
Home Retail Consumer Monitor

Methodology

N = 791

MOE \pm 3.48%

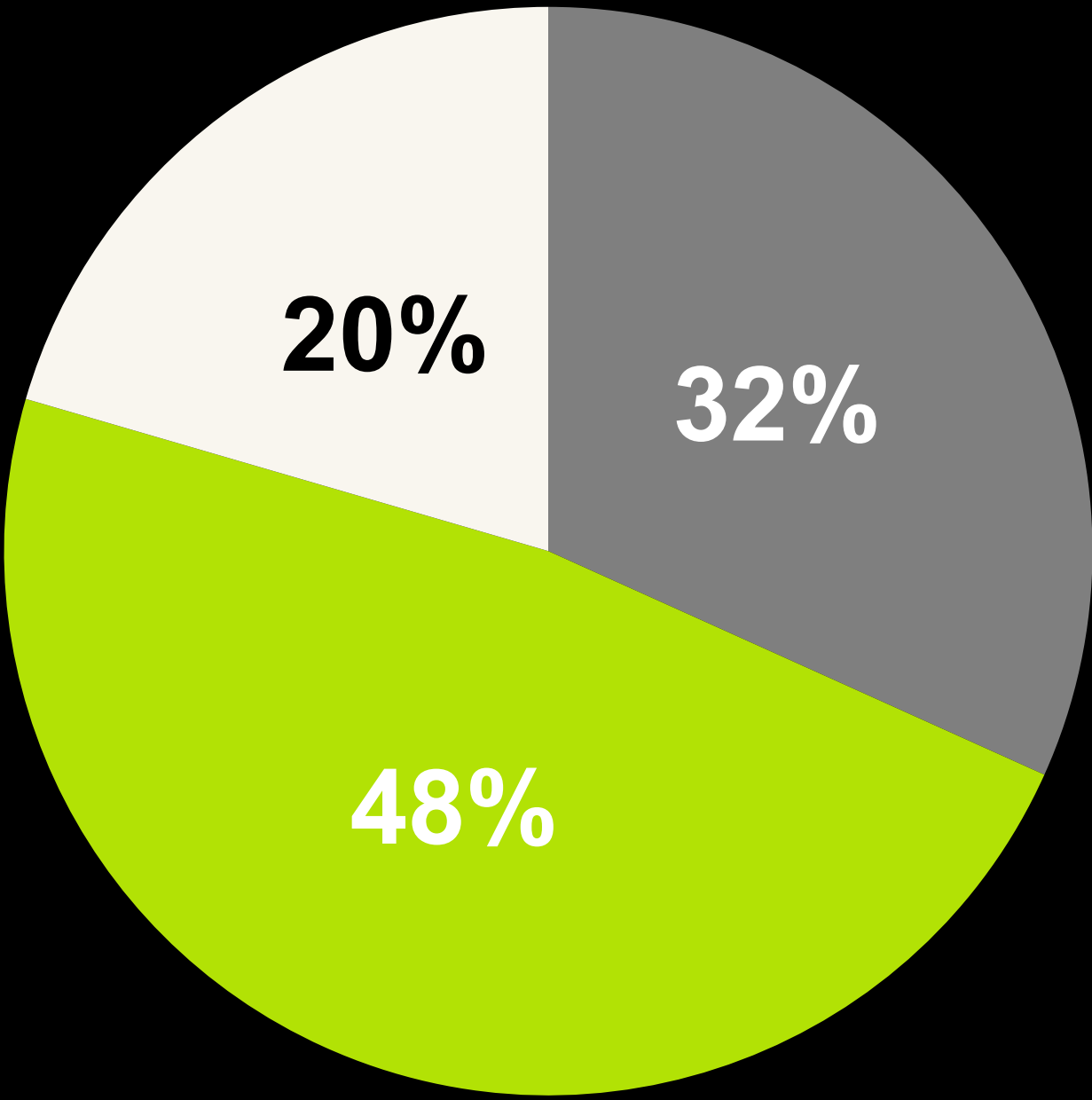
Panel: General Population

Collected: 8/06/21, 8/07/21

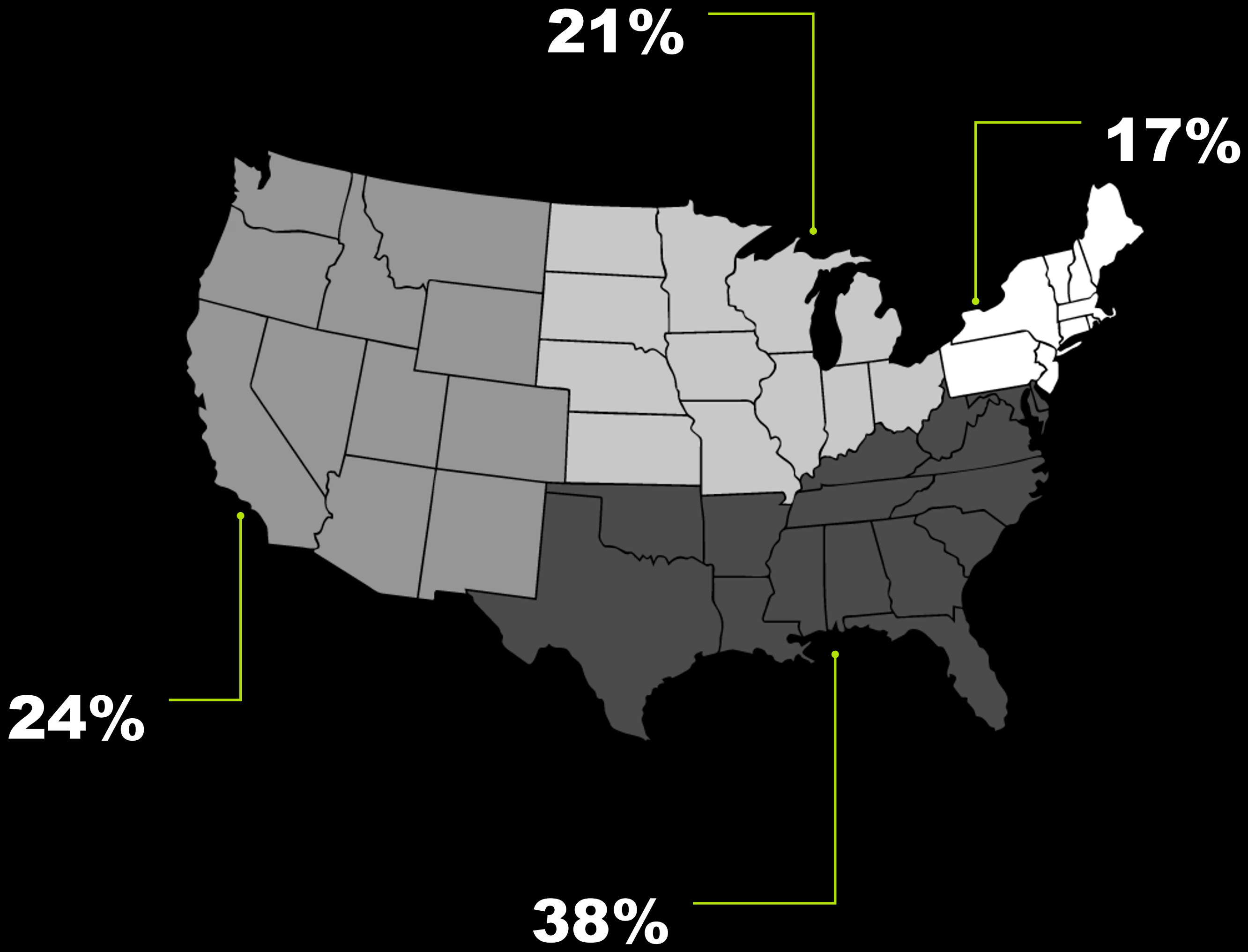


Panel Composition

Urbanicity

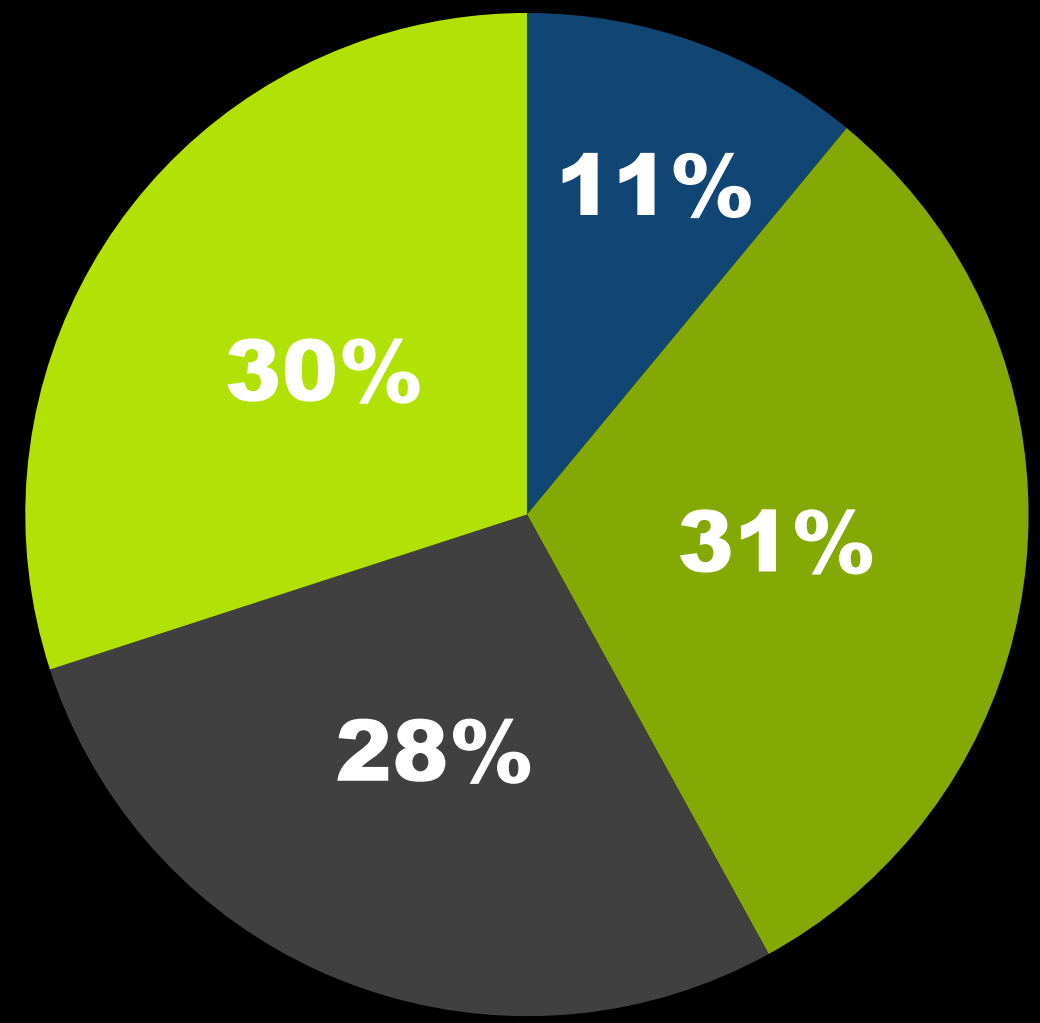


■ Urban ■ Suburban ■ Rural



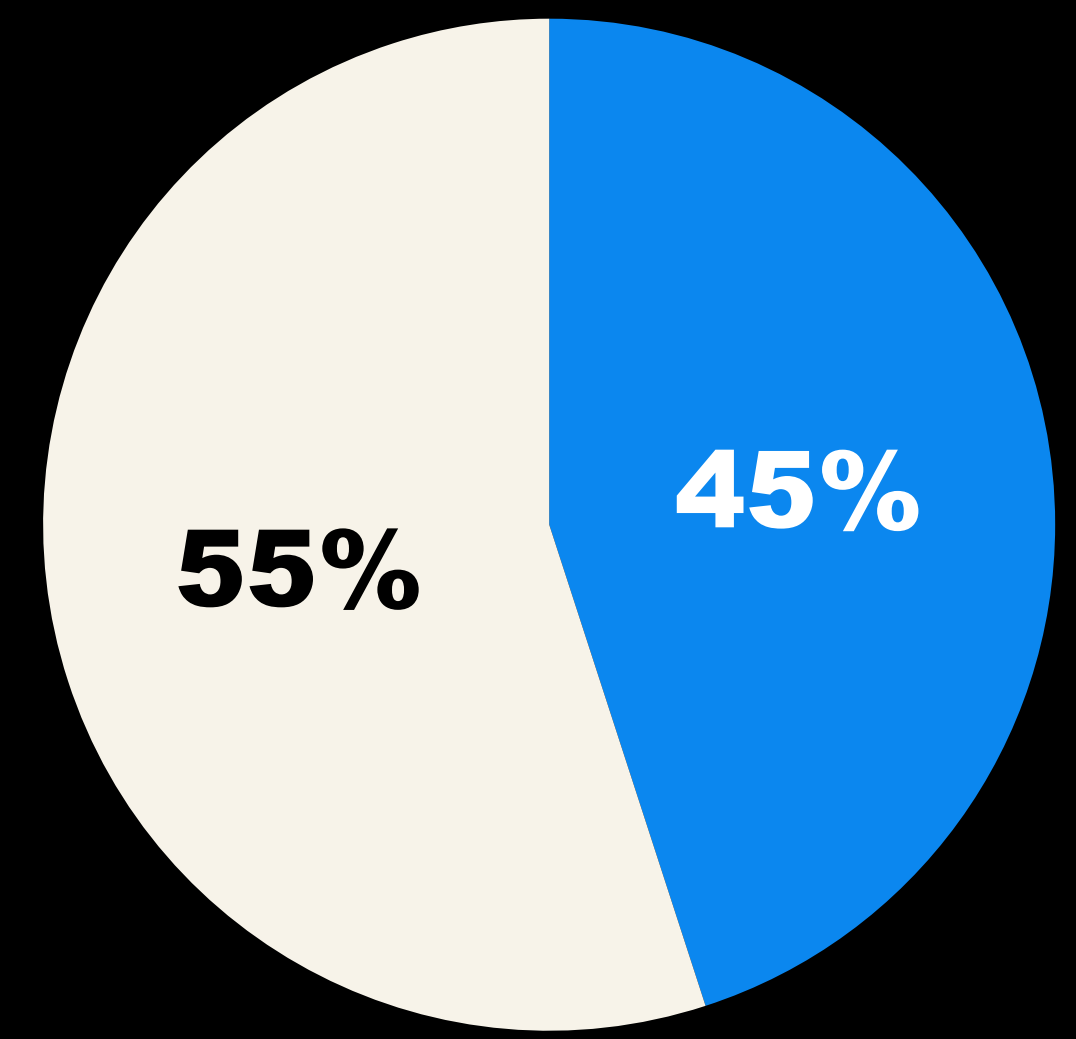


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



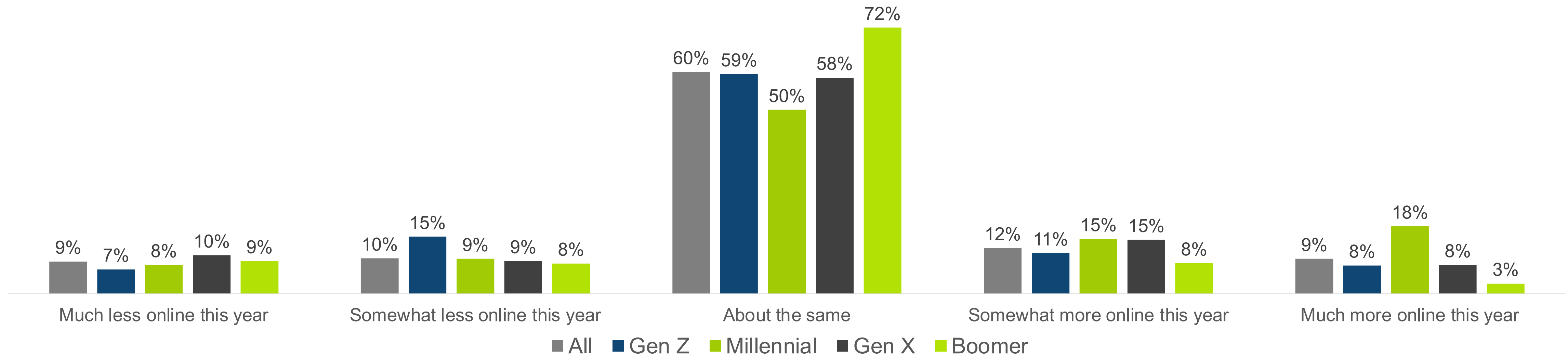
■ Male ■ Female



Online Holiday Shopping

Respondents expect to spend slightly more on holiday shopping in 2022 than they did in 2021. 21% expect their spending to be higher while 19% expect it to be lower.

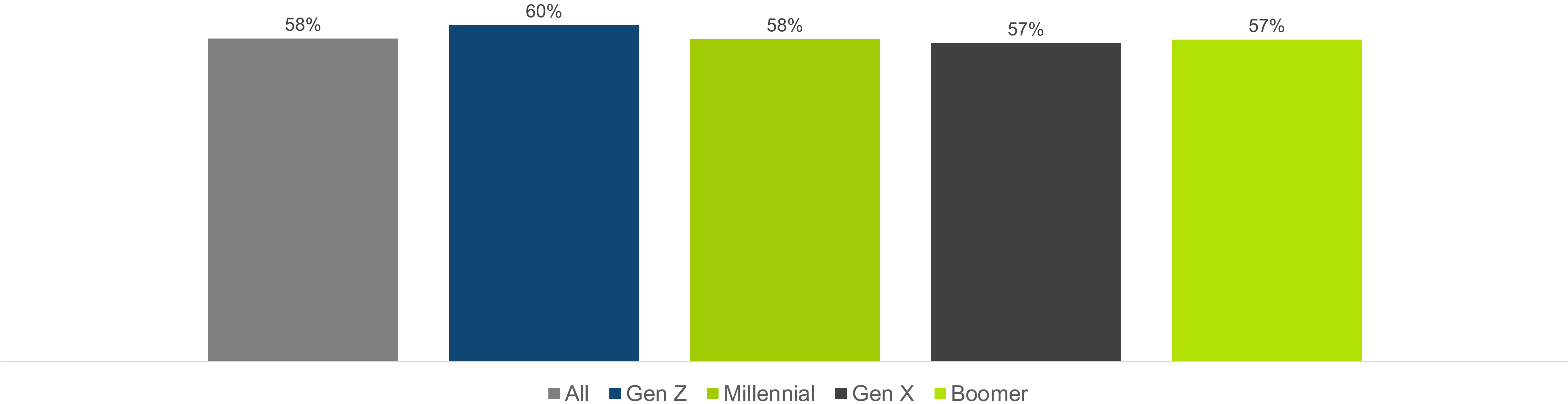
Holiday spending this year vs. last year



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

In all, respondents expect 58% of their holiday spending to be done online with the remainder being done in-store.

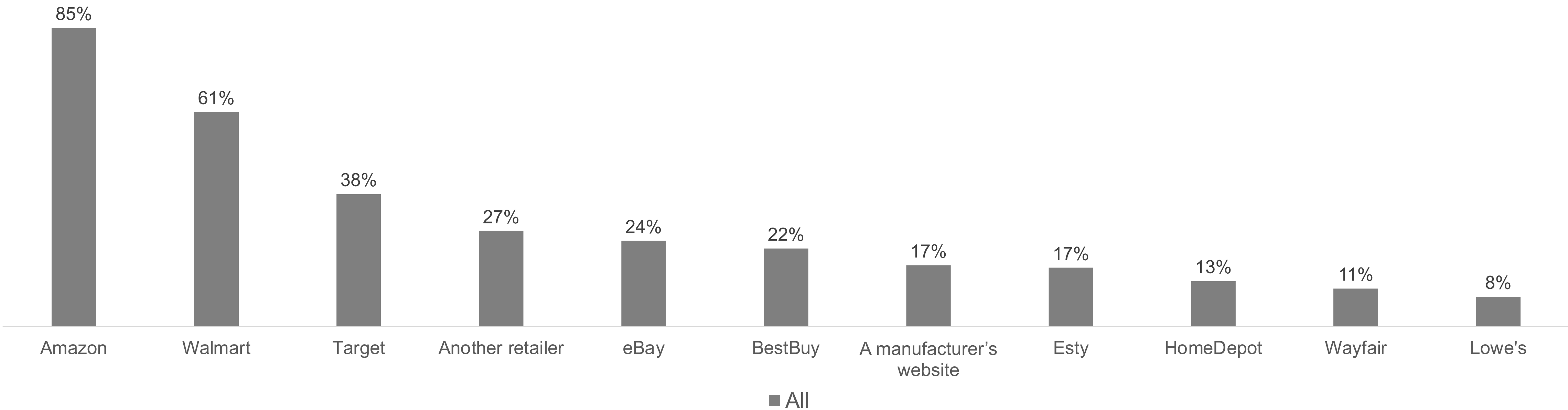
% of holiday spending to be online this year



Approximately, what percentage (%) of your holiday gift spending this year will be done online and how much will be done in store. Total must equal 100%.

Amazon (85%) leads the way as an anticipated holiday shopping destination followed by Walmart at 61%.

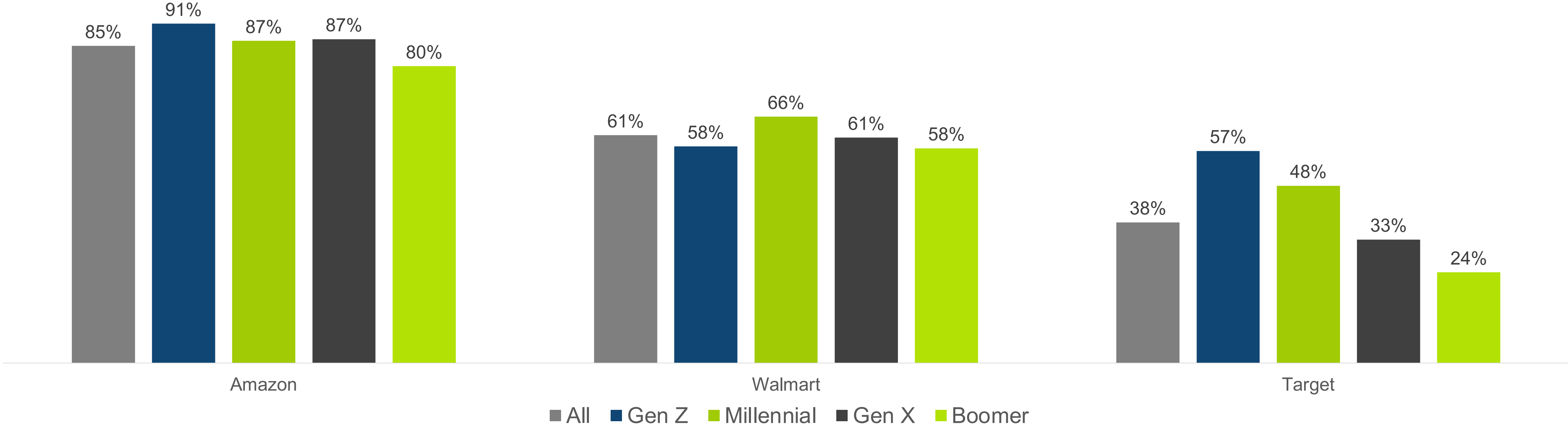
Online outlets to make holiday purchases this year



At which of the following do you think it is likely that you'll make online holiday purchases this year? Select all that apply.

While Amazon and Walmart enjoy similar favor with all generations, Target does much better with the younger generations. Millennials and GenZ are nearly twice as likely as the older generations to be considering Target.

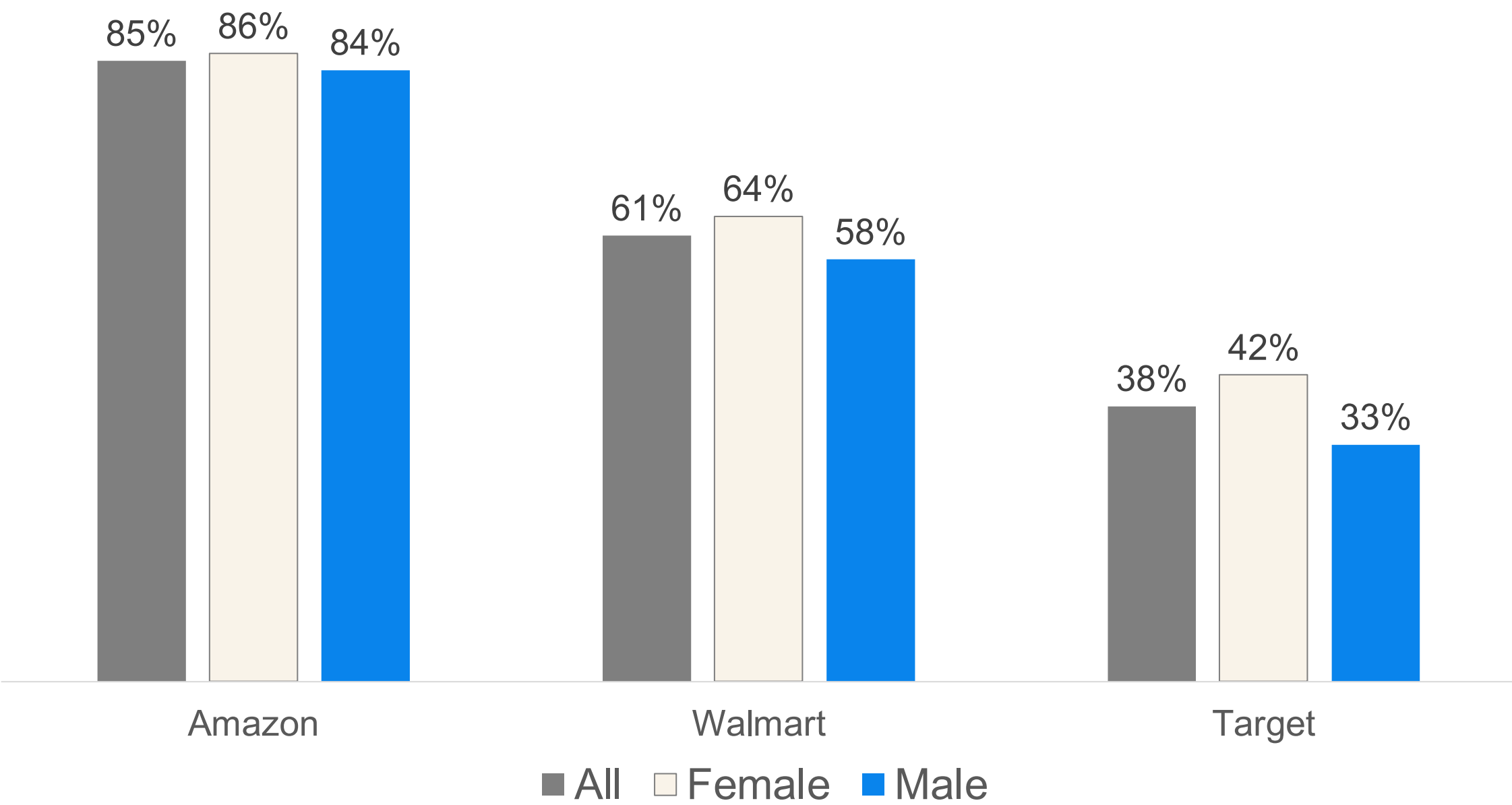
Online outlets to make holiday purchases this year



At which of the following do you think it is likely that you'll make online holiday purchases this year? Select all that apply.

Women (42%) are more likely to shop Target than their male counterparts (33%).

Online outlets to make holiday purchases this year

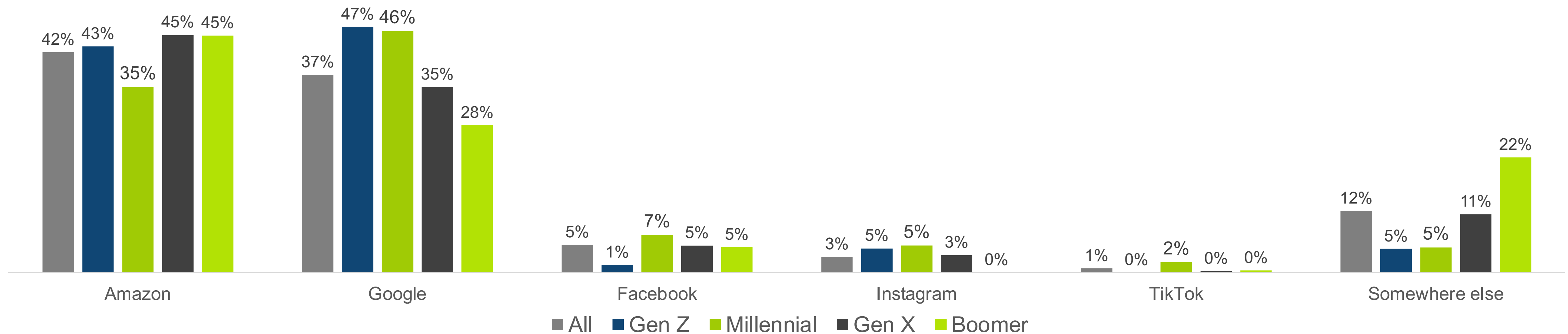


At which of the following do you think it is likely that you'll make online holiday purchases this year? Select all that apply.



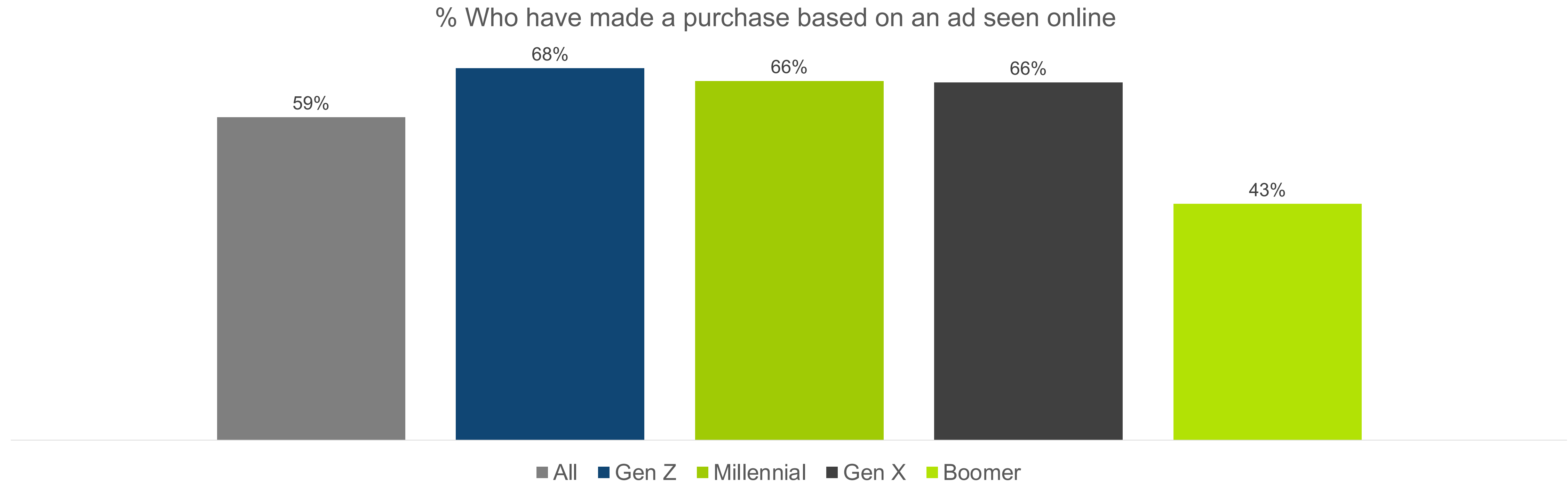
Amazon (42%) and Google (37%) are the primary locations respondents start searching for gift ideas. Nearly one-quarter of the Boomers surveyed start at someplace other than the five options provided.

Where people are most likely to start searching for ideas when you don't know what to buy someone



When you don't know what to give someone, where are you most likely to start searching for ideas? Select one.

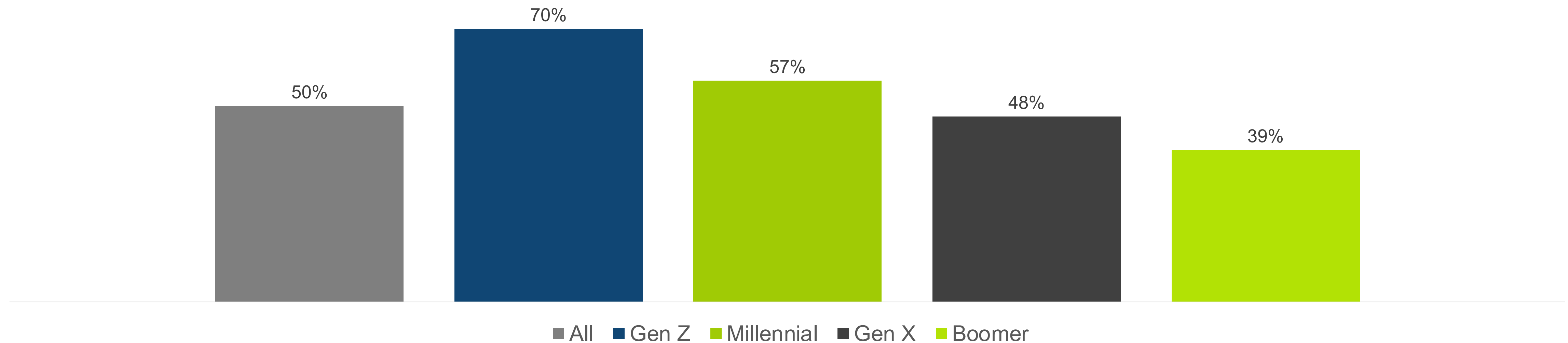
59% of respondents -- but only 43% of Boomers -- admit to having made a purchase based on an ad they saw online.



Have you ever made a purchase based on advertising you've been exposed to online?

One-half of all respondents and nearly three-quarters (70%) of GenZers have websites where they find themselves to be more interested in the ads.

% Who have certain websites where they find themselves more interested in ads



Are there certain websites where you find yourself more interested in the advertising?

Amazon, Facebook and Google are credited with providing the most interesting ads.

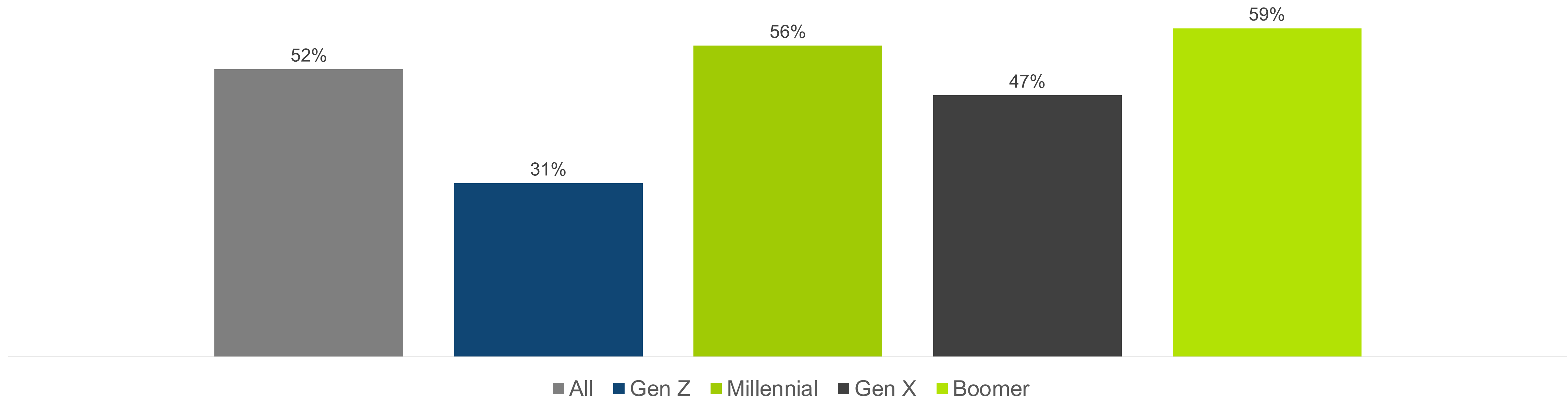
% Who have certain websites where they find themselves more interested in ads



Please tell us some of the websites where you find the advertising more interesting?

52% of respondents but only 31% of GenZers think that holiday-themed ads are overdone.

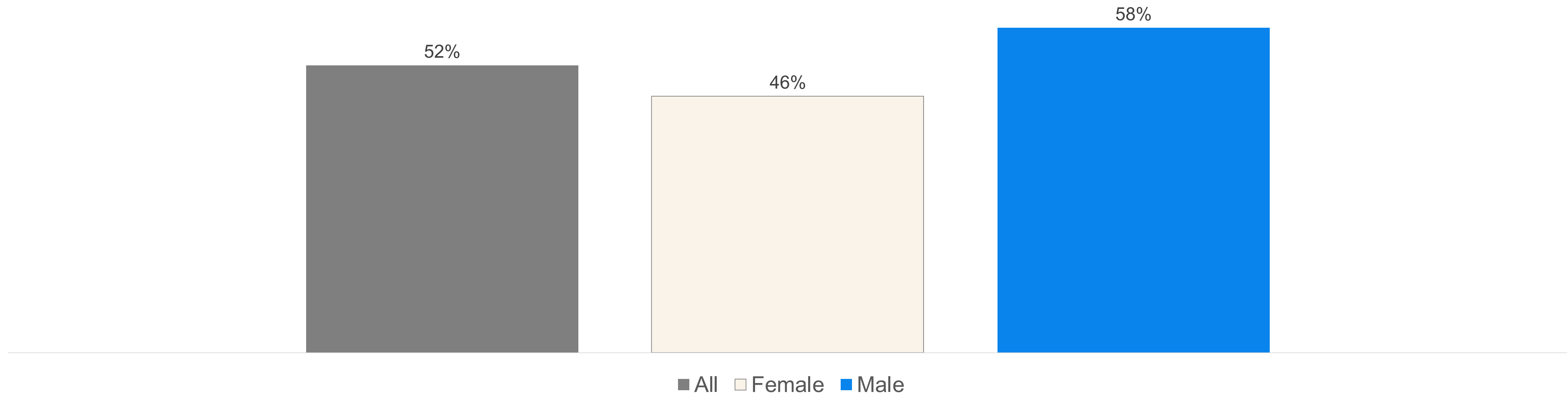
% Who think holiday ads are overdone



Do you think holiday-themed ads are overdone? For example: the 12 days of Christmas, snowflakes, reindeer, Santa Claus, etc.

Men (58%) are more likely than women (46%) to be tired of holiday-themed ads.

% Who think holiday ads are overdone



Do you think holiday-themed ads are overdone? For example: the 12 days of Christmas, snowflakes, reindeer, Santa Claus, etc.

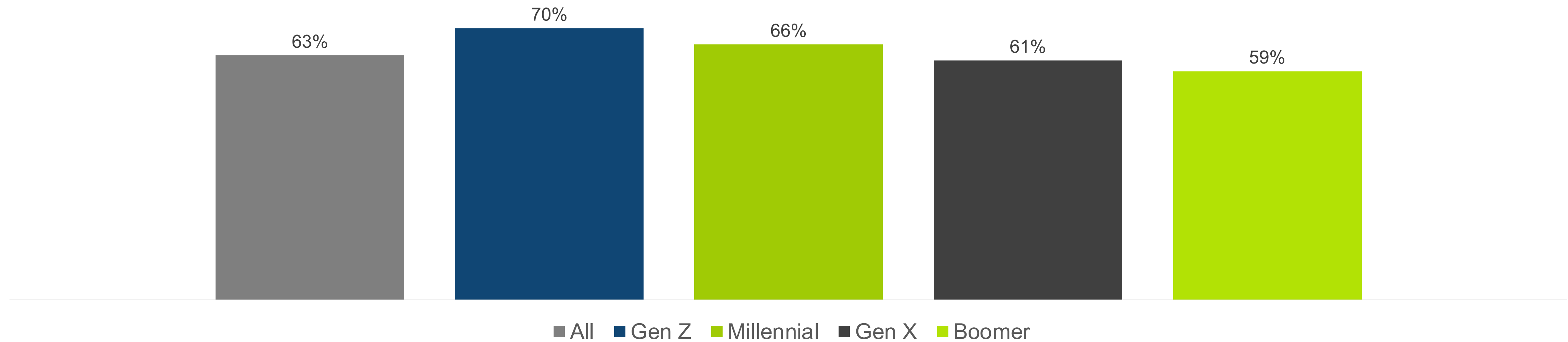


COVID-19



Nearly two-thirds of respondents (63%) feel employers should provide incentives to employees to get vaccinated.

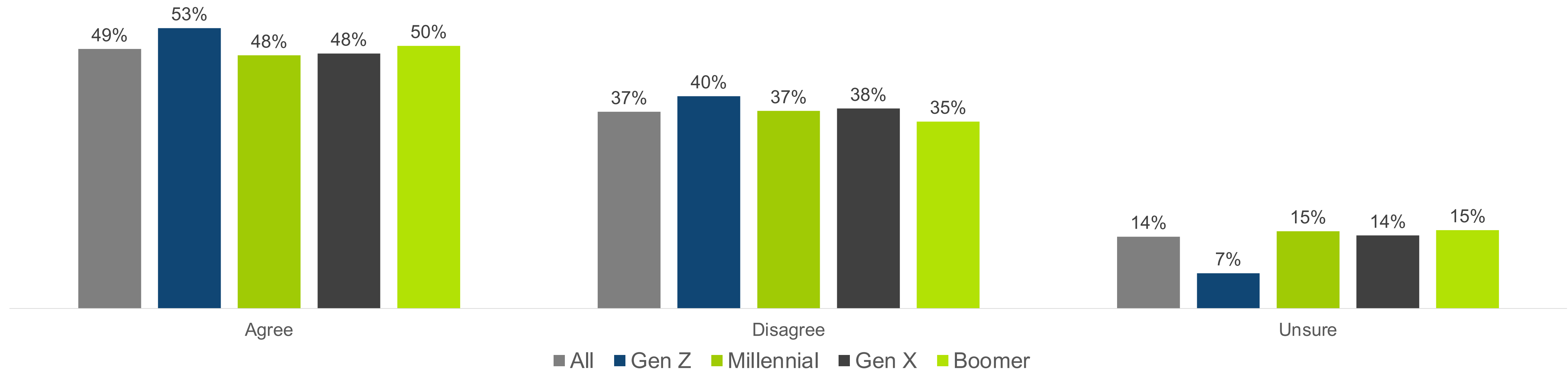
% Who think employers should incentivize employees to get the COVID vaccine



Should employers offer incentives (bonuses, extra time off, etc.) to get their employees to get the vaccine?

Fewer than half of those sampled (49%) agree with the New York requirement that proof of vaccination be required to eat in restaurants or enter many event venues.

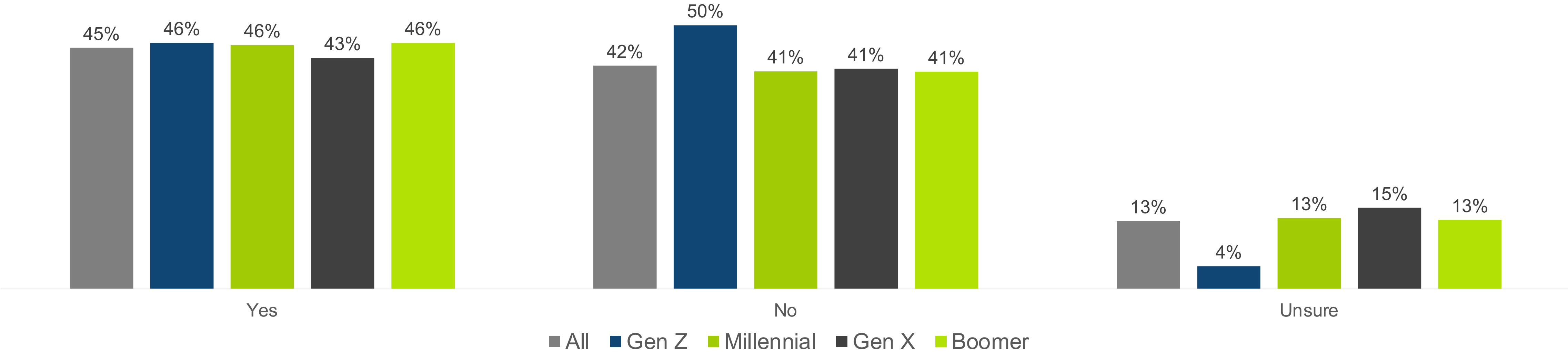
Agreement with New York requiring proof of vaccination



Do you agree with the position New York has taken requiring people going to restaurants, events, etc. to prove that they have been vaccinated?

An even smaller number (45%) would like to see the U.S. implement a national vaccine passport.

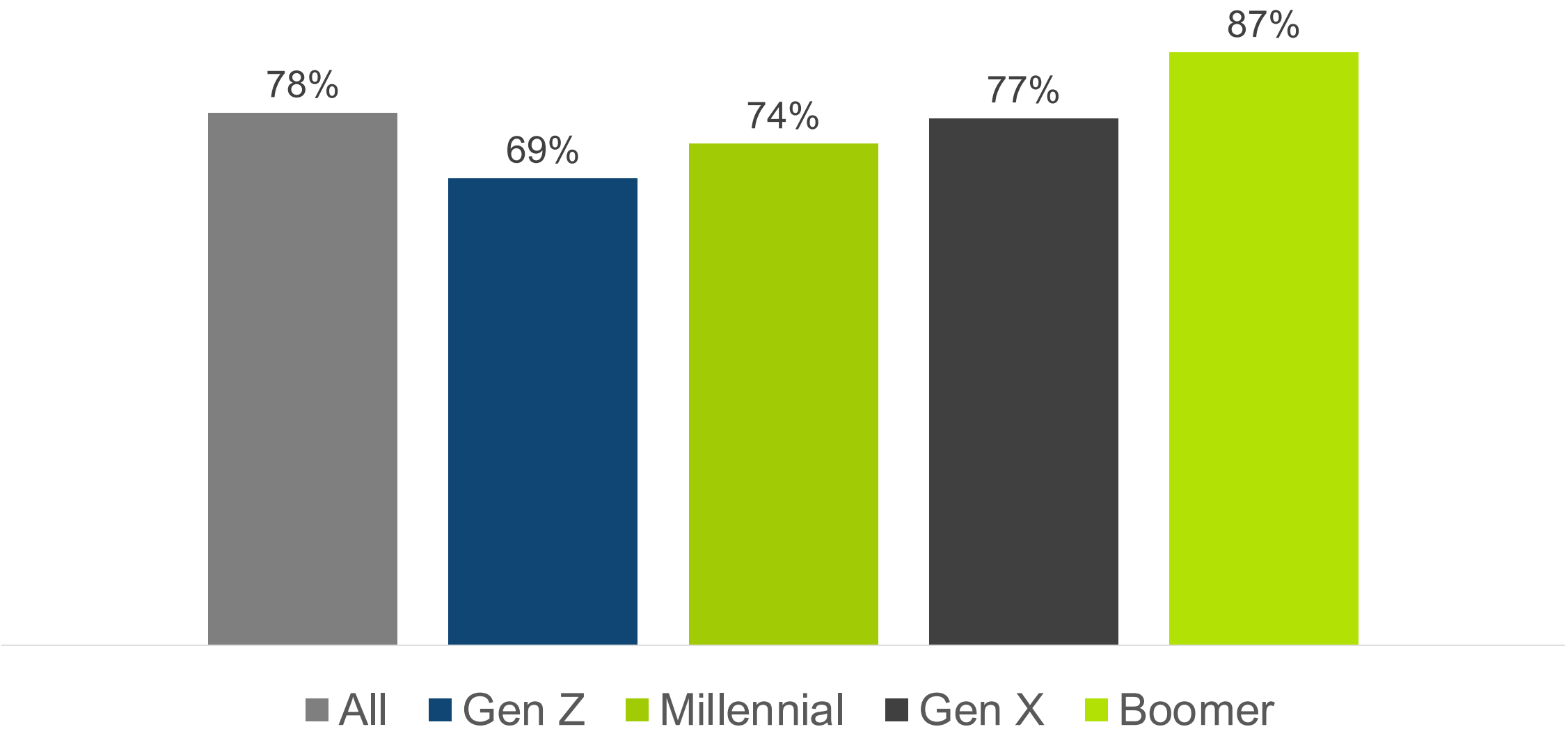
Would like to see the U.S. implement a national vaccine passport



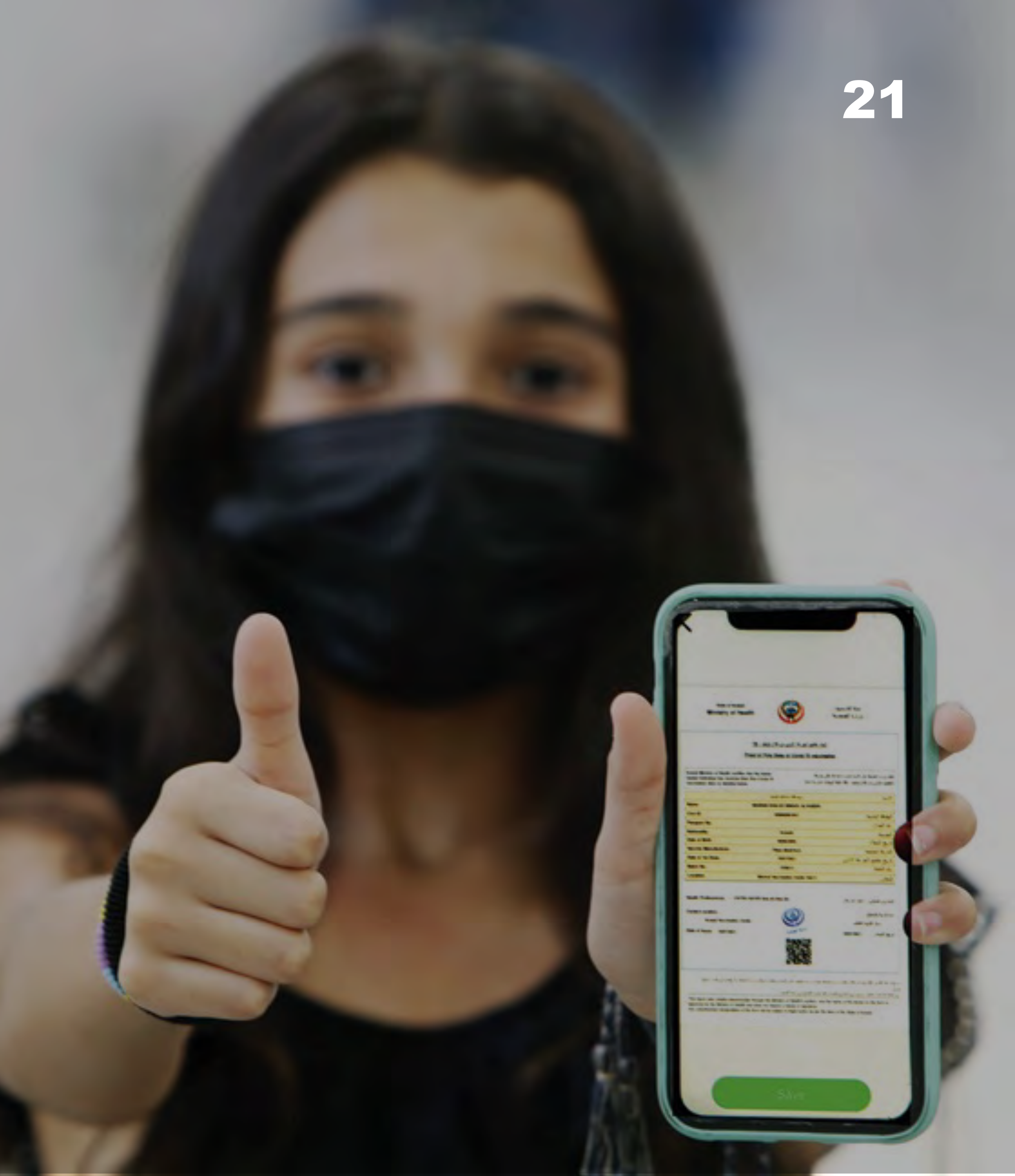
Would you like to see the U.S. implement a national vaccine passport?

While less than half of the respondents feel restrictions should be placed on their fellow Americans, 78% feel foreign visitors should have to provide proof of vaccination.

% Who think the US should require all foreign visitors to provide proof of vaccination

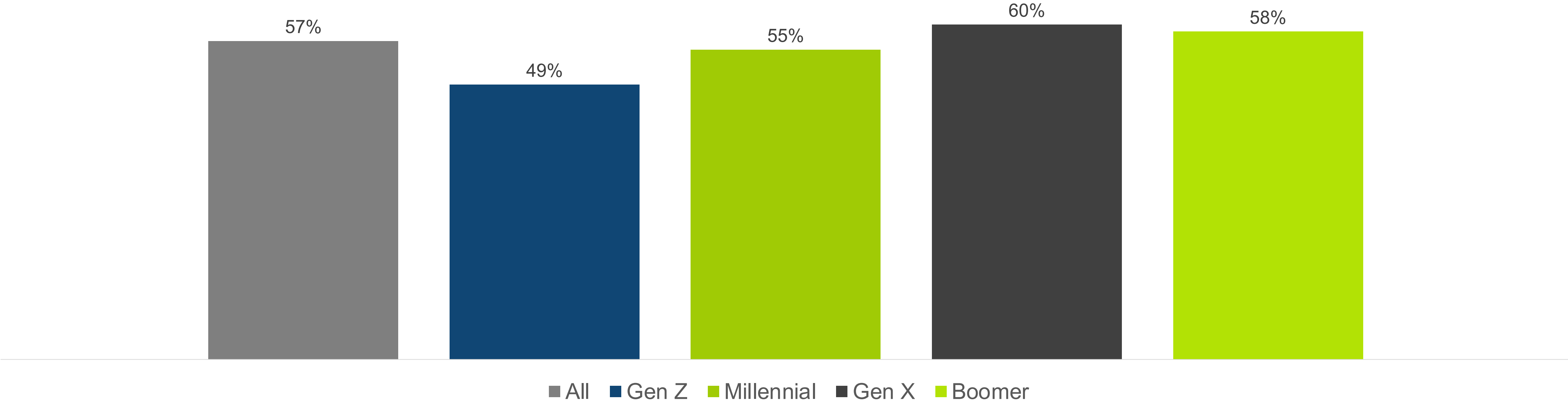


Do you think the U.S. should require that all visitors from foreign countries be fully vaccinated?



More than half (57%) of the respondents planning travel in the back half of 2021 have or are reconsidering their plans.

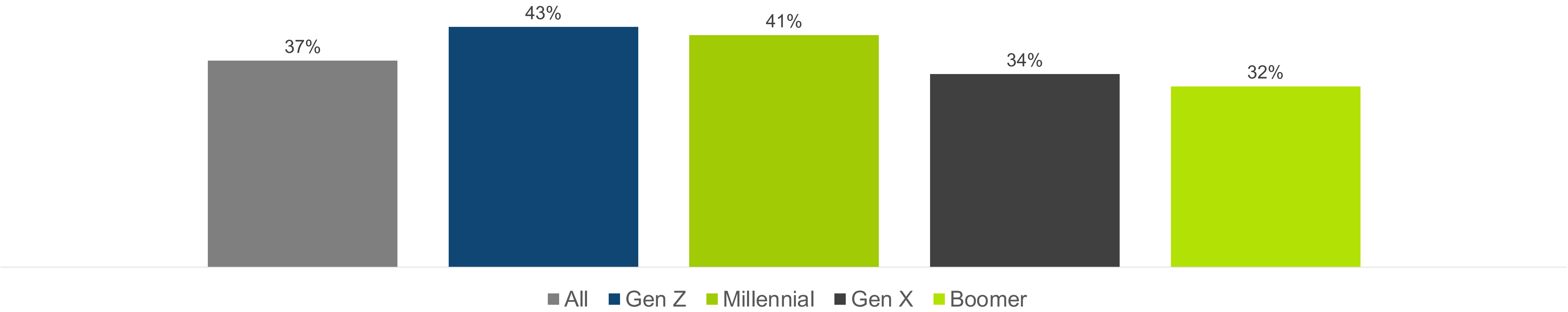
% Who say the increase in COVID numbers made them reconsider travel plans for this year



Has the increasing number of COVID-19 cases made you rethink travel you have planned for later this year?

And, more than one-third (37%) have already canceled planned travel activities.

% Who have canceled travel plans this year due to spikes in COVID numbers



Have you canceled travel plans you had for later in the year due to the increase in COVID-19 cases?

Summary

Online Holiday Shopping

- Respondents expect to spend slightly more on holiday shopping in 2022 than they did in 2021.
 - 21% expect their spending to be higher, while 19% expect it to be lower.
- In all, respondents expect 58% of their holiday spending to be done online, with the remainder done in-store.
- Amazon (85%) leads the way as an anticipated holiday shopping destination, followed by Walmart at 61%.
- While Amazon and Walmart enjoy similar favor with all generations, Target does much better with the younger generations.
 - Millennials and GenZ are nearly twice as likely as the older generations to be considering Target.
 - Women (42%) are more likely to shop at Target than their male counterparts (33%).
- Amazon (42%) and Google (37%) are the primary locations respondents start searching for gift ideas.
 - Nearly one-quarter of Boomers surveyed start at someplace other than Amazon, Google, Facebook, Instagram, or TikTok.

Summary

Online Holiday Shopping

- 59% of respondents, but only 43% of Boomers, admit to having made a purchase based on an ad they saw online.
- One-half of all respondents and nearly three-quarters (70%) of GenZers have websites where they find themselves to be more interested in the ads.
- Amazon, Facebook and Google are credited with providing the most interesting ads.
- 52% of respondents, but only 31% of GenZers, think that holiday-themed ads are overdone.
- Men (58%) are more likely than women (46%) to be over holiday-themed ads.

Summary

COVID-19

- Nearly two-thirds of respondents (63%) feel employers should provide incentives to employees to get vaccinated.
- Fewer than half the sample (49%) agree with the New York requirement that proof of vaccination be required to eat in restaurants or enter many event venues.
- An even smaller number (45%) would like to see the U.S. implement a national vaccine passport.
- While less than half the respondents feel restrictions should be placed on their fellow Americans, 78% feel foreign visitors should have to provide proof of having been vaccinated.
- More than half (57%) of the respondents planning travel in the back half of 2021 have or are reconsidering their plans.
 - And, more than one-third (37%) have already canceled planned travel activities.