

Q6421A - HOD FLASH (24 Hour)

Q5251: Before taking this survey, how familiar were you with Amazon (i.e., the multi-brand online retailer)?

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=1055	N=294	N=164	N=132	N=394	N=333	N=198	N=570	N=485	N=373	N=482	N=329	N=276	N=717	N=302	N=481	N=574	N=657	N=126	N=168					
Aware (Net)	97%	96%	98%	98%	97%	98%	97%	98%	97%	98%	97%	98%	97%	98%	96%	96%	96%	96%	99%	99%					
Very familiar	61%	52%	64%	65%	69%	69%	65%	64%	57%	60%	62%	61%	61%	63%	57%	64%	58%	63%	62%	65%					
Somewhat familiar	32%	34%	d	27%	22%	29%	32%	29%	28%	29%	27%	29%	27%	29%	28%	28%	29%	32%	29%	27%					
Not very familiar	7%	9%	e	7%	10%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	10%	q	6%	6%					
Not at all familiar	3%	4%	e	2%	2%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%					

* Table Base: US RESPONDENTS

Q5253: Before taking this survey, how familiar were you with the following?

Amazon Prime (i.e., a subscription service from Amazon that offers perks like free two-day shipping and access to streaming services)

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=1024	N=281	N=160	N=123	N=399	N=319	N=197	N=558	N=465	N=362	N=488	N=322	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
Aware (Net)	94%	95%	92%	97%	96%	92%	95%	95%	93%	96%	94%	96%	94%	94%	95%	95%	94%	95%	97%	94%					
Very familiar	57%	46%	52%	52%	58%	52%	58%	55%	47%	55%	50%	52%	53%	54%	53%	54%	50%	52%	52%	59%					
Somewhat familiar	33%	34%	30%	31%	34%	37%	34%	30%	31%	33%	33%	33%	33%	33%	33%	34%	32%	33%	30%	26%					
Not very familiar	10%	15%	ce	7%	14%	e	4%	6%	6%	10%	13%	8%	10%	9%	7%	7%	12%	q	9%	9%					
Not at all familiar	6%	5%	e	8%	3%	4%	6%	5%	7%	4%	6%	4%	6%	6%	5%	5%	6%	6%	3%	6%					

* Table Base: AWARE OF AMAZON

Amazon Prime Day (i.e., an annual two-day sales event hosted by Amazon exclusive to Amazon Prime members)

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=1021	N=435	N=202	N=123	N=399	N=323	N=208	N=556	N=465	N=363	N=488	N=323	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
Aware (Net)	87%	85%	89%	93%	87%	82%	88%	90%	82%	83%	83%	83%	81%	86%	86%	86%	87%	86%	89%	86%					
Very familiar	37%	27%	33%	43%	30%	30%	35%	35%	27%	33%	30%	34%	31%	34%	34%	35%	36%	42%	37%	42%					
Somewhat familiar	32%	27%	34%	30%	36%	31%	31%	33%	31%	34%	31%	34%	31%	33%	30%	31%	33%	33%	30%	33%					
Not very familiar	17%	24%	ce	11%	15%	18%	15%	12%	18%	14%	17%	15%	16%	16%	15%	16%	15%	15%	18%	15%					
Not at all familiar	13%	15%	ce	13%	13%	11%	12%	10%	18%	14%	17%	14%	16%	14%	10%	13%	12%	15%	14%	6%					

* Table Base: AWARE OF AMAZON

Q5252: Which of the following best describes your Amazon Prime membership status?

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=962	N=411	N=202	N=118	N=389	N=300	N=201	N=528	N=438	N=348	N=488	N=323	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
Currently an Amazon Prime member	58%	50%	51%	60%	69%	69%	62%	62%	53%	58%	58%	60%	57%	60%	55%	65%	52%	60%	50%	58%					
Not currently an Amazon Prime member, but interested	30%	33%	31%	30%	29%	29%	30%	29%	30%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%					
Previously an Amazon Prime member, but not anymore	16%	23%	ce	13%	15%	14%	15%	14%	18%	14%	15%	14%	14%	14%	14%	14%	21%	q	14%	19%					
Never an Amazon Prime member	17%	18%	21%	e	18%	12%	21%	21%	21%	11%	21%	10%	21%	21%	16%	20%	15%	19%	18%	15%					

* Table Base: AWARE OF AMAZON PRIME

Q5251: Are the following statements regarding Amazon Prime Day true for you?

I shopped on Amazon.com during Amazon Prime Day last year during the COVID-19 pandemic (October 13-14, 2020).

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=927	N=424	N=212	N=146	N=418	N=320	N=209	N=518	N=438	N=348	N=488	N=323	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
Yes	52%	46%	52%	53%	64%	62%	62%	62%	53%	58%	58%	60%	57%	60%	55%	65%	52%	60%	50%	58%					
No	18%	24%	ce	14%	24%	29%	29%	29%	47%	42%	42%	40%	43%	40%	45%	35%	48%	40%	42%	42%					
Not at all sure	11%	11%	6%	9%	12%	18%	9%	6%	7%	15%	14%	10%	11%	13%	8%	12%	9%	13%	15%	8%					

* Table Base: CURRENTLY HAS, PREVIOUSLY HAD, OR IS INTERESTED IN A PRIME ACCOUNT

I plan to shop on Amazon.com during Amazon Prime Day this year (June 21-22, 2021).

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=646	N=369	N=184	N=107	N=287	N=169	N=122	N=381	N=265	N=244	N=402	N=222	N=179	N=454	N=179	N=312	N=334	N=402	N=80	N=105					
Yes	67%	60%	68%	66%	71%	62%	65%	67%	56%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%					
No	14%	18%	d	10%	16%	15%	13%	12%	17%	14%	14%	14%	13%	15%	13%	11%	17%	12%	12%	15%					
Not at all sure	19%	22%	e	20%	14%	14%	13%	14%	27%	11%	24%	11%	24%	13%	21%	19%	20%	21%	11%	11%					

* Table Base: CURRENTLY HAS, PREVIOUSLY HAD, OR IS INTERESTED IN A PRIME ACCOUNT

Q5252: Compared Amazon Prime Day last year during the COVID-19 pandemic (October 13-14, 2020), do you plan to spend more, less, or about the same amount during Amazon Prime Day this year (June 21-22, 2021)?

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=928	N=474	N=242	N=140	N=418	N=320	N=209	N=518	N=438	N=348	N=488	N=323	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
More	39%	37%	38%	27%	43%	38%	45%	41%	34%	50%	42%	55%	27%	40%	38%	40%	37%	34%	54%	35%					
About the same	49%	52%	49%	57%	47%	61%	49%	49%	50%	41%	56%	36%	36%	48%	54%	45%	54%	52%	31%	58%					
Less	3%	4%	6%	6%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%					
Not at all sure	8%	7%	10%	7%	12%	8%	8%	8%	8%	4%	12%	4%	12%	4%	7%	12%	4%	5%	12%	4%					

* Table Base: PLAN TO SHOP PRIME DAY 2021 AND SHOPPED PRIME DAY 2020

Q5253: Which of the following do you plan to purchase during Amazon Prime Day this year (June 21-22, 2021)? Please select all that apply.

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=928	N=474	N=242	N=140	N=418	N=320	N=209	N=518	N=438	N=348	N=488	N=323	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
A new or used (e.g., new clothes, personal electronics)	66%	60%	68%	66%	71%	62%	65%	67%	56%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%					
Something for my household (e.g., furniture, kitchen app)	53%	67%	b	63%	60%	66%	59%	60%	59%	60%	55%	62%	62%	55%	66%	66%	52%	62%	70%	42%					
Wider holiday gifts (i.e., gifts for Christmas, Hanukkah, etc.)	33%	40%	45%	33%	29%	41%	38%	39%	28%	38%	34%	42%	31%	32%	30%	35%	38%	35%	17%	35%					
Back to school supplies (e.g., classroom supplies, new school bags)	23%	33%	24%	24%	23%	27%	41%	33%	20%	27%	23%	27%	23%	27%	27%	27%	27%	27%	27%	27%					
Non-holiday gifts (e.g., birthday gifts, wedding gifts)	32%	41%	e	35%	28%	26%	31%	34%	27%	37%	28%	38%	28%	35%	26%	38%	26%	33%	19%	33%					
Other	3%	3%	1%	1%	4%	2%	4%	2%	4%	1%	4%	1%	4%	1%	4%	1%	4%	1%	4%	1%					
Count	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37					

* Table Base: PLAN TO SHOP PRIME DAY 2021

Q5254: How much do you agree or disagree with each of the following statements?

In general, I try not to shop on Amazon.com.

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)					
Total	N=1024	N=435	N=202	N=123	N=399	N=323	N=208	N=556	N=465	N=363	N=488	N=323	N=262	N=702	N=302	N=476	N=562	N=651	N=127	N=162					
Agree (Net)	14%	14%	14%	14%	14%	13%	12%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%					
Somewhat agree	22%	22%	22%	22%	23%	23%	23%	24%	20%	27%	20%	27%	20%	22%	23%	20%	24%	24%	22%	26%					
Disagree (Net)	63%	63%	62%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%					
Somewhat disagree	23%	21%	24%	19%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%					
Strongly disagree	40%	42%	43%	44%	43%	43%	43%	39%	41%	37%	42%	38%	41%	41%	40%	43%	38%	44%	44%	37%					

* Table Base: AWARE OF AMAZON PRIME DAY

I would prefer that Prime Day be held in another month (i.e., July or August) instead of June.

	Household Income										Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.																						

Strongly disagree

21% 26% e 24% 23% 16% 21% 24% h 13% 18% 27% l 17% 24% 15% 25% m 21% 22% 22% 21% 20% 31% 30%

* Table Base:

AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

060421A - HOD FLASH (24 Hour)

QS2S1: Before taking this survey, how familiar were you with Amazon (i.e., the multi-brand online retailer)?

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=1055	N=559	N=87	*	N=151	N=169	
Total (Unweighted)	N=1055	N=541	N=92	*	N=162	N=167	
Aware of Amazon (Net)	97%	100%	100%		100%	100%	
Very familiar	61%	78%	43%		47%	51%	
Somewhat familiar	29%	19%	44%	B	42%	B	40%
Not very familiar	7%	3%	13%	B	10%	B	9%
Not at all familiar	3%	0%	0%		0%	0%	

* Table Base: US RESPONDENTS

QS2S3: Before taking this survey, how familiar were you with each of the following?

Amazon Prime (i.e., a subscription service from Amazon that offers perks like free two-day shipping and access to streaming services)

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=1024	N=559	N=87	*	N=151	N=169	
Total (Unweighted)	N=1021	N=541	N=92	*	N=162	N=167	
Aware (Net)	94%	100%	100%		100%	100%	
Very familiar	52%	76%	18%		36%	CE	21%
Somewhat familiar	33%	20%	60%	B	54%	B	55%
Not very familiar	10%	4%	22%	BD	9%	b	25%
Not at all familiar	6%	0%	0%		0%	0%	

* Table Base: AWARE OF AMAZON

Amazon Prime Day (i.e., an annual two-day sales event hosted by Amazon exclusive to Amazon Prime members)

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=1024	N=559	N=87	*	N=151	N=169	
Total (Unweighted)	N=1021	N=541	N=92	*	N=162	N=167	
Aware (Net)	87%	94%	88%		90%	78%	
Very familiar	37%	55%	19%		26%	E	13%
Somewhat familiar	32%	30%	49%	BE	43%	B	31%
Not very familiar	17%	10%	20%	B	22%	B	34%
Not at all familiar	13%	6%	12%		10%	22%	

* Table Base: AWARE OF AMAZON

QS2S2: Which of the following best describes your Amazon Prime membership status?

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=966	N=559	N=87	*	N=151	N=169	
Total (Unweighted)	N=962	N=541	N=92	*	N=162	N=167	
Currently an Amazon Prime member	58%	100%	0%		0%	0%	
Not currently an Amazon Prime member, but interested	9%	0%	100%	BDE	0%	0%	
Previously an Amazon Prime member, but not anymore	16%	0%	0%		100%	BCE	0%
Never an Amazon Prime member	17%	0%	0%		0%	100%	

* Table Base: AWARE OF AMAZON PRIME

QS2Q1: Are the following statements regarding Amazon Prime Day is true for you?

I shopped on Amazon.com during Amazon Prime Day last year during the COVID-19 pandemic (October 13-14, 2020).

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=797	N=559	N=87	*	N=151	N=0	
Total (Unweighted)	N=795	N=541	N=92	*	N=162	N=0	
Yes	55%	61%	32%		47%	c	0%
No	34%	28%	50%	B	48%	B	0%
Not at all sure	11%	11%	18%	D	4%	0%	

* Table Base: CURRENTLY HAS, PREVIOUSLY HAD, OR IS INTERESTED IN A PRIME ACCOUNT

I plan to shop on Amazon.com during Amazon Prime Day this year (June 21-22, 2021).

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=646	N=559	N=87	*	N=0	**	N=0
Total (Unweighted)	N=633	N=541	N=92	*	N=0	**	N=0
Yes	67%	71%	39%	C	0%	0%	
No	14%	11%	34%	B	0%	0%	
Not at all sure	19%	18%	27%		0%	0%	

* Table Base: CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

QS2Q2: Compared Amazon Prime Day last year during the COVID-19 pandemic (October 12-14, 2020), do you plan to spend more, less, or about the same amount during Amazon Prime Day this year (June 21-22, 2021)?

	Total (A)	Current Member (B)	Amazon Prime Status				
			Prospective Member	Previous Member (D)	Never Been a Member (E)		
Total	N=328	N=311	N=18	**	N=0	**	N=0
Total (Unweighted)	N=314	N=295	N=19	**	N=0	**	N=0
More	39%	40%	14%		0%	0%	
About the same	49%	48%	74%		0%	0%	
Less	3%	3%	2%		0%	0%	
Not at all sure	8%	8%	9%		0%	0%	

* Table Base: PLAN TO SHOP PRIME DAY 2021 AND SHOPPED PRIME DAY 2020

QS2Q3: Which of the following do you plan to purchase during Amazon Prime Day this year (June 21-22, 2021)? Please select all that apply.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=430	N=396	N=34 *	N=0 **	N=0 **
Total (Unweighted)	N=416	N=383	N=33 *	N=0 **	N=0 **
A treat for myself (e.g., new clothes, personal electronics)	65%	66%	55%	0%	0%
Something for my household (e.g., furniture, kitchen items)	59%	62% C	33%	0%	0%
Winter holiday gifts (i.e., gifts for Christmas, Hannuka)	35%	36%	30%	0%	0%
Back to school supplies (e.g., classroom supplies, new books)	34%	32%	54% b	0%	0%
Non-holiday gifts (e.g., birthday gifts, wedding gifts)	32%	32%	31%	0%	0%
Other	3%	3%	1%	0%	0%
Count	2.28	2.30	2.04	0.00	0.00

* Table Base: PLAN TO SHOP PRIME DAY 2021

QS2Q4: How much do you agree or disagree with each of the following statements?

In general, I try not to shop on Amazon.com.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=1024	N=559	N=87 *	N=151	N=169
Total (Unweighted)	N=1021	N=541	N=92 *	N=162	N=167
Agree (Net)	37%	30%	46% B	36%	48% B
Strongly agree	14%	13%	11%	10%	22% BD
Somewhat agree	22%	17%	35% B	27% B	26% b
Disagree (Net)	63%	70% CE	54%	64%	52%
Somewhat disagree	23%	21%	21%	32% B	23%
Strongly disagree	40%	49% CDE	33%	31%	29%

* Table Base: AWARE OF AMAZON

I would prefer that Prime Day be held in another summer month (i.e., July or August) instead of June.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=886	N=524	N=77 *	N=136	N=132
Total (Unweighted)	N=884	N=513	N=81 *	N=141	N=129
Agree (Net)	46%	50% E	48%	45%	34%
Strongly agree	13%	17% DE	9%	5%	5%
Somewhat agree	33%	32%	38%	40%	29%
Disagree (Net)	54%	50%	52%	55%	66% B
Somewhat disagree	36%	33%	38%	35%	50% Bd
Strongly disagree	18%	18%	15%	20%	16%

* Table Base: AWARE OF AMAZON PRIME DAY

I would prefer that Prime Day be held in a different season (i.e., spring, autumn, winter) instead of summer.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=886	N=524	N=77 *	N=136	N=132
Total (Unweighted)	N=884	N=513	N=81 *	N=141	N=129
Agree (Net)	50%	51%	52%	54%	46%
Strongly agree	13%	16% e	8%	11%	8%
Somewhat agree	37%	35%	45%	42%	38%
Disagree (Net)	50%	49%	48%	46%	54%
Somewhat disagree	35%	36%	41% d	27%	39%
Strongly disagree	15%	13%	6%	20% C	15%

* Table Base: AWARE OF AMAZON PRIME DAY

Most discounts during Prime Day aren't worthwhile.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=886	N=524	N=77 *	N=136	N=132
Total (Unweighted)	N=884	N=513	N=81 *	N=141	N=129
Agree (Net)	49%	47%	48%	47%	57%
Strongly agree	13%	14% d	6%	7%	18% cD
Somewhat agree	35%	33%	42%	39%	39%
Disagree (Net)	51%	53%	52%	53%	43%
Somewhat disagree	38%	36%	44%	38%	39%
Strongly disagree	14%	17% E	8%	15% E	4%

* Table Base: AWARE OF AMAZON PRIME DAY

I keep my Amazon Prime membership active to get access to Prime Day deals.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=601	N=524	N=77 *	N=0 **	N=0 **
Total (Unweighted)	N=594	N=513	N=81 *	N=0 **	N=0 **
Agree (Net)	54%	56%	43%	0%	0%
Strongly agree	22%	24% c	11%	0%	0%
Somewhat agree	32%	31%	32%	0%	0%
Disagree (Net)	46%	44%	57%	0%	0%
Somewhat disagree	25%	26%	24%	0%	0%
Strongly disagree	21%	19%	33% B	0%	0%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

I am hoping to find a Prime Day deal on a specific item this year.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=601	N=524	N=77 *	N=0 **	N=0 **
Total (Unweighted)	N=594	N=513	N=81 *	N=0 **	N=0 **
Agree (Net)	66%	66%	68%	0%	0%
Strongly agree	26%	28% C	14%	0%	0%
Somewhat agree	40%	38%	54% B	0%	0%
Disagree (Net)	34%	34%	32%	0%	0%
Somewhat disagree	22%	22%	23%	0%	0%
Strongly disagree	12%	12%	9%	0%	0%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

I put off some purchases until Prime Day to try to get a discount.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=601	N=524	N=77 *	N=0 **	N=0 **
Total (Unweighted)	N=594	N=513	N=81 *	N=0 **	N=0 **
Agree (Net)	55%	55%	49%	0%	0%
Strongly agree	18%	19% c	8%	0%	0%
Somewhat agree	37%	36%	41%	0%	0%
Disagree (Net)	45%	45%	51%	0%	0%
Somewhat disagree	28%	27%	35%	0%	0%
Strongly disagree	17%	17%	16%	0%	0%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT
I prefer to shop during Prime Day than during other major sales events (e.g., Black Friday, Cyber Monday, Wayfair's Way Day).

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=601	N=524	N=77 *	N=0 **	N=0 **
Total (Unweighted)	N=594	N=513	N=81 *	N=0 **	N=0 **
Agree (Net)	59%	61% c	47%	0%	0%
Strongly agree	20%	22% C	8%	0%	0%
Somewhat agree	39%	39%	39%	0%	0%
Disagree (Net)	41%	39%	53% b	0%	0%
Somewhat disagree	28%	26%	41% B	0%	0%
Strongly disagree	13%	13%	12%	0%	0%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT
During Prime Day, I tend to browse deals but not make purchases.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=601	N=524	N=77 *	N=0 **	N=0 **
Total (Unweighted)	N=594	N=513	N=81 *	N=0 **	N=0 **
Agree (Net)	57%	57%	53%	0%	0%
Strongly agree	16%	17%	11%	0%	0%
Somewhat agree	41%	40%	42%	0%	0%
Disagree (Net)	43%	43%	47%	0%	0%
Somewhat disagree	31%	30%	38%	0%	0%
Strongly disagree	13%	13%	8%	0%	0%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT
I start my winter holiday shopping during Prime Day.

	Amazon Prime Status				
	Total (A)	Current Member (B)	Prospective Member	Previous Member (D)	Never Been a Member (E)
Total	N=601	N=524	N=77 *	N=0 **	N=0 **
Total (Unweighted)	N=594	N=513	N=81 *	N=0 **	N=0 **
Agree (Net)	52%	53%	48%	0%	0%
Strongly agree	19%	20% c	7%	0%	0%
Somewhat agree	34%	32%	41%	0%	0%
Disagree (Net)	48%	47%	52%	0%	0%
Somewhat disagree	26%	25%	36%	0%	0%
Strongly disagree	21%	22%	16%	0%	0%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

060421A - HOD FLASH (24 Hour)

QS2S1: Before taking this survey, how familiar were you with Amazon (i.e., the multi-brand online retailer)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1055	N=119	N=304	N=259	N=310	N=63 *
Total (Unweighted)	N=1055	N=114	N=342	N=249	N=299	N=51 *
Aware of Amazon (Net)	97% f	99% F	98% F	96%	97% f	90%
Very familiar	61%	53%	60%	61%	68% bF	46%
Somewhat familiar	29%	32%	30%	30%	24%	35%
Not very familiar	7%	14% aDe	7%	5%	6%	9%
Not at all familiar	3%	1%	2%	4%	3%	10% aBCe

* Table Base: US RESPONDENTS

QS2S3: Before taking this survey, how familiar were you with each of the following?

Amazon Prime (i.e., a subscription service from Amazon that offers perks like free two-day shipping and access to streaming services)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1024	N=118	N=297	N=249	N=302	N=57 *
Total (Unweighted)	N=1021	N=111	N=334	N=239	N=290	N=47 *
Aware (Net)	94% F	93%	95% F	98% abcEF	94% f	83%
Very familiar	52%	44%	52%	55%	54%	38%
Somewhat familiar	33%	32%	34%	35%	30%	38%
Not very familiar	10%	17% cd	8%	8%	10%	8%
Not at all familiar	6% d	7% d	5% d	2%	6% D	17% ACDe

* Table Base: AWARE OF AMAZON

Amazon Prime Day (i.e., an annual two-day sales event hosted by Amazon exclusive to Amazon Prime members)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1024	N=118	N=297	N=249	N=302	N=57 *
Total (Unweighted)	N=1021	N=111	N=334	N=239	N=290	N=47 *
Aware (Net)	87% F	88% F	94% AdEF	88% F	84% F	54%
Very familiar	37% bF	26%	44% aBF	40% bF	37% f	17%
Somewhat familiar	32%	32%	32%	37%	32%	20%
Not very familiar	17%	31% ACDE	18%	12%	15%	17%
Not at all familiar	13% C	12%	6%	12% c	16% C	46% ABCDE

* Table Base: AWARE OF AMAZON

QS2S2: Which of the following best describes your Amazon Prime membership status?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=966	N=110	N=281	N=245	N=283	N=47 *
Total (Unweighted)	N=962	N=101	N=319	N=233	N=272	N=37 *
Currently an Amazon Prime member	58% B	41%	59% B	64% Bf	60% B	43%
Not currently an Amazon Prime member, but interested	9% e	24% ACDEF	8%	11% E	4%	2%
Previously an Amazon Prime member, but not anymore	16% E	27% ADE	20% E	13%	9%	17%
Never an Amazon Prime member	17%	9%	13%	12%	27% ABCD	37% ABCD

* Table Base: AWARE OF AMAZON PRIME

QS2Q1: Are the following statements regarding Amazon Prime Day is true for you?

I shopped on Amazon.com during Amazon Prime Day last year during the COVID-19 pandemic (October 13-14, 2020).

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=797	N=100	N=245	N=217	N=205	N=30 *
Total (Unweighted)	N=795	N=87 *	N=286	N=202	N=197	N=23 **
Yes	55% F	47% f	66% ABEF	56% F	50% F	20%
No	34% c	33%	27%	33%	38% c	78% ABCDE
Not at all sure	11%	20% aC	7%	10%	12%	2%

* Table Base: CURRENTLY HAS, PREVIOUSLY HAD, OR IS INTERESTED IN A PRIME ACCOUNT

I plan to shop on Amazon.com during Amazon Prime Day this year (June 21-22, 2021).

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=646	N=71 *	N=188	N=185	N=181	N=21 **
Total (Unweighted)	N=633	N=58 *	N=219	N=166	N=173	N=17 **
Yes	67% F	57% f	74% beF	73% F	62% F	20%
No	14%	24% E	14%	15%	9%	18%
Not at all sure	19% c	20%	12%	12%	29% ACD	61% ABCDE

* Table Base: CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

QS2Q2: Compared Amazon Prime Day last year during the COVID-19 pandemic (October 12-14, 2020), do you plan to spend more, less, or about the same amount during Amazon Prime Day this year (June 21-22, 2021)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=328	N=22 **	N=113	N=102	N=88 *	N=3 **
Total (Unweighted)	N=314	N=18 **	N=137	N=77 *	N=78 *	N=4 **
More	39%	44%	45% e	42%	27%	0%
About the same	49%	55%	45%	48%	54%	100%
Less	3%	0%	5%	4%	1%	0%
Not at all sure	8%	2%	6%	5%	18% aCd	0%

* Table Base: PLAN TO SHOP PRIME DAY 2021 AND SHOPPED PRIME DAY 2020

QS2Q3: Which of the following do you plan to purchase during Amazon Prime Day this year (June 21-22, 2021)? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=430	N=40 *	N=138	N=135	N=113	N=4 **
Total (Unweighted)	N=416	N=31 *	N=165	N=111	N=104	N=5 **
A treat for myself (e.g., new clothes, personal electronics)	65% e	50%	79% ABdE	65%	52%	85%
Something for my household (e.g., furniture, kitchen items)	59%	68%	51%	60%	67% c	30%
Winter holiday gifts (i.e., gifts for Christmas, Hannuka)	35%	24%	42%	29%	40%	0%
Back to school supplies (e.g., classroom supplies, new books)	34% E	51% E	39% E	36% e	20%	5%
Non-holiday gifts (e.g., birthday gifts, wedding gifts)	32%	32%	42% aD	24%	31%	5%
Other	3%	0%	0%	1%	8% aCd	0%
Count	2.28	2.24	2.53	2.16	2.17	1.25

* Table Base: PLAN TO SHOP PRIME DAY 2021

QS2Q4: How much do you agree or disagree with each of the following statements?

In general, I try not to shop on Amazon.com.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1024	N=118	N=297	N=249	N=302	N=57 *
Total (Unweighted)	N=1021	N=111	N=334	N=239	N=290	N=47 *
Agree (Net)	37% e	44% E	45% AdE	34%	28%	37%
Strongly agree	14%	15%	18%	13%	12%	15%
Somewhat agree	22%	29% E	27% E	21%	17%	22%
Disagree (Net)	63% C	56%	55%	66% c	72% aBC	63%
Somewhat disagree	23%	26%	21%	26%	20%	34%
Strongly disagree	40%	31%	34%	40%	52% ABCdF	29%

* Table Base: AWARE OF AMAZON

I would prefer that Prime Day be held in another summer month (i.e., July or August) instead of June.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=886	N=104	N=279	N=219	N=253	N=31 *
Total (Unweighted)	N=884	N=98 *	N=313	N=207	N=238	N=28 **
Agree (Net)	46% e	45%	56% AEf	48% e	37%	29%
Strongly agree	13% E	15% e	17% Ef	17% Ef	6%	0%
Somewhat agree	33%	30%	39%	31%	31%	29%
Disagree (Net)	54% C	55%	44%	52%	63% aCd	71% c
Somewhat disagree	36% C	29%	26%	36% c	48% ABCd	47% c
Strongly disagree	18%	25%	18%	17%	15%	24%

* Table Base: AWARE OF AMAZON PRIME DAY

I would prefer that Prime Day be held in a different season (i.e., spring, autumn, winter) instead of summer.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=886	N=104	N=279	N=219	N=253	N=31 *
Total (Unweighted)	N=884	N=98 *	N=313	N=207	N=238	N=28 **
Agree (Net)	50%	54%	56% E	51%	44%	39%
Strongly agree	13% E	15% e	18% aE	14% E	7%	2%
Somewhat agree	37%	39%	37%	37%	37%	38%
Disagree (Net)	50%	46%	44%	49%	56% C	61%
Somewhat disagree	35% C	29%	27%	35%	46% ABCd	44%
Strongly disagree	15%	17%	17%	14%	11%	17%

* Table Base: AWARE OF AMAZON PRIME DAY

Most discounts during Prime Day aren't worthwhile.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=886	N=104	N=279	N=219	N=253	N=31 *
Total (Unweighted)	N=884	N=98 *	N=313	N=207	N=238	N=28 **
Agree (Net)	49% e	48%	53% E	52% E	39%	60%
Strongly agree	13%	15%	17% e	12%	9%	20%
Somewhat agree	35%	33%	37%	41% e	30%	40%
Disagree (Net)	51%	52%	47%	48%	61% aCd	40%
Somewhat disagree	38%	35%	32%	33%	49% AbCD	34%
Strongly disagree	14%	17%	14%	15%	12%	6%

* Table Base: AWARE OF AMAZON PRIME DAY

I keep my Amazon Prime membership active to get access to Prime Day deals.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=601	N=67 *	N=183	N=164	N=169	N=17 **
Total (Unweighted)	N=594	N=56 *	N=212	N=151	N=161	N=14 **
Agree (Net)	54% Ef	48%	67% AbEF	63% EF	37%	17%
Strongly agree	22% E	16%	33% AbE	28% E	9%	7%
Somewhat agree	32%	32%	34%	35%	27%	10%
Disagree (Net)	46% C	52% c	33%	37%	63% ACD	83% aCD
Somewhat disagree	25%	30%	20%	20%	36% aCD	14%
Strongly disagree	21% C	22%	12%	17%	28% C	69% ABCDE

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

I am hoping to find a Prime Day deal on a specific item this year.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=601	N=67 *	N=183	N=164	N=169	N=17 **
Total (Unweighted)	N=594	N=56 *	N=212	N=151	N=161	N=14 **
Agree (Net)	66% F	72% F	71% EF	72% eF	58% F	10%
Strongly agree	26% e	26%	31% E	32% E	17%	3%
Somewhat agree	40% f	46% f	40% f	41% f	41% f	7%
Disagree (Net)	34%	28%	29%	28%	42% Cd	90% ABCDE
Somewhat disagree	22%	19%	17%	20%	29% C	26%
Strongly disagree	12%	9%	12%	7%	13%	65% ABCDE

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT

I put off some purchases until Prime Day to try to get a discount.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=601	N=67 *	N=183	N=164	N=169	N=17 **
Total (Unweighted)	N=594	N=56 *	N=212	N=151	N=161	N=14 **
Agree (Net)	55% EF	52% F	67% AEF	63% EF	39% f	7%
Strongly agree	18% E	18% E	24% E	25% E	5%	0%
Somewhat agree	37% f	34%	43% f	38% f	34%	7%
Disagree (Net)	45% C	48%	33%	37%	61% ACD	93% ABCDe
Somewhat disagree	28%	26%	23%	25%	38% aCd	29%
Strongly disagree	17% c	21%	11%	12%	23% Cd	65% ABCDE

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT
I prefer to shop during Prime Day than during other major sales events (e.g., Black Friday, Cyber Monday, Wayfair's Way Day).

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=601	N=67 *	N=183	N=164	N=169	N=17 **
Total (Unweighted)	N=594	N=56 *	N=212	N=151	N=161	N=14 **
Agree (Net)	59% ef	61%	69% aEF	62% f	49%	28%
Strongly agree	20% E	21% E	28% aEf	25% E	7%	0%
Somewhat agree	39%	40%	40%	37%	42%	28%
Disagree (Net)	41% c	39%	31%	38%	51% aC	72% aCd
Somewhat disagree	28% C	23%	16%	28% c	40% AbCd	36%
Strongly disagree	13%	16%	15%	10%	11%	36% adE

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT
During Prime Day, I tend to browse deals but not make purchases.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=601	N=67 *	N=183	N=164	N=169	N=17 **
Total (Unweighted)	N=594	N=56 *	N=212	N=151	N=161	N=14 **
Agree (Net)	57%	50%	64% Ef	61%	49%	32%
Strongly agree	16% E	19% E	23% aE	18% E	6%	9%
Somewhat agree	41%	31%	41%	43%	43%	23%
Disagree (Net)	43%	50%	36%	39%	51% C	68% c
Somewhat disagree	31%	32%	26%	24%	40% CD	42%
Strongly disagree	13%	18%	9%	15%	11%	26%

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT
I start my winter holiday shopping during Prime Day.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=601	N=67 *	N=183	N=164	N=169	N=17 **
Total (Unweighted)	N=594	N=56 *	N=212	N=151	N=161	N=14 **
Agree (Net)	52% EF	54% eF	65% AEF	59% EF	36% f	1%
Strongly agree	19% E	16%	26% aE	26% E	7%	0%
Somewhat agree	34% f	39% f	39% F	33% f	29%	1%
Disagree (Net)	48% C	46%	35%	41%	64% AbCD	99% ABCDe
Somewhat disagree	26%	19%	22%	21%	39% AbCD	32%
Strongly disagree	21% c	27% c	14%	20%	25% C	66% ABCDE

* Table Base: AWARE OF AMAZON PRIME DAY AND CURRENTLY HAS OR IS INTERESTED IN A PRIME ACCOUNT