

**NOT REVIEWED FOR CONFIDENTIALITY**

**EXHIBIT  
PSX00267**

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**Redacted** of Prime Shoppers Visit Google for Shopping

Slightly more Prime users vs. non-Prime users visit Google for shopping.

We believe Prime users buy more products, and the more products purchased, the more likely to visit Google

# Redacted

n=1200 so confidence interval approximately +/- 3, GCS survey on 1/16/16. Removed participants that did not purchase a product online in the last year.

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**Notes:**

**"...visit Google..." could be many things including doing a Google search and clicking on organic result, click on PLA offer or going to Google Shopping Property....**

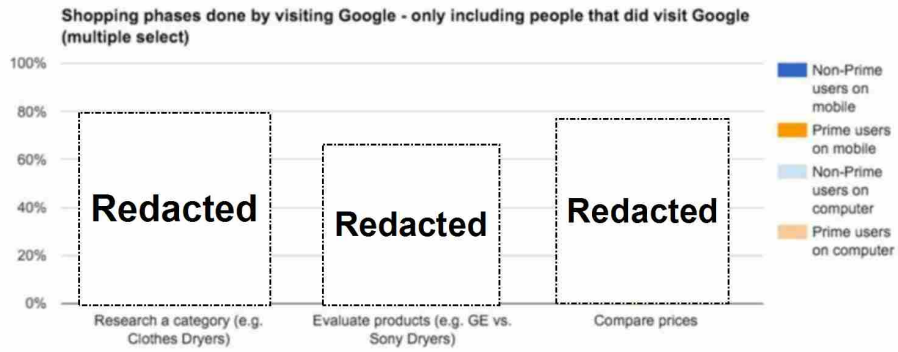
**Contact: Barritt**

# Redacted

**Note: " about 46% of U.S. households having at least one (Prime) member, ... About one in five U.S. adults are (Prime) members"**

**Article:<http://money.cnn.com/2016/01/26/technology/amazon-prime-memberships/>**

## Prime Users Slightly More Likely to Visit Google to Research and Compare Prices



n=1200 so confidence interval approximately +/- 3, GCS survey on 1/16/16. Removed participants that did not purchase a product online in the last year.

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