



2020 State of U.S. eCommerce Consumer Survey

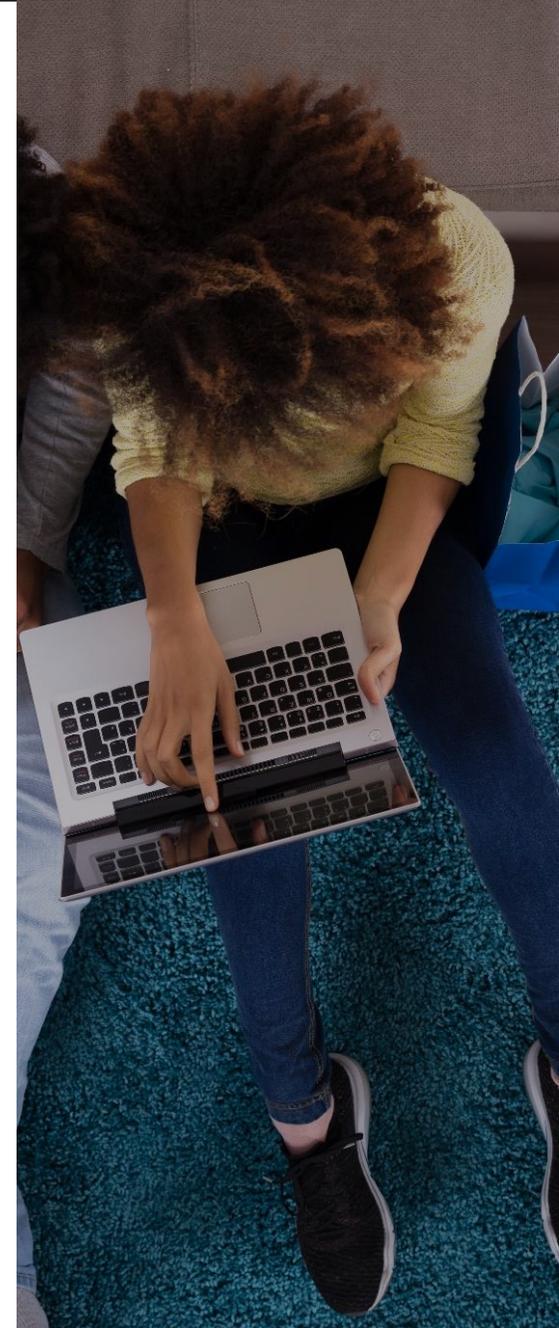
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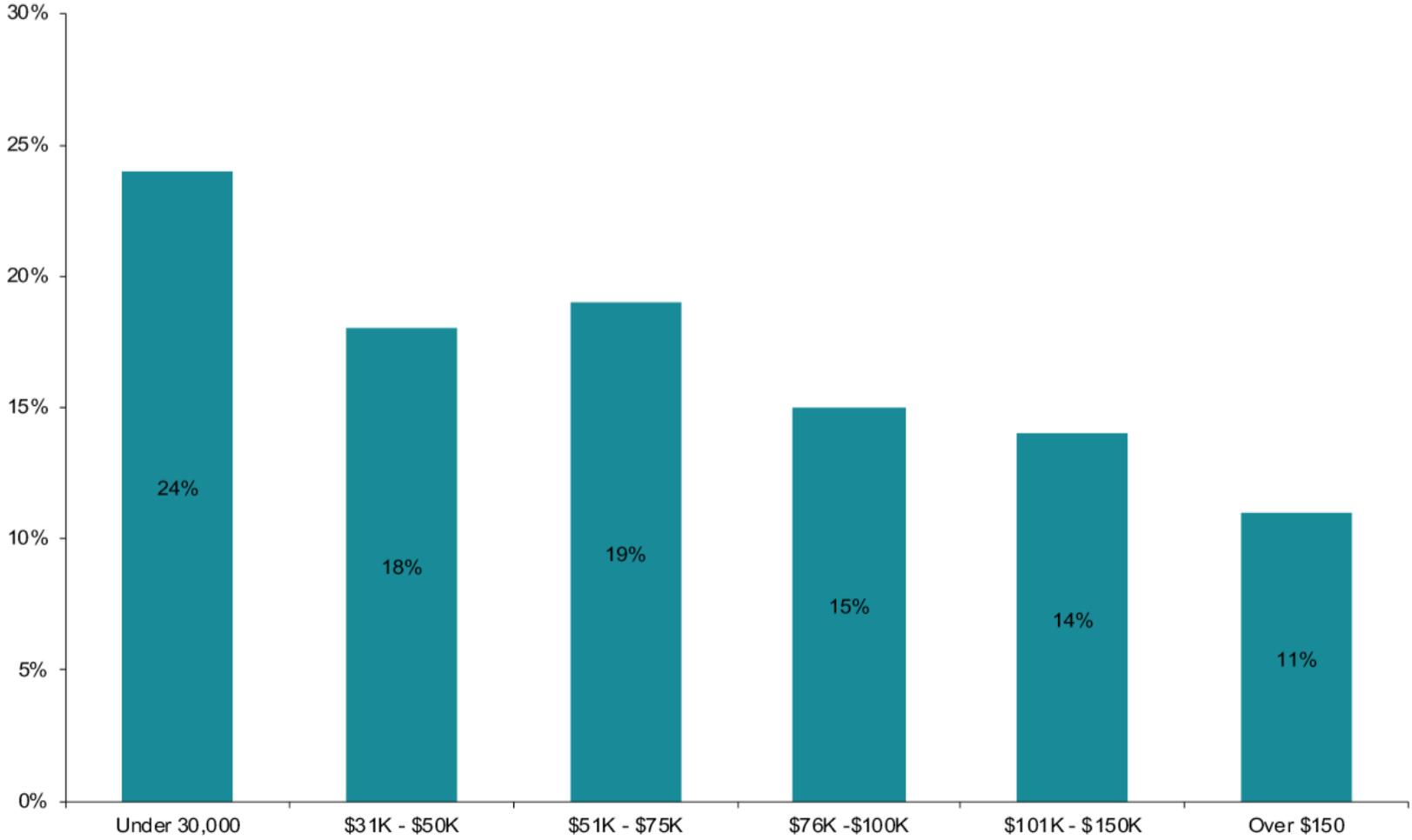
Survey Reveals Loyalty Programs & Communication Essential to Retail Success

CGS sponsored Dynata to survey 1,000 consumers across the U.S. about their current spending habits around non-essential items. For the purposes of this survey, non-essential purchases are items other than food, medicine and hygiene products. Notable findings include:

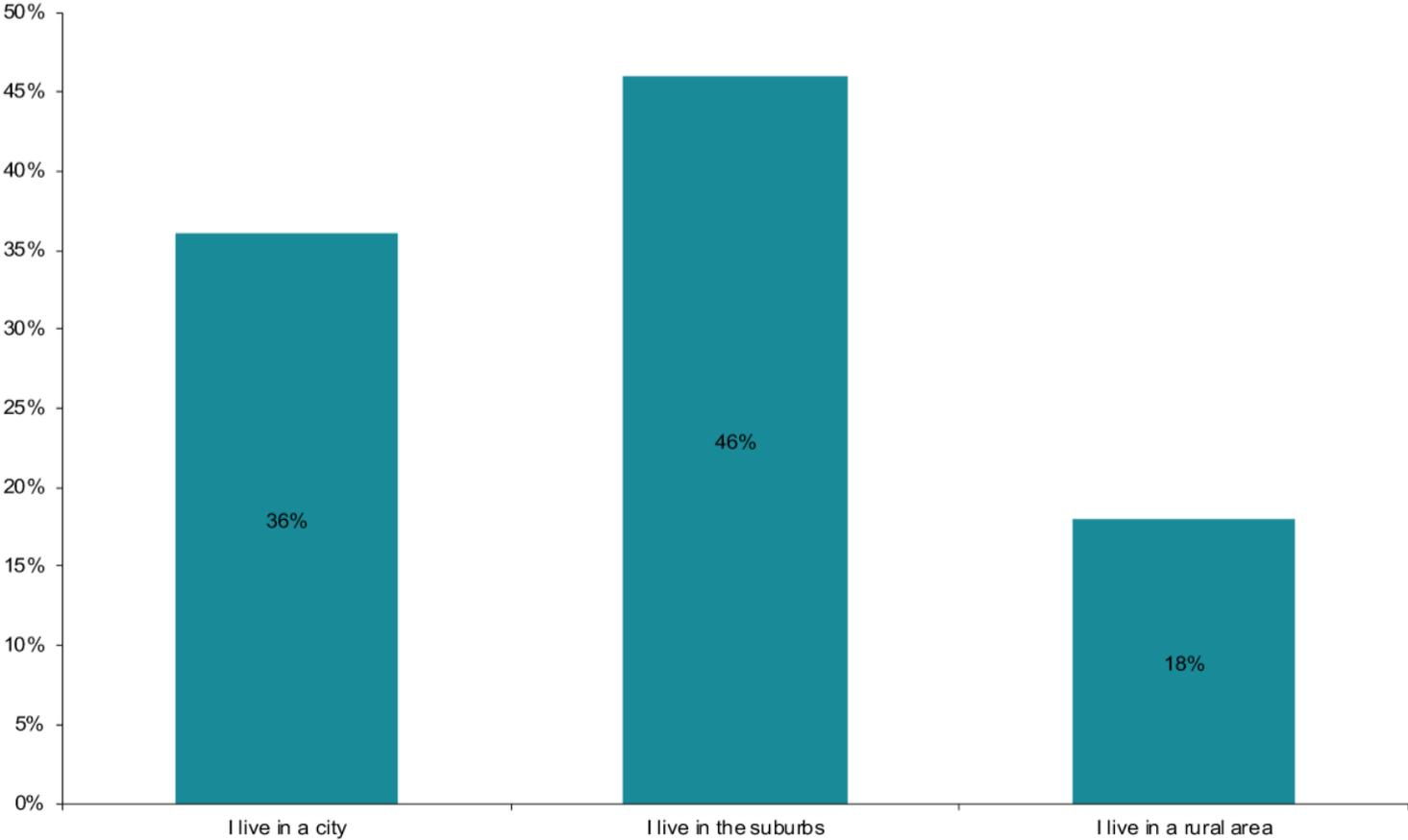
- Consumers aren't upset about service disruptions, but continued transparency is essential
- Loyalty programs are a must-have for retailers
- Consumers continue to make non-essential purchases for their wardrobe



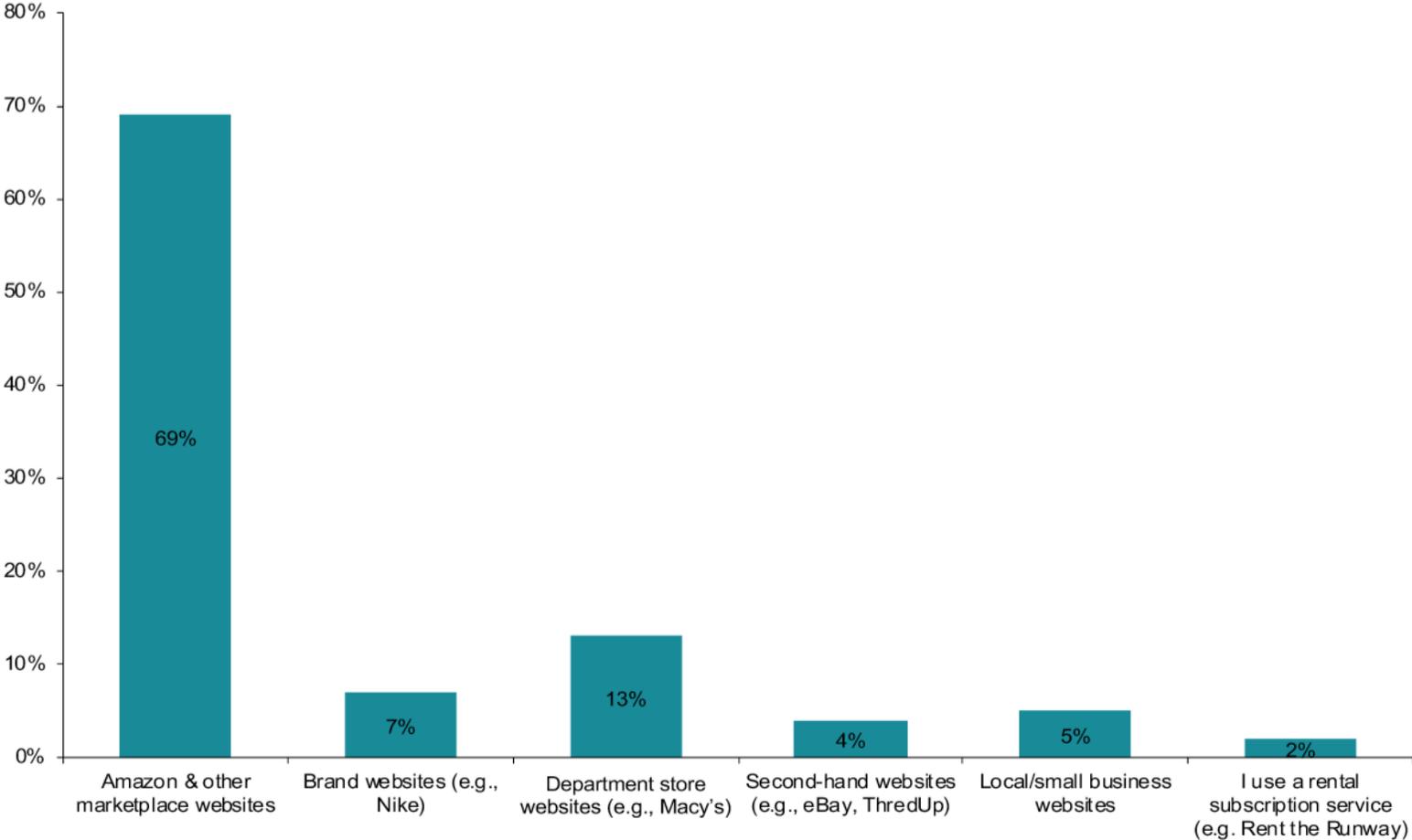
Q1: What is your annual income?



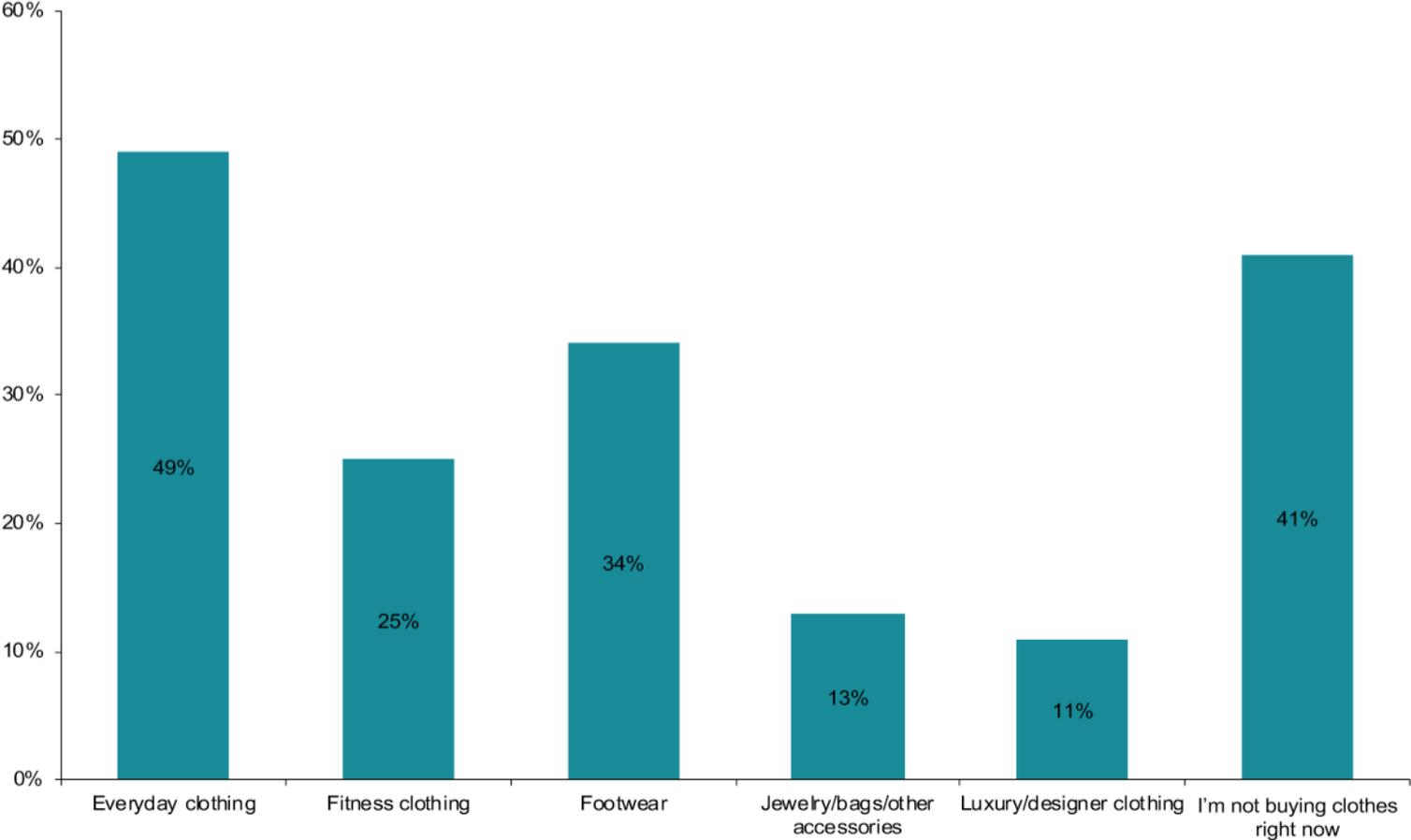
Q2: Which most accurately describes your current place of residence?



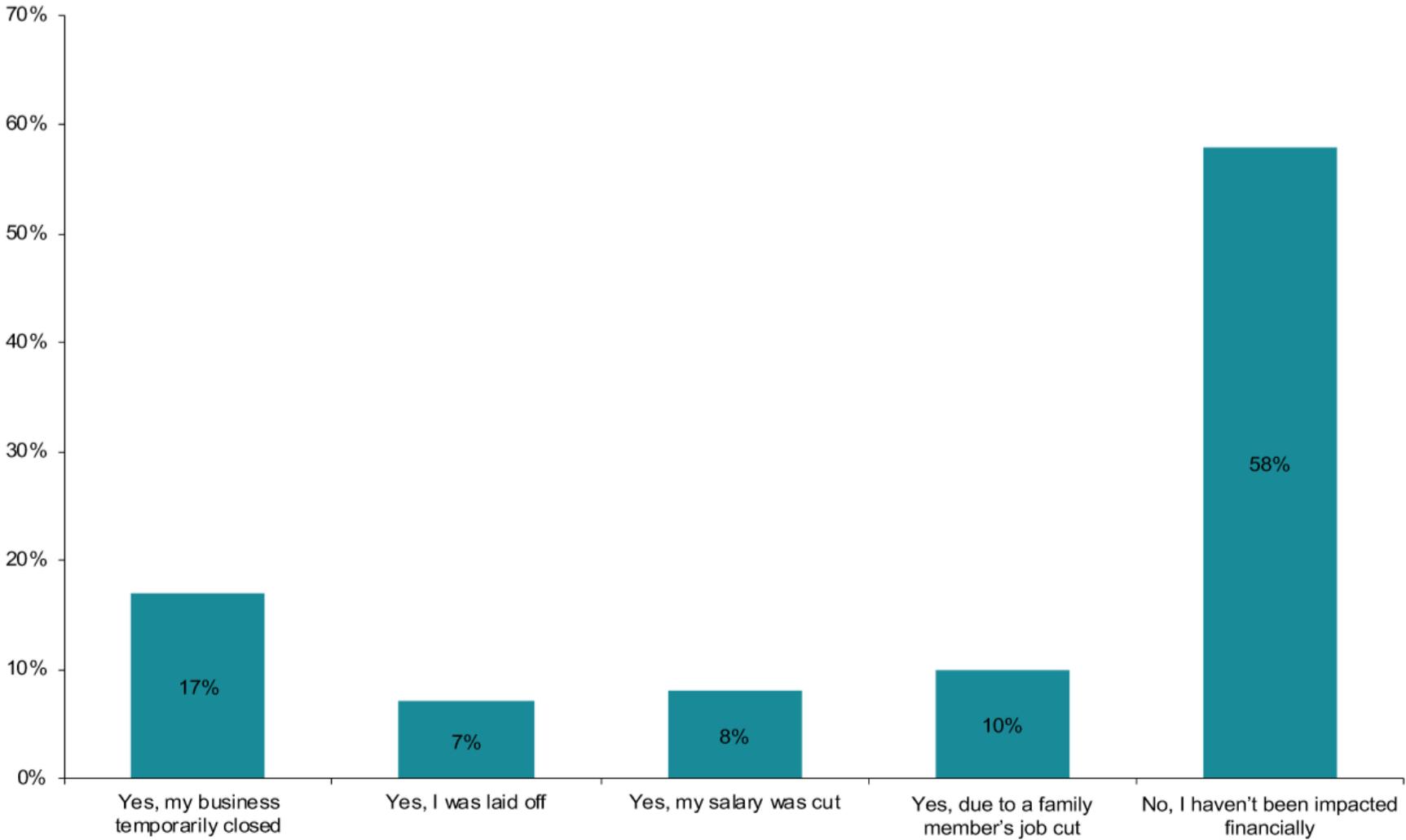
Q3: When buying non-essential items, where are you shopping online? Select top choice.



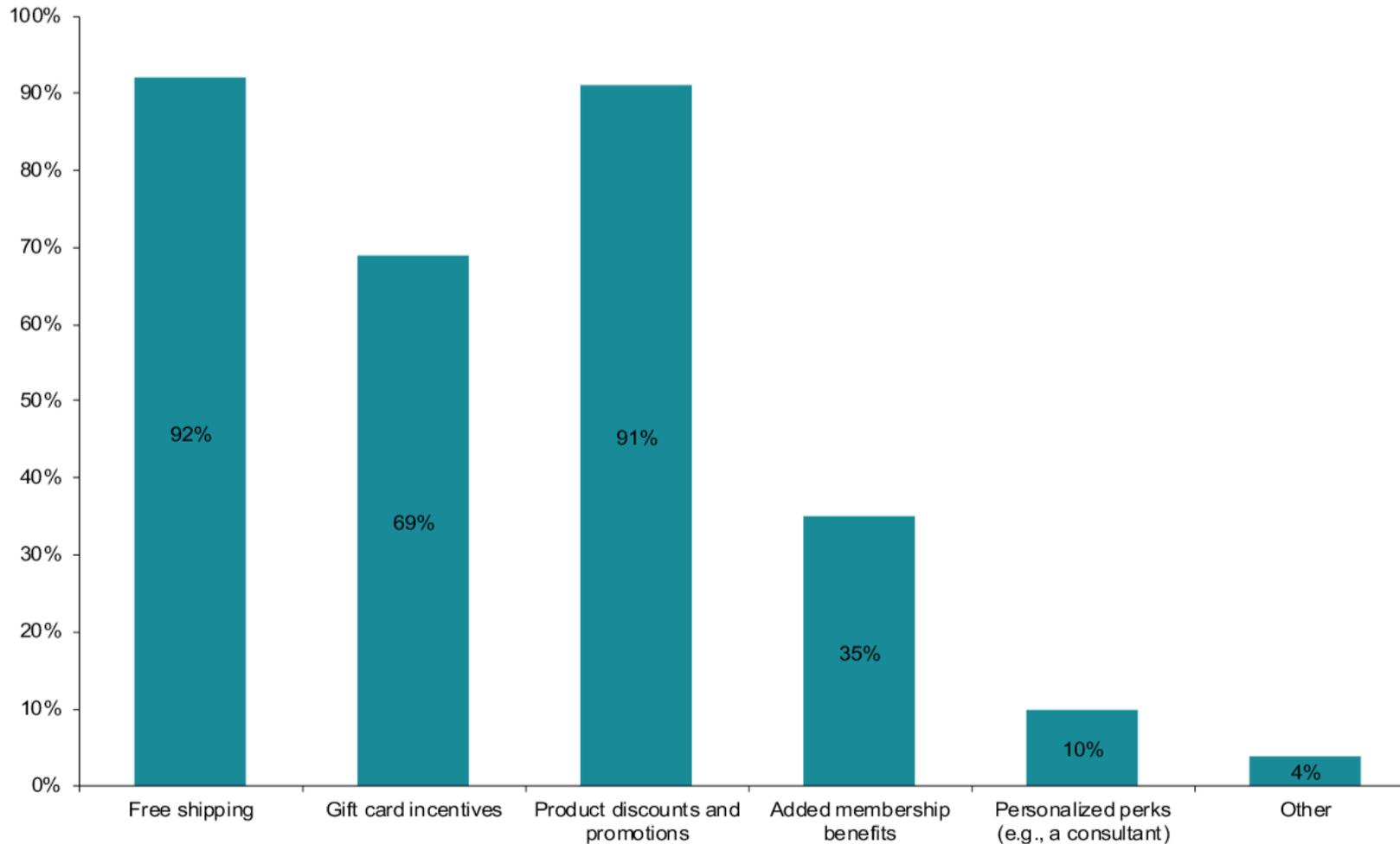
Q4: What types of clothing and fashion purchases are you making right now? Select all that apply.



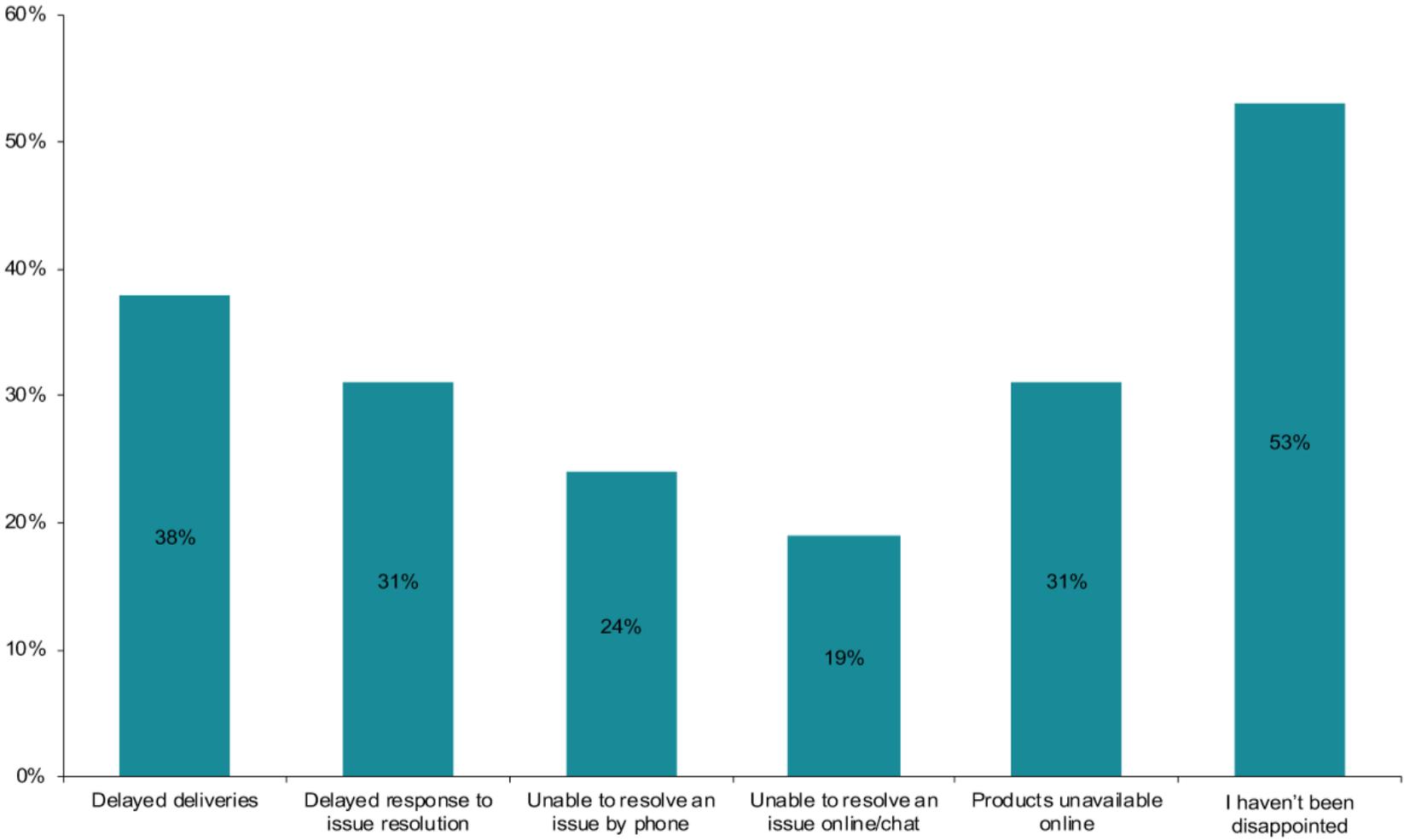
Q5: Have you been financially impacted by COVID-19?



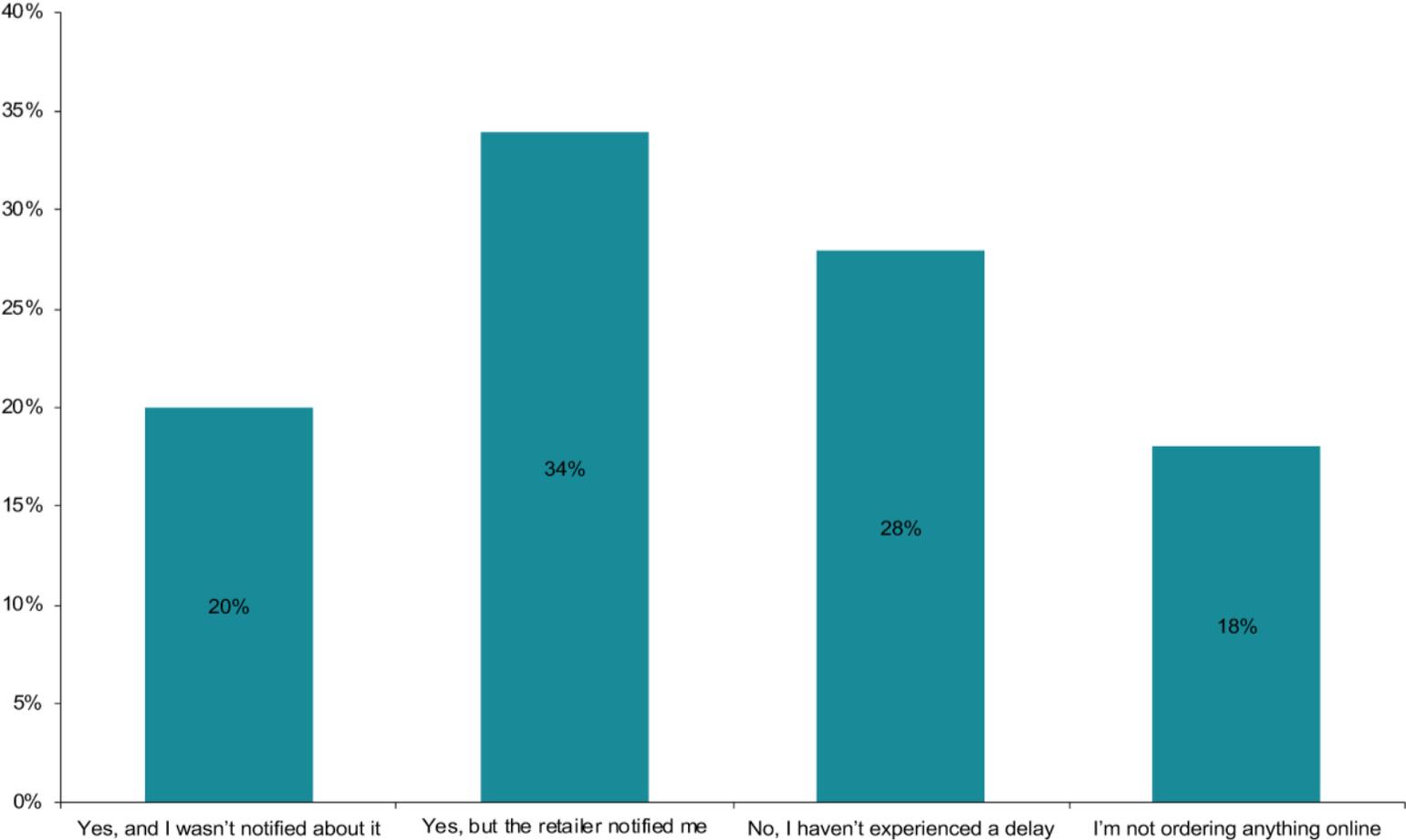
Q6: What types of loyalty programs would entice you to buy (or buy more) during this time? Select top 3.



Q7: If you have been disappointed in a retailer's service in the past month, what were the primary reasons? Select top 3.



Q8: Since the COVID-19 epidemic started, have you noticed a delay in the delivery of online purchases?



About CGS

For 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services.

CGS BlueCherry® Enterprise Suite provides clients with a powerful, comprehensive set of tools to drive their fundamental business processes. It focuses on the needs of high-growth organizations operating in the consumer lifestyle products, retail and apparel industries.

The BlueCherry Enterprise Suite's built-in capacity addresses the needs of all core management, planning, product development, manufacturing, logistics, finance and sales functions.

