



Home Retail Consumer Monitor

Presented April 20, 2021

Methodology

N = 615

MOE \pm 3.95%

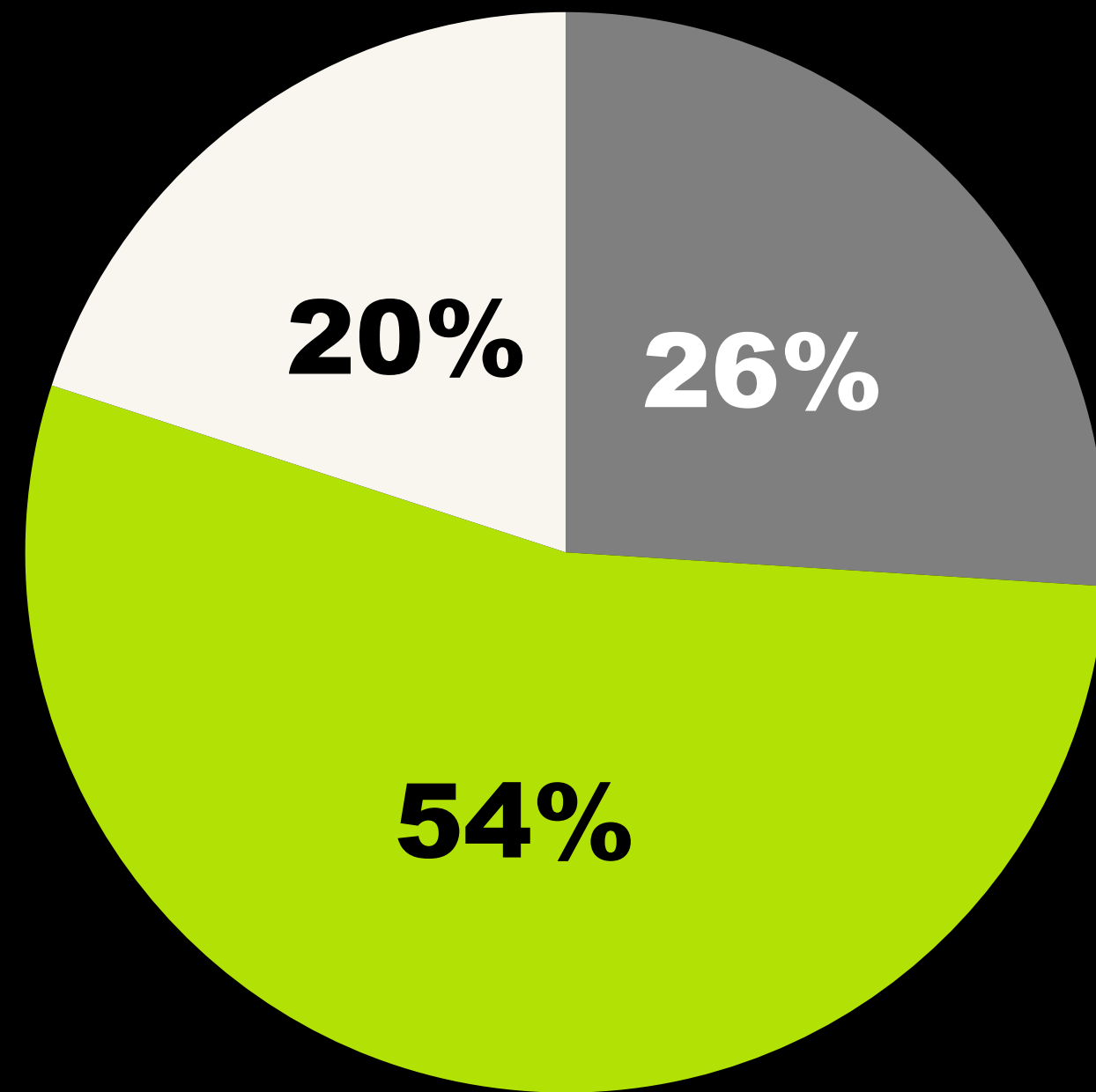
Panel: General Population

Collected: 4/13/21, 4/14/21

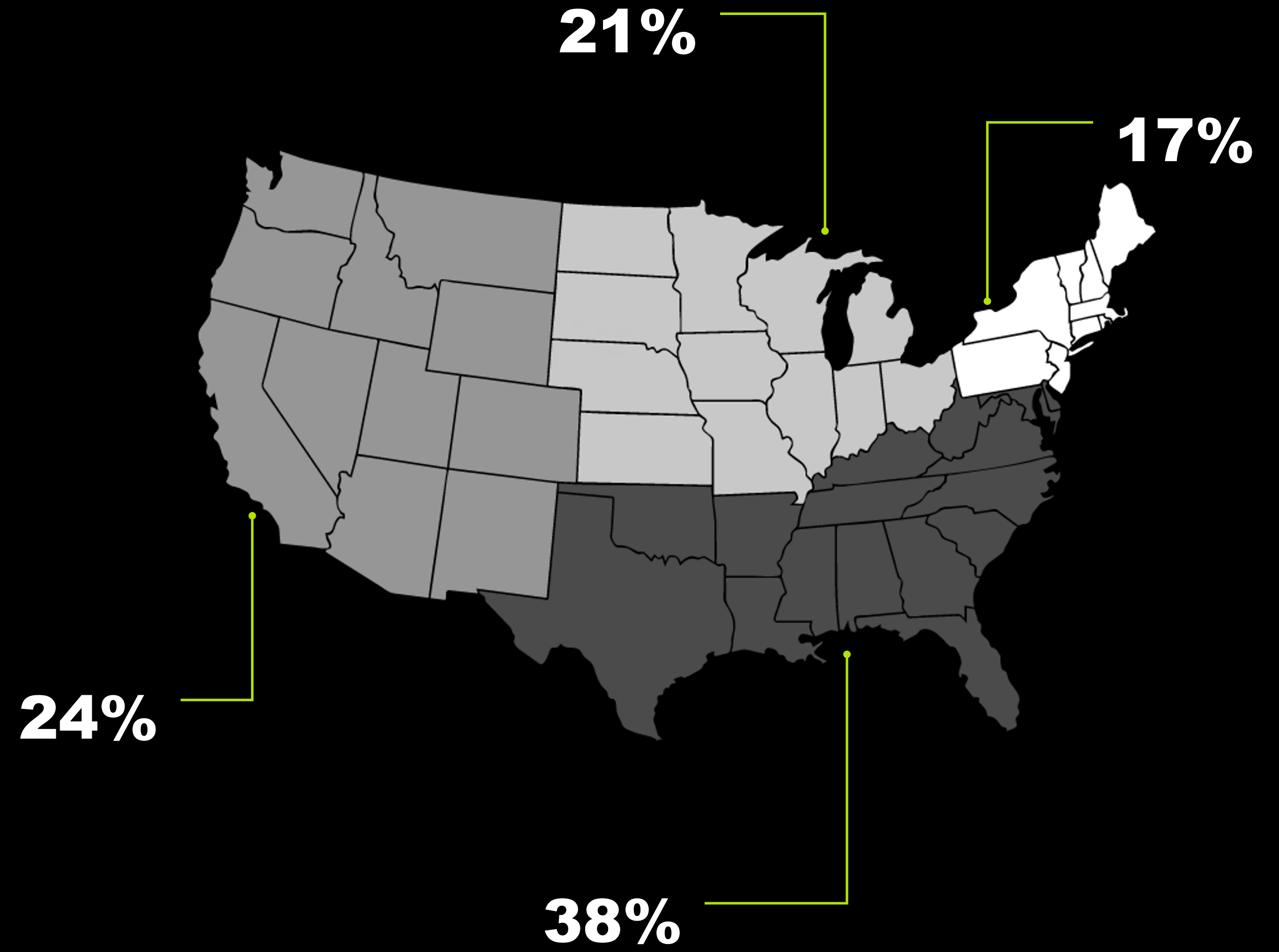


Panel Composition

Urbanicity

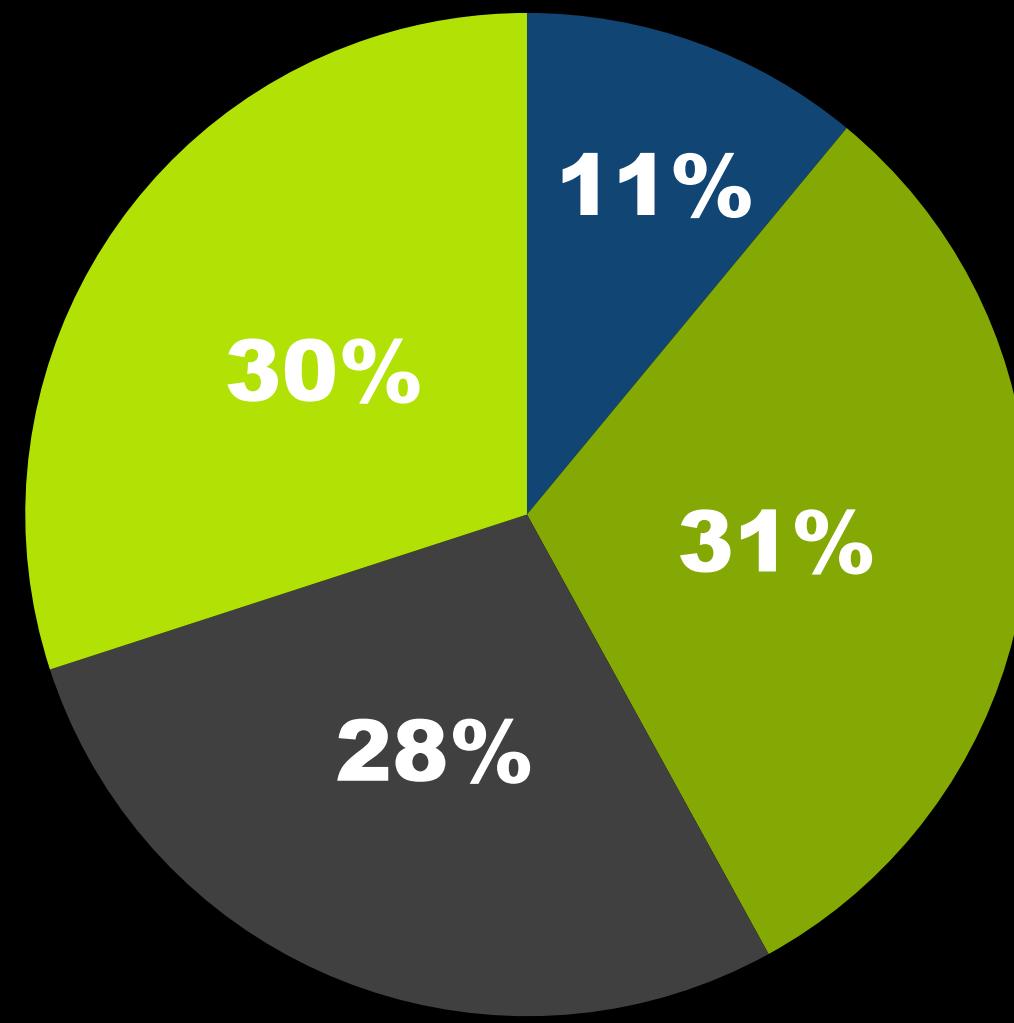


■ Urban ■ Suburban ■ Rural



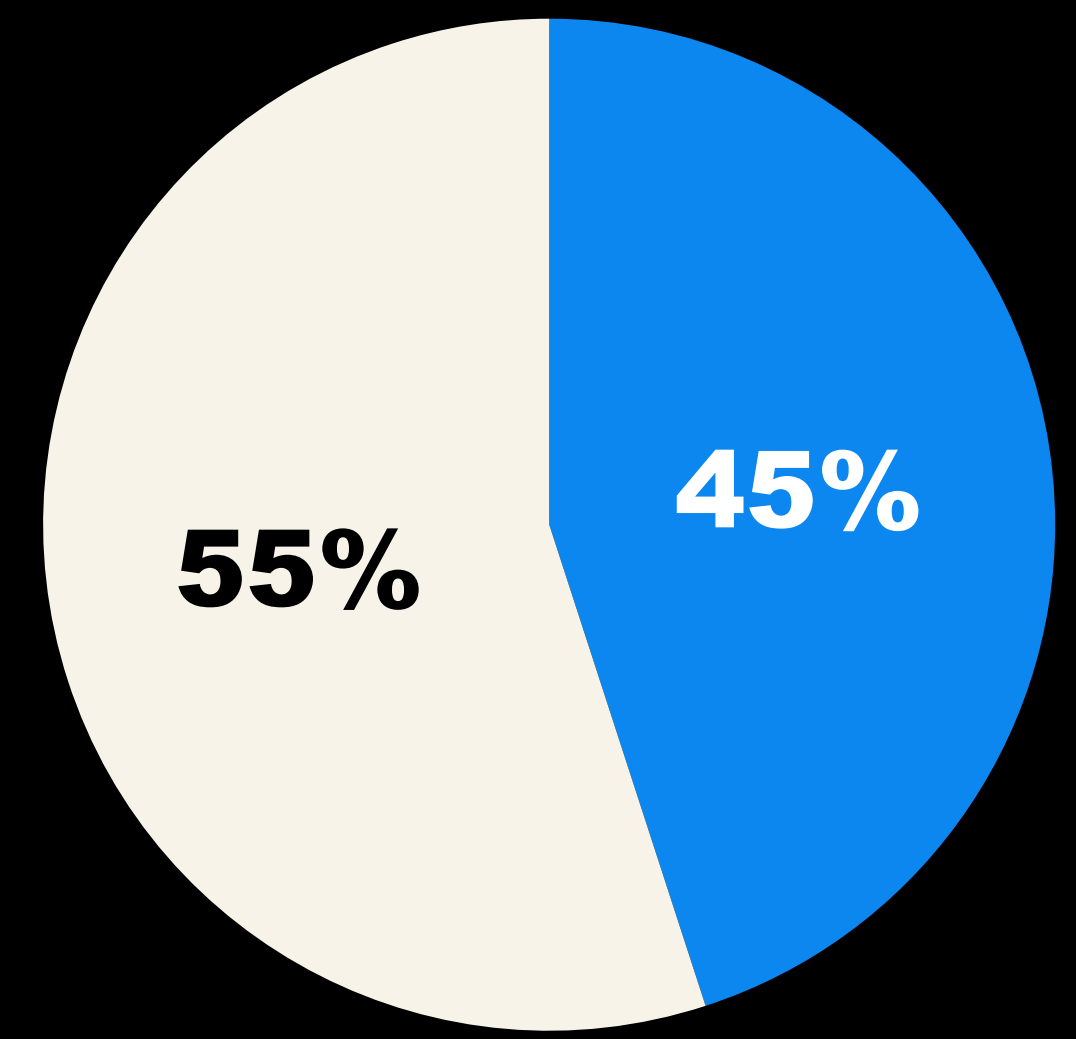


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



■ Male ■ Female

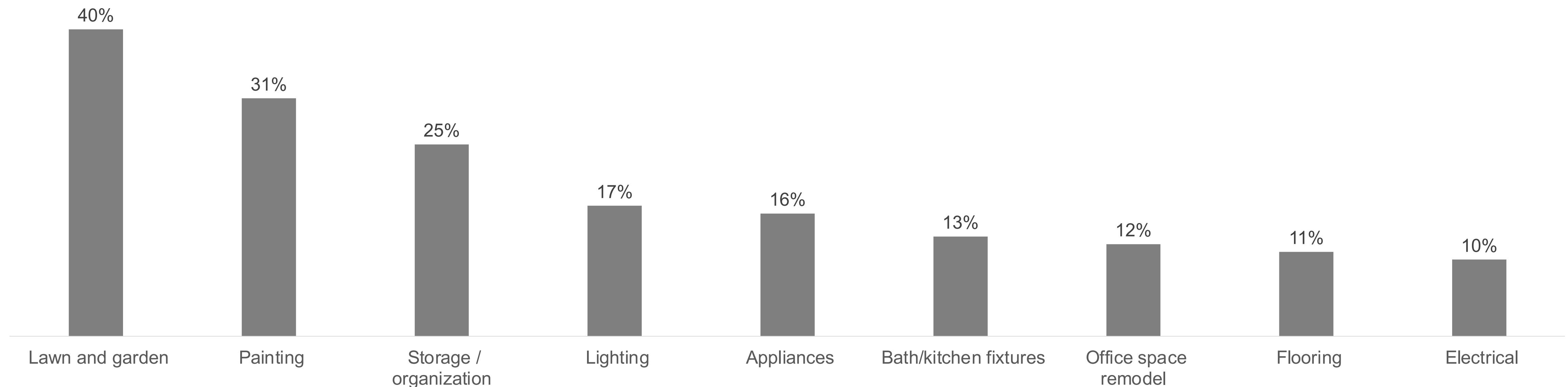


Home Improvement and Mobility



74% of homeowners tackled one or more home improvement projects in 2020. The most popular activities were lawn & garden (40%) and painting (31%).

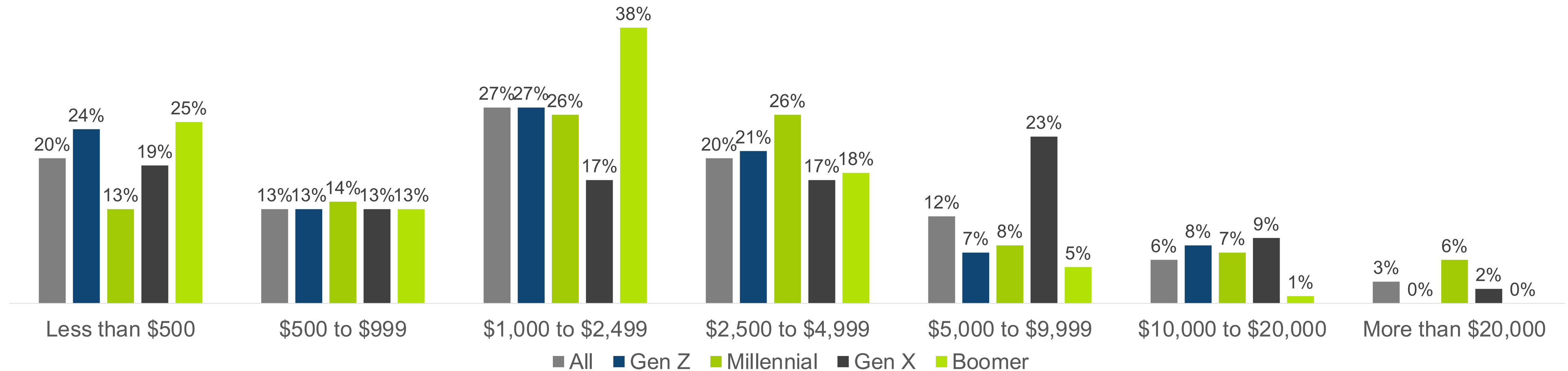
Home improvement projects completed in 2020



Which of the following home improvement projects did you complete in 2020? Select all that apply.

Of those who did home improvement projects, only one-third spent less than \$1000 while 41% spent \$2500 or more.

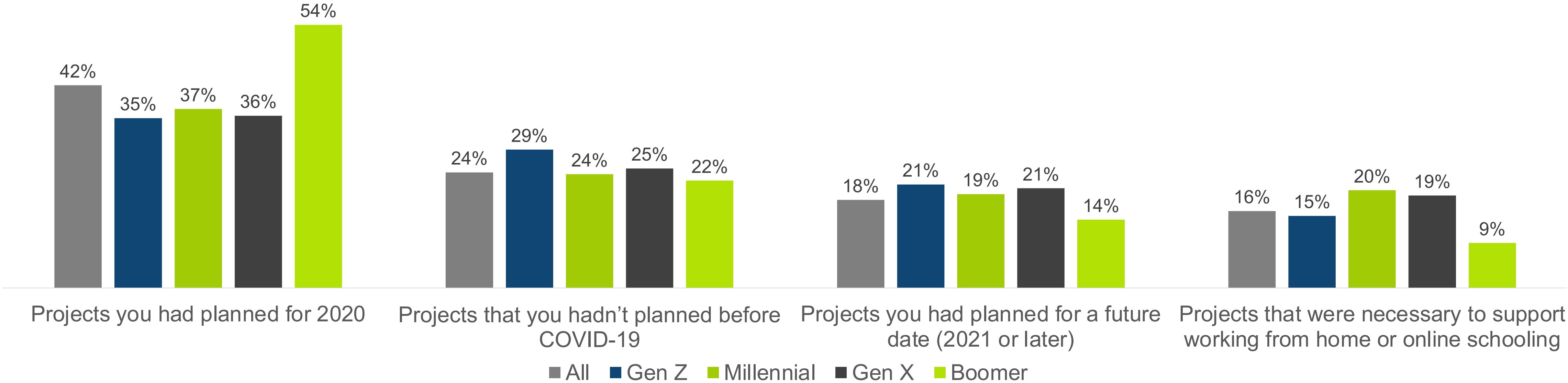
Spending on home improvement in 2020



How much total spending did you do on home improvement projects in 2020?

Of the completed projects, 60% had been planned for 2020 (42%) or beyond (18%). The remaining 40% of projects were either new thoughts (24%) or done to support working/schooling from home.

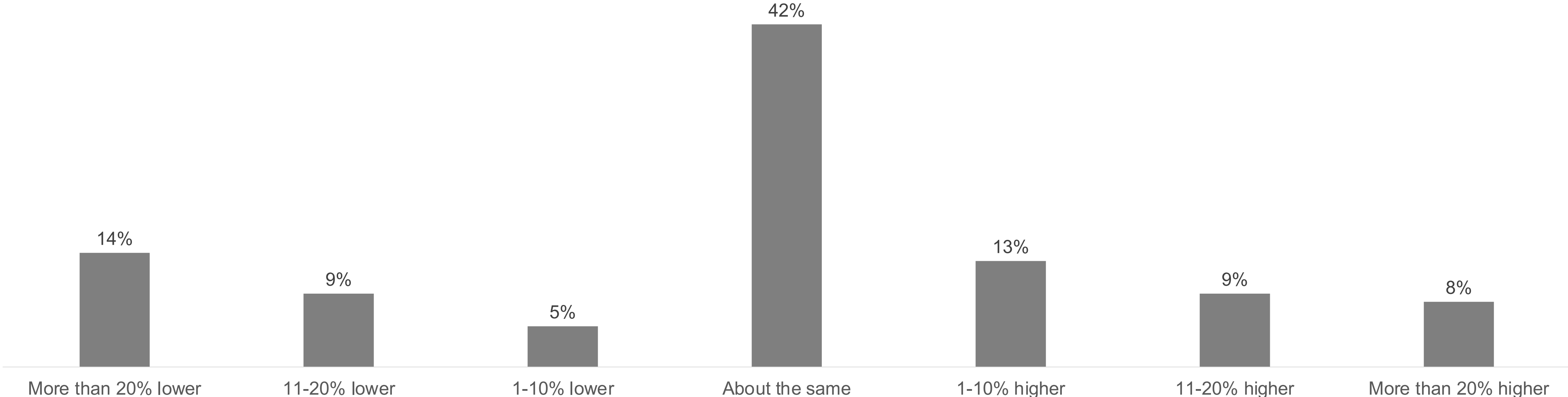
Types of projects completed in 2020



What % of the projects you completed fell in the following categories?

30% expect to spend more on home improvement in 2021 compared to 2020 while 28% expect to spend less. However, more people (14%) think their spending will be down by more than 20% than those thinking it will be up a similar amount (8%).

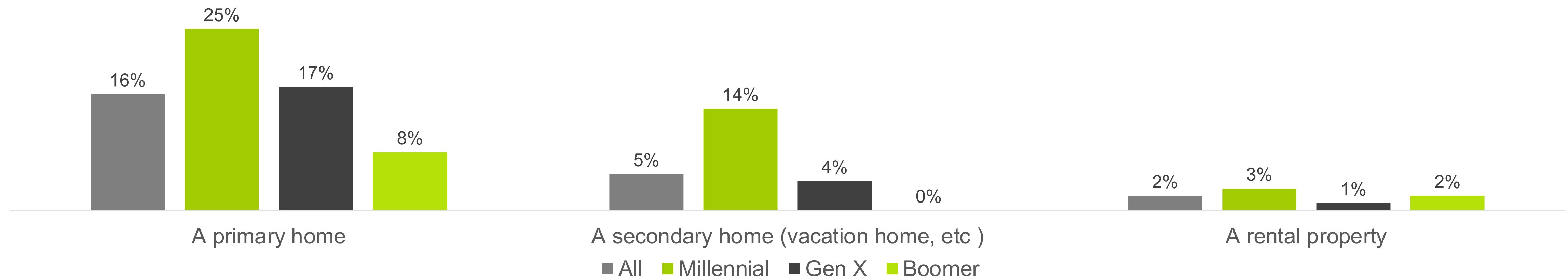
Home improvement spending in 2021 vs. 2020



How do you expect your 2021 home improvement spending to compare to 2020?

16% of existing homeowners plan to change their primary residence.

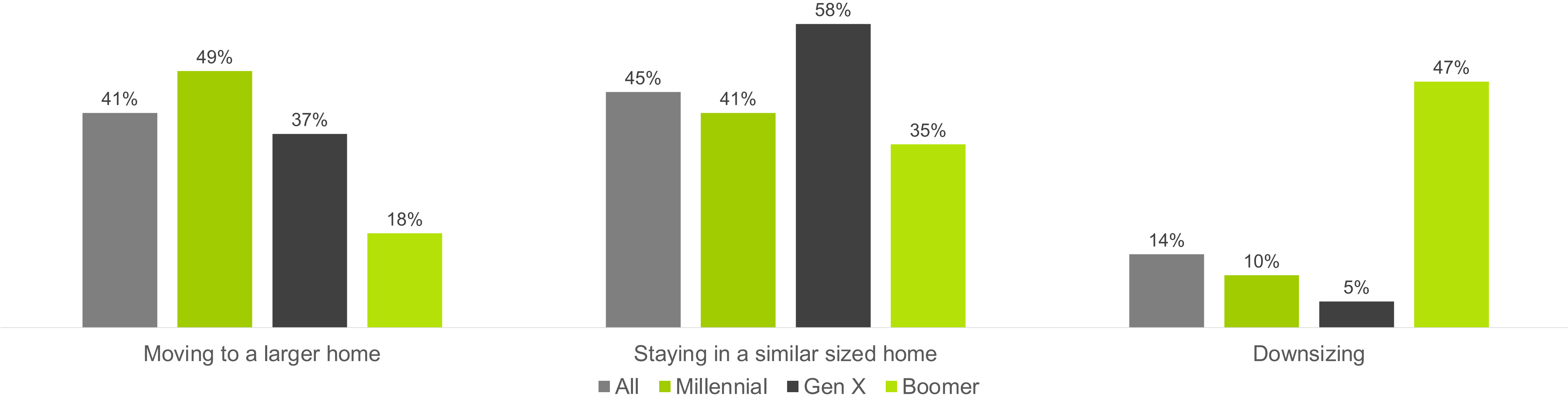
Homeowners who expect to buy a home this year



Do you expect to buy a new home this year?

The vast majority (86%) of those planning a move are planning on staying in a similarly sized home (45%) or moving up (41%). Only Boomers (47%) have a significant interest in downsizing.

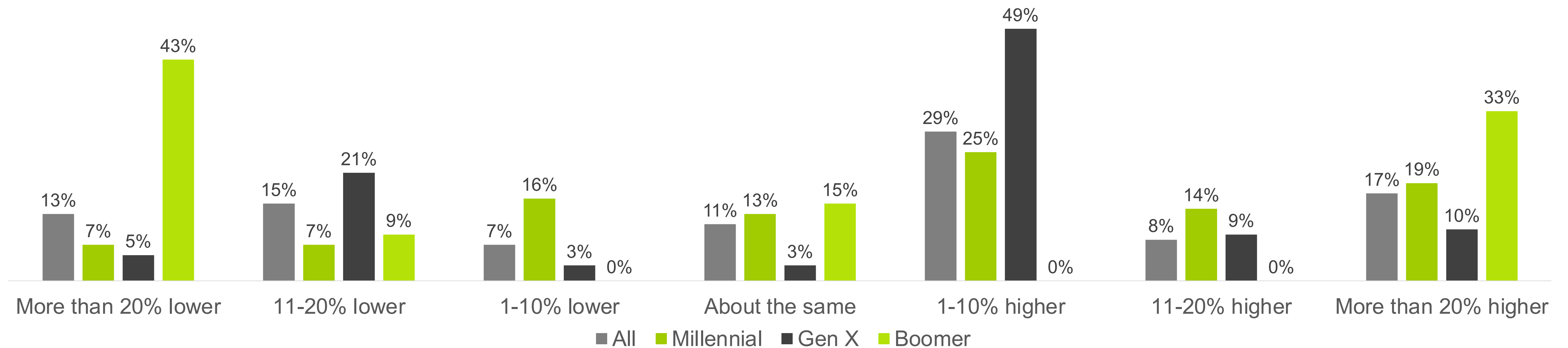
Looking for a larger home or downsizing



Will you be looking for a larger home or downsizing?

Given that 41% are looking for a larger home, it is not surprising that 54% expect to spend more on their next home purchase.

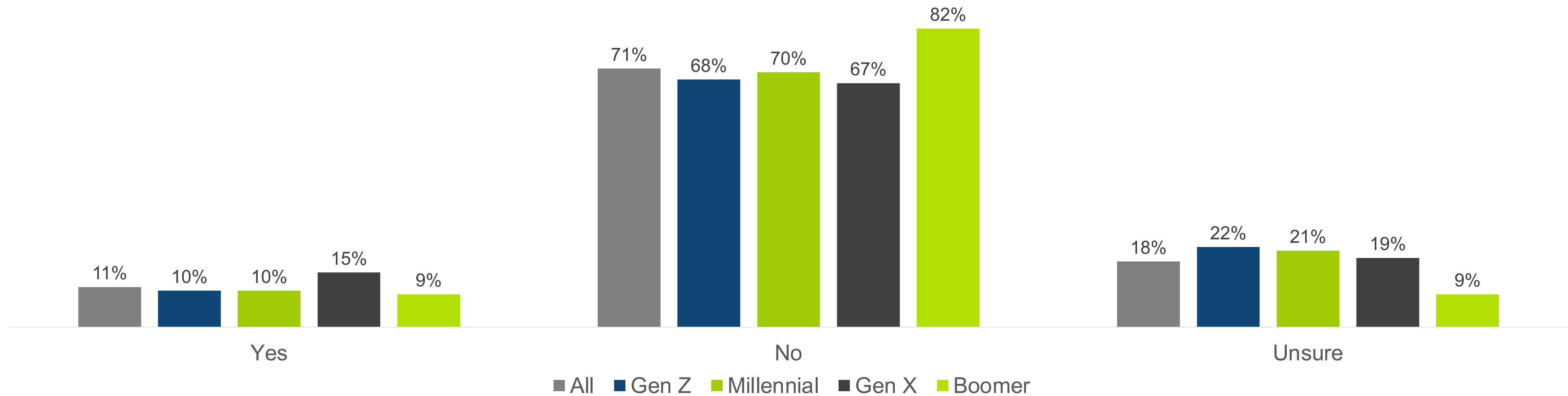
Expected price of new home compared current home



How much more or less expensive do you expect the home you buy will be compared to your current home?

11% of current renters expect to buy a home this year.

Renter's intentions to buy a home this year



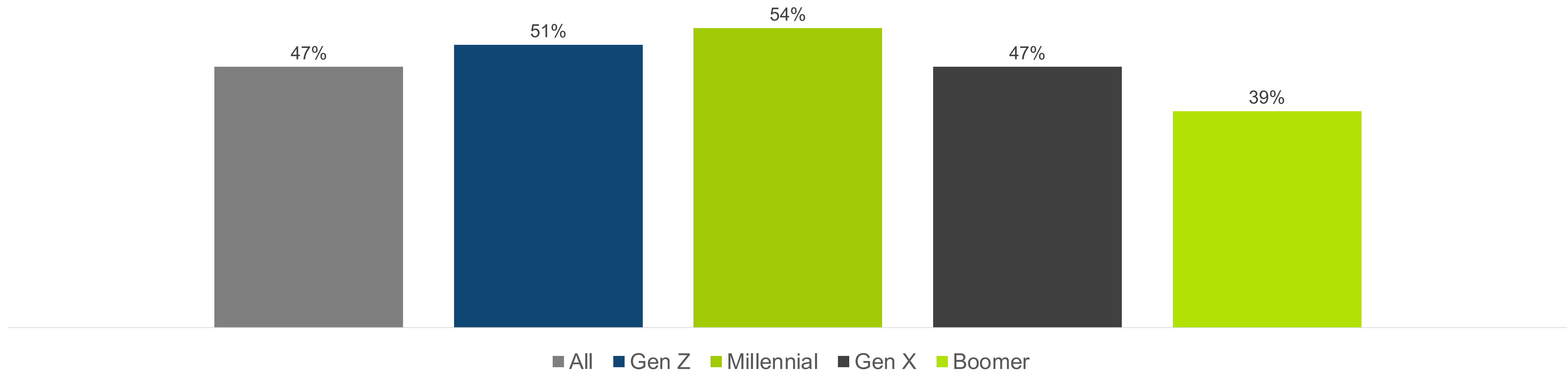
Do you expect to buy a home this year?



Corporate Stance on Socio-Political Issues

Fewer than half the respondents (47%) feel that companies should take a stance on social or political issues.

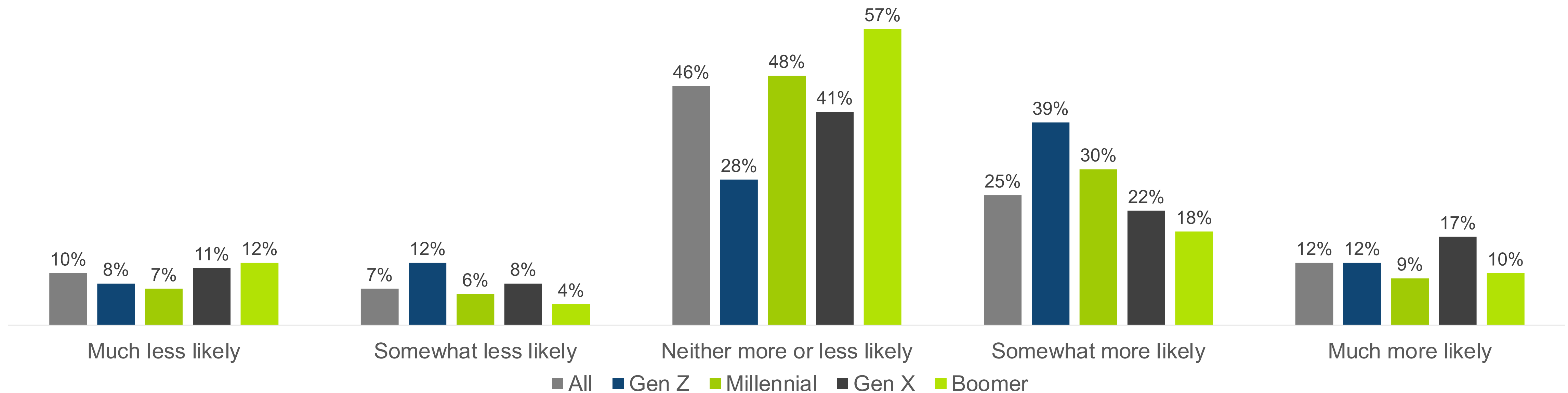
% Who think that companies should take a position on social or political issues



Do you think companies should take a position on social and political issues?

Only 12% of people are much more likely to support a brand that takes a stance with which they agree while 17% are somewhat or much less likely.

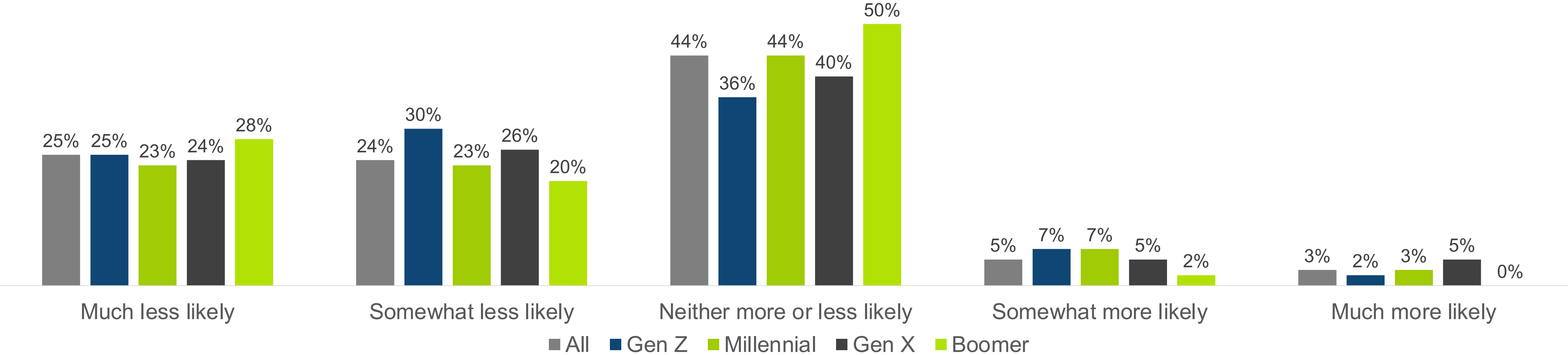
Likelihood to Purchase Products From a Company You **Agree** With Socially/Politically



How much more or less likely are you to purchase products from companies that take a stance on a social or political issue with which you agree?

While only 37% are more likely to support a brand that adopts a position with which they agree, 49% are less likely to support a brand with which they disagree.

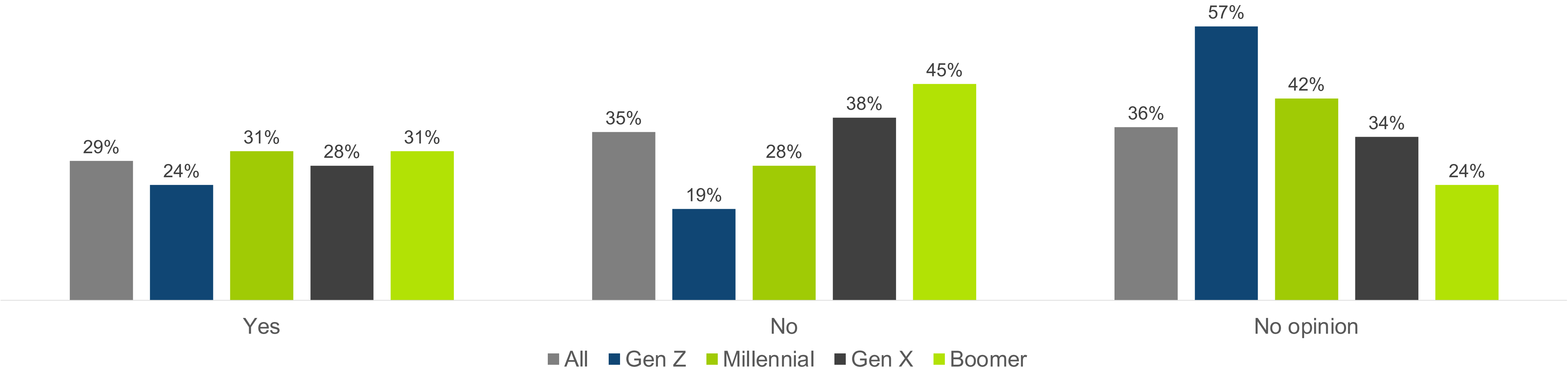
Likelihood to Purchase Products From a Company You Disagree With Socially/Politically



How much more or less likely are you to purchase products from companies that take a stance on a social or political issue with which you disagree?

Only 29% of respondents think it was appropriate to move this year's MLB All-Star game out of Georgia while 35% disagree with the move.

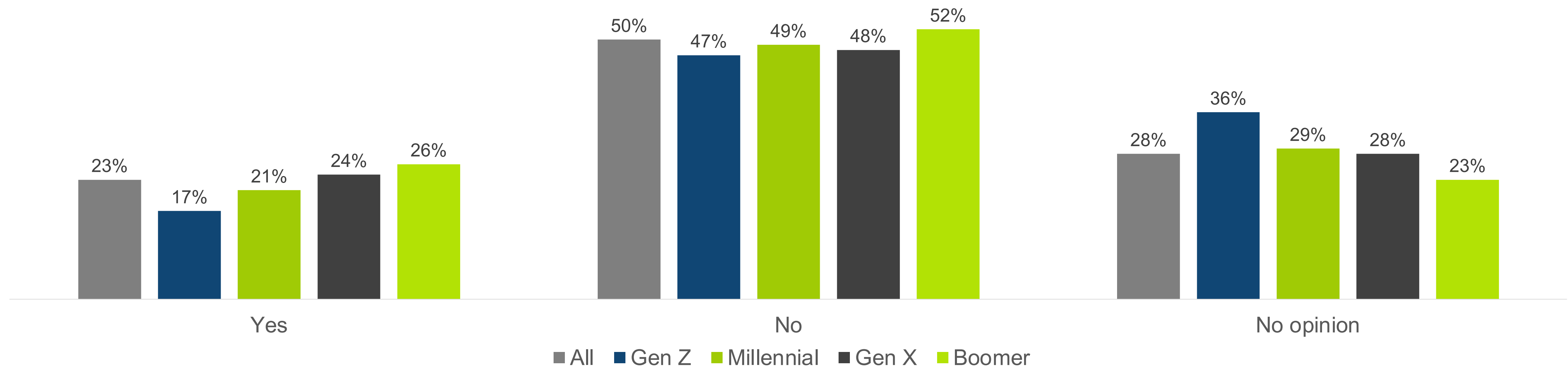
Was it right for the MLB to move the All-Star Game from Georgia to Colorado due to the new voter requirements?



Do you think it was right for Major League Baseball to move this year's Baseball All-Star Game from Georgia to Colorado because of the new voter requirements established in Georgia?

Nearly 1 respondent in 4 plans to boycott the brands who openly opposed Georgia's new voter requirements.

Will you boycott companies that oppose the new Georgia voter regulations



Will you boycott products or services from companies like Coca-Cola, Bank of America, Microsoft and Delta Airlines which have expressed their opposition to the new Georgia voter regulations?



COVID-19 Vaccinations

COVID-19
VACCINATION
CENTER
↑

NO APPT'S
WALK UP'S

GLOUCESTER COUNTY
COVID-19 VACCINE SITE
RCSJ COLLEGE CENTER
→

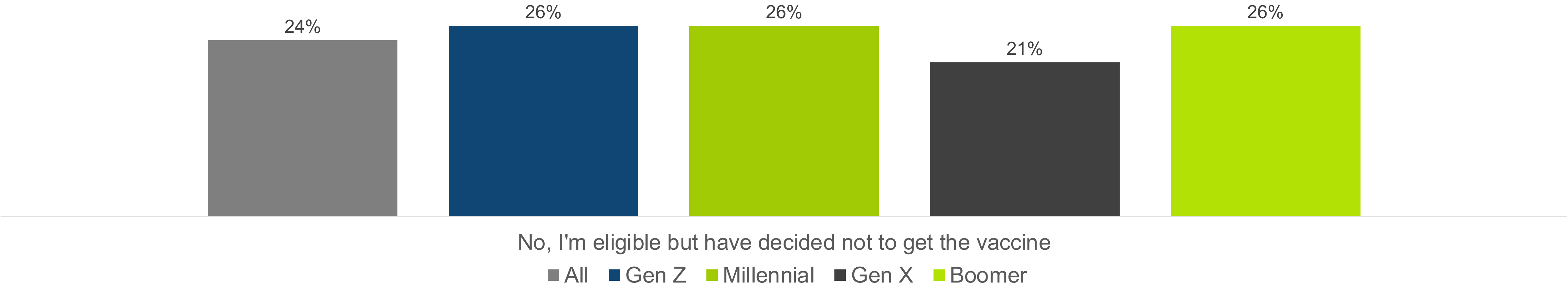
Rowan
Medicine
Rowan University
School of Osteopathic Medicine

GLOUCESTER COUNTY
COVID-19 VACCINE SITE
PARKING
←



Nearly one respondent in four (24%) stated that they are eligible for the COVID vaccine but will not get it.

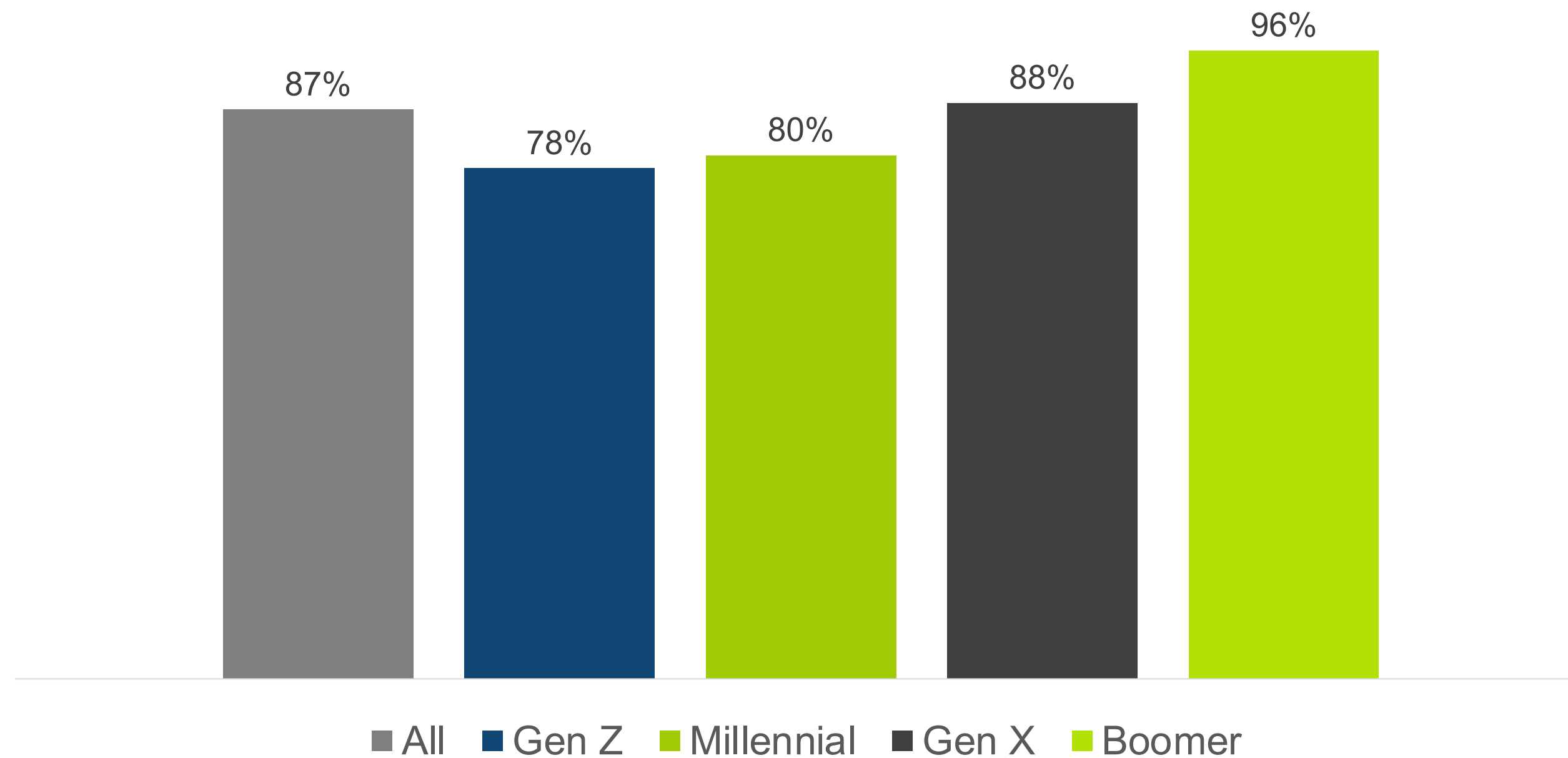
% Who are eligible for the vaccine, but will not get it



Have you received the COVID-19 vaccine yet?

87% of respondents, including 96% of Boomers, are aware of the safety concerns with the Johnson & Johnson vaccine.

% Who are aware of the safety concerns surrounding the J&J vaccine

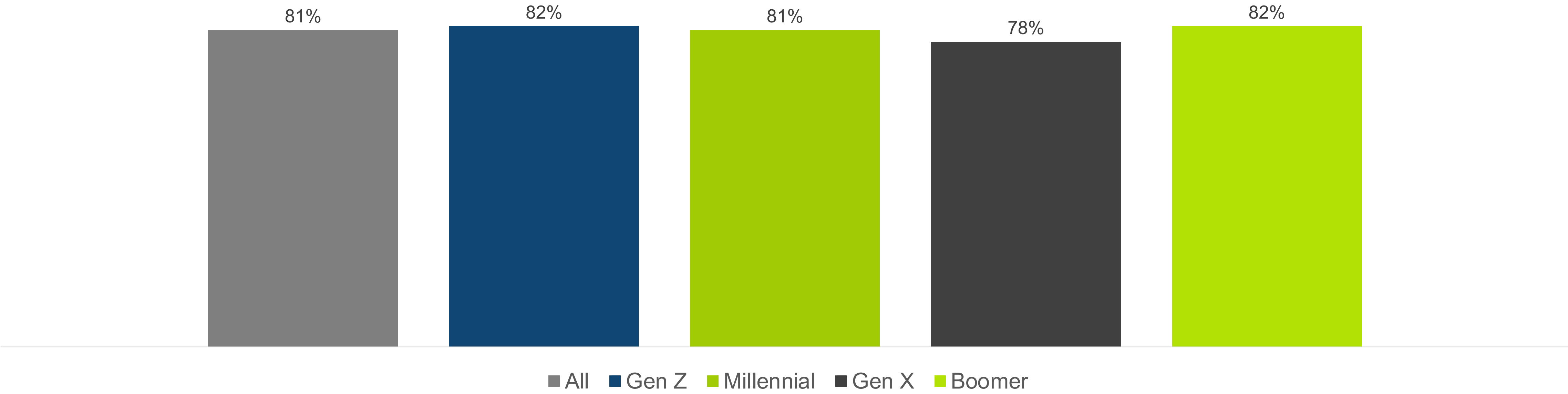


Are you aware of the recent concerns about the safety of the Johnson & Johnson vaccine?



81% of the respondents feel it was appropriate to suspend distribution of the J&J vaccine.

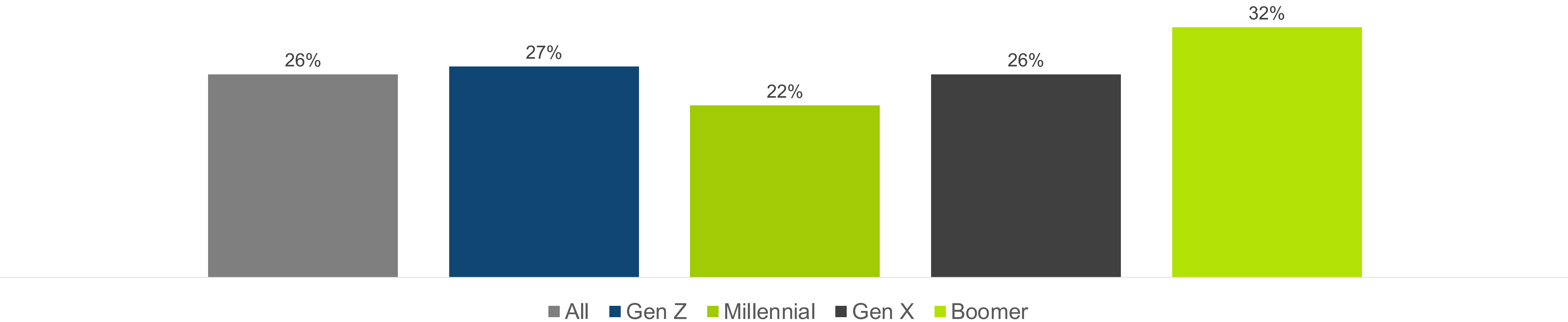
% Who agree with pulling the J&J vaccine from US distribution



Based on what you know about the Johnson & Johnson vaccine, do you agree with the decision to pull it from distribution in the US?

Only 26% of those willing to get a vaccine will opt for J&J if it is the first one available to them. The remainder will wait for the Pfizer or Moderna versions.

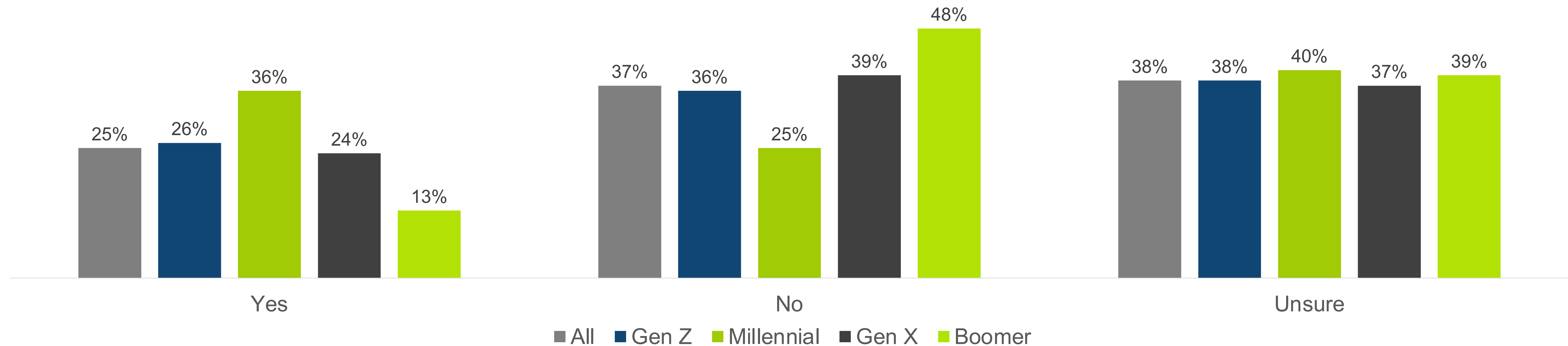
% Who are willing to get the J&J vaccine once it is available again



Once the Johnson & Johnson vaccine is made available again in the US, will you be willing to get the Johnson & Johnson vaccine, or will you wait for one of the other vaccines to be available?

Only one-quarter of respondents feel the delay between the first and 2nd doses of the Moderna and Pfizer vaccines should be extended beyond 3-4 weeks in order to get more people an initial dose.

Should the time between Moderna and Pfizer vaccine should be extended beyond 3-4 weeks



Do you think the time between the first and second doses of the Moderna and Pfizer vaccines should be extended beyond 3-4 weeks to allow more people to get the first dose?



Home Improvement and mobility

- 74% of homeowners tackled one or more home improvement projects in 2020.
 - The most popular activities were lawn & garden (40%) and painting (31%).
- Of those who did home improvement projects, only one-third spent less than \$1000 while 41% spent \$2500 or more.
- 60% of the completed projects had been planned for 2020 (42%) or beyond (18%).
 - The remaining 40% of projects were either new thoughts (24%) or were done to support the needs of working/schooling from home.
- Slightly more people (30%) expect to spend more on home improvement in 2021 than 2020, while 28% expect to spend less.
 - However, more people (14%) think their spending will be down by more than 20% than those who think it will be up a similar amount (8%).
- Among existing homeowners, 16% plan to change their primary residence.

- The vast majority (86%) of those planning a move are planning on staying in a similarly sized home (45%) or moving up (41%).
 - Only Boomers (47%) have a significant interest in downsizing.
- Given that 41% are looking for a larger home, it is not surprising that 54% expect to spend more on their next home purchase.
- 11% of current renters expect to buy a home this year.




Home Improvement and mobility



Corporate stance on socio-political issues

- Fewer than half the respondents (47%) feel that companies should take a stance on social or political issues.
- Only 12% of people are much more likely to support a brand that takes a stance with which they agree, while 19% are somewhat or much less likely.
- While 37% are more likely to support a brand that adopts a position with which they agree, 49% are less likely to support a brand with which they disagree.
- Only 29% of respondents think it was appropriate to move this year's MLB All-Star game out of Georgia, while 35% disagree with the move.
- Nearly 1 respondent in 4 plans to boycott the brands who openly opposed Georgia's new voter requirements.



COVID-19 Vaccinations

- Nearly one respondent in four (24%) stated that they are eligible for the COVID vaccine but will not get it.
- 87% of respondents, including 96% of Boomers, are aware of the safety concerns with the Johnson & Johnson vaccine.
- 81% of the respondents feel it was appropriate to suspend the distribution of the J&J vaccine.
- Only 26% of those willing to get a vaccine will opt for J&J if it is the first one available to them.
 - The remainder will wait for the Pfizer or Moderna versions.
- Only one-quarter of respondents feel the delay between the first and 2nd doses of the Moderna and Pfizer vaccines should be extended beyond 3-4 weeks in order to get more people an initial dose.