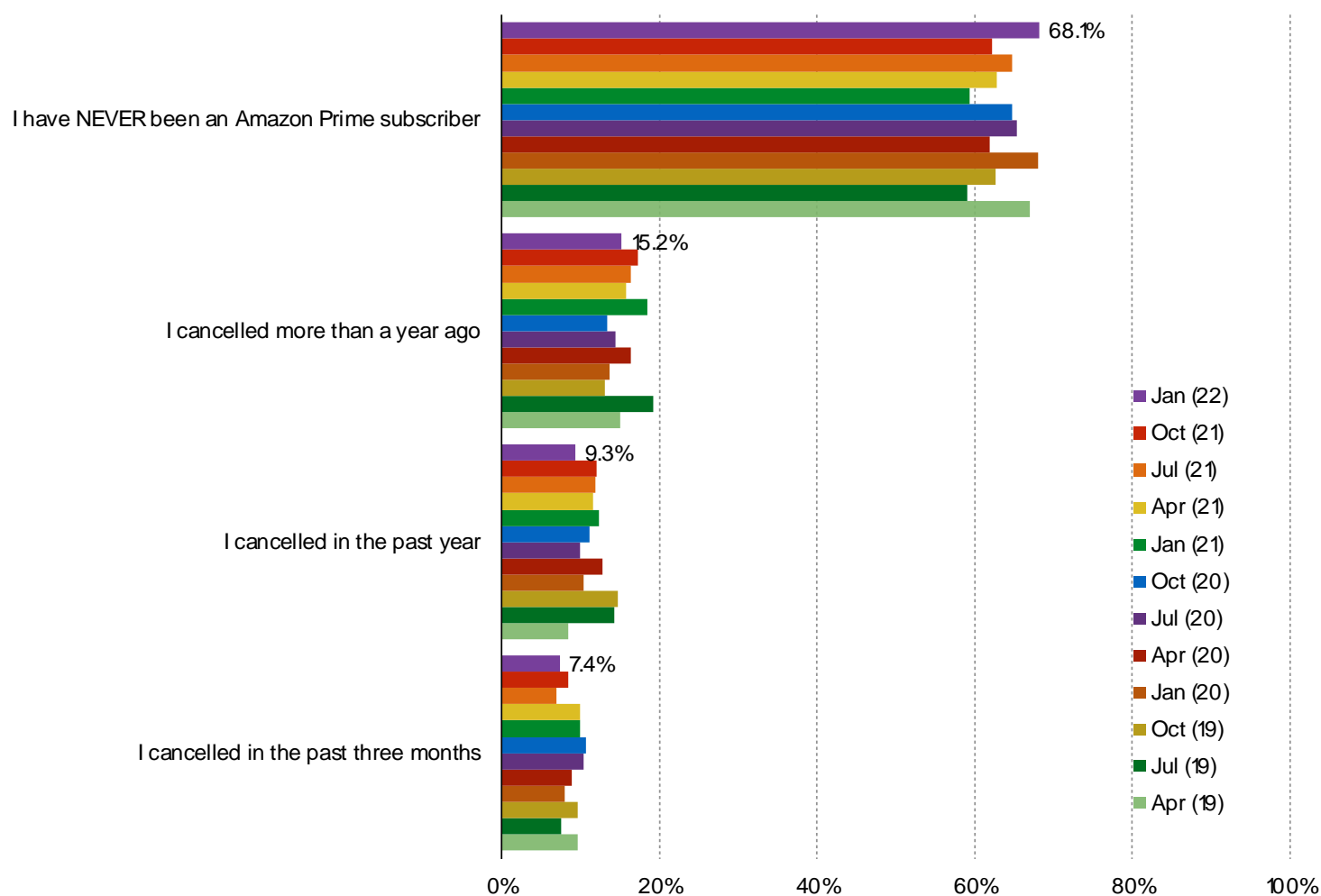


FOR HOW MUCH LONGER DO YOU INTEND TO BE AN AMAZON PRIME MEMBER?

Posed to Amazon users who are Prime members.



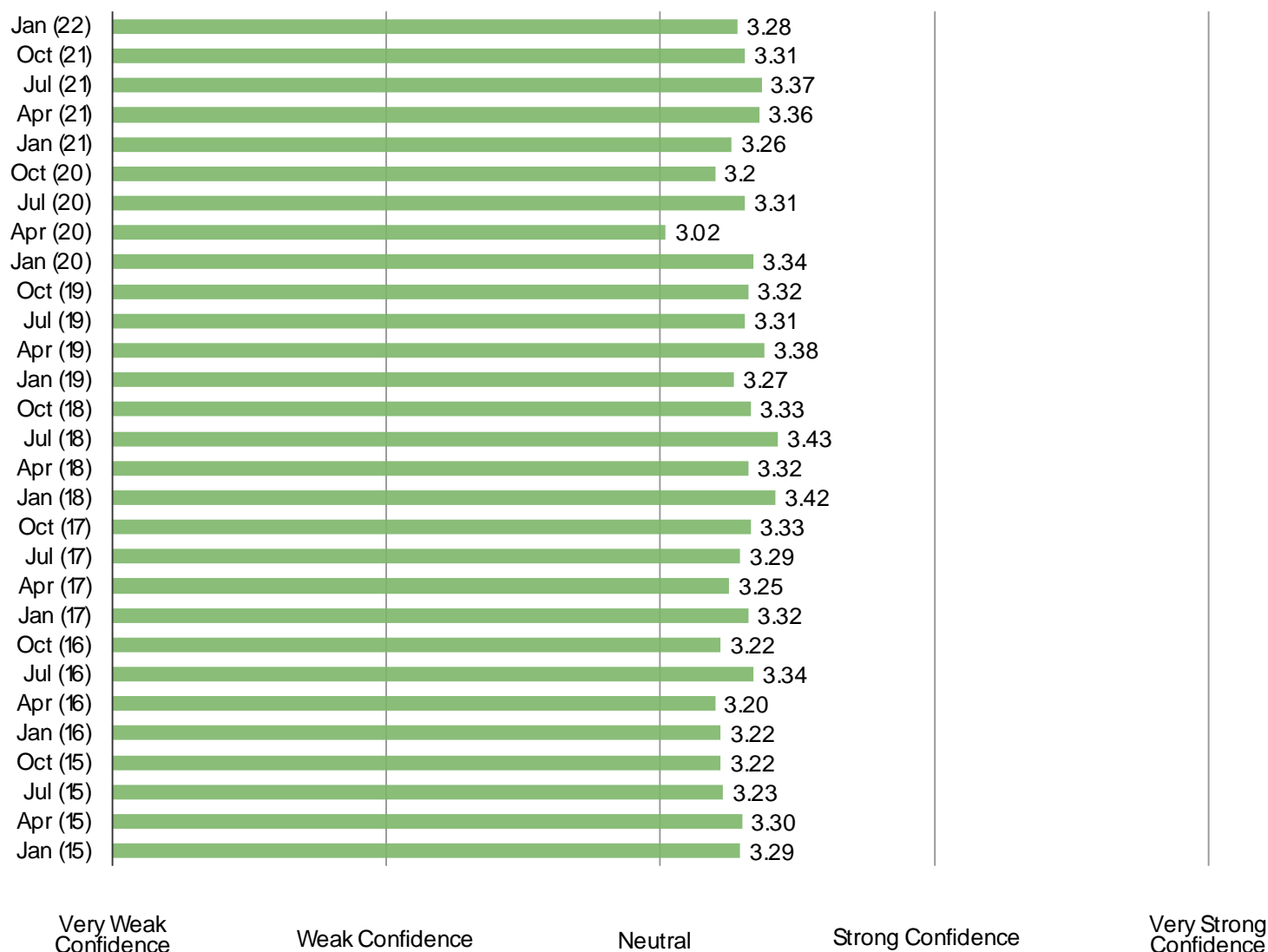
HAVE YOU EVER BEEN AN AMAZON PRIME SUBSCRIBER IN THE PAST?

Posed to Amazon users **who are not prime subscribers**

OVERALL SHOPPING TRENDS

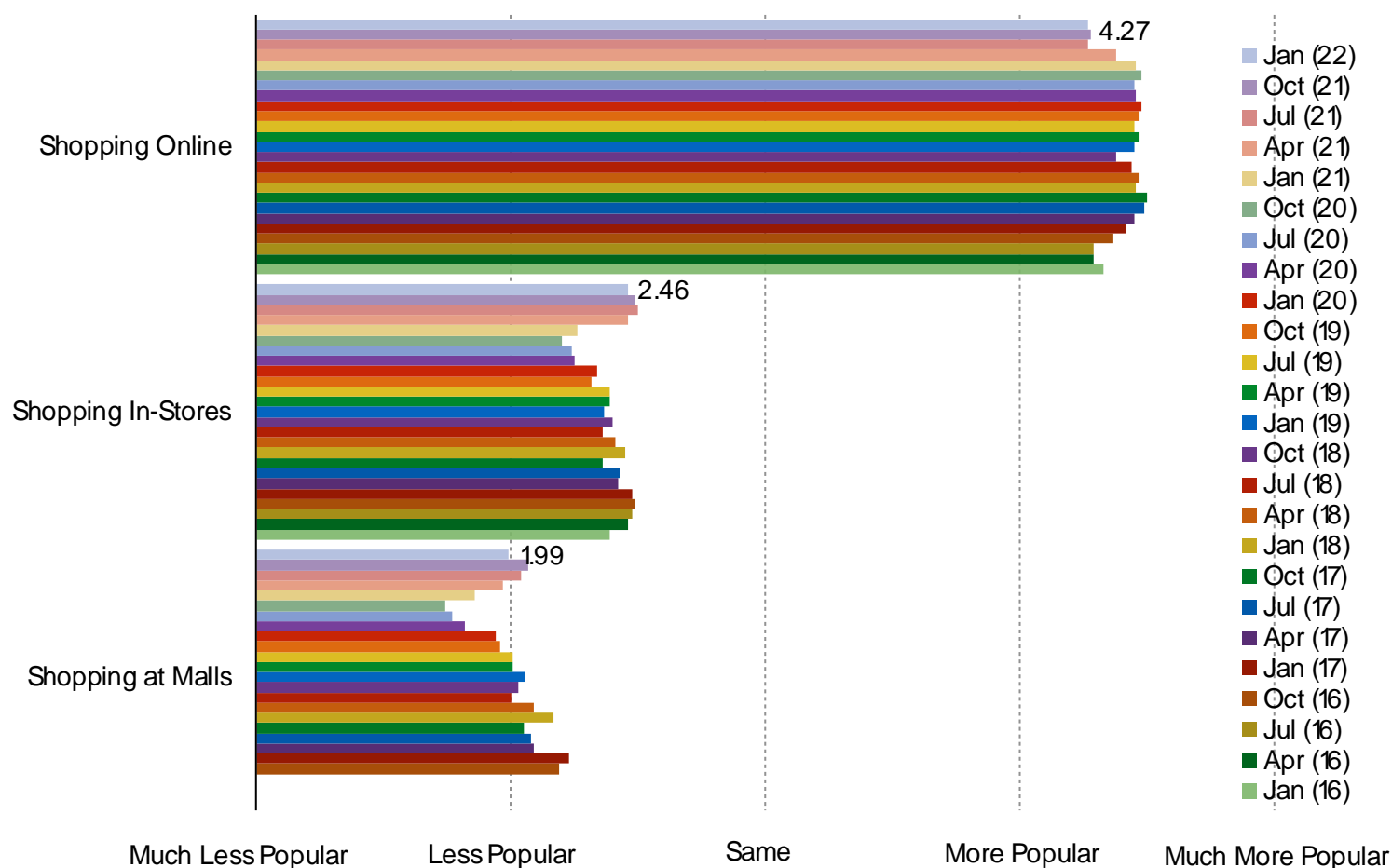
HOW CONFIDENT DO YOU CURRENTLY FEEL TO SPEND MONEY?

Posed to all respondents



ARE THE FOLLOWING TYPES OF ACTIVITIES BECOMING MORE OR LESS POPULAR?

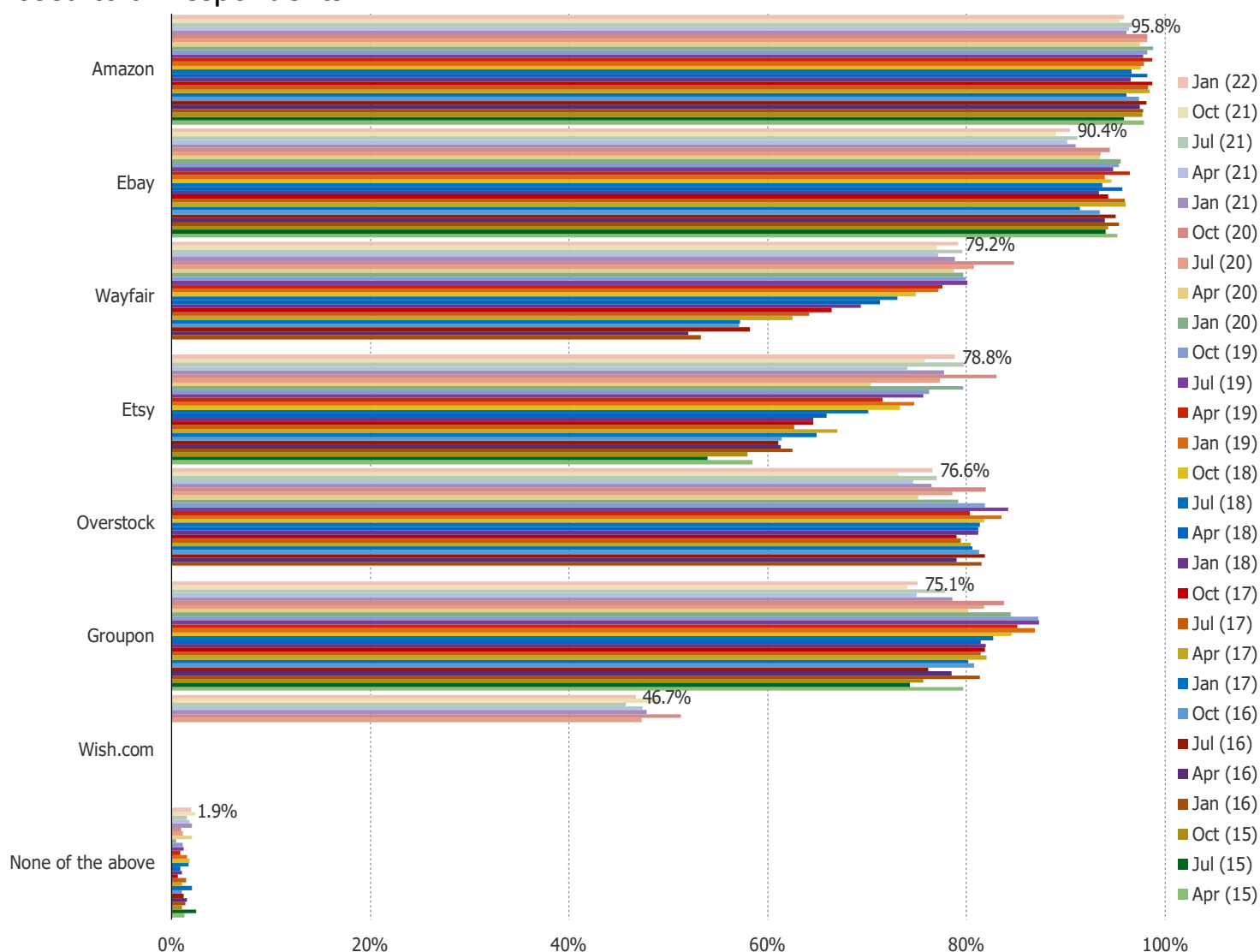
Posed to all respondents



COMPETITIVE DYNAMICS

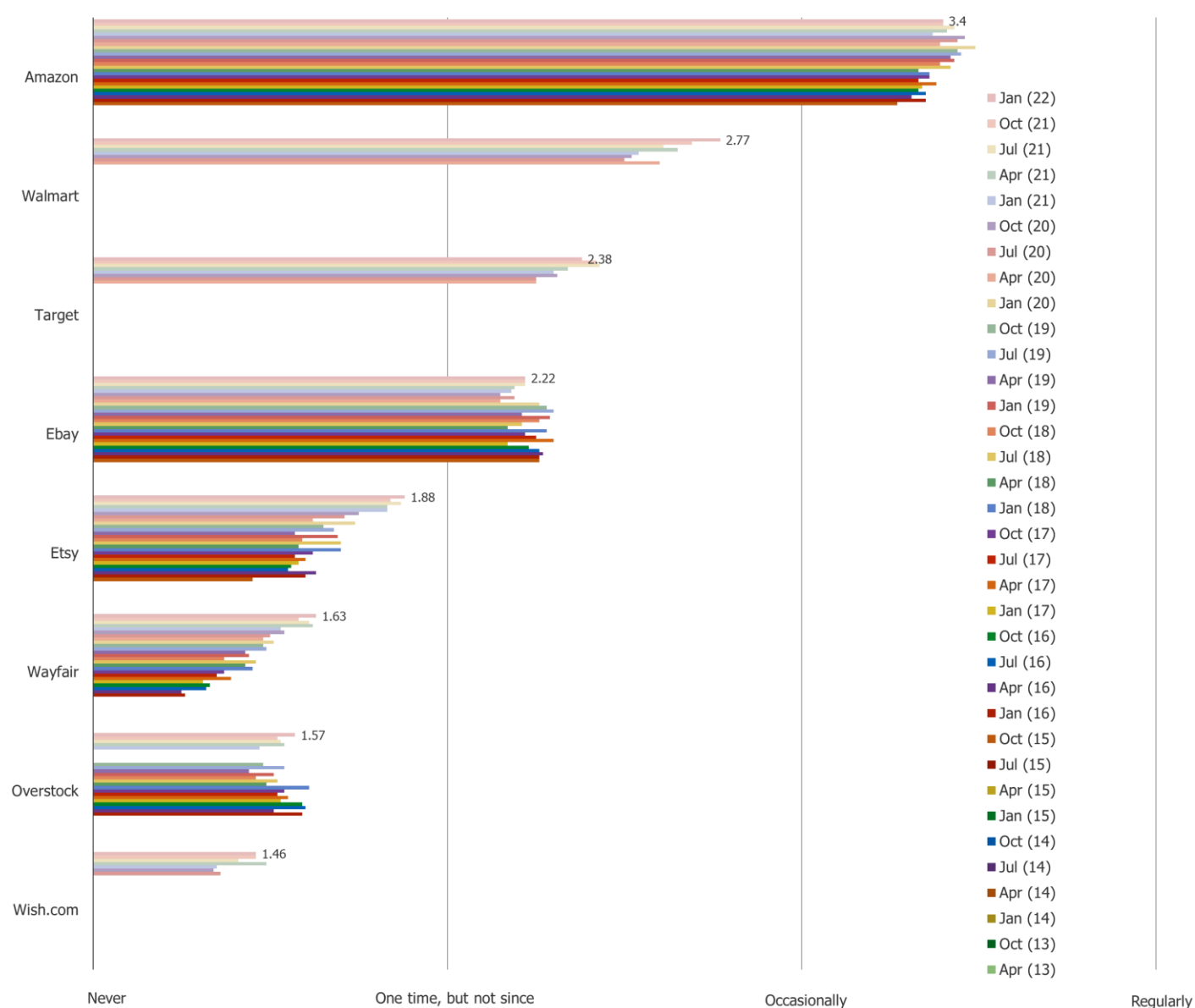
BRAND AWARENESS

Posed to all respondents



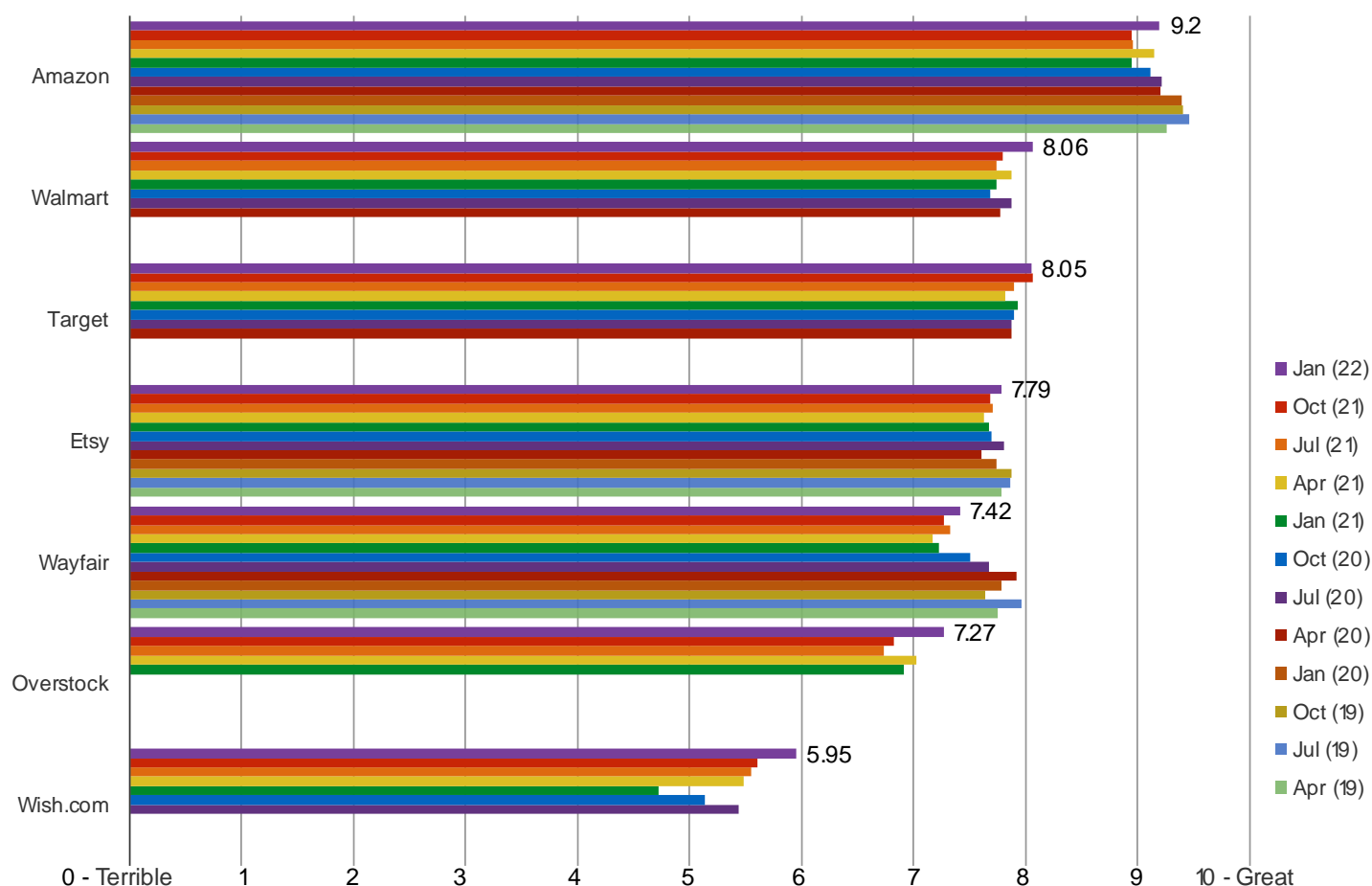
WHICH OF THE FOLLOWING BEST DESCRIBES HOW OFTEN YOU PURCHASE ITEMS THROUGH EACH OF THE FOLLOWING WEBSITES/APPS?

Posed to all respondents



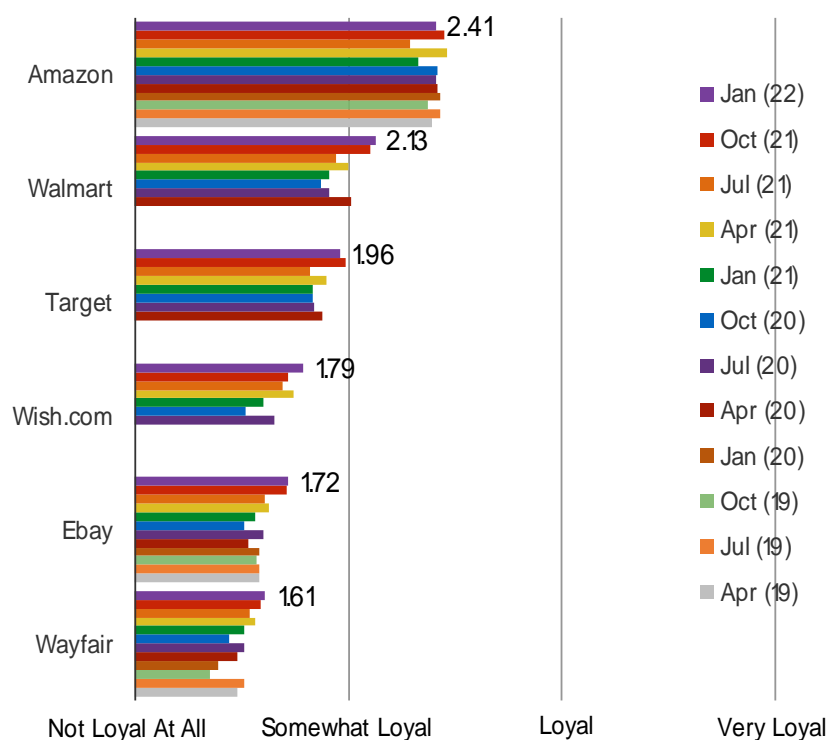
HOW DO YOU FIND THE SHIPPING EXPERIENCE WITH THIS APP/SITE?

Posed to users of each site/app

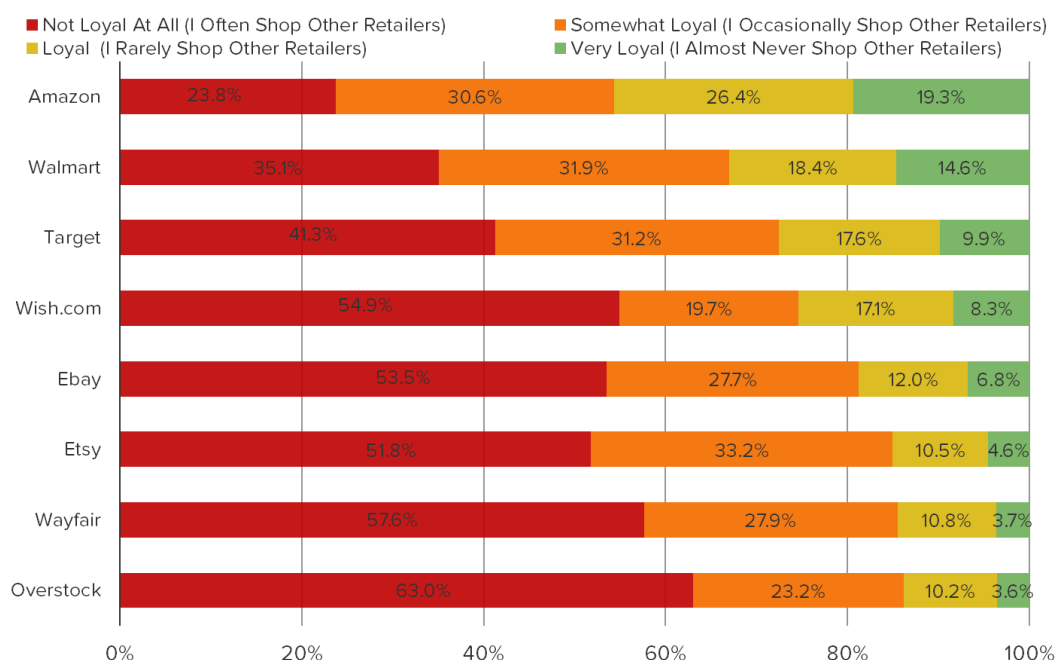


PLEASE RATE HOW LOYAL YOU ARE TO THIS APP/SITE FOR THE TYPES OF ITEMS YOU BUY FROM THEM:

Posed to users of each site/app



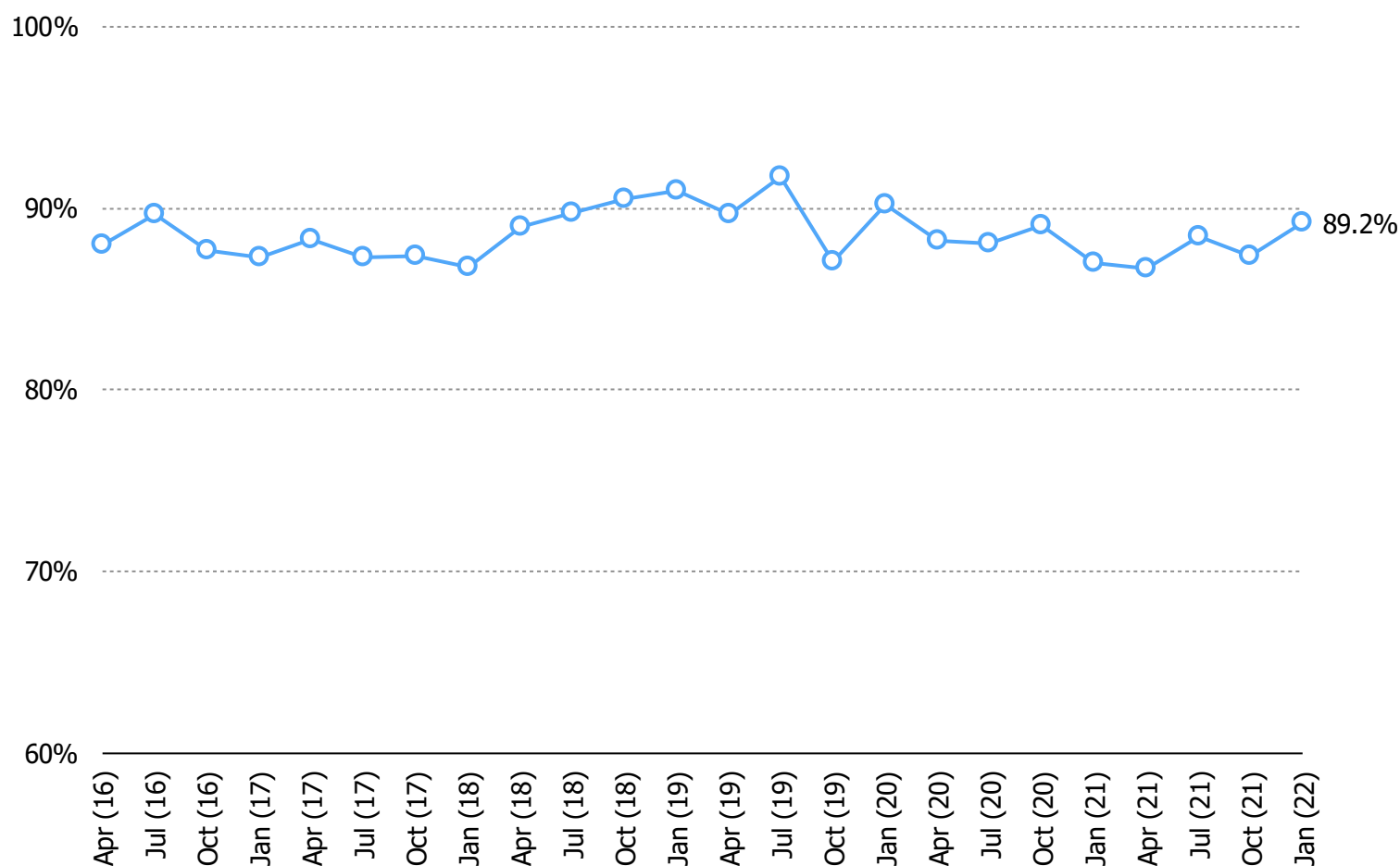
January 2022 Data Broken Out



AMZN TRENDS

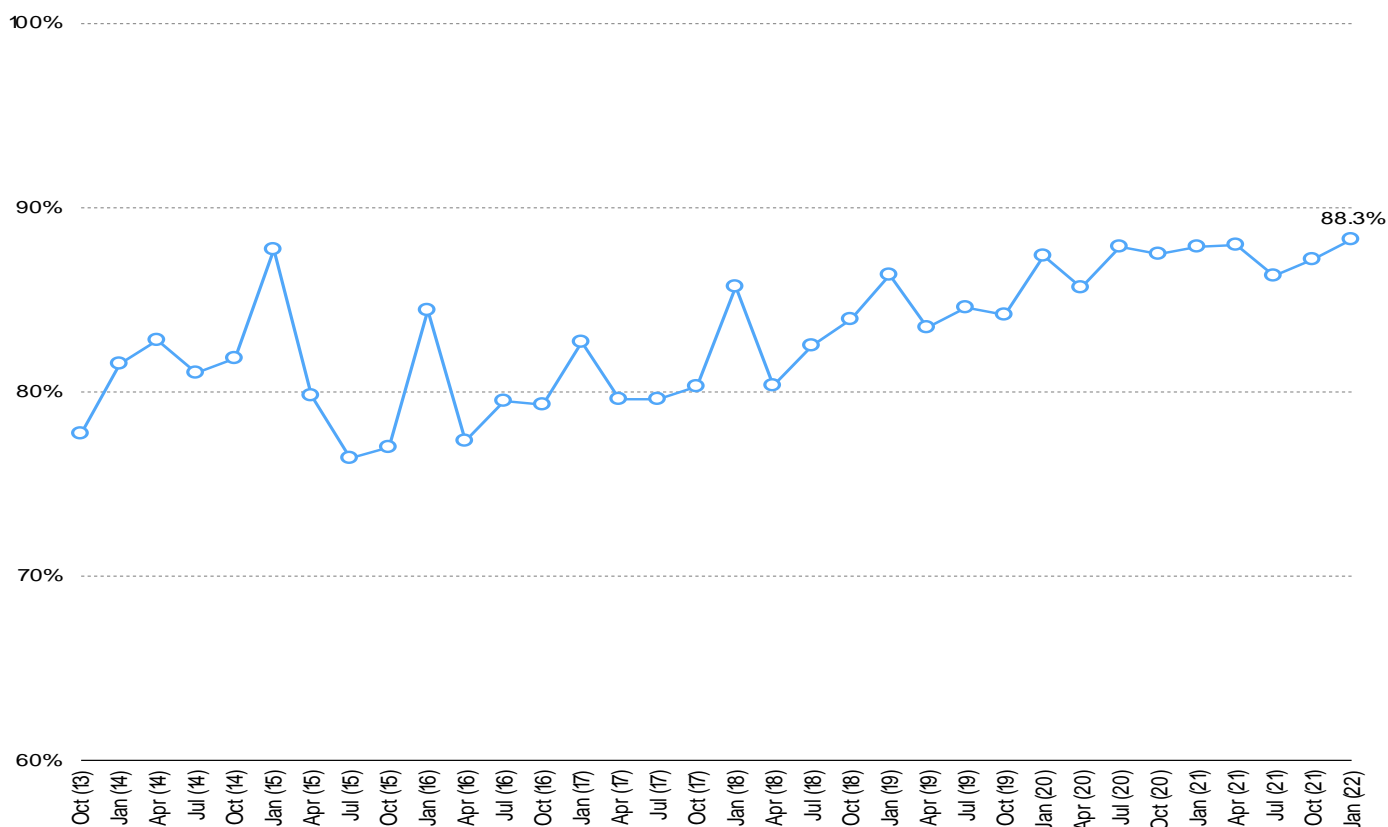
DO YOU EVER USE OR VISIT AMAZON (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?

Posed to all respondents.



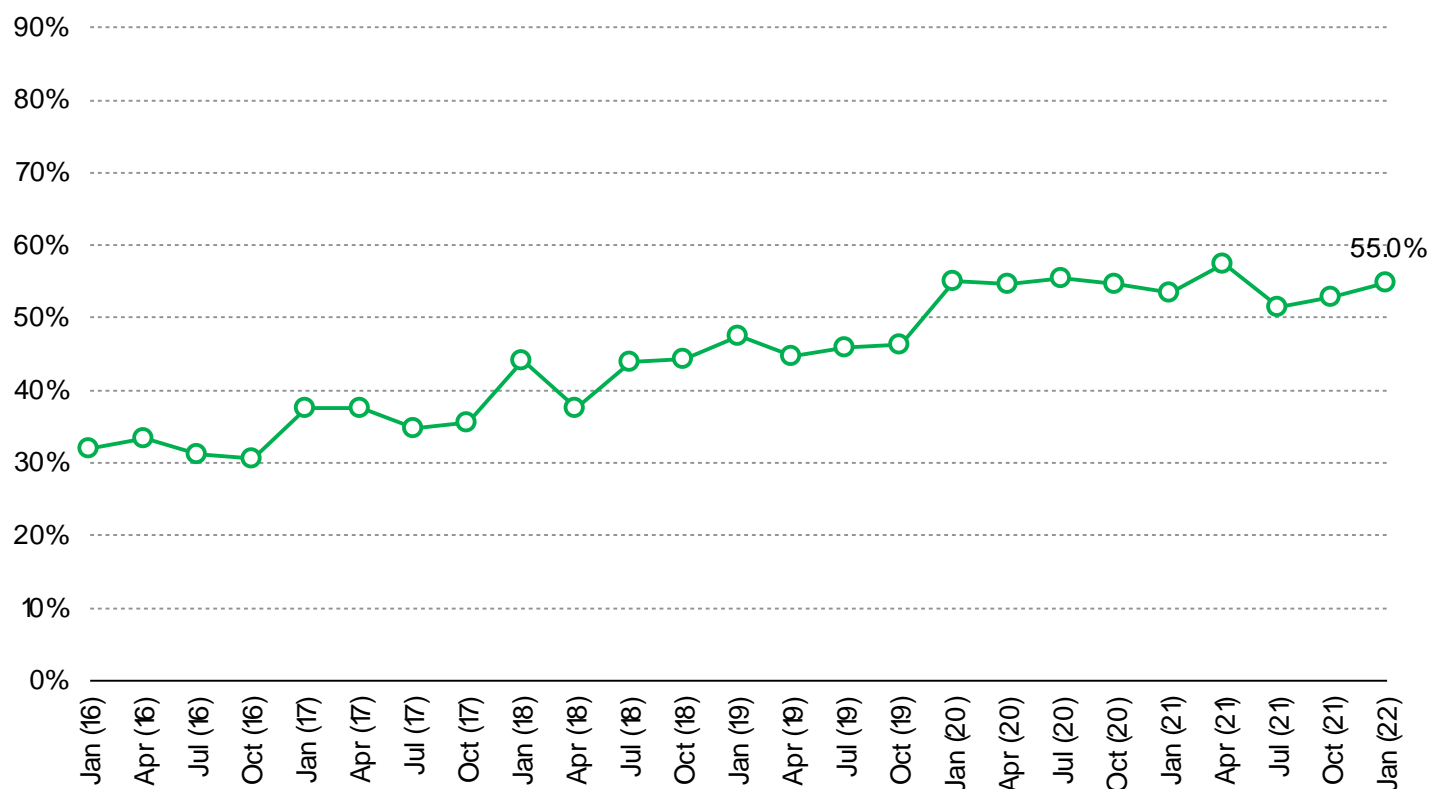
AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM AMAZON DURING THE PAST THREE MONTHS?

Posed to Amazon users

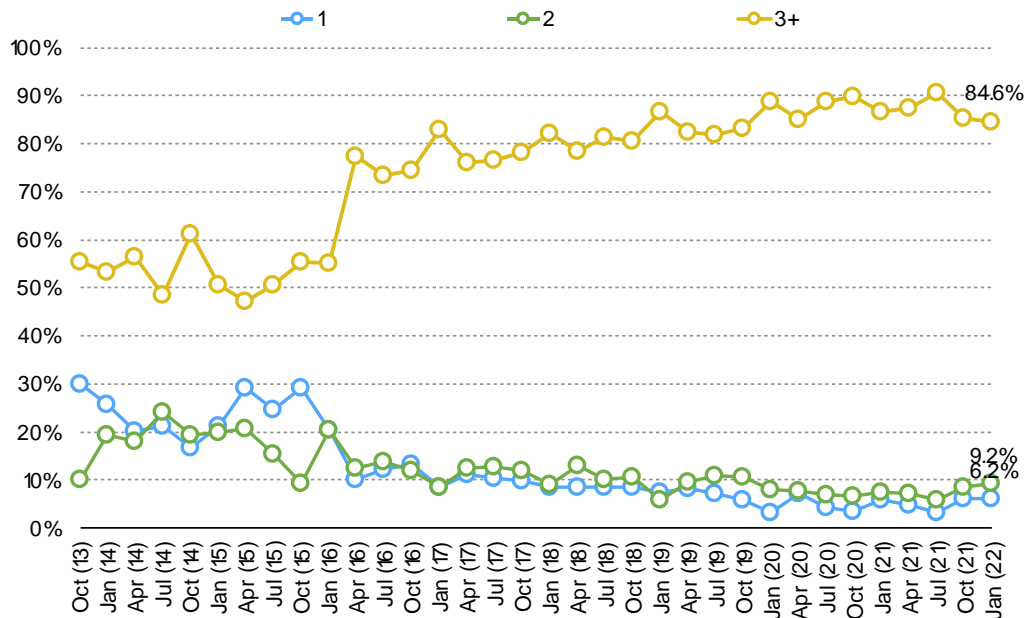


AMAZON USERS – HAVE YOU PURCHASED AN ITEM FROM THE AMAZON MOBILE APP IN THE PAST THREE MONTHS?

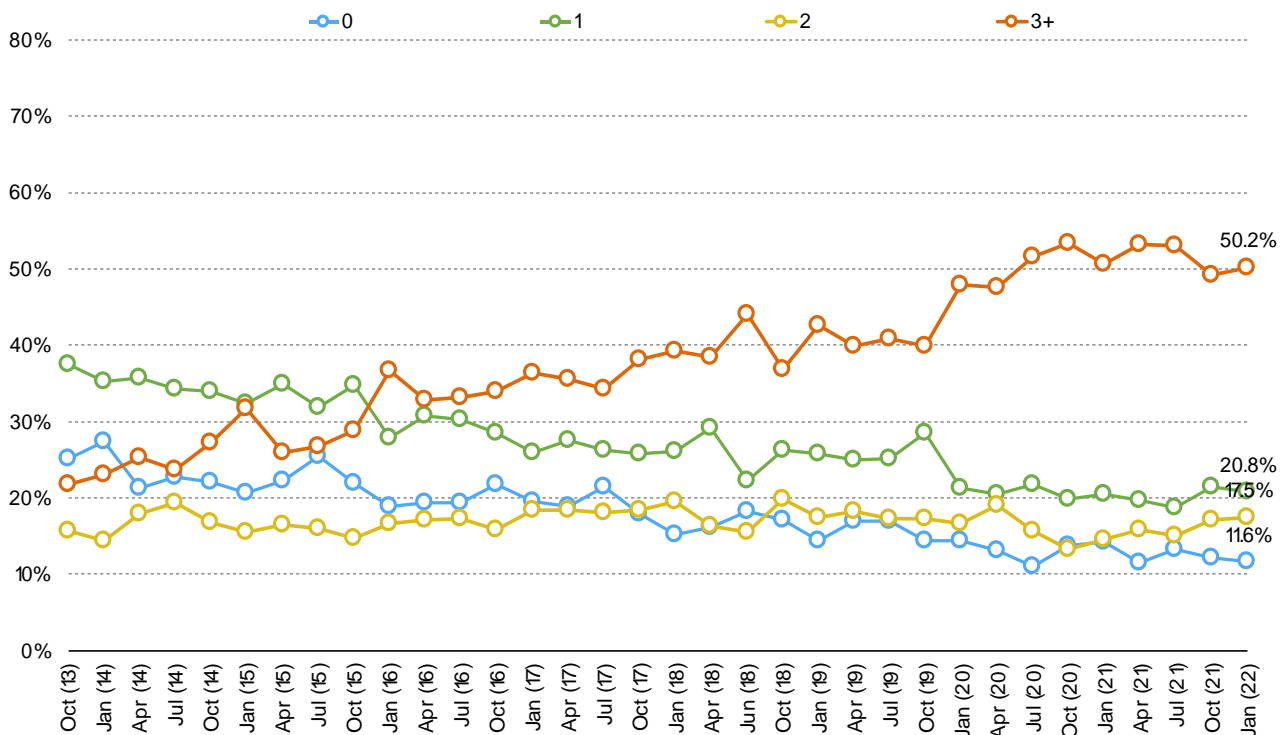
Posed to Amazon users



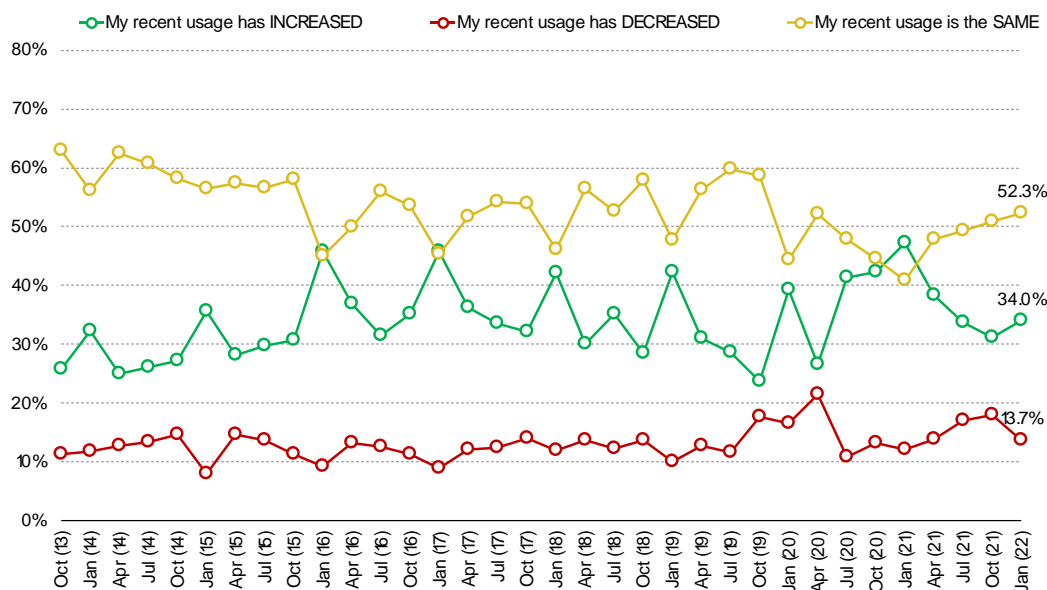
PURCHASED THROUGH AMAZON IN THE PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH AMAZON IN THE LAST THREE MONTHS?



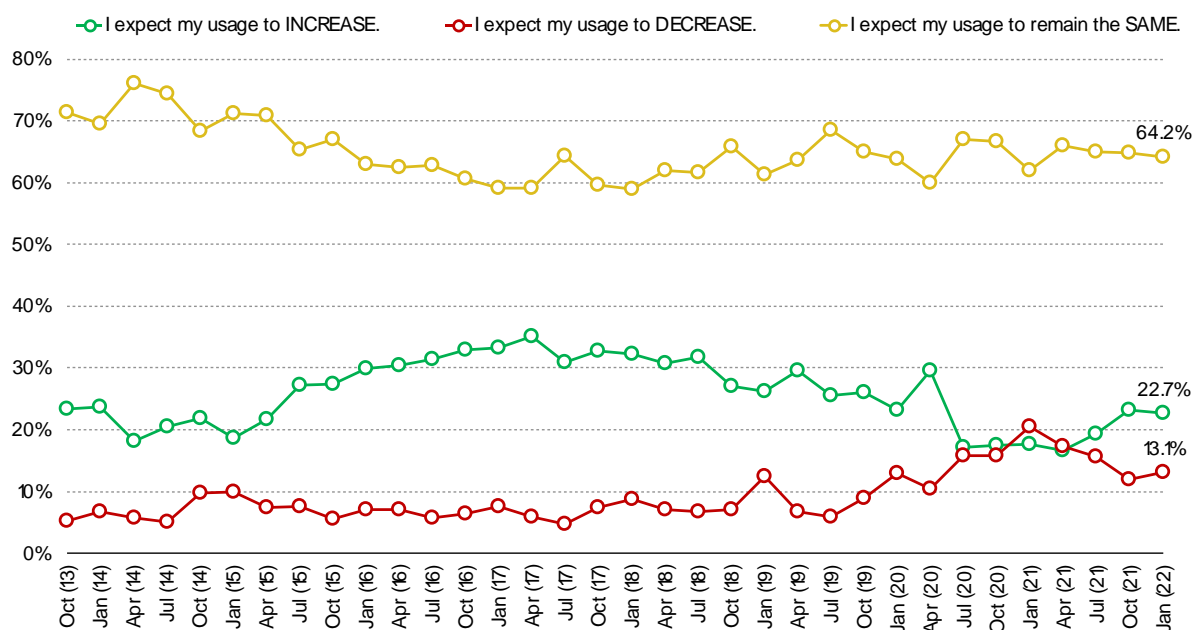
AMAZON USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH AMAZON A MONTH?



AMAZON USERS – RECENT USAGE

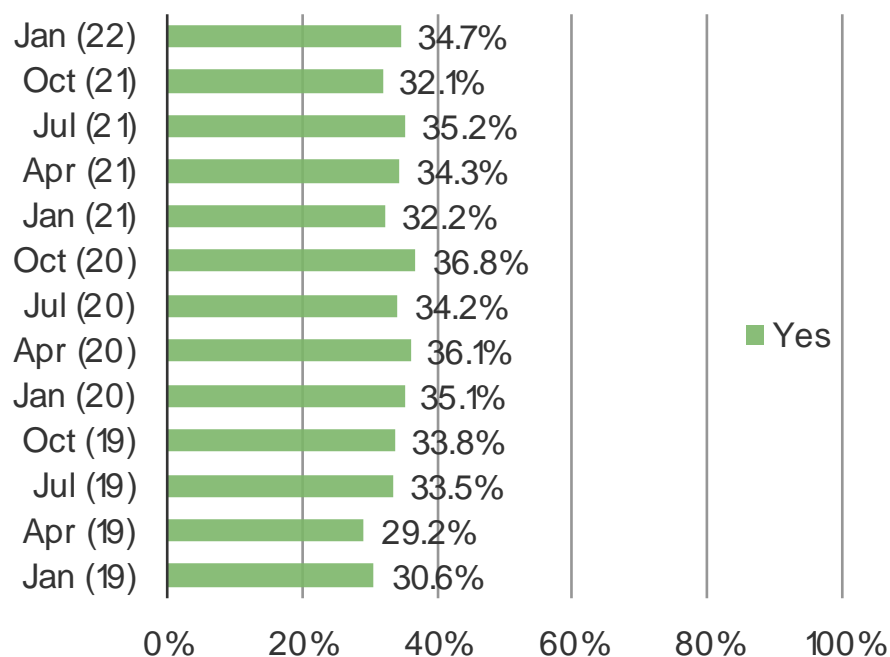


AMAZON USERS – EXPECTED USAGE

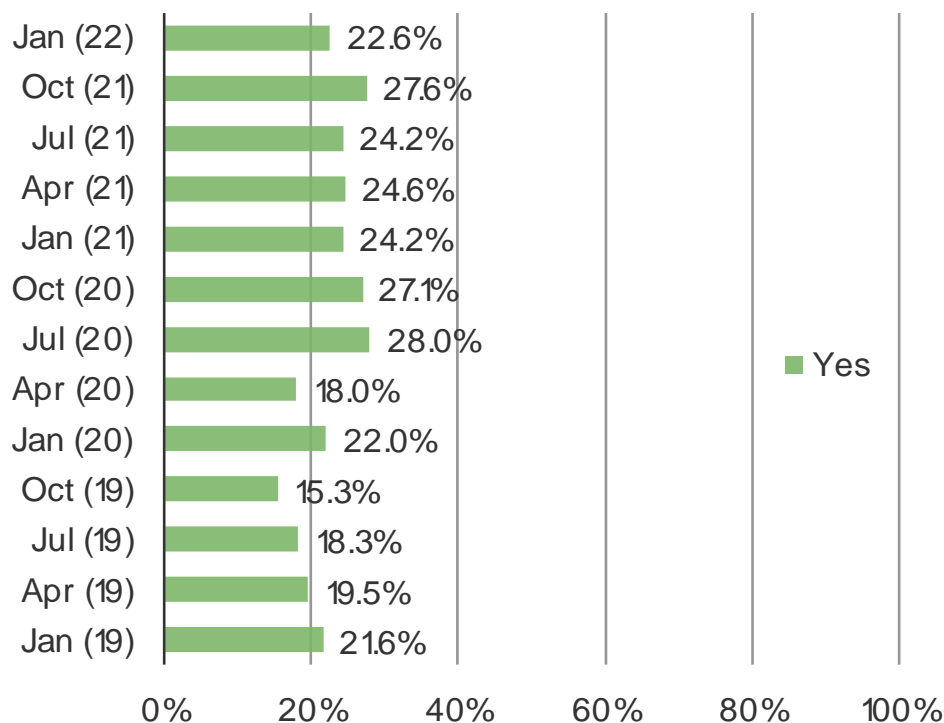


WAYFAIR TRENDS

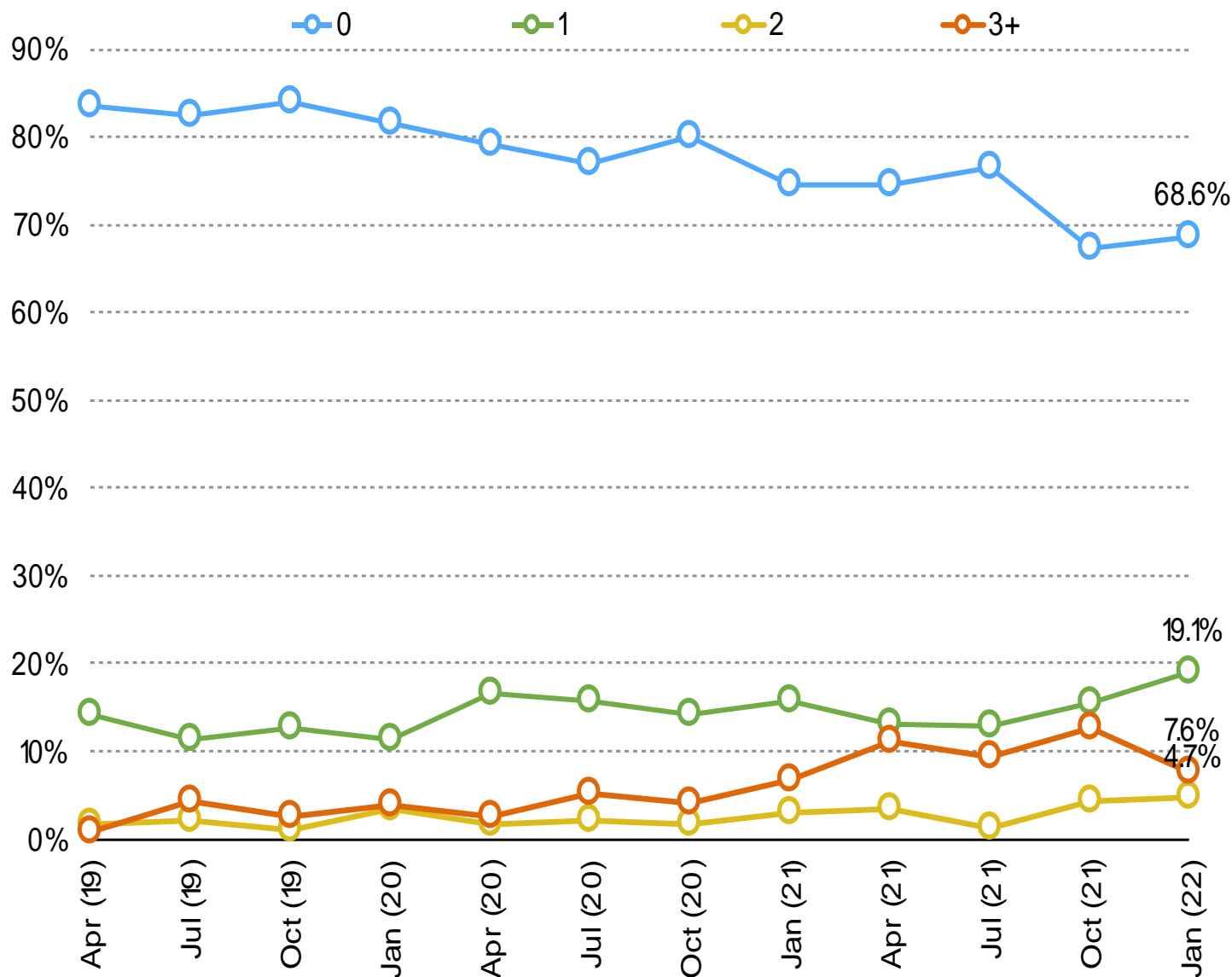
ALL RESPONDENTS - DO YOU EVER USE OR VISIT WAYFAIR?



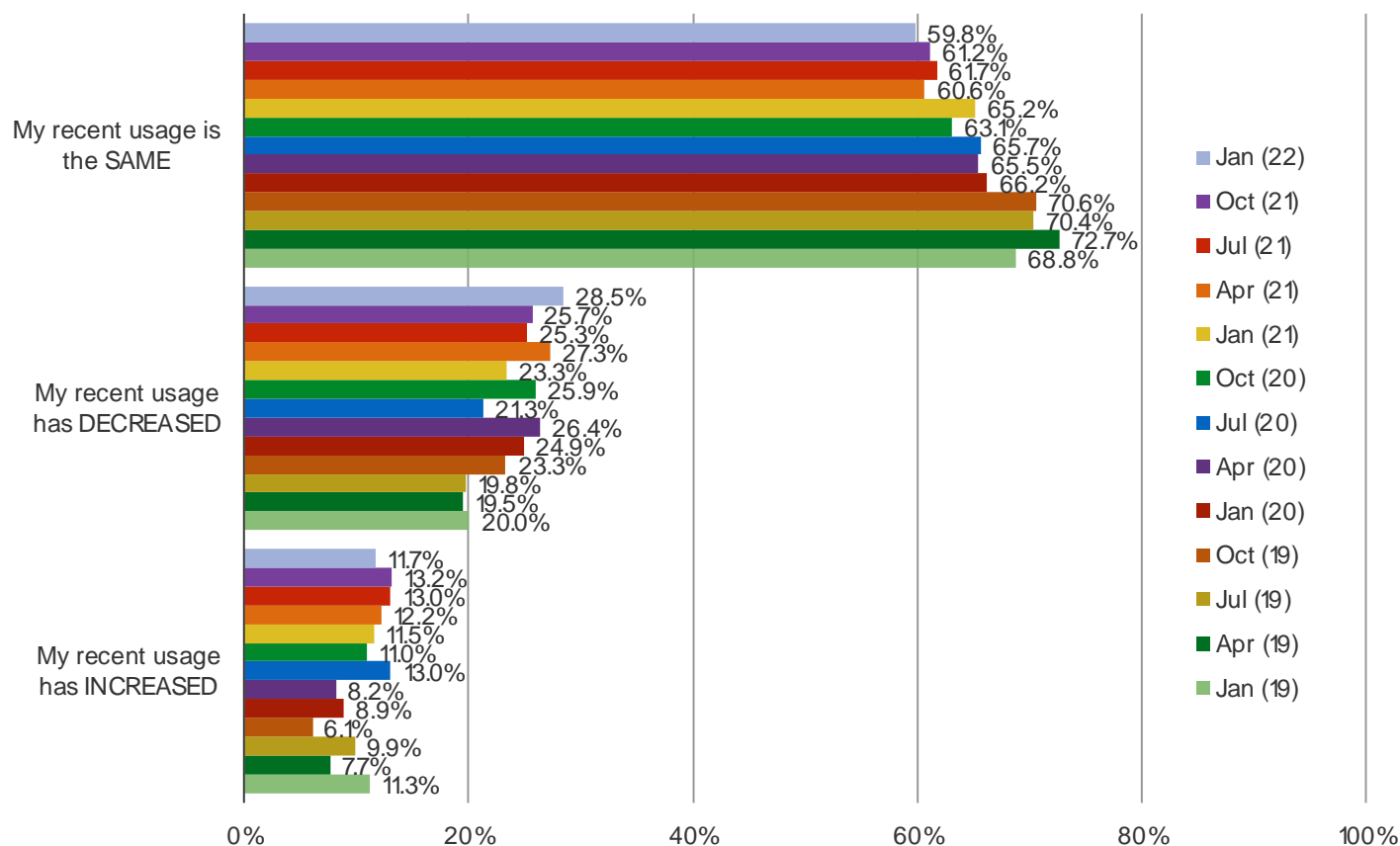
WAYFAIR USERS – HAVE YOU PURCHASED AN ITEM FROM WAYFAIR IN THE PAST THREE MONTHS?



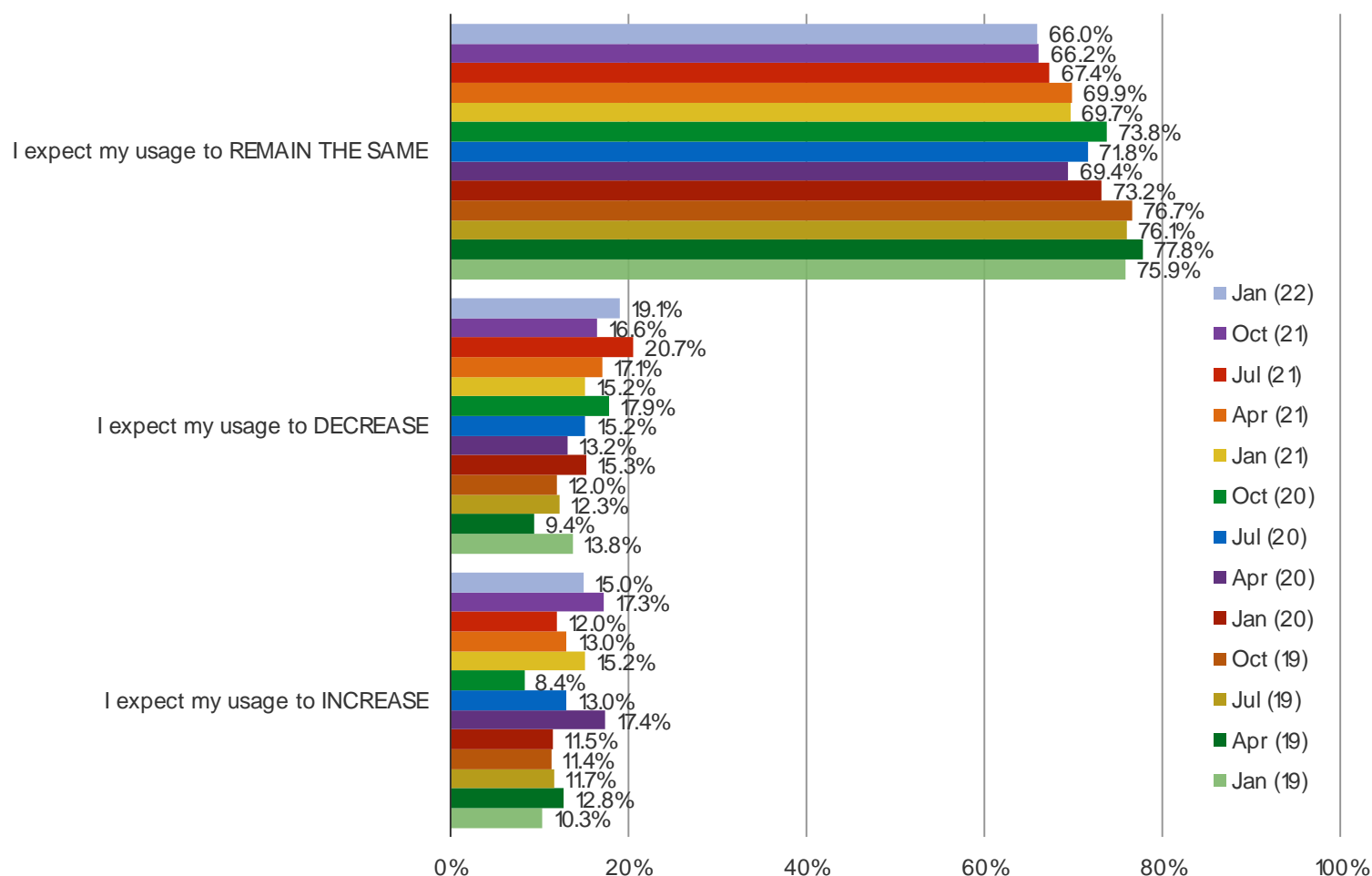
ON AVERAGE, HOW MANY ITEMS DO YOU PURCHASE FROM WAYFAIR PER MONTH?



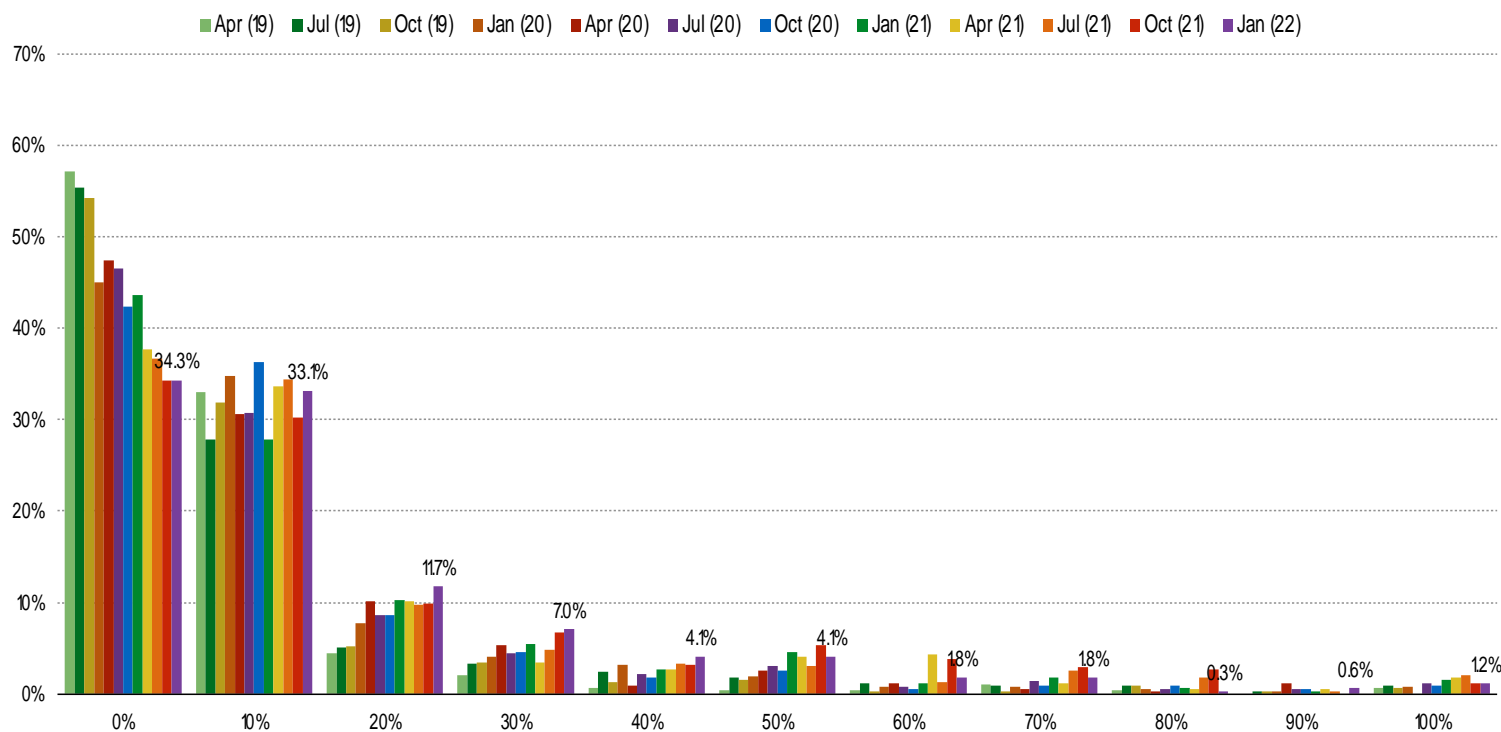
WAYFAIR USERS – RECENT USAGE



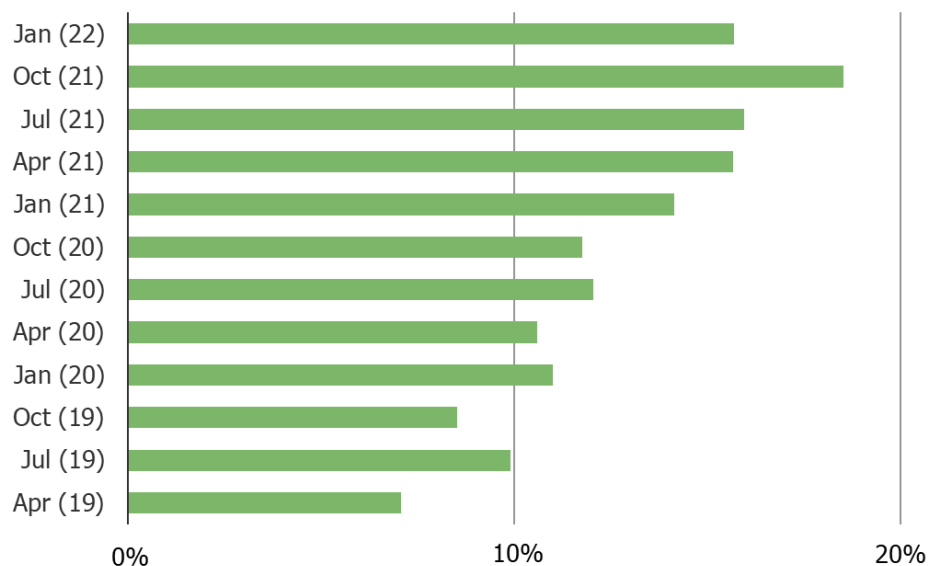
WAYFAIR USERS – EXPECTED USAGE



WAYFAIR USERS – WHAT PERCENTAGE OF YOUR TOTAL FURNITURE AND HOME FURNISHINGS PURCHASES DO YOU MAKE THROUGH WAYFAIR?

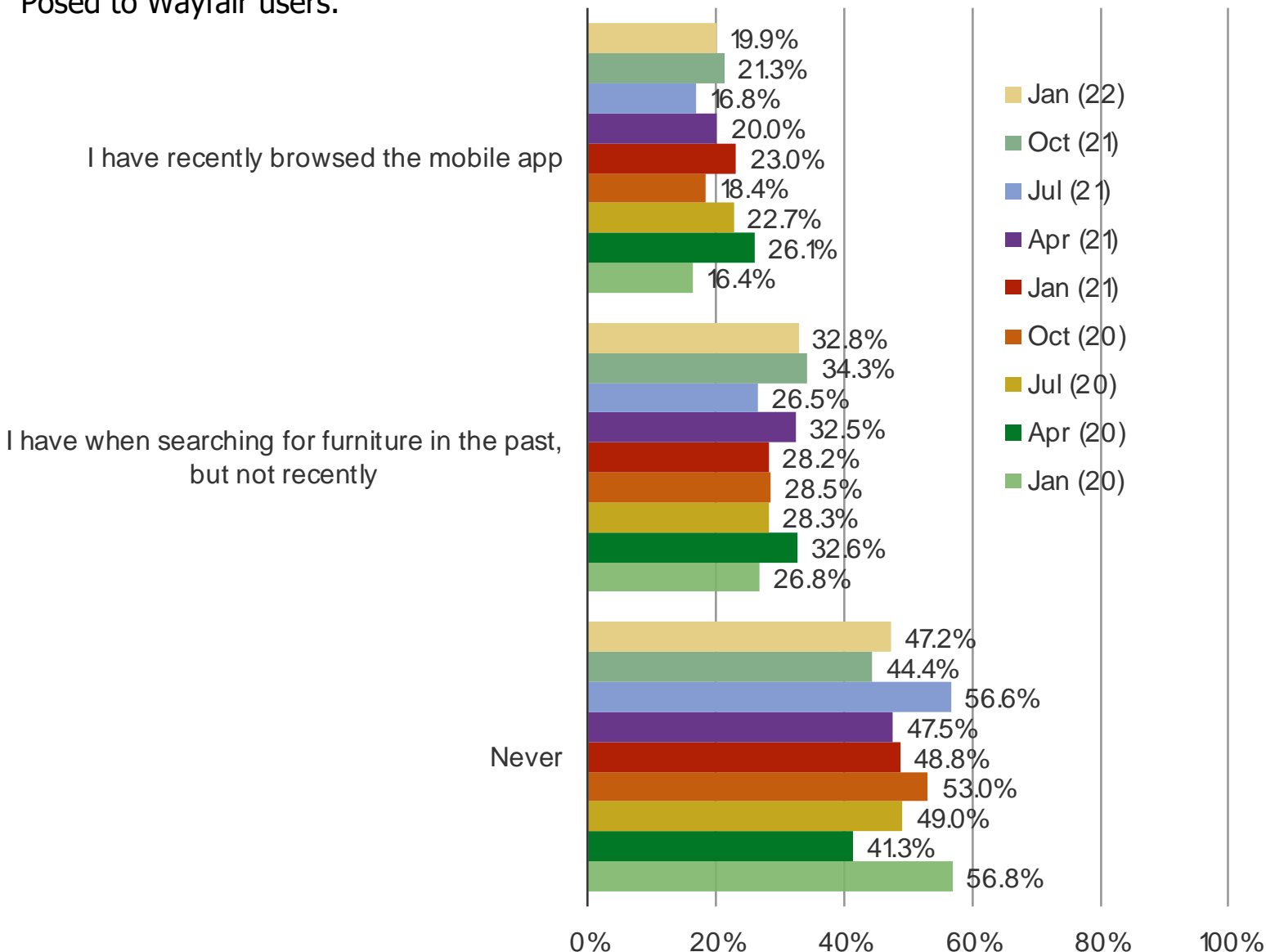


Weighted Average of Chart Above:



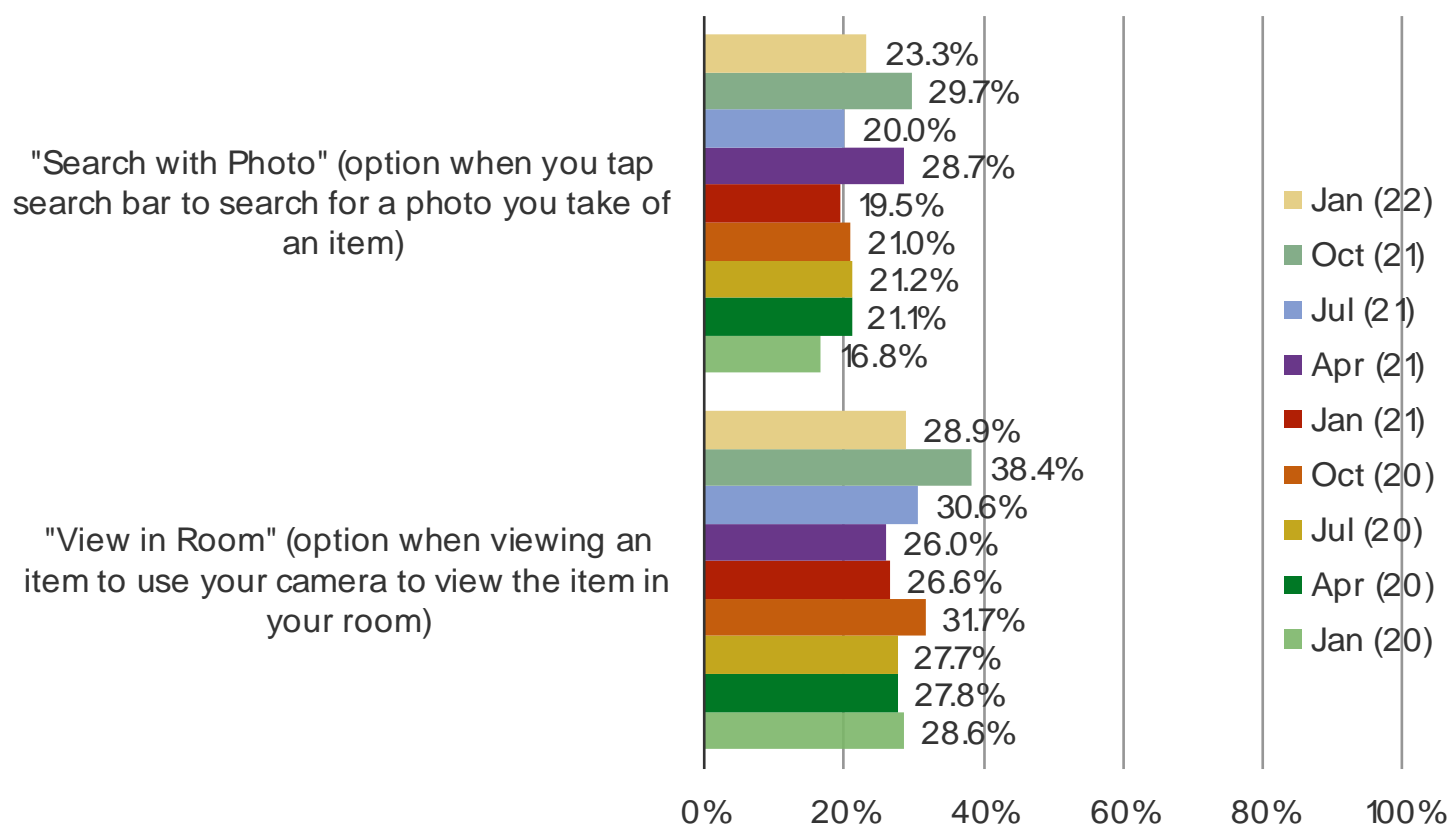
HAVE YOU EVER BROWSED THE WAYFAIR MOBILE APP FOR ITEMS?

Posed to Wayfair users.



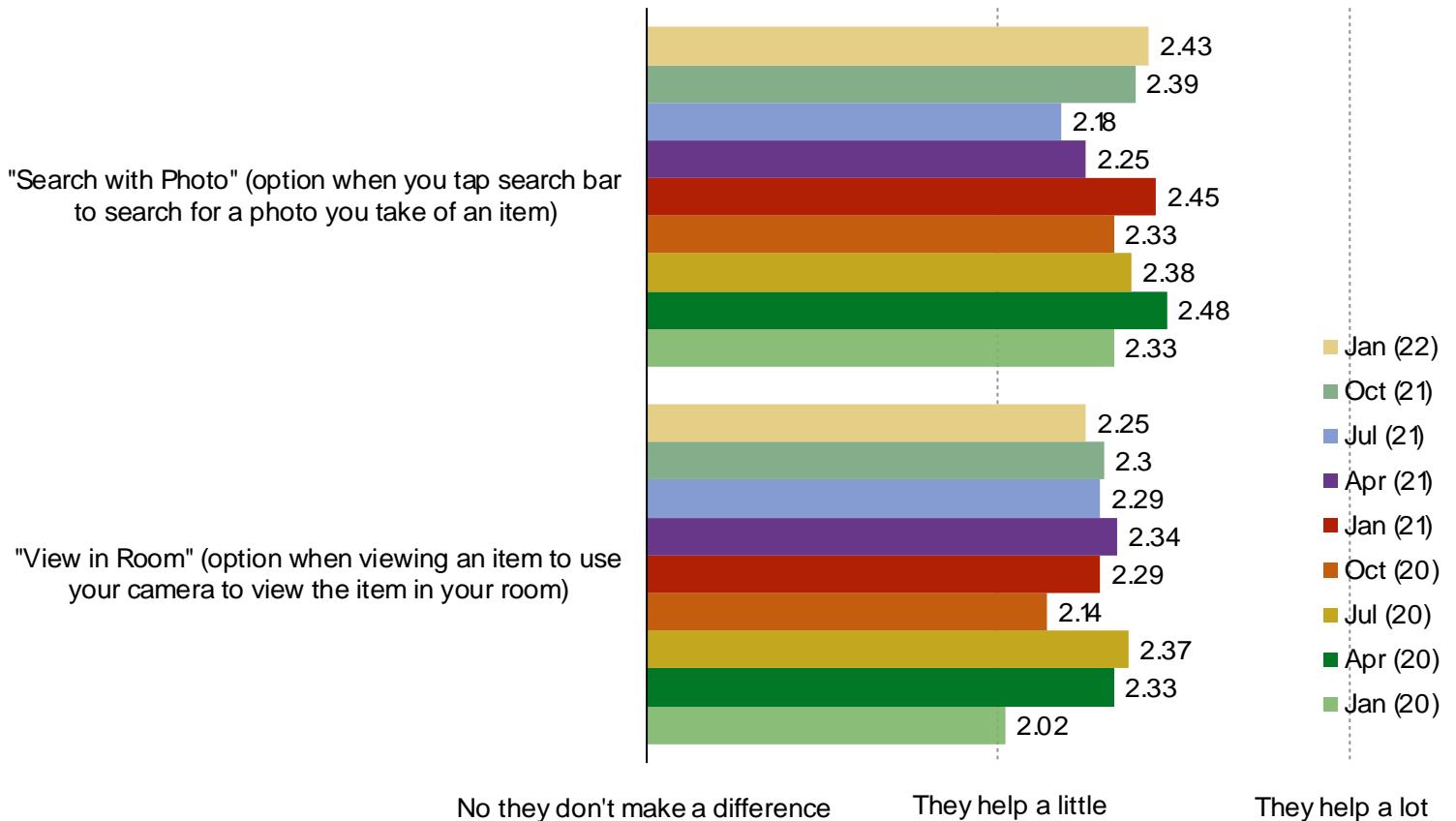
HAVE YOU USED ANY OF THE FOLLOWING FEATURES WHILE BROWSING WAYFAIR?

Posed to Wayfair users who have browsed the mobile app.



DO THESE FEATURES IMPROVE THE SEARCH AND EVALUATION OF PRODUCTS WHEN FURNITURE SHOPPING ONLINE?

Posed to Wayfair users who have used the following features.



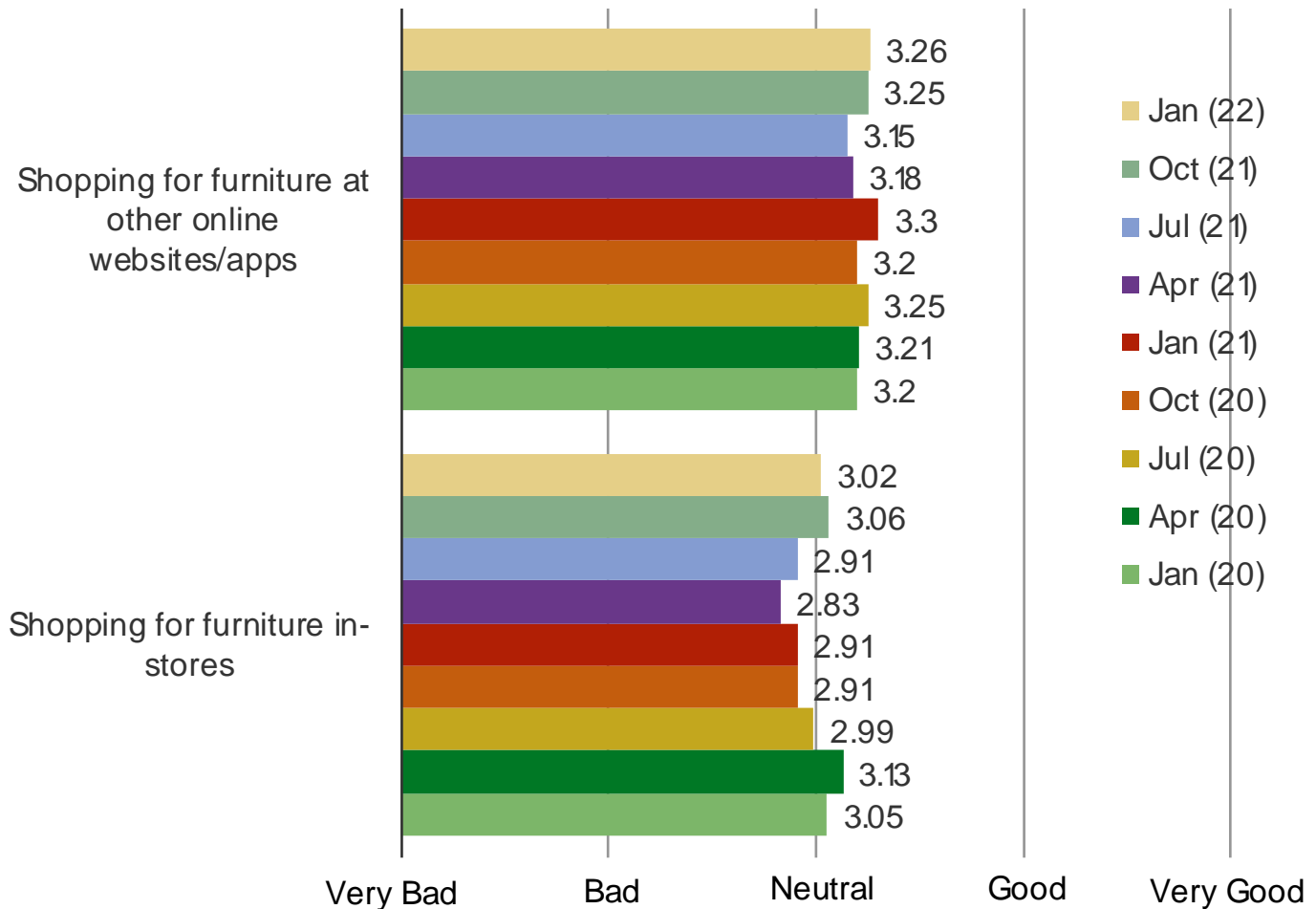
HOW LIKELY ARE YOU TO USE WAYFAIR FOR YOUR NEXT FURNITURE PURCHASE?

Posed to Wayfair users.



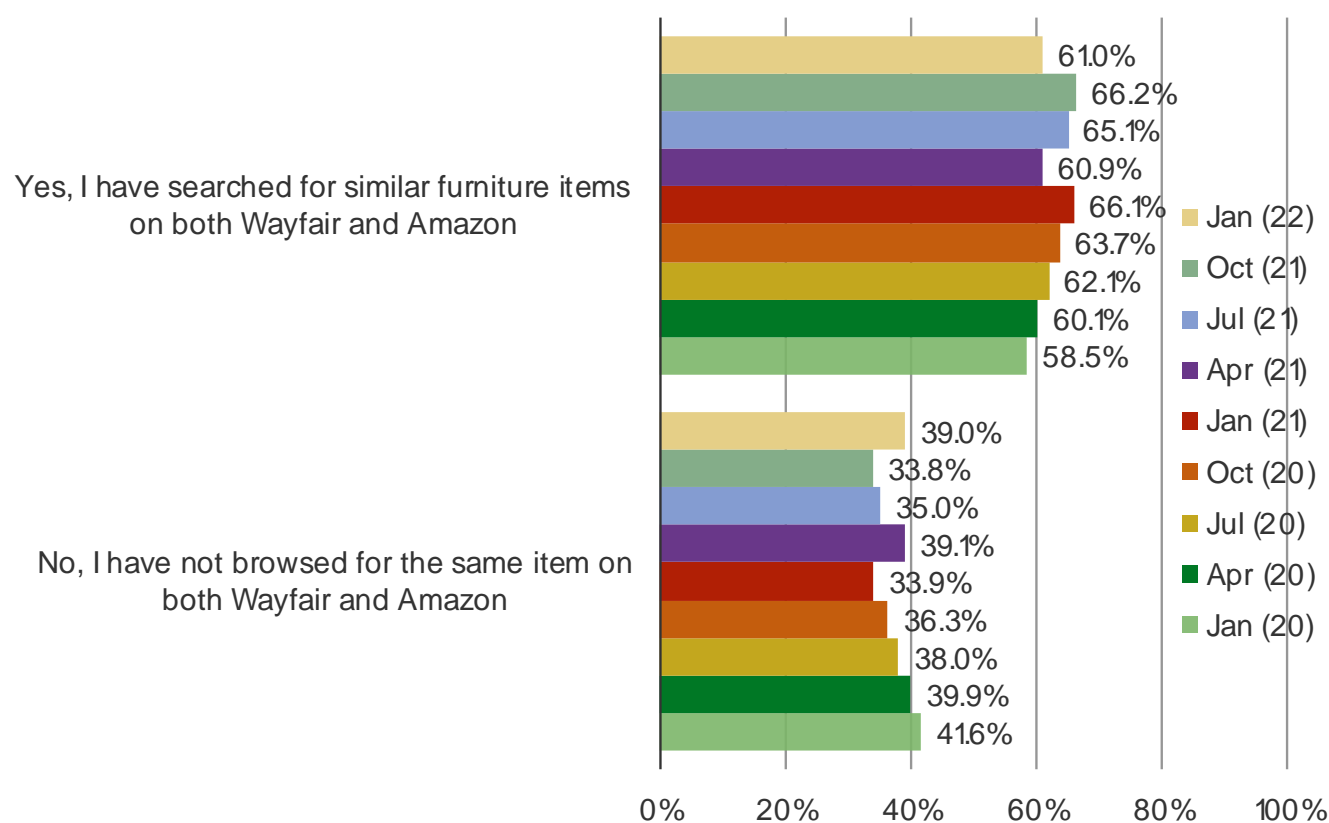
HOW DOES THE WAYFAIR SHOPPING EXPERIENCE COMPARE TO...

Posed to Wayfair users.



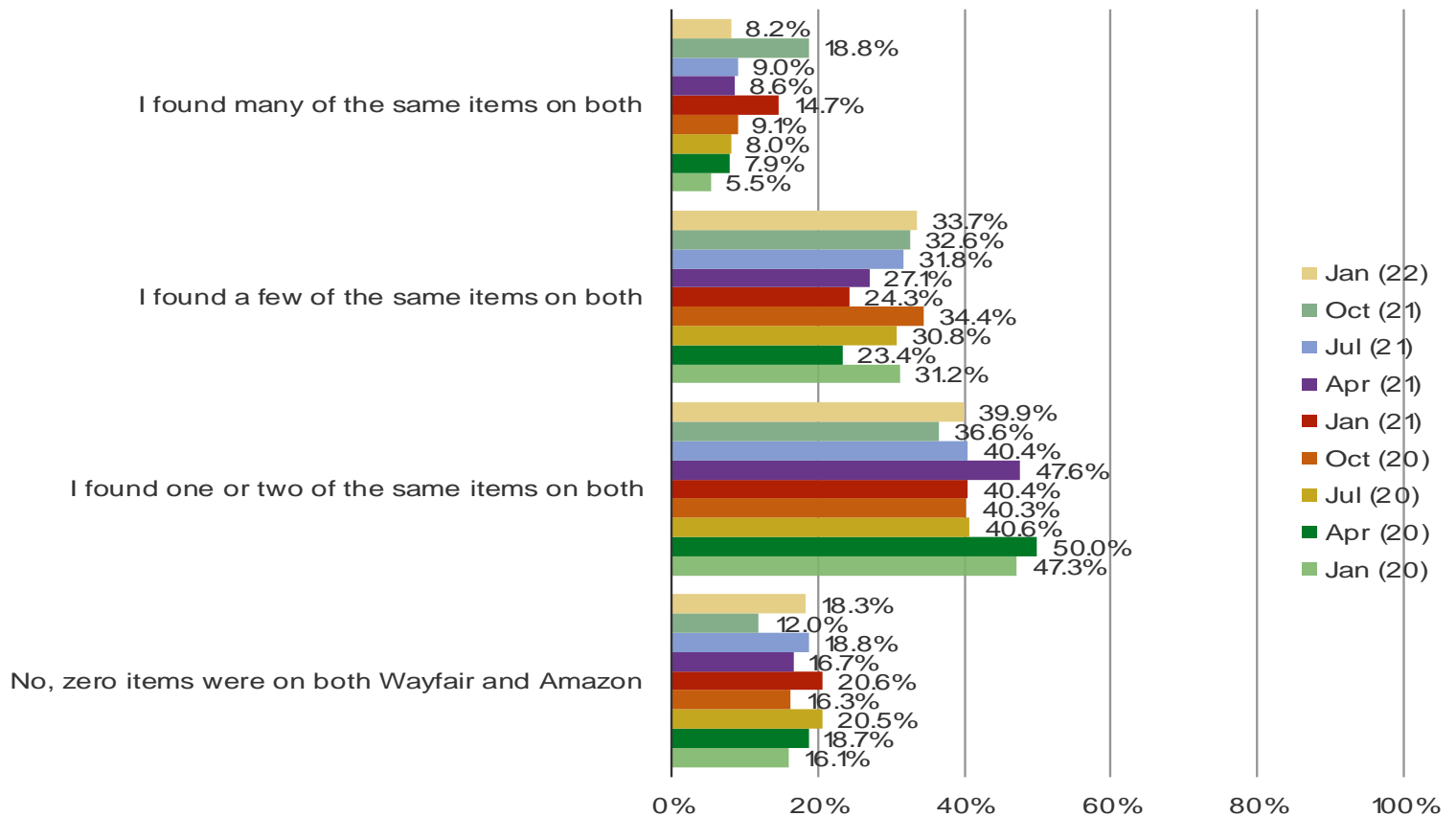
HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users.



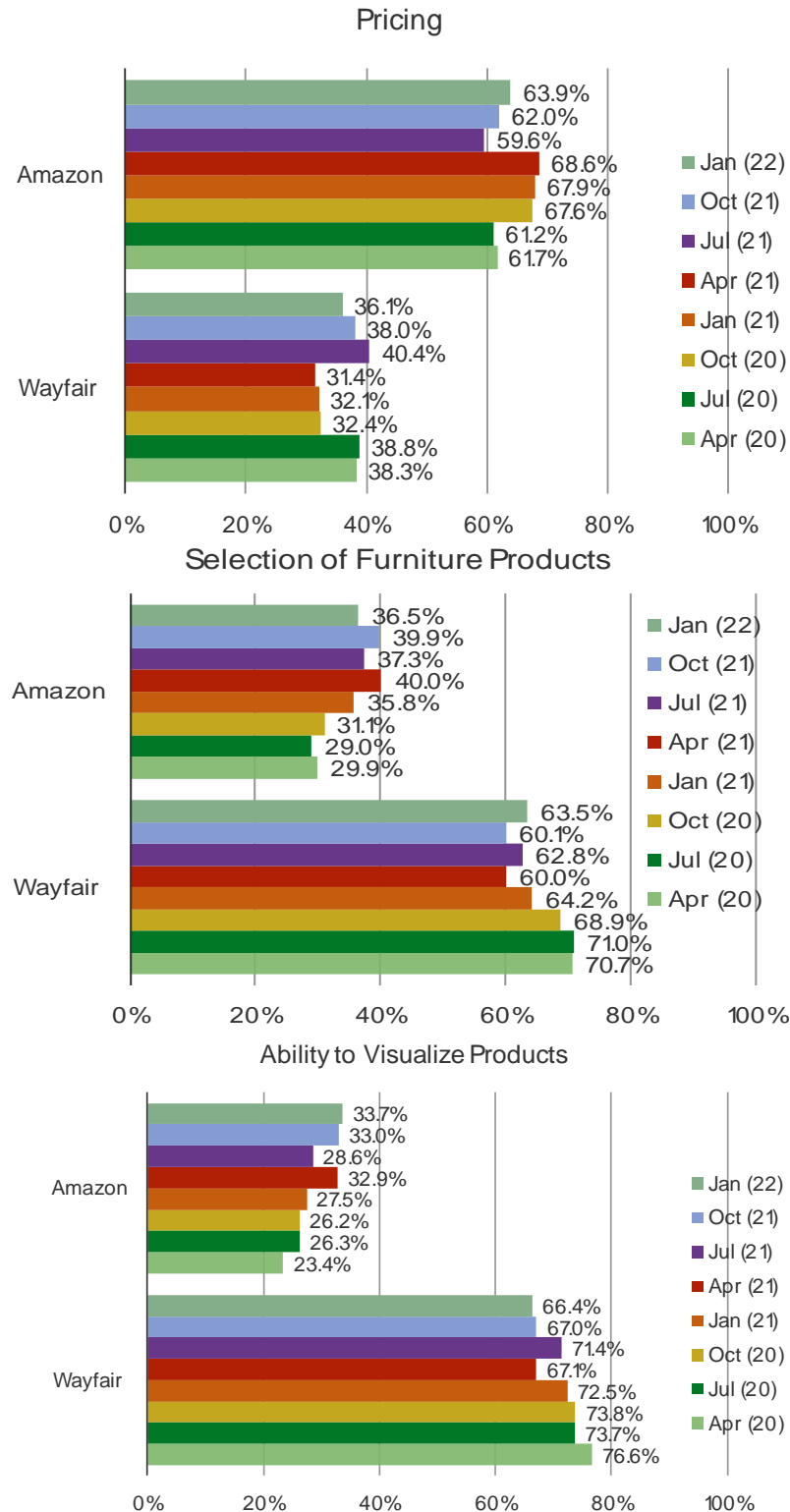
IN THE COURSE OF YOUR SEARCH, DID YOU FIND ANY ITEMS THAT WERE IDENTICAL AND LISTED ON BOTH WAYFAIR AND AMAZON?

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



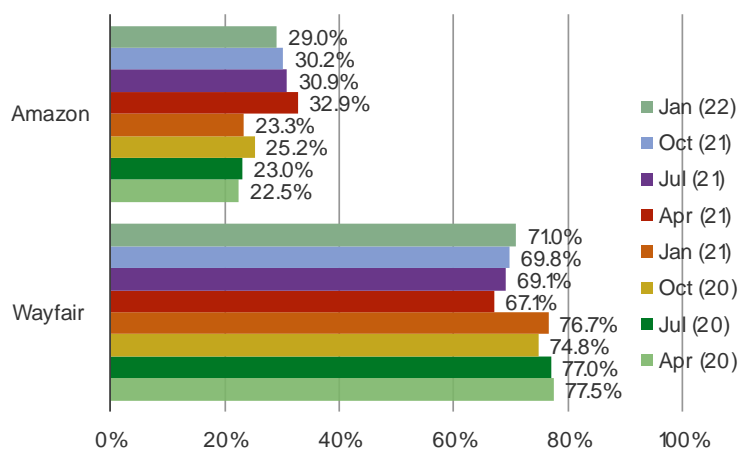
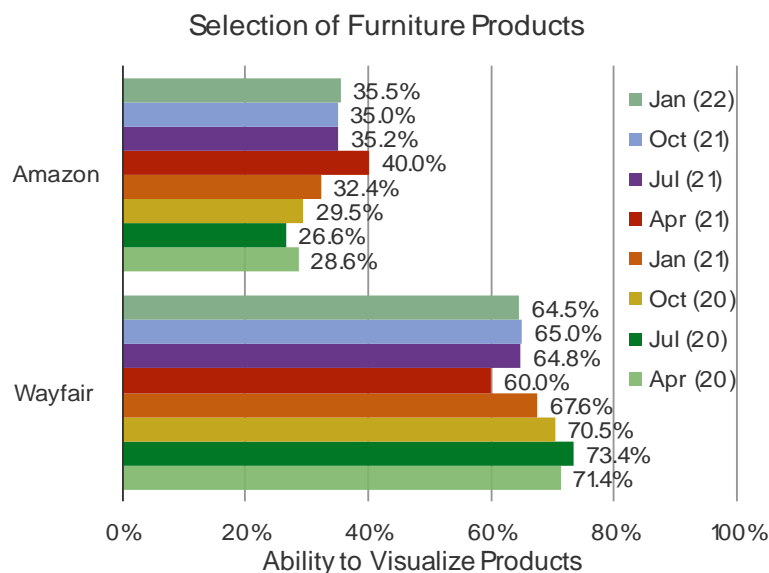
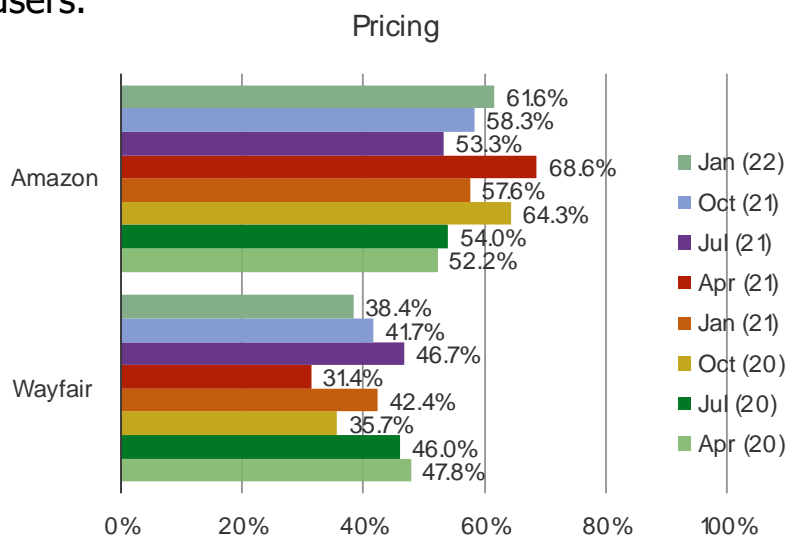
WHEN YOU WERE SHOPPING FOR THE SAME FURNITURE CATEGORY ON BOTH WAYFAIR AND AMAZON, WHICH PLATFORM HAD BETTER...

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



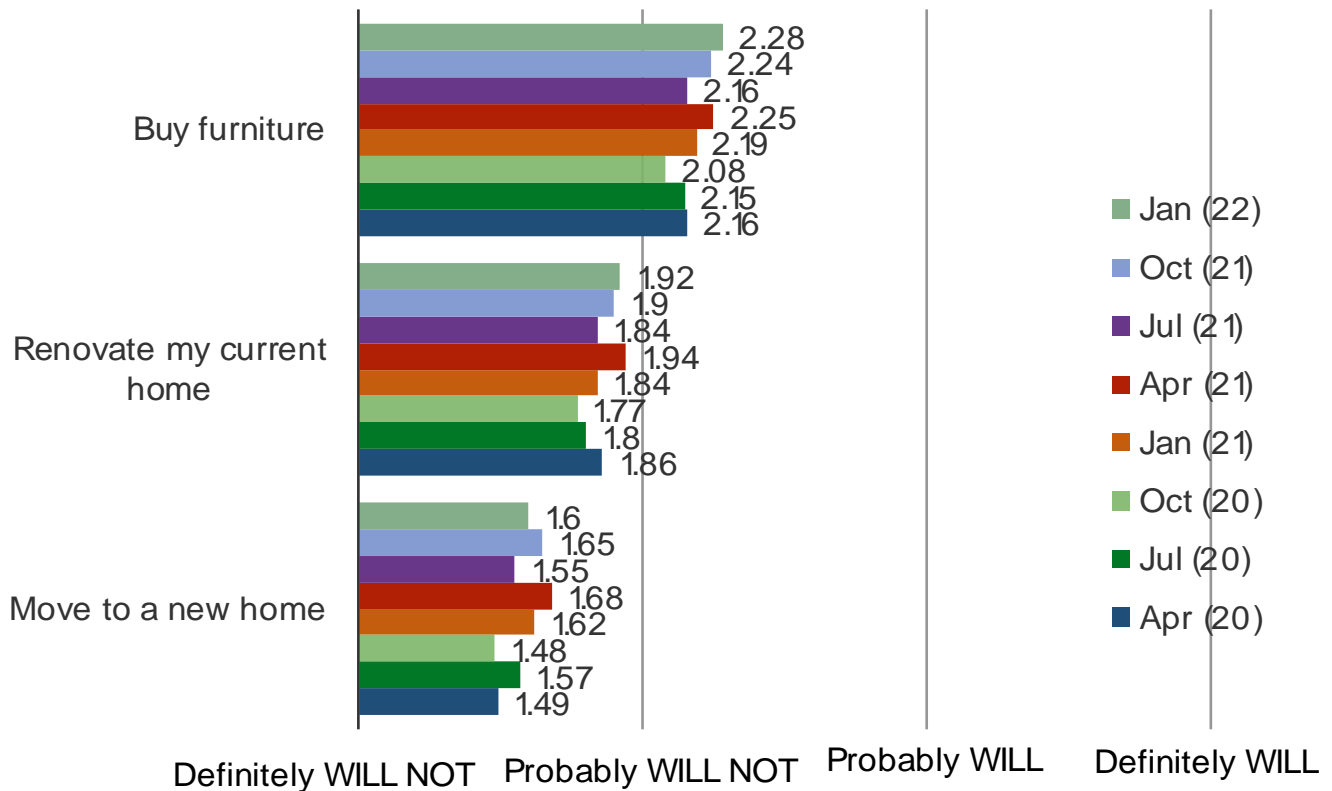
IF YOU NEEDED TO SHOP FOR A TYPE OF FURNITURE TODAY, WHICH PLATFORM DO YOU THINK WOULD HAVE BETTER...

Posed to ALL Wayfair users.



DO YOU PLAN TO DO ANY OF THE FOLLOWING IN THE NEXT FEW MONTHS?

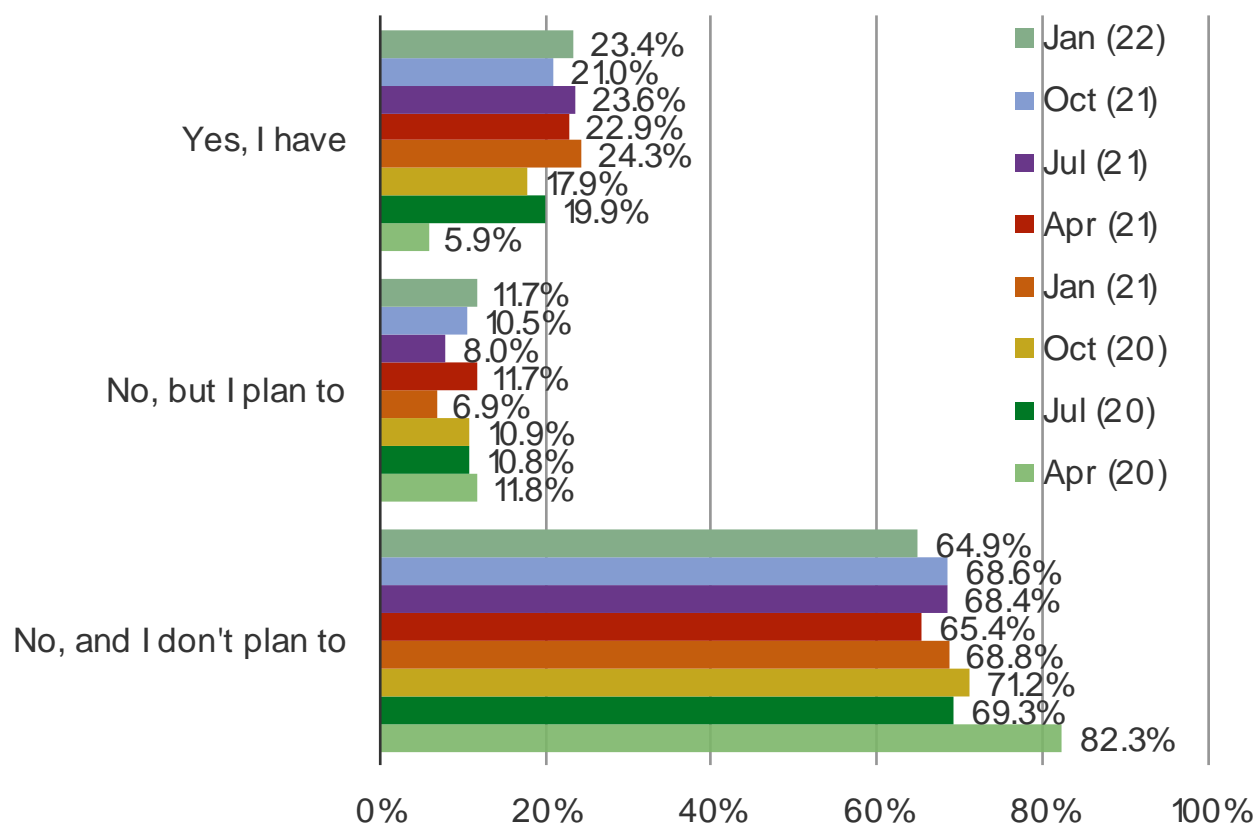
Posed to ALL respondents.



ETSY TRENDS

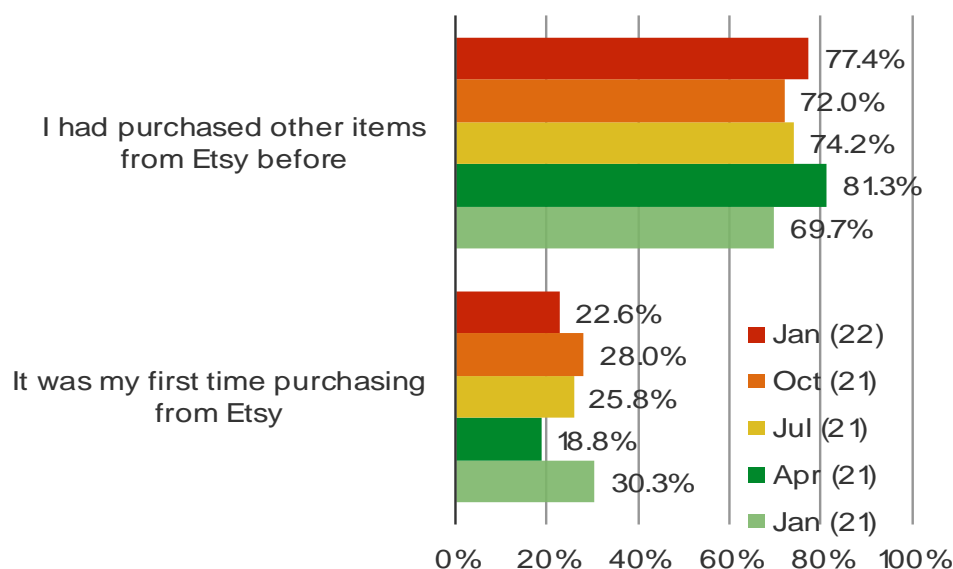
HAVE YOU PURCHASED ANY MASKS / PROTECTIVE FACE MASKS ON ETSY IN THE PAST MONTH OR TWO?

Posed to Etsy users.



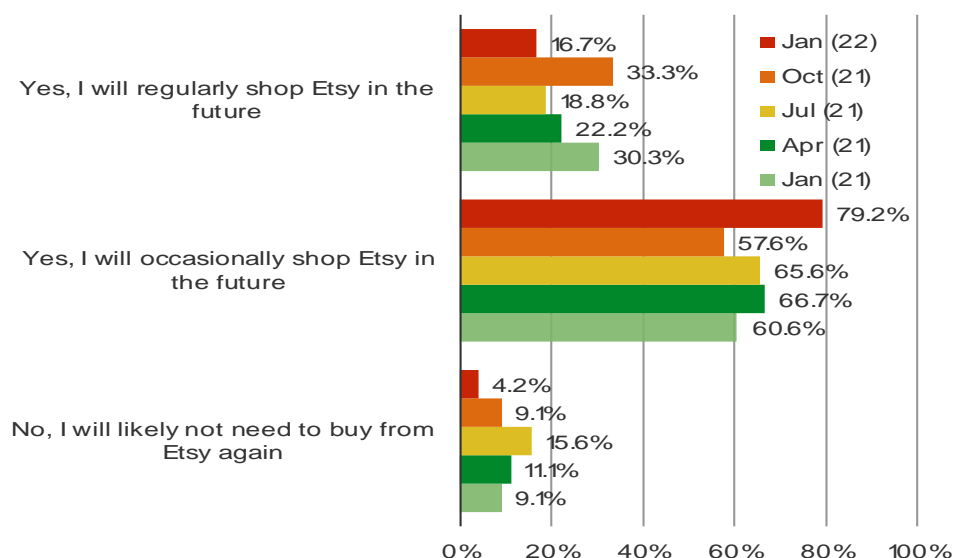
THINKING ABOUT YOUR MASK PURCHASE FROM ETSY, WAS IT YOUR FIRST TIME PURCHASING AN ITEM FROM ETSY OR HAD YOU ALREADY PURCHASED OTHER ITEMS FROM ETSY BEFORE?

Posed to users who purchased a mask from Etsy.

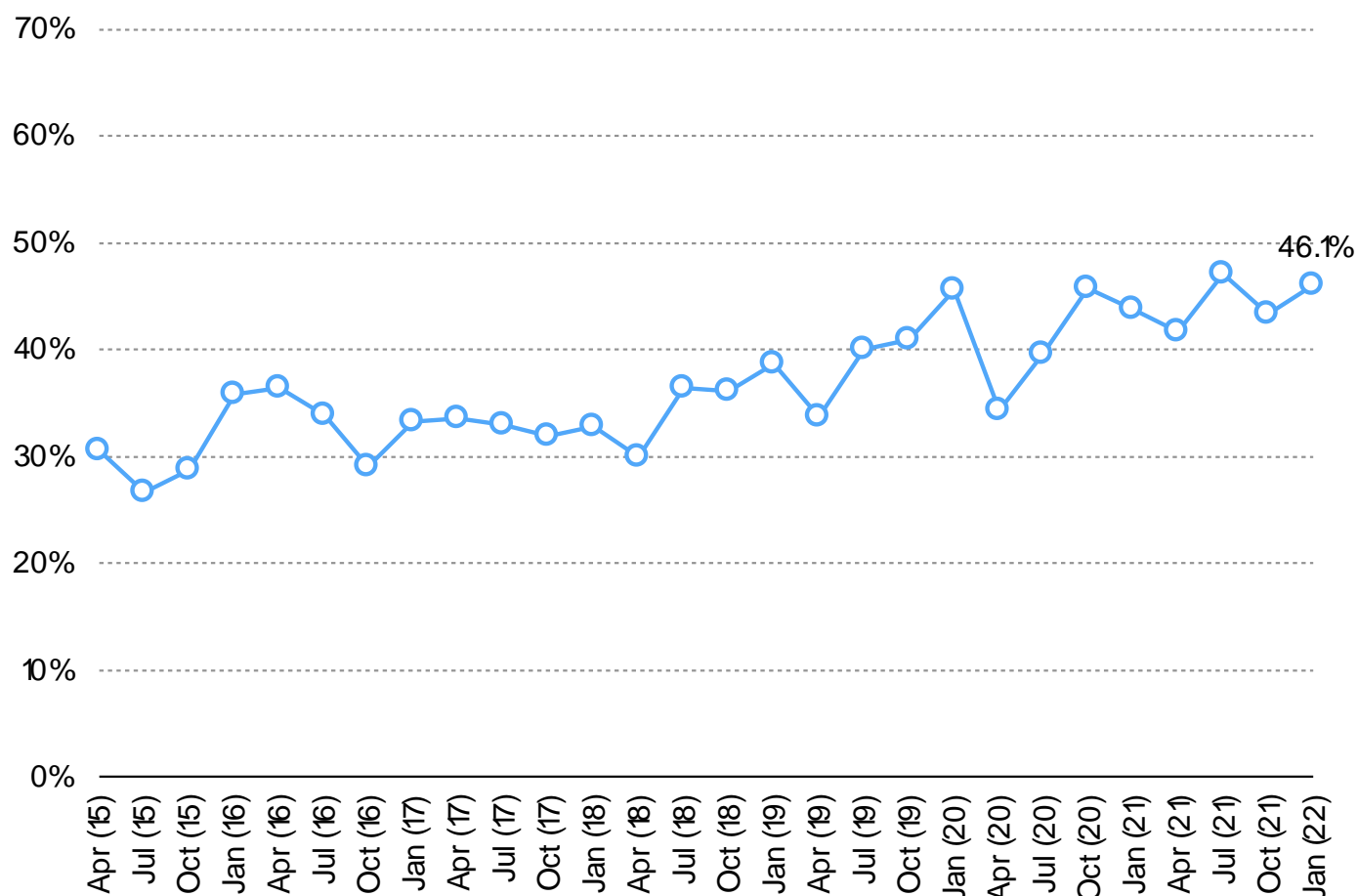


DO YOU EXPECT TO CONTINUE SHOPPING FOR PRODUCTS ON ETSY IN THE FUTURE?

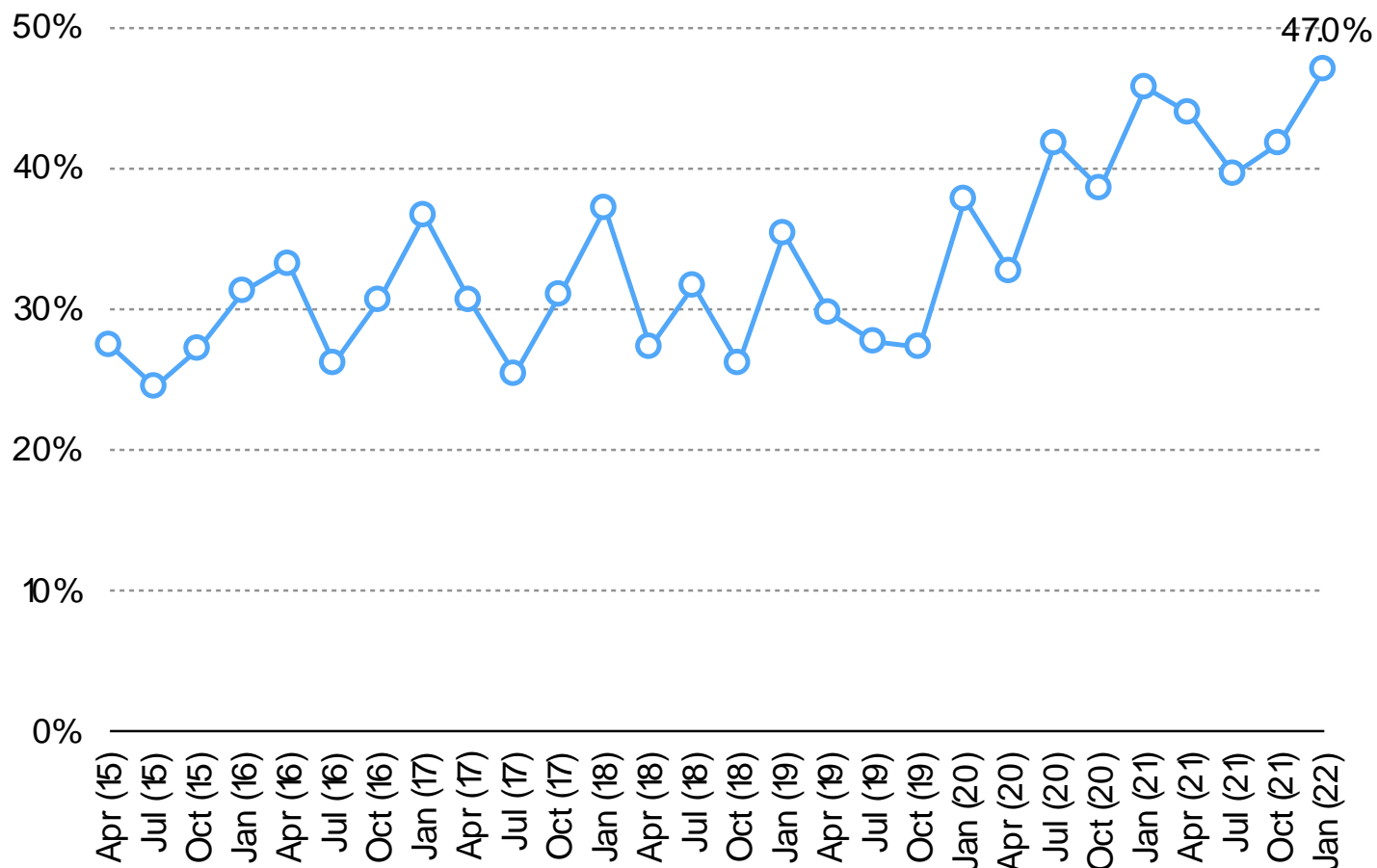
Posed to users whose first purchase from Etsy was a mask.



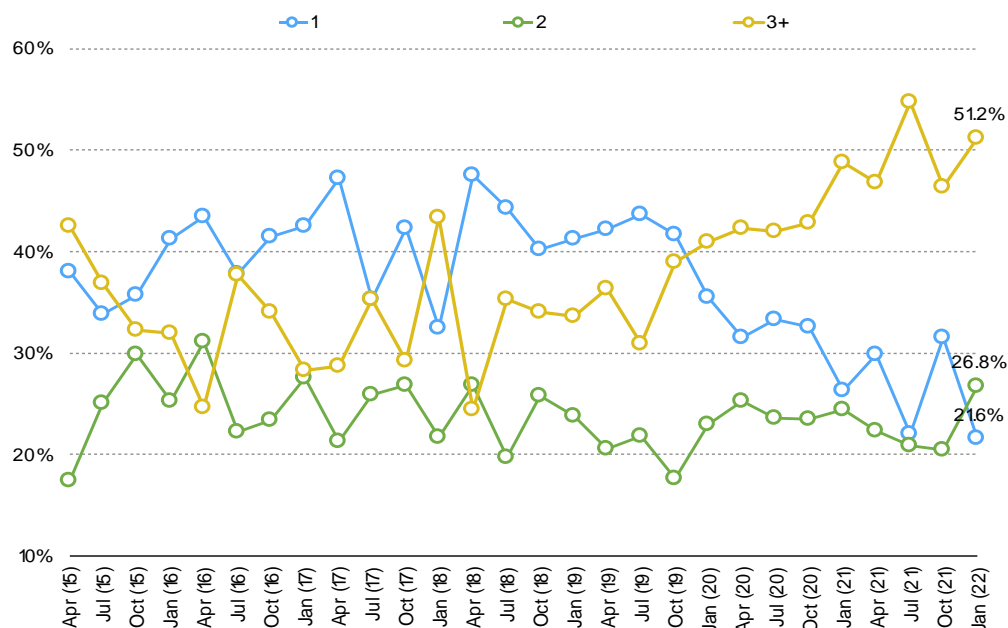
ALL RESPONDENTS – DO YOU EVER USE OR VISIT ETSY (EITHER THE WEBSITE ON YOUR COMPUTER OR THE APPLICATION ON YOUR MOBILE DEVICE)?



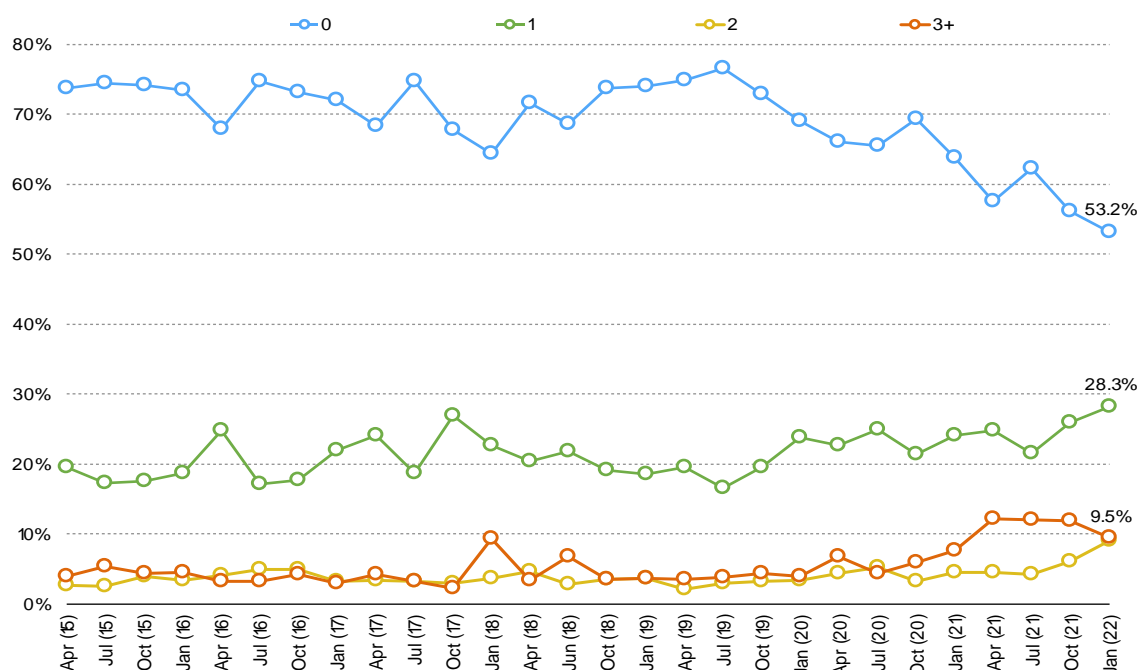
ETSY USERS – HAVE YOU PURCHASED AN ITEM FROM ETSY IN THE LAST THREE MONTHS?



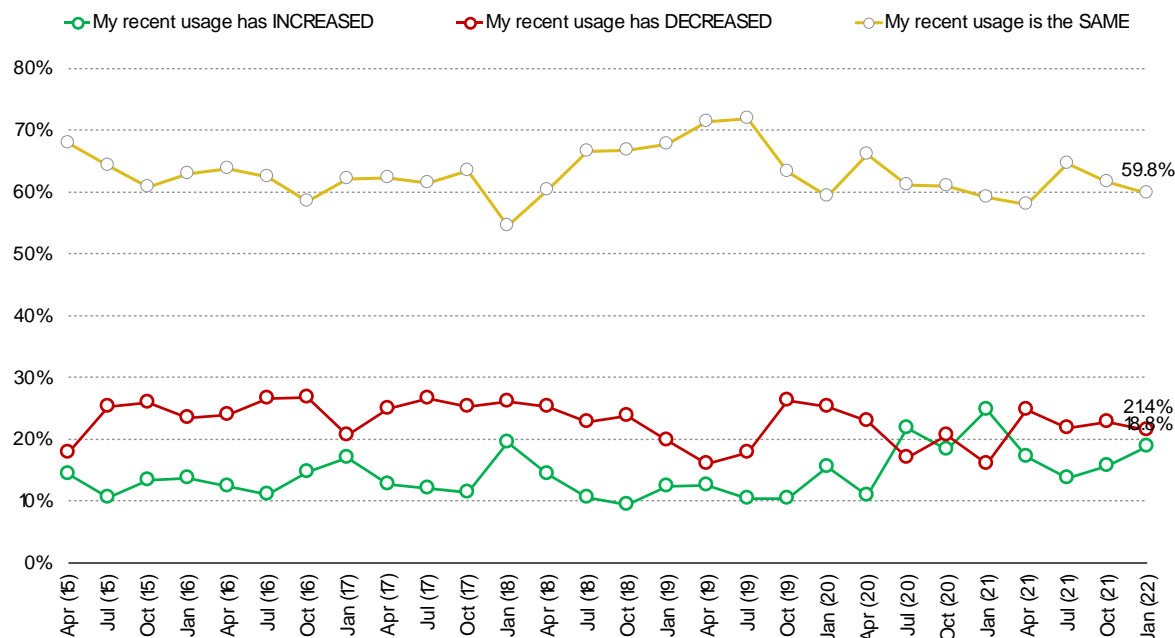
PURCHASED THROUGH ETSY IN PAST THREE MONTHS – HOW MANY ITEMS HAVE YOU PURCHASED THROUGH ETSY IN THE LAST THREE MONTHS?



ETSY USERS – ON AVERAGE, HOW MANY ITEMS DO YOU BUY THROUGH ETSY PER MONTH



ETSY USERS – RECENT USAGE



ETSY USERS – EXPECTED USAGE

