

Which of the following online personal care retailers have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Personal care	Dollar Shave Club	71%	70%	77%	74%	63%	73%	70%
Personal care	Birchbox	42%	54%	52%	35%	22%	28%	54%
Personal care	Harry's	34%	37%	34%	34%	26%	46%	23%
Personal care	Smile Direct Club	32%	43%	39%	27%	19%	29%	36%
Personal care	Peloton	28%	29%	26%	30%	27%	27%	30%
Personal care	Ipsy	26%	40%	29%	20%	10%	17%	34%
Personal care	Rodan+Fields	21%	32%	28%	14%	6%	13%	28%
Personal care	PillPack	16%	19%	14%	14%	15%	17%	15%
Personal care	Noom	15%	21%	13%	13%	11%	12%	18%
Personal care	Hims	13%	20%	11%	10%	7%	20%	6%
Personal care	Hubble	12%	22%	13%	8%	5%	13%	11%
Personal care	ColourPop	9%	23%	9%	3%	1%	6%	12%
Personal care	eSalon	9%	18%	8%	6%	2%	10%	7%
Personal care	Glossybox	9%	17%	10%	4%	3%	10%	8%
Personal care	Lola	9%	22%	7%	3%	1%	8%	9%
Personal care	Glossier	8%	21%	7%	3%	0%	9%	8%
Personal care	Quip	8%	16%	7%	6%	1%	11%	6%
Personal care	Silk Therapeutics	8%	16%	9%	5%	1%	10%	7%
Personal care	BoxyCharm	8%	20%	8%	2%	0%	8%	8%
Personal care	4moms	8%	19%	7%	3%	0%	9%	6%
Personal care	Native	7%	17%	7%	3%	1%	9%	6%
Personal care	Zocdoc	7%	21%	4%	2%	0%	10%	4%
Personal care	REN Clean Skincare	7%	15%	6%	3%	2%	8%	6%
Personal care	LunaPads	7%	18%	5%	1%	1%	9%	5%
Personal care	Thinx	7%	19%	6%	0%	0%	7%	6%
Personal care	Walker and Company	6%	16%	6%	2%	1%	9%	4%
Personal care	Keeps	6%	13%	6%	3%	2%	10%	3%
Personal care	MemeBox	6%	14%	7%	1%	1%	9%	3%
Personal care	Pinrose	6%	14%	4%	3%	0%	10%	2%
Personal care	Beautylish	5%	13%	5%	2%	1%	8%	3%

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Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Personal care	Bevel	5%	15%	3%	2%	0%	8%	3%
Personal care	Stowaway	5%	15%	6%	0%	0%	9%	2%
Personal care	Ora Organic	5%	14%	5%	1%	2%	8%	3%
Personal care	Malin + Goetz	5%	13%	4%	2%	1%	8%	3%
Personal care	BeautyBakerie	5%	14%	3%	1%	0%	8%	3%
Personal care	Capsule	5%	15%	3%	1%	0%	8%	2%
Personal care	Care/of	5%	15%	3%	1%	0%	7%	3%
Personal care	Kopari Beauty	5%	14%	4%	0%	1%	7%	3%
Personal care	Teadora Beauty	5%	13%	3%	2%	0%	7%	2%
Personal care	PatPat	5%	14%	3%	0%	0%	8%	2%
Personal care	Function of Beauty	5%	14%	4%	0%	0%	7%	2%
Personal care	Oars + Alps	5%	14%	3%	1%	0%	7%	2%
Personal care	Facetory	5%	14%	2%	1%	0%	8%	2%
Personal care	Eargo	4%	13%	2%	1%	2%	8%	2%
Personal care	Goby	4%	14%	2%	1%	0%	7%	2%
Personal care	Zeel	4%	13%	3%	1%	0%	8%	1%
Personal care	Billie	4%	12%	2%	1%	0%	6%	3%
Personal care	Tonal	4%	12%	3%	1%	0%	6%	2%
Personal care	Kolibree	4%	13%	2%	0%	0%	7%	2%
Personal care	Fatco	4%	12%	2%	0%	0%	7%	1%

Which of the following online food delivery services have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Food delivery services	GrubHub	73%	73%	75%	75%	65%	72%	74%
Food delivery services	Blue Apron	68%	62%	75%	69%	64%	59%	75%
Food delivery services	UberEats	57%	72%	66%	49%	34%	54%	59%
Food delivery services	HelloFresh	53%	55%	62%	53%	38%	38%	67%
Food delivery services	DoorDash	48%	58%	53%	43%	31%	48%	47%
Food delivery services	FreshDirect	33%	35%	34%	34%	26%	32%	34%
Food delivery services	Home Chef	28%	34%	29%	26%	23%	24%	32%
Food delivery services	Postmates	21%	40%	27%	10%	2%	20%	21%
Food delivery services	Plated	19%	25%	20%	16%	12%	15%	22%
Food delivery services	Freshly	17%	27%	19%	12%	5%	19%	15%
Food delivery services	Nature Box	16%	29%	19%	9%	5%	16%	16%
Food delivery services	Boxed	14%	27%	16%	8%	5%	14%	14%
Food delivery services	Thrive Market	13%	20%	14%	10%	6%	9%	17%
Food delivery services	ButcherBox	12%	18%	12%	11%	6%	13%	12%
Food delivery services	GreenChef	10%	17%	12%	5%	6%	10%	10%
Food delivery services	Halo Top	10%	21%	9%	4%	2%	10%	9%
Food delivery services	VineBox	9%	17%	9%	6%	3%	13%	6%
Food delivery services	Chef'd	9%	17%	10%	5%	2%	10%	8%
Food delivery services	Seamless	9%	21%	11%	2%	1%	11%	6%
Food delivery services	Brandless	9%	19%	7%	5%	2%	8%	9%
Food delivery services	Candy Club	8%	20%	7%	2%	3%	10%	6%
Food delivery services	Bright Cellars	7%	16%	6%	4%	3%	9%	6%
Food delivery services	Winc	7%	19%	5%	2%	1%	8%	6%
Food delivery services	Sunbasket	7%	19%	6%	1%	1%	8%	6%
Food delivery services	Soylent	7%	16%	8%	2%	1%	10%	4%
Food delivery services	Gobble	7%	16%	6%	2%	2%	10%	4%
Food delivery services	Hungry Harvest	6%	14%	6%	3%	3%	10%	3%
Food delivery services	Bean Box	6%	15%	5%	2%	1%	9%	4%
Food delivery services	Mindful Chef	6%	14%	4%	2%	2%	8%	4%
Food delivery services	BulletProof	6%	15%	5%	2%	0%	9%	3%

Which of the following online food delivery services have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Food delivery services	Munchery	6%	13%	5%	2%	2%	8%	4%
Food delivery services	Califia Farms	6%	14%	4%	2%	1%	8%	3%
Food delivery services	Drizly	5%	14%	6%	1%	1%	9%	3%
Food delivery services	HungryRoot	5%	15%	4%	1%	0%	7%	4%
Food delivery services	Grove and Vine	5%	13%	4%	2%	0%	8%	3%
Food delivery services	Prepd	5%	14%	3%	1%	0%	7%	3%
Food delivery services	Bulu Box	5%	12%	5%	1%	0%	7%	2%
Food delivery services	Aloha	5%	12%	4%	2%	0%	7%	2%
Food delivery services	Kettlebell Kitchen	5%	14%	3%	1%	0%	7%	2%
Food delivery services	Flaviar	4%	11%	4%	2%	0%	7%	2%
Food delivery services	Sudden Coffee	4%	12%	2%	1%	1%	7%	2%
Food delivery services	Batch Organics	4%	12%	3%	1%	0%	7%	2%
Food delivery services	Dirty Lemon	4%	12%	3%	1%	0%	6%	2%
Food delivery services	PeachDish	4%	12%	4%	0%	0%	7%	1%
Food delivery services	Noble Brewer	4%	10%	2%	0%	0%	6%	2%
Food delivery services	Pasta Evangelists	4%	11%	2%	1%	0%	6%	1%
Food delivery services	Trendbrew	4%	10%	2%	1%	0%	6%	1%
Food delivery services	Core	3%	10%	3%	0%	0%	6%	1%
Food delivery services	Bocandy	3%	10%	2%	1%	0%	5%	1%
Food delivery services	Gousto	3%	11%	1%	0%	0%	5%	2%

Which of the following online pet care retailers have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Pet care	BarkBox	48%	59%	51%	43%	36%	38%	57%
Pet care	Ollie	7%	19%	6%	3%	0%	11%	4%
Pet care	Darwin's Natural Pet Food	7%	18%	5%	4%	0%	10%	4%
Pet care	KitNipBox	7%	20%	5%	2%	0%	11%	4%
Pet care	Zooplus	7%	20%	4%	1%	1%	11%	3%
Pet care	The Farmer's Dog	7%	18%	6%	2%	0%	11%	3%
Pet care	Butternut Box	6%	17%	5%	1%	0%	10%	2%
Pet care	NomNomNow	6%	16%	5%	2%	0%	9%	3%

Which of the following online home/furniture retailers have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Home/Furniture	Overstock.com	80%	69%	83%	83%	86%	72%	87%
Home/Furniture	Wayfair	76%	70%	75%	79%	80%	66%	85%
Home/Furniture	Casper	31%	37%	30%	29%	25%	33%	29%
Home/Furniture	Houzz	29%	31%	26%	29%	29%	24%	34%
Home/Furniture	Hayneedle	22%	24%	21%	24%	16%	19%	25%
Home/Furniture	Purple	19%	27%	21%	16%	10%	21%	18%
Home/Furniture	Leesa	17%	20%	19%	16%	12%	20%	15%
Home/Furniture	Tuft & Needle	16%	20%	16%	16%	9%	16%	15%
Home/Furniture	Boll & Branch	11%	14%	9%	10%	13%	14%	8%
Home/Furniture	Crane & Canopy	9%	19%	8%	5%	3%	11%	7%
Home/Furniture	Brooklinen	8%	17%	6%	5%	5%	9%	7%
Home/Furniture	Helix Sleep	8%	17%	6%	6%	2%	11%	6%
Home/Furniture	Saatva	7%	15%	5%	4%	4%	9%	6%
Home/Furniture	Brooklyn Bedding	6%	14%	7%	3%	2%	9%	4%
Home/Furniture	Joybird Furniture	6%	15%	6%	3%	0%	9%	4%
Home/Furniture	Serena & Lily	6%	14%	4%	4%	1%	8%	5%
Home/Furniture	Burrow	6%	17%	4%	2%	2%	10%	3%
Home/Furniture	Dormify	6%	13%	6%	4%	0%	7%	5%
Home/Furniture	Grove Collaborative	6%	15%	4%	2%	1%	7%	5%
Home/Furniture	Parachute	6%	15%	3%	2%	1%	9%	3%
Home/Furniture	Cuddle Mattress	5%	12%	5%	2%	2%	8%	3%
Home/Furniture	Simply Framed	5%	13%	5%	2%	1%	8%	3%
Home/Furniture	Field Company	5%	16%	3%	1%	0%	9%	2%
Home/Furniture	Floyd	5%	15%	4%	2%	0%	8%	3%
Home/Furniture	Framebridge	5%	12%	4%	2%	0%	7%	3%
Home/Furniture	Allswell	5%	14%	3%	1%	0%	8%	2%
Home/Furniture	Reverie	5%	14%	4%	1%	0%	8%	2%
Home/Furniture	Made In	5%	13%	4%	1%	0%	8%	2%
Home/Furniture	VictoriaPlum.com	5%	13%	4%	1%	0%	8%	2%
Home/Furniture	Yogabed	5%	14%	3%	1%	0%	7%	2%

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Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Home/Furniture	Spoonflower	5%	12%	5%	1%	0%	7%	2%
Home/Furniture	Hill House Home	5%	12%	5%	0%	1%	6%	3%
Home/Furniture	Thread Experiment	4%	14%	3%	1%	0%	7%	2%
Home/Furniture	Misen	4%	13%	2%	1%	1%	7%	2%
Home/Furniture	Interior Define	4%	13%	2%	1%	0%	6%	2%
Home/Furniture	Snowe	4%	13%	2%	0%	0%	7%	1%
Home/Furniture	June	4%	12%	2%	1%	0%	7%	2%
Home/Furniture	GIR Get It Right	4%	11%	2%	1%	0%	5%	2%
Home/Furniture	Bulat	4%	12%	2%	1%	0%	7%	1%
Home/Furniture	Swoon	4%	11%	1%	2%	0%	6%	2%
Home/Furniture	Flaneur	4%	11%	1%	1%	0%	6%	1%
Home/Furniture	Tylko	3%	10%	1%	0%	0%	5%	1%

Which of the following online clothing retailers have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Apparel	Stitch Fix	34%	41%	35%	32%	23%	20%	46%
Apparel	UnTuckIt	21%	23%	18%	24%	19%	28%	15%
Apparel	Adore Me	19%	30%	24%	13%	9%	12%	26%
Apparel	Warby Parker	17%	27%	15%	14%	10%	17%	18%
Apparel	Ashley Stewart	16%	18%	17%	17%	13%	14%	19%
Apparel	Rent the Runway	16%	30%	15%	10%	6%	10%	21%
Apparel	Bombas	15%	21%	13%	12%	16%	15%	15%
Apparel	ThirdLove	12%	24%	13%	8%	2%	9%	15%
Apparel	Bonobos	12%	21%	11%	8%	5%	18%	7%
Apparel	Fashion Nova	11%	26%	14%	1%	1%	9%	12%
Apparel	MeUndies	10%	22%	9%	4%	3%	14%	6%
Apparel	Net-A-Porter	10%	17%	10%	5%	5%	8%	11%
Apparel	Shinola	8%	14%	7%	6%	5%	10%	6%
Apparel	The Tie Bar	8%	20%	6%	3%	2%	11%	5%
Apparel	Chubbies	8%	21%	6%	3%	1%	11%	5%
Apparel	Swimsuits for All	8%	14%	5%	6%	4%	8%	8%
Apparel	Everlane	7%	16%	8%	2%	2%	8%	7%
Apparel	Indochino	6%	16%	4%	3%	1%	10%	3%
Apparel	Honeybum	6%	15%	5%	2%	1%	9%	3%
Apparel	Revolve	6%	15%	5%	1%	2%	7%	5%
Apparel	Wantable	6%	14%	4%	2%	2%	8%	3%
Apparel	SprezzaBox	5%	14%	3%	2%	0%	8%	3%
Apparel	Five Four	5%	15%	5%	1%	0%	9%	2%
Apparel	Rothy's	5%	13%	4%	2%	2%	7%	4%
Apparel	Dolls Kill	5%	15%	3%	1%	0%	8%	3%
Apparel	Bespoke Post	5%	12%	5%	2%	0%	8%	3%
Apparel	Mizzen+Main	5%	13%	5%	2%	1%	8%	3%
Apparel	Original Stitch	5%	11%	5%	2%	1%	7%	3%
Apparel	Trendy Butler	5%	13%	5%	1%	0%	8%	2%
Apparel	Allison Mitchell	5%	13%	3%	2%	0%	7%	3%

Which of the following online clothing retailers have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Apparel	Felix Gray	5%	14%	1%	2%	0%	8%	2%
Apparel	Julianna Rae	5%	13%	3%	1%	0%	8%	2%
Apparel	Ziel	5%	12%	4%	2%	0%	8%	2%
Apparel	Monica + Andy	5%	14%	3%	1%	1%	8%	2%
Apparel	Betabrand	5%	12%	3%	2%	0%	7%	3%
Apparel	Olivers	4%	12%	3%	1%	1%	7%	2%
Apparel	OluKai	4%	11%	3%	2%	0%	7%	2%
Apparel	M.Gemi	4%	13%	2%	1%	0%	7%	2%
Apparel	PLAE	4%	12%	4%	0%	0%	7%	2%
Apparel	Mott & Bow	4%	12%	3%	1%	0%	7%	2%
Apparel	Carbon38	4%	12%	4%	0%	1%	6%	2%
Apparel	Cotopaxi	4%	13%	2%	1%	0%	6%	3%
Apparel	Beltology	4%	13%	1%	1%	0%	7%	2%
Apparel	Tamara Mellon	4%	11%	3%	1%	0%	6%	2%
Apparel	Rockets of Awesome	4%	11%	2%	1%	0%	6%	1%
Apparel	Ministry of Supply	4%	11%	2%	1%	0%	5%	2%
Apparel	Doen	3%	10%	3%	0%	0%	6%	1%
Apparel	Foot Cardian	3%	10%	1%	1%	1%	5%	1%
Apparel	Grana	3%	9%	3%	1%	0%	6%	1%
Apparel	Lisa Angel	3%	9%	2%	1%	0%	5%	1%

Which of the following online marketplace websites have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Marketplace	Amazon	93%	87%	94%	96%	97%	90%	96%
Marketplace	Ebay	90%	83%	91%	95%	92%	87%	94%
Marketplace	Craigslist	89%	82%	87%	93%	95%	85%	92%
Marketplace	Facebook Marketplace	55%	67%	66%	48%	32%	47%	61%
Marketplace	Jet.com	54%	60%	57%	51%	47%	54%	54%
Marketplace	Letgo	43%	57%	51%	37%	23%	37%	49%
Marketplace	Poshmark	34%	50%	42%	25%	12%	20%	46%
Marketplace	OfferUp	28%	47%	30%	20%	13%	24%	32%
Marketplace	thredUP	25%	38%	30%	16%	13%	11%	36%
Marketplace	Touch of Modern	12%	22%	12%	9%	4%	16%	9%
Marketplace	WaneLo	6%	17%	6%	0%	0%	7%	5%

Which of the following online travel gear retailers have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Travel gear	Travelpro	13%	21%	11%	10%	10%	16%	10%
Travel gear	Away	10%	22%	9%	5%	4%	12%	8%
Travel gear	Tortuga	9%	15%	7%	8%	3%	13%	5%
Travel gear	Bluesmart	6%	17%	5%	1%	0%	11%	2%
Travel gear	MHM	6%	14%	6%	1%	1%	9%	2%
Travel gear	Mountain Standard	6%	14%	4%	2%	0%	8%	3%
Travel gear	Von Holzhausen	6%	14%	5%	2%	0%	8%	3%
Travel gear	Hudson Sutler	5%	13%	5%	2%	1%	9%	2%
Travel gear	Cabeau	5%	13%	3%	2%	0%	8%	2%
Travel gear	Horizn Studios	5%	15%	3%	1%	1%	8%	2%
Travel gear	Ernest Alexander	5%	14%	3%	1%	0%	8%	2%
Travel gear	Co.alition	5%	14%	2%	1%	0%	8%	2%

Which of the following online services have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Services	Uber	94%	90%	94%	94%	97%	92%	95%
Services	Lyft	90%	88%	92%	91%	90%	90%	91%
Services	Airbnb	81%	84%	81%	81%	77%	80%	82%
Services	Via	9%	21%	7%	4%	4%	14%	5%
Services	Blade	7%	17%	5%	2%	2%	10%	3%

Which of the following online financial services have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Financial	Acorns	25%	44%	28%	13%	14%	27%	23%
Financial	Robinhood	16%	34%	14%	9%	4%	22%	11%
Financial	Lemonade	11%	25%	11%	5%	2%	15%	8%
Financial	Betterment	11%	21%	10%	7%	4%	16%	6%
Financial	Wealthfront	8%	21%	6%	3%	2%	13%	4%
Financial	Grove	8%	20%	6%	4%	0%	12%	5%

Which of the following online crowdfunding websites have you ever heard of?

Category	Brand	Total 18+ awareness	Millennials 18-34 awareness	Gen X 35-49 awareness	Boomers 50-64 awareness	Seniors 65+ awareness	Male 18+ awareness	Female 18+ awareness
Crowdfunding	GoFundMe	86%	84%	89%	89%	81%	82%	90%
Crowdfunding	Kickstarter	52%	66%	60%	46%	29%	54%	50%
Crowdfunding	Crowdfunder	23%	35%	24%	18%	11%	24%	22%
Crowdfunding	Indiegogo	21%	35%	23%	15%	5%	26%	16%
Crowdfunding	RocketHub	10%	22%	9%	6%	1%	13%	7%
Crowdfunding	Fundable	8%	19%	7%	3%	2%	11%	5%
Crowdfunding	Crowdcube	6%	17%	4%	1%	0%	9%	2%