

## How the Survey was Conducted

### Nature of the Sample: NPR/Marist Poll of 1,057 National Adults

This survey of 1,057 adults was conducted April 25<sup>th</sup> through May 2<sup>nd</sup>, 2018 by The Marist Poll sponsored in collaboration with NPR. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 3.4$  percentage points. There are 729 online shoppers. The results for this subset are statistically significant within  $\pm 4.1$  percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

NPR/Marist Poll Adults and Online Shoppers

| Subgroups   | Count | Margin of Error | Subgroup Represents Number of U.S. Adults | Each Percentage Point Equals Number of U.S. Adults in Millions |
|---|-------|-----------------|---|--|
| <b>Adults</b>   | 1057  | 3.4%            | 251,455,205                               | 2.51   |
| <b>Online Shoppers</b>  | 729   | 4.1%            | 173,504,091                               | 1.74   |
| <b>Adults Who Don't Shop Online</b>   | 328   | 6.2%            | 77,951,114                                | 0.78   |
| <b>Regular Online Shoppers</b>  | 453   | 5.2%            | 108,125,738                               | 1.08   |
| <b>Amazon Shoppers</b>  | 664   | 4.3%            | 158,416,779                               | 1.58   |
| <b>Regular Amazon Shoppers</b>  | 312   | 6.3%            | 75,436,562                                | 0.75   |
| <b>Amazon Prime Members</b>   | 321   | 6.2%            | 75,436,562                                | 0.75   |
| <b>Amazon Prime Users</b>   | 465   | 5.2%            | 110,640,290                               | 1.11   |
| <b>Amazon Shoppers Who Purchased HH Basics Online</b>                             | 178   | 8.4%            | 42,747,385                                | 0.43   |
| <b>Amazon Shoppers Who Purchased Non-perishable Online</b>                        | 124   | 10.0%           | 30,174,625                                | 0.30   |
| <b>Amazon Shoppers Who Purchased Pharmacy Basics Online</b>                       | 132   | 9.7%            | 30,174,625                                | 0.30   |
| <b>Amazon Shoppers Who Purchased Prescription Drugs or Health Products Online</b> | 117   | 10.3%           | 27,660,073                                | 0.28   |
| <b>Amazon Shoppers Who Purchased Clothes Online</b>                               | 561   | 4.7%            | 133,271,259                               | 1.33   |
| <b>Amazon Shoppers Who Purchased Pet Food/Supplies Online</b>                     | 197   | 7.9%            | 45,261,937                                | 0.45   |
| <b>Amazon Shoppers Who Purchased Vitamins Online</b>                              | 267   | 6.8%            | 62,863,801                                | 0.63   |
| <b>Amazon Shoppers Who Purchased Electronics Online</b>                           | 478   | 5.1%            | 113,154,842                               | 1.13   |
| <b>Online Shoppers Who Buy Fresh Groceries Online</b>                             | 88    | 11.9%           | 20,116,416                                | 0.20   |
| <b>Online Shoppers Who Don't Buy Fresh Groceries Online</b>                       | 639   | 4.4%            | 150,873,123                               | 1.51   |
| <b>Adults Who Have Used A Fresh Grocery Delivery Service</b>                      | 101   | 11.1%           | 25,145,521                                | 0.25   |
| <b>Online Shoppers Who Have Returned An Online Purchase</b>                       | 523   | 4.9%            | 123,213,050                               | 1.23   |
| <b>Online Shoppers Who Have Kept An Online Purchase They Wanted To Return</b>     | 400   | 5.6%            | 95,552,978                                | 0.96   |

ONLSHPFQ1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Adults                       |                      |                       |        |                    |                      |       |
|----------------------------------|--------------------|---------------------------------------|----------------------|-----------------------|--------|--------------------|----------------------|-------|
|                                  |                    | Do you shop or purchase items online: |                      |                       |        |                    |                      |       |
|                                  |                    | Once every 2 to 3                     |                      |                       |        |                    |                      |       |
|                                  |                    | Everyday                              | At least once a week | At least once a month | months | A few times a year | Less often than that | Never |
|                                  |                    | Row %                                 | Row %                | Row %                 | Row %  | Row %              | Row %                | Row % |
| National Adults                  |                    | 2%                                    | 16%                  | 25%                   | 11%    | 15%                | 7%                   | 24%   |
| National Online Shoppers         |                    | 2%                                    | 24%                  | 36%                   | 16%    | 22%                | 0%                   | 0%    |
| National Regular Online Shoppers |                    | 4%                                    | 38%                  | 58%                   | 0%     | 0%                 | 0%                   | 0%    |
| National Amazon Shoppers         |                    | 2%                                    | 25%                  | 37%                   | 16%    | 19%                | 0%                   | 0%    |
| National Regular Amazon Shoppers |                    | 5%                                    | 46%                  | 44%                   | 3%     | 2%                 | 0%                   | 0%    |
| National Amazon Prime Members    |                    | 4%                                    | 38%                  | 36%                   | 13%    | 9%                 | 0%                   | 0%    |
| National Amazon Prime Users      |                    | 3%                                    | 30%                  | 38%                   | 15%    | 14%                | 0%                   | 0%    |
| Household Income                 | Less than \$50,000 | 1%                                    | 10%                  | 17%                   | 11%    | 18%                | 9%                   | 34%   |
|                                  | \$50,000 or more   | 2%                                    | 22%                  | 33%                   | 12%    | 14%                | 5%                   | 12%   |
| Household Income                 | Less \$25,000      | 1%                                    | 6%                   | 16%                   | 11%    | 14%                | 9%                   | 43%   |
|                                  | 25,000-\$49,999    | 2%                                    | 14%                  | 19%                   | 11%    | 21%                | 10%                  | 24%   |
|                                  | \$50,000-\$99,999  | 1%                                    | 19%                  | 34%                   | 12%    | 13%                | 5%                   | 16%   |
|                                  | \$100,000 or more  | 4%                                    | 27%                  | 31%                   | 12%    | 14%                | 3%                   | 9%    |
| Age                              | 18 to 29           | 1%                                    | 17%                  | 30%                   | 13%    | 18%                | 10%                  | 11%   |
|                                  | 30 to 44           | 3%                                    | 26%                  | 27%                   | 9%     | 14%                | 7%                   | 14%   |
|                                  | 45 or older        | 1%                                    | 12%                  | 23%                   | 12%    | 14%                | 6%                   | 33%   |
| Age                              | Under 45           | 2%                                    | 22%                  | 28%                   | 11%    | 16%                | 9%                   | 12%   |
|                                  | 45 or older        | 1%                                    | 12%                  | 23%                   | 12%    | 14%                | 6%                   | 33%   |
| Gender                           | Men                | 2%                                    | 17%                  | 28%                   | 11%    | 14%                | 8%                   | 20%   |
|                                  | Women              | 1%                                    | 16%                  | 22%                   | 11%    | 16%                | 7%                   | 27%   |

NPR/Marist Poll National Adults. Interviews conducted April 25th through May 2nd, 2018, n=1057 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

ONLSHPFQ1R. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Adults                       |                             |                     |
|----------------------------------|--------------------|---------------------------------------|-----------------------------|---------------------|
|                                  |                    | Do you shop or purchase items online: |                             |                     |
|                                  |                    | Regular Online Shoppers               | Not Regular Online Shoppers | Not Online Shoppers |
|                                  |                    | Row %                                 | Row %                       | Row %               |
| National Adults                  |                    | 43%                                   | 26%                         | 31%                 |
| National Online Shoppers         |                    | 62%                                   | 38%                         | 0%                  |
| National Regular Online Shoppers |                    | 100%                                  | 0%                          | 0%                  |
| National Amazon Shoppers         |                    | 65%                                   | 35%                         | 0%                  |
| National Regular Amazon Shoppers |                    | 95%                                   | 5%                          | 0%                  |
| National Amazon Prime Members    |                    | 78%                                   | 22%                         | 0%                  |
| National Amazon Prime Users      |                    | 71%                                   | 29%                         | 0%                  |
| Household Income                 | Less than \$50,000 | 28%                                   | 29%                         | 43%                 |
|                                  | \$50,000 or more   | 58%                                   | 26%                         | 17%                 |
| Household Income                 | Less \$25,000      | 23%                                   | 25%                         | 52%                 |
|                                  | 25,000-\$49,999    | 34%                                   | 32%                         | 34%                 |
|                                  | \$50,000-\$99,999  | 54%                                   | 25%                         | 21%                 |
|                                  | \$100,000 or more  | 62%                                   | 26%                         | 12%                 |
| Age                              | 18 to 29           | 49%                                   | 31%                         | 21%                 |
|                                  | 30 to 44           | 55%                                   | 23%                         | 21%                 |
|                                  | 45 or older        | 36%                                   | 26%                         | 39%                 |
| Age                              | Under 45           | 52%                                   | 27%                         | 21%                 |
|                                  | 45 or older        | 36%                                   | 26%                         | 39%                 |
| Gender                           | Men                | 47%                                   | 25%                         | 28%                 |
|                                  | Women              | 39%                                   | 27%                         | 33%                 |

NPR/Marist Poll National Adults. Interviews conducted April 25th through May 2nd, 2018, n=1057 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

| <b>Profile: National Adults and National Adults Who Do Not Shop Online</b> |   |   |
|--|---|---|
| <b>National Adults<br/>n=1057, MOE +/- 3.4%</b>                            |   | <b>National Adults Who<br/>Do Not Shop Online<br/>n=328, MOE +/- 6.2%</b> |
| 69%  | <b>Online Shoppers</b>                            | n/a   |
| 31%  | <b>Do Not Shop Online</b>                         | 100%  |
| 49%  | <b>Male</b>                                       | 45%   |
| 51%  | <b>Female</b>                                     | 55%   |
| 47%  | <b>Age under 45</b>                               | 32%   |
| 53%  | <b>Age 45 or older</b>                            | 68%   |
| 21%  | <b>Age 18 to 29</b>                               | 15%   |
| 26%  | <b>Age 30 to 44</b>                               | 18%   |
| 26%  | <b>Age 45 to 59</b>                               | 20%   |
| 28%  | <b>Age 60 or older</b>                            | 48%   |
| 61%  | <b>White</b>                                      | 57%   |
| 11%  | <b>African American</b>                           | 17%   |
| 15%  | <b>Latino</b>                                     | 17%   |
| 12%  | <b>Other</b>                                      | 9%  |
| 18%  | <b>Northeast</b>                                  | 12%   |
| 21%  | <b>Midwest</b>                                    | 24%   |
| 38%  | <b>South</b>                                      | 44%   |
| 23%  | <b>West</b>                                       | 20%   |
| 43%  | <b>HH Income less than \$50,000</b>               | 66%   |
| 57%  | <b>HH Income \$50,000 or more</b>                 | 34%   |
| 21%  | <b>HH Income less than \$25,000</b>               | 39%   |
| 22%  | <b>HH Income \$25,000 to just under \$50,000</b>  | 27%   |
| 30%  | <b>HH Income \$50,000 to just under \$100,000</b> | 22%   |
| 27%  | <b>HH Income \$100,000 or more</b>                | 12%   |
| 20%  | <b>Has EBT or Medicaid Card</b>                   | 32%   |
| 58%  | <b>Not college graduate</b>                       | 76%   |
| 42%  | <b>College graduate</b>                           | 24%   |
| 27%  | <b>Big city</b>                                   | 27%   |
| 21%  | <b>Small city</b>                                 | 16%   |
| 18%  | <b>Suburban</b>                                   | 14%   |
| 18%  | <b>Small town</b>                                 | 22%   |
| 16%  | <b>Rural</b>                                      | 21%   |

NPR/Marist Poll

|  |                    | National Adults Who Do Not Shop Online              |   |                                    |                        |                                       |                     |                                 |                |
|--|--------------------|---|---|------------------------------------|------------------------|---------------------------------------|---------------------|---------------------------------|----------------|
|  |                    | What is the main reason why you do not shop online: |   |                                    |                        |                                       |                     |                                 |                |
|  |                    | You prefer the in store<br>experience               | You are concerned<br>about privacy or<br>security | You do not have<br>internet access | You are not tech savvy | Not interested/Do not<br>like to shop | It is too expensive | Someone else does it<br>for you | Another reason |
|  |                    | Row %   | Row %   | Row %                              | Row %                  | Row %                                 | Row %               | Row %                           | Row %          |
| National Adults Who Do Not Shop Online |                    | 30%   | 22%   | 15%                                | 10%                    | 5%                                    | 5%                  | 4%                              | 7%             |
| Household Income                       | Less than \$50,000 | 26%   | 23%   | 20%                                | 11%                    | 5%                                    | 3%                  | 4%                              | 7%             |
|  | \$50,000 or more   | 28%   | 25%   | 9%                                 | 9%                     | 7%                                    | 8%                  | 6%                              | 7%             |
| Age                                    | Under 45           | 28%   | 29%   | 8%                                 | 2%                     | 9%                                    | 9%                  | 7%                              | 8%             |
|  | 45 or older        | 29%   | 19%   | 19%                                | 15%                    | 4%                                    | 3%                  | 3%                              | 7%             |
| Gender                                 | Men                | 32%   | 15%   | 12%                                | 10%                    | 9%                                    | 4%                  | 6%                              | 12%            |
|  | Women              | 29%   | 28%   | 18%                                | 11%                    | 3%                                    | 6%                  | 3%                              | 3%             |

NPR/Marist Poll National Adults Who Do Not Shop Online. Interviews conducted April 25th through May 2nd, 2018, n=328 MOE +/- 6.2 percentage points. Totals may not add to 100% due to rounding.

| <b>Profile: National Adults and National Online Shoppers</b> |   |   |
|--|---|---|
| <b>National Adults<br/>n=1057, MOE +/- 3.4%</b>              |   | <b>National Online Shoppers<br/>n=729, MOE +/- 4.1%</b> |
| 69%  | <b>Online Shoppers</b>                            | 100%  |
| 31%  | <b>Do Not Shop Online</b>                         | n/a   |
| 49%  | <b>Male</b>                                       | 51%   |
| 51%  | <b>Female</b>                                     | 49%   |
| 47%  | <b>Age under 45</b>                               | 53%   |
| 53%  | <b>Age 45 or older</b>                            | 47%   |
| 21%  | <b>Age 18 to 29</b>                               | 24%   |
| 26%  | <b>Age 30 to 44</b>                               | 29%   |
| 26%  | <b>Age 45 to 59</b>                               | 28%   |
| 28%  | <b>Age 60 or older</b>                            | 19%   |
| 61%  | <b>White</b>                                      | 63%   |
| 11%  | <b>African American</b>                           | 9%  |
| 15%  | <b>Latino</b>                                     | 13%   |
| 12%  | <b>Other</b>                                      | 14%   |
| 18%  | <b>Northeast</b>                                  | 21%   |
| 21%  | <b>Midwest</b>                                    | 20%   |
| 38%  | <b>South</b>                                      | 35%   |
| 23%  | <b>West</b>                                       | 24%   |
| 43%  | <b>HH Income less than \$50,000</b>               | 34%   |
| 57%  | <b>HH Income \$50,000 or more</b>                 | 66%   |
| 21%  | <b>HH Income less than \$25,000</b>               | 14%   |
| 22%  | <b>HH Income \$25,000 to just under \$50,000</b>  | 20%   |
| 30%  | <b>HH Income \$50,000 to just under \$100,000</b> | 33%   |
| 27%  | <b>HH Income \$100,000 or more</b>                | 33%   |
| 20%  | <b>Has EBT or Medicaid Card</b>                   | 15%   |
| 58%  | <b>Not college graduate</b>                       | 50%   |
| 42%  | <b>College graduate</b>                           | 50%   |
| 27%  | <b>Big city</b>                                   | 27%   |
| 21%  | <b>Small city</b>                                 | 23%   |
| 18%  | <b>Suburban</b>                                   | 21%   |
| 18%  | <b>Small town</b>                                 | 16%   |
| 16%  | <b>Rural</b>                                      | 14%   |

NPR/Marist Poll

**PRFRONL1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers                                 |          |        |
|----------------------------------|--------------------|--|----------|--------|
|                                  |                    | In general, would you prefer to shop online or in store? |          |        |
|                                  |                    | Online   | In store | Unsure |
|                                  |                    | Row %  | Row %    | Row %  |
| National Online Shoppers         |                    | 37%  | 56%      | 7%     |
| National Regular Online Shoppers |                    | 45%  | 47%      | 8%     |
| National Amazon Shoppers         |                    | 39%  | 54%      | 7%     |
| National Regular Amazon Shoppers |                    | 50%  | 40%      | 9%     |
| National Amazon Prime Members    |                    | 45%  | 45%      | 9%     |
| National Amazon Prime Users      |                    | 42%  | 49%      | 9%     |
| Household Income                 | Less than \$50,000 | 34%  | 59%      | 7%     |
|                                  | \$50,000 or more   | 39%  | 54%      | 7%     |
| Household Income                 | Less \$25,000      | 35%  | 58%      | 7%     |
|                                  | 25,000-\$49,999    | 33%  | 60%      | 7%     |
|                                  | \$50,000-\$99,999  | 39%  | 55%      | 7%     |
|                                  | \$100,000 or more  | 41%  | 53%      | 6%     |
| Age                              | 18 to 29           | 40%  | 55%      | 5%     |
|                                  | 30 to 44           | 39%  | 54%      | 6%     |
|                                  | 45 or older        | 35%  | 56%      | 9%     |
| Age                              | Under 45           | 40%  | 55%      | 5%     |
|                                  | 45 or older        | 35%  | 56%      | 9%     |
| Gender                           | Men                | 39%  | 53%      | 9%     |
|                                  | Women              | 36%  | 58%      | 5%     |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLREG1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers   |       |             |       |
|----------------------------------|--------------------|--|-------|-------------|-------|
|                                  |                    | After buying something online, how often do you regret making that purchase: |       |             |       |
|                                  |                    | Very often   | Often | Hardly ever | Never |
|                                  |                    | Row %  | Row % | Row %       | Row % |
| National Online Shoppers         |                    | 4%   | 7%    | 70%         | 19%   |
| National Regular Online Shoppers |                    | 3%   | 7%    | 71%         | 20%   |
| National Amazon Shoppers         |                    | 4%   | 7%    | 71%         | 19%   |
| National Regular Amazon Shoppers |                    | 3%   | 7%    | 72%         | 18%   |
| National Amazon Prime Members    |                    | 3%   | 7%    | 70%         | 20%   |
| National Amazon Prime Users      |                    | 4%   | 6%    | 71%         | 18%   |
| Household Income                 | Less than \$50,000 | 5%   | 8%    | 64%         | 23%   |
|                                  | \$50,000 or more   | 4%   | 7%    | 74%         | 16%   |
| Household Income                 | Less \$25,000      | 7%   | 4%    | 62%         | 27%   |
|                                  | 25,000-\$49,999    | 3%   | 11%   | 68%         | 17%   |
|                                  | \$50,000-\$99,999  | 2%   | 6%    | 77%         | 14%   |
|                                  | \$100,000 or more  | 5%   | 8%    | 71%         | 16%   |
| Age                              | 18 to 29           | 3%   | 6%    | 66%         | 25%   |
|                                  | 30 to 44           | 9%   | 8%    | 66%         | 17%   |
|                                  | 45 or older        | 1%   | 7%    | 75%         | 17%   |
| Age                              | Under 45           | 6%   | 7%    | 66%         | 21%   |
|                                  | 45 or older        | 1%   | 7%    | 75%         | 17%   |
| Gender                           | Men                | 5%   | 7%    | 66%         | 22%   |
|                                  | Women              | 3%   | 7%    | 73%         | 17%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**Summary: Factors in Deciding to Shop Online**

**ONLSHPY1A-J. NPR/Marist Poll National Tables**

| National Online Shoppers  |              |              |                     |
|---|--------------|--------------|---------------------|
| Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: |              |              |                     |
|   | Major factor | Minor factor | Not a factor at all |
|   | Row %        | Row %        | Row %               |
| You can shop anytime day or night   | 64%          | 24%          | 12%                 |
| It's easier to find the item you are looking for  | 62%          | 26%          | 13%                 |
| It saves time   | 61%          | 23%          | 16%                 |
| There are more product choices  | 58%          | 26%          | 16%                 |
| You can avoid lines and people  | 48%          | 30%          | 23%                 |
| It's cheaper  | 44%          | 32%          | 23%                 |
| Product reviews by other shoppers are available   | 38%          | 40%          | 22%                 |
| Recommendations by the online retailer are available  | 18%          | 38%          | 44%                 |

NPR/Marist Poll National Online Shoppers

**ONLSHPY1A-J. NPR/Marist Poll National Tables**

| Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: |  |              |                     |   |              |                     |
|---|--|--------------|---------------------|---|--------------|---------------------|
|   | National Online Shoppers <b>Under 45</b> |              |                     | National Online Shoppers <b>45 or Older</b> |              |                     |
|   | Major factor                             | Minor factor | Not a factor at all | Major factor                                | Minor factor | Not a factor at all |
|   | Row %                                    | Row %        | Row %               | Row %                                       | Row %        | Row %               |
| You can shop anytime day or night   | <b>65%</b>                               | 26%          | 9%                  | <b>63%</b>                                  | 23%          | 15%                 |
| It's easier to find the item you are looking for  | <b>63%</b>                               | 26%          | 11%                 | <b>60%</b>                                  | 26%          | 14%                 |
| It saves time   | <b>63%</b>                               | 22%          | 15%                 | <b>59%</b>                                  | 24%          | 16%                 |
| There are more product choices  | <b>61%</b>                               | 25%          | 13%                 | <b>55%</b>                                  | 26%          | 19%                 |
| You can avoid lines and people  | <b>49%</b>                               | 31%          | 20%                 | <b>47%</b>                                  | 28%          | 25%                 |
| It's cheaper  | <b>48%</b>                               | 33%          | 19%                 | <b>40%</b>                                  | 33%          | 27%                 |
| Product reviews by other shoppers are available   | <b>45%</b>                               | 39%          | 16%                 | <b>32%</b>                                  | 40%          | 28%                 |
| Recommendations by the online retailer are available  | <b>20%</b>                               | 41%          | 39%                 | <b>16%</b>                                  | 35%          | 49%                 |

NPR/Marist Poll National Online Shoppers

**ONLSHPY1A-J. NPR/Marist Poll National Tables**

| Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: |   |              |                     |   |              |                     |
|---|---|--------------|---------------------|---|--------------|---------------------|
|   | National Online Shoppers <b>Under \$50k</b> |              |                     | National Online Shoppers <b>\$50k or More</b> |              |                     |
|   | Major factor                                | Minor factor | Not a factor at all | Major factor                                  | Minor factor | Not a factor at all |
|   | Row %                                       | Row %        | Row %               | Row %   | Row %        | Row %               |
| There are more product choices  | <b>57%</b>                                  | 24%          | 19%                 | <b>59%</b>                                    | 27%          | 14%                 |
| It's easier to find the item you are looking for  | <b>57%</b>                                  | 29%          | 15%                 | <b>64%</b>                                    | 25%          | 11%                 |
| It saves time   | <b>55%</b>                                  | 28%          | 16%                 | <b>65%</b>                                    | 20%          | 15%                 |
| You can shop anytime day or night   | <b>55%</b>                                  | 29%          | 17%                 | <b>69%</b>                                    | 22%          | 10%                 |
| It's cheaper  | <b>50%</b>                                  | 34%          | 16%                 | <b>43%</b>                                    | 32%          | 25%                 |
| You can avoid lines and people  | <b>45%</b>                                  | 33%          | 21%                 | <b>48%</b>                                    | 29%          | 23%                 |
| Product reviews by other shoppers are available   | <b>34%</b>                                  | 41%          | 25%                 | <b>42%</b>                                    | 38%          | 20%                 |
| Recommendations by the online retailer are available  | <b>21%</b>                                  | 36%          | 43%                 | <b>18%</b>                                    | 39%          | 43%                 |

NPR/Marist Poll National Online Shoppers

ONLSHPY1A. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers   |              |                     |
|----------------------------------|--------------------|--|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: It saves time? |              |                     |
|                                  |                    | Major factor   | Minor factor | Not a factor at all |
|                                  |                    | Row %  | Row %        | Row %               |
| National Online Shoppers         |                    | 61%  | 23%          | 16%                 |
| National Regular Online Shoppers |                    | 71%  | 18%          | 11%                 |
| National Amazon Shoppers         |                    | 62%  | 23%          | 15%                 |
| National Regular Amazon Shoppers |                    | 77%  | 17%          | 6%                  |
| National Amazon Prime Members    |                    | 72%  | 16%          | 12%                 |
| National Amazon Prime Users      |                    | 66%  | 20%          | 13%                 |
| Household Income                 | Less than \$50,000 | 55%  | 28%          | 16%                 |
|                                  | \$50,000 or more   | 65%  | 20%          | 15%                 |
| Household Income                 | Less \$25,000      | 52%  | 29%          | 19%                 |
|                                  | 25,000-\$49,999    | 57%  | 28%          | 15%                 |
|                                  | \$50,000-\$99,999  | 65%  | 21%          | 14%                 |
|                                  | \$100,000 or more  | 66%  | 18%          | 15%                 |
| Age                              | 18 to 29           | 58%  | 27%          | 16%                 |
|                                  | 30 to 44           | 68%  | 17%          | 15%                 |
|                                  | 45 or older        | 59%  | 24%          | 16%                 |
| Age                              | Under 45           | 63%  | 22%          | 15%                 |
|                                  | 45 or older        | 59%  | 24%          | 16%                 |
| Gender                           | Men                | 60%  | 25%          | 15%                 |
|                                  | Women              | 63%  | 20%          | 17%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLSHPY1B. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers  |              |                     |
|----------------------------------|--------------------|---|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: It's cheaper? |              |                     |
|                                  |                    | Major factor  | Minor factor | Not a factor at all |
|                                  |                    | Row %   | Row %        | Row %               |
| National Online Shoppers         |                    | 44%   | 32%          | 23%                 |
| National Regular Online Shoppers |                    | 50%   | 29%          | 21%                 |
| National Amazon Shoppers         |                    | 45%   | 33%          | 22%                 |
| National Regular Amazon Shoppers |                    | 52%   | 30%          | 17%                 |
| National Amazon Prime Members    |                    | 48%   | 32%          | 20%                 |
| National Amazon Prime Users      |                    | 47%   | 32%          | 21%                 |
| Household Income                 | Less than \$50,000 | 50%   | 34%          | 16%                 |
|                                  | \$50,000 or more   | 43%   | 32%          | 25%                 |
| Household Income                 | Less \$25,000      | 53%   | 28%          | 19%                 |
|                                  | 25,000-\$49,999    | 47%   | 39%          | 13%                 |
|                                  | \$50,000-\$99,999  | 49%   | 23%          | 27%                 |
|                                  | \$100,000 or more  | 37%   | 41%          | 22%                 |
| Age                              | 18 to 29           | 45%   | 40%          | 15%                 |
|                                  | 30 to 44           | 51%   | 26%          | 22%                 |
|                                  | 45 or older        | 40%   | 33%          | 27%                 |
| Age                              | Under 45           | 48%   | 33%          | 19%                 |
|                                  | 45 or older        | 40%   | 33%          | 27%                 |
| Gender                           | Men                | 44%   | 33%          | 23%                 |
|                                  | Women              | 45%   | 32%          | 23%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLSHPY1C. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers  |              |                     |
|----------------------------------|--------------------|---|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: It's easier to find the item you are looking for? |              |                     |
|                                  |                    | Major factor  | Minor factor | Not a factor at all |
|                                  |                    | Row %   | Row %        | Row %               |
| National Online Shoppers         |                    | 62%   | 26%          | 13%                 |
| National Regular Online Shoppers |                    | 69%   | 20%          | 11%                 |
| National Amazon Shoppers         |                    | 63%   | 25%          | 12%                 |
| National Regular Amazon Shoppers |                    | 76%   | 16%          | 8%                  |
| National Amazon Prime Members    |                    | 69%   | 22%          | 9%                  |
| National Amazon Prime Users      |                    | 65%   | 24%          | 11%                 |
| Household Income                 | Less than \$50,000 | 57%   | 29%          | 15%                 |
|                                  | \$50,000 or more   | 64%   | 25%          | 11%                 |
| Household Income                 | Less \$25,000      | 56%   | 27%          | 17%                 |
|                                  | 25,000-\$49,999    | 58%   | 30%          | 12%                 |
|                                  | \$50,000-\$99,999  | 62%   | 27%          | 11%                 |
|                                  | \$100,000 or more  | 66%   | 23%          | 11%                 |
| Age                              | 18 to 29           | 69%   | 24%          | 7%                  |
|                                  | 30 to 44           | 59%   | 27%          | 14%                 |
|                                  | 45 or older        | 60%   | 26%          | 14%                 |
| Age                              | Under 45           | 63%   | 26%          | 11%                 |
|                                  | 45 or older        | 60%   | 26%          | 14%                 |
| Gender                           | Men                | 60%   | 28%          | 12%                 |
|                                  | Women              | 63%   | 23%          | 14%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLSHPY1F. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers  |              |                     |
|----------------------------------|--------------------|---|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: There are more product choices? |              |                     |
|                                  |                    | Major factor  | Minor factor | Not a factor at all |
|                                  |                    | Row %   | Row %        | Row %               |
| National Online Shoppers         |                    | 58%   | 26%          | 16%                 |
| National Regular Online Shoppers |                    | 63%   | 25%          | 12%                 |
| National Amazon Shoppers         |                    | 59%   | 25%          | 15%                 |
| National Regular Amazon Shoppers |                    | 67%   | 23%          | 10%                 |
| National Amazon Prime Members    |                    | 63%   | 27%          | 11%                 |
| National Amazon Prime Users      |                    | 61%   | 26%          | 13%                 |
| Household Income                 | Less than \$50,000 | 57%   | 24%          | 19%                 |
|                                  | \$50,000 or more   | 59%   | 27%          | 14%                 |
| Household Income                 | Less \$25,000      | 64%   | 18%          | 18%                 |
|                                  | 25,000-\$49,999    | 56%   | 27%          | 18%                 |
|                                  | \$50,000-\$99,999  | 59%   | 28%          | 13%                 |
|                                  | \$100,000 or more  | 60%   | 25%          | 15%                 |
| Age                              | 18 to 29           | 63%   | 28%          | 8%                  |
|                                  | 30 to 44           | 60%   | 23%          | 17%                 |
|                                  | 45 or older        | 55%   | 26%          | 19%                 |
| Age                              | Under 45           | 61%   | 25%          | 13%                 |
|                                  | 45 or older        | 55%   | 26%          | 19%                 |
| Gender                           | Men                | 55%   | 29%          | 16%                 |
|                                  | Women              | 62%   | 22%          | 16%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLSHPY1G. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers   |              |                     |
|----------------------------------|--------------------|--|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: Product reviews by other shoppers are available? |              |                     |
|                                  |                    | Major factor   | Minor factor | Not a factor at all |
|                                  |                    | Row %  | Row %        | Row %               |
| National Online Shoppers         |                    | 38%  | 40%          | 22%                 |
| National Regular Online Shoppers |                    | 42%  | 41%          | 17%                 |
| National Amazon Shoppers         |                    | 40%  | 40%          | 20%                 |
| National Regular Amazon Shoppers |                    | 44%  | 43%          | 13%                 |
| National Amazon Prime Members    |                    | 46%  | 39%          | 15%                 |
| National Amazon Prime Users      |                    | 41%  | 42%          | 17%                 |
| Household Income                 | Less than \$50,000 | 34%  | 41%          | 25%                 |
|                                  | \$50,000 or more   | 42%  | 38%          | 20%                 |
| Household Income                 | Less \$25,000      | 32%  | 42%          | 26%                 |
|                                  | 25,000-\$49,999    | 35%  | 41%          | 24%                 |
|                                  | \$50,000-\$99,999  | 50%  | 30%          | 20%                 |
|                                  | \$100,000 or more  | 33%  | 47%          | 20%                 |
| Age                              | 18 to 29           | 49%  | 38%          | 13%                 |
|                                  | 30 to 44           | 42%  | 40%          | 18%                 |
|                                  | 45 or older        | 32%  | 40%          | 28%                 |
| Age                              | Under 45           | 45%  | 39%          | 16%                 |
|                                  | 45 or older        | 32%  | 40%          | 28%                 |
| Gender                           | Men                | 37%  | 41%          | 23%                 |
|                                  | Women              | 40%  | 39%          | 21%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLSHPY1H. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers  |              |                     |
|----------------------------------|--------------------|---|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: Recommendations by the online retailer are available? |              |                     |
|                                  |                    | Major factor  | Minor factor | Not a factor at all |
|                                  |                    | Row %   | Row %        | Row %               |
| National Online Shoppers         |                    | 18%   | 38%          | 44%                 |
| National Regular Online Shoppers |                    | 19%   | 43%          | 38%                 |
| National Amazon Shoppers         |                    | 18%   | 39%          | 43%                 |
| National Regular Amazon Shoppers |                    | 21%   | 45%          | 34%                 |
| National Amazon Prime Members    |                    | 20%   | 41%          | 38%                 |
| National Amazon Prime Users      |                    | 19%   | 40%          | 41%                 |
| Household Income                 | Less than \$50,000 | 21%   | 36%          | 43%                 |
|                                  | \$50,000 or more   | 18%   | 39%          | 43%                 |
| Household Income                 | Less \$25,000      | 19%   | 40%          | 42%                 |
|                                  | 25,000-\$49,999    | 20%   | 36%          | 45%                 |
|                                  | \$50,000-\$99,999  | 19%   | 41%          | 41%                 |
|                                  | \$100,000 or more  | 17%   | 37%          | 46%                 |
| Age                              | 18 to 29           | 22%   | 48%          | 31%                 |
|                                  | 30 to 44           | 19%   | 35%          | 45%                 |
|                                  | 45 or older        | 16%   | 35%          | 49%                 |
| Age                              | Under 45           | 20%   | 41%          | 39%                 |
|                                  | 45 or older        | 16%   | 35%          | 49%                 |
| Gender                           | Men                | 17%   | 40%          | 43%                 |
|                                  | Women              | 20%   | 36%          | 44%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLSHPY1I. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers   |              |                     |
|----------------------------------|--------------------|--|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: You can shop anytime day or night? |              |                     |
|                                  |                    | Major factor   | Minor factor | Not a factor at all |
|                                  |                    | Row %  | Row %        | Row %               |
| National Online Shoppers         |                    | 64%  | 24%          | 12%                 |
| National Regular Online Shoppers |                    | 72%  | 21%          | 7%                  |
| National Amazon Shoppers         |                    | 65%  | 25%          | 11%                 |
| National Regular Amazon Shoppers |                    | 75%  | 21%          | 4%                  |
| National Amazon Prime Members    |                    | 70%  | 21%          | 9%                  |
| National Amazon Prime Users      |                    | 66%  | 24%          | 10%                 |
| Household Income                 | Less than \$50,000 | 55%  | 29%          | 17%                 |
|                                  | \$50,000 or more   | 69%  | 22%          | 10%                 |
| Household Income                 | Less \$25,000      | 56%  | 25%          | 19%                 |
|                                  | 25,000-\$49,999    | 55%  | 31%          | 14%                 |
|                                  | \$50,000-\$99,999  | 67%  | 23%          | 10%                 |
|                                  | \$100,000 or more  | 69%  | 22%          | 9%                  |
| Age                              | 18 to 29           | 67%  | 26%          | 7%                  |
|                                  | 30 to 44           | 63%  | 26%          | 11%                 |
|                                  | 45 or older        | 63%  | 23%          | 15%                 |
| Age                              | Under 45           | 65%  | 26%          | 9%                  |
|                                  | 45 or older        | 63%  | 23%          | 15%                 |
| Gender                           | Men                | 62%  | 26%          | 12%                 |
|                                  | Women              | 66%  | 23%          | 12%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLSHPY1J. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers  |              |                     |
|----------------------------------|--------------------|---|--------------|---------------------|
|                                  |                    | Do you think each of the following is a major factor, minor factor, or not a factor at all in why you would shop online instead of making an in store purchase: You can avoid lines and people? |              |                     |
|                                  |                    | Major factor  | Minor factor | Not a factor at all |
|                                  |                    | Row %   | Row %        | Row %               |
| National Online Shoppers         |                    | 48%   | 30%          | 23%                 |
| National Regular Online Shoppers |                    | 52%   | 29%          | 19%                 |
| National Amazon Shoppers         |                    | 48%   | 30%          | 22%                 |
| National Regular Amazon Shoppers |                    | 53%   | 27%          | 20%                 |
| National Amazon Prime Members    |                    | 48%   | 29%          | 23%                 |
| National Amazon Prime Users      |                    | 49%   | 28%          | 23%                 |
| Household Income                 | Less than \$50,000 | 45%   | 33%          | 21%                 |
|                                  | \$50,000 or more   | 48%   | 29%          | 23%                 |
| Household Income                 | Less \$25,000      | 55%   | 30%          | 15%                 |
|                                  | 25,000-\$49,999    | 41%   | 35%          | 24%                 |
|                                  | \$50,000-\$99,999  | 51%   | 28%          | 21%                 |
|                                  | \$100,000 or more  | 47%   | 29%          | 23%                 |
| Age                              | 18 to 29           | 44%   | 38%          | 18%                 |
|                                  | 30 to 44           | 53%   | 26%          | 21%                 |
|                                  | 45 or older        | 47%   | 28%          | 25%                 |
| Age                              | Under 45           | 49%   | 31%          | 20%                 |
|                                  | 45 or older        | 47%   | 28%          | 25%                 |
| Gender                           | Men                | 45%   | 33%          | 21%                 |
|                                  | Women              | 50%   | 26%          | 24%                 |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

|                                  |                    | National Online Shoppers  |  |                       |                    |  |       |
|----------------------------------|--------------------|---|--|-----------------------|--------------------|--|-------|
|                                  |                    | What is the most important factor when you are deciding whether to buy an item online versus buy it in a store: |  |                       |                    |  |       |
|                                  |                    | How quickly you need<br>the item  | How difficult it is to<br>get to the store | The price of the item | The shipping rates | Availability of<br>items/Easier to find<br>items | Other |
|                                  |                    | Row %   | Row %                                      | Row %                 | Row %              | Row %  | Row % |
| National Online Shoppers         |                    | 39%   | 23%  | 23%                   | 9%                 | 5%   | 2%    |
| National Regular Online Shoppers |                    | 41%   | 24%  | 20%                   | 9%                 | 5%   | 2%    |
| National Amazon Shoppers         |                    | 40%   | 23%  | 21%                   | 9%                 | 5%   | 2%    |
| National Regular Amazon Shoppers |                    | 42%   | 23%  | 19%                   | 8%                 | 5%   | 2%    |
| National Amazon Prime Members    |                    | 42%   | 24%  | 19%                   | 8%                 | 5%   | 2%    |
| National Amazon Prime Users      |                    | 41%   | 24%  | 22%                   | 8%                 | 5%   | 1%    |
| Household Income                 | Less than \$50,000 | 28%   | 27%  | 25%                   | 14%                | 3%   | 2%    |
|                                  | \$50,000 or more   | 44%   | 21%  | 22%                   | 7%                 | 5%   | 2%    |
| Household Income                 | Less \$25,000      | 23%   | 28%  | 30%                   | 14%                | 3%   | 2%    |
|                                  | 25,000-\$49,999    | 33%   | 27%  | 21%                   | 14%                | 4%   | 1%    |
|                                  | \$50,000-\$99,999  | 42%   | 24%  | 21%                   | 8%                 | 4%   | 1%    |
|                                  | \$100,000 or more  | 47%   | 18%  | 21%                   | 6%                 | 7%   | 1%    |
| Age                              | 18 to 29           | 37%   | 29%  | 19%                   | 8%                 | 4%   | 3%    |
|                                  | 30 to 44           | 48%   | 14%  | 23%                   | 10%                | 4%   | 0%    |
|                                  | 45 or older        | 34%   | 25%  | 25%                   | 9%                 | 5%   | 2%    |
| Age                              | Under 45           | 43%   | 21%  | 21%                   | 9%                 | 4%   | 1%    |
|                                  | 45 or older        | 34%   | 25%  | 25%                   | 9%                 | 5%   | 2%    |
| Gender                           | Men                | 40%   | 22%  | 26%                   | 6%                 | 5%   | 1%    |
|                                  | Women              | 39%   | 23%  | 19%                   | 12%                | 4%   | 3%    |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLDEVFAV1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers                                     |                              |   |
|----------------------------------|--------------------|--|------------------------------|---|
|                                  |                    | Which device do you use most often to purchase items online: |                              |   |
|                                  |                    | A mobile device such as a smart phone or tablet              | A desktop or laptop computer | A voice home assistant such as Google's Home, Amazon's Alexa or Apple's Homepod |
|                                  |                    | Row %  | Row %                        | Row %   |
| National Online Shoppers         |                    | 45%  | 54%                          | 1%  |
| National Regular Online Shoppers |                    | 49%  | 50%                          | 1%  |
| National Amazon Shoppers         |                    | 45%  | 54%                          | 1%  |
| National Regular Amazon Shoppers |                    | 51%  | 48%                          | 1%  |
| National Amazon Prime Members    |                    | 49%  | 50%                          | 1%  |
| National Amazon Prime Users      |                    | 46%  | 53%                          | 1%  |
| Household Income                 | Less than \$50,000 | 49%  | 49%                          | 2%  |
|                                  | \$50,000 or more   | 44%  | 55%                          | 1%  |
| Household Income                 | Less \$25,000      | 54%  | 43%                          | 4%  |
|                                  | 25,000-\$49,999    | 47%  | 52%                          | 1%  |
|                                  | \$50,000-\$99,999  | 48%  | 51%                          | 1%  |
|                                  | \$100,000 or more  | 40%  | 60%                          | 0%  |
| Age                              | 18 to 29           | 52%  | 47%                          | 1%  |
|                                  | 30 to 44           | 54%  | 46%                          | 0%  |
|                                  | 45 or older        | 35%  | 63%                          | 2%  |
| Age                              | Under 45           | 53%  | 46%                          | 0%  |
|                                  | 45 or older        | 35%  | 63%                          | 2%  |
| Gender                           | Men                | 41%  | 58%                          | 1%  |
|                                  | Women              | 49%  | 50%                          | 1%  |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLDEVVA1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers  |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Have you ever used a voice home assistant such as Google's Home, Amazon's Alexa, or Apple's Homepod to purchase an item online? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Online Shoppers         |                    | 10%   | 90%   |
| National Regular Online Shoppers |                    | 12%   | 88%   |
| National Amazon Shoppers         |                    | 10%   | 90%   |
| National Regular Amazon Shoppers |                    | 14%   | 86%   |
| National Amazon Prime Members    |                    | 14%   | 86%   |
| National Amazon Prime Users      |                    | 12%   | 88%   |
| Household Income                 | Less than \$50,000 | 9%  | 91%   |
|                                  | \$50,000 or more   | 11%   | 89%   |
| Household Income                 | Less \$25,000      | 10%   | 90%   |
|                                  | 25,000-\$49,999    | 9%  | 91%   |
|                                  | \$50,000-\$99,999  | 8%  | 92%   |
|                                  | \$100,000 or more  | 11%   | 89%   |
| Age                              | 18 to 29           | 9%  | 91%   |
|                                  | 30 to 44           | 12%   | 88%   |
|                                  | 45 or older        | 9%  | 91%   |
| Age                              | Under 45           | 10%   | 90%   |
|                                  | 45 or older        | 9%  | 91%   |
| Gender                           | Men                | 11%   | 89%   |
|                                  | Women              | 9%  | 91%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLPRCHSR1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers  |                                   |  |   |   |                |
|----------------------------------|--------------------|---|-----------------------------------|--|---|---|----------------|
|                                  |                    | When going to purchase an item online, in general where do you start your shopping: |                                   |  |   |   |                |
|                                  |                    | Amazon  | A search engine such<br>as Google | A specific online store<br>website or app such as<br>Walmart or Target | The brand's website<br>or app that you are<br>looking for | An online marketplace<br>such as eBay or Etsy | Somewhere else |
|                                  |                    | Row %   | Row %                             | Row %  | Row %   | Row %   | Row %          |
| National Online Shoppers         |                    | 44%   | 33%                               | 10%  | 6%  | 5%  | 1%             |
| National Regular Online Shoppers |                    | 49%   | 32%                               | 7%   | 6%  | 5%  | 0%             |
| National Amazon Shoppers         |                    | 48%   | 33%                               | 8%   | 6%  | 4%  | 1%             |
| National Regular Amazon Shoppers |                    | 65%   | 21%                               | 6%   | 4%  | 2%  | 1%             |
| National Amazon Prime Members    |                    | 69%   | 19%                               | 4%   | 4%  | 3%  | 1%             |
| National Amazon Prime Users      |                    | 59%   | 27%                               | 6%   | 5%  | 3%  | 1%             |
| Household Income                 | Less than \$50,000 | 40%   | 30%                               | 11%  | 6%  | 11%   | 1%             |
|                                  | \$50,000 or more   | 47%   | 35%                               | 9%   | 5%  | 2%  | 1%             |
| Household Income                 | Less \$25,000      | 46%   | 26%                               | 11%  | 6%  | 7%  | 3%             |
|                                  | 25,000-\$49,999    | 36%   | 34%                               | 10%  | 7%  | 13%   | 0%             |
|                                  | \$50,000-\$99,999  | 41%   | 37%                               | 12%  | 6%  | 3%  | 1%             |
|                                  | \$100,000 or more  | 51%   | 35%                               | 6%   | 5%  | 2%  | 1%             |
| Age                              | 18 to 29           | 50%   | 28%                               | 9%   | 9%  | 3%  | 1%             |
|                                  | 30 to 44           | 47%   | 37%                               | 7%   | 3%  | 5%  | 1%             |
|                                  | 45 or older        | 40%   | 34%                               | 12%  | 7%  | 6%  | 1%             |
| Age                              | Under 45           | 48%   | 33%                               | 8%   | 6%  | 4%  | 1%             |
|                                  | 45 or older        | 40%   | 34%                               | 12%  | 7%  | 6%  | 1%             |
| Gender                           | Men                | 44%   | 36%                               | 7%   | 5%  | 7%  | 1%             |
|                                  | Women              | 45%   | 30%                               | 13%  | 7%  | 4%  | 1%             |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

PRCHAMZ1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers                     |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased an item from Amazon? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 92%  | 8%    |
| National Regular Online Shoppers |                    | 95%  | 5%    |
| National Regular Amazon Shoppers |                    | 100%   | 0%    |
| National Amazon Prime Members    |                    | 100%   | 0%    |
| National Amazon Prime Users      |                    | 99%  | 1%    |
| Household Income                 | Less than \$50,000 | 83%  | 17%   |
|                                  | \$50,000 or more   | 96%  | 4%    |
| Household Income                 | Less \$25,000      | 81%  | 19%   |
|                                  | 25,000-\$49,999    | 84%  | 16%   |
|                                  | \$50,000-\$99,999  | 95%  | 5%    |
|                                  | \$100,000 or more  | 96%  | 4%    |
| Age                              | 18 to 29           | 95%  | 5%    |
|                                  | 30 to 44           | 93%  | 7%    |
|                                  | 45 or older        | 89%  | 11%   |
| Age                              | Under 45           | 94%  | 6%    |
|                                  | 45 or older        | 89%  | 11%   |
| Gender                           | Men                | 93%  | 7%    |
|                                  | Women              | 90%  | 10%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**Summary: Online Shoppers Frquency of Amazon Purchases**

**AMZFRQ1. NPR/Marist Poll National Tables**

|                          |                    | National Online Shoppers                     |                      |                       |                          |                    |                      |                         |
|--------------------------|--------------------|--|----------------------|-----------------------|--------------------------|--------------------|----------------------|-------------------------|
|                          |                    | How often do you purchase items from Amazon: |                      |                       |                          |                    |                      |                         |
|                          |                    | Everyday                                     | At least once a week | At least once a month | Once every 2 to 3 months | A few times a year | Less often than that | Does not shop on Amazon |
|                          |                    | Row %  | Row %                | Row %                 | Row %                    | Row %              | Row %                | Row %                   |
| National Online Shoppers |                    | 1%   | 15%                  | 28%                   | 20%                      | 22%                | 7%                   | 8%                      |
| Household Income         | Less than \$50,000 | 1%   | 9%                   | 19%                   | 16%                      | 30%                | 8%                   | 17%                     |
|                          | \$50,000 or more   | 1%   | 18%                  | 32%                   | 21%                      | 18%                | 6%                   | 4%                      |
| Age                      | Under 45           | 1%   | 18%                  | 30%                   | 20%                      | 20%                | 5%                   | 6%                      |
|                          | 45 or older        | 1%   | 11%                  | 25%                   | 19%                      | 23%                | 10%                  | 11%                     |

NPR/Marist Poll National Online Shoppers

**AMZFRQ1R. NPR/Marist Poll National Tables**

|                          |                    | National Online Shoppers                     |                             |                         |
|--------------------------|--------------------|--|-----------------------------|-------------------------|
|                          |                    | How often do you purchase items from Amazon: |                             |                         |
|                          |                    | Regular Amazon Shoppers                      | Not Regular Amazon Shoppers | Does not shop on Amazon |
|                          |                    | Row %  | Row %                       | Row %                   |
| National Online Shoppers |                    | 43%  | 49%                         | 8%                      |
| Household Income         | Less than \$50,000 | 29%  | 54%                         | 17%                     |
|                          | \$50,000 or more   | 51%  | 45%                         | 4%                      |
| Age                      | Under 45           | 49%  | 45%                         | 6%                      |
|                          | 45 or older        | 37%  | 52%                         | 11%                     |

NPR/Marist Poll National Online Shoppers

AMZFRQ1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Shoppers                     |                      |                       |        |                    |                      |
|----------------------------------|--------------------|--|----------------------|-----------------------|--------|--------------------|----------------------|
|                                  |                    | How often do you purchase items from Amazon: |                      |                       |        |                    |                      |
|                                  |                    | Once every 2 to 3                            |                      |                       |        |                    |                      |
|                                  |                    | Everyday                                     | At least once a week | At least once a month | months | A few times a year | Less often than that |
|                                  |                    | Row %  | Row %                | Row %                 | Row %  | Row %              | Row %                |
| National Amazon Shoppers         |                    | 1%   | 16%                  | 30%                   | 22%    | 24%                | 8%                   |
| National Regular Online Shoppers |                    | 1%   | 24%                  | 44%                   | 17%    | 12%                | 2%                   |
| National Amazon Prime Members    |                    | 2%   | 29%                  | 37%                   | 21%    | 9%                 | 1%                   |
| National Amazon Prime Users      |                    | 1%   | 23%                  | 35%                   | 21%    | 16%                | 3%                   |
| Household Income                 | Less than \$50,000 | 2%   | 10%                  | 23%                   | 19%    | 36%                | 10%                  |
|                                  | \$50,000 or more   | 1%   | 19%                  | 34%                   | 22%    | 19%                | 7%                   |
| Household Income                 | Less \$25,000      | 0%   | 11%                  | 23%                   | 20%    | 30%                | 16%                  |
|                                  | 25,000-\$49,999    | 3%   | 11%                  | 23%                   | 20%    | 38%                | 6%                   |
|                                  | \$50,000-\$99,999  | 1%   | 14%                  | 38%                   | 22%    | 17%                | 8%                   |
|                                  | \$100,000 or more  | 1%   | 24%                  | 29%                   | 22%    | 20%                | 6%                   |
| Age                              | 18 to 29           | 0%   | 11%                  | 38%                   | 20%    | 26%                | 5%                   |
|                                  | 30 to 44           | 1%   | 26%                  | 27%                   | 23%    | 16%                | 6%                   |
|                                  | 45 or older        | 1%   | 12%                  | 28%                   | 22%    | 26%                | 11%                  |
| Age                              | Under 45           | 1%   | 19%                  | 32%                   | 22%    | 21%                | 5%                   |
|                                  | 45 or older        | 1%   | 12%                  | 28%                   | 22%    | 26%                | 11%                  |
| Gender                           | Men                | 1%   | 15%                  | 30%                   | 22%    | 25%                | 7%                   |
|                                  | Women              | 1%   | 18%                  | 30%                   | 21%    | 22%                | 9%                   |

NPR/Marist Poll National Amazon Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=664 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

AMZFRQ1R. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Shoppers                     |                             |
|----------------------------------|--------------------|--|-----------------------------|
|                                  |                    | How often do you purchase items from Amazon: |                             |
|                                  |                    | Amazon:                                      |                             |
|                                  |                    | Regular Amazon Shoppers                      | Not Regular Amazon Shoppers |
|                                  |                    | Row %  | Row %                       |
| National Amazon Shoppers         |                    | 47%  | 53%                         |
| National Regular Online Shoppers |                    | 70%  | 30%                         |
| National Amazon Prime Members    |                    | 68%  | 32%                         |
| National Amazon Prime Users      |                    | 59%  | 41%                         |
| Household Income                 | Less than \$50,000 | 35%  | 65%                         |
|                                  | \$50,000 or more   | 53%  | 47%                         |
| Household Income                 | Less \$25,000      | 33%  | 67%                         |
|                                  | 25,000-\$49,999    | 36%  | 64%                         |
|                                  | \$50,000-\$99,999  | 53%  | 47%                         |
|                                  | \$100,000 or more  | 53%  | 47%                         |
| Age                              | 18 to 29           | 50%  | 50%                         |
|                                  | 30 to 44           | 55%  | 45%                         |
|                                  | 45 or older        | 41%  | 59%                         |
| Age                              | Under 45           | 52%  | 48%                         |
|                                  | 45 or older        | 41%  | 59%                         |
| Gender                           | Men                | 46%  | 54%                         |
|                                  | Women              | 49%  | 51%                         |

NPR/Marist Poll National Amazon Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=664 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

**Summary: Online Purchases and Amazon Purchases**

| PRCHITMA-J. NPR/Marist Poll National Tables                      |   |                          | PRCHITMAAZ-JAZ. NPR/Marist Poll National Tables |                                     |  |
|--|---|--------------------------|---|-------------------------------------|--|
|  | Have you ever purchased [ITEM] online?* |                          |   | National Amazon Shoppers            |  |
|  | National Adults                         | National Online Shoppers | National Amazon Shoppers                        | Usually Purchase [ITEM] from Amazon | Usually Purchase [ITEM] Someplace Else |
|  | Row %                                   | Row %                    | Row %   | Row %                               | Row %                                  |
| Clothes or shoes   | 58%                                     | 84%                      | 84%   | 20%                                 | 76%                                    |
| Electronics such as TV's, computers, speakers, or headphones     | 48%                                     | 69%                      | 72%   | 55%                                 | 41%                                    |
| Vitamins or supplements  | 26%                                     | 38%                      | 40%   | 49%                                 | 48%                                    |
| Pet food or supplies   | 19%                                     | 28%                      | 30%   | 41%                                 | 56%                                    |
| Household basics such as batteries, toothpaste, or garbage bags  | 18%                                     | 26%                      | 27%   | 69%                                 | 27%                                    |
| Pharmacy basics such as over-the-counter medicines or lotion     | 14%                                     | 20%                      | 20%   | 47%                                 | 51%                                    |
| Non-perishable groceries such as canned goods, cereals, or pasta | 12%                                     | 18%                      | 19%   | 52%                                 | 39%                                    |
| Prescription drugs or health products such as contact lenses     | 12%                                     | 17%                      | 18%   | 43% **                              | 45% **                                 |

NPR/Marist Poll National Online Shoppers

\* Presents percentage reporting 'yes'

\*\*Question asked: If Amazon offered prescription drugs or health products such as contact lenses online, would you usually purchase it from Amazon or someplace else online?

**PRCHITM1A. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers  |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Have you ever purchased household basics such as batteries, toothpaste, or garbage bags online? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Online Shoppers         |                    | 26%   | 74%   |
| National Regular Online Shoppers |                    | 35%   | 65%   |
| National Amazon Shoppers         |                    | 27%   | 73%   |
| National Regular Amazon Shoppers |                    | 43%   | 57%   |
| National Amazon Prime Members    |                    | 35%   | 65%   |
| National Amazon Prime Users      |                    | 31%   | 69%   |
| Household Income                 | Less than \$50,000 | 24%   | 76%   |
|                                  | \$50,000 or more   | 26%   | 74%   |
| Household Income                 | Less \$25,000      | 27%   | 73%   |
|                                  | 25,000-\$49,999    | 22%   | 78%   |
|                                  | \$50,000-\$99,999  | 28%   | 72%   |
|                                  | \$100,000 or more  | 26%   | 74%   |
| Age                              | 18 to 29           | 31%   | 69%   |
|                                  | 30 to 44           | 31%   | 69%   |
|                                  | 45 or older        | 20%   | 80%   |
| Age                              | Under 45           | 31%   | 69%   |
|                                  | 45 or older        | 20%   | 80%   |
| Gender                           | Men                | 27%   | 73%   |
|                                  | Women              | 25%   | 75%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1AAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|  |       | National Amazon Shoppers who have Purchased HH Basics Online  |                       |        |
|--|-------|---|-----------------------|--------|
|  |       | Do you usually purchase household basics such as batteries, toothpaste, or garbage bags from Amazon or someplace else online? |                       |        |
|  |       | Amazon  | Someplace else online | Unsure |
|  |       | Row %   | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased HH Basics Online |       | 69%   | 27%                   | 4%     |
| National Regular Online Shoppers                             |       | 70%   | 28%                   | 2%     |
| National Regular Amazon Shoppers                             |       | 77%   | 21%                   | 2%     |
| National Amazon Prime Members                                |       | 80%   | 16%                   | 5%     |
| National Amazon Prime Users                                  |       | 76%   | 20%                   | 4%     |
| Gender   | Men   | 74%   | 22%                   | 5%     |
|  | Women | 64%   | 34%                   | 3%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased HH Basics Online. Interviews conducted April 25th through May 2nd, 2018, n=178 MOE +/- 8.4 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1B. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers   |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased non-perishable groceries such as canned goods, cereals, or pasta online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 18%  | 82%   |
| National Regular Online Shoppers |                    | 24%  | 76%   |
| National Amazon Shoppers         |                    | 19%  | 81%   |
| National Regular Amazon Shoppers |                    | 30%  | 70%   |
| National Amazon Prime Members    |                    | 24%  | 76%   |
| National Amazon Prime Users      |                    | 22%  | 78%   |
| Household Income                 | Less than \$50,000 | 14%  | 86%   |
|                                  | \$50,000 or more   | 20%  | 80%   |
| Household Income                 | Less \$25,000      | 10%  | 90%   |
|                                  | 25,000-\$49,999    | 17%  | 83%   |
|                                  | \$50,000-\$99,999  | 17%  | 83%   |
|                                  | \$100,000 or more  | 24%  | 76%   |
| Age                              | 18 to 29           | 14%  | 86%   |
|                                  | 30 to 44           | 19%  | 81%   |
|                                  | 45 or older        | 19%  | 81%   |
| Age                              | Under 45           | 17%  | 83%   |
|                                  | 45 or older        | 19%  | 81%   |
| Gender                           | Men                | 18%  | 82%   |
|                                  | Women              | 17%  | 83%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1BAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Amazon Shoppers who have Purchased Non-Perishable Groceries Online  |        |                       |        |
|--|--------|-----------------------|--------|
| Do you usually purchase non-perishable groceries such as canned goods, cereals, or pasta from Amazon or someplace else online? |        |                       |        |
|  | Amazon | Someplace else online | Unsure |
|  | Row %  | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Non-Perishable Groceries Online  | 52%    | 39%                   | 8%     |
| National Regular Online Shoppers   | 54%    | 39%                   | 7%     |
| National Regular Amazon Shoppers   | 59%    | 36%                   | 5%     |
| National Amazon Prime Members  | 56%    | 35%                   | 9%     |
| National Amazon Prime Users  | 58%    | 34%                   | 8%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased Non-Perishable Groceries Online. Interviews conducted April 25th through May 2nd, 2018, n=124 MOE +/- 10.0 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1C. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers   |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased pharmacy basics such as over-the-counter medicines or lotion online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 20%  | 80%   |
| National Regular Online Shoppers |                    | 25%  | 75%   |
| National Amazon Shoppers         |                    | 20%  | 80%   |
| National Regular Amazon Shoppers |                    | 27%  | 73%   |
| National Amazon Prime Members    |                    | 23%  | 77%   |
| National Amazon Prime Users      |                    | 22%  | 78%   |
| Household Income                 | Less than \$50,000 | 17%  | 83%   |
|                                  | \$50,000 or more   | 22%  | 78%   |
| Household Income                 | Less \$25,000      | 14%  | 86%   |
|                                  | 25,000-\$49,999    | 19%  | 81%   |
|                                  | \$50,000-\$99,999  | 22%  | 78%   |
|                                  | \$100,000 or more  | 22%  | 78%   |
| Age                              | 18 to 29           | 10%  | 90%   |
|                                  | 30 to 44           | 24%  | 76%   |
|                                  | 45 or older        | 23%  | 77%   |
| Age                              | Under 45           | 17%  | 83%   |
|                                  | 45 or older        | 23%  | 77%   |
| Gender                           | Men                | 17%  | 83%   |
|                                  | Women              | 23%  | 77%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1CAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Amazon Shoppers who have Purchased Pharmacy Basics Online   |        |                       |        |
|--|--------|-----------------------|--------|
| Do you usually purchase pharmacy basics such as over-the-counter medicines or lotion from Amazon or someplace else online? |        |                       |        |
|  | Amazon | Someplace else online | Unsure |
|  | Row %  | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Pharmacy Basics Online   | 47%    | 51%                   | 2%     |
| National Regular Online Shoppers   | 50%    | 48%                   | 2%     |
| National Regular Amazon Shoppers   | 57%    | 40%                   | 3%     |
| National Amazon Prime Members  | 56%    | 43%                   | 1%     |
| National Amazon Prime Users  | 57%    | 41%                   | 2%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased Pharmacy Basics Online. Interviews conducted April 25th through May 2nd, 2018, n=132 MOE +/- 9.7 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1D. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers   |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased prescription drugs or health products such as contact lenses online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 17%  | 83%   |
| National Regular Online Shoppers |                    | 20%  | 80%   |
| National Amazon Shoppers         |                    | 18%  | 82%   |
| National Regular Amazon Shoppers |                    | 21%  | 79%   |
| National Amazon Prime Members    |                    | 22%  | 78%   |
| National Amazon Prime Users      |                    | 19%  | 81%   |
| Household Income                 | Less than \$50,000 | 15%  | 85%   |
|                                  | \$50,000 or more   | 19%  | 81%   |
| Household Income                 | Less \$25,000      | 19%  | 81%   |
|                                  | 25,000-\$49,999    | 14%  | 86%   |
|                                  | \$50,000-\$99,999  | 18%  | 82%   |
|                                  | \$100,000 or more  | 20%  | 80%   |
| Age                              | 18 to 29           | 12%  | 88%   |
|                                  | 30 to 44           | 22%  | 78%   |
|                                  | 45 or older        | 18%  | 82%   |
| Age                              | Under 45           | 17%  | 83%   |
|                                  | 45 or older        | 18%  | 82%   |
| Gender                           | Men                | 17%  | 83%   |
|                                  | Women              | 18%  | 82%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1DAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Amazon Shoppers who have Purchased Prescription Drugs or Contacts Online  |        |                       |        |
|--|--------|-----------------------|--------|
| If Amazon offered prescription drugs or health products such as contact lenses online, would you usually purchase it from Amazon or someplace else online? |        |                       |        |
|  | Amazon | Someplace else online | Unsure |
|  | Row %  | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Prescription Drugs or Contacts Online  | 43%    | 45%                   | 12%    |
| National Regular Online Shoppers   | 46%    | 42%                   | 12%    |
| National Amazon Prime Users  | 49%    | 37%                   | 13%    |

NPR/Marist Poll National Amazon Shoppers who have Purchased Prescription Drugs or Contacts Online. Interviews conducted April 25th through May 2nd, 2018, n=117 MOE +/- 10.3 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1E. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers                         |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased clothes or shoes online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 84%  | 16%   |
| National Regular Online Shoppers |                    | 86%  | 14%   |
| National Amazon Shoppers         |                    | 84%  | 16%   |
| National Regular Amazon Shoppers |                    | 90%  | 10%   |
| National Amazon Prime Members    |                    | 88%  | 12%   |
| National Amazon Prime Users      |                    | 86%  | 14%   |
| Household Income                 | Less than \$50,000 | 84%  | 16%   |
|                                  | \$50,000 or more   | 86%  | 14%   |
| Household Income                 | Less \$25,000      | 83%  | 17%   |
|                                  | 25,000-\$49,999    | 86%  | 14%   |
|                                  | \$50,000-\$99,999  | 84%  | 16%   |
|                                  | \$100,000 or more  | 88%  | 12%   |
| Age                              | 18 to 29           | 93%  | 7%    |
|                                  | 30 to 44           | 85%  | 15%   |
|                                  | 45 or older        | 79%  | 21%   |
| Age                              | Under 45           | 89%  | 11%   |
|                                  | 45 or older        | 79%  | 21%   |
| Gender                           | Men                | 78%  | 22%   |
|                                  | Women              | 90%  | 10%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1EAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|   |                    | National Amazon Shoppers who have Purchased Clothes or Shoes Online            |                       |        |
|---|--------------------|--|-----------------------|--------|
|   |                    | Do you usually purchase clothes or shoes from Amazon or someplace else online? |                       |        |
|   |                    | Amazon   | Someplace else online | Unsure |
|   |                    | Row %  | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Clothes or Shoes Online |                    | 20%  | 76%                   | 4%     |
| National Regular Online Shoppers                                    |                    | 20%  | 76%                   | 4%     |
| National Regular Amazon Shoppers                                    |                    | 24%  | 72%                   | 3%     |
| National Amazon Prime Members                                       |                    | 23%  | 72%                   | 5%     |
| National Amazon Prime Users   |                    | 23%  | 72%                   | 5%     |
| Household Income  | Less than \$50,000 | 24%  | 74%                   | 3%     |
|   | \$50,000 or more   | 18%  | 77%                   | 5%     |
| Age   | 18 to 29           | 27%  | 70%                   | 3%     |
|   | 30 to 44           | 17%  | 79%                   | 4%     |
|   | 45 or older        | 16%  | 79%                   | 5%     |
| Age   | Under 45           | 22%  | 74%                   | 4%     |
|   | 45 or older        | 16%  | 79%                   | 5%     |
| Gender  | Men                | 19%  | 74%                   | 7%     |
|   | Women              | 20%  | 78%                   | 2%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased Clothes or Shoes Online. Interviews conducted April 25th through May 2nd, 2018, n=561 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1F. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers                             |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased pet food or supplies online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 28%  | 72%   |
| National Regular Online Shoppers |                    | 34%  | 66%   |
| National Amazon Shoppers         |                    | 30%  | 70%   |
| National Regular Amazon Shoppers |                    | 41%  | 59%   |
| National Amazon Prime Members    |                    | 37%  | 63%   |
| National Amazon Prime Users      |                    | 32%  | 68%   |
| Household Income                 | Less than \$50,000 | 26%  | 74%   |
|                                  | \$50,000 or more   | 28%  | 72%   |
| Household Income                 | Less \$25,000      | 24%  | 76%   |
|                                  | 25,000-\$49,999    | 27%  | 73%   |
|                                  | \$50,000-\$99,999  | 28%  | 72%   |
|                                  | \$100,000 or more  | 30%  | 70%   |
| Age                              | 18 to 29           | 22%  | 78%   |
|                                  | 30 to 44           | 26%  | 74%   |
|                                  | 45 or older        | 33%  | 67%   |
| Age                              | Under 45           | 24%  | 76%   |
|                                  | 45 or older        | 33%  | 67%   |
| Gender                           | Men                | 28%  | 72%   |
|                                  | Women              | 28%  | 72%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1FAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|   |             | National Amazon Shoppers who have Purchased Pet Food or Supplies Online            |                       |        |
|---|-------------|--|-----------------------|--------|
|   |             | Do you usually purchase pet food or supplies from Amazon or someplace else online? |                       |        |
|   |             | Amazon   | Someplace else online | Unsure |
|   |             | Row %  | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Pet Food or Supplies Online |             | 41%  | 56%                   | 3%     |
| National Regular Online Shoppers  |             | 44%  | 53%                   | 3%     |
| National Regular Amazon Shoppers  |             | 49%  | 47%                   | 4%     |
| National Amazon Prime Members   |             | 46%  | 51%                   | 3%     |
| National Amazon Prime Users   |             | 45%  | 51%                   | 4%     |
| Age   | Under 45    | 51%  | 46%                   | 3%     |
|   | 45 or older | 33%  | 64%                   | 3%     |
| Gender  | Men         | 42%  | 56%                   | 3%     |
|   | Women       | 40%  | 56%                   | 3%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased Pet Food or Supplies Online. Interviews conducted April 25th through May 2nd, 2018, n=197 MOE +/- 7.9 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1G. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers                                |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Have you ever purchased vitamins or supplements online? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Online Shoppers         |                    | 38%   | 62%   |
| National Regular Online Shoppers |                    | 45%   | 55%   |
| National Amazon Shoppers         |                    | 40%   | 60%   |
| National Regular Amazon Shoppers |                    | 52%   | 48%   |
| National Amazon Prime Members    |                    | 49%   | 51%   |
| National Amazon Prime Users      |                    | 43%   | 57%   |
| Household Income                 | Less than \$50,000 | 28%   | 72%   |
|                                  | \$50,000 or more   | 44%   | 56%   |
| Household Income                 | Less \$25,000      | 28%   | 72%   |
|                                  | 25,000-\$49,999    | 29%   | 71%   |
|                                  | \$50,000-\$99,999  | 41%   | 59%   |
|                                  | \$100,000 or more  | 46%   | 54%   |
| Age                              | 18 to 29           | 26%   | 74%   |
|                                  | 30 to 44           | 39%   | 61%   |
|                                  | 45 or older        | 44%   | 56%   |
| Age                              | Under 45           | 33%   | 67%   |
|                                  | 45 or older        | 44%   | 56%   |
| Gender                           | Men                | 34%   | 66%   |
|                                  | Women              | 42%   | 58%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRCHITM1GAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|   |             | National Amazon Shoppers who have Purchased Vitamins Online                           |                       |        |
|---|-------------|---|-----------------------|--------|
|   |             | Do you usually purchase vitamins or supplements from Amazon or someplace else online? |                       |        |
|   |             | Amazon  | Someplace else online | Unsure |
|   |             | Row %   | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Vitamins Online |             | 49%   | 48%                   | 3%     |
| National Regular Online Shoppers                            |             | 55%   | 42%                   | 3%     |
| National Regular Amazon Shoppers                            |             | 63%   | 34%                   | 3%     |
| National Amazon Prime Members                               |             | 60%   | 36%                   | 4%     |
| National Amazon Prime Users                                 |             | 57%   | 39%                   | 4%     |
| Age   | Under 45    | 59%   | 39%                   | 1%     |
|   | 45 or older | 40%   | 55%                   | 5%     |
| Gender  | Men         | 51%   | 46%                   | 3%     |
|   | Women       | 47%   | 49%                   | 4%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased Vitamins Online. Interviews conducted April 25th through May 2nd, 2018, n=267 MOE +/- 6.8 percentage points. Totals may not add to 100% due to rounding.

PRCHITMIJ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers   |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever purchased electronics such as TV's, computers, speakers, or headphones online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 69%  | 31%   |
| National Regular Online Shoppers |                    | 78%  | 22%   |
| National Amazon Shoppers         |                    | 72%  | 28%   |
| National Regular Amazon Shoppers |                    | 83%  | 17%   |
| National Amazon Prime Members    |                    | 81%  | 19%   |
| National Amazon Prime Users      |                    | 77%  | 23%   |
| Household Income                 | Less than \$50,000 | 61%  | 39%   |
|                                  | \$50,000 or more   | 74%  | 26%   |
| Household Income                 | Less \$25,000      | 63%  | 37%   |
|                                  | 25,000-\$49,999    | 61%  | 39%   |
|                                  | \$50,000-\$99,999  | 73%  | 27%   |
|                                  | \$100,000 or more  | 74%  | 26%   |
| Age                              | 18 to 29           | 69%  | 31%   |
|                                  | 30 to 44           | 79%  | 21%   |
|                                  | 45 or older        | 64%  | 36%   |
| Age                              | Under 45           | 75%  | 25%   |
|                                  | 45 or older        | 64%  | 36%   |
| Gender                           | Men                | 76%  | 24%   |
|                                  | Women              | 62%  | 38%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

PRCHITMIJAZ. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|  |                    | National Amazon Shoppers who have Purchased Electronics Online   |                       |        |
|--|--------------------|--|-----------------------|--------|
|  |                    | Do you usually purchase electronics such as TV's, computers, speakers, or headphones from Amazon or someplace else online? |                       |        |
|  |                    | Amazon   | Someplace else online | Unsure |
|  |                    | Row %  | Row %                 | Row %  |
| National Amazon Shoppers who have Purchased Electronics Online |                    | 55%  | 41%                   | 4%     |
| National Regular Online Shoppers                               |                    | 59%  | 37%                   | 4%     |
| National Regular Amazon Shoppers                               |                    | 65%  | 31%                   | 4%     |
| National Amazon Prime Members                                  |                    | 62%  | 32%                   | 5%     |
| National Amazon Prime Users                                    |                    | 61%  | 34%                   | 5%     |
| Household Income   | Less than \$50,000 | 58%  | 36%                   | 6%     |
|  | \$50,000 or more   | 54%  | 43%                   | 3%     |
| Age  | 18 to 29           | 74%  | 25%                   | 1%     |
|  | 30 to 44           | 56%  | 42%                   | 3%     |
|  | 45 or older        | 44%  | 50%                   | 6%     |
| Age  | Under 45           | 63%  | 35%                   | 2%     |
|  | 45 or older        | 44%  | 50%                   | 6%     |
| Gender   | Men                | 55%  | 39%                   | 6%     |
|  | Women              | 55%  | 44%                   | 2%     |

NPR/Marist Poll National Amazon Shoppers who have Purchased Electronics Online. Interviews conducted April 25th through May 2nd, 2018, n=478 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.

UZAMZPRM1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers   |                                     |                         |
|----------------------------------|--------------------|--|-------------------------------------|-------------------------|
|                                  |                    | Are you, yourself, an Amazon Prime member, do you use someone else's Prime membership, or do you not use Amazon Prime? |                                     |                         |
|                                  |                    | You, yourself are a member   | Use someone else's Prime membership | Do not use Amazon Prime |
|                                  |                    | Row %  | Row %                               | Row %                   |
| National Online Shoppers         |                    | 44%  | 20%                                 | 36%                     |
| National Regular Online Shoppers |                    | 56%  | 18%                                 | 27%                     |
| National Amazon Shoppers         |                    | 48%  | 21%                                 | 31%                     |
| National Regular Amazon Shoppers |                    | 69%  | 17%                                 | 13%                     |
| National Amazon Prime Members    |                    | 100%   | 0%                                  | 0%                      |
| National Amazon Prime Users      |                    | 69%  | 31%                                 | 0%                      |
| Household Income                 | Less than \$50,000 | 33%  | 17%                                 | 50%                     |
|                                  | \$50,000 or more   | 50%  | 22%                                 | 28%                     |
| Household Income                 | Less \$25,000      | 32%  | 21%                                 | 47%                     |
|                                  | 25,000-\$49,999    | 35%  | 14%                                 | 51%                     |
|                                  | \$50,000-\$99,999  | 47%  | 23%                                 | 30%                     |
|                                  | \$100,000 or more  | 50%  | 22%                                 | 27%                     |
| Age                              | 18 to 29           | 45%  | 28%                                 | 27%                     |
|                                  | 30 to 44           | 49%  | 19%                                 | 32%                     |
|                                  | 45 or older        | 41%  | 17%                                 | 42%                     |
| Age                              | Under 45           | 47%  | 23%                                 | 30%                     |
|                                  | 45 or older        | 41%  | 17%                                 | 42%                     |
| Gender                           | Men                | 46%  | 20%                                 | 34%                     |
|                                  | Women              | 43%  | 20%                                 | 37%                     |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

AMZPRMPY1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Members                         |          |        |
|----------------------------------|--------------------|---|----------|--------|
|                                  |                    | Do you pay your Amazon Prime membership subscription: |          |        |
|                                  |                    | Monthly   | Annually | Unsure |
|                                  |                    | Row %   | Row %    | Row %  |
| National Amazon Prime Members    |                    | 21%   | 72%      | 7%     |
| National Regular Online Shoppers |                    | 20%   | 72%      | 8%     |
| National Regular Amazon Shoppers |                    | 18%   | 75%      | 6%     |
| Household Income                 | Less than \$50,000 | 27%   | 64%      | 8%     |
|                                  | \$50,000 or more   | 18%   | 76%      | 7%     |
| Age                              | 18 to 29           | 25%   | 69%      | 6%     |
|                                  | 30 to 44           | 22%   | 67%      | 11%    |
|                                  | 45 or older        | 18%   | 77%      | 5%     |
| Age                              | Under 45           | 23%   | 68%      | 9%     |
|                                  | 45 or older        | 18%   | 77%      | 5%     |
| Gender                           | Men                | 19%   | 73%      | 8%     |
|                                  | Women              | 23%   | 71%      | 6%     |

NPR/Marist Poll National Amazon Prime Members. Interviews conducted April 25th through May 2nd, 2018, n=321 MOE +/- 6.2 percentage points. Totals may not add to 100% due to rounding.

**Summary: Use of Amazon Prime Features**

**AMZMEM1A-G. NPR/Marist Poll National Tables**

| National Amazon Prime Users                      |       |       |
|--|-------|-------|
| Do you use each of the following Prime features: |       |       |
|  | Yes   | No    |
|  | Row % | Row % |
| Two day shipping                                 | 92%   | 8%    |
| Prime Video for movies and TV shows              | 64%   | 36%   |
| Music library                                    | 24%   | 76%   |
| Prime Pantry                                     | 9%    | 91%   |
| Dash Buttons                                     | 8%    | 92%   |
| Prime photo storage                              | 8%    | 92%   |

NPR/Marist Poll National Amazon Prime Users

**AMZMEM1A-G. NPR/Marist Poll National Tables**

| Do you use each of the following Prime features: |   |       |  |       |
|--|---|-------|--|-------|
|  | National Amazon Prime Users <b>Under 45</b> |       | National Amazon Prime Users <b>45 or Older</b> |       |
|  | Yes   | No    | Yes  | No    |
|  | Row %                                       | Row % | Row %  | Row % |
| Two day shipping                                 | 94%   | 6%    | 89%  | 11%   |
| Prime Video for movies and TV shows              | 70%   | 30%   | 56%  | 44%   |
| Music library                                    | 24%   | 76%   | 26%  | 74%   |
| Dash Buttons                                     | 11%   | 89%   | 5%   | 95%   |
| Prime photo storage                              | 9%  | 91%   | 6%   | 94%   |
| Prime Pantry                                     | 9%  | 91%   | 9%   | 91%   |

NPR/Marist Poll National Amazon Prime Users

**AMZMEM1A-G. NPR/Marist Poll National Tables**

| Do you use each of the following Prime features: |  |       |  |       |
|--|--|-------|--|-------|
|  | National Amazon Prime Users <b>Under \$50k</b> |       | National Amazon Prime Users <b>\$50k or More</b> |       |
|  | Yes  | No    | Yes  | No    |
|  | Row %  | Row % | Row %  | Row % |
| Two day shipping                                 | 92%  | 8%    | 93%  | 7%    |
| Prime Video for movies and TV shows              | 60%  | 40%   | 68%  | 32%   |
| Music library                                    | 29%  | 71%   | 23%  | 77%   |
| Prime photo storage                              | 12%  | 88%   | 7%   | 93%   |
| Prime Pantry                                     | 9%   | 91%   | 9%   | 91%   |
| Dash Buttons                                     | 8%   | 92%   | 8%   | 92%   |

NPR/Marist Poll National Amazon Prime Users

AMZMEM1A. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users  |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Do you use each of the following Prime features: Two day shipping? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Amazon Prime Users      |                    | 92%  | 8%    |
| National Regular Online Shoppers |                    | 95%  | 5%    |
| National Regular Amazon Shoppers |                    | 97%  | 3%    |
| National Amazon Prime Members    |                    | 95%  | 5%    |
| Household Income                 | Less than \$50,000 | 92%  | 8%    |
|                                  | \$50,000 or more   | 93%  | 7%    |
| Age                              | 18 to 29           | 96%  | 4%    |
|                                  | 30 to 44           | 93%  | 7%    |
|                                  | 45 or older        | 89%  | 11%   |
| Age                              | Under 45           | 94%  | 6%    |
|                                  | 45 or older        | 89%  | 11%   |
| Gender                           | Men                | 89%  | 11%   |
|                                  | Women              | 95%  | 5%    |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

AMZMEM1B. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users                                     |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Do you use each of the following Prime features: Music library? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Amazon Prime Users      |                    | 24%   | 76%   |
| National Regular Online Shoppers |                    | 28%   | 72%   |
| National Regular Amazon Shoppers |                    | 29%   | 71%   |
| National Amazon Prime Members    |                    | 30%   | 70%   |
| Household Income                 | Less than \$50,000 | 29%   | 71%   |
|                                  | \$50,000 or more   | 23%   | 77%   |
| Age                              | 18 to 29           | 20%   | 80%   |
|                                  | 30 to 44           | 27%   | 73%   |
|                                  | 45 or older        | 26%   | 74%   |
| Age                              | Under 45           | 24%   | 76%   |
|                                  | 45 or older        | 26%   | 74%   |
| Gender                           | Men                | 25%   | 75%   |
|                                  | Women              | 24%   | 76%   |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

AMZMEM1C. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users   |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Do you use each of the following Prime features: Prime Video for movies and TV shows? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Amazon Prime Users      |                    | 64%   | 36%   |
| National Regular Online Shoppers |                    | 66%   | 34%   |
| National Regular Amazon Shoppers |                    | 70%   | 30%   |
| National Amazon Prime Members    |                    | 70%   | 30%   |
| Household Income                 | Less than \$50,000 | 60%   | 40%   |
|                                  | \$50,000 or more   | 68%   | 32%   |
| Age                              | 18 to 29           | 62%   | 38%   |
|                                  | 30 to 44           | 77%   | 23%   |
|                                  | 45 or older        | 56%   | 44%   |
| Age                              | Under 45           | 70%   | 30%   |
|                                  | 45 or older        | 56%   | 44%   |
| Gender                           | Men                | 69%   | 31%   |
|                                  | Women              | 60%   | 40%   |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

AMZMEM1D. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users   |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Do you use each of the following Prime features: Prime photo storage? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Amazon Prime Users      |                    | 8%  | 92%   |
| National Regular Online Shoppers |                    | 9%  | 91%   |
| National Regular Amazon Shoppers |                    | 10%   | 90%   |
| National Amazon Prime Members    |                    | 10%   | 90%   |
| Household Income                 | Less than \$50,000 | 12%   | 88%   |
|                                  | \$50,000 or more   | 7%  | 93%   |
| Age                              | 18 to 29           | 8%  | 92%   |
|                                  | 30 to 44           | 9%  | 91%   |
|                                  | 45 or older        | 6%  | 94%   |
| Age                              | Under 45           | 9%  | 91%   |
|                                  | 45 or older        | 6%  | 94%   |
| Gender                           | Men                | 6%  | 94%   |
|                                  | Women              | 10%   | 90%   |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

AMZMEM1E. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users                                    |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Do you use each of the following Prime features: Dash Buttons? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Amazon Prime Users      |                    | 8%   | 92%   |
| National Regular Online Shoppers |                    | 10%  | 90%   |
| National Regular Amazon Shoppers |                    | 11%  | 89%   |
| National Amazon Prime Members    |                    | 10%  | 90%   |
| Household Income                 | Less than \$50,000 | 8%   | 92%   |
|                                  | \$50,000 or more   | 8%   | 92%   |
| Age                              | 18 to 29           | 10%  | 90%   |
|                                  | 30 to 44           | 12%  | 88%   |
|                                  | 45 or older        | 5%   | 95%   |
| Age                              | Under 45           | 11%  | 89%   |
|                                  | 45 or older        | 5%   | 95%   |
| Gender                           | Men                | 7%   | 93%   |
|                                  | Women              | 10%  | 90%   |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

AMZMEM1G. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users                                    |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Do you use each of the following Prime features: Prime Pantry? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Amazon Prime Users      |                    | 9%   | 91%   |
| National Regular Online Shoppers |                    | 11%  | 89%   |
| National Regular Amazon Shoppers |                    | 13%  | 87%   |
| National Amazon Prime Members    |                    | 10%  | 90%   |
| Household Income                 | Less than \$50,000 | 9%   | 91%   |
|                                  | \$50,000 or more   | 9%   | 91%   |
| Age                              | 18 to 29           | 6%   | 94%   |
|                                  | 30 to 44           | 11%  | 89%   |
|                                  | 45 or older        | 9%   | 91%   |
| Age                              | Under 45           | 9%   | 91%   |
|                                  | 45 or older        | 9%   | 91%   |
| Gender                           | Men                | 8%   | 92%   |
|                                  | Women              | 10%  | 90%   |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

AMZPRMCC1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Amazon Prime Users              |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Do you have an Amazon Prime credit card? |       |
|                                  |                    | Yes                                      | No    |
|                                  |                    | Row %                                    | Row % |
| National Amazon Prime Users      |                    | 18%                                      | 82%   |
| National Regular Online Shoppers |                    | 21%                                      | 79%   |
| National Regular Amazon Shoppers |                    | 24%                                      | 76%   |
| National Amazon Prime Members    |                    | 24%                                      | 76%   |
| Household Income                 | Less than \$50,000 | 16%                                      | 84%   |
|                                  | \$50,000 or more   | 20%                                      | 80%   |
| Age                              | 18 to 29           | 9%                                       | 91%   |
|                                  | 30 to 44           | 19%                                      | 81%   |
|                                  | 45 or older        | 25%                                      | 75%   |
| Age                              | Under 45           | 14%                                      | 86%   |
|                                  | 45 or older        | 25%                                      | 75%   |
| Gender                           | Men                | 16%                                      | 84%   |
|                                  | Women              | 21%                                      | 79%   |

NPR/Marist Poll National Amazon Prime Users. Interviews conducted April 25th through May 2nd, 2018, n=465 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

|                                  |                    | National Online Shoppers  |   |
|----------------------------------|--------------------|---|---|
|                                  |                    | In general, when ordering an item online do you usually prefer: |   |
|                                  |                    | Free shipping even if the item takes a little longer to arrive  | To pay for shipping to receive your item the next day |
|                                  |                    | Row %   | Row %   |
| National Online Shoppers         |                    | 90%   | 10%   |
| National Regular Online Shoppers |                    | 90%   | 10%   |
| National Amazon Shoppers         |                    | 90%   | 10%   |
| National Regular Amazon Shoppers |                    | 90%   | 10%   |
| National Amazon Prime Members    |                    | 88%   | 12%   |
| National Amazon Prime Users      |                    | 89%   | 11%   |
| Household Income                 | Less than \$50,000 | 86%   | 14%   |
|                                  | \$50,000 or more   | 91%   | 9%  |
| Household Income                 | Less \$25,000      | 89%   | 11%   |
|                                  | 25,000-\$49,999    | 85%   | 15%   |
|                                  | \$50,000-\$99,999  | 93%   | 7%  |
|                                  | \$100,000 or more  | 92%   | 8%  |
| Age                              | 18 to 29           | 84%   | 16%   |
|                                  | 30 to 44           | 87%   | 13%   |
|                                  | 45 or older        | 94%   | 6%  |
| Age                              | Under 45           | 86%   | 14%   |
|                                  | 45 or older        | 94%   | 6%  |
| Gender                           | Men                | 87%   | 13%   |
|                                  | Women              | 92%   | 8%  |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

HMEASST1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Adults  |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Do you own a home assistant such as the Amazon Alexa, Google Home, Microsoft Cortana or Apple Homepod? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Adults                  |                    | 18%  | 82%   |
| National Online Shoppers         |                    | 24%  | 76%   |
| National Regular Online Shoppers |                    | 26%  | 74%   |
| National Amazon Shoppers         |                    | 25%  | 75%   |
| National Regular Amazon Shoppers |                    | 31%  | 69%   |
| National Amazon Prime Members    |                    | 32%  | 68%   |
| National Amazon Prime Users      |                    | 31%  | 69%   |
| Household Income                 | Less than \$50,000 | 11%  | 89%   |
|                                  | \$50,000 or more   | 26%  | 74%   |
| Household Income                 | Less \$25,000      | 7%   | 93%   |
|                                  | 25,000-\$49,999    | 13%  | 87%   |
|                                  | \$50,000-\$99,999  | 19%  | 81%   |
|                                  | \$100,000 or more  | 32%  | 68%   |
| Age                              | 18 to 29           | 25%  | 75%   |
|                                  | 30 to 44           | 23%  | 77%   |
|                                  | 45 or older        | 14%  | 86%   |
| Age                              | Under 45           | 24%  | 76%   |
|                                  | 45 or older        | 14%  | 86%   |
| Gender                           | Men                | 20%  | 80%   |
|                                  | Women              | 17%  | 83%   |

NPR/Marist Poll National Adults. Interviews conducted April 25th through May 2nd, 2018, n=1057 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

ONLBRNDRCL. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers                                  |                                     |        |
|----------------------------------|--------------------|---|-------------------------------------|--------|
|                                  |                    | When purchasing an item online, are you more likely to:   |                                     |        |
|                                  |                    | Choose an item recommended by the online retailer such as |                                     |        |
|                                  |                    | Look for a specific brand                                 | Amazon Choice or Google suggestions | Unsure |
|                                  |                    | Row %   | Row %                               | Row %  |
| National Online Shoppers         |                    | 73%   | 18%                                 | 9%     |
| National Regular Online Shoppers |                    | 72%   | 19%                                 | 9%     |
| National Amazon Shoppers         |                    | 74%   | 18%                                 | 8%     |
| National Regular Amazon Shoppers |                    | 67%   | 23%                                 | 9%     |
| National Amazon Prime Members    |                    | 68%   | 24%                                 | 9%     |
| National Amazon Prime Users      |                    | 69%   | 22%                                 | 9%     |
| Household Income                 | Less than \$50,000 | 72%   | 19%                                 | 9%     |
|                                  | \$50,000 or more   | 73%   | 19%                                 | 8%     |
| Household Income                 | Less \$25,000      | 66%   | 23%                                 | 11%    |
|                                  | 25,000-\$49,999    | 76%   | 17%                                 | 7%     |
|                                  | \$50,000-\$99,999  | 72%   | 19%                                 | 8%     |
|                                  | \$100,000 or more  | 74%   | 19%                                 | 7%     |
| Age                              | 18 to 29           | 75%   | 18%                                 | 7%     |
|                                  | 30 to 44           | 76%   | 18%                                 | 5%     |
|                                  | 45 or older        | 70%   | 18%                                 | 12%    |
| Age                              | Under 45           | 76%   | 18%                                 | 6%     |
|                                  | 45 or older        | 70%   | 18%                                 | 12%    |
| Gender                           | Men                | 77%   | 16%                                 | 8%     |
|                                  | Women              | 70%   | 20%                                 | 10%    |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLBRNDDL1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers                             |                                      |        |
|----------------------------------|--------------------|--|--------------------------------------|--------|
|                                  |                    | When purchasing an item online, are you more likely: |                                      |        |
|                                  |                    | Are you more   |                                      |        |
|                                  |                    | To look for a specific brand                         | concerned with getting the best deal | Unsure |
|                                  |                    | Row %  | Row %                                | Row %  |
| National Online Shoppers         |                    | 47%  | 48%                                  | 5%     |
| National Regular Online Shoppers |                    | 47%  | 48%                                  | 5%     |
| National Amazon Shoppers         |                    | 47%  | 48%                                  | 5%     |
| National Regular Amazon Shoppers |                    | 43%  | 52%                                  | 4%     |
| National Amazon Prime Members    |                    | 47%  | 47%                                  | 6%     |
| National Amazon Prime Users      |                    | 46%  | 49%                                  | 5%     |
| Household Income                 | Less than \$50,000 | 37%  | 58%                                  | 5%     |
|                                  | \$50,000 or more   | 51%  | 45%                                  | 4%     |
| Household Income                 | Less \$25,000      | 36%  | 59%                                  | 5%     |
|                                  | 25,000-\$49,999    | 35%  | 61%                                  | 5%     |
|                                  | \$50,000-\$99,999  | 49%  | 48%                                  | 3%     |
|                                  | \$100,000 or more  | 52%  | 42%                                  | 5%     |
| Age                              | 18 to 29           | 40%  | 58%                                  | 2%     |
|                                  | 30 to 44           | 46%  | 49%                                  | 4%     |
|                                  | 45 or older        | 49%  | 44%                                  | 6%     |
| Age                              | Under 45           | 44%  | 53%                                  | 3%     |
|                                  | 45 or older        | 49%  | 44%                                  | 6%     |
| Gender                           | Men                | 53%  | 43%                                  | 4%     |
|                                  | Women              | 41%  | 54%                                  | 6%     |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**FRESHPCHO1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers  |          |            |
|----------------------------------|--------------------|---|----------|------------|
|                                  |                    | If you are trying to decide whether or not to buy an item online, does a free return policy influence your decision a lot, a little, or not at all? |          |            |
|                                  |                    | A lot   | A little | Not at all |
|                                  |                    | Row %   | Row %    | Row %      |
| National Online Shoppers         |                    | 39%   | 37%      | 24%        |
| National Regular Online Shoppers |                    | 40%   | 39%      | 22%        |
| National Amazon Shoppers         |                    | 38%   | 38%      | 24%        |
| National Regular Amazon Shoppers |                    | 42%   | 39%      | 20%        |
| National Amazon Prime Members    |                    | 40%   | 42%      | 18%        |
| National Amazon Prime Users      |                    | 39%   | 40%      | 21%        |
| Household Income                 | Less than \$50,000 | 37%   | 37%      | 26%        |
|                                  | \$50,000 or more   | 42%   | 36%      | 23%        |
| Household Income                 | Less \$25,000      | 34%   | 31%      | 34%        |
|                                  | 25,000-\$49,999    | 40%   | 43%      | 17%        |
|                                  | \$50,000-\$99,999  | 41%   | 37%      | 21%        |
|                                  | \$100,000 or more  | 41%   | 34%      | 25%        |
| Age                              | 18 to 29           | 30%   | 40%      | 30%        |
|                                  | 30 to 44           | 44%   | 37%      | 19%        |
|                                  | 45 or older        | 43%   | 35%      | 22%        |
| Age                              | Under 45           | 37%   | 38%      | 25%        |
|                                  | 45 or older        | 43%   | 35%      | 22%        |
| Gender                           | Men                | 32%   | 41%      | 27%        |
|                                  | Women              | 47%   | 32%      | 21%        |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLRETRQ1R. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers                 |       |             |       |
|----------------------------------|--------------------|--|-------|-------------|-------|
|                                  |                    | Do you return purchases you make online: |       |             |       |
|                                  |                    | Very often                               | Often | Only rarely | Never |
|                                  |                    | Row %                                    | Row % | Row %       | Row % |
| National Online Shoppers         |                    | 2%                                       | 7%    | 65%         | 26%   |
| National Regular Online Shoppers |                    | 2%                                       | 8%    | 68%         | 22%   |
| National Amazon Shoppers         |                    | 1%                                       | 7%    | 67%         | 25%   |
| National Regular Amazon Shoppers |                    | 1%                                       | 9%    | 72%         | 18%   |
| National Amazon Prime Members    |                    | 3%                                       | 7%    | 67%         | 23%   |
| National Amazon Prime Users      |                    | 2%                                       | 8%    | 66%         | 23%   |
| Household Income                 | Less than \$50,000 | 3%                                       | 5%    | 60%         | 32%   |
|                                  | \$50,000 or more   | 1%                                       | 8%    | 68%         | 23%   |
| Household Income                 | Less \$25,000      | 2%                                       | 2%    | 60%         | 36%   |
|                                  | 25,000-\$49,999    | 4%                                       | 7%    | 62%         | 27%   |
|                                  | \$50,000-\$99,999  | 1%                                       | 5%    | 70%         | 25%   |
|                                  | \$100,000 or more  | 1%                                       | 11%   | 67%         | 21%   |
| Age                              | 18 to 29           | 2%                                       | 5%    | 60%         | 33%   |
|                                  | 30 to 44           | 1%                                       | 13%   | 61%         | 24%   |
|                                  | 45 or older        | 2%                                       | 3%    | 71%         | 24%   |
| Age                              | Under 45           | 1%                                       | 9%    | 61%         | 28%   |
|                                  | 45 or older        | 2%                                       | 3%    | 71%         | 24%   |
| Gender                           | Men                | 1%                                       | 3%    | 66%         | 29%   |
|                                  | Women              | 2%                                       | 10%   | 65%         | 24%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLRETSTR1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|   |                    | National Online Shoppers Who Have Returned an Online Purchase      |       |
|---|--------------------|--|-------|
|   |                    | Have you ever returned an item in store that you purchased online? |       |
|   |                    | Yes  | No    |
|   |                    | Row %  | Row % |
| National Online Shoppers Who Have Returned an Online Purchase |                    | 55%  | 45%   |
| National Regular Online Shoppers                              |                    | 59%  | 41%   |
| National Amazon Shoppers                                      |                    | 57%  | 43%   |
| National Regular Amazon Shoppers                              |                    | 63%  | 37%   |
| National Amazon Prime Members                                 |                    | 60%  | 40%   |
| National Amazon Prime Users                                   |                    | 59%  | 41%   |
| Household Income  | Less than \$50,000 | 44%  | 56%   |
|   | \$50,000 or more   | 62%  | 38%   |
| Age   | 18 to 29           | 55%  | 45%   |
|   | 30 to 44           | 63%  | 37%   |
|   | 45 or older        | 51%  | 49%   |
| Age   | Under 45           | 59%  | 41%   |
|   | 45 or older        | 51%  | 49%   |
| Gender  | Men                | 45%  | 55%   |
|   | Women              | 65%  | 35%   |

NPR/Marist Poll National Adults Who Have Returned an Online Purchase. Interviews conducted April 25th through May 2nd, 2018, n=523 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

**ONLPRCHKPT1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Online Shoppers                                    |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Have you ever kept an online purchase you wanted to return? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Online Shoppers         |                    | 56%   | 44%   |
| National Regular Online Shoppers |                    | 62%   | 38%   |
| National Amazon Shoppers         |                    | 58%   | 42%   |
| National Regular Amazon Shoppers |                    | 66%   | 34%   |
| National Amazon Prime Members    |                    | 62%   | 38%   |
| National Amazon Prime Users      |                    | 61%   | 39%   |
| Household Income                 | Less than \$50,000 | 51%   | 49%   |
|                                  | \$50,000 or more   | 60%   | 40%   |
| Household Income                 | Less \$25,000      | 55%   | 45%   |
|                                  | 25,000-\$49,999    | 50%   | 50%   |
|                                  | \$50,000-\$99,999  | 60%   | 40%   |
|                                  | \$100,000 or more  | 60%   | 40%   |
| Age                              | 18 to 29           | 62%   | 38%   |
|                                  | 30 to 44           | 65%   | 35%   |
|                                  | 45 or older        | 49%   | 51%   |
| Age                              | Under 45           | 63%   | 37%   |
|                                  | 45 or older        | 49%   | 51%   |
| Gender                           | Men                | 57%   | 43%   |
|                                  | Women              | 56%   | 44%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLPCRKP1R. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|   |                    | National Online Shoppers Who Have Kept an Online Purchase They Wanted to Return           |                              |   |                   |
|---|--------------------|---|------------------------------|---|-------------------|
|   |                    | What is the main factor why you decided to keep the online purchase you wanted to return: |                              |   |                   |
|   |                    | The cost of returning the item was too high   | You missed the return window | The return process was too much of a hassle | Some other factor |
|   |                    | Row %   | Row %                        | Row %                                       | Row %             |
| National Online Shoppers Who Have Kept an Online Purchase They Wanted to Return |                    | 14%   | 20%                          | 58%   | 8%                |
| National Regular Online Shoppers  |                    | 16%   | 22%                          | 54%   | 8%                |
| National Amazon Shoppers  |                    | 15%   | 20%                          | 58%   | 8%                |
| National Regular Amazon Shoppers  |                    | 17%   | 22%                          | 53%   | 8%                |
| National Amazon Prime Members   |                    | 17%   | 24%                          | 49%   | 9%                |
| National Amazon Prime Users   |                    | 14%   | 22%                          | 56%   | 8%                |
| Household Income  | Less than \$50,000 | 16%   | 16%                          | 56%   | 13%               |
|   | \$50,000 or more   | 13%   | 22%                          | 60%   | 5%                |
| Age   | 18 to 29           | 7%  | 21%                          | 66%   | 5%                |
|   | 30 to 44           | 13%   | 19%                          | 54%   | 14%               |
|   | 45 or older        | 19%   | 21%                          | 55%   | 6%                |
| Age   | Under 45           | 11%   | 20%                          | 59%   | 10%               |
|   | 45 or older        | 19%   | 21%                          | 55%   | 6%                |
| Gender  | Men                | 16%   | 14%                          | 59%   | 11%               |
|   | Women              | 11%   | 27%                          | 56%   | 5%                |

NPR/Marist Poll National Adults Who Have Kept an Online Purchase They Wanted to Return. Interviews conducted April 25th through May 2nd, 2018, n=400 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

ONLPRCHKPT1A. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|   |                    | National Online Shoppers Who Have Kept an Online Purchase They Wanted to Return  |              |               |           |                |
|---|--------------------|--|--------------|---------------|-----------|----------------|
|   |                    | Thinking about the last online purchase you kept, but wanted to return, did you: |              |               |           |                |
|   |                    | Just keep it   | Give it away | Throw it away | Resell it | Other, specify |
|   |                    | Row %  | Row %        | Row %         | Row %     | Row %          |
| National Online Shoppers Who Have Kept an Online Purchase They Wanted to Return |                    | 60%  | 26%          | 7%            | 7%        | 1%             |
| National Regular Online Shoppers  |                    | 59%  | 28%          | 7%            | 5%        | 1%             |
| National Amazon Shoppers  |                    | 60%  | 26%          | 6%            | 6%        | 1%             |
| National Regular Amazon Shoppers  |                    | 62%  | 24%          | 6%            | 6%        | 1%             |
| National Amazon Prime Members   |                    | 64%  | 24%          | 4%            | 6%        | 1%             |
| National Amazon Prime Users   |                    | 64%  | 25%          | 3%            | 7%        | 1%             |
| Household Income  | Less than \$50,000 | 66%  | 22%          | 4%            | 8%        | 0%             |
|   | \$50,000 or more   | 57%  | 27%          | 9%            | 6%        | 1%             |
| Age   | 18 to 29           | 69%  | 18%          | 1%            | 9%        | 2%             |
|   | 30 to 44           | 51%  | 30%          | 10%           | 8%        | 0%             |
|   | 45 or older        | 61%  | 28%          | 7%            | 4%        | 0%             |
| Age   | Under 45           | 59%  | 25%          | 6%            | 9%        | 1%             |
|   | 45 or older        | 61%  | 28%          | 7%            | 4%        | 0%             |
| Gender  | Men                | 66%  | 18%          | 7%            | 8%        | 1%             |
|   | Women              | 53%  | 35%          | 6%            | 6%        | 0%             |

NPR/Marist Poll National Adults Who Have Kept an Online Purchase They Wanted to Return. Interviews conducted April 25th through May 2nd, 2018, n=400 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

ONLRETRFQ2. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers   |       |             |       |
|----------------------------------|--------------------|--|-------|-------------|-------|
|                                  |                    | How often do you buy something online, expecting to return at least part of the order: |       |             |       |
|                                  |                    | Very often   | Often | Only rarely | Never |
|                                  |                    | Row %  | Row % | Row %       | Row % |
| National Online Shoppers         |                    | 2%   | 4%    | 28%         | 66%   |
| National Regular Online Shoppers |                    | 3%   | 5%    | 30%         | 62%   |
| National Amazon Shoppers         |                    | 2%   | 4%    | 29%         | 65%   |
| National Regular Amazon Shoppers |                    | 2%   | 4%    | 36%         | 59%   |
| National Amazon Prime Members    |                    | 3%   | 4%    | 32%         | 62%   |
| National Amazon Prime Users      |                    | 2%   | 5%    | 30%         | 63%   |
| Household Income                 | Less than \$50,000 | 2%   | 4%    | 27%         | 67%   |
|                                  | \$50,000 or more   | 2%   | 5%    | 30%         | 64%   |
| Household Income                 | Less \$25,000      | 1%   | 2%    | 24%         | 74%   |
|                                  | 25,000-\$49,999    | 3%   | 6%    | 29%         | 63%   |
|                                  | \$50,000-\$99,999  | 1%   | 3%    | 28%         | 69%   |
|                                  | \$100,000 or more  | 2%   | 8%    | 31%         | 59%   |
| Age                              | 18 to 29           | 3%   | 3%    | 34%         | 60%   |
|                                  | 30 to 44           | 2%   | 10%   | 23%         | 64%   |
|                                  | 45 or older        | 1%   | 1%    | 28%         | 70%   |
| Age                              | Under 45           | 3%   | 7%    | 28%         | 62%   |
|                                  | 45 or older        | 1%   | 1%    | 28%         | 70%   |
| Gender                           | Men                | 2%   | 2%    | 22%         | 75%   |
|                                  | Women              | 2%   | 7%    | 34%         | 57%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLRETUSD1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers                             |       |             |       |
|----------------------------------|--------------------|--|-------|-------------|-------|
|                                  |                    | How often do you return an item you've used or worn? |       |             |       |
|                                  |                    | Very often   | Often | Only rarely | Never |
|                                  |                    | Row %  | Row % | Row %       | Row % |
| National Online Shoppers         |                    | 1%   | 1%    | 24%         | 74%   |
| National Regular Online Shoppers |                    | 1%   | 2%    | 21%         | 76%   |
| National Amazon Shoppers         |                    | 0%   | 1%    | 24%         | 74%   |
| National Regular Amazon Shoppers |                    | 1%   | 2%    | 20%         | 77%   |
| National Amazon Prime Members    |                    | 1%   | 2%    | 24%         | 73%   |
| National Amazon Prime Users      |                    | 1%   | 2%    | 25%         | 73%   |
| Household Income                 | Less than \$50,000 | 2%   | 2%    | 22%         | 74%   |
|                                  | \$50,000 or more   | 0%   | 1%    | 25%         | 74%   |
| Household Income                 | Less \$25,000      | 0%   | 1%    | 22%         | 77%   |
|                                  | 25,000-\$49,999    | 4%   | 1%    | 21%         | 74%   |
|                                  | \$50,000-\$99,999  | 0%   | 1%    | 23%         | 76%   |
|                                  | \$100,000 or more  | 0%   | 2%    | 25%         | 73%   |
| Age                              | 18 to 29           | 0%   | 3%    | 23%         | 74%   |
|                                  | 30 to 44           | 2%   | 1%    | 27%         | 70%   |
|                                  | 45 or older        | 0%   | 0%    | 22%         | 78%   |
| Age                              | Under 45           | 1%   | 2%    | 25%         | 71%   |
|                                  | 45 or older        | 0%   | 0%    | 22%         | 78%   |
| Gender                           | Men                | 1%   | 2%    | 26%         | 71%   |
|                                  | Women              | 0%   | 1%    | 21%         | 78%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLCONF1R. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|   |                    | National Online Shoppers                             |   |
|---|--------------------|--|---|
| Do you have a great deal of confidence, quite a lot, not very much confidence, or no confidence at all in most online retailers to protect your privacy and personal information? |                    |  |   |
|   |                    | A great deal of confidence/Quite a lot of confidence | Not very much confidence/No confidence at all |
|   |                    | Row %  | Row %   |
| National Online Shoppers  |                    | 48%  | 52%   |
| National Regular Online Shoppers  |                    | 51%  | 49%   |
| National Amazon Shoppers  |                    | 49%  | 51%   |
| National Regular Amazon Shoppers  |                    | 51%  | 49%   |
| National Amazon Prime Members   |                    | 54%  | 46%   |
| National Amazon Prime Users   |                    | 51%  | 49%   |
| Household Income  | Less than \$50,000 | 50%  | 50%   |
|   | \$50,000 or more   | 47%  | 53%   |
| Household Income  | Less \$25,000      | 44%  | 56%   |
|   | 25,000-\$49,999    | 56%  | 44%   |
|   | \$50,000-\$99,999  | 54%  | 46%   |
|   | \$100,000 or more  | 42%  | 58%   |
| Age   | 18 to 29           | 59%  | 41%   |
|   | 30 to 44           | 46%  | 54%   |
|   | 45 or older        | 44%  | 56%   |
| Age   | Under 45           | 52%  | 48%   |
|   | 45 or older        | 44%  | 56%   |
| Gender  | Men                | 42%  | 58%   |
|   | Women              | 54%  | 46%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**ONLCONF1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|   |                    | National Online Shoppers   |                           |                          |                      |
|---|--------------------|----------------------------|---------------------------|--------------------------|----------------------|
| Do you have a great deal of confidence, quite a lot, not very much confidence, or no confidence at all in most online retailers to protect your privacy and personal information? |                    |                            |                           |                          |                      |
|   |                    | A great deal of confidence | Quite a lot of confidence | Not very much confidence | No confidence at all |
|   |                    | Row %                      | Row %                     | Row %                    | Row %                |
| National Online Shoppers  |                    | 14%                        | 34%                       | 38%                      | 14%                  |
| National Regular Online Shoppers  |                    | 13%                        | 38%                       | 36%                      | 13%                  |
| National Amazon Shoppers  |                    | 14%                        | 35%                       | 39%                      | 12%                  |
| National Regular Amazon Shoppers  |                    | 14%                        | 37%                       | 40%                      | 10%                  |
| National Amazon Prime Members   |                    | 16%                        | 37%                       | 36%                      | 11%                  |
| National Amazon Prime Users   |                    | 14%                        | 37%                       | 37%                      | 12%                  |
| Household Income  | Less than \$50,000 | 22%                        | 28%                       | 36%                      | 14%                  |
|   | \$50,000 or more   | 11%                        | 36%                       | 41%                      | 13%                  |
| Household Income  | Less \$25,000      | 18%                        | 26%                       | 39%                      | 17%                  |
|   | 25,000-\$49,999    | 26%                        | 30%                       | 34%                      | 10%                  |
|   | \$50,000-\$99,999  | 8%                         | 45%                       | 36%                      | 11%                  |
|   | \$100,000 or more  | 14%                        | 28%                       | 43%                      | 15%                  |
| Age   | 18 to 29           | 19%                        | 40%                       | 32%                      | 9%                   |
|   | 30 to 44           | 14%                        | 32%                       | 40%                      | 14%                  |
|   | 45 or older        | 12%                        | 33%                       | 40%                      | 16%                  |
| Age   | Under 45           | 16%                        | 36%                       | 36%                      | 12%                  |
|   | 45 or older        | 12%                        | 33%                       | 40%                      | 16%                  |
| Gender  | Men                | 11%                        | 31%                       | 40%                      | 18%                  |
|   | Women              | 17%                        | 37%                       | 36%                      | 9%                   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

AMZCONFIR. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers   |   |
|----------------------------------|--------------------|--|---|
|                                  |                    | Do you have a great deal of confidence, quite a lot, not very much confidence, or no confidence at all in Amazon to protect your privacy and personal information? |   |
|                                  |                    | A great deal of confidence/Quite a lot of confidence   | Not very much confidence/No confidence at all |
|                                  |                    | Row %  | Row %   |
| National Online Shoppers         |                    | 67%  | 33%   |
| National Regular Online Shoppers |                    | 71%  | 29%   |
| National Amazon Shoppers         |                    | 70%  | 30%   |
| National Regular Amazon Shoppers |                    | 72%  | 28%   |
| National Amazon Prime Members    |                    | 73%  | 27%   |
| National Amazon Prime Users      |                    | 73%  | 27%   |
| Household Income                 | Less than \$50,000 | 69%  | 31%   |
|                                  | \$50,000 or more   | 67%  | 33%   |
| Household Income                 | Less \$25,000      | 71%  | 29%   |
|                                  | 25,000-\$49,999    | 69%  | 31%   |
|                                  | \$50,000-\$99,999  | 72%  | 28%   |
|                                  | \$100,000 or more  | 61%  | 39%   |
| Age                              | 18 to 29           | 88%  | 12%   |
|                                  | 30 to 44           | 67%  | 33%   |
|                                  | 45 or older        | 56%  | 44%   |
| Age                              | Under 45           | 76%  | 24%   |
|                                  | 45 or older        | 56%  | 44%   |
| Gender                           | Men                | 60%  | 40%   |
|                                  | Women              | 75%  | 25%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

AMZCONF1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers   |                           |                          |                      |
|----------------------------------|--------------------|--|---------------------------|--------------------------|----------------------|
|                                  |                    | Do you have a great deal of confidence, quite a lot, not very much confidence, or no confidence at all in Amazon to protect your privacy and personal information? |                           |                          |                      |
|                                  |                    | A great deal of confidence   | Quite a lot of confidence | Not very much confidence | No confidence at all |
|                                  |                    | Row %  | Row %                     | Row %                    | Row %                |
| National Online Shoppers         |                    | 32%  | 35%                       | 20%                      | 13%                  |
| National Regular Online Shoppers |                    | 34%  | 37%                       | 18%                      | 10%                  |
| National Amazon Shoppers         |                    | 33%  | 37%                       | 20%                      | 10%                  |
| National Regular Amazon Shoppers |                    | 34%  | 37%                       | 20%                      | 9%                   |
| National Amazon Prime Members    |                    | 34%  | 39%                       | 19%                      | 7%                   |
| National Amazon Prime Users      |                    | 34%  | 39%                       | 18%                      | 9%                   |
| Household Income                 | Less than \$50,000 | 40%  | 29%                       | 18%                      | 13%                  |
|                                  | \$50,000 or more   | 29%  | 37%                       | 21%                      | 12%                  |
| Household Income                 | Less \$25,000      | 38%  | 33%                       | 14%                      | 15%                  |
|                                  | 25,000-\$49,999    | 43%  | 26%                       | 21%                      | 10%                  |
|                                  | \$50,000-\$99,999  | 32%  | 40%                       | 18%                      | 10%                  |
|                                  | \$100,000 or more  | 25%  | 36%                       | 25%                      | 14%                  |
| Age                              | 18 to 29           | 47%  | 41%                       | 8%                       | 4%                   |
|                                  | 30 to 44           | 30%  | 37%                       | 20%                      | 13%                  |
|                                  | 45 or older        | 24%  | 32%                       | 27%                      | 16%                  |
| Age                              | Under 45           | 38%  | 39%                       | 14%                      | 9%                   |
|                                  | 45 or older        | 24%  | 32%                       | 27%                      | 16%                  |
| Gender                           | Men                | 27%  | 32%                       | 25%                      | 16%                  |
|                                  | Women              | 36%  | 39%                       | 16%                      | 10%                  |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

ONLXPITM1R. NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|  |                                     | National Online Shoppers | Regular Online Shoppers | National Amazon Shoppers | Regular Amazon Shoppers | Amazon Prime Members | National Amazon Prime Users | Household Income   |                  |               | Household Income |                   |                   | Age      |          |             | Age      |             | Gender |       |     |
|--|-------------------------------------|--------------------------|-------------------------|--------------------------|-------------------------|----------------------|-----------------------------|--------------------|------------------|---------------|------------------|-------------------|-------------------|----------|----------|-------------|----------|-------------|--------|-------|-----|
|  |                                     | Col %                    | Col %                   | Col %                    | Col %                   | Col %                | Col %                       | Less than \$50,000 | \$50,000 or more | Less \$25,000 | 25,000-\$49,999  | \$50,000-\$99,999 | \$100,000 or more | 18 to 29 | 30 to 44 | 45 or older | Under 45 | 45 or older | Men    | Women |     |
| What is the single most expensive item you've bought online? Please do not include cars, airline tickets, or tickets for a concert or sporting event | Electronics/Electronics Accessories | 37%                      | 37%                     | 37%                      | 39%                     | 41%                  | 40%                         | 38%                | 37%              | 41%           | 37%              | 40%               | 35%               | 38%      | 35%      | 38%         | 36%      | 38%         | 38%    | 38%   | 36% |
|  | Clothes/Shoes/Accessories           | 19%                      | 17%                     | 18%                      | 13%                     | 11%                  | 17%                         | 19%                | 19%              | 16%           | 21%              | 18%               | 19%               | 24%      | 20%      | 15%         | 22%      | 15%         | 16%    | 21%   |     |
|  | Furniture/Home Furnishings          | 7%                       | 8%                      | 8%                       | 9%                      | 7%                   | 7%                          | 6%                 | 8%               | 4%            | 6%               | 6%                | 10%               | 4%       | 9%       | 7%          | 7%       | 7%          | 4%     | 9%    |     |
|  | Automotive Parts/Accessories        | 6%                       | 8%                      | 6%                       | 7%                      | 8%                   | 7%                          | 6%                 | 6%               | 5%            | 5%               | 7%                | 6%                | 6%       | 7%       | 6%          | 7%       | 6%          | 11%    | 2%    |     |
|  | Sports and Recreation               | 4%                       | 5%                      | 4%                       | 4%                      | 4%                   | 4%                          | 5%                 | 3%               | 3%            | 7%               | 4%                | 3%                | 6%       | 5%       | 3%          | 6%       | 3%          | 5%     | 3%    |     |
|  | Home Improvement                    | 3%                       | 2%                      | 3%                       | 2%                      | 2%                   | 2%                          | 3%                 | 3%               | 3%            | 2%               | 2%                | 5%                | 1%       | 3%       | 4%          | 2%       | 4%          | 4%     | 2%    |     |
|  | Health and Beauty                   | 2%                       | 3%                      | 2%                       | 2%                      | 2%                   | 2%                          | 4%                 | 1%               | 4%            | 5%               | 2%                | 1%                | 2%       | 2%       | 3%          | 2%       | 3%          | 0%     | 5%    |     |
|  | Musical Instruments/Equipment       | 2%                       | 2%                      | 2%                       | 3%                      | 4%                   | 3%                          | 2%                 | 2%               | 2%            | 2%               | 2%                | 3%                | 2%       | 3%       | 2%          | 2%       | 3%          | 2%     | 2%    | 3%  |
|  | Appliances                          | 2%                       | 3%                      | 2%                       | 3%                      | 2%                   | 2%                          | 2%                 | 2%               | 3%            | 1%               | 0%                | 4%                | 2%       | 2%       | 2%          | 2%       | 2%          | 2%     | 1%    | 3%  |
|  | Office/Craft Supplies               | 2%                       | 1%                      | 2%                       | 1%                      | 2%                   | 2%                          | 2%                 | 2%               | 1%            | 3%               | 1%                | 2%                | 2%       | 1%       | 2%          | 2%       | 2%          | 2%     | 2%    | 2%  |
|  | Books/Movies                        | 2%                       | 1%                      | 2%                       | 1%                      | 1%                   | 2%                          | 3%                 | 1%               | 5%            | 1%               | 2%                | 1%                | 3%       | 0%       | 2%          | 1%       | 2%          | 1%     | 2%    |     |
|  | Vacation Packages                   | 2%                       | 2%                      | 2%                       | 3%                      | 3%                   | 2%                          | 1%                 | 1%               | 0%            | 2%               | 2%                | 0%                | 1%       | 2%       | 2%          | 2%       | 2%          | 2%     | 2%    | 1%  |
|  | Small Appliances                    | 1%                       | 2%                      | 1%                       | 2%                      | 1%                   | 1%                          | 1%                 | 2%               | 0%            | 1%               | 3%                | 0%                | 1%       | 1%       | 2%          | 1%       | 2%          | 1%     | 2%    |     |
|  | Pets/Animals and Supplies           | 1%                       | 1%                      | 1%                       | 2%                      | 2%                   | 1%                          | 1%                 | 2%               | 1%            | 0%               | 2%                | 2%                | 1%       | 1%       | 2%          | 1%       | 2%          | 1%     | 1%    | 1%  |
|  | Baby Needs                          | 1%                       | 2%                      | 1%                       | 2%                      | 2%                   | 1%                          | 0%                 | 1%               | 1%            | 0%               | 3%                | 0%                | 1%       | 2%       | 1%          | 2%       | 1%          | 1%     | 1%    | 2%  |
|  | Other                               | 3%                       | 3%                      | 2%                       | 4%                      | 2%                   | 2%                          | 1%                 | 3%               | 2%            | 1%               | 2%                | 4%                | 3%       | 2%       | 3%          | 3%       | 3%          | 3%     | 4%    | 2%  |
| Unsure   | 7%                                  | 5%                       | 6%                      | 5%                       | 7%                      | 6%                   | 6%                          | 6%                 | 8%               | 4%            | 5%               | 6%                | 3%                | 5%       | 9%       | 4%          | 9%       | 7%          | 6%     |       |     |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

|                                  |                    | National Online Shoppers |                     |                     |                       |                       |                 |
|----------------------------------|--------------------|--------------------------|---------------------|---------------------|-----------------------|-----------------------|-----------------|
|                                  |                    | Did the item cost:       |                     |                     |                       |                       |                 |
|                                  |                    | \$100 to just under      | \$250 to just under | \$500 to just under | \$1,000 to just under | \$2,500 to just under | \$2,500 or more |
|                                  |                    | Less than \$100          | \$250               | \$500               | \$1,000               | \$2,500               | \$2,500 or more |
|                                  |                    | Row %                    | Row %               | Row %               | Row %                 | Row %                 | Row %           |
| National Online Shoppers         |                    | 12%                      | 22%                 | 21%                 | 18%                   | 18%                   | 9%              |
| National Regular Online Shoppers |                    | 9%                       | 18%                 | 20%                 | 22%                   | 19%                   | 12%             |
| National Amazon Shoppers         |                    | 11%                      | 21%                 | 22%                 | 18%                   | 19%                   | 9%              |
| National Regular Amazon Shoppers |                    | 9%                       | 15%                 | 24%                 | 25%                   | 18%                   | 10%             |
| National Amazon Prime Members    |                    | 7%                       | 18%                 | 22%                 | 24%                   | 19%                   | 10%             |
| National Amazon Prime Users      |                    | 11%                      | 21%                 | 21%                 | 20%                   | 18%                   | 9%              |
| Household Income                 | Less than \$50,000 | 19%                      | 30%                 | 24%                 | 15%                   | 9%                    | 3%              |
|                                  | \$50,000 or more   | 8%                       | 18%                 | 20%                 | 19%                   | 23%                   | 11%             |
| Household Income                 | Less \$25,000      | 18%                      | 35%                 | 28%                 | 13%                   | 4%                    | 2%              |
|                                  | \$25,000-\$49,999  | 18%                      | 28%                 | 22%                 | 16%                   | 13%                   | 3%              |
|                                  | \$50,000-\$99,999  | 10%                      | 20%                 | 27%                 | 19%                   | 18%                   | 5%              |
|                                  | \$100,000 or more  | 4%                       | 14%                 | 14%                 | 20%                   | 30%                   | 19%             |
| Age                              | 18 to 29           | 16%                      | 32%                 | 17%                 | 20%                   | 9%                    | 6%              |
|                                  | 30 to 44           | 11%                      | 13%                 | 23%                 | 18%                   | 25%                   | 11%             |
|                                  | 45 or older        | 11%                      | 23%                 | 23%                 | 16%                   | 19%                   | 8%              |
| Age                              | Under 45           | 13%                      | 22%                 | 20%                 | 19%                   | 18%                   | 9%              |
|                                  | 45 or older        | 11%                      | 23%                 | 23%                 | 16%                   | 19%                   | 8%              |
| Gender                           | Men                | 9%                       | 20%                 | 19%                 | 16%                   | 23%                   | 13%             |
|                                  | Women              | 15%                      | 24%                 | 23%                 | 19%                   | 14%                   | 4%              |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points.

Totals may not add to 100% due to rounding.

ONLGRCL1.NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|                                  |                    | National Online Shoppers                     |       |
|----------------------------------|--------------------|--|-------|
|                                  |                    | Have you ever bought fresh groceries online? |       |
|                                  |                    | Yes  | No    |
|                                  |                    | Row %  | Row % |
| National Online Shoppers         |                    | 12%  | 88%   |
| National Regular Online Shoppers |                    | 17%  | 83%   |
| National Amazon Shoppers         |                    | 13%  | 87%   |
| National Regular Amazon Shoppers |                    | 20%  | 80%   |
| National Amazon Prime Members    |                    | 18%  | 82%   |
| National Amazon Prime Users      |                    | 16%  | 84%   |
| Household Income                 | Less than \$50,000 | 9%   | 91%   |
|                                  | \$50,000 or more   | 14%  | 86%   |
| Household Income                 | Less \$25,000      | 7%   | 93%   |
|                                  | 25,000-\$49,999    | 10%  | 90%   |
|                                  | \$50,000-\$99,999  | 13%  | 87%   |
|                                  | \$100,000 or more  | 17%  | 83%   |
| Age                              | 18 to 29           | 10%  | 90%   |
|                                  | 30 to 44           | 20%  | 80%   |
|                                  | 45 or older        | 8%   | 92%   |
| Age                              | Under 45           | 16%  | 84%   |
|                                  | 45 or older        | 8%   | 92%   |
| Gender                           | Men                | 13%  | 87%   |
|                                  | Women              | 12%  | 88%   |

NPR/Marist Poll National Online Shoppers. Interviews conducted April 25th through May 2nd, 2018, n=729 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

NONLGRCL1R.NPR/Marist Poll National Tables April 25th through May 2nd, 2018

|  |                    | National Online Shoppers Who Do Not Buy Fresh Groceries Online |                       |                                  |                                 |                                     |                     |       |
|--|--------------------|--|-----------------------|----------------------------------|---------------------------------|-------------------------------------|---------------------|-------|
|  |                    | What is the main reason you do not buy fresh groceries online: |                       |                                  |                                 |                                     |                     |       |
|  |                    | You prefer the in store experience                             | You're not interested | You never thought about doing it | It's not available in your area | Someone else buys groceries for you | It is too expensive | Other |
|  |                    | Row %  | Row %                 | Row %                            | Row %                           | Row %                               | Row %               | Row % |
| National Online Shoppers Who Do Not Buy Fresh Groceries Online |                    | 49%  | 21%                   | 14%                              | 6%                              | 5%                                  | 4%                  | 2%    |
| National Regular Online Shoppers                               |                    | 50%  | 19%                   | 11%                              | 7%                              | 5%                                  | 5%                  | 3%    |
| National Amazon Shoppers                                       |                    | 49%  | 19%                   | 14%                              | 6%                              | 5%                                  | 4%                  | 3%    |
| National Regular Amazon Shoppers                               |                    | 47%  | 18%                   | 14%                              | 6%                              | 5%                                  | 6%                  | 5%    |
| National Amazon Prime Members                                  |                    | 49%  | 17%                   | 14%                              | 8%                              | 4%                                  | 4%                  | 4%    |
| National Amazon Prime Users                                    |                    | 48%  | 19%                   | 15%                              | 6%                              | 5%                                  | 4%                  | 3%    |
| Household Income   | Less than \$50,000 | 44%  | 21%                   | 15%                              | 8%                              | 5%                                  | 6%                  | 2%    |
|  | \$50,000 or more   | 51%  | 20%                   | 14%                              | 5%                              | 5%                                  | 3%                  | 3%    |
| Household Income   | Less \$25,000      | 42%  | 20%                   | 12%                              | 12%                             | 3%                                  | 9%                  | 2%    |
|  | 25,000-\$49,999    | 47%  | 23%                   | 15%                              | 4%                              | 6%                                  | 3%                  | 2%    |
|  | \$50,000-\$99,999  | 49%  | 19%                   | 16%                              | 6%                              | 3%                                  | 3%                  | 3%    |
|  | \$100,000 or more  | 51%  | 21%                   | 11%                              | 5%                              | 7%                                  | 3%                  | 1%    |
| Age  | 18 to 29           | 35%  | 28%                   | 20%                              | 5%                              | 3%                                  | 7%                  | 2%    |
|  | 30 to 44           | 50%  | 19%                   | 13%                              | 5%                              | 5%                                  | 4%                  | 5%    |
|  | 45 or older        | 54%  | 18%                   | 11%                              | 6%                              | 6%                                  | 3%                  | 1%    |
| Age  | Under 45           | 43%  | 23%                   | 16%                              | 5%                              | 4%                                  | 5%                  | 4%    |
|  | 45 or older        | 54%  | 18%                   | 11%                              | 6%                              | 6%                                  | 3%                  | 1%    |
| Gender   | Men                | 44%  | 23%                   | 13%                              | 5%                              | 8%                                  | 4%                  | 2%    |
|  | Women              | 53%  | 18%                   | 14%                              | 6%                              | 2%                                  | 4%                  | 3%    |

NPR/Marist Poll National Online Shoppers Who Do Not Buy Fresh Groceries Online. Interviews conducted April 25th through May 2nd, 2018, n=639 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

**ONLGRCFRQ1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Online Shoppers Who Buy Fresh Groceries Online |          |                      |                       |                          |                    |                      |
|---|----------|----------------------|-----------------------|--------------------------|--------------------|----------------------|
| Do you buy fresh groceries online:                      |          |                      |                       |                          |                    |                      |
|   | Everyday | At least once a week | At least once a month | Once every 2 to 3 months | A few times a year | Less often than that |
|   | Row %    | Row %                | Row %                 | Row %                    | Row %              | Row %                |
| National Online Shoppers Who Buy Fresh Groceries Online | 3%       | 12%                  | 21%                   | 10%                      | 10%                | 44%                  |
| National Regular Online Shoppers                        | 4%       | 10%                  | 22%                   | 11%                      | 8%                 | 45%                  |
| National Amazon Shoppers                                | 3%       | 11%                  | 21%                   | 10%                      | 10%                | 44%                  |
| National Amazon Prime Users                             | 4%       | 11%                  | 22%                   | 12%                      | 6%                 | 44%                  |

NPR/Marist Poll National Online Shoppers Who Buy Fresh Groceries Online. Interviews conducted April 25th through May 2nd, 2018, n=88 MOE +/- 11.9 percentage points. Totals may not add to 100% due to rounding.

**FDDLVRYSV1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults                                      |       |       |
|--|-------|-------|
| Have you ever used a fresh grocery delivery service? |       |       |
|  | Yes   | No    |
|  | Row % | Row % |
| National Adults                                      | 10%   | 90%   |
| National Online Shoppers                             | 12%   | 88%   |
| National Regular Online Shoppers                     | 15%   | 85%   |
| National Amazon Shoppers                             | 13%   | 87%   |
| National Regular Amazon Shoppers                     | 19%   | 81%   |
| National Amazon Prime Members                        | 18%   | 82%   |
| National Amazon Prime Users                          | 17%   | 83%   |
| Household Income                                     |       |       |
| Less than \$50,000                                   | 4%    | 96%   |
| \$50,000 or more                                     | 14%   | 86%   |
| Household Income                                     |       |       |
| Less \$25,000  | 6%    | 94%   |
| 25,000-\$49,999                                      | 3%    | 97%   |
| \$50,000-\$99,999                                    | 14%   | 86%   |
| \$100,000 or more                                    | 16%   | 84%   |
| Age  |       |       |
| 18 to 29   | 11%   | 89%   |
| 30 to 44   | 17%   | 83%   |
| 45 or older  | 6%    | 94%   |
| Age  |       |       |
| Under 45   | 14%   | 86%   |
| 45 or older  | 6%    | 94%   |
| Gender   |       |       |
| Men  | 9%    | 91%   |
| Women  | 10%   | 90%   |

NPR/Marist Poll National Adults. Interviews conducted April 25th through May 2nd, 2018, n=1057 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

**Summary: Use of Fresh Grocery Delivery Services**

**AMZMEM1A-G. NPR/Marist Poll National Tables**

| National Adults Who Have Used a Fresh Grocery Delivery Service            |       |       |
|---|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: |       |       |
|   | Yes   | No    |
|   | Row % | Row % |
| A local market or service   | 53%   | 47%   |
| Amazon Fresh  | 15%   | 85%   |
| Instacart   | 15%   | 85%   |
| FreshDirect   | 14%   | 86%   |
| Walmart Grocery   | 13%   | 87%   |
| Peapod  | 12%   | 88%   |

NPR/Marist Poll National National Adults Who Have Used a Fresh Grocery Delivery Service

**FOODLVRY1A. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults Who Have Used a Fresh Grocery Delivery Service                       |       |       |
|--|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: Instacart? |       |       |
|  | Yes   | No    |
|  | Row % | Row % |
| National Adults Who Have Used a Fresh Grocery Delivery Service                       | 15%   | 85%   |
| National Amazon Shoppers   | 16%   | 84%   |
| National Amazon Prime Users  | 18%   | 82%   |

NPR/Marist Poll National Adults Who Have Used a Fresh Grocery Delivery Service. Interviews conducted April 25th through May 2nd, 2018, n=101 MOE +/- 11.1 percentage points. Totals may not add to 100% due to rounding.

**FOODLVRY1B. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults Who Have Used a Fresh Grocery Delivery Service                         |       |       |
|--|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: FreshDirect? |       |       |
|  | Yes   | No    |
|  | Row % | Row % |
| National Adults Who Have Used a Fresh Grocery Delivery Service                         | 14%   | 86%   |
| National Amazon Shoppers   | 15%   | 85%   |
| National Amazon Prime Users  | 17%   | 83%   |

NPR/Marist Poll National Adults Who Have Used a Fresh Grocery Delivery Service. Interviews conducted April 25th through May 2nd, 2018, n=101 MOE +/- 11.1 percentage points. Totals may not add to 100% due to rounding.

**FOODLVRY1C. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults Who Have Used a Fresh Grocery Delivery Service                    |       |       |
|---|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: Peapod? |       |       |
|   | Yes   | No    |
|   | Row % | Row % |
| National Adults Who Have Used a Fresh Grocery Delivery Service                    | 12%   | 88%   |
| National Amazon Shoppers  | 11%   | 89%   |
| National Amazon Prime Users   | 11%   | 89%   |

NPR/Marist Poll National Adults Who Have Used a Fresh Grocery Delivery Service. Interviews conducted April 25th through May 2nd, 2018, n=101 MOE +/- 11.1 percentage points. Totals may not add to 100% due to rounding.

**FOODLVRYID. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults Who Have Used a Fresh Grocery Delivery Service                          |       |       |
|---|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: Amazon Fresh? |       |       |
|   | Yes   | No    |
|   | Row % | Row % |
| National Adults Who Have Used a Fresh Grocery Delivery Service                          | 15%   | 85%   |
| National Amazon Shoppers  | 18%   | 82%   |
| National Amazon Prime Users   | 19%   | 81%   |

NPR/Marist Poll National Adults Who Have Used a Fresh Grocery Delivery Service. Interviews conducted April 25th through May 2nd, 2018, n=101 MOE +/- 11.1 percentage points. Totals may not add to 100% due to rounding.

**FOODLVRYIE. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults Who Have Used a Fresh Grocery Delivery Service                             |       |       |
|--|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: Walmart Grocery? |       |       |
|  | Yes   | No    |
|  | Row % | Row % |
| National Adults Who Have Used a Fresh Grocery Delivery Service                             | 13%   | 87%   |
| National Amazon Shoppers   | 11%   | 89%   |
| National Amazon Prime Users  | 11%   | 89%   |

NPR/Marist Poll National Adults Who Have Used a Fresh Grocery Delivery Service. Interviews conducted April 25th through May 2nd, 2018, n=101 MOE +/- 11.1 percentage points. Totals may not add to 100% due to rounding.

**FOODLVRYIF. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

| National Adults Who Have Used a Fresh Grocery Delivery Service                                       |       |       |
|--|-------|-------|
| Have you ever used each of the following fresh grocery delivery services: A local market or service? |       |       |
|  | Yes   | No    |
|  | Row % | Row % |
| National Adults Who Have Used a Fresh Grocery Delivery Service                                       | 53%   | 47%   |
| National Amazon Shoppers   | 54%   | 46%   |
| National Amazon Prime Users  | 51%   | 49%   |

NPR/Marist Poll National Adults Who Have Used a Fresh Grocery Delivery Service. Interviews conducted April 25th through May 2nd, 2018, n=101 MOE +/- 11.1 percentage points. Totals may not add to 100% due to rounding.

**MEALKIT1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Adults   |       |                        |
|----------------------------------|--------------------|---|-------|------------------------|
|                                  |                    | Are you subscribed to a meal kit subscription service such as Blue Apron or HelloFresh? |       |                        |
|                                  |                    | Yes   | No    | Vol. Used to subscribe |
|                                  |                    | Row %   | Row % | Row %                  |
| National Adults                  |                    | 2%  | 97%   | 1%                     |
| National Online Shoppers         |                    | 3%  | 96%   | 1%                     |
| National Regular Online Shoppers |                    | 3%  | 96%   | 1%                     |
| National Amazon Shoppers         |                    | 4%  | 96%   | 1%                     |
| National Regular Amazon Shoppers |                    | 5%  | 95%   | 1%                     |
| National Amazon Prime Members    |                    | 5%  | 94%   | 1%                     |
| National Amazon Prime Users      |                    | 5%  | 94%   | 1%                     |
| Household Income                 | Less than \$50,000 | 2%  | 98%   | 0%                     |
|                                  | \$50,000 or more   | 3%  | 96%   | 1%                     |
| Household Income                 | Less \$25,000      | 2%  | 98%   | 0%                     |
|                                  | 25,000-\$49,999    | 3%  | 97%   | 0%                     |
|                                  | \$50,000-\$99,999  | 3%  | 96%   | 1%                     |
|                                  | \$100,000 or more  | 2%  | 96%   | 1%                     |
| Age                              | 18 to 29           | 2%  | 98%   | 0%                     |
|                                  | 30 to 44           | 5%  | 94%   | 1%                     |
|                                  | 45 or older        | 2%  | 98%   | 0%                     |
| Age                              | Under 45           | 3%  | 96%   | 1%                     |
|                                  | 45 or older        | 2%  | 98%   | 0%                     |
| Gender                           | Men                | 3%  | 97%   | 0%                     |
|                                  | Women              | 2%  | 98%   | 1%                     |

NPR/Marist Poll National Adults. Interviews conducted April 25th through May 2nd, 2018, n=1057 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

**SUBBOX1. NPR/Marist Poll National Tables April 25th through May 2nd, 2018**

|                                  |                    | National Adults   |       |
|----------------------------------|--------------------|---|-------|
|                                  |                    | Are you subscribed to a box subscription service, such as Birchbox or Stitch Fix? |       |
|                                  |                    | Yes   | No    |
|                                  |                    | Row %   | Row % |
| National Adults                  |                    | 3%  | 97%   |
| National Online Shoppers         |                    | 4%  | 96%   |
| National Regular Online Shoppers |                    | 6%  | 94%   |
| National Amazon Shoppers         |                    | 5%  | 95%   |
| National Regular Amazon Shoppers |                    | 6%  | 94%   |
| National Amazon Prime Members    |                    | 6%  | 94%   |
| National Amazon Prime Users      |                    | 5%  | 95%   |
| Household Income                 | Less than \$50,000 | 3%  | 97%   |
|                                  | \$50,000 or more   | 3%  | 97%   |
| Household Income                 | Less \$25,000      | 2%  | 98%   |
|                                  | 25,000-\$49,999    | 4%  | 96%   |
|                                  | \$50,000-\$99,999  | 3%  | 97%   |
|                                  | \$100,000 or more  | 4%  | 96%   |
| Age                              | 18 to 29           | 3%  | 97%   |
|                                  | 30 to 44           | 5%  | 95%   |
|                                  | 45 or older        | 2%  | 98%   |
| Age                              | Under 45           | 4%  | 96%   |
|                                  | 45 or older        | 2%  | 98%   |
| Gender                           | Men                | 2%  | 98%   |
|                                  | Women              | 3%  | 97%   |

NPR/Marist Poll National Adults. Interviews conducted April 25th through May 2nd, 2018, n=1057 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.