



Home Retail Consumer Monitor

Presented June 8, 2021

Methodology

N = 766

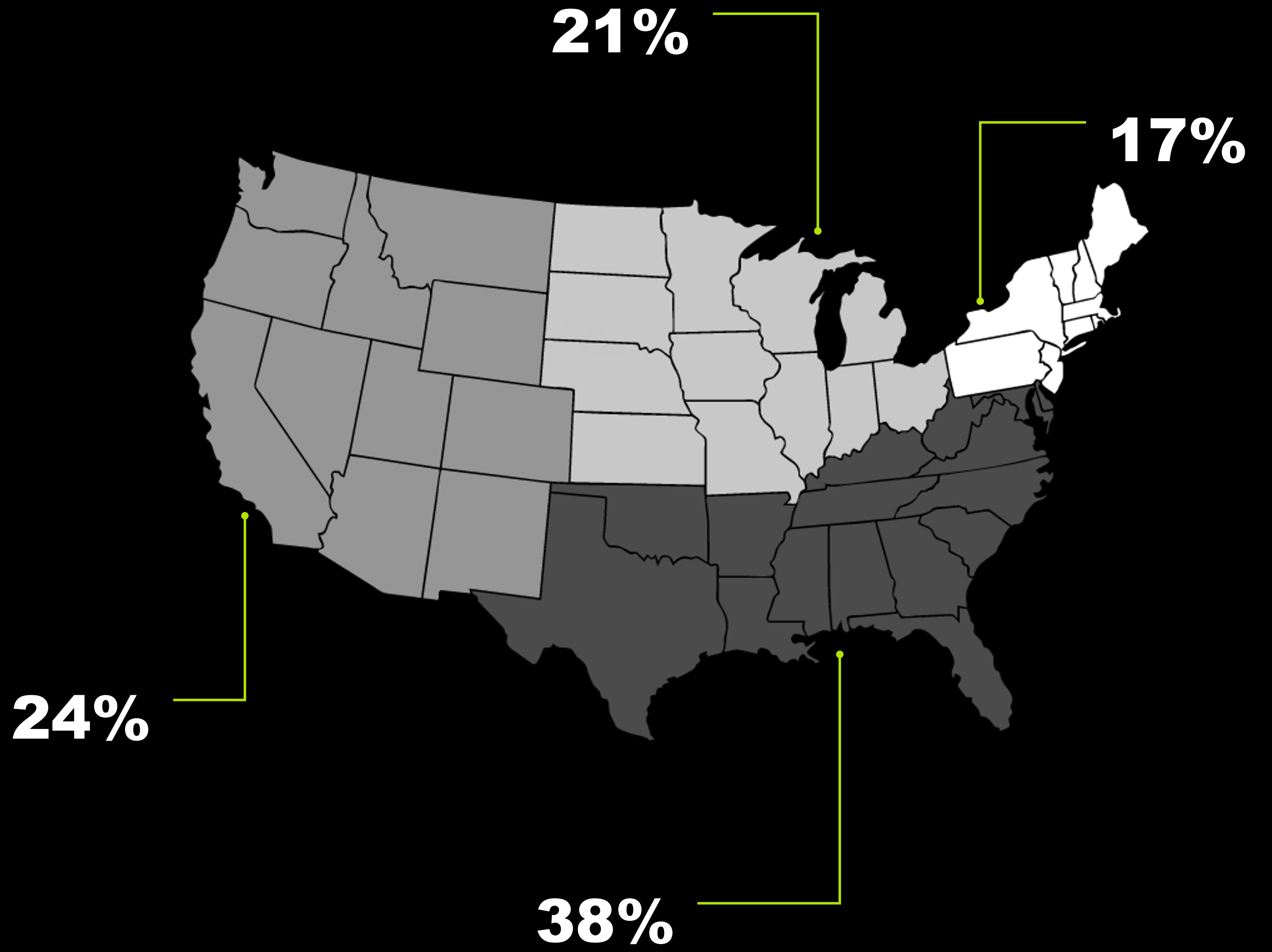
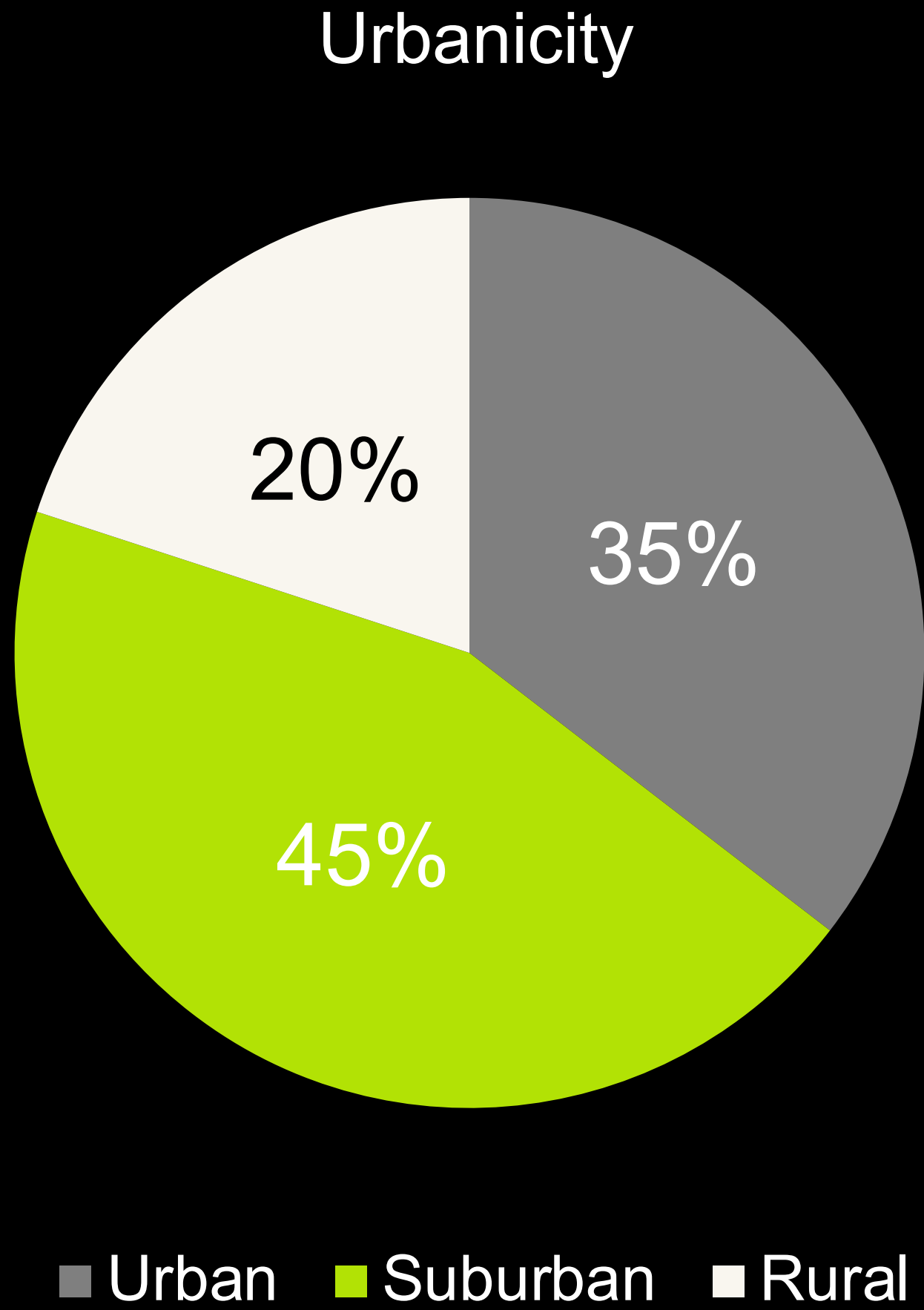
MOE \pm 3.54%

Panel: General Population

Collected: 5/28/21, 5/29/21

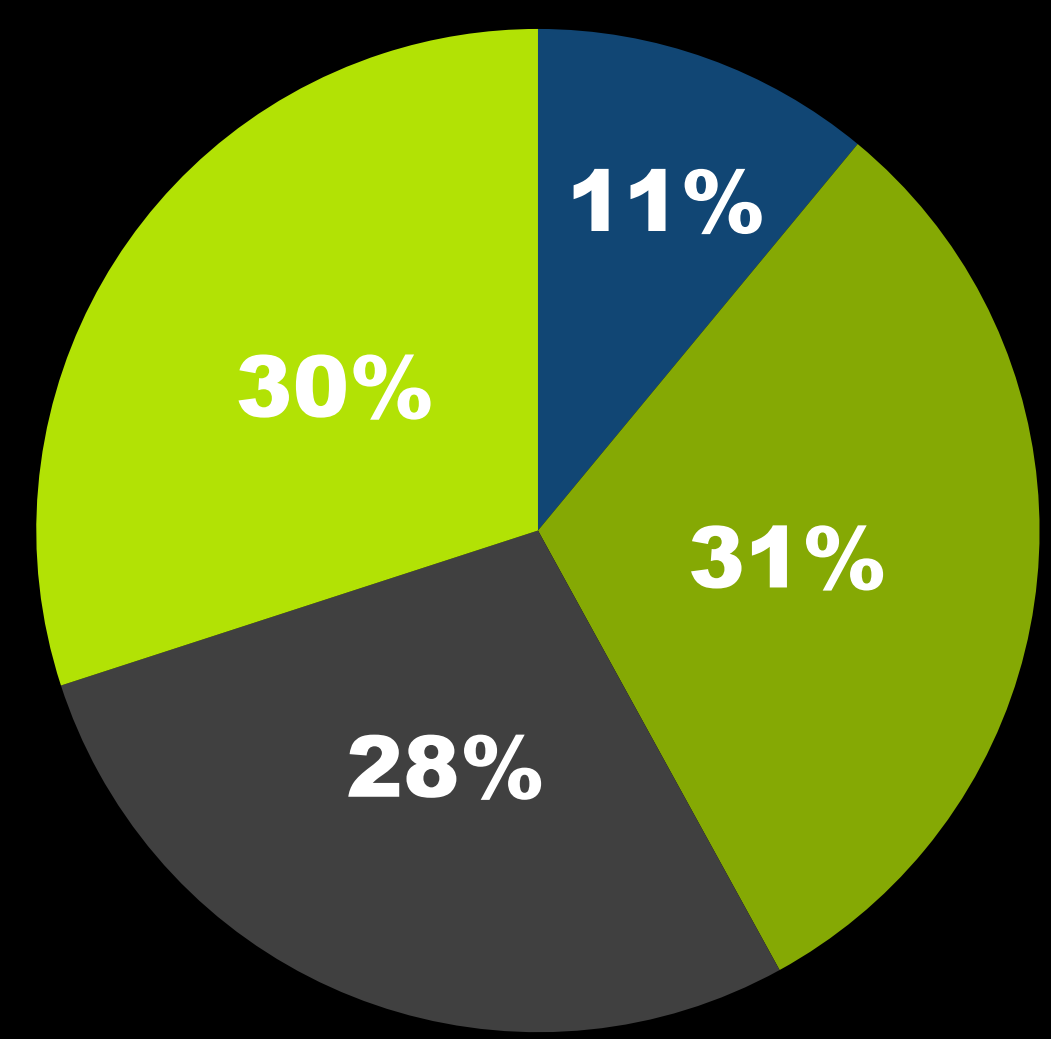


Panel Composition



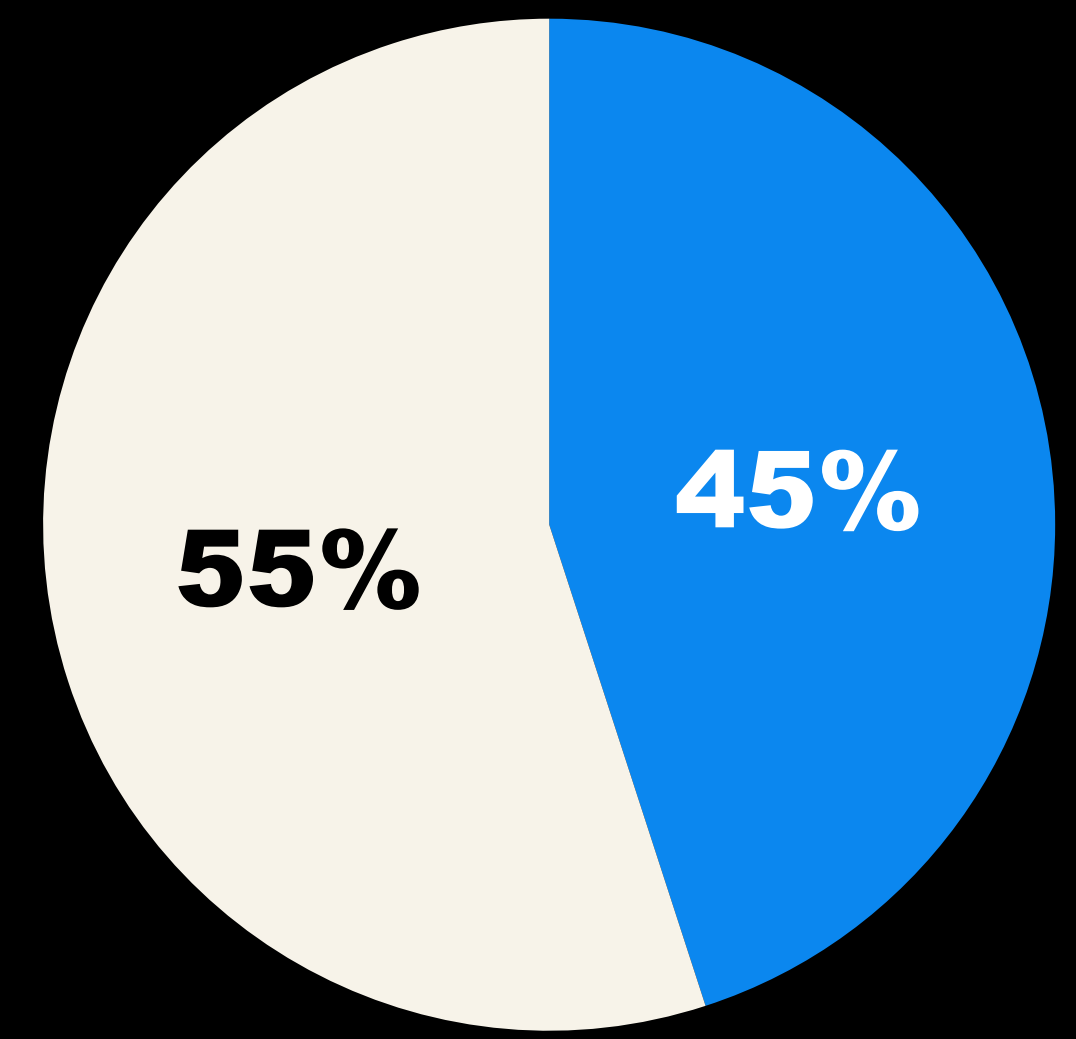


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



■ Male ■ Female

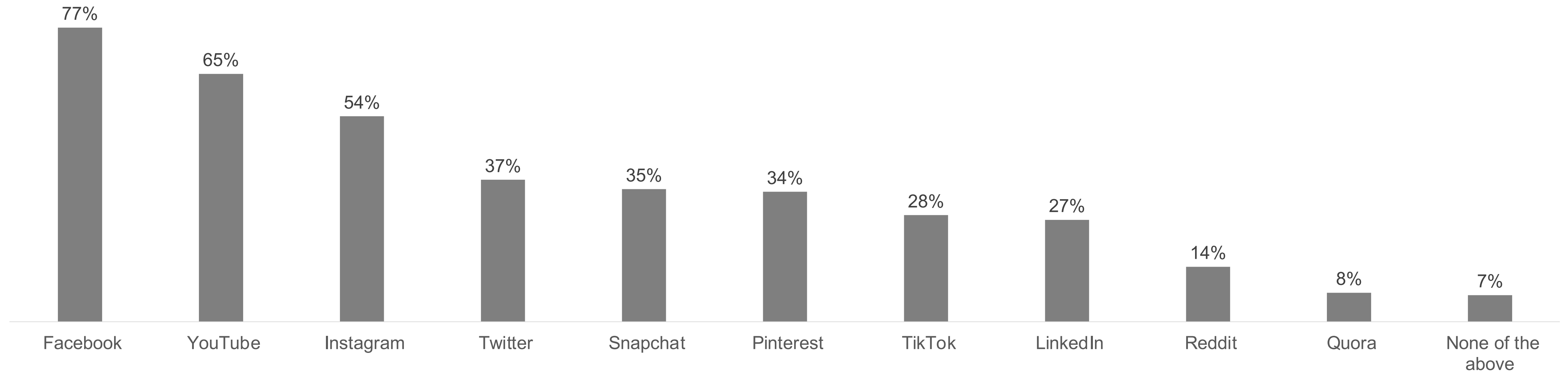


Social Media Use



The typical respondent is engaged with 3.8 social media platforms. Only 7% don't engage at all.

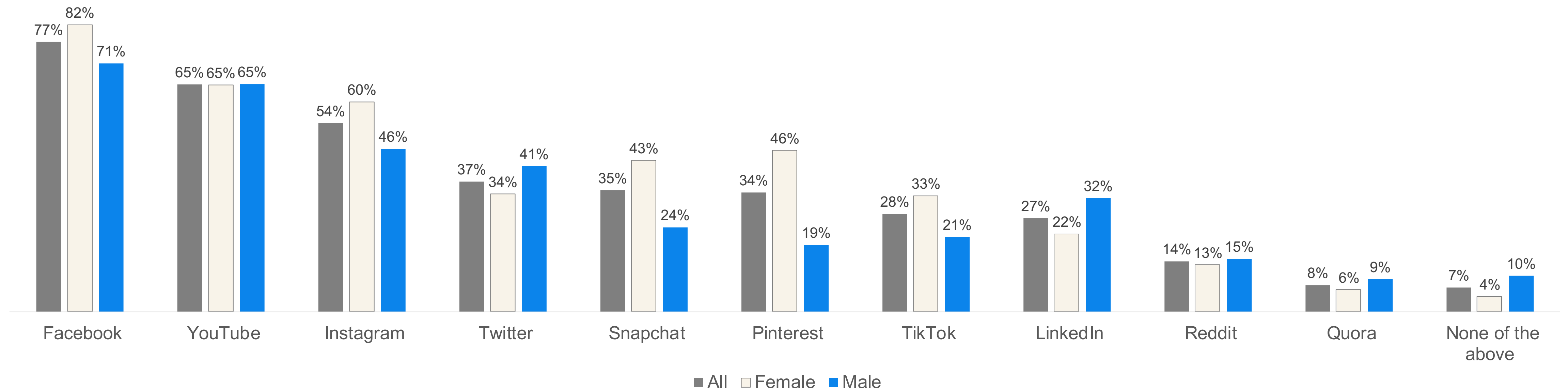
Social media use



On which of the following social media platforms do you participate? Select all that apply.

Women are more engaged than men on virtually all major social media platforms. The notable exceptions are Twitter (W – 34%, M-41%) and LinkedIn (W – 22%, M - 32%).

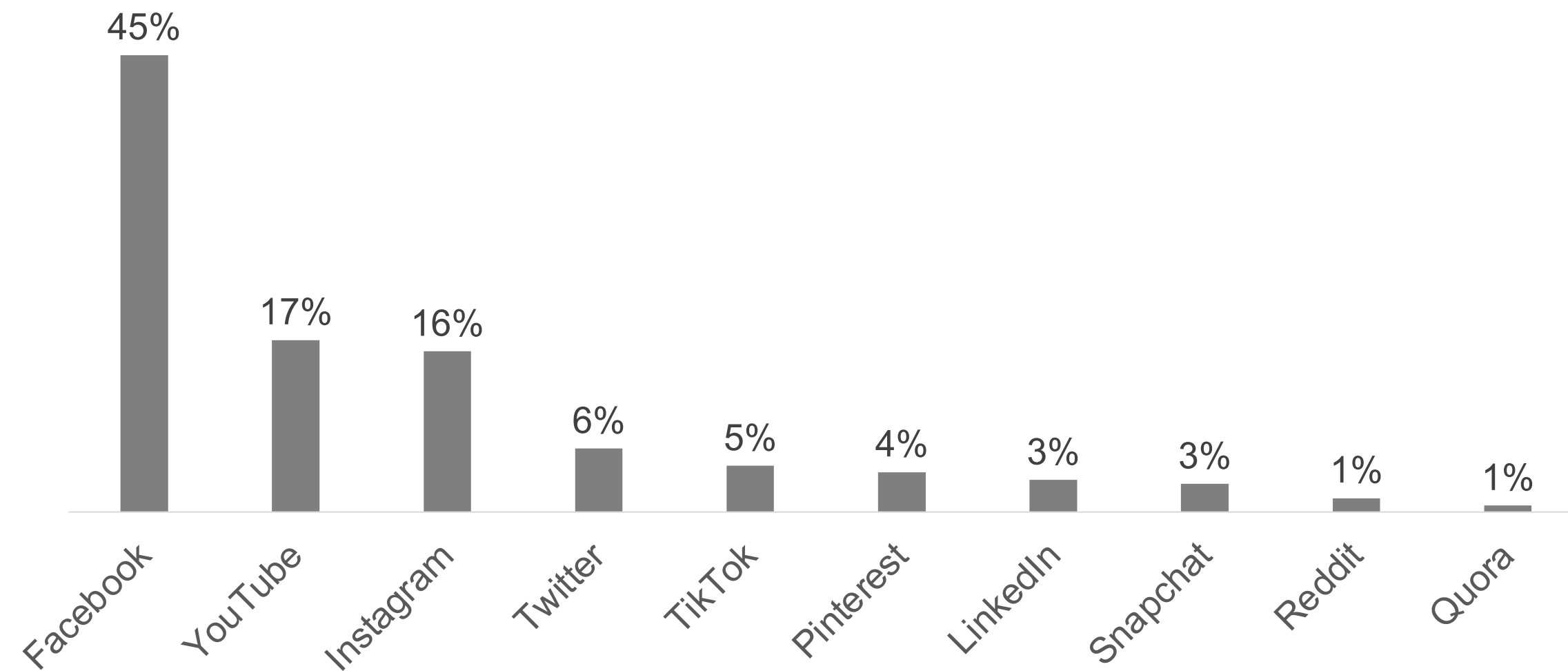
Social media use



On which of the following social media platforms do you participate? Select all that apply.

If respondents were limited to a single platform, 78% would select either Facebook (45%), YouTube (17%) or Instagram (16%).

Preferred social platform

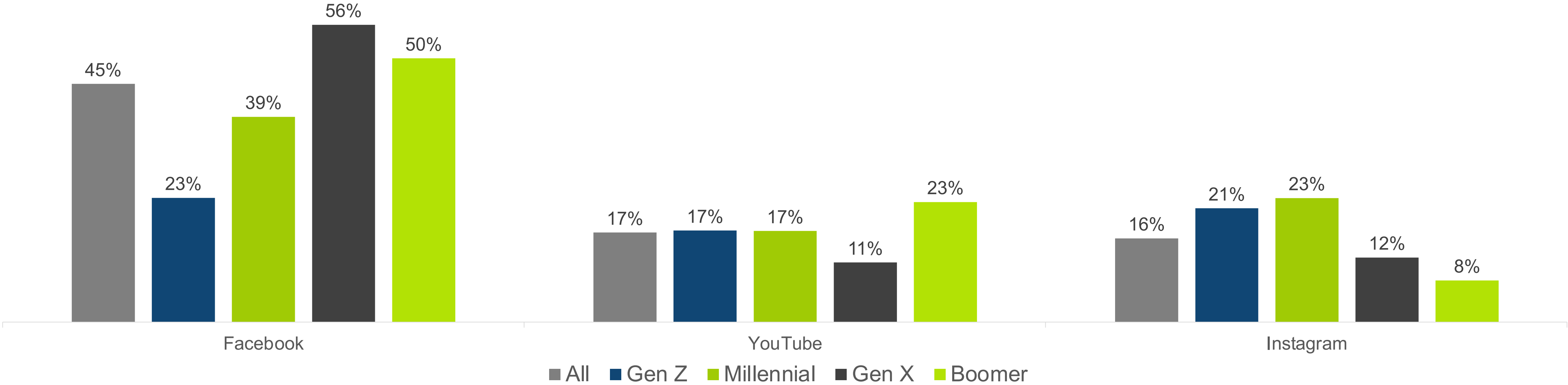


If you were limited to one social media platform, which would you choose?



Facebook is losing traction as the preferred platform among Gen Z (23%) and Millennials (39%) when compared to Gen X (56%) and Boomers (50%).

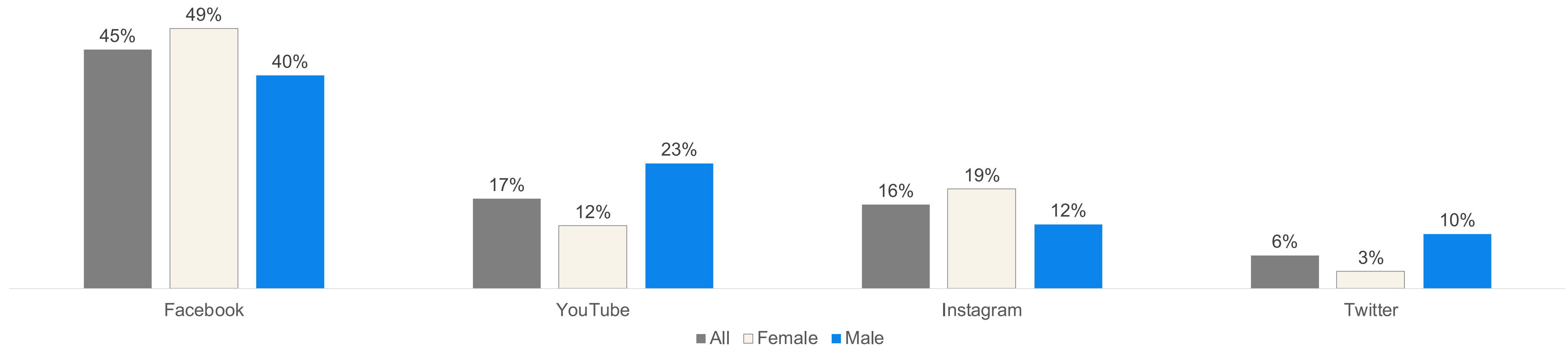
Preferred social platform



If you were limited to one social media platform, which would you choose?

Men (23%) are nearly twice as likely to prefer YouTube as women (12%) and more than 3 times as likely to prefer Twitter (10% v. 3%).

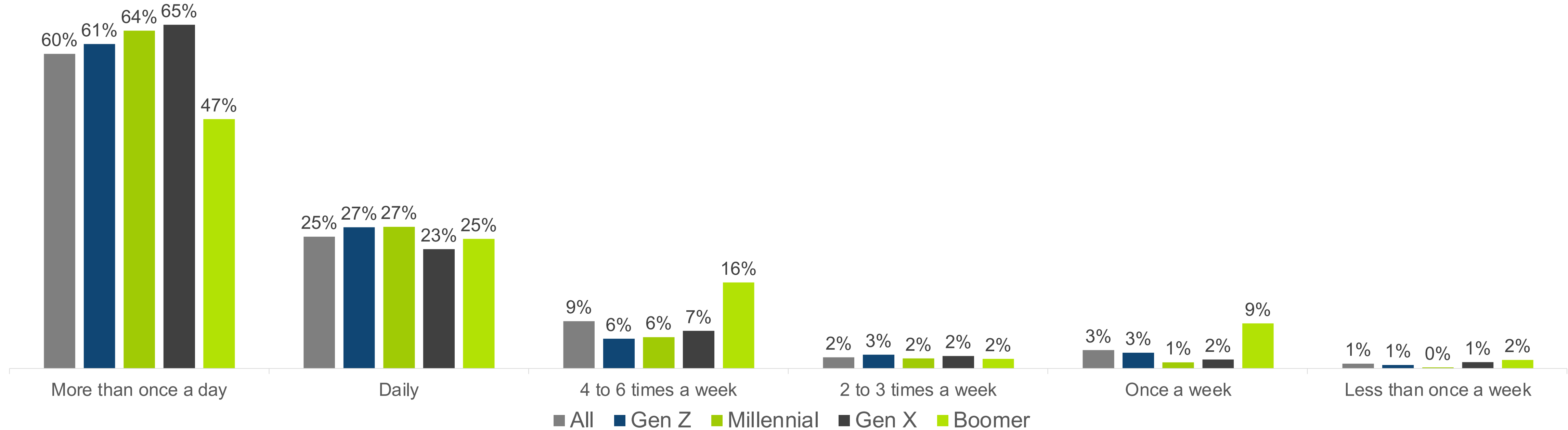
Preferred social platform



If you were limited to one social media platform, which would you choose?

85% of respondents are visiting their preferred social media platform one or more times a day. Only 6% are visiting less than 4 times per week.

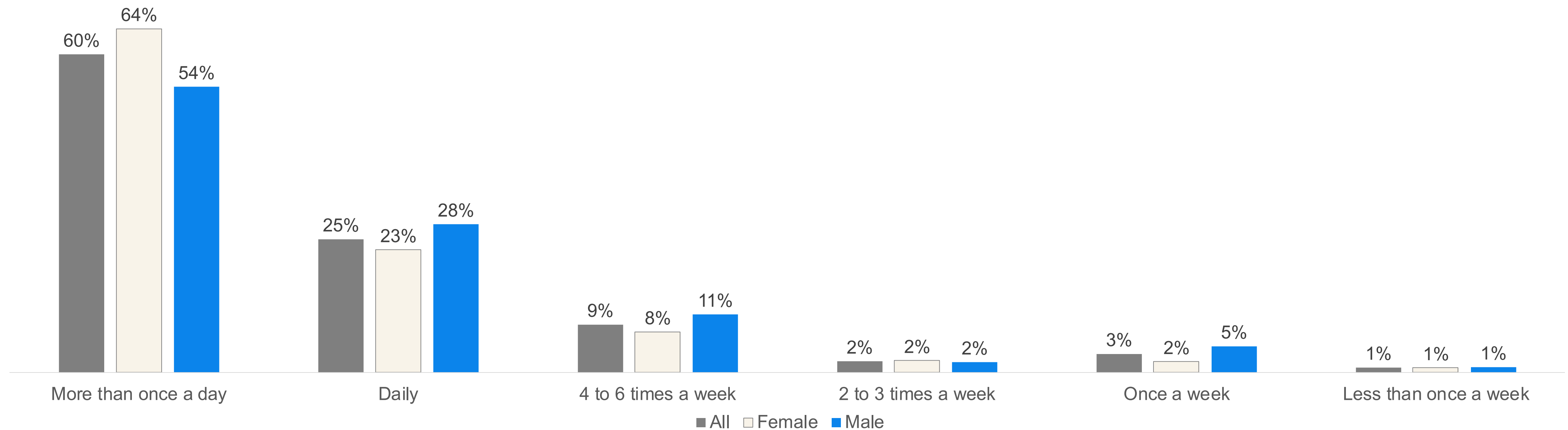
Frequency of using preferred platform



Approximately how frequently do you visit [preferred social media outlet]?

Women are marginally more engaged with their preferred social media platform than are men.

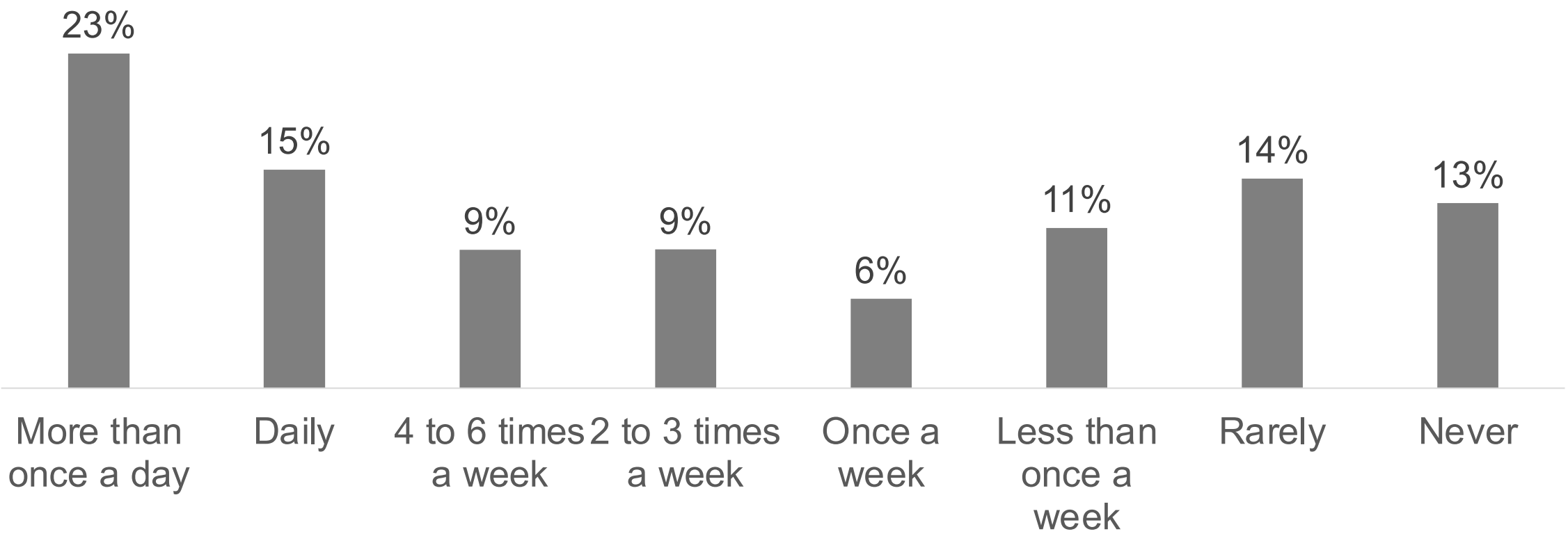
Frequency of using preferred platform



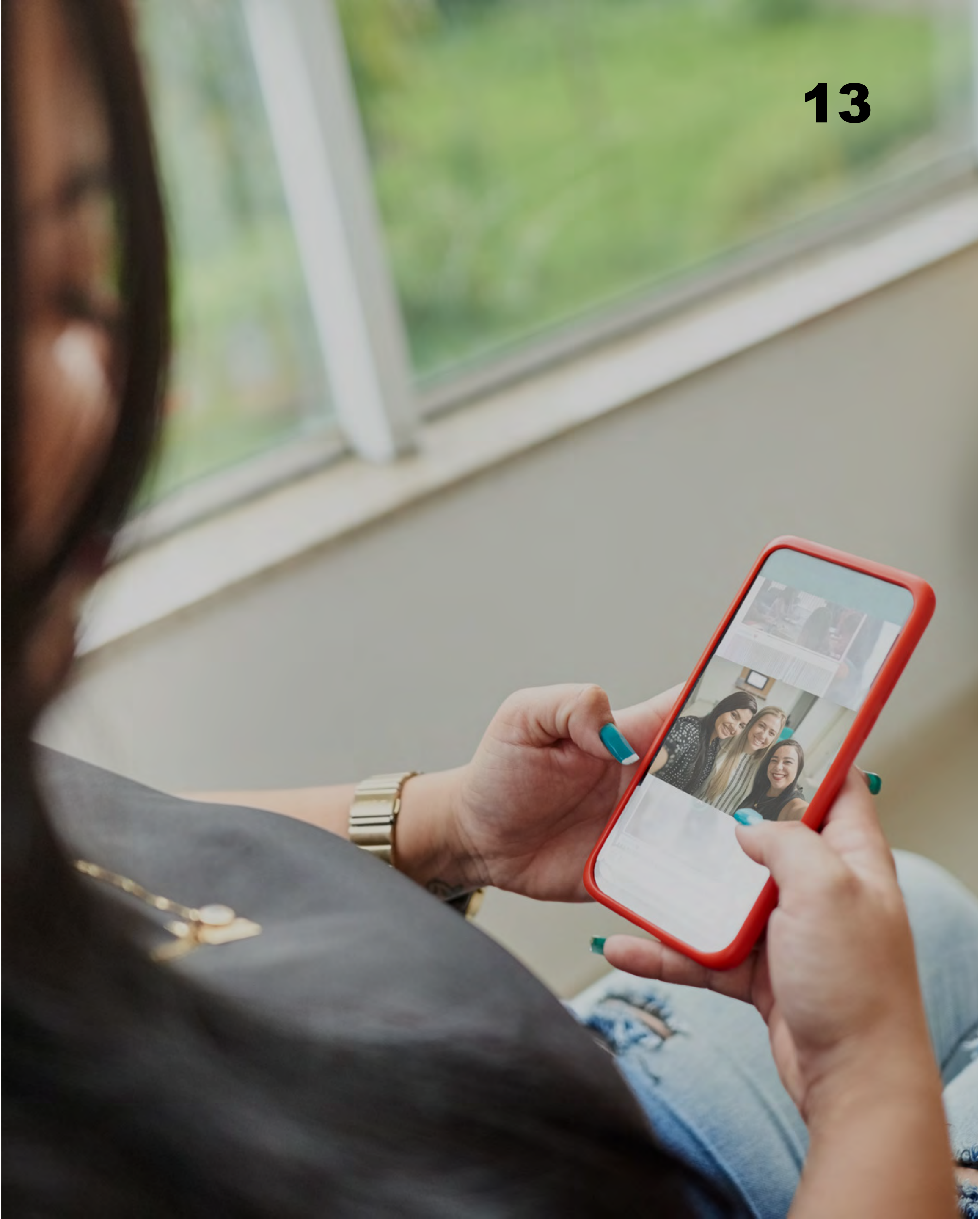
Approximately how frequently do you visit [preferred social media outlet]?

Posting to social media platforms is bifurcated, with 38% of respondents posting at least daily compared to 27% who rarely or never post.

Frequency of posting to preferred platform

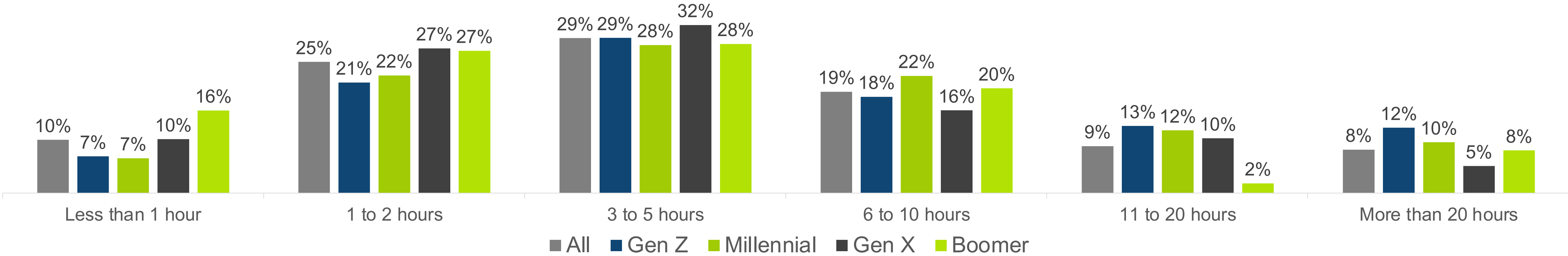


Approximately how frequently do you post to [preferred social media outlet]?



Despite the high daily interaction, only 37% of respondents are spending 6 or more hours per week on social media.

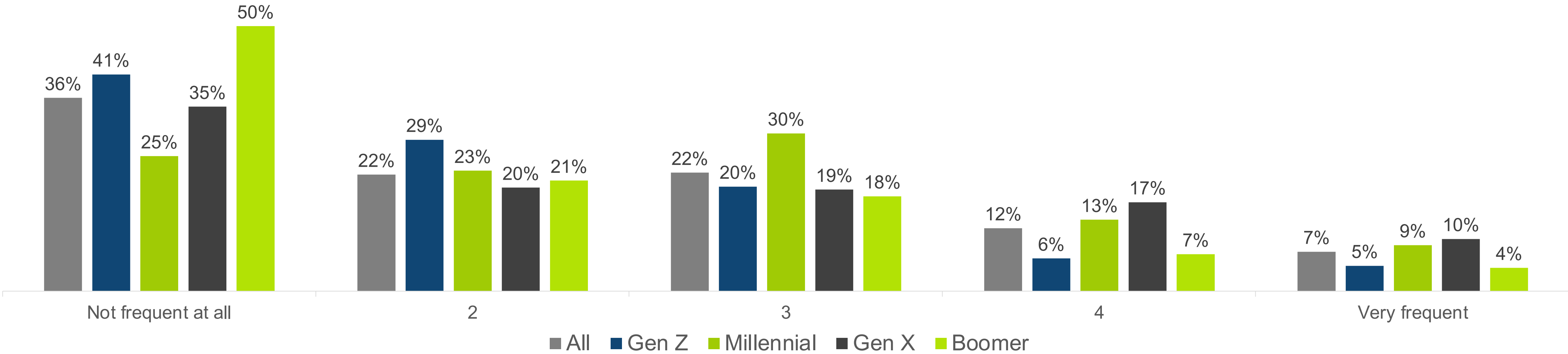
Hours spent on social per week



Approximately how many hours do you spend on social media in a normal week?

More than one-third of respondents (36%) never or rarely post product or brand reviews while 19% post brand or product reviews frequently or very frequently.

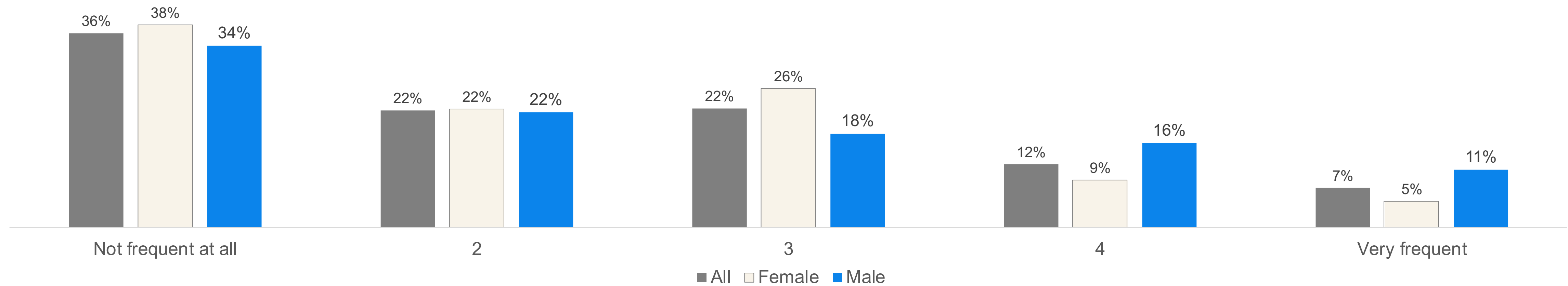
Frequency of posting product/brand reviews



How frequently do you post reviews of products or brands on social media?

Men (27%) are nearly twice as likely to be posting frequent reviews than women (14%).

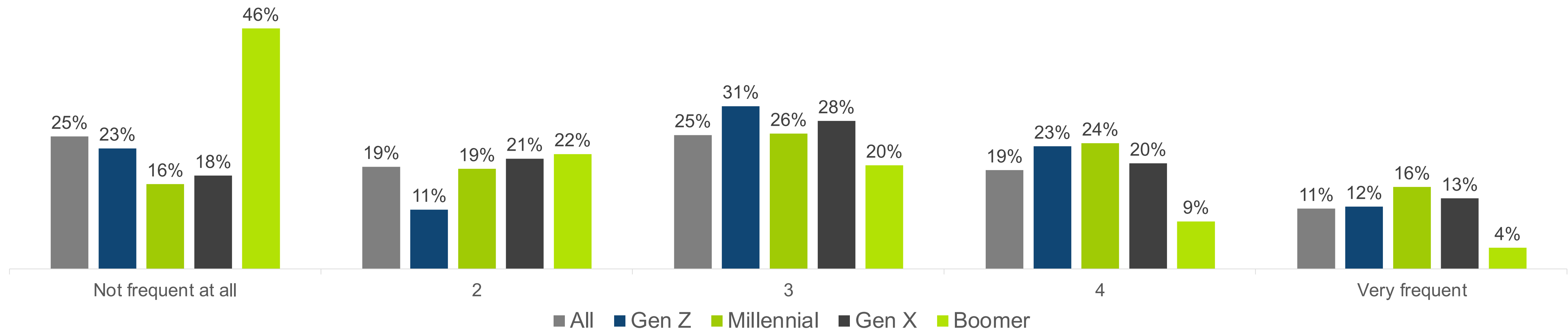
Frequency of posting product/brand reviews



How frequently do you post reviews of products or brands on social media?

Boomers (46%) are twice as likely as the next generational cohort (Gen Z at 23%) to say they rarely use social media for product or brand recommendations.

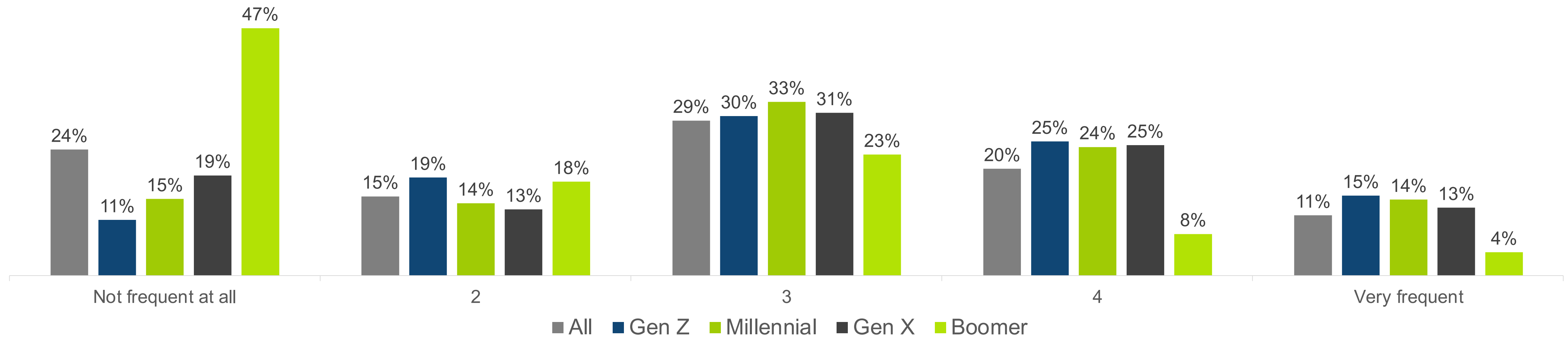
Frequency of using social for product/brand recommendations



How frequently do you use social media looking for brand or product recommendations?

31% of respondents frequently or very frequently rely on social media for advice on how to do things. However, only 12% of Boomers are likely to do so.

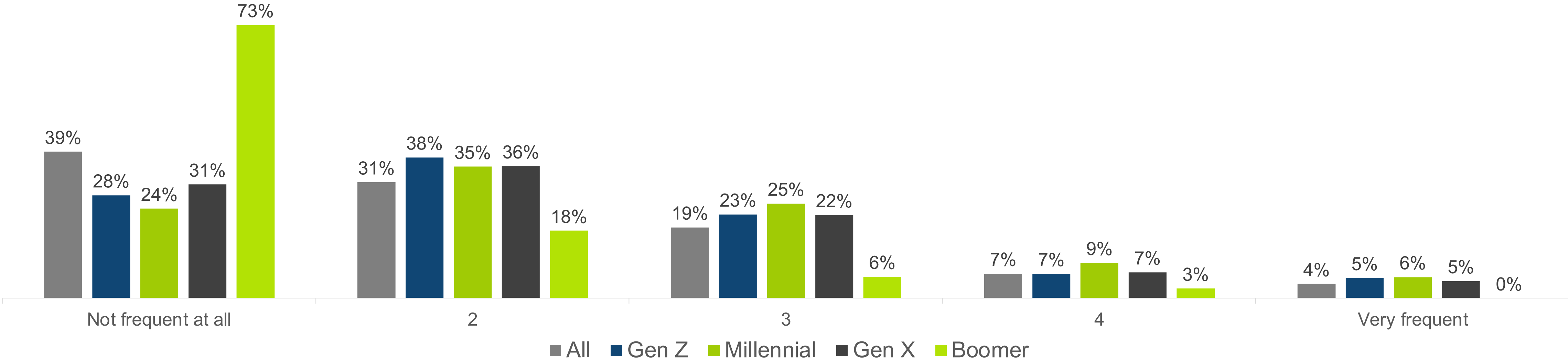
Frequency of using social media for advice on how to do things



How frequently do you use social media to seek advice on how to do things?

Social media ads influence purchases frequently or very frequently for 11% of respondents. Nearly three-quarters of Boomers (73%) are rarely if ever enticed to make a purchase based on an ad.

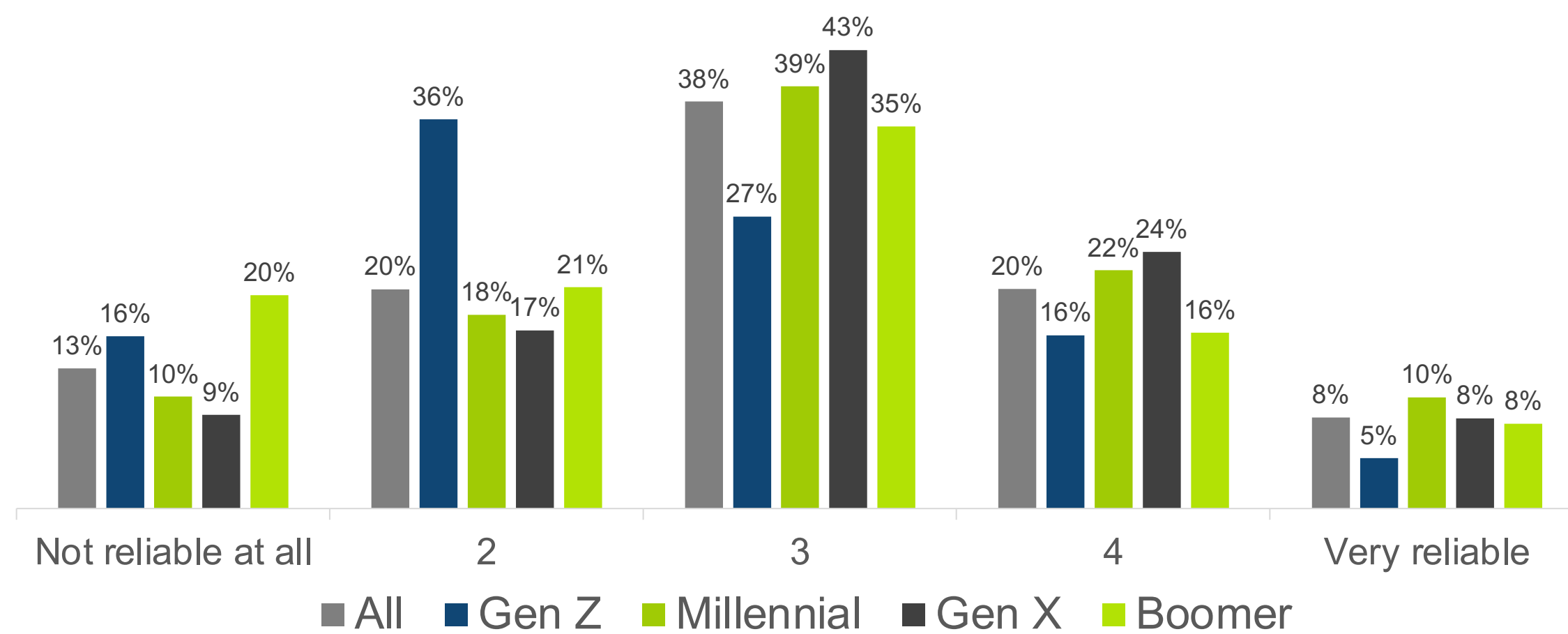
Number of times purchased a product from a social ad in the last month



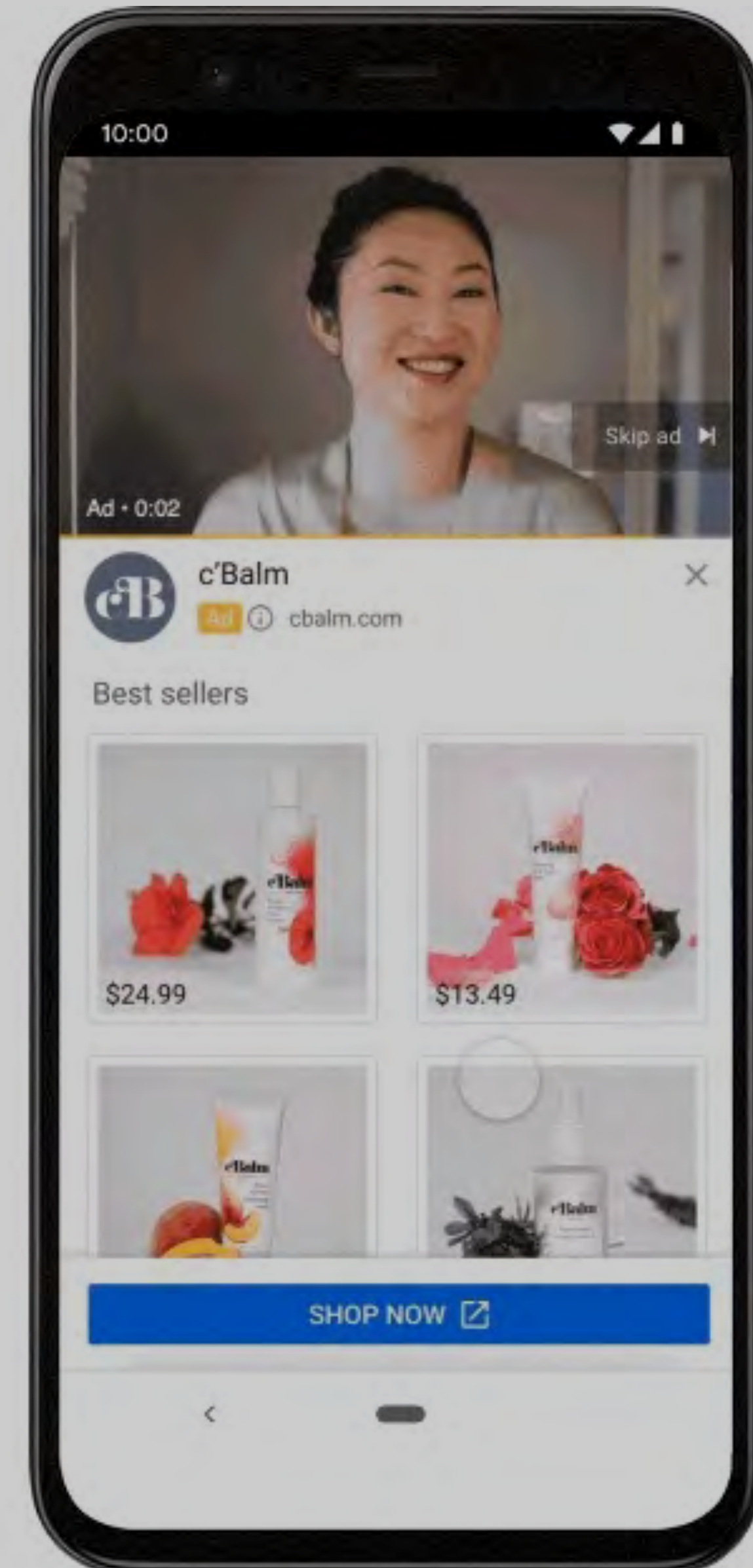
In the past month how many times have you purchased a product you saw advertised on social media?

66% of respondents find product advertising on social media to be at least somewhat reliable.

Reliability of product info from: Product advertising

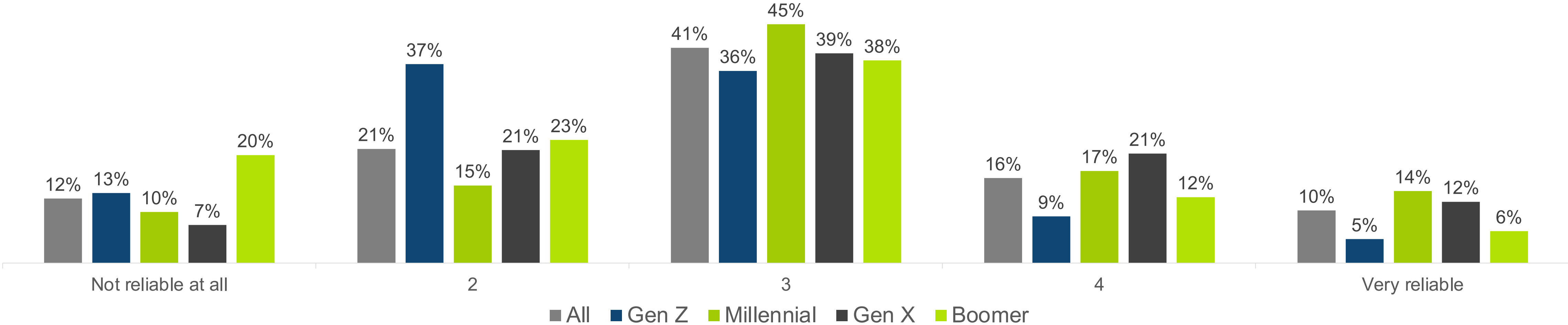


How reliable do you find product information from the following sources on social media?



The perceived reliability of retailer advertising on social media (67% somewhat to very reliable) is similar to that of communication directly from the brand (66%).

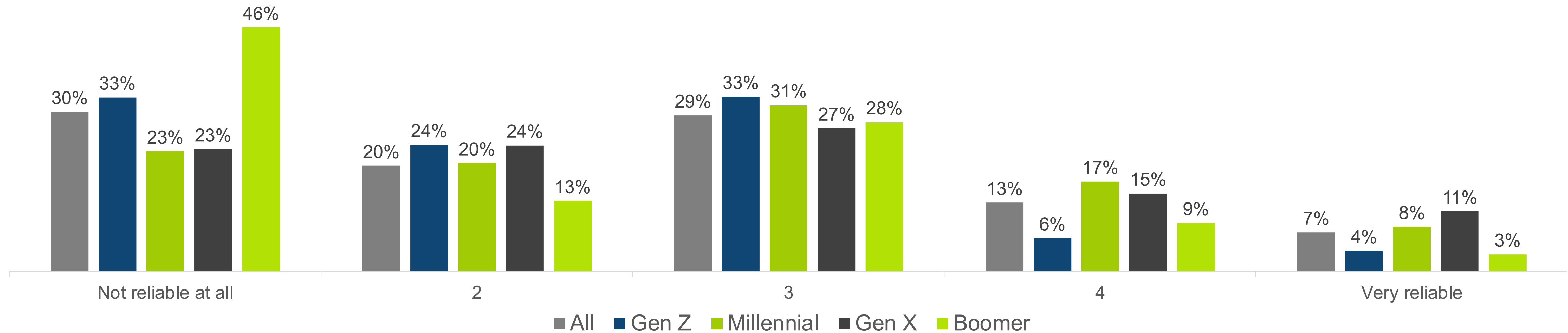
Reliability of product info from: Retailer advertising



How reliable do you find product information from the following sources on social media?

Celebrity endorsers (50%) are seen as less reliable than other sources.

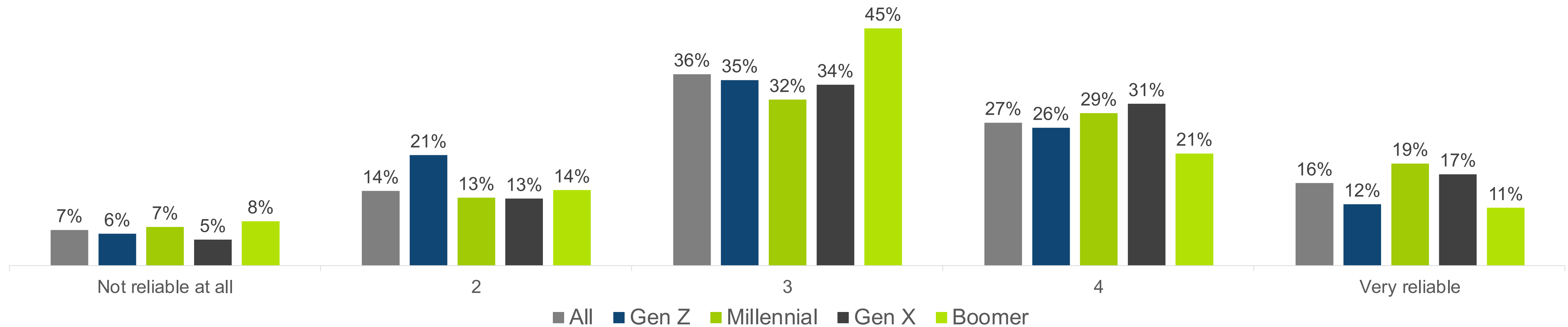
Reliability of product info from: Celebrity endorsers



How reliable do you find product information from the following sources on social media?

Not surprisingly, respondents consider people they know (79%) to be the most reliable source of information on products and brands.

Reliability of product info from: People you know



How reliable do you find product information from the following sources on social media?

Summary

Social Media

- The typical respondent is engaged with 3.8 social media platforms. Only 7% don't engage at all.
- Women are more engaged than men on virtually all major social media platforms. The notable exceptions are Twitter (W – 34%, M-41%) and LinkedIn (W – 22%, M - 32%).
- If respondents were limited to a single platform, 78% would select either Facebook (45%), YouTube (17%) or Instagram (16%).
- Facebook is losing traction as the preferred platform among Gen Z (23%) and Millennials (39%) when compared to Gen X (56%) and Boomers (50%).
- Men (23%) are nearly twice as likely to prefer YouTube as women (12%) and more than three times as likely to prefer Twitter (10% vs. 3%).
- 85% of respondents are visiting their preferred social media platform one or more times per day.
 - Only 6% are visiting less than four times per week.
 - Women are marginally more engaged with their preferred social media platform than are men.

Summary

Social Media

- Posting to social media platforms is bifurcated, with 38% of respondents posting at least daily compared to 27% who rarely or never post.
- Despite the high daily interaction, only 37% of respondents are spending 6 or more hours per week on social media.
- More than one-third of respondents (36%) never or rarely post product or brand reviews, while 19% post brand or product reviews frequently or very frequently.
 - Men (27%) are nearly twice as likely to be posting frequent reviews than women (14%).
- Boomers (46%) are twice as likely as the next generational cohort (Gen Z at 23%) to say they rarely use social media for product or brand recommendations.
- 31% of respondents frequently or very frequently rely on social media for advice on how to do things. However, only 12% of Boomers are likely to do so.
- Social media ads influence purchases frequently or very frequently for 11% of respondents.
 - Nearly three-quarters of Boomers (73%) are rarely, if ever, enticed to make a purchase based on an ad.

Summary

Social Media

- 64% of respondents find product advertising on social media to be at least somewhat reliable.
 - The perceived reliability of retailer advertising on social media (67% somewhat to very reliable) is similar to that of communication directly from the brand (66%).
 - Celebrity endorsers (49%) are seen as less reliable than other sources.
 - Not surprisingly, respondents consider people they know (79%) to be the most reliable source of information on products and brands.