



# 2020 State of U.S. eCommerce Consumer Survey

Sponsored by CGS

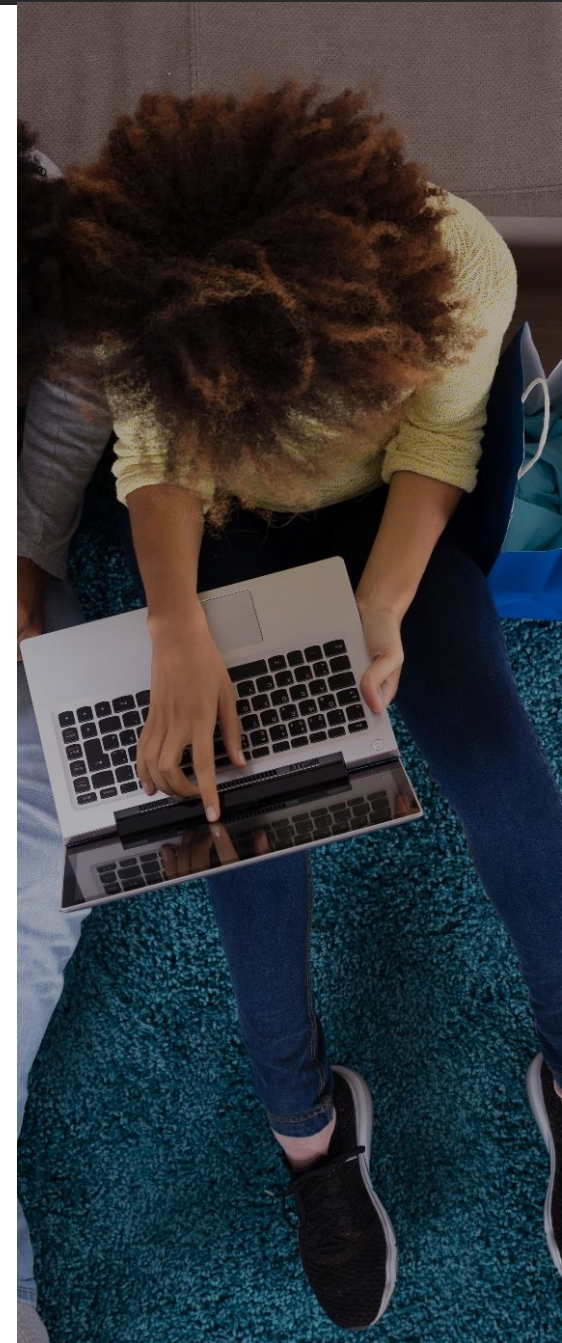




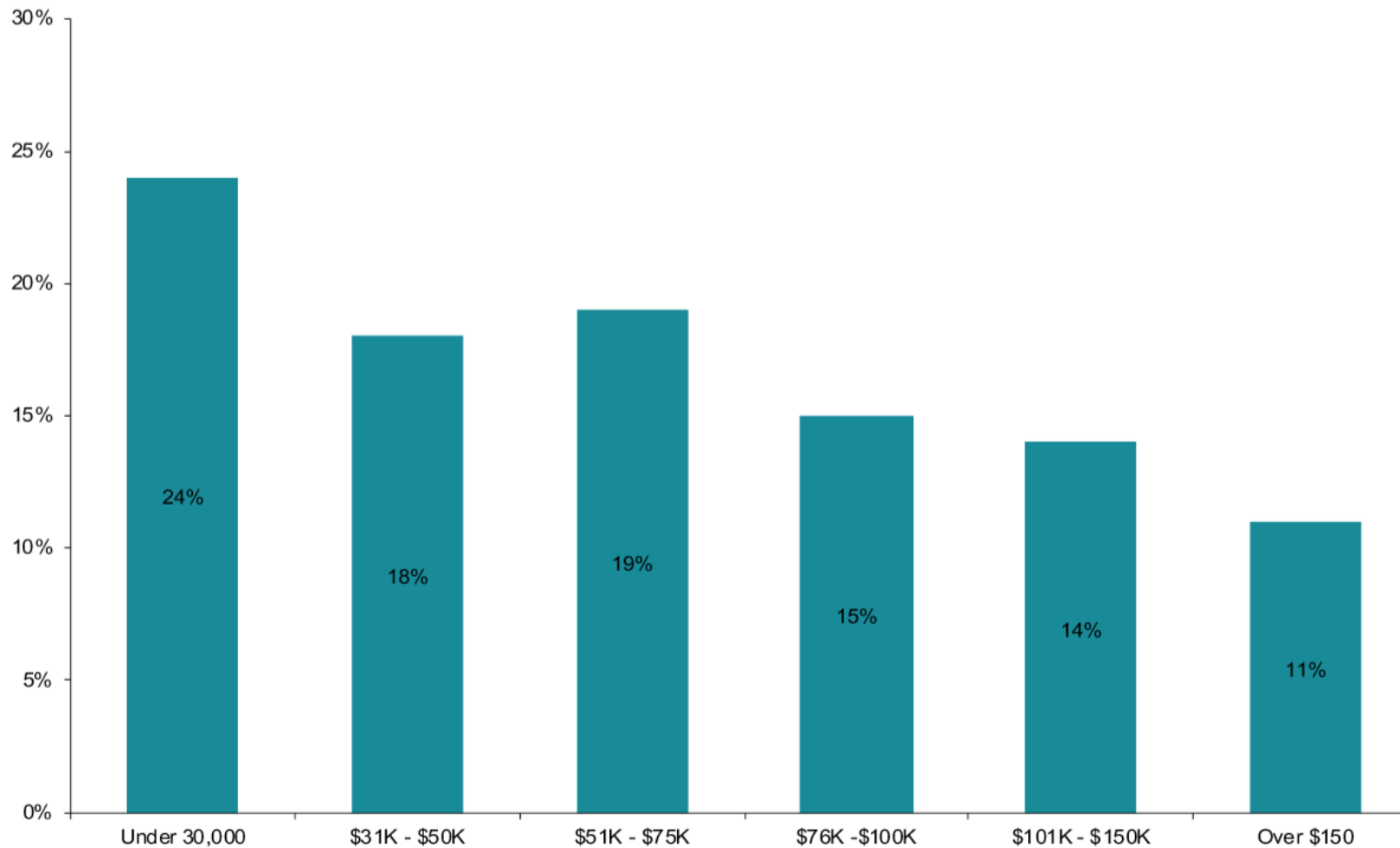
# Survey Reveals Loyalty Programs & Communication Essential to Retail Success

**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:

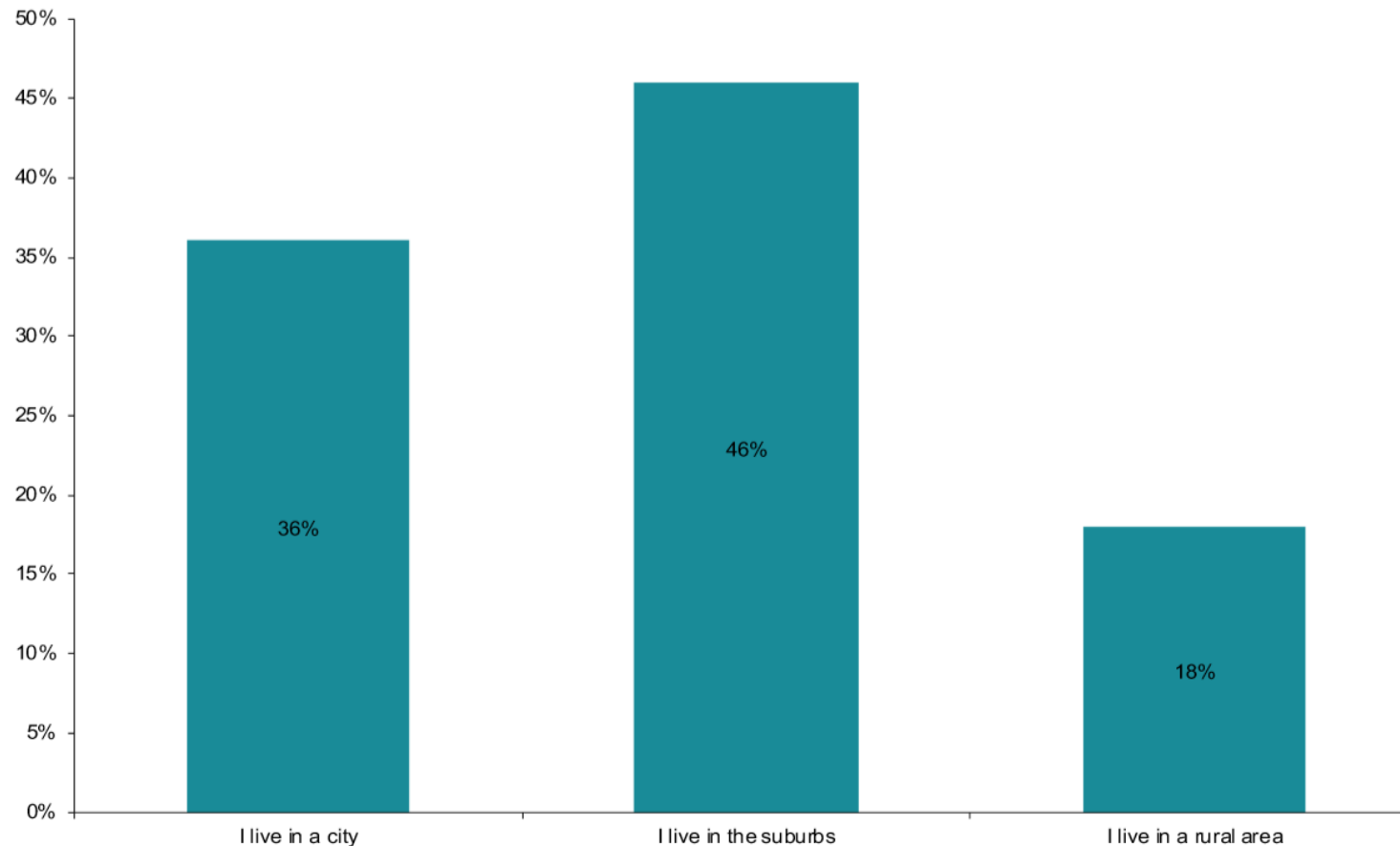
- Consumers aren't upset about service disruptions, but continued transparency is essential
- Loyalty programs are a must-have for retailers
- Consumers continue to make non-essential purchases for their wardrobe



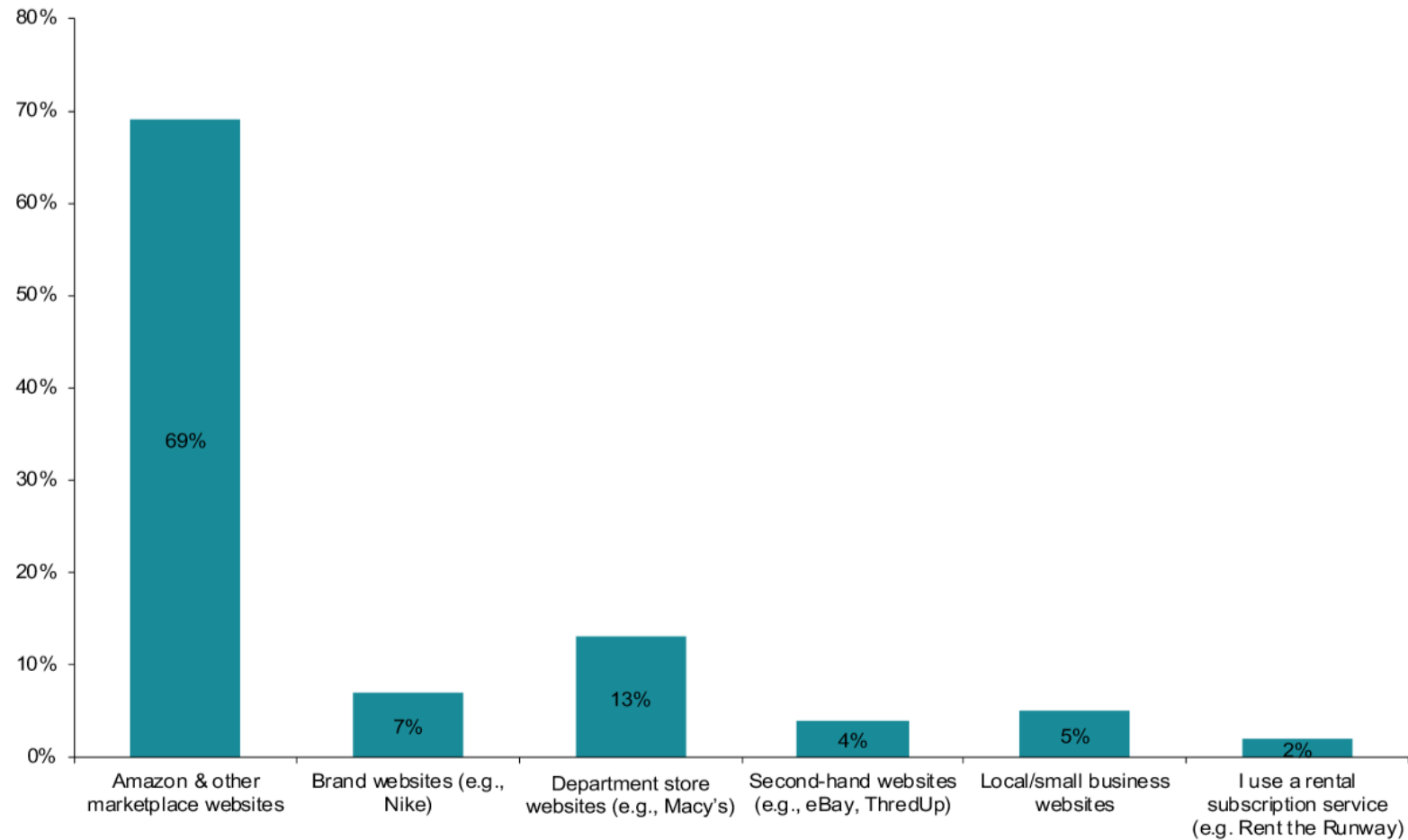
# Q1: What is your annual income?



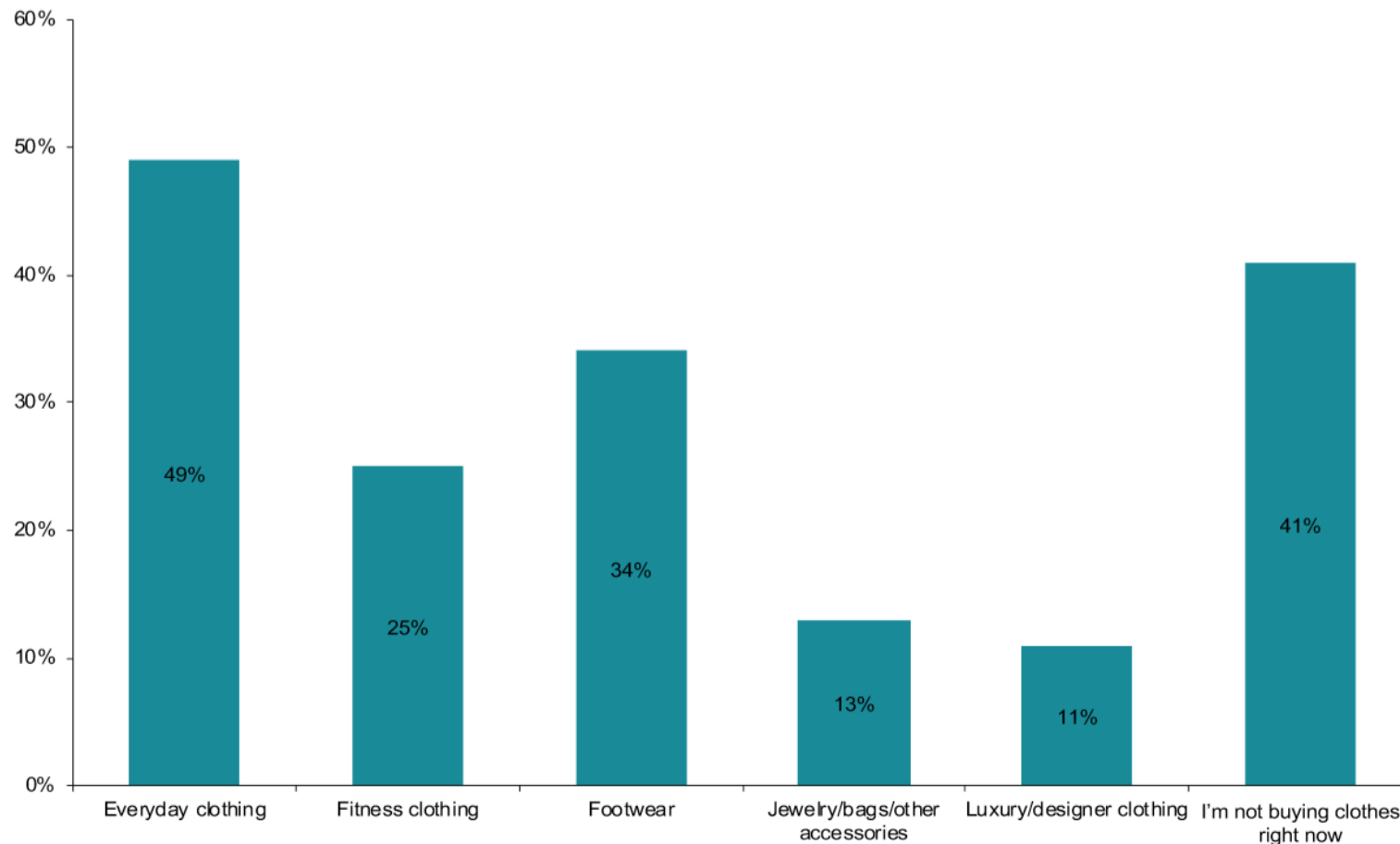
## Q2: Which most accurately describes your current place of residence?



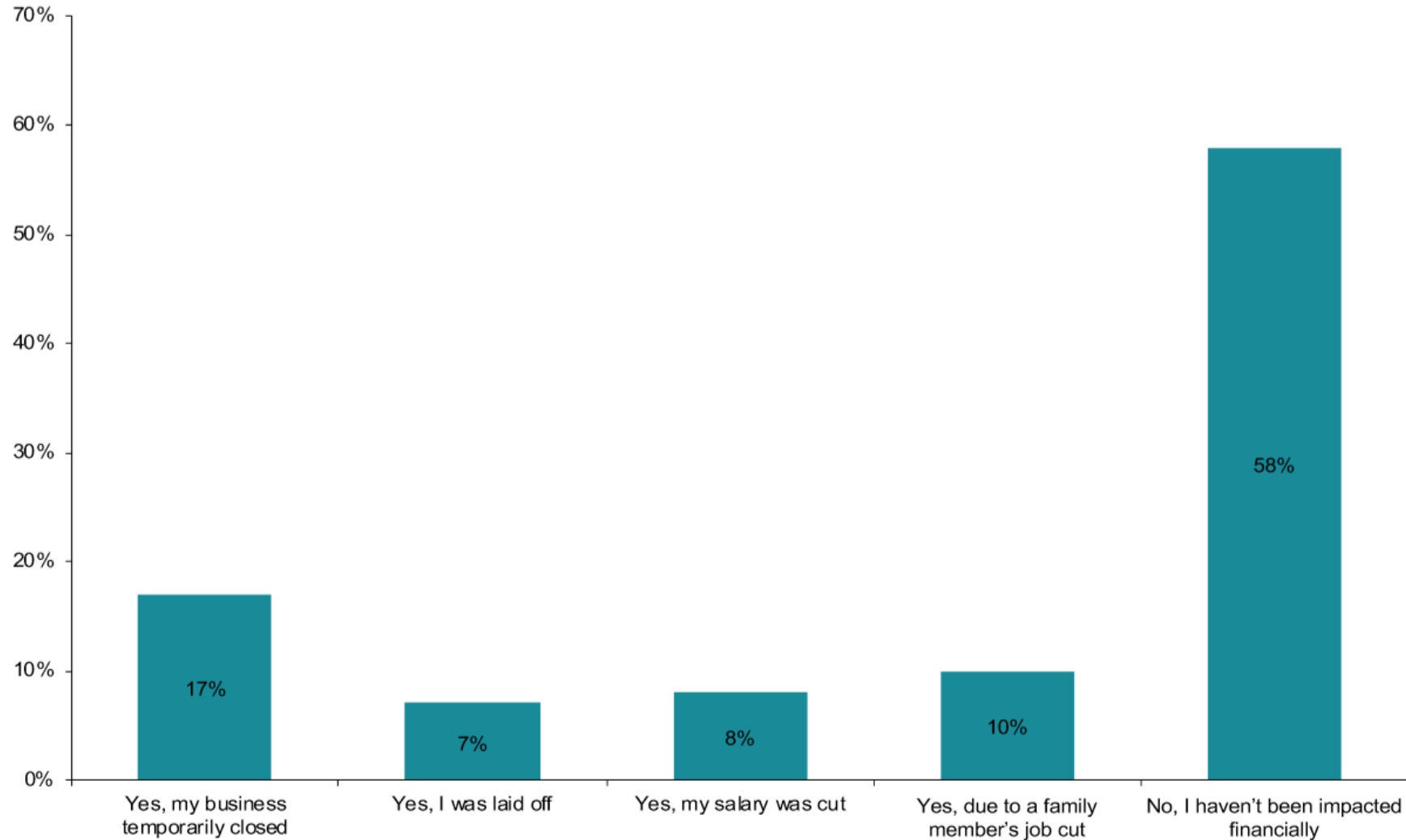
# Q3: When buying non-essential items, where are you shopping online? Select top choice.



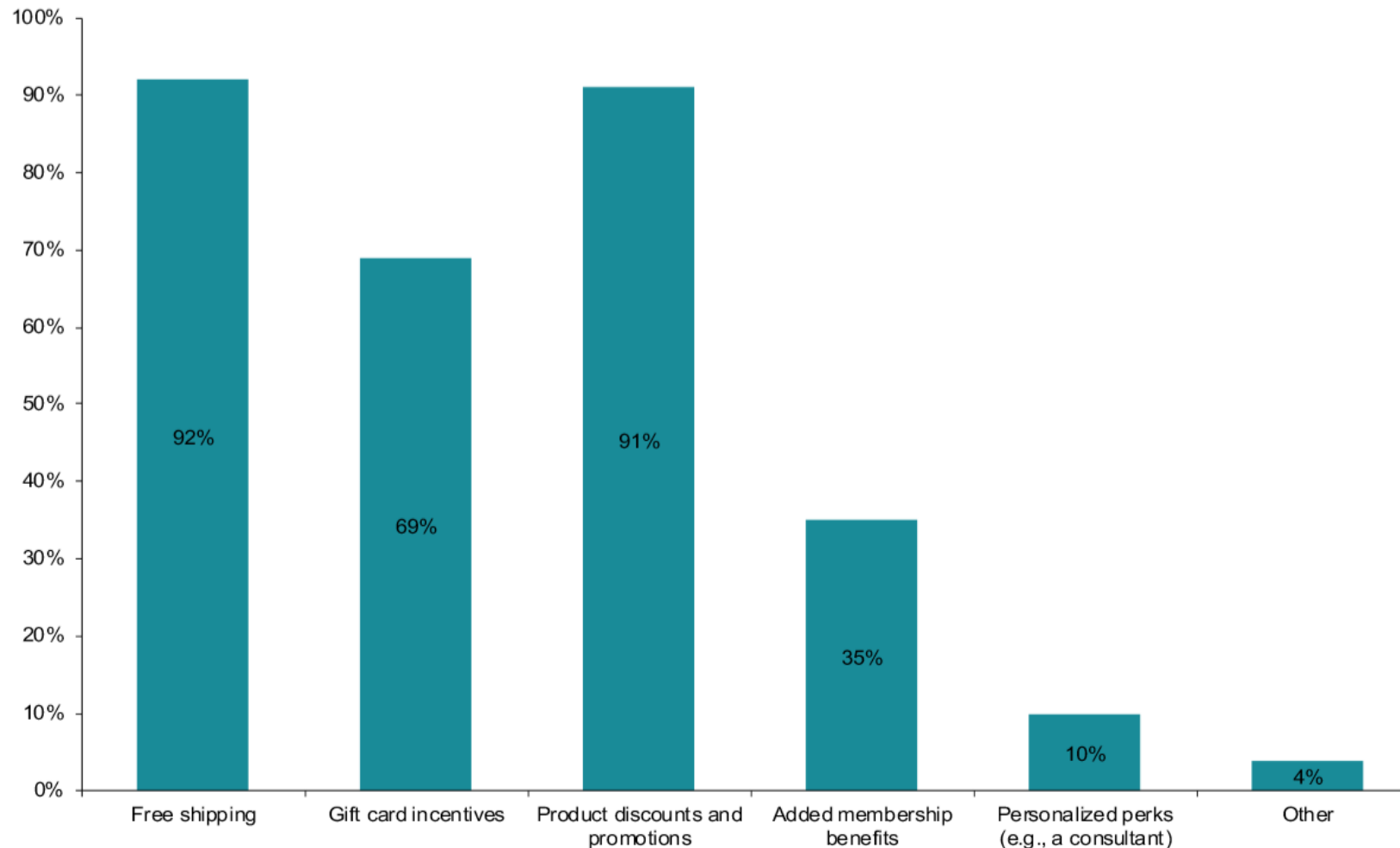
**Q4:** What types of clothing and fashion purchases are you making right now? Select all that apply.



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

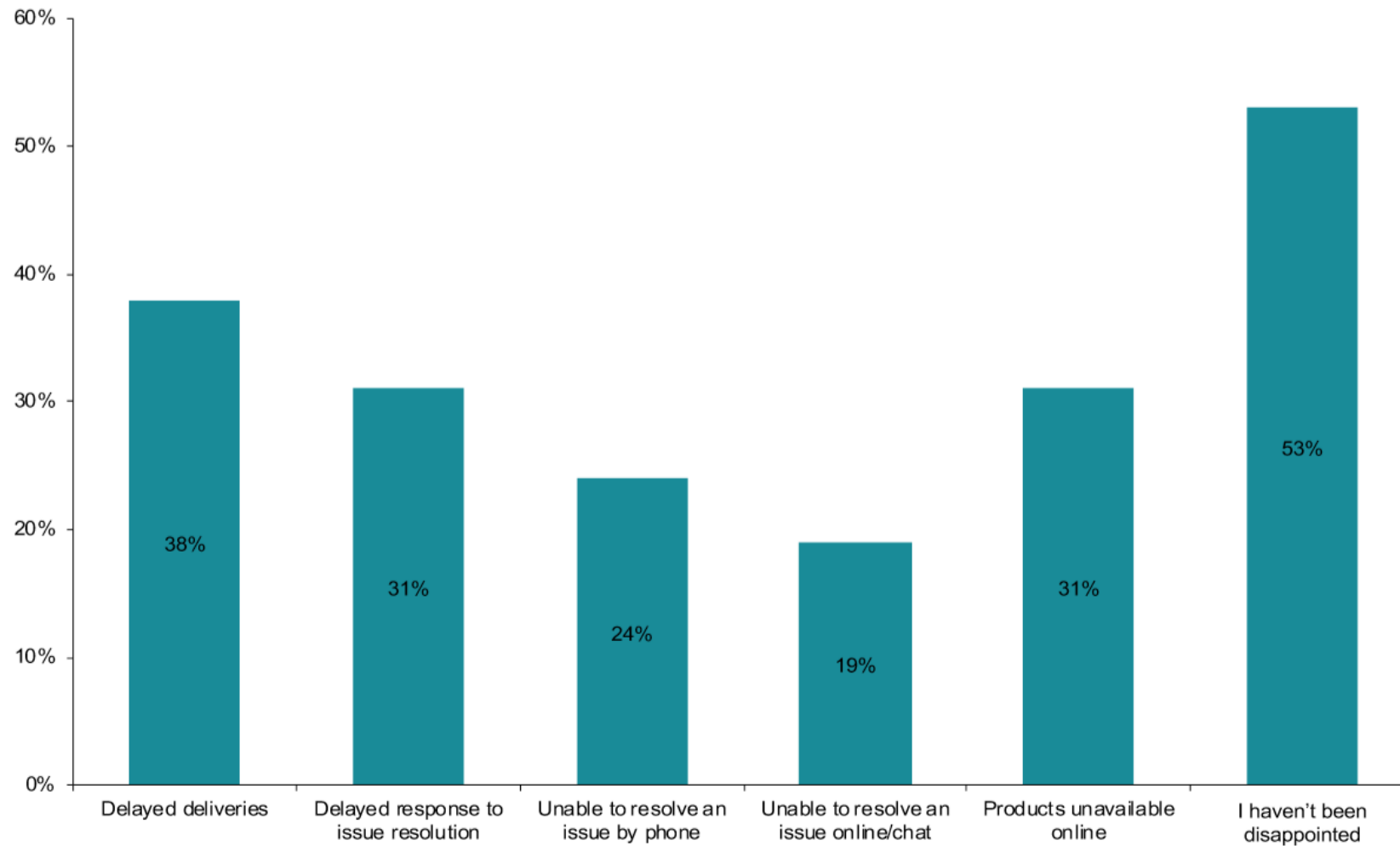


**Q6:** What types of loyalty programs would entice you to buy (or buy more) during this time? Select top 3.

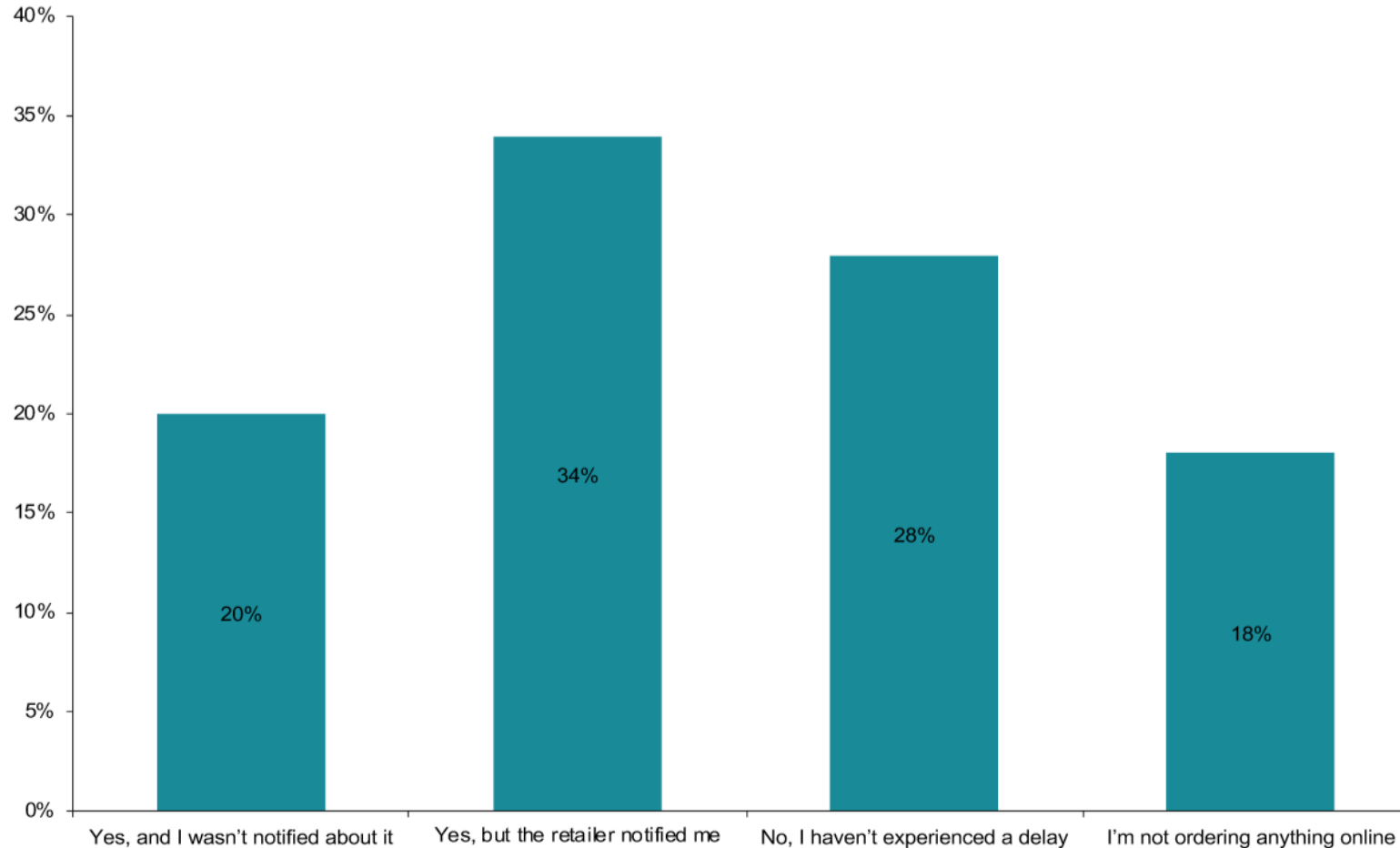




**Q7:** If you have been disappointed in a retailer's service in the past month, what were the primary reasons? Select top 3.



## 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.

