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# Home Retail Consumer Monitor

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## Methodology

N = 735

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MOE  $\pm$  3.61%

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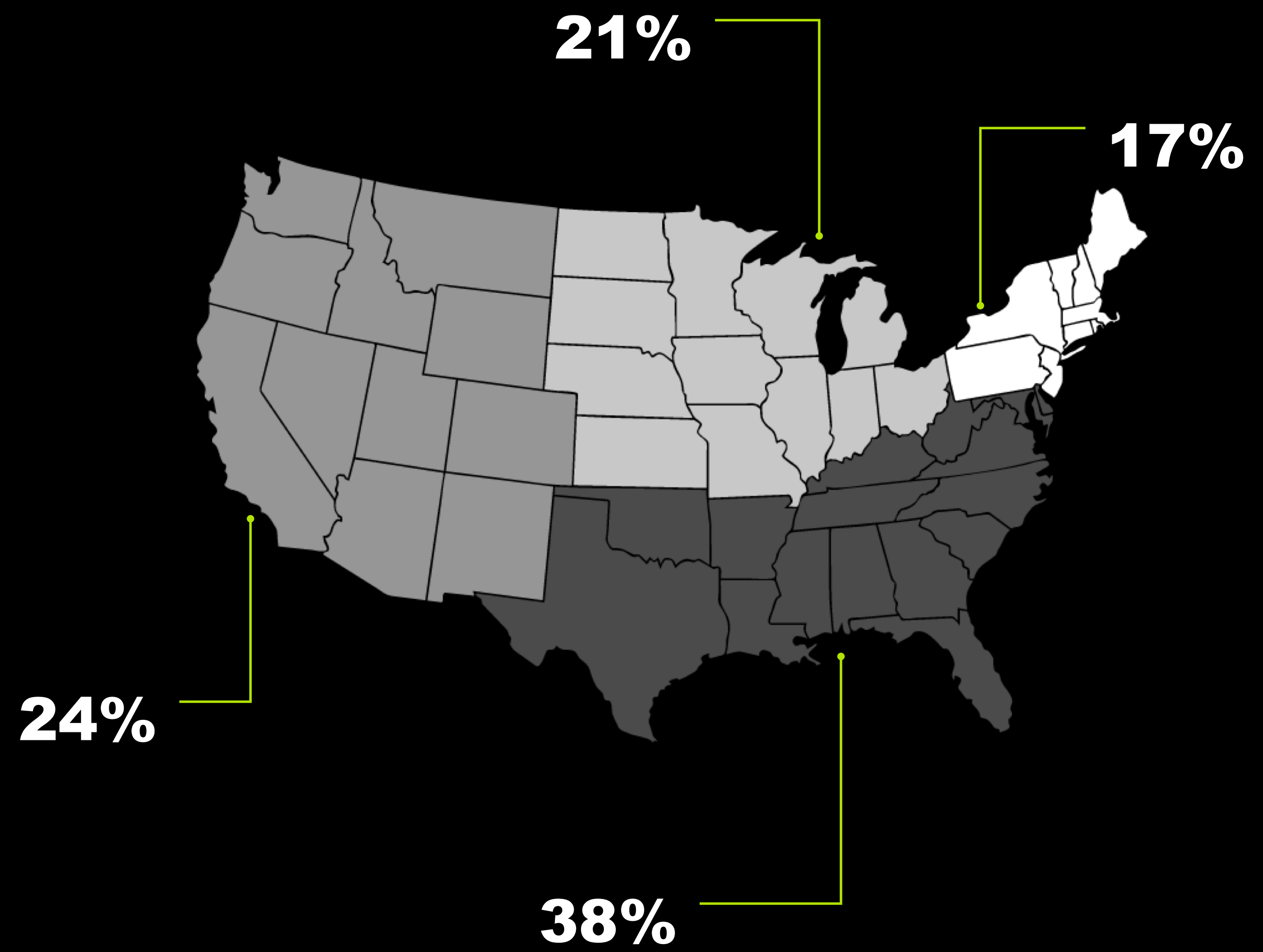
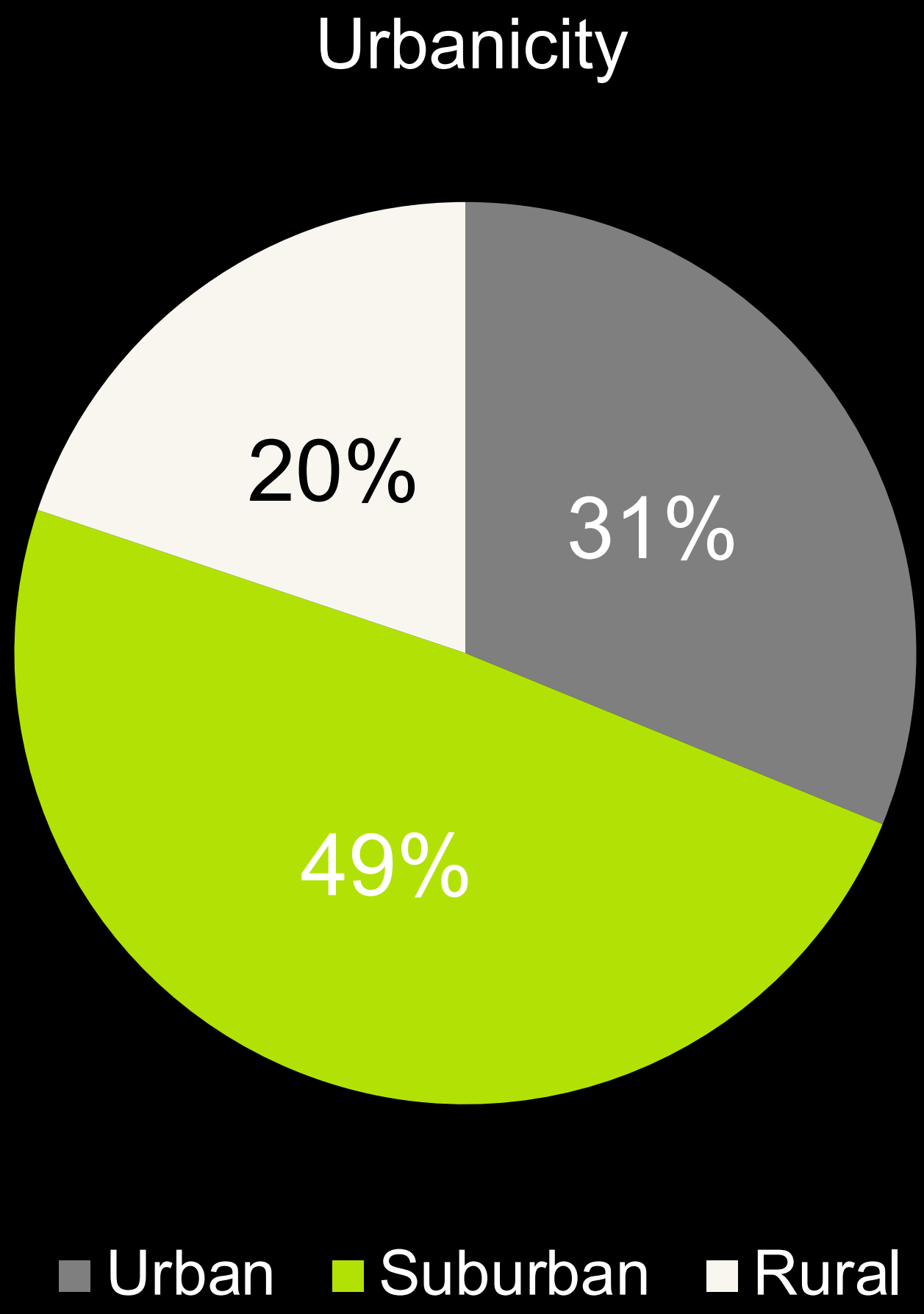
Panel: General Population

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Collected: 7/23/21, 7/24/21

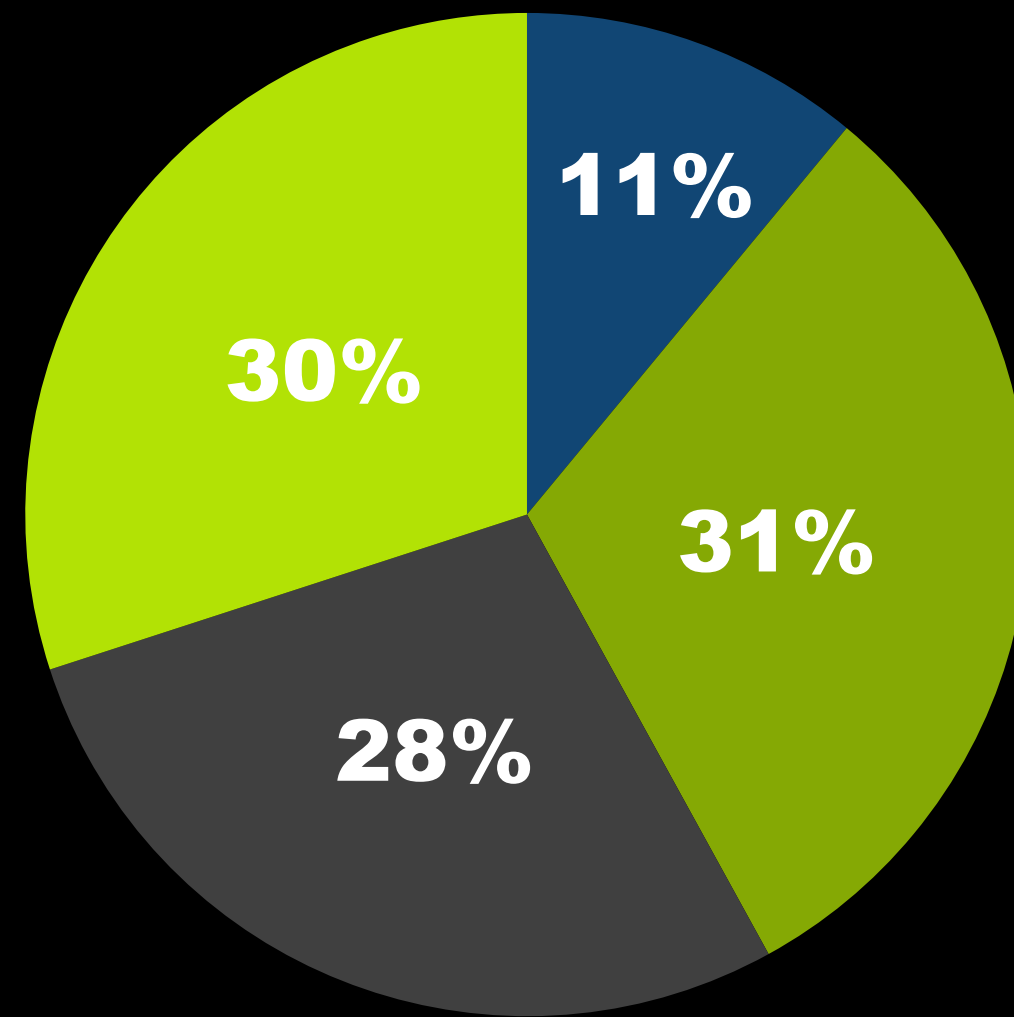


Panel Composition



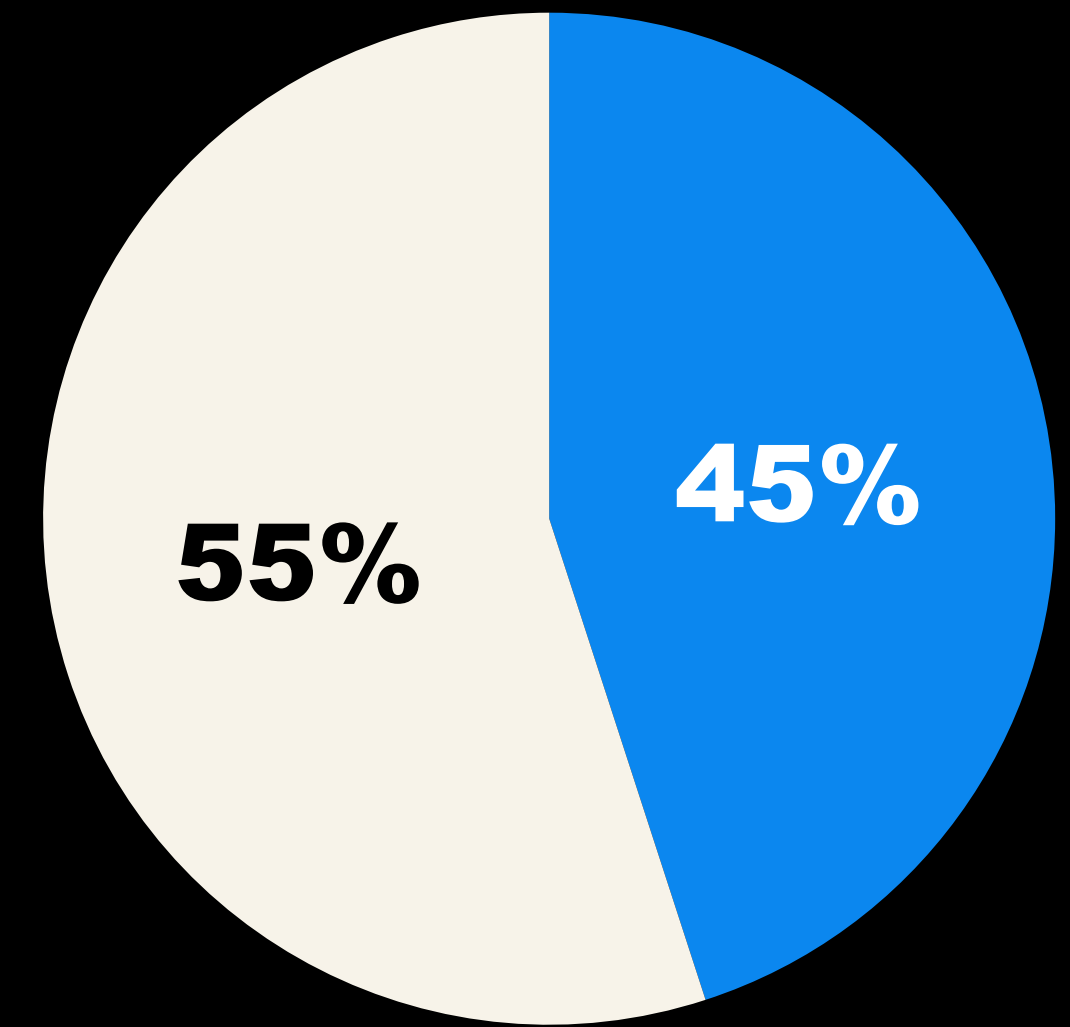


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female



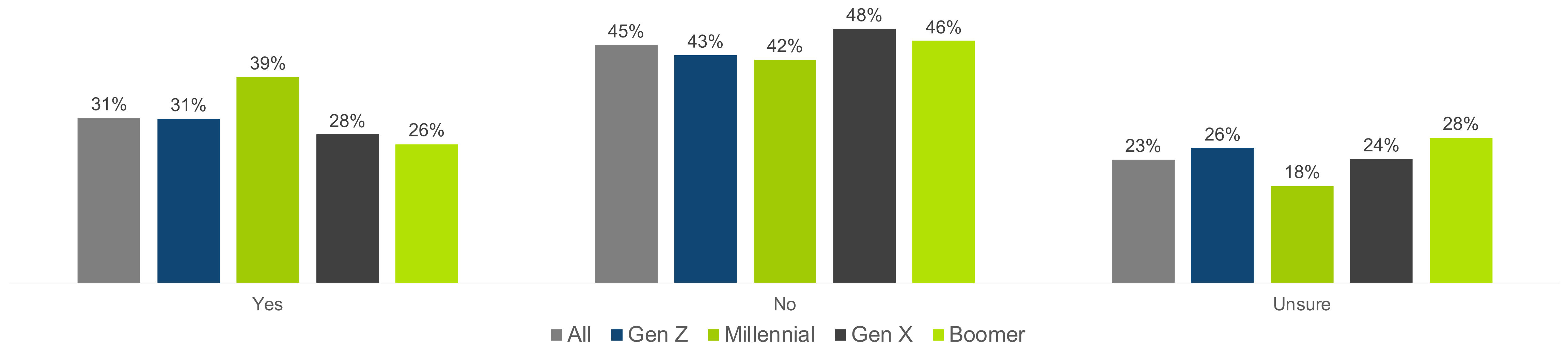
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# Planned Holiday Behaviors



**Only 45% of people are confident that COVID will not disrupt their holiday plans. 31% are sure it will and 23% are uncertain.**

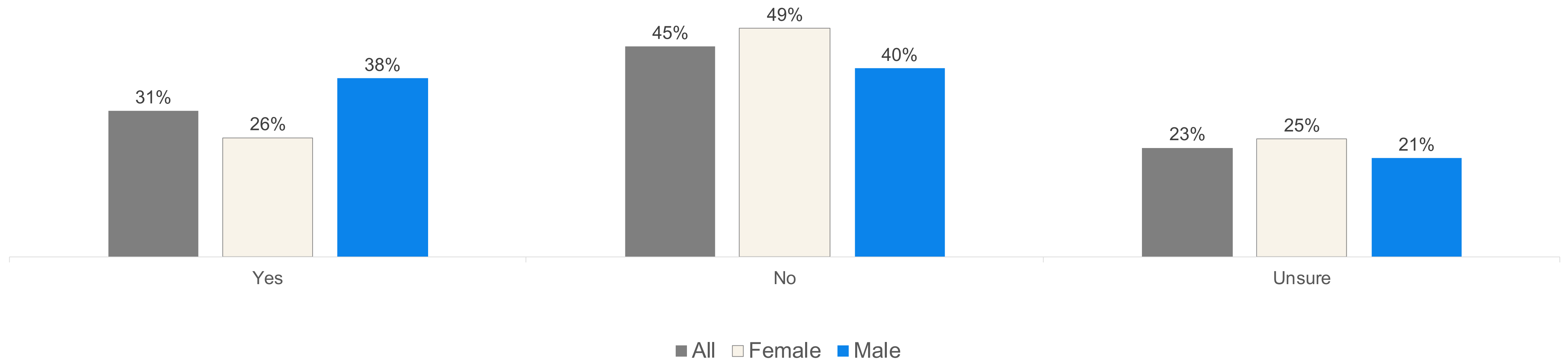
Will COVID affect holiday plans in 2021?



Do you think that COVID-19 will affect your plans for the holiday season this year?

**Men are nearly half again as likely as women (38% vs. 26%) to think their holiday plans will be impacted.**

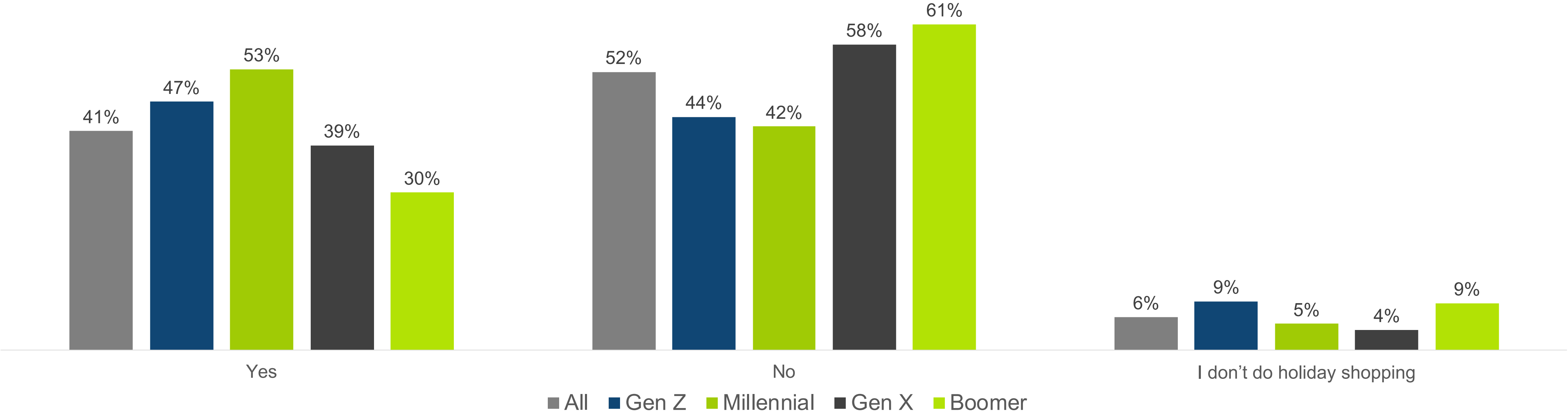
Will COVID affect holiday plans in 2021?



Do you think that COVID-19 will affect your plans for the holiday season this year?

**More than 4 of ten people (41%) have begun to think about their holiday shopping.**

Have begun thinking about holiday shopping this year

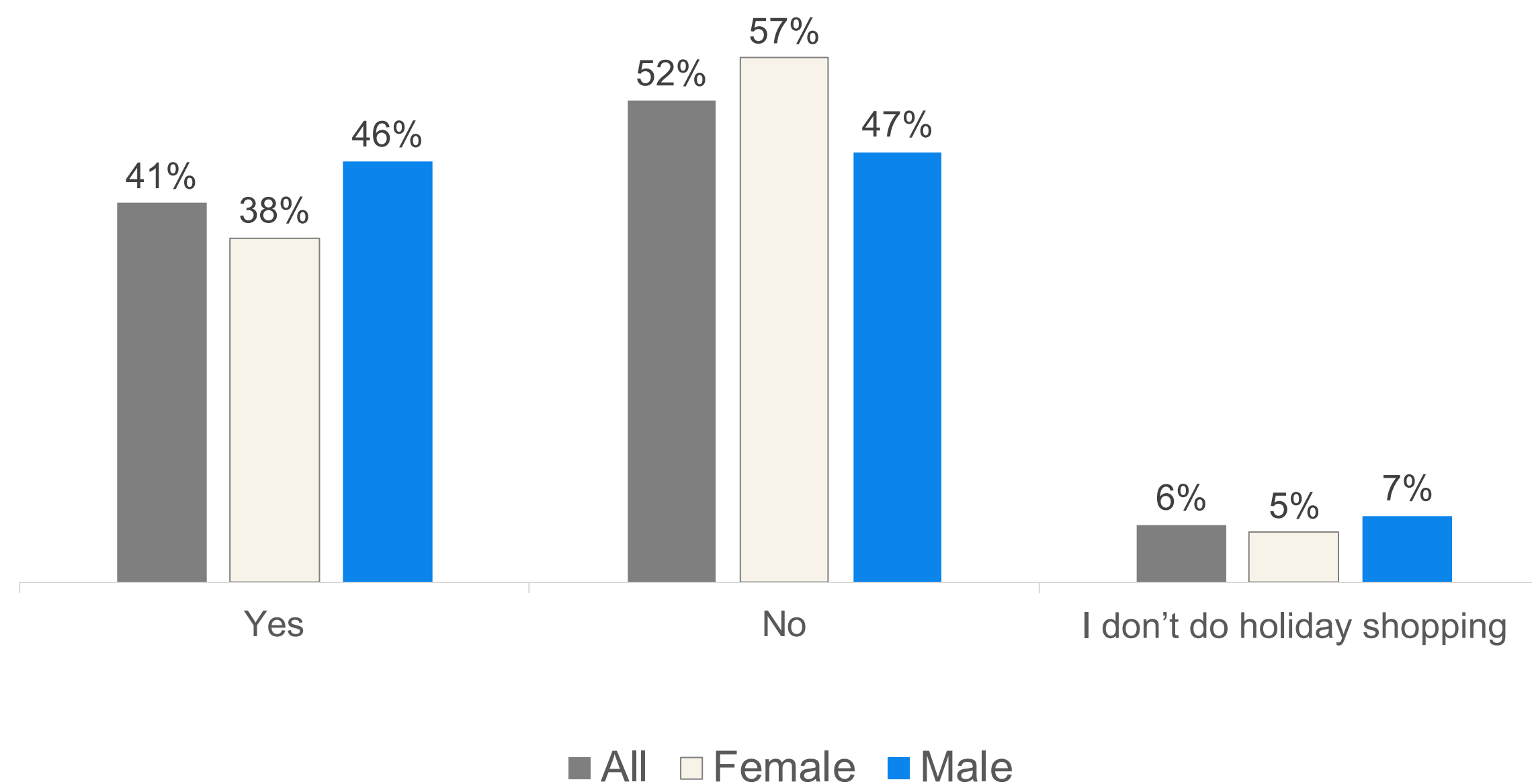


Have you begun thinking about your holiday shopping for this year?

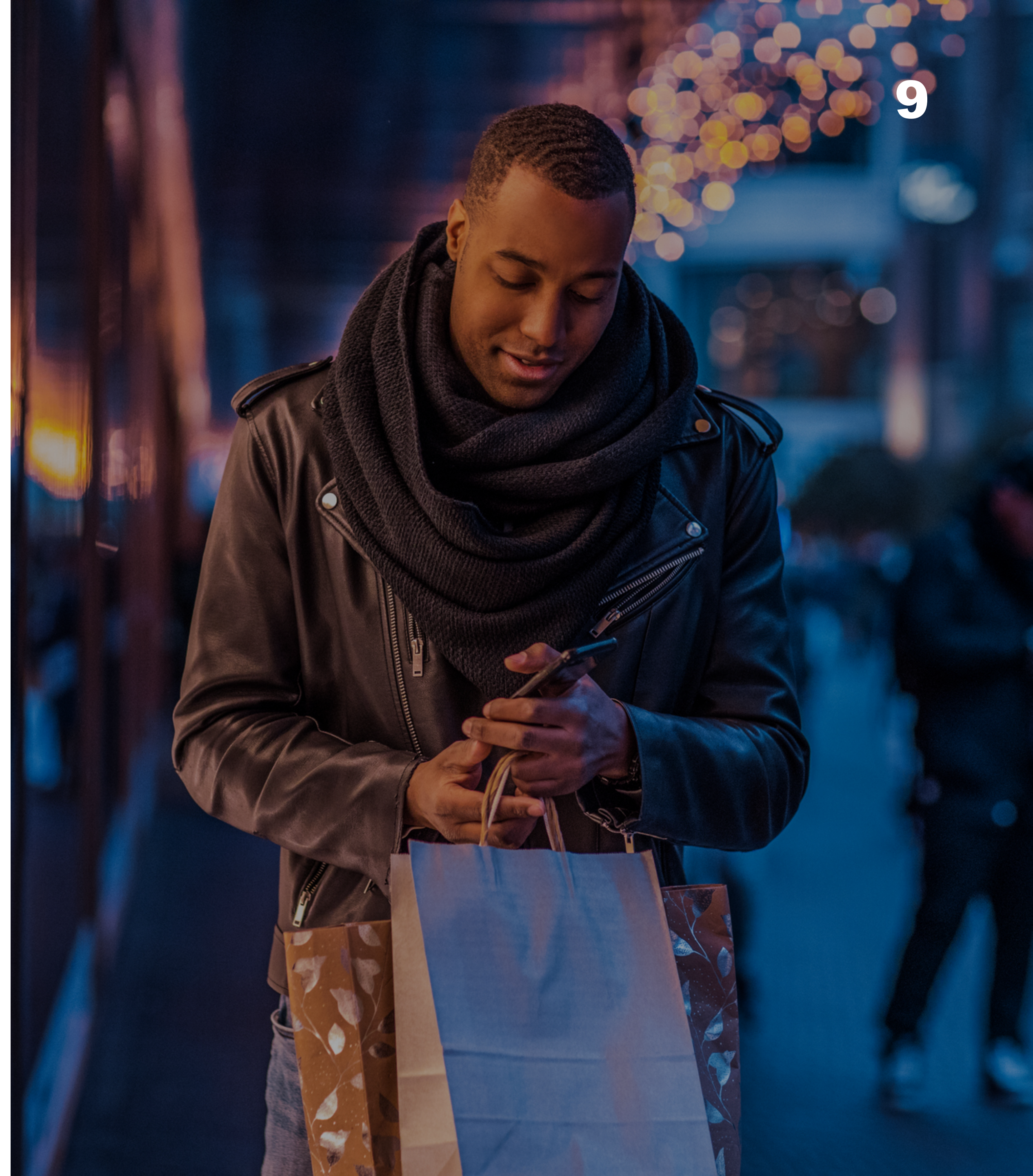


**Men are significantly more likely than women to have given their holiday shopping some thought (46% vs. 38%).**

Have begun thinking about holiday shopping this year

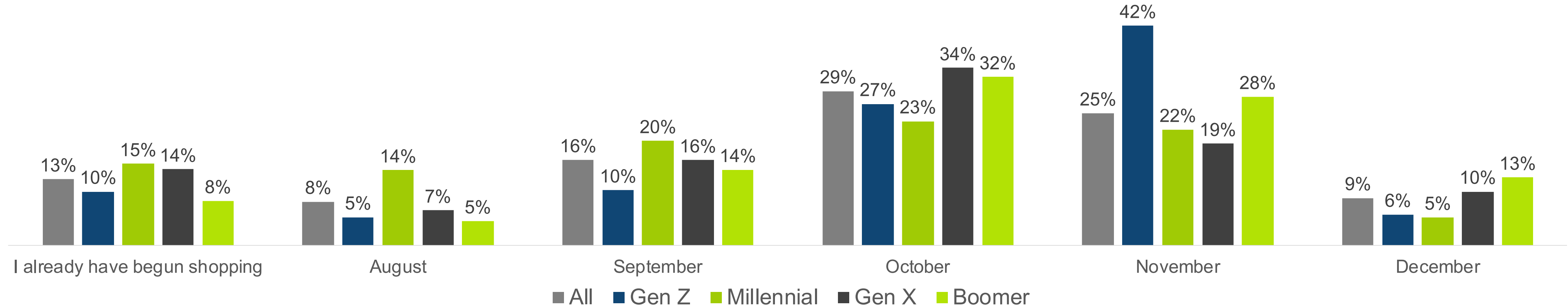


Have you begun thinking about your holiday shopping for this year?



**Despite the relatively high number of people thinking about their holiday shopping (41%), only 13% have begun the process. 63% of respondents will begin shopping in October or later.**

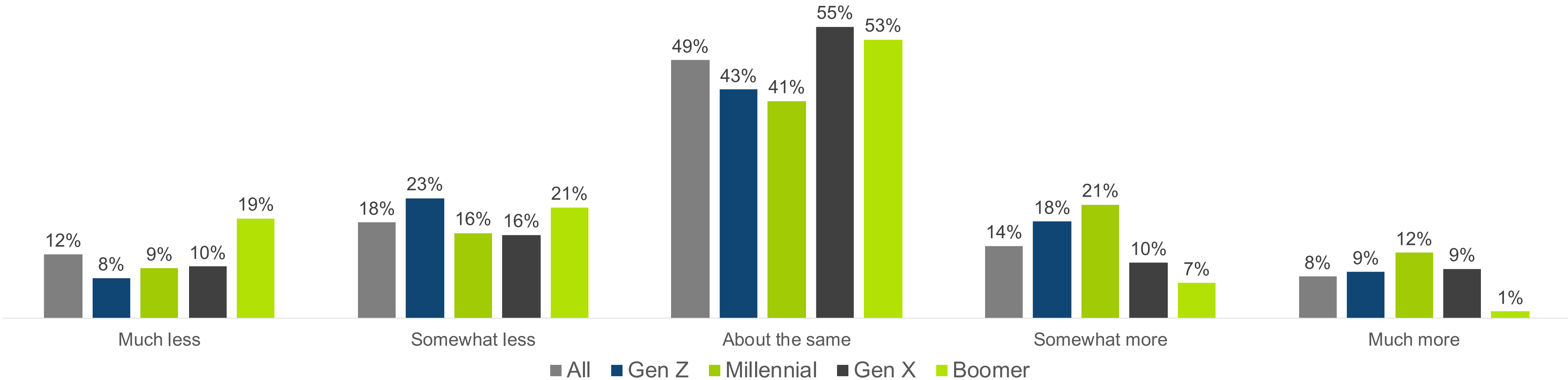
When people plan to begin holiday shopping



When do you plan to begin your holiday shopping?

**More people (30%) expect their holiday spending to be down this year as compared to last year than those who expect it to higher (22%).**

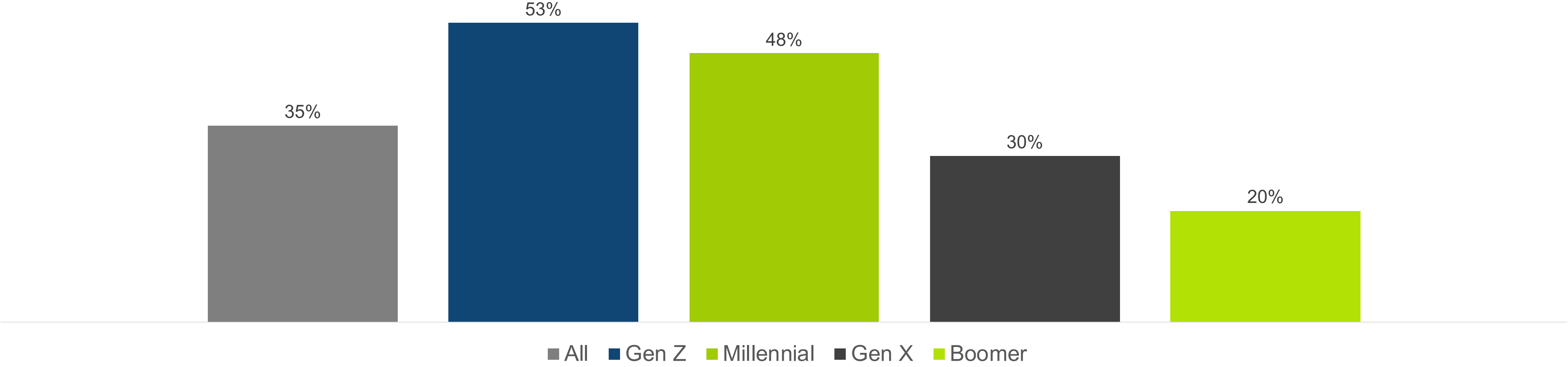
Expected holiday spending in 2021 vs. 2020



How do you think your holiday spending this year will compare to last year?

**The overall decline in spending is anticipated even though 35% of respondents believe they'll be buying gifts for more people this year.**

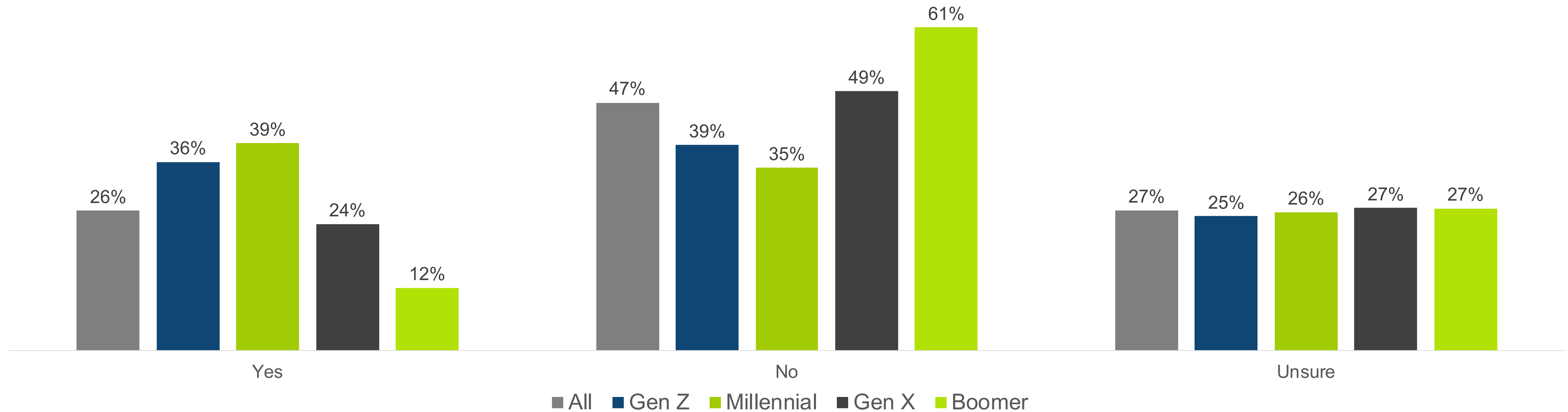
% Who will be buying gifts for more people this year than last year



Will you be buying gifts for more people this year than you did last year?

**Only 26% of respondents are sure they'll be attending large holiday gatherings while nearly half (47%) are sure they will not.**

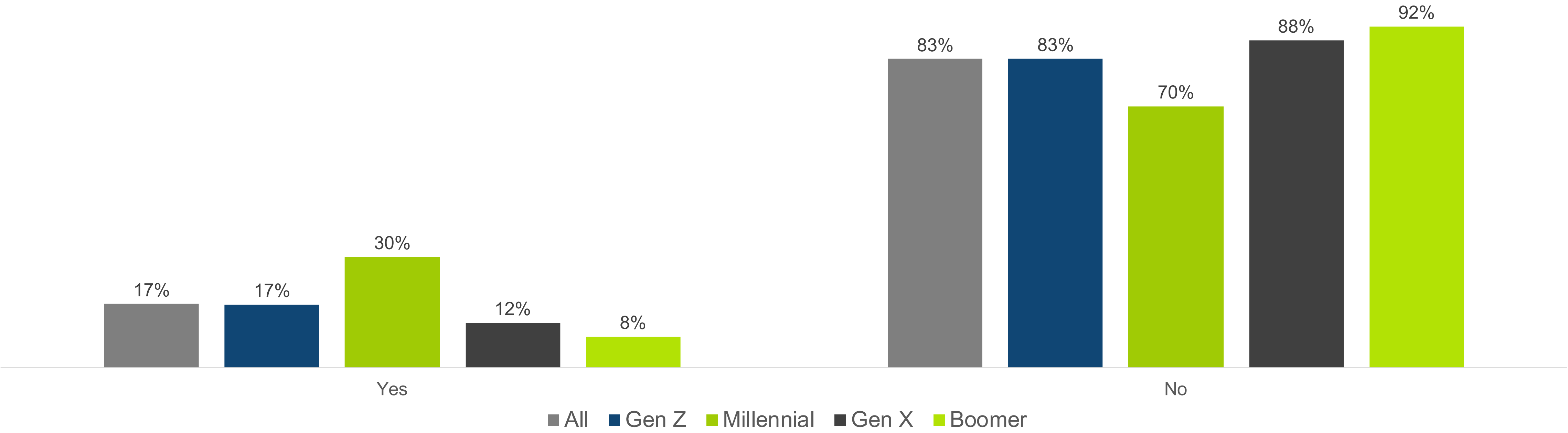
Attending large holiday gatherings this year



Will you be attending large holiday gatherings this year?

**Given all the COVID challenges and restrictions, only 17% of respondents traveled for the holidays last year.**

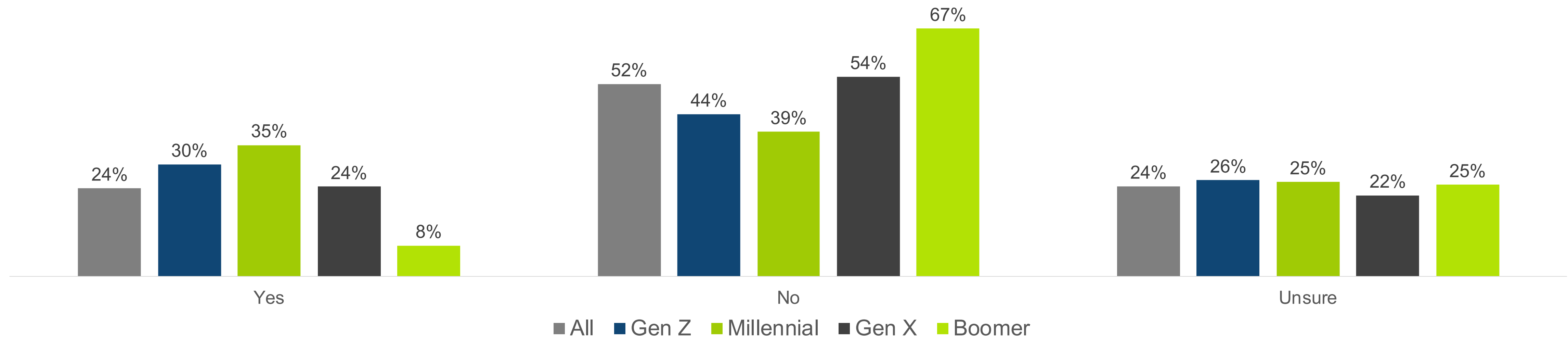
Traveled for the holidays last year



Did you travel for the holidays last year?

**Holiday travel this year should increase dramatically as 24% of respondents are confident that they'll be traveling and another 24% are uncertain.**

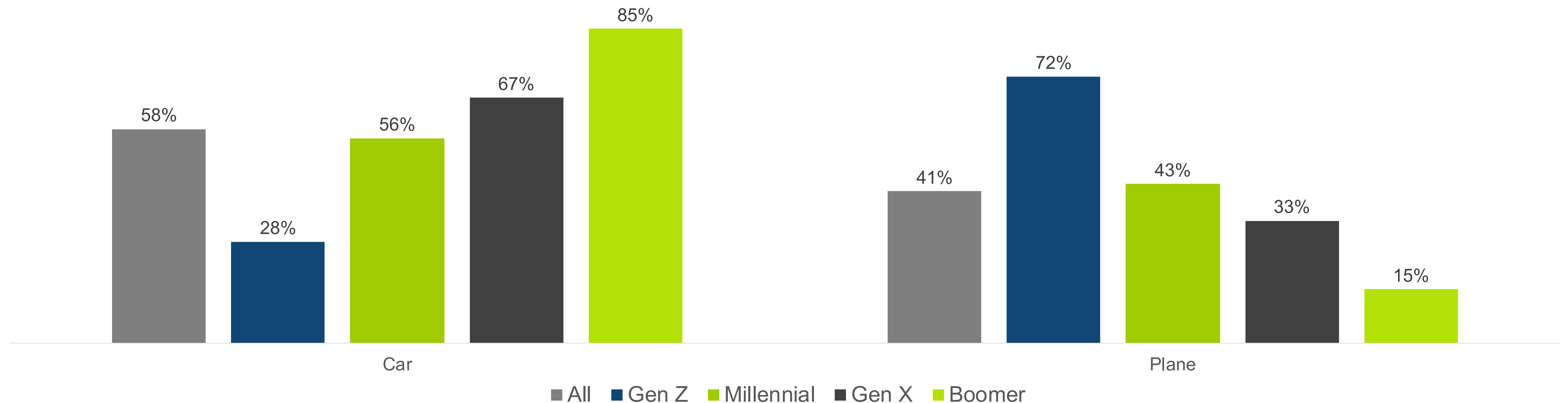
Traveling for the holidays this year



Will you be traveling for the holidays this year?

**Among those planning holiday travel, the majority (58%) are planning car trips, which is led by Boomers (85%). GenZ, however, is much more likely to be planning to travel by air (72%).**

Method of travel for holidays this year



How do you plan to travel for the holidays?





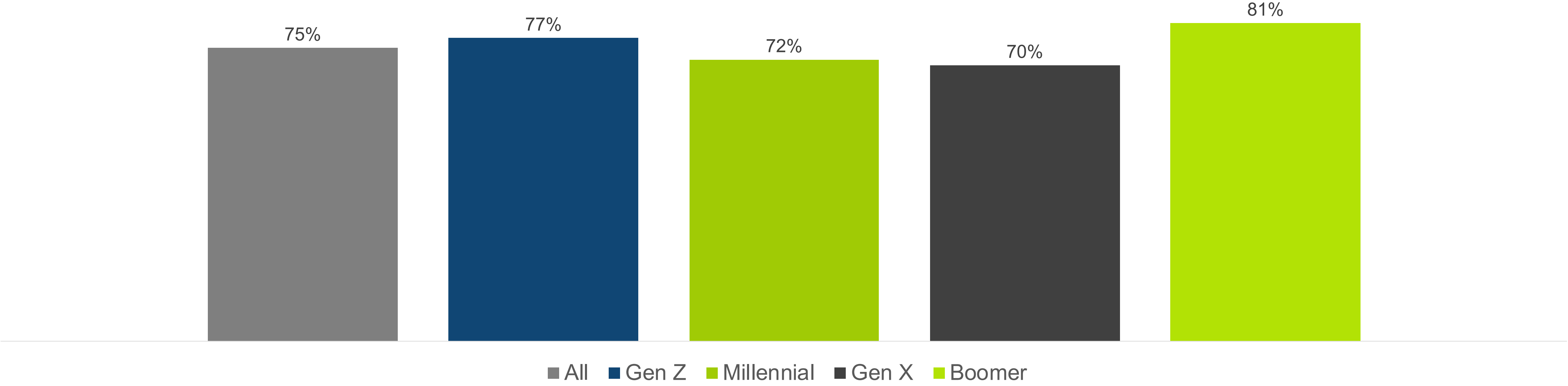
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# COVID-19 Stances



**The rise in COVID cases is impacting people's thinking. 75% of respondents feel areas experiencing a significant rise in cases should reimplement COVID safety measures.**

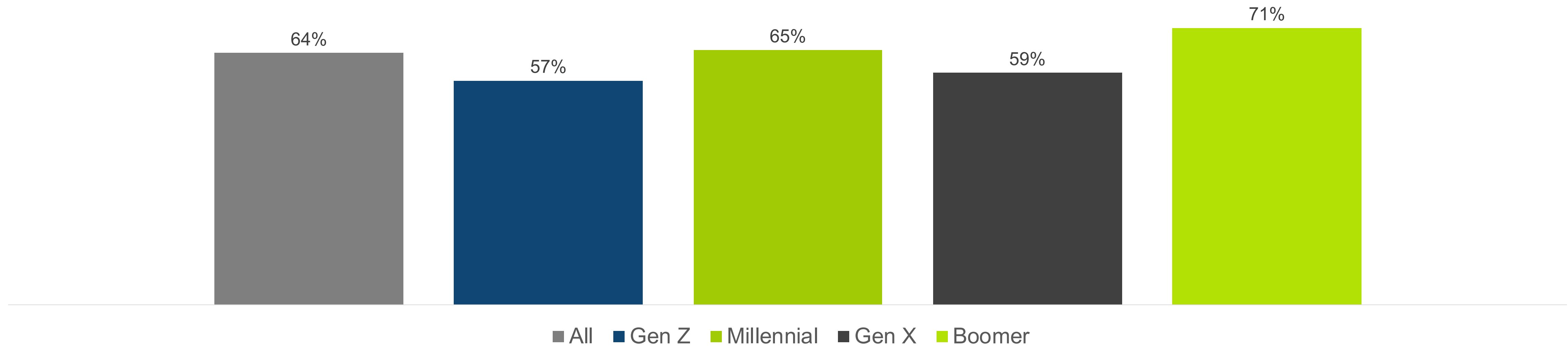
% Who think that communities experiencing spikes in cases should reimplement safety measures



Do you think communities around the country that are experiencing a significant rise in cases should reimplement COVID safety measures (masks, social distancing, etc.)?

**Nearly two-thirds of respondents (64%) feel that employers in areas experiencing a spike in COVID cases should require employees be vaccinated.**

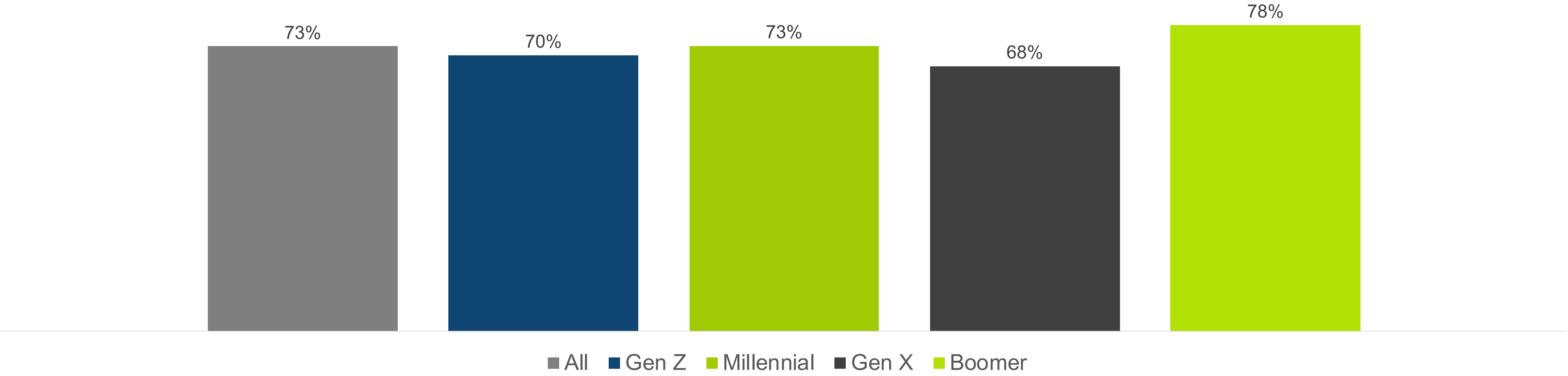
% Who think employers in areas of increased cases should require employees to be vaccinated



**Do you think employers in areas that are seeing an increase in cases should require their employees get vaccinated?**

**Nearly 3 out of 4 people (73%) feel all health care workers should be vaccinated.**

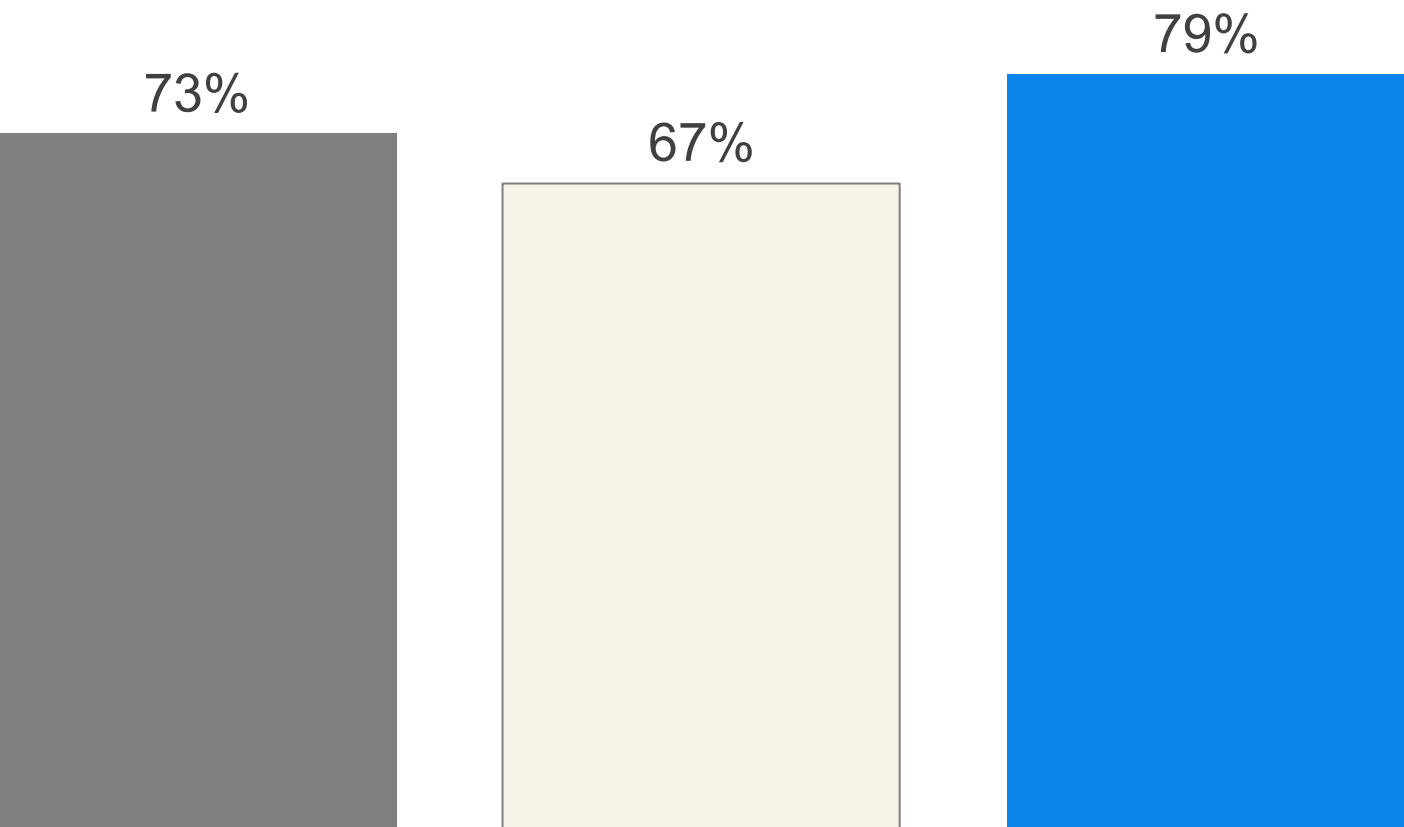
% Who think health care workers should be vaccinated



Do you think all health care workers should be vaccinated?

**Men (79%) are much more likely than women (67%) to feel that vaccinations should be mandatory for health care workers.**

% Who think health care workers should be vaccinated



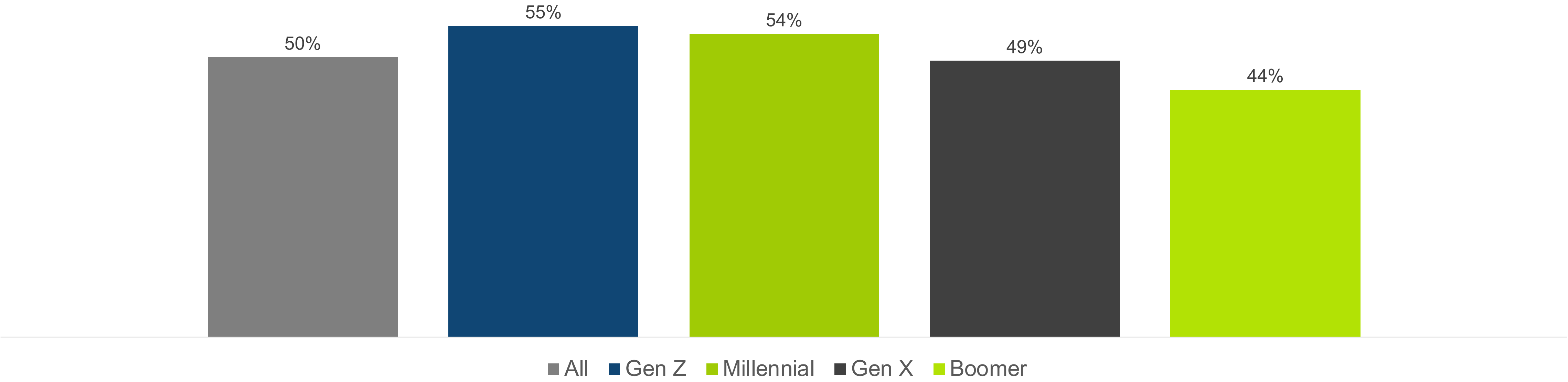
■ All ■ Female ■ Male

Do you think all health care workers should be vaccinated?



**Only 50% of respondents think children should be back in school this fall regardless of the COVID situation in their community.**

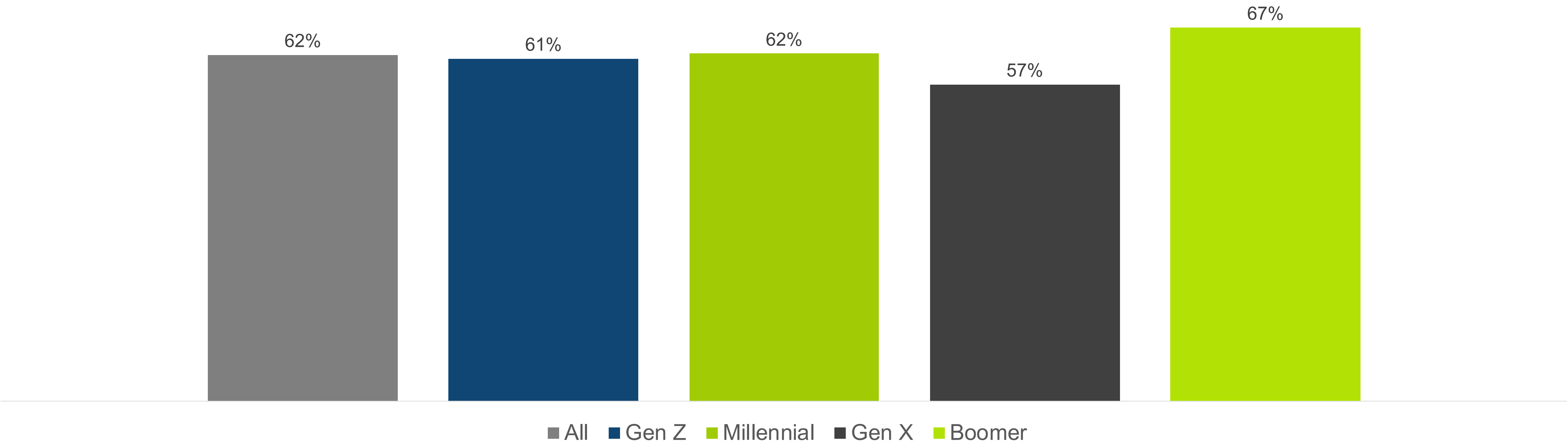
% Who think children should go back to school this fall despite the status of COVID



Do you think that children (K-12) should be back in school this fall no matter what the situation is with COVID-19 in their community?

**A majority of respondents (62%) agree with the CDC's recommendation that all children be required to wear masks at school.**

% Who agree with the CDC requirements for children to wear masks at school



Do you agree with the recent recommendation from the CDC that all children wear masks in school?

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## Summary

# Planned Holiday Behaviors

- Only 45% of people are confident that COVID will not disrupt their holiday plans, while 31% are sure it will and 23% are uncertain.
  - Men are nearly half again as likely as women (38% vs. 26%) to think their holiday plans will be impacted.
- More than 4 out of ten people (41%) have begun to think about their holiday shopping.
  - Men are significantly more likely than women to have given their holiday shopping some thought (46% vs. 38%).
- Despite the relatively high number of people thinking about their holiday shopping (41%), only 13% have begun the process.
  - 63% of respondents will begin holiday shopping in October or later.
- More people (30%) expect their holiday spending to be down this year as compared to last year than those who expect it to higher (22%).
- The overall decline in holiday spending is anticipated even though 35% of respondents believe they'll be buying gifts for more people.
- Only 26% of respondents are sure they'll be attending large holiday gatherings while nearly half (47%) are sure they will not.



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## Summary

# Planned Holiday Behaviors con't

- Given the COVID challenges and restrictions, only 17% of respondents traveled for the holidays last year.
- Holiday travel this year should increase dramatically as 24% of respondents are confident that they'll be traveling and another 24% are uncertain.
- Among those planning holiday travel, the majority (58%) are planning car trips led by Boomers (85%). GenZ, however, is much more likely to be planning to travel by air (72%).

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## Summary

# COVID-19 Stances

- The rise in COVID cases is impacting people’s thinking. 75% of respondents feel areas experiencing a significant rise in cases should reimplement COVID safety measures.
- Nearly two-thirds of respondents (64%) feel that employers in areas experiencing a spike in COVID cases should require employees be vaccinated.
- Nearly 3 out of 4 people (73%) feel all health care workers should be vaccinated.
  - Men (79%) are much more likely than women (67%) to feel that vaccinations should be mandatory for health care workers.
- Only 50% of respondents think children should be back in school this fall regardless of the COVID situation in their community.
- A majority of respondents (62%) agree with the CDC’s recommendation that all children be required to wear masks at school.