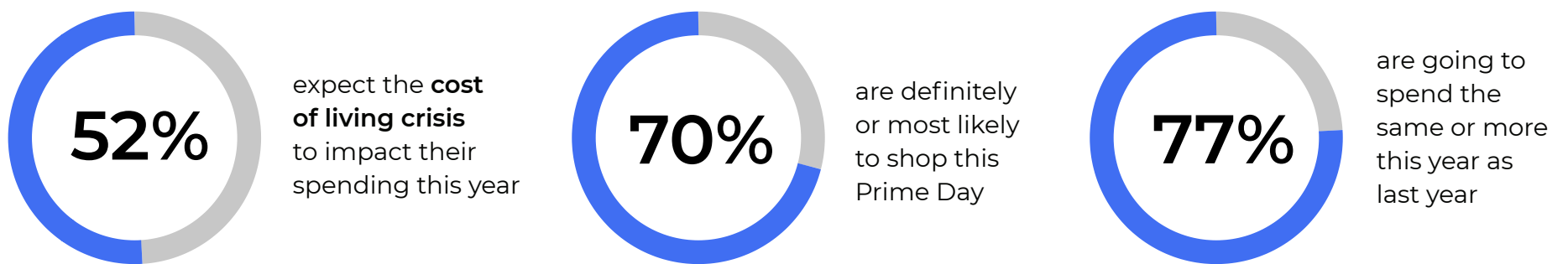


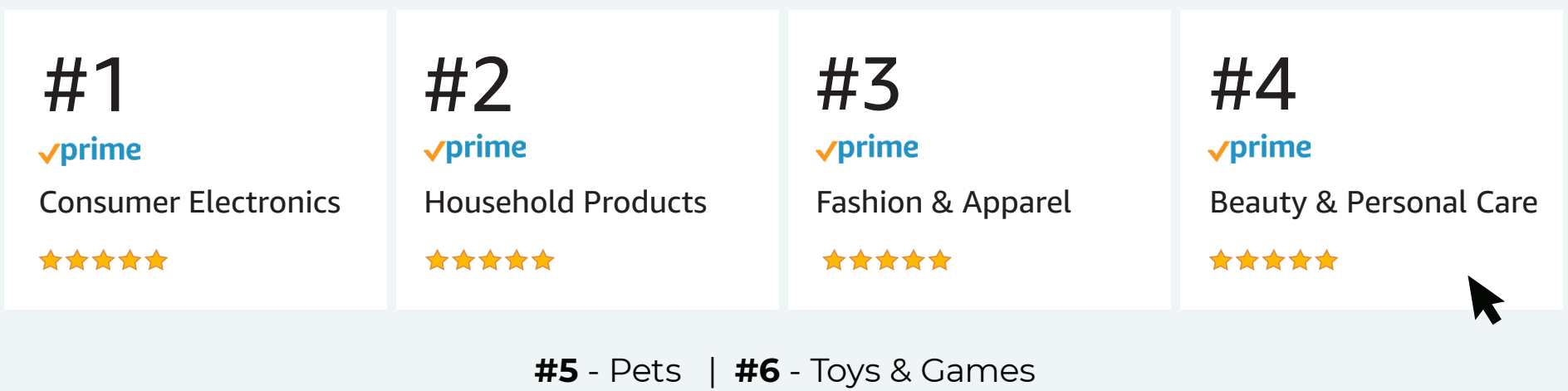
How shoppers plan to spend this Amazon Prime Day

A survey of 1,000 consumers who were familiar with Prime Day, showcases their upcoming spending intentions for one of retail's biggest discount events of the year.

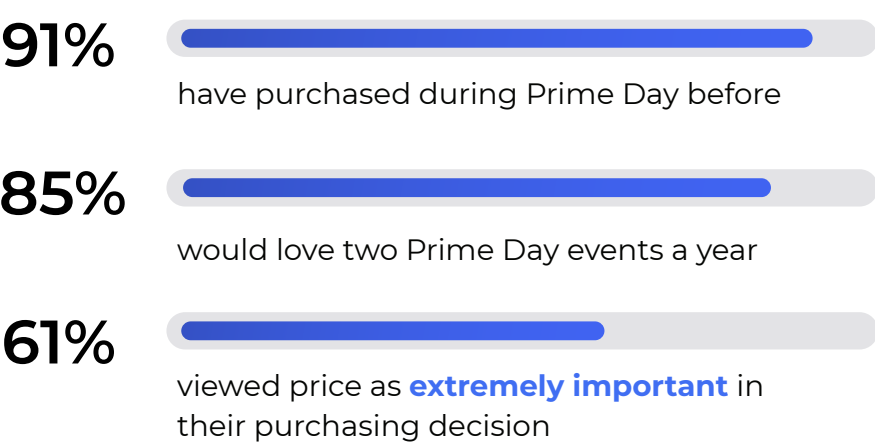
Consumers are feeling the economic pinch, but that's only making Prime Day more attractive.



The TOP items of interest in demand are still **BIG-TICKET ELECTRONICS** but many are stocking up on household goods.



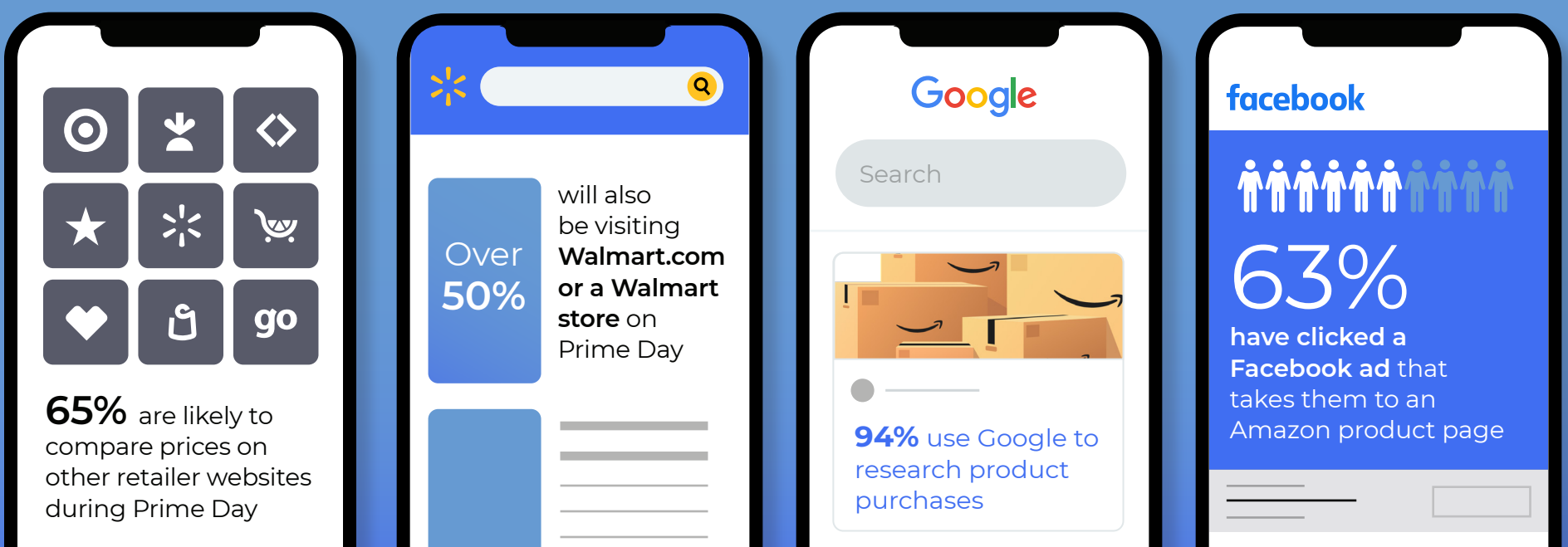
Consumers **LOVE** a bargain...



...and they are willing to play the long game in order to secure the best deals.



Prime Day may be Amazon's Day, but other retailers and publishers could benefit.



While Amazon has self-invented a retail event that rivals Black Friday, consumers and retailers alike can all take advantage of the opportunity it presents. Win, win.

HAPPY **primeday**