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# Home Retail Consumer Monitor

Presented March 23, 2021

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## Methodology

N = 659

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MOE  $\pm$  3.82%

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Panel: General Population

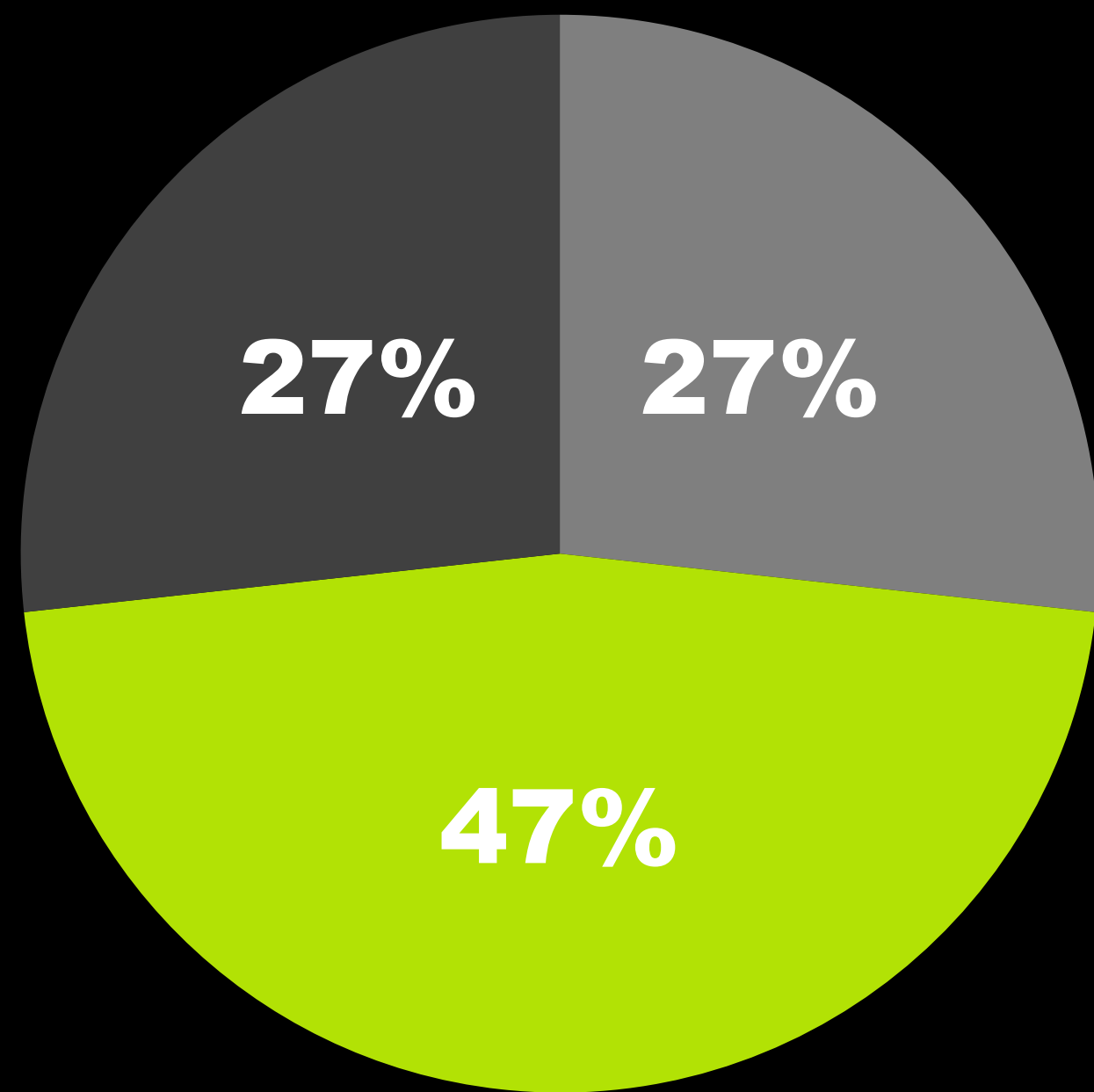
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Collected: 3/9/21, 3/10/21

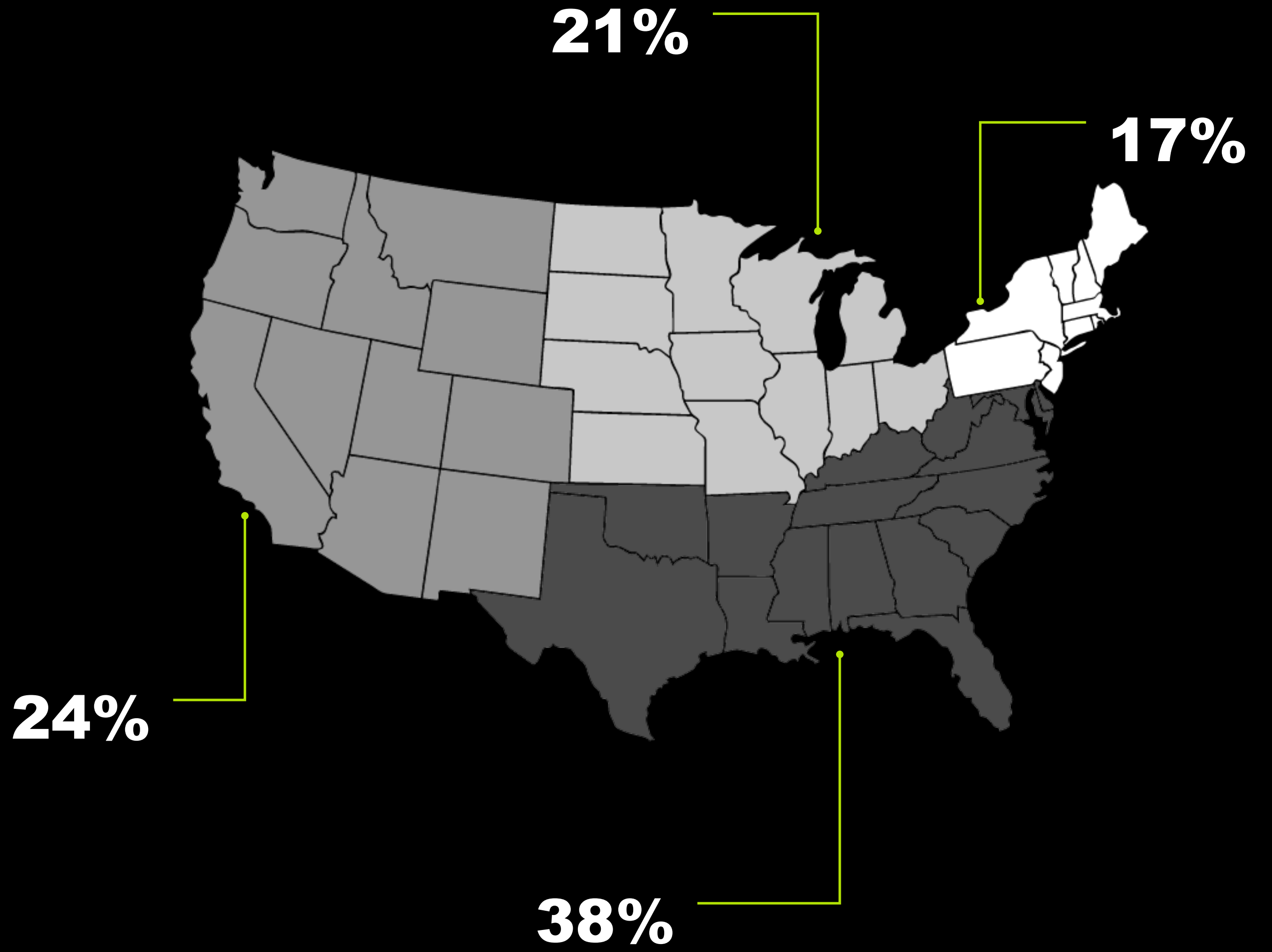


Panel Composition

Urbanicity



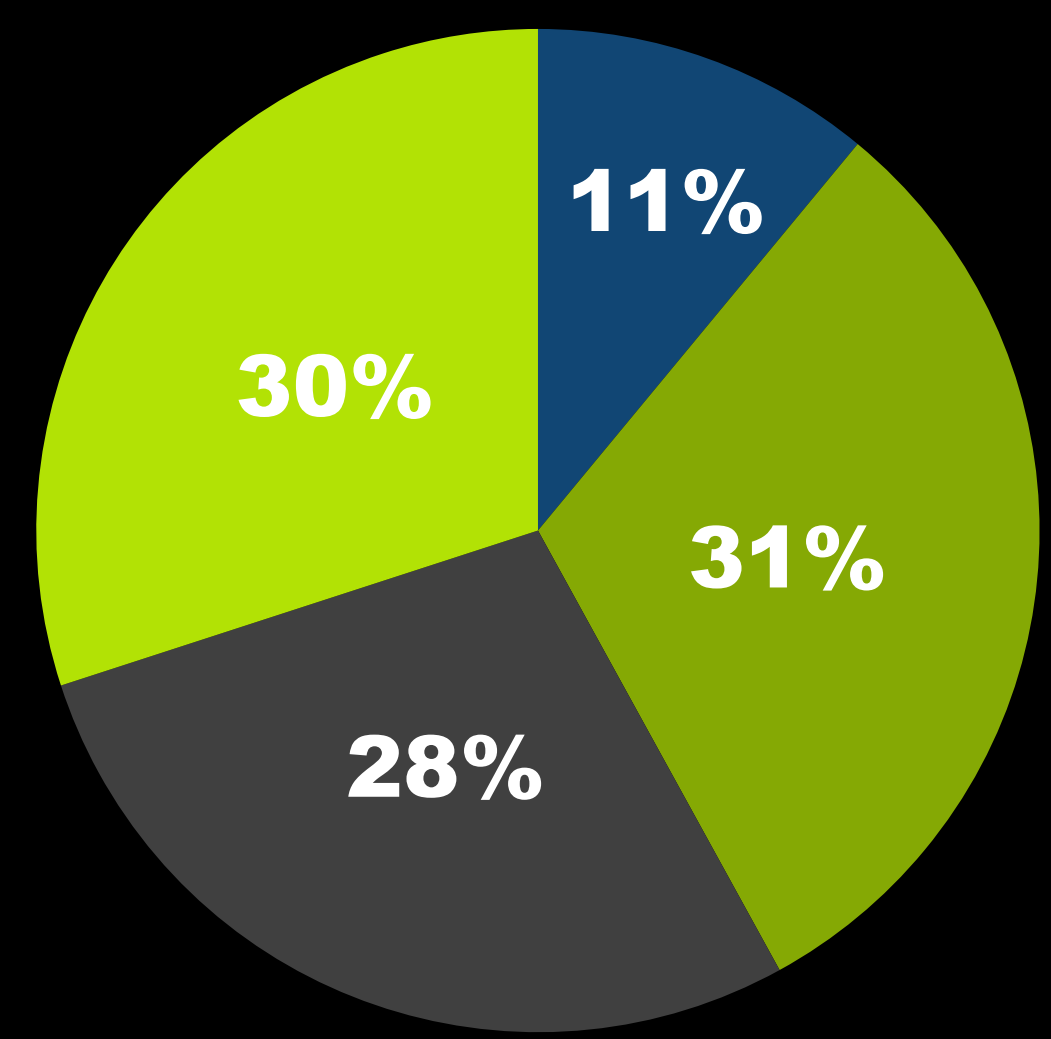
■ Urban ■ Suburban ■ Rural





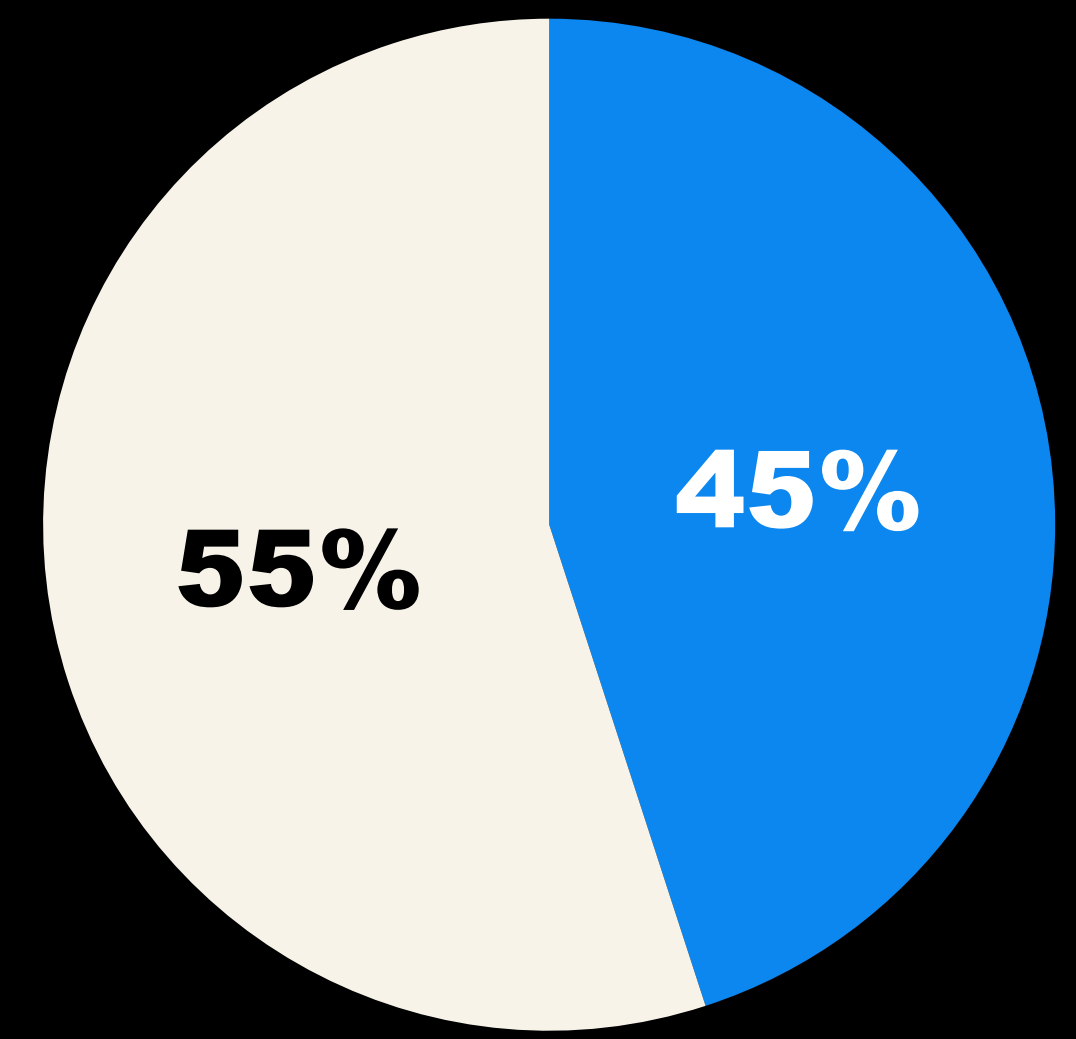


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female





**COSTCO**  
WHOLESALE

**COSTCO**  
WHOLESALE

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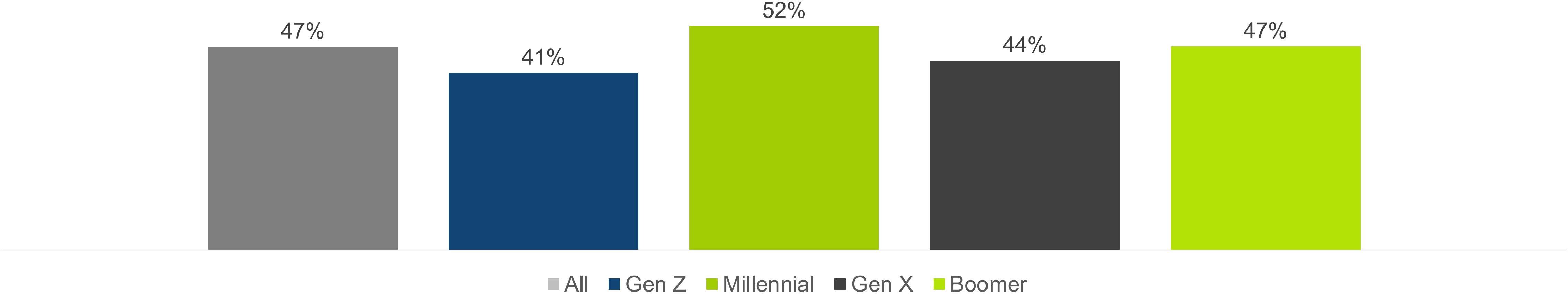
# Club Stores





**Total club store membership is 47% and is highest among Millennials at 52%.**

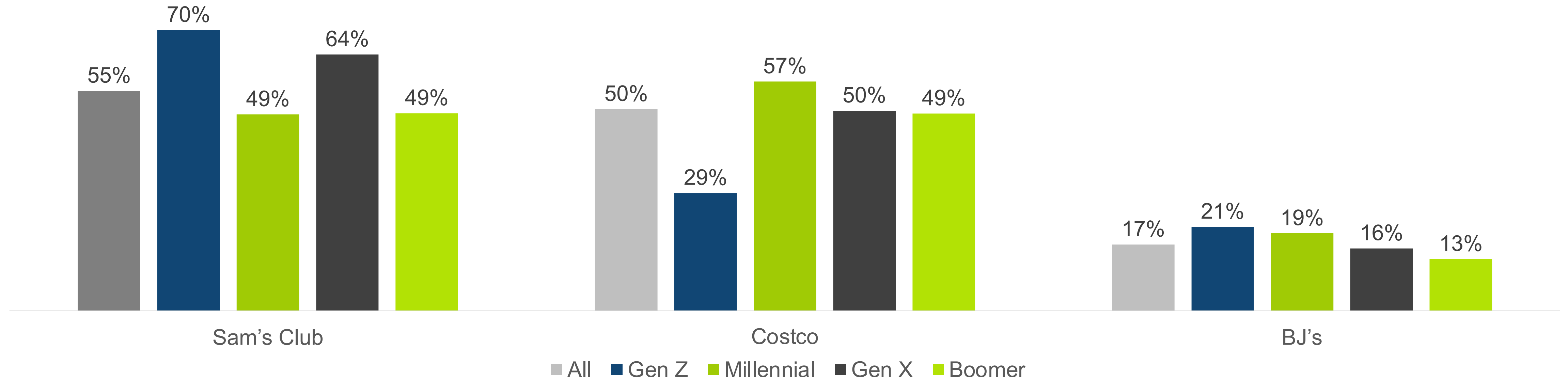
Club store membership



Are you a member of a club store (BJ's, Costco, Sam's, etc.)?

**Sam's Club is slightly more popular than Costco which is likely driven by the fact that Sam's enjoys a 10% advantage in store count. 22% of club members belong to more than 1.**

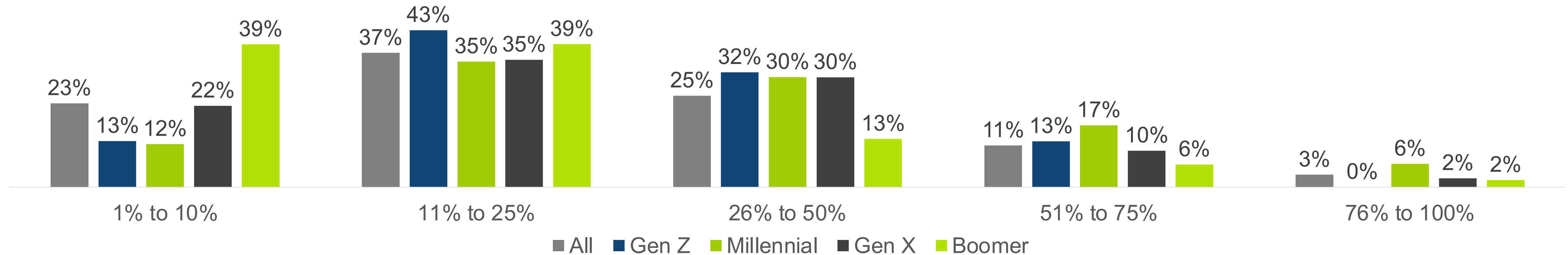
Club store membership



Which club store(s) are you a member of? Select all that apply.

**Only 14% of respondents do more than half of their general shopping at club stores. More than one-third (37%) do between 11% and 25%.**

% of shopping budget spent at club stores

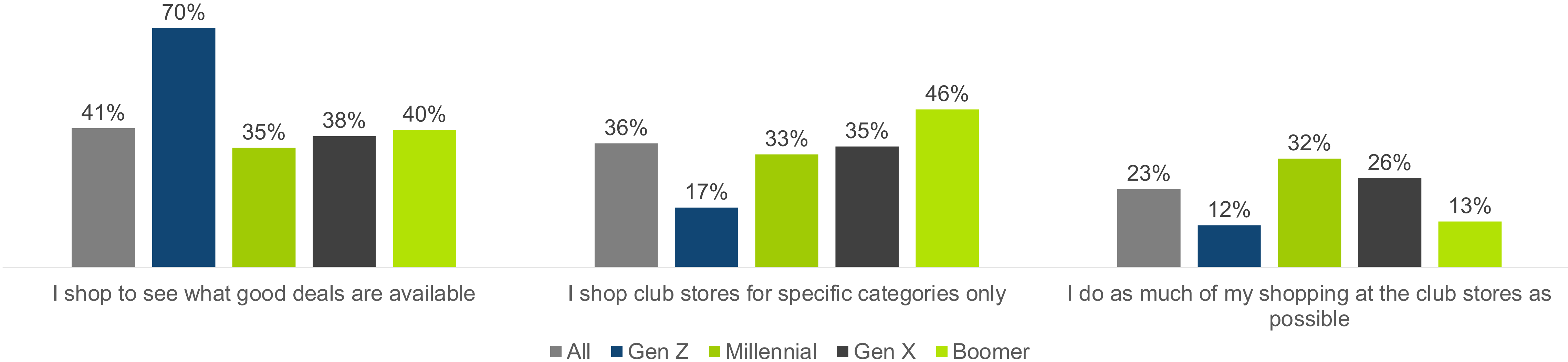


What percent of your general shopping budget is spent at club stores?



**36% of club store members only shop specific categories while 23% attempt to do as much of their shopping there as possible.**

Approach to shopping at club store

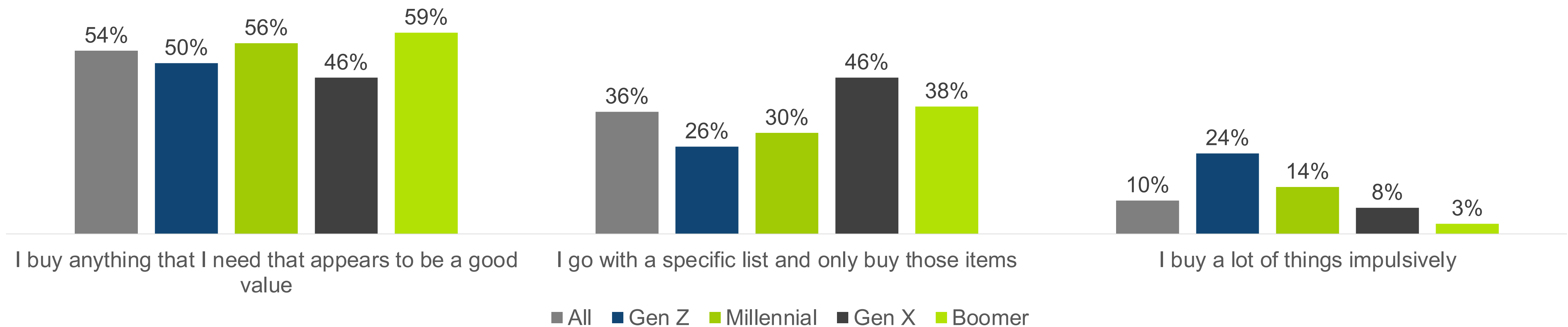


Which of the following best describes your approach to shopping at club stores?



**More than half of the members (54%) buy anything they need that appears to be a good value.**

Approach to shopping in a club store

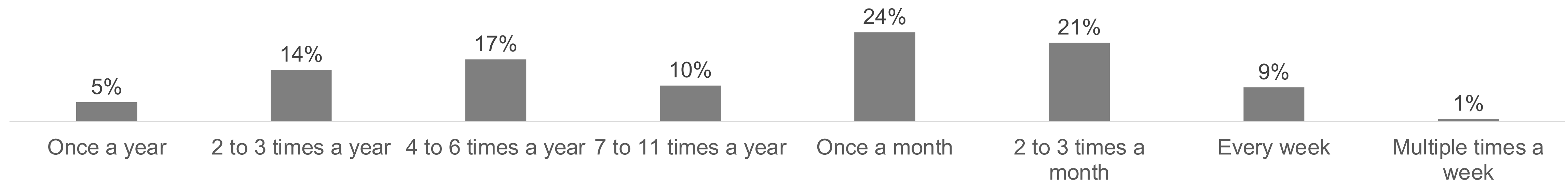


Which of the following best describes your approach to shopping in a club store?



**2-4 times a month is the most popular frequency of store visits. Only 10% of respondents are in a club store once a week or more.**

Club store shopping frequency

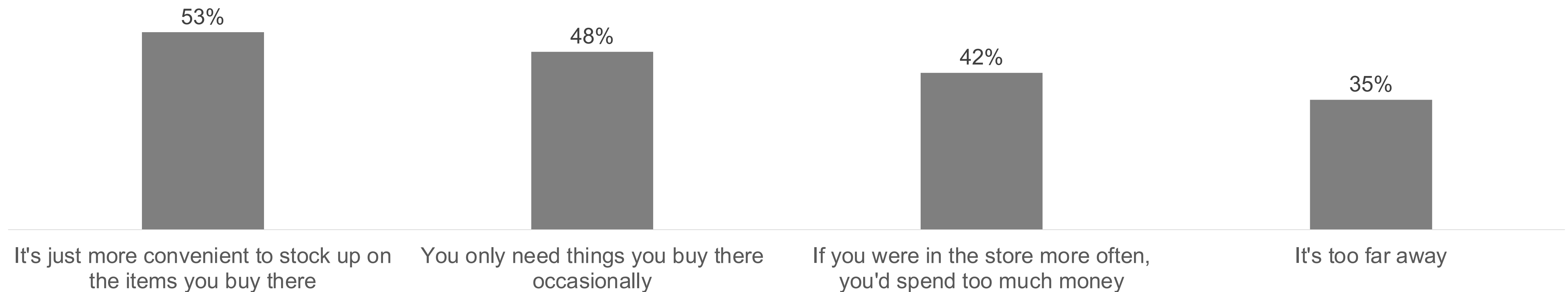


How often do you shop in a club store? Do not count gas only trips.



**The convenience of stocking up (53%) and the limited need for items bought in bulk (48%) are the most commonly cited reasons for the infrequency of store visits.**

Influence on not shopping club stores more frequently: Top 2 box



**How influential are the following on your decision not to shop at a club store more frequently?**





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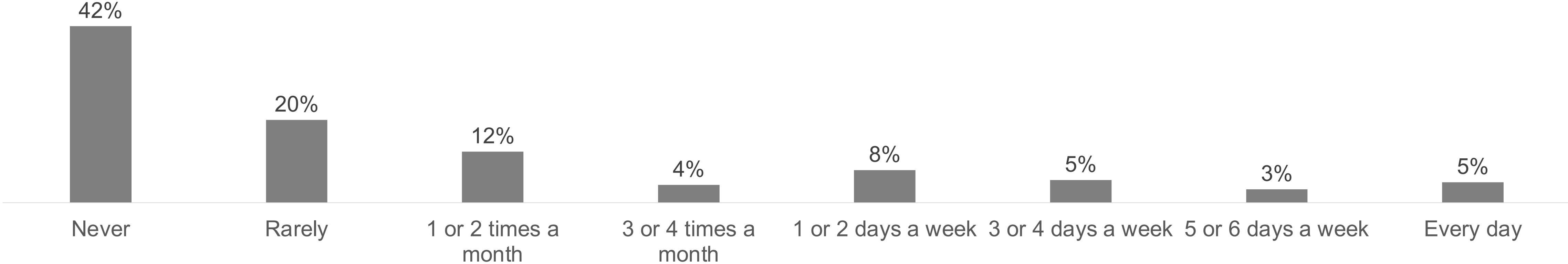
# Podcasts





**38% of respondents are listening to podcasts once a month or more.**

Frequency of listening to podcasts

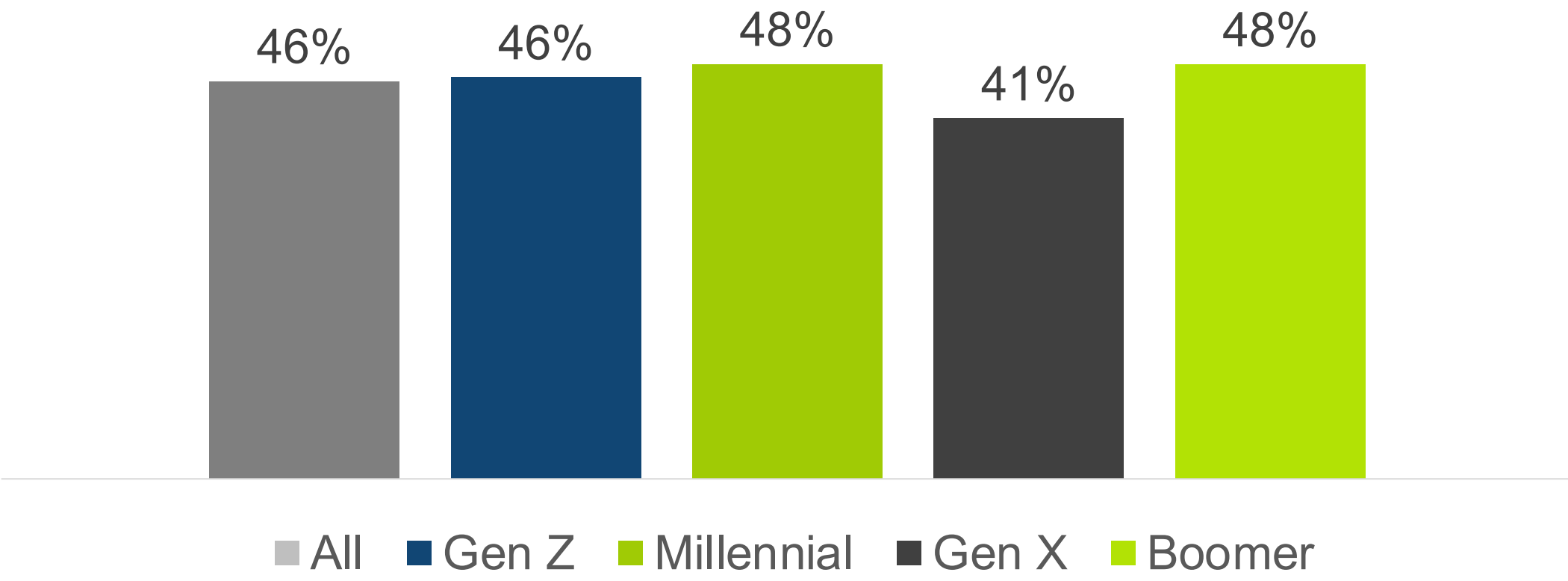


How frequently do you listen to podcasts?



**46% of listeners are turning to podcasts more as a result of the presence of COVID-19.**

Change in podcast listening since COVID: Top 2 box (more)



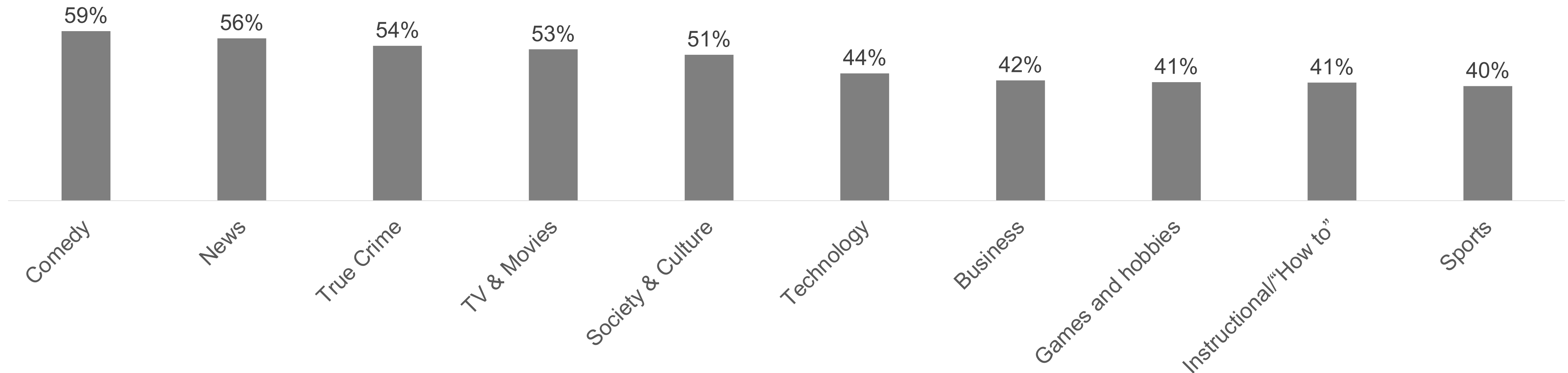
How much more or less are you listening to podcasts now than you did before COVID-19?





**No one category of podcasts dominates people's interest. Of the 10 categories of podcasts presented, the average respondent is interested in 4.8 of them.**

Podcast types interest: Top 2 box

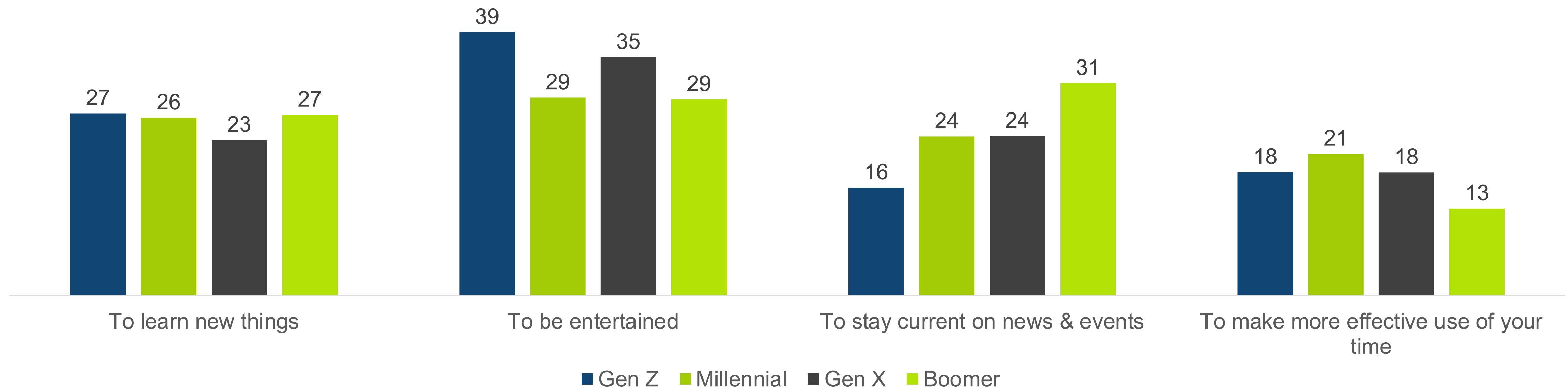


How interested are you in the following types of podcasts?



**Entertainment is the primary reason people listen to podcasts; however, for 25% of the listeners it's about learning new things.**

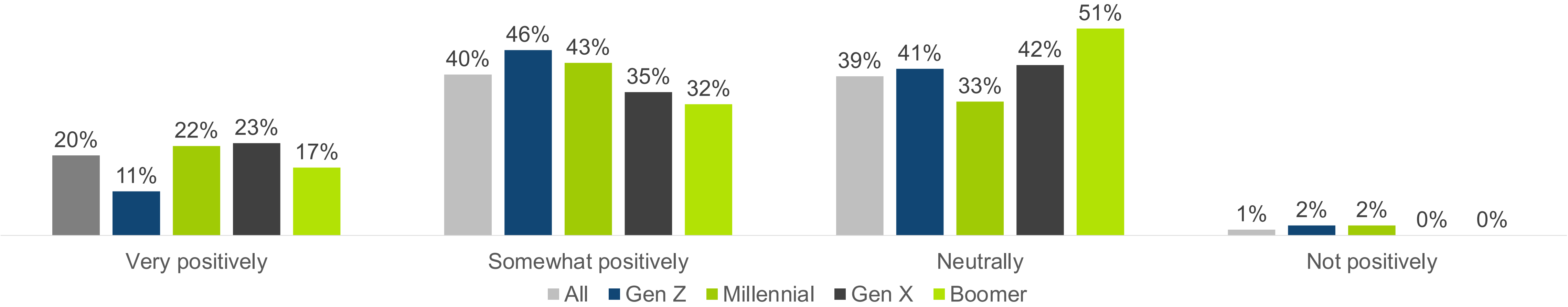
Influence on podcast use: average score



Listed below are the 4 primary reasons people listen to podcasts. You have 100 points to allocate across the 4 reasons based on how influential they are on your use of podcasts. If an area is of no influence at all you should give it a 0. Your total must equal 100.\*

**As opposed to the opinions on sponsors of other media, 60% of podcast listeners view the sponsors at least somewhat positively.**

View of podcast sponsors

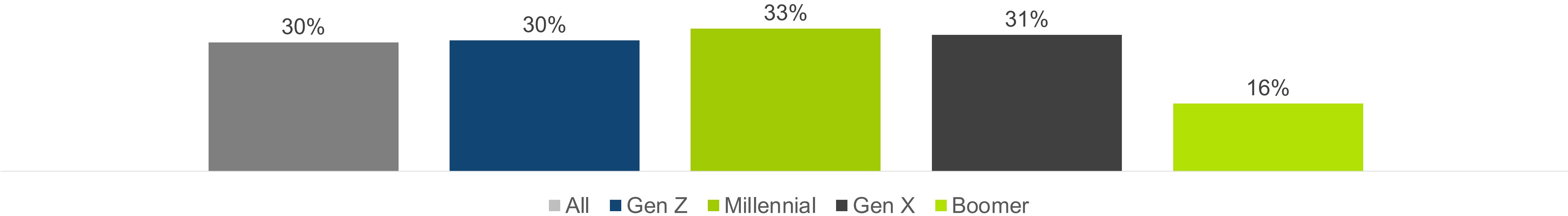


How do you view the companies and/or products that sponsor the podcasts you listen to?



**30% of listeners think that they will tune into podcasts more in the post-COVID environment than they do now.**

Predicted podcast listening post-COVID: Top 2 box (more)



How do you think the frequency with which you listen to podcasts will change after COVID-19 is brought under control?





# COVID-19 Vaccines

COVID-19  
VACCINATION  
CENTER  
↑

NO APPT'S  
WALK UP'S

GLOUCESTER COUNTY  
COVID-19 VACCINE SITE  
RCSJ COLLEGE CENTER  
→

Rowan  
Medicine

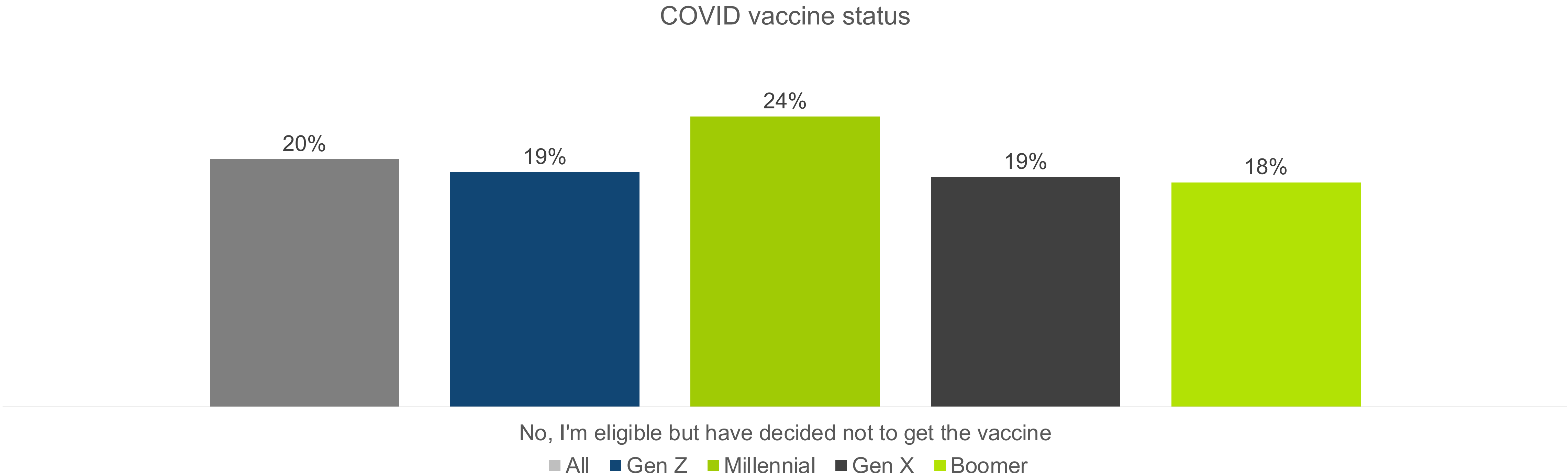
Rowan University  
Division of Health Services

GLOUCESTER COUNTY  
COVID-19 VACCINE SITE  
PARKING  
←



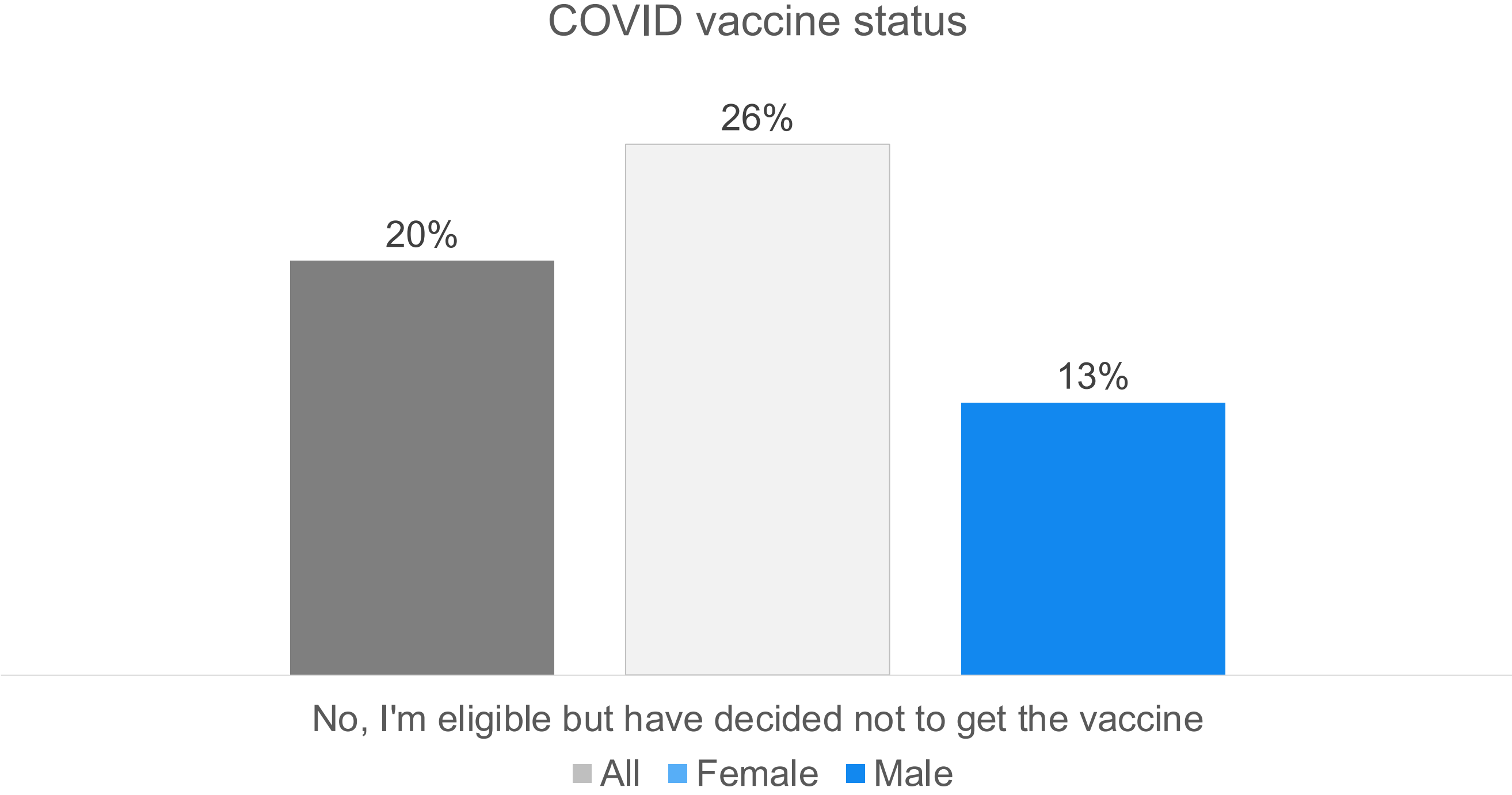


**20% of eligible respondents continue to report that they have no intention of getting the vaccine.**



Have you received the COVID-19 vaccine yet?

**The likelihood of not getting the vaccine is twice as high among women (26%) as it is among men (13%).**



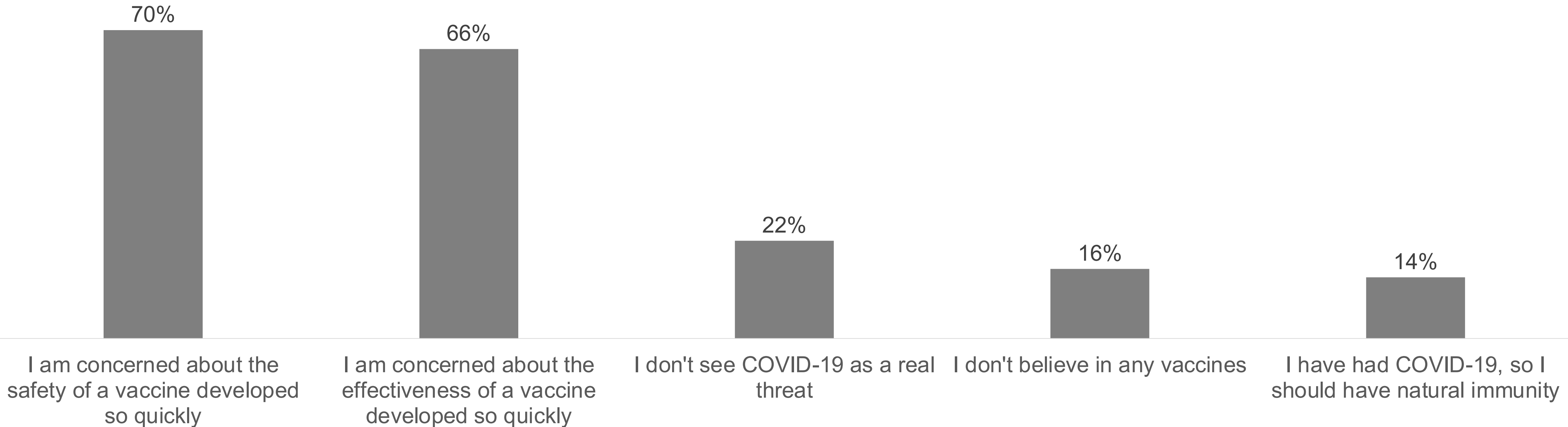
Have you received the COVID-19 vaccine yet?





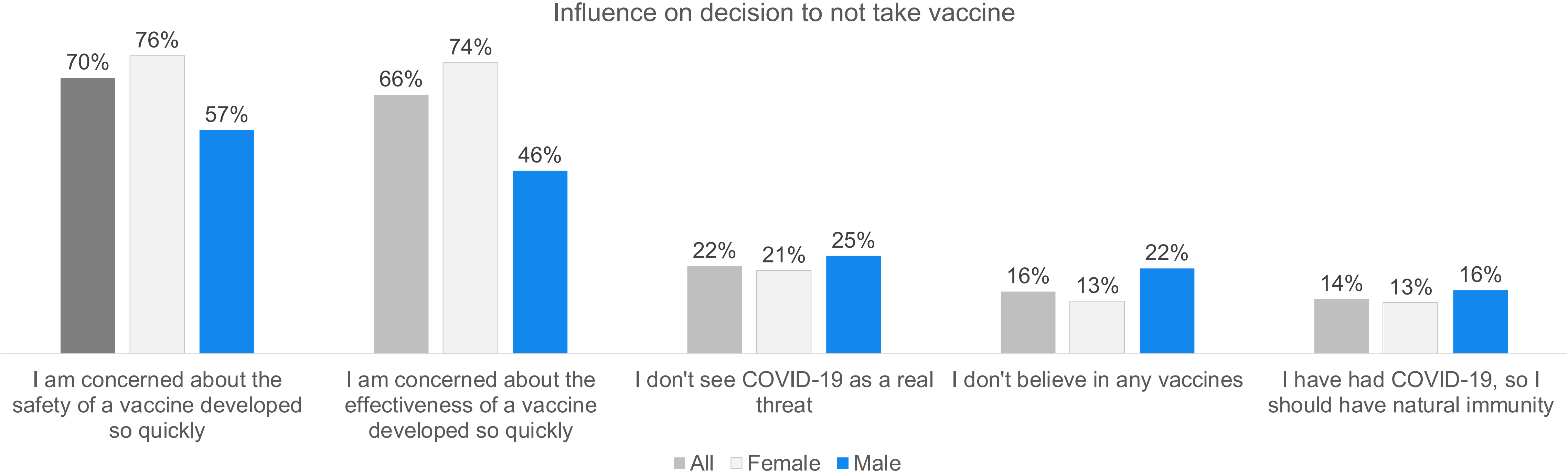
**Concern about the safety (70%) and efficacy (66%) remain the primary reasons for not getting the vaccine.**

Influence on decision to not take vaccine



How influential are the following on your decision not to get the vaccine?

**Women are more concerned than men about both the safety (76% vs. 57%) and efficacy (74% vs. 46%) of the vaccine.**

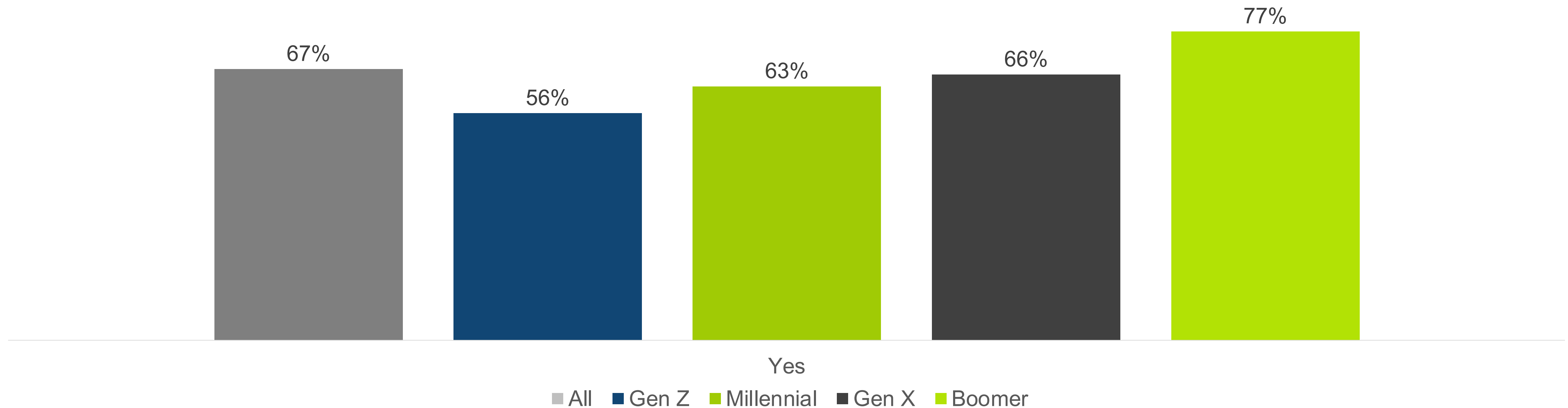


How influential are the following on your decision not to get the vaccine?



**67% of respondents, including more than three-quarters of Boomers (77%), feel people have a responsibility get the vaccine to protect themselves and others.**

Responsibility to vaccinate to protect self and others



Do you think people have a responsibility to get the vaccine not only to protect themselves but to protect others?

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## Summary

# Club Stores

- Total club store membership is 47%. It is highest among Millennials at 52%.
- Sam's Club is slightly more popular than Costco which is likely driven by the fact that Sam's enjoys a 10% advantage in store count.
  - 22% of club members belong to more than 1.
- Only 14% of respondents do more than half their general shopping at Club Stores. More than one-third (37%) do between 11% and 25%.
- 36% of club store members only shop the club stores in specific categories while 23% attempt to do as much of their shopping there as possible.
- More than half of the members (54%) buy anything they need that appears to be a good value.
- 2-4 times a month is the most popular frequency of store visits. Only 10% of respondents are in the store once a week or more.
- The convenience of stocking up (53%) and the limited need for items bought in bulk (48%) are the most commonly cited reasons for the infrequency of club store visits.



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## Summary

# Podcasts

- 38% of respondents are listening to podcasts once a month or more.
- 46% of listeners are turning to podcasts more as a result of the presence of COVID-19.
- No one category of podcasts dominates people's interest. Of the 10 categories of podcasts presented, the average respondent is interested in 4.8 of them.
- Entertainment is the primary reason people listen to podcasts; however, for 25% of the listeners it's about learning new things.
- As opposed to the opinions on sponsors of other media, 60% of podcast listeners view the sponsors at least somewhat positively.
- 30% of listeners think that they will tune into podcasts more in the post-COVID environment than they do now.



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## Summary

# COVID-19 Vaccines

- 20% of eligible respondents continue to report that they have no intention of getting the vaccine.
  - The likelihood of not getting the vaccine is twice as high among women (26%) as it is among men (13%).
- Concern about the safety (70%) and efficacy (66%) remain the primary reasons for not getting the vaccine.
  - Women are more concerned than men about both the safety (76% v. 57%) and efficacy (74% v 46%) of the vaccine.
- 67% of respondents, including more than three-quarters of Boomers (77%), feel people have a responsibility to get the vaccine to protect themselves and others.



**SALES**

**FACTORY**