
Just in Time – Prime Time

July 13, 2023

It's Prime Time for Amazon Prime Day sales, with 74% of Prime members claiming they're "likely" or "very likely" to shop the deals.

At-A-Glance:

- Most expected their Prime Day spending to be similar to prior years. The outlier is Millennials, where nearly half (48%) expected their spending to be larger this year than in years past.
- 46% planned to shop Amazon's competitors during the Prime Day promotional period.
- Only 34% of current or previous Prime members say they are aware of the FTC lawsuit against Amazon.



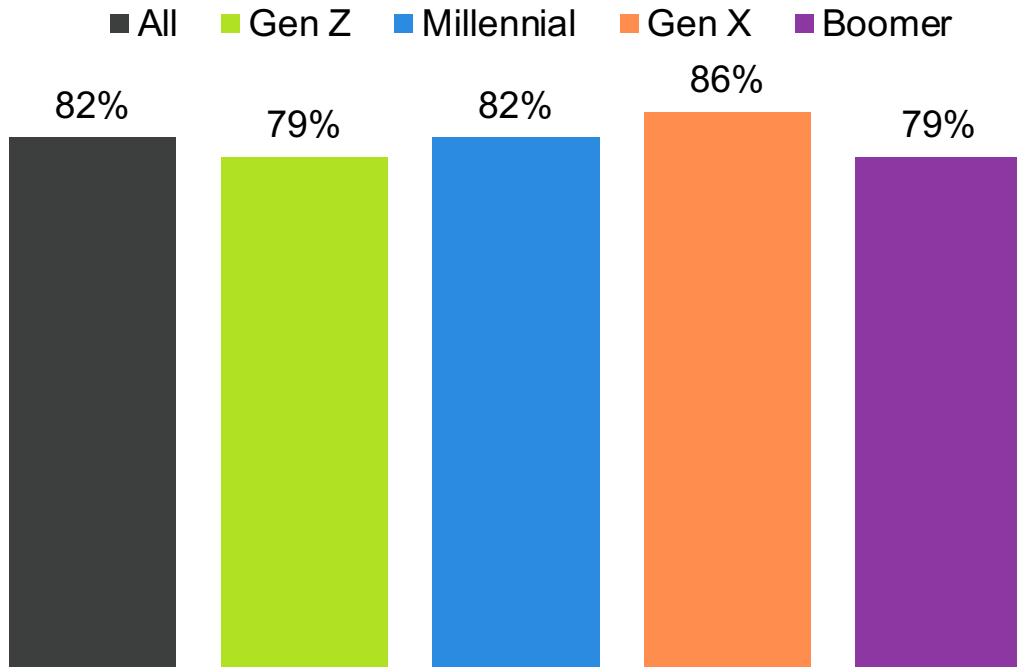
The Outlook:

While there is potential for good economic news this week – the Labor Department is expected to report that overall inflation fell to about 3% in June, the lowest level in two years – Prime Day deals come at a time when Americans are still focused on the toll that rising prices has taken. With revenue estimates of \$8 billion, Prime Day comes at a good time for Amazon and could offset the negative headwinds that the company has faced so far this year.

More than 4 in 5 respondents (82%) report being an Amazon Prime member, with no discernible generational bias.

82%
of respondents are Amazon Prime members.

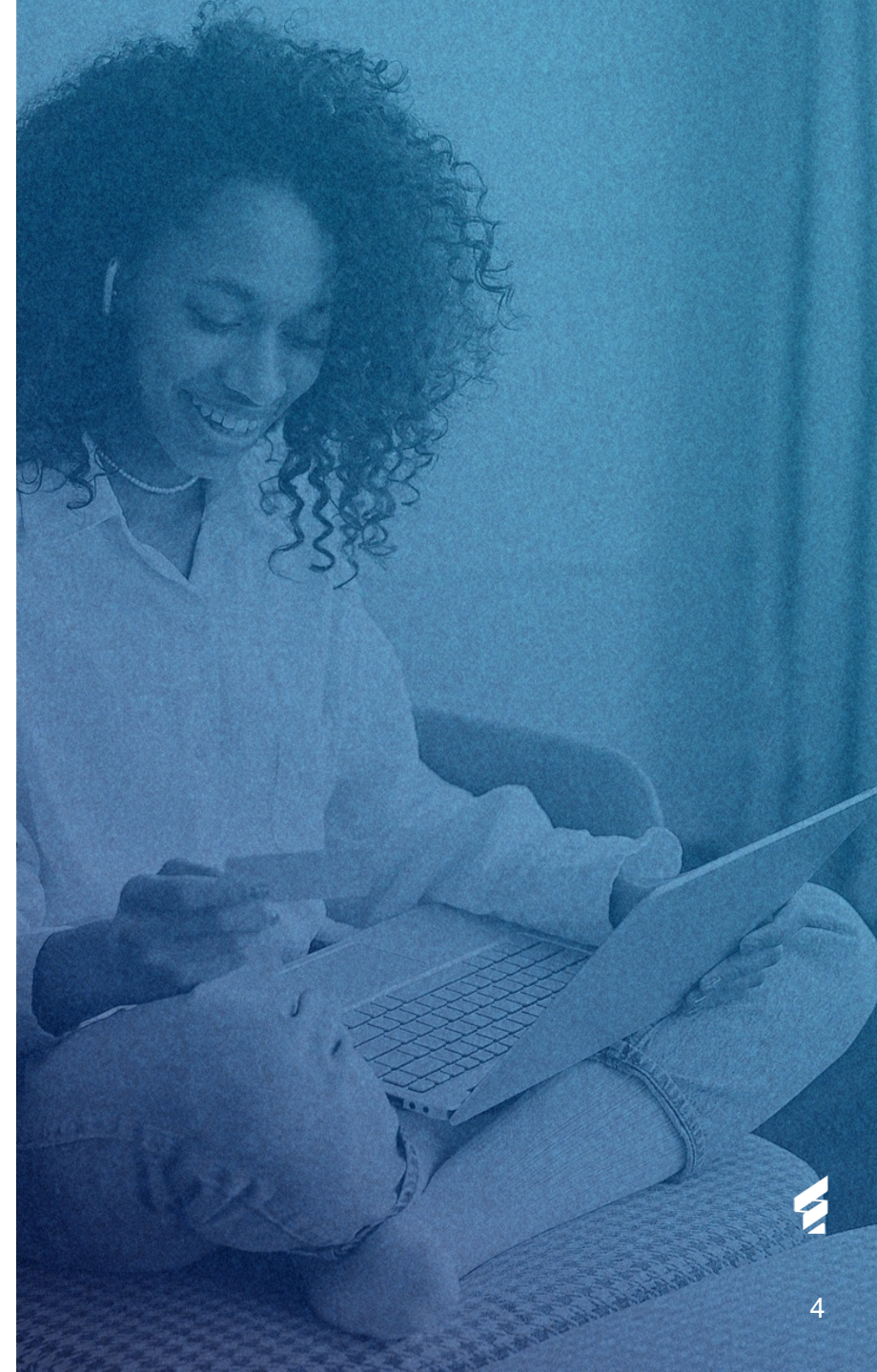
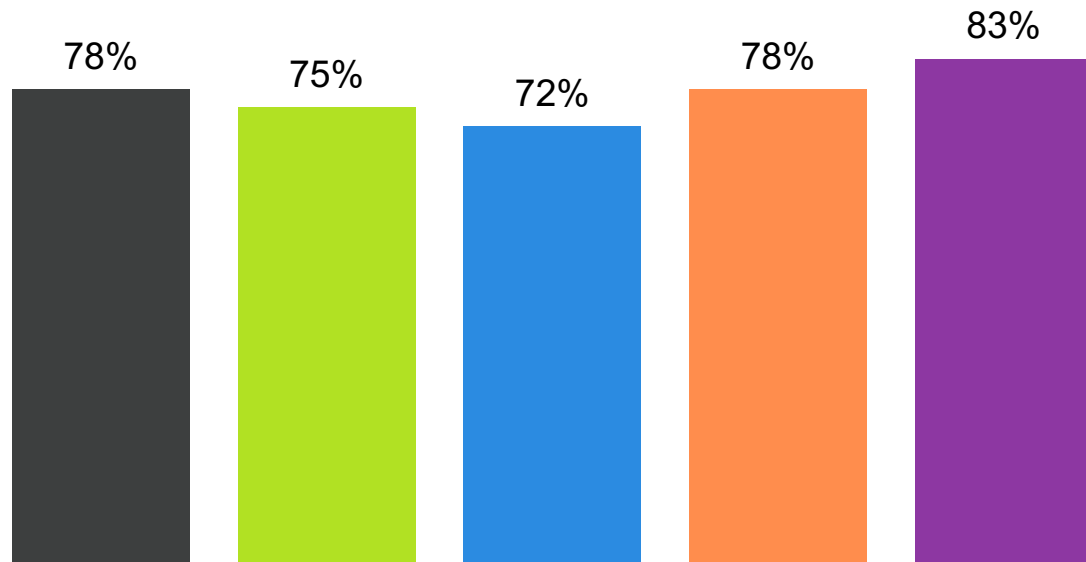
Amazon Prime Membership



Among the 18% who said they are not currently Prime members, more than three quarters (78%) report having been members in the past.

Previously Prime members among current non-members

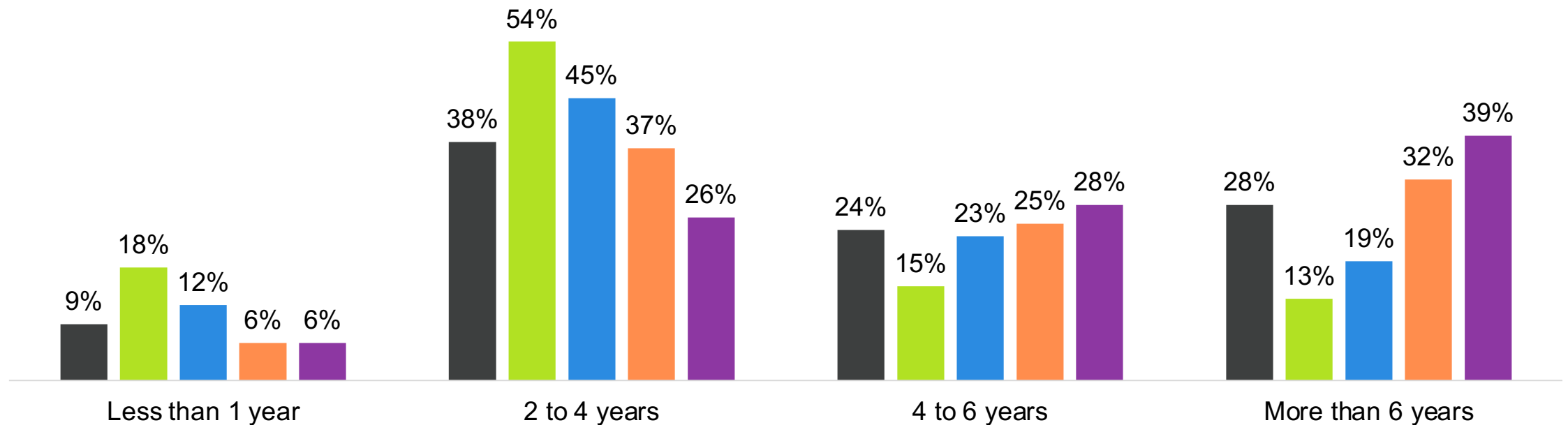
■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Not surprisingly, older generations have been Prime members the longest. The median time as a member is just over 4 years.

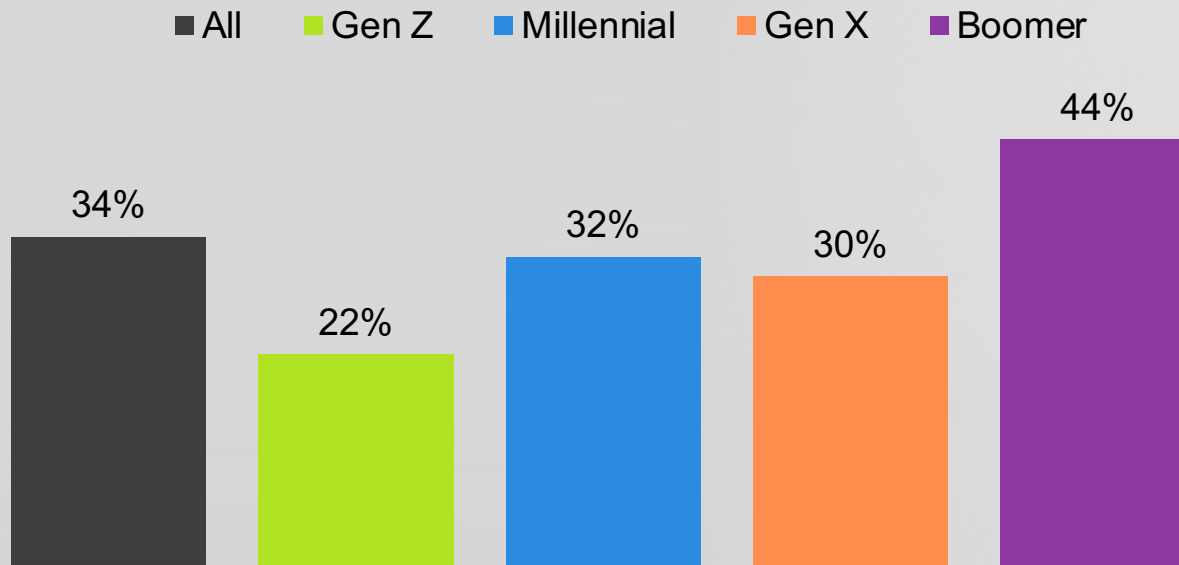
Length of time being a current Prime member

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Only about one-third of current or previous Prime members are aware of the FTC lawsuit against Amazon that claims the company tricked people into joining Prime. Boomers (44%) are the most attuned while Gen Z (22%) are the least.

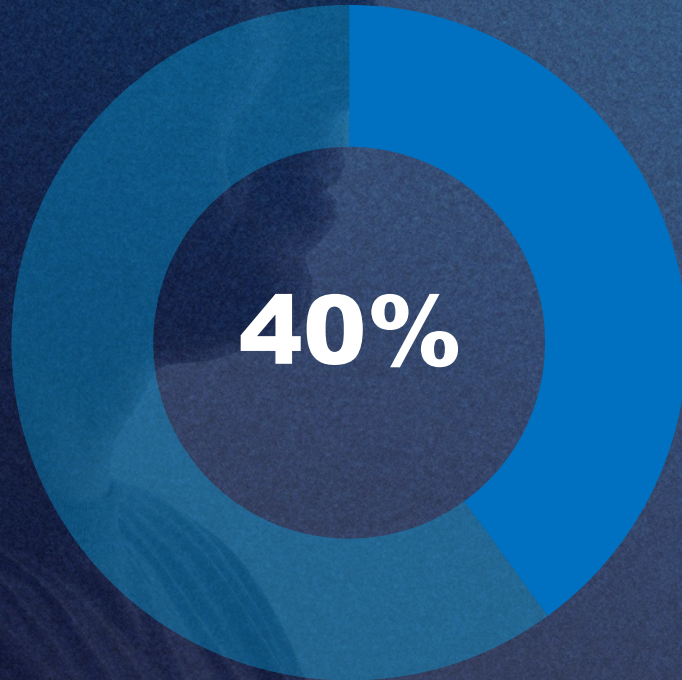
Awareness of Amazon Prime FTC lawsuit



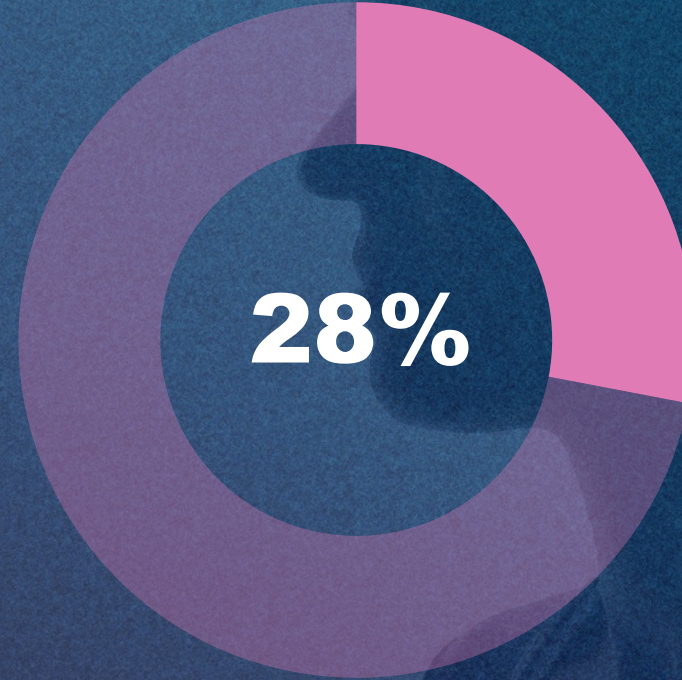
Men (40%) are much more likely to be aware of the suit than women (28%).

Awareness of Amazon Prime FTC lawsuit

Males

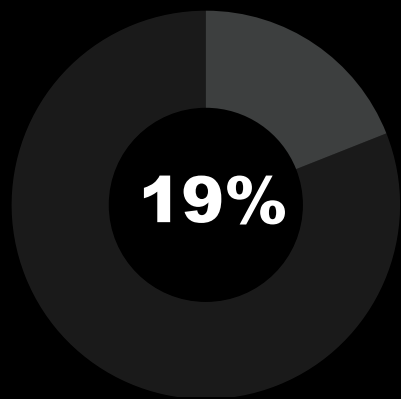


Females

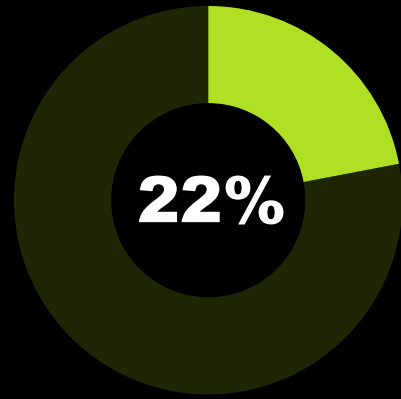


Among those who are currently Prime members or have been in the past, fewer than 1 in 5 feel they were tricked into joining Prime.

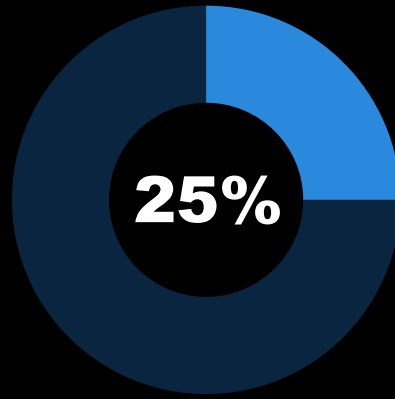
Feel they were tricked into joining Prime



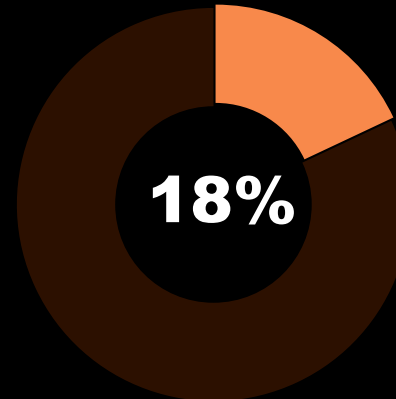
All



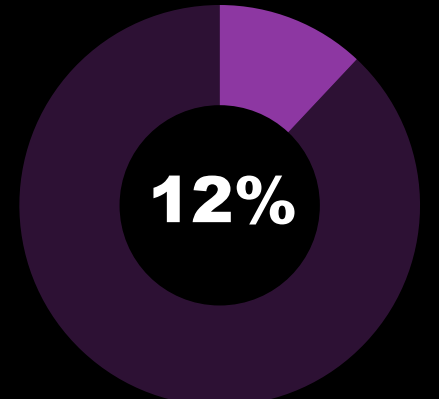
Gen Z



Millennial



Gen X



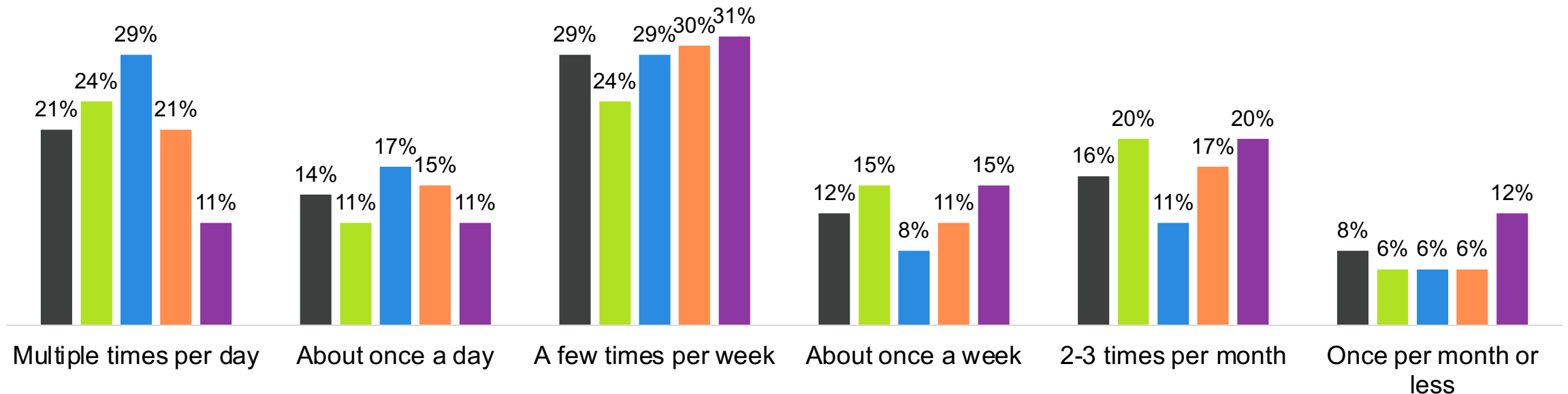
Boomer



It's not surprising that the younger generations are the most likely to be using Prime multiple times per day due to seeing greater utility in things such as Prime Music, Prime Video, and grocery delivery.

Frequency of Prime Use

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



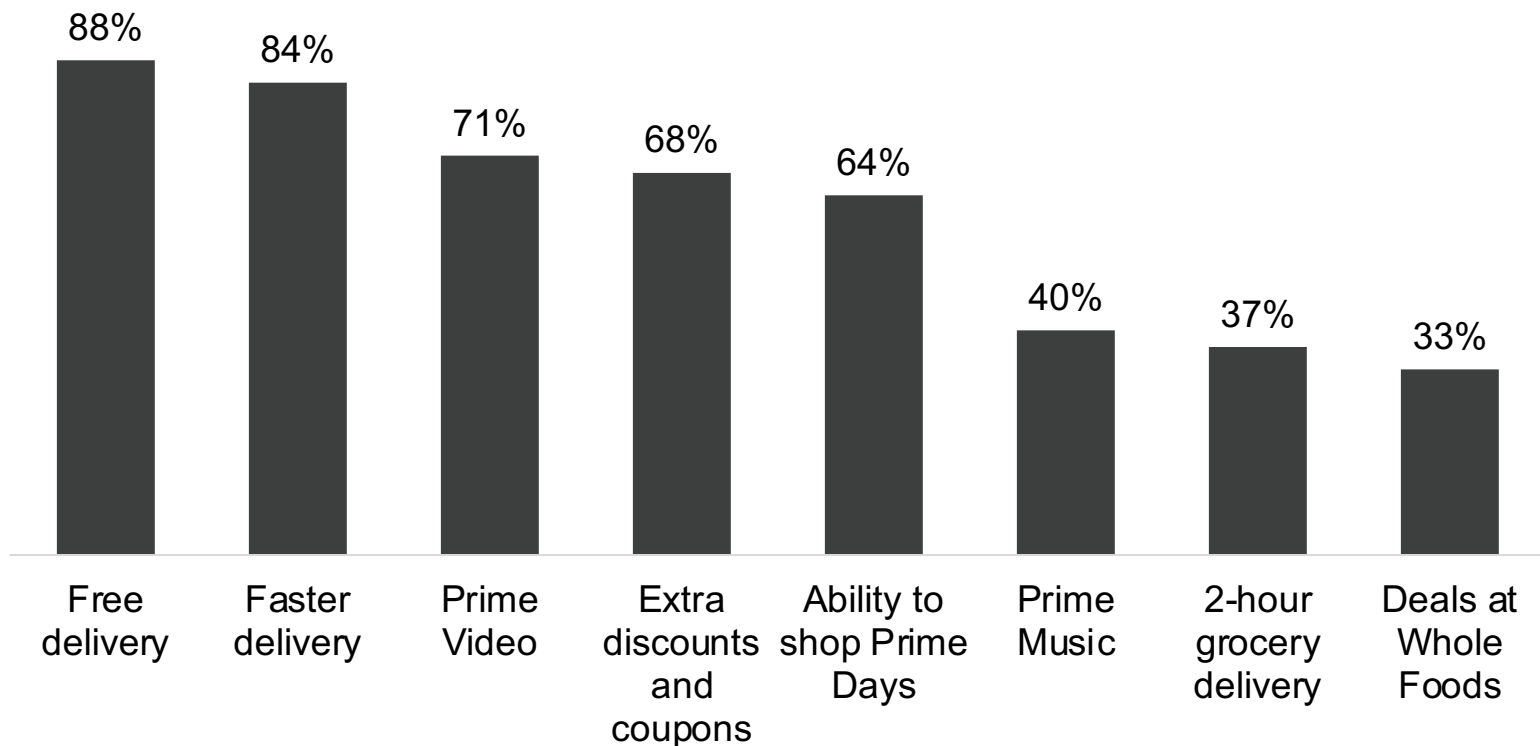
Three benefits stand out as having the greatest value among current and previous Prime members: free delivery (41%), faster delivery (24%), and Prime Video (15%). No other benefit is viewed as the best by more than 8% of respondents.

Biggest Prime benefit	All	Gen Z	Millennial	Gen X	Boomer
Free delivery	41%	32%	34%	41%	50%
Faster delivery	24%	29%	23%	25%	21%
Prime Video	15%	14%	18%	13%	14%
Extra discounts and coupons	8%	9%	10%	9%	4%
Ability to shop Prime Days	5%	2%	7%	5%	5%
Prime Music	4%	8%	4%	4%	3%
2-hour grocery delivery	2%	3%	3%	2%	1%
Deals at Whole Foods	2%	2%	1%	2%	2%



Free delivery (88%) and faster delivery (84%) are the most valued benefits. No other benefit is found appealing by more than 3 in 4 people.

Perceived value of other (not biggest) Prime benefits:
“Valuable” or “Very valuable”

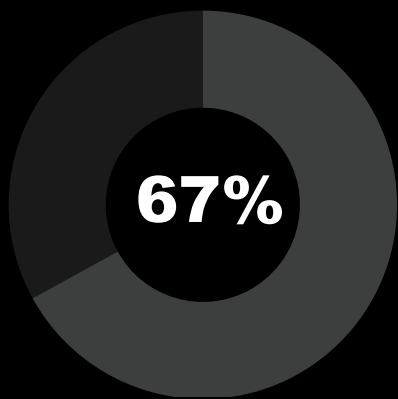


Some benefits are viewed as valuable by **40% or less** of respondents.

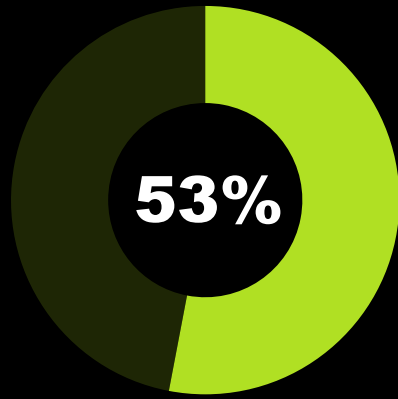


Two-thirds of Prime members were aware of the July 11-12 schedule for Prime Day.

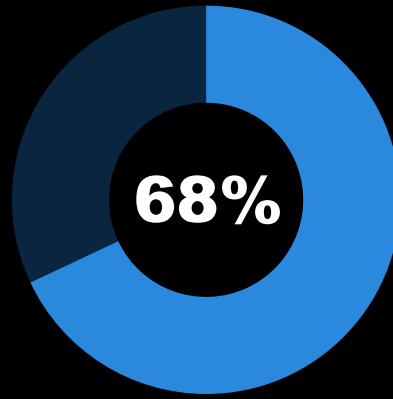
Are you aware that Amazon is planning Prime Day for July 11-12?



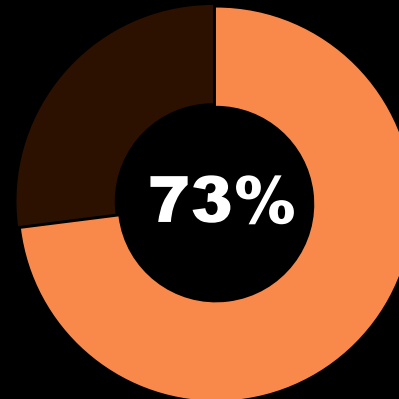
All



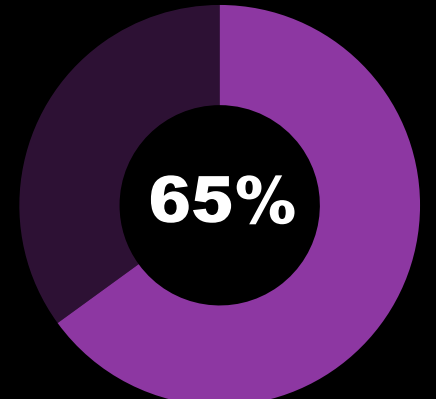
Gen Z



Millennial



Gen X



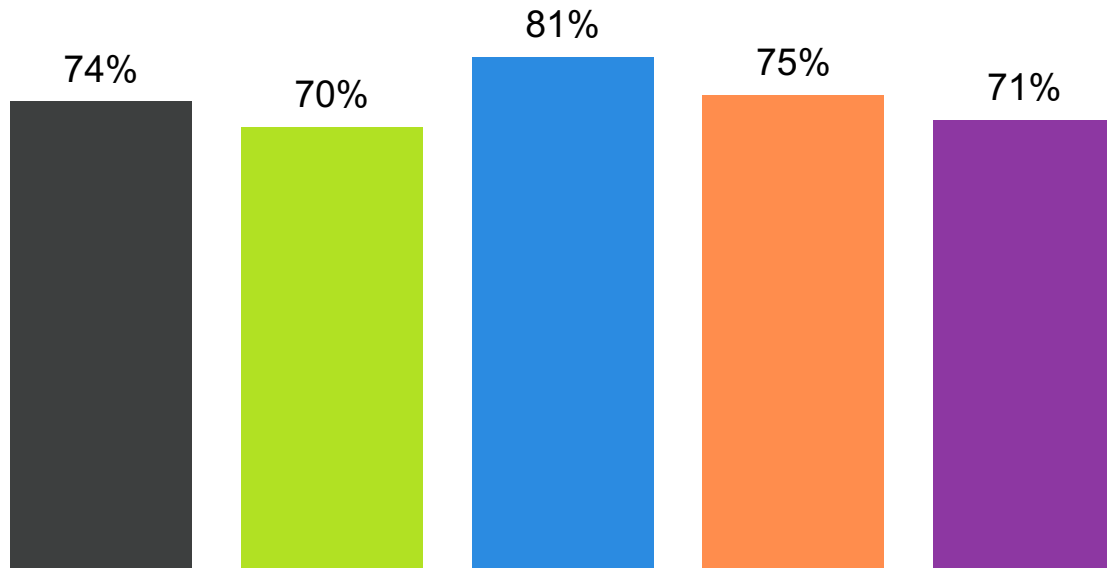
Boomer



Nearly three-quarters (74%) of Prime members were “likely” or “very likely” to shop Prime Day deals this year.

Likelihood to shop Prime Day: “Likely” or “Very likely”

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



More than anything else, deal hunting (74%) seems to be the number one driver for Prime Day purchases.

More than half the sample will also be shopping for everyday items and items they have been waiting to purchase.

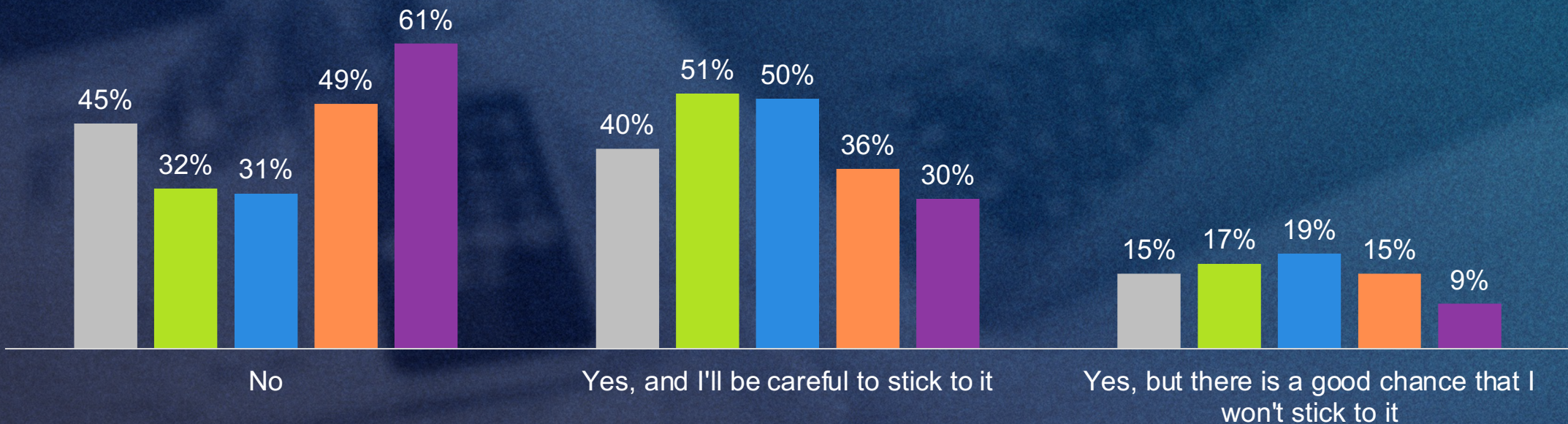
Purchases intending to make on Prime Day	All	Gen Z	Millennial	Gen X	Boomer
Really good deals you find	74%	74%	78%	73%	72%
Everyday items	56%	55%	59%	58%	50%
Items you've been waiting to purchase	54%	67%	57%	57%	44%
Holiday gifts	29%	26%	40%	29%	26%
Back-to-school items	19%	30%	31%	18%	3%



Only 4 in 10 people overall and 30% of Boomers planned on establishing a budget for their Prime Day shopping and intended to stick to it.

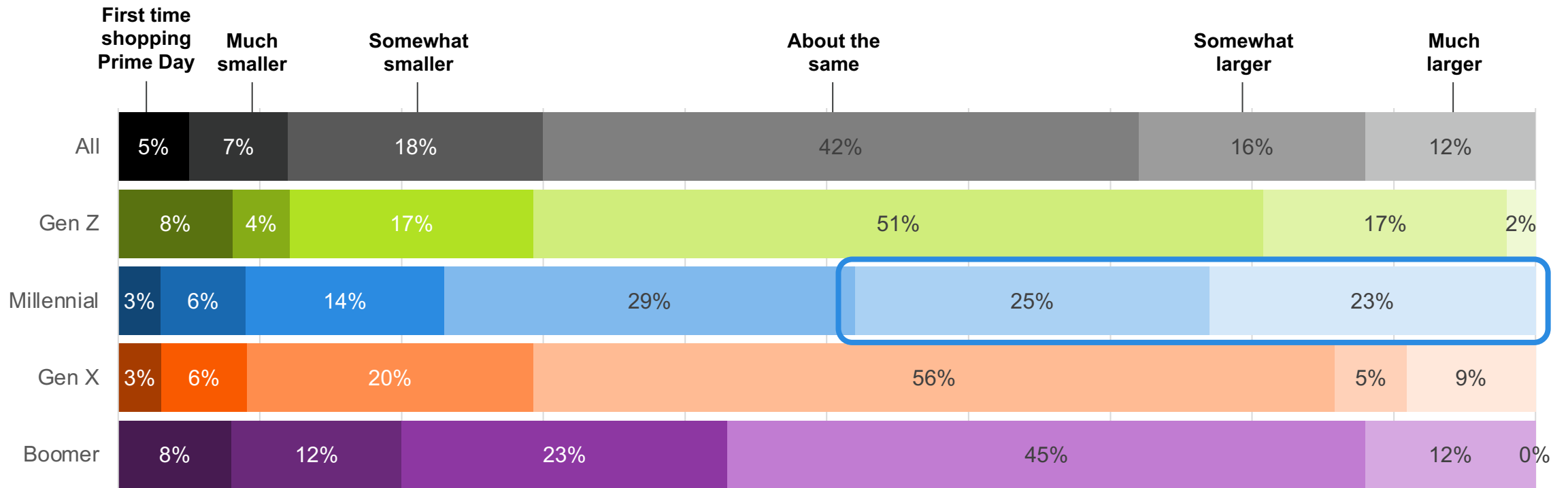
Will create a budget for Prime Day

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Most people expected their Prime Day spending to be similar to prior years. The outlier is Millennials, where nearly half (48%) expected their spending to be larger than in years past.

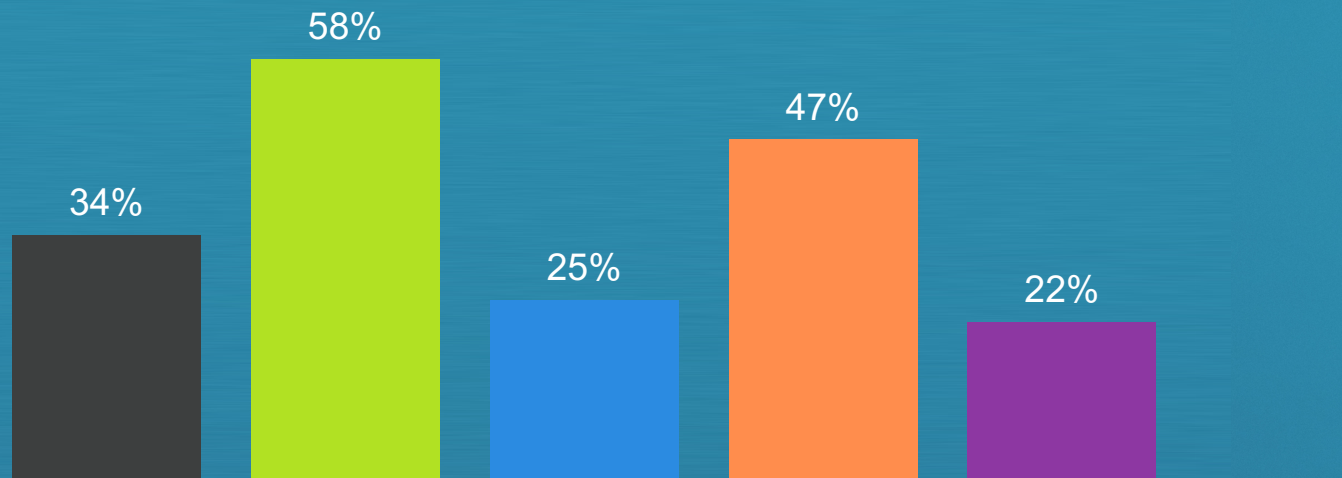
Prime Day budget this year compared to previous years



One-third of respondents who anticipated spending less money on Prime Day this year believe that Prime Day deals don't offer the same savings as they did in years past.

“Influential” or “Very influential” on spending less during this year’s Prime Day: Isn’t the great deal it used to be

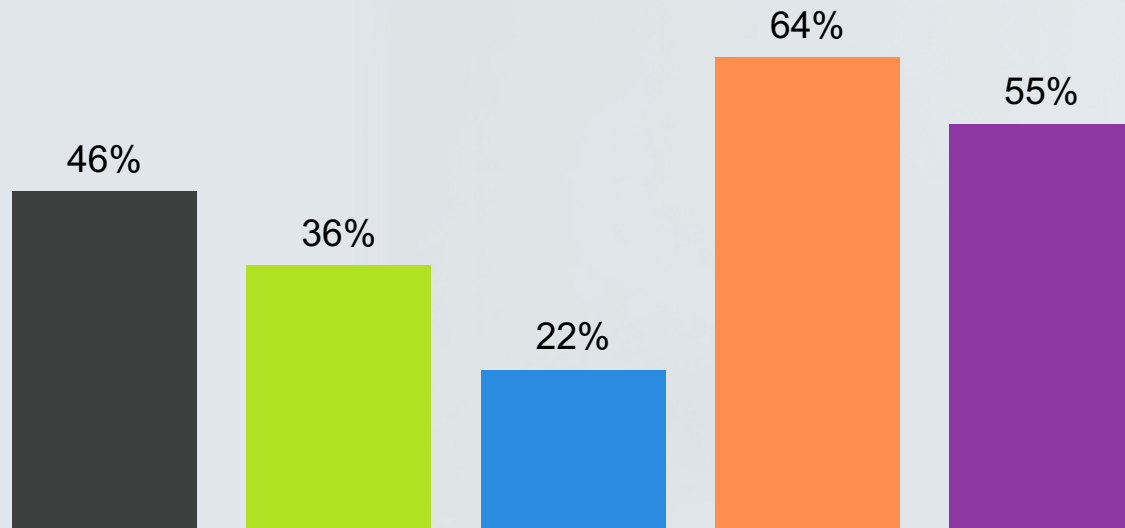
■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



46% of those that planned to spend less are doing so because their needs are not as great as they have been in prior years.

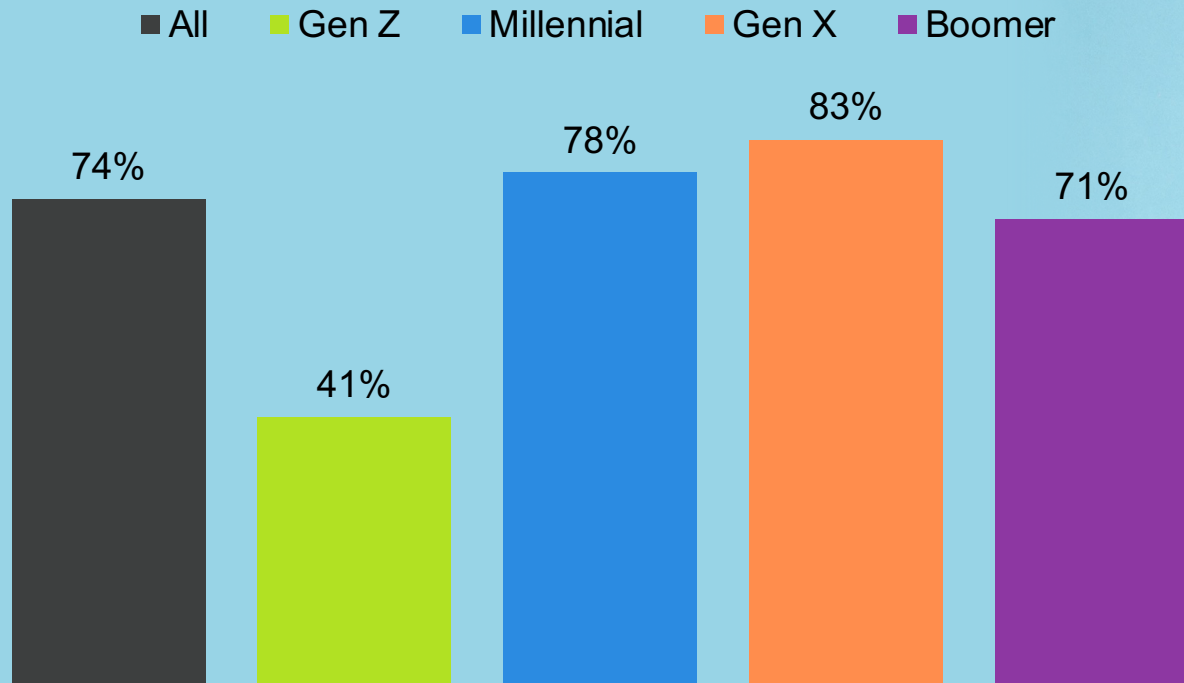
“Influential” or “Very influential” on spending less during this year’s Prime Day: I don’t need as much as prior years

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



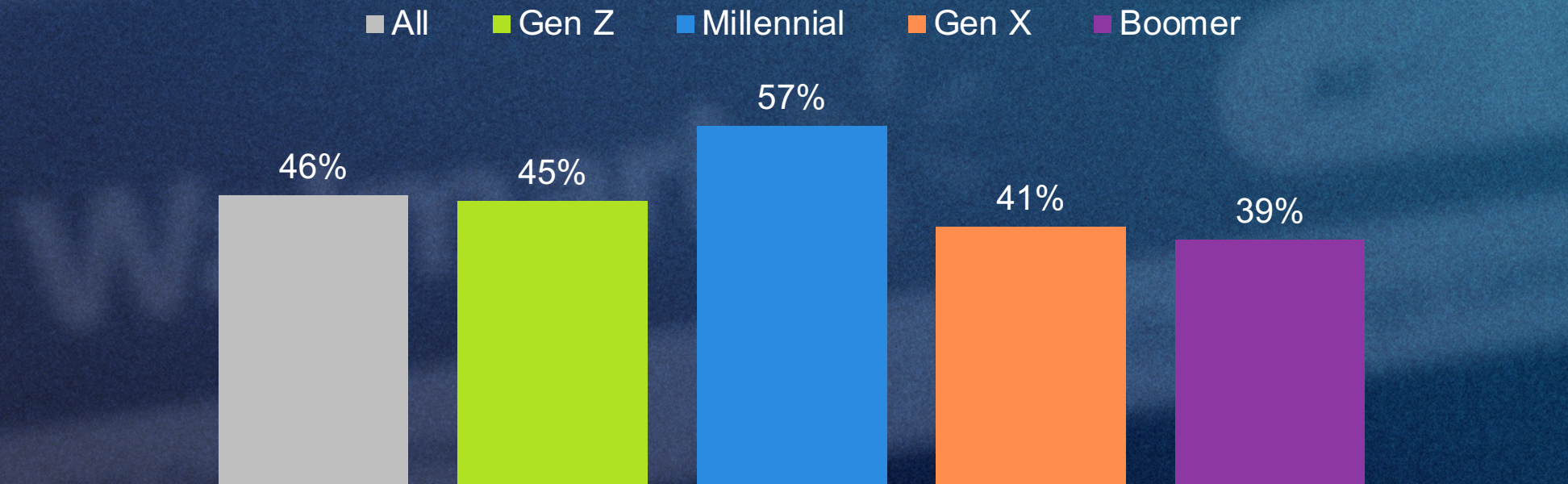
The most common reason (74%) for spending less during this year's Prime Day event is the pressure brought on by inflation.

“Influential” or “Very influential” on spending less during this year's Prime Day: Trying to save money because of inflation



Another potential impact on Prime Day spending is the fact that nearly half (46%) of respondents planned on shopping Amazon's competitors during Prime Day.

Plan to shop Amazon's competitors during Prime Day



Just in Time – Prime Time

N = 880
MOE ± 3.30%
Panel: General Population
Collected: 6/30/23



Gen Z
11%



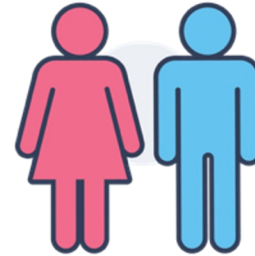
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

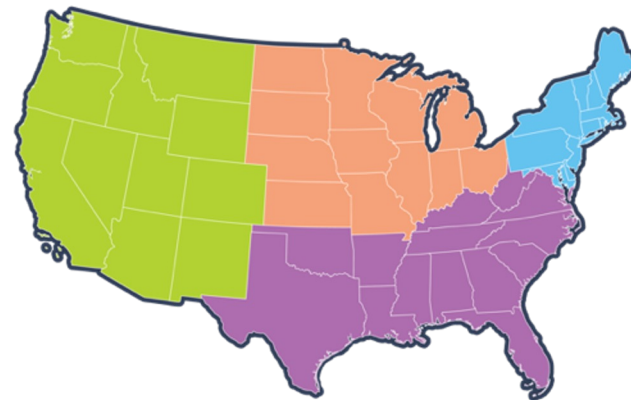
Male
49%



Urban
37%

Suburban
43%

Rural
21%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

Jenni Becker SVP, Business Development
jenni.becker@salesfactory.com

The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt icon integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like bar charts and line graphs, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**