



Home Retail Consumer Monitor

Presented September 28, 2021

Methodology

N = 818

MOE \pm 3.43%

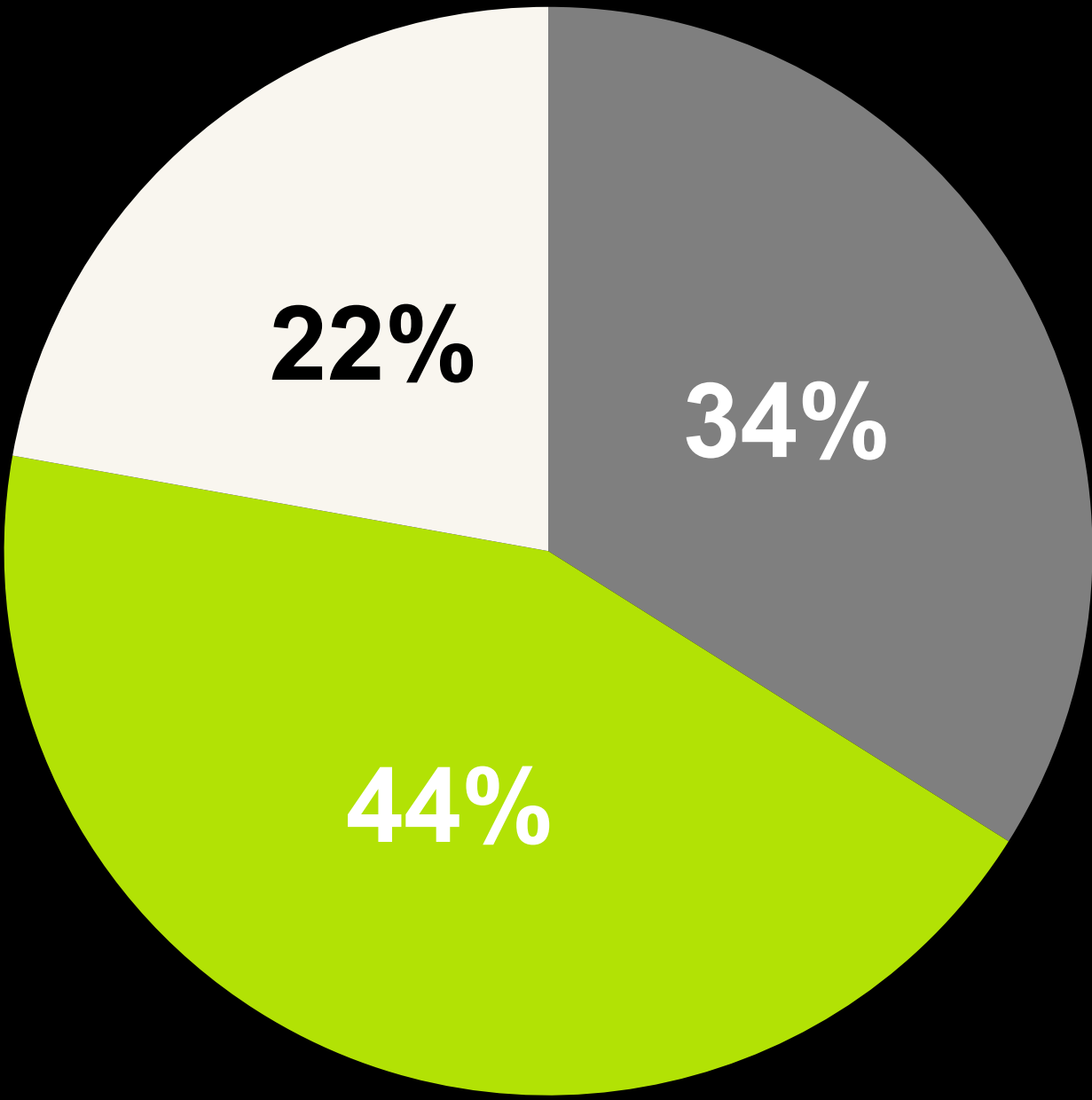
Panel: General Population

Collected: 9/17/21, 9/18/21

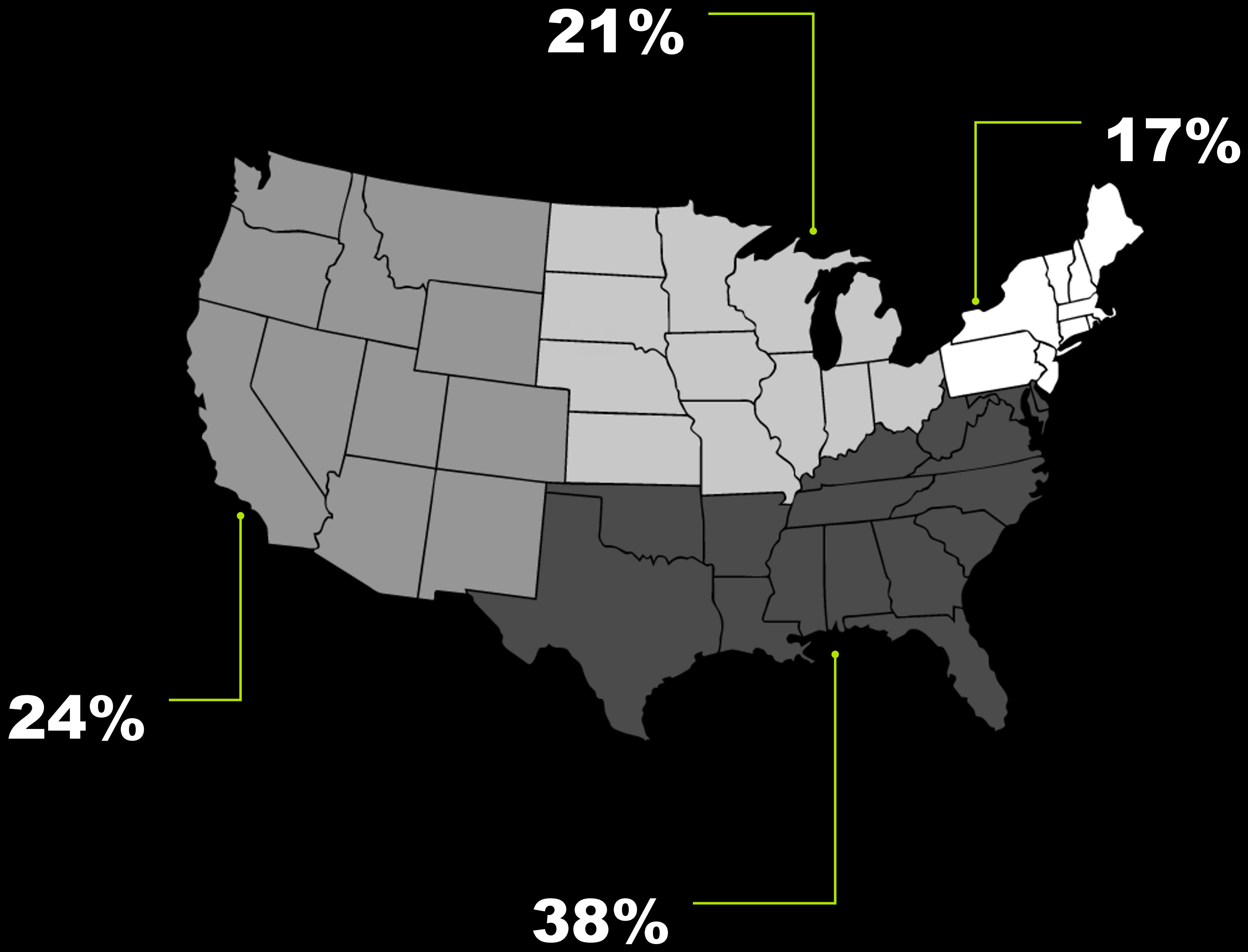


Panel Composition

Urbanicity

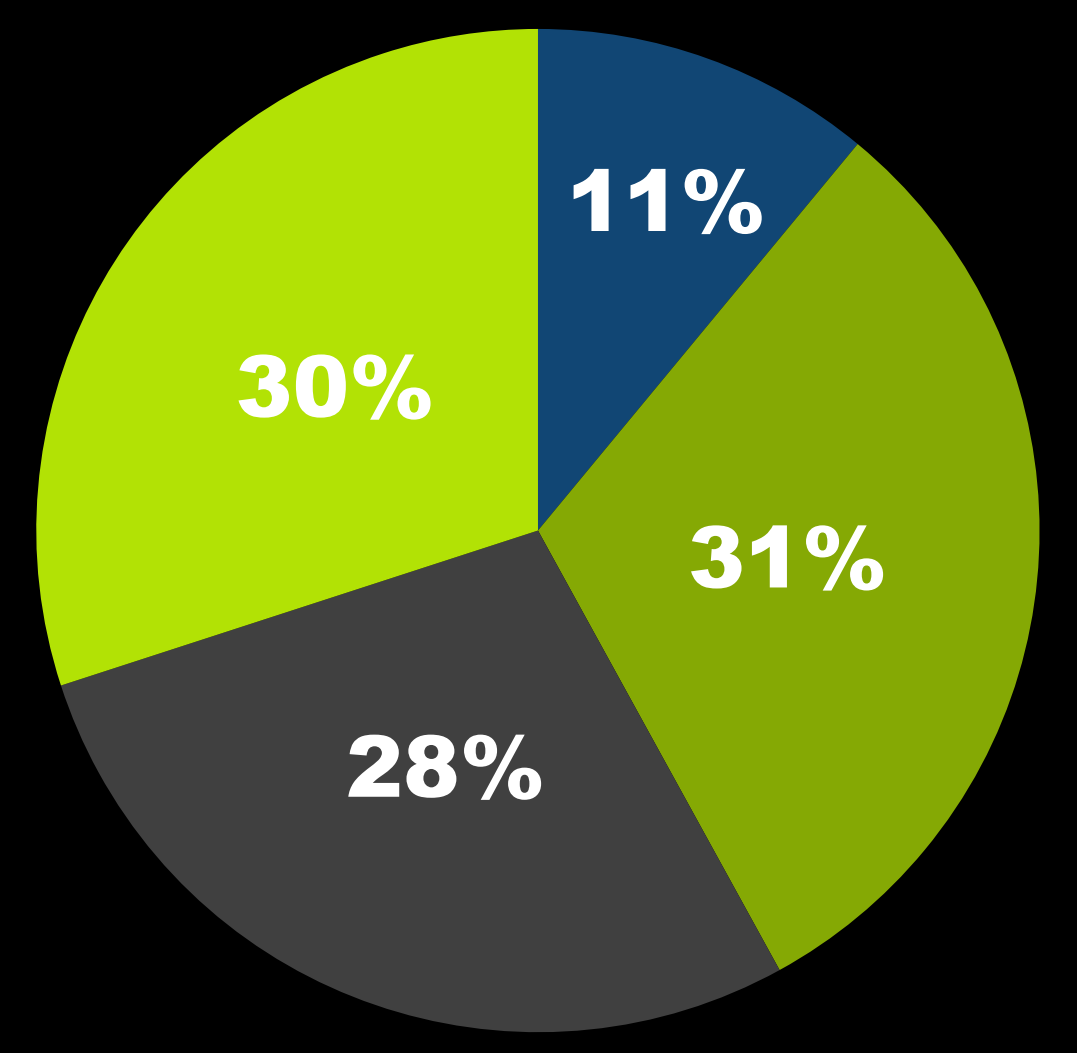


■ Urban ■ Suburban ■ Rural



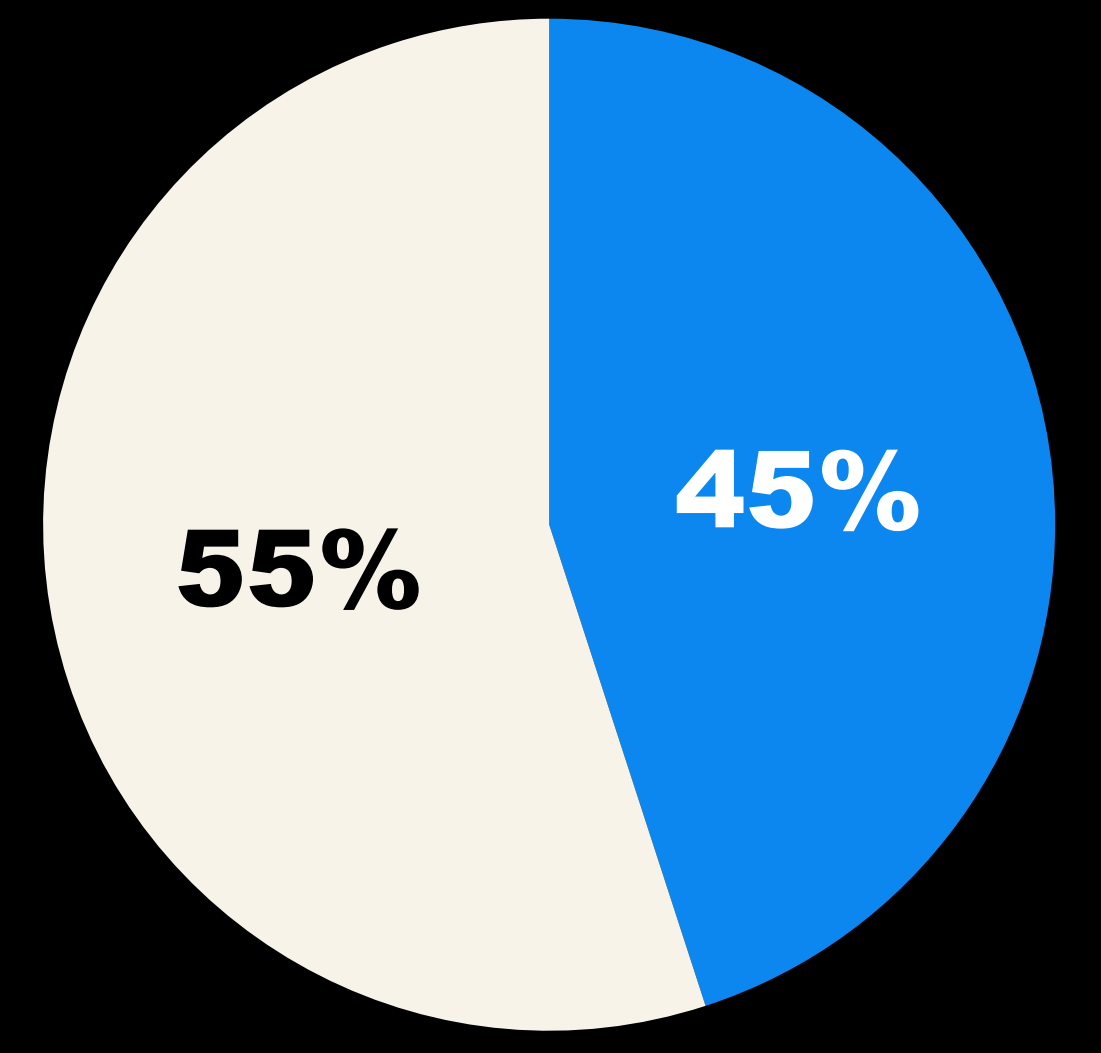


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



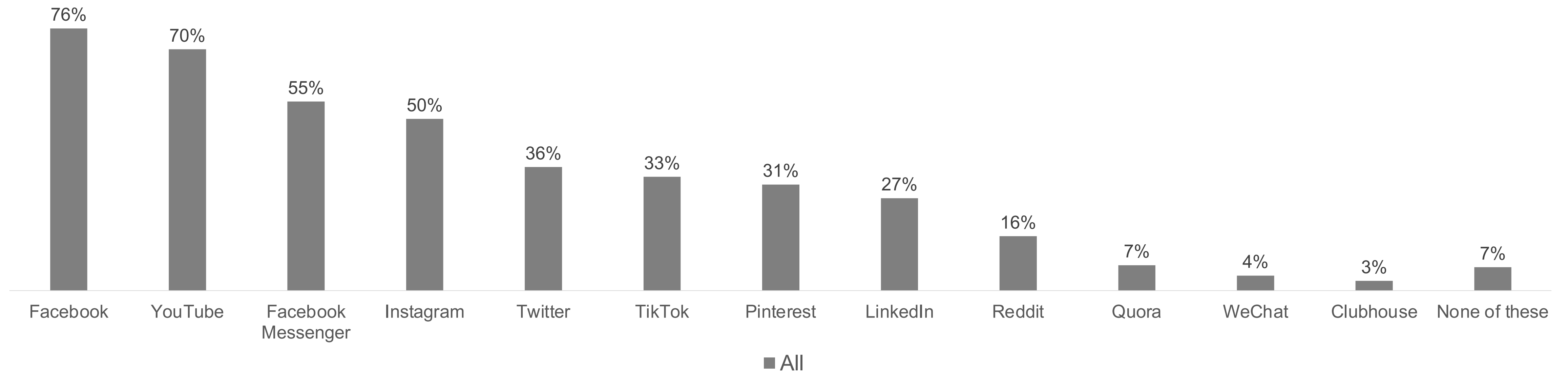
■ Male ■ Female



Social Media Use

The average respondent is engaging with 4.1 social media platforms.

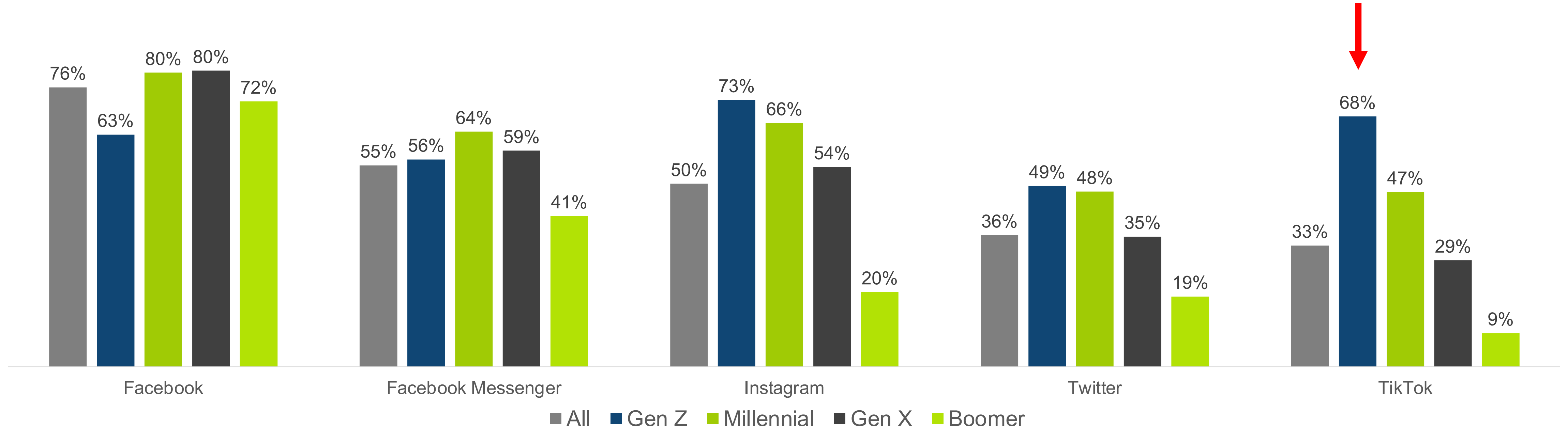
Social media platforms use:



Which of the following social media platforms do you use? Select all that apply.

Facebook which has the highest overall engagement (76%) is less popular with GenZ (63%) than TikTok (68%) is.

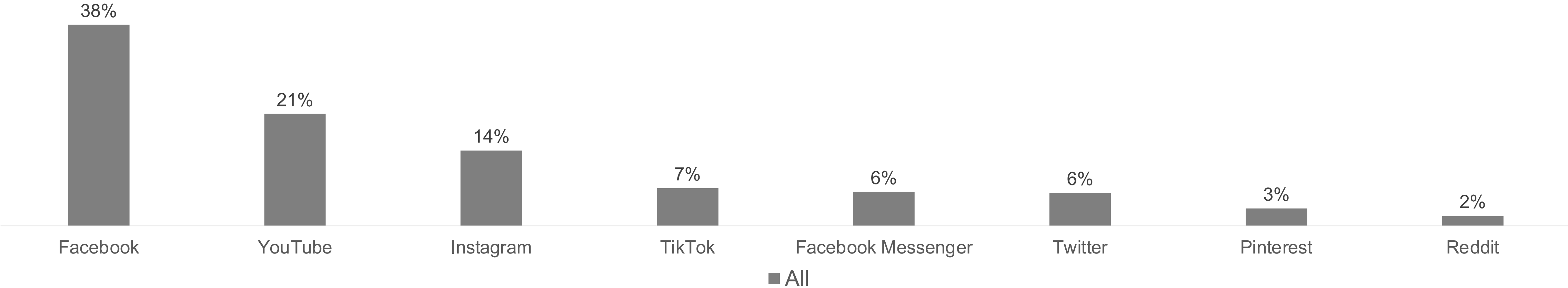
Social media platforms use:



Which of the following social media platforms do you use? Select all that apply.

Facebook still holds a commanding lead as the preferred platform with nearly twice the preference of YouTube (38% v 21%).

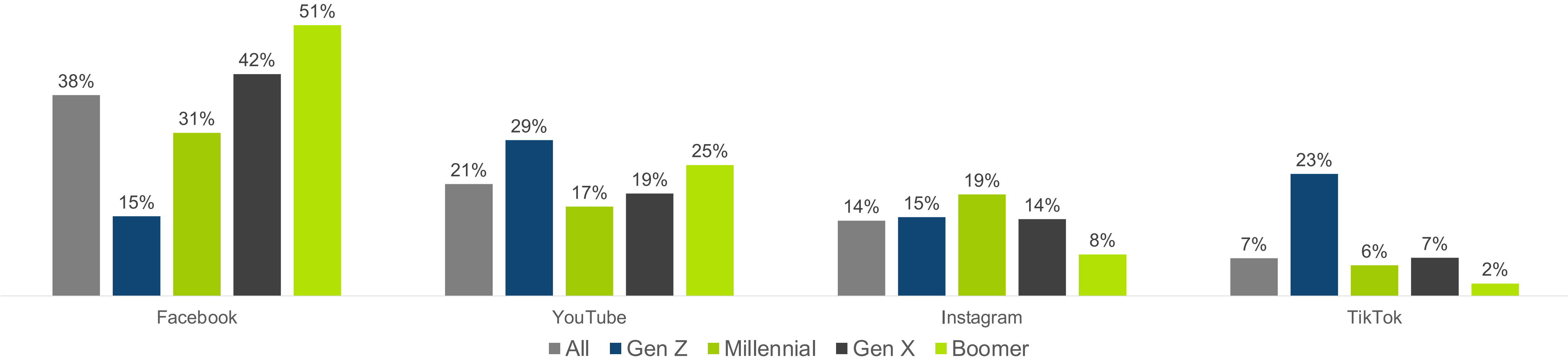
Favorite social media platform



Which of the following is your favorite social media platform?

While Facebook is the most highly preferred platform it is favored predominantly by Boomers (51%) and GenXers (42%). For GenZ the preferred platforms are YouTube (29%) and TikTok (23%).

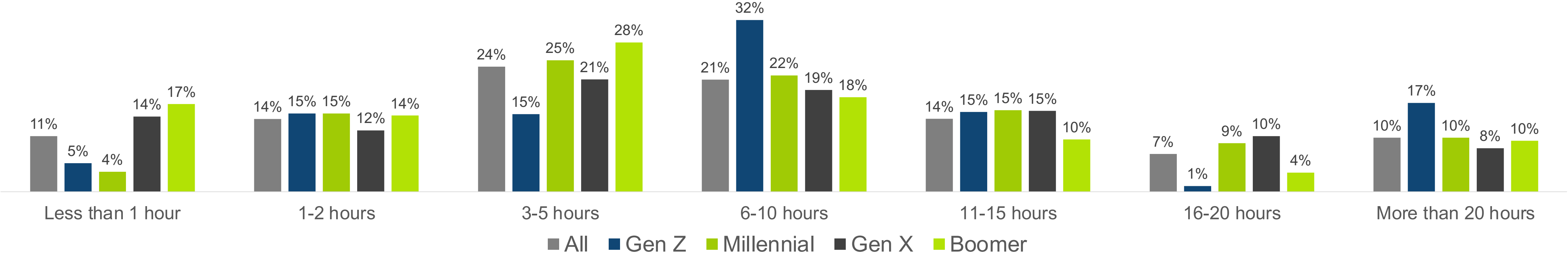
Favorite social media platform



Which of the following is your favorite social media platform?

The average amount of time spent on social media exceeds 8 hours per week. 10% of respondents are spending more than 20 hours per week.

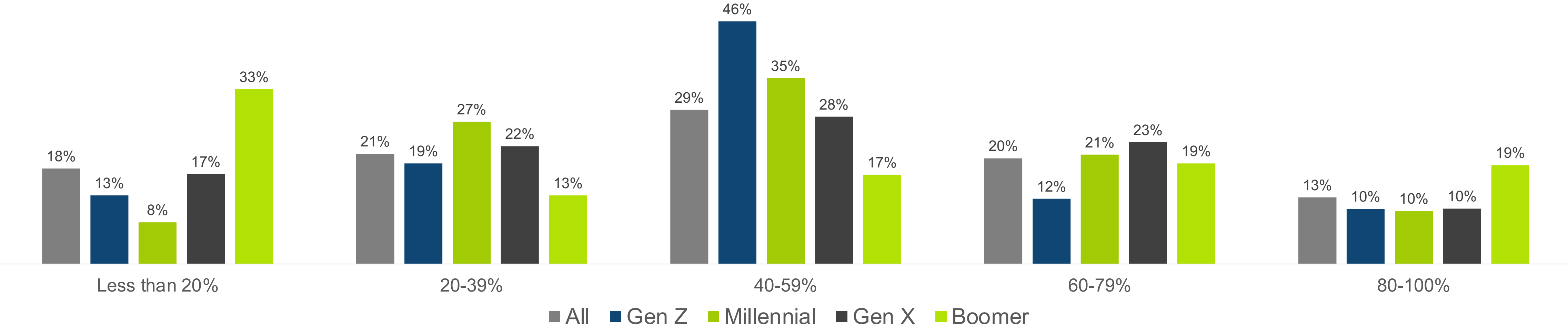
Time spent on social media in a typical week



How much total time do you spend on social media in a typical week?

Only one-half of the sample is spending 50% or more of their social media time on their favorite platform.

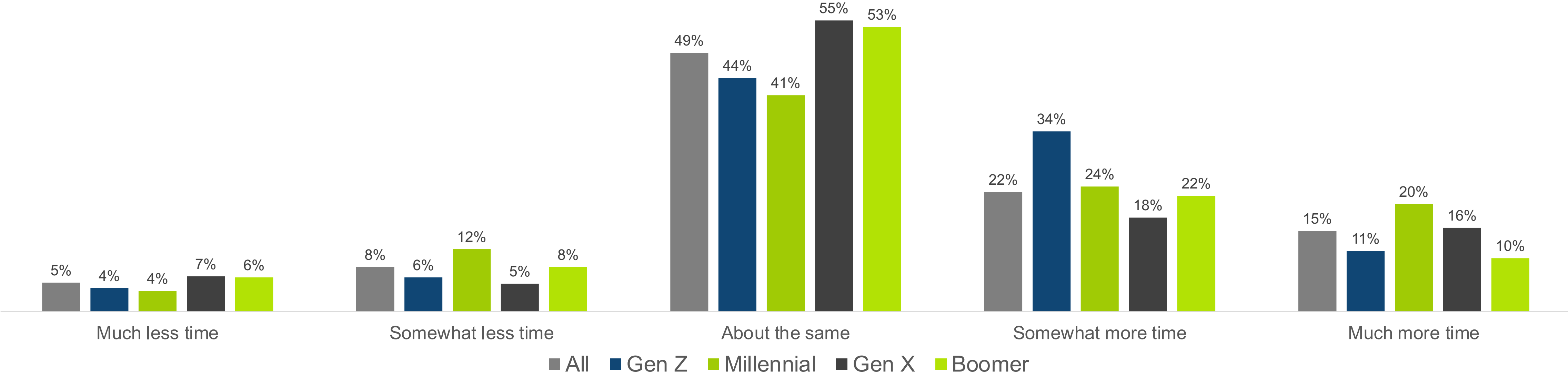
% Of time spent on favorite social platform in a typical week



What % (percent) of the time you spend on social media in a typical week is spent on your favorite social media platform?

As one might expect, COVID has resulted in an increase in social media use. 37% are using it more than pre-COVID while only 14% is using it less.

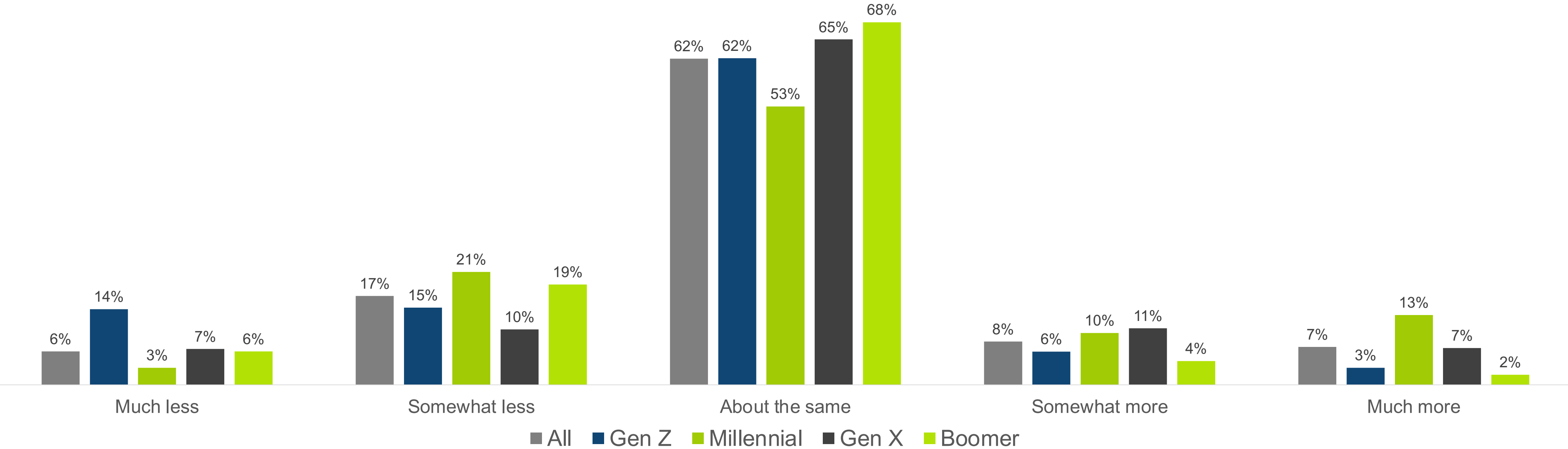
Time spent on social media now vs. before the COVID-19 outbreak



How much more or less time are you spending on social media than you spent before the COVID-19 outbreak?

If COVID is brought under control, it's unlikely that we'll see a precipitous drop in social media use. 23% expect some level of decline while 15% expect to increase their participation.

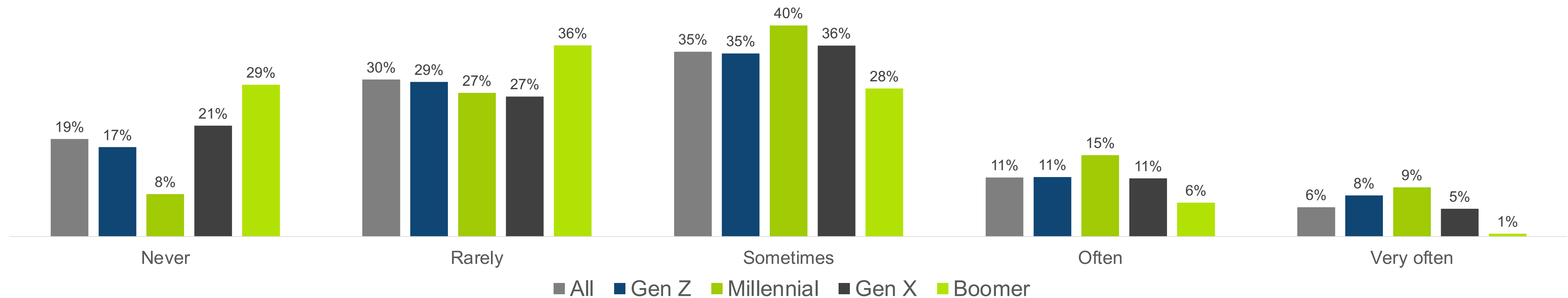
Social media use when COVID-19 is brought under control



Assuming COVID is ultimately brought under control and our lives can return to some form of normal, how much more or less do you think you'll be using social media?

More than half the respondents report purchasing products advertised on social media sometimes (36%), often (11%) or very often (6%).

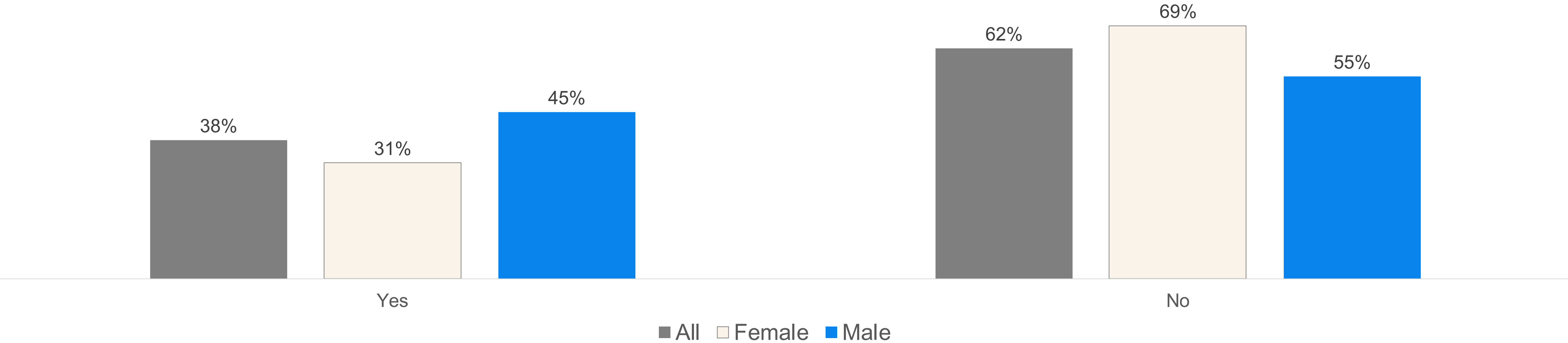
Frequency of purchasing products from ads on social media



How frequently do you purchase products based on ads you see on social media?

The social discord associated with COVID, and the current political environment has led nearly 4 people in 10 to block, unfriend or stop following another individual or group.

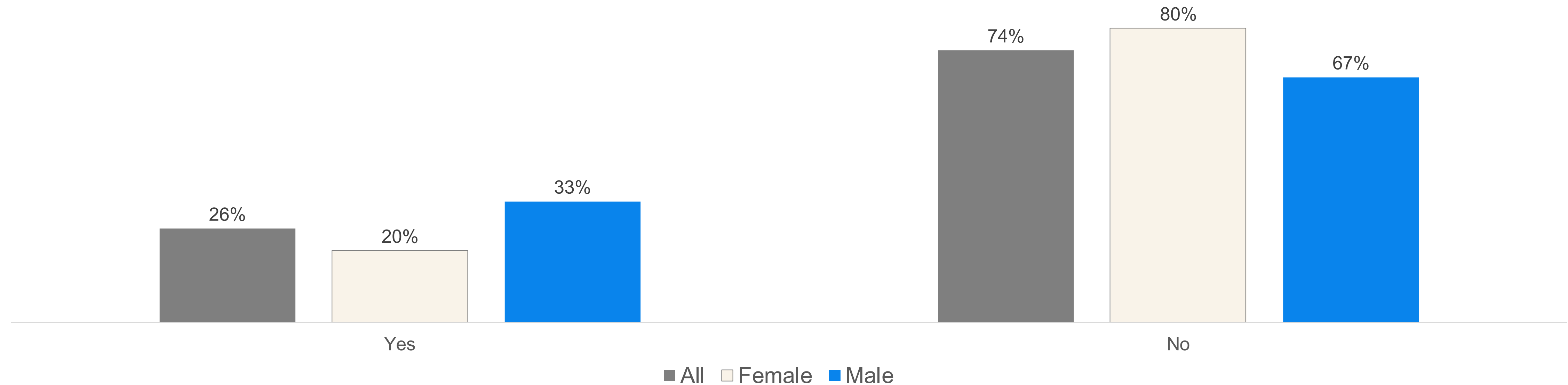
Have blocked/unfriended/unfollowed people due to politics and COVID-19 topics on social media



COVID and the current political environment have created a lot of unrest and distrust on some social media platforms. As a result of those issues have you blocked, unfriended or stop following anyone on social media?

More than one-quarter of the sample has abandoned a social media platform as a result of conversations regarding either COVID or politics.

Stopped using social media platforms due to political and COVID-19 conversations



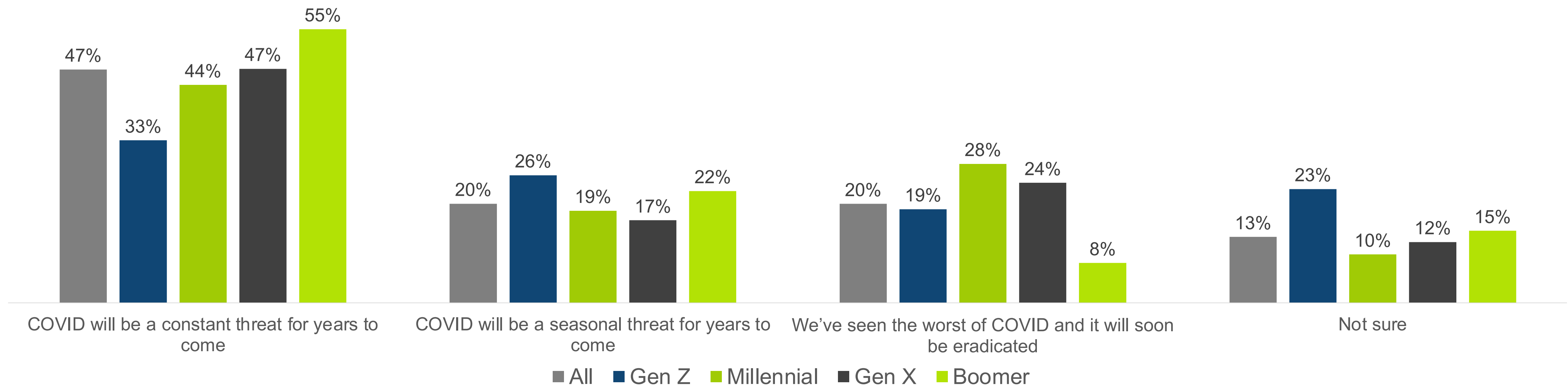
As a result of the COVID and political conversation, are there any social media platforms you've stopped using?



COVID-19

Two-thirds of the respondents feel COVID is here to stay.

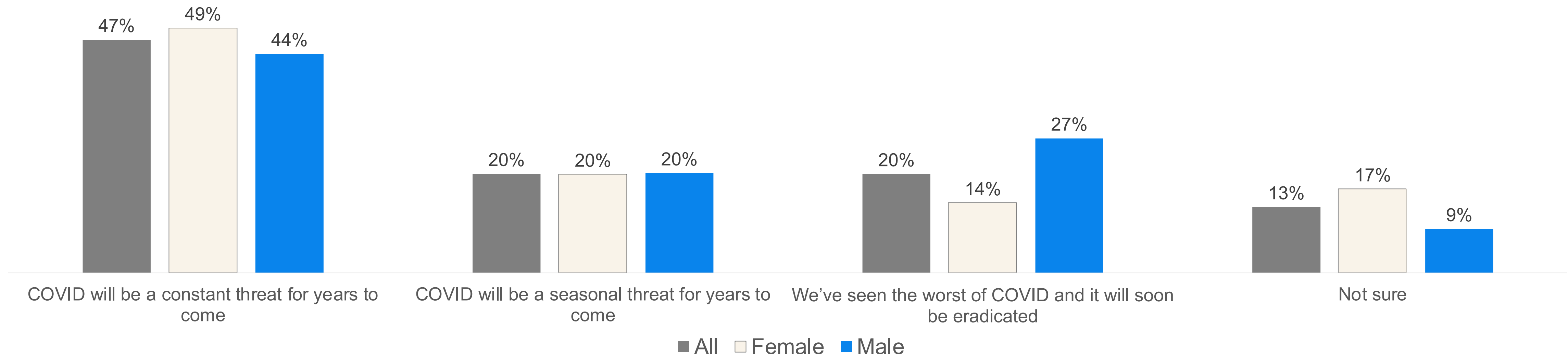
Expected presence of COVID-19



Which of the following best describes your expectation for the long-term presence of the Coronavirus?

Men (27%) are nearly twice as likely as women (14%) to think COVID will be eradicated soon.

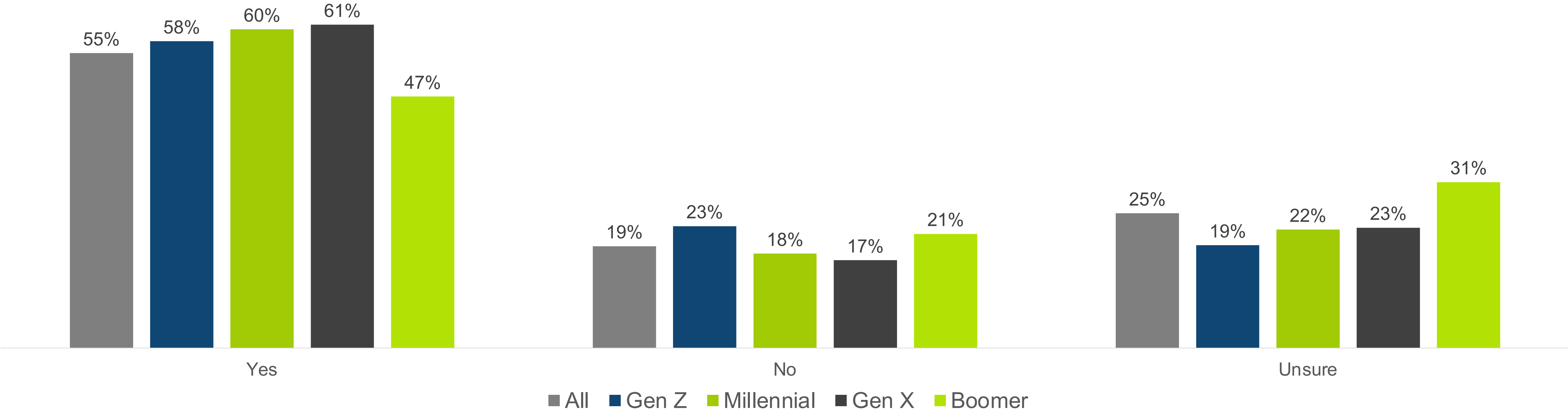
Expected presence of COVID-19



Which of the following best describes your expectation for the long-term presence of the Coronavirus?

Over half the respondents (55%) feel a vaccine booster is necessary now while a quarter of respondents are uncertain.

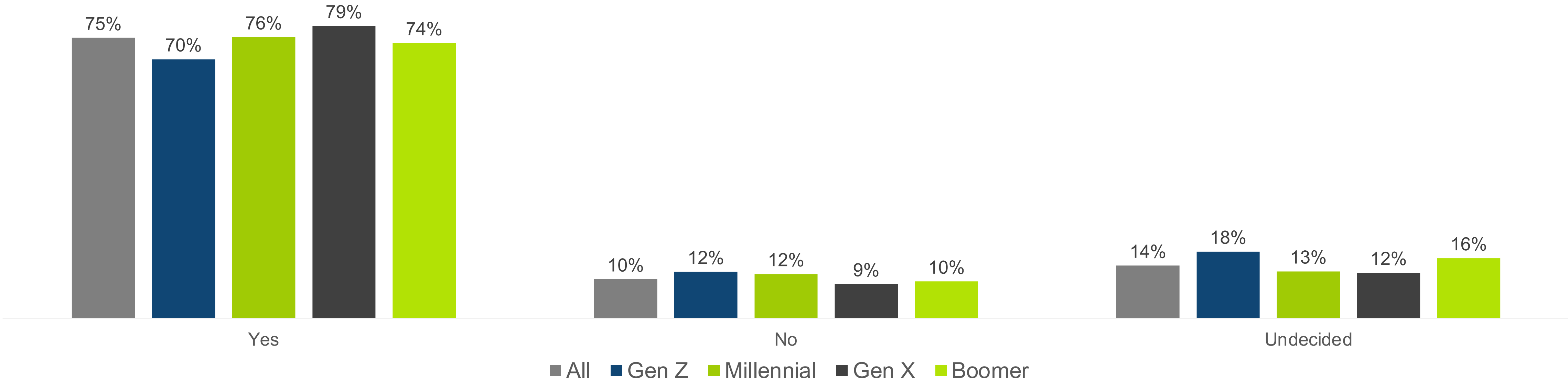
Think the COVID vaccine booster is necessary now



Do you feel a COVID vaccine booster is necessary now?

Of those who are currently vaccinated three-quarters will get the booster shot when it becomes available.

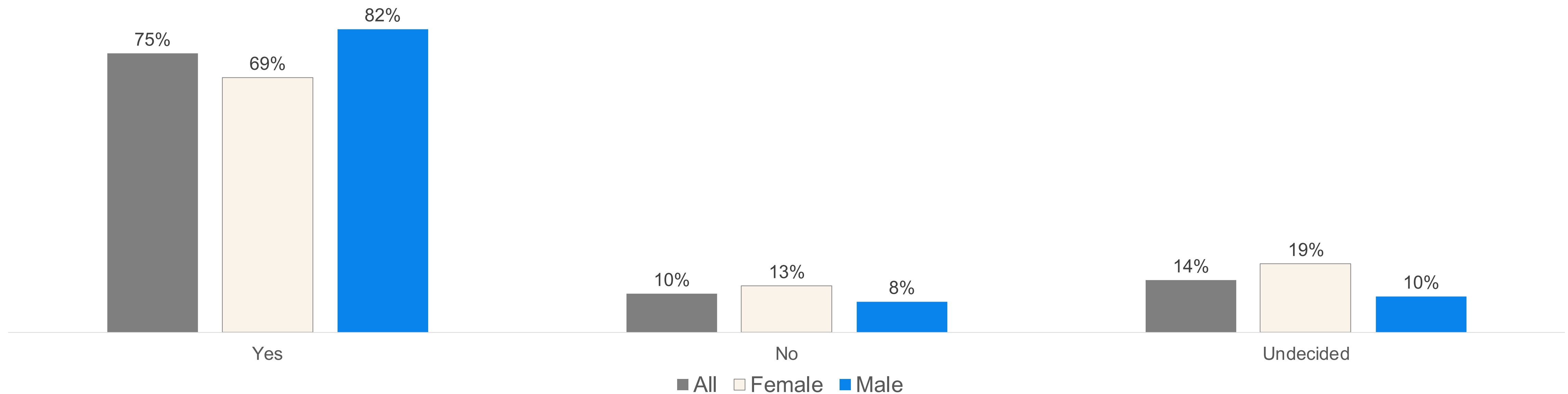
Will be getting the booster shot



If a COVID vaccine booster is made available, will you be getting the shot?

Men (82%) are much more likely than women (69%) to be planning on getting a booster shot when they have the opportunity.

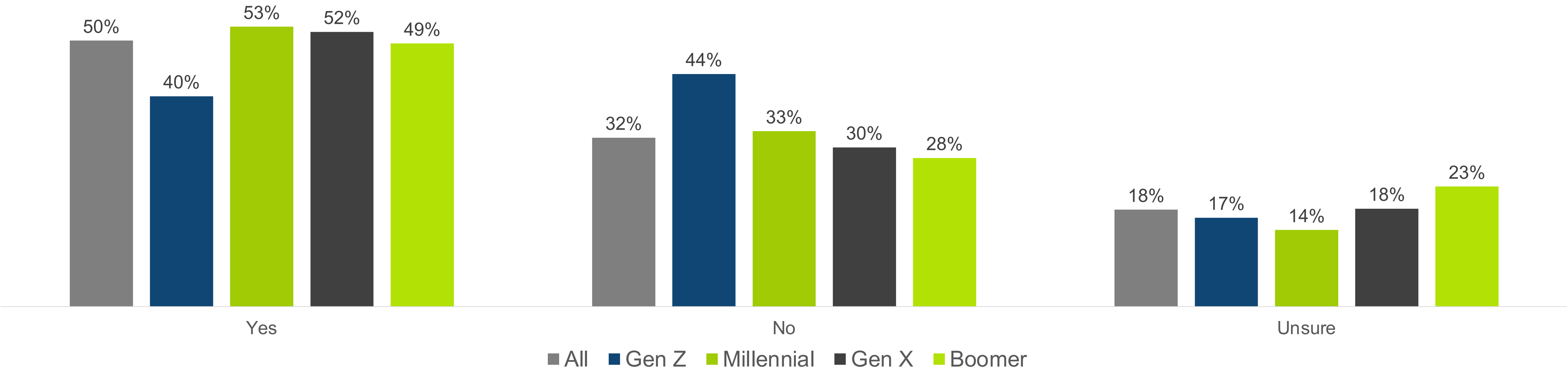
Will be getting the booster shot



If a COVID vaccine booster is made available will you be getting the shot?

Only half the respondents feel that children between the ages of 5 and 11 should be vaccinated while nearly one-third (32%) feel they shouldn't be.

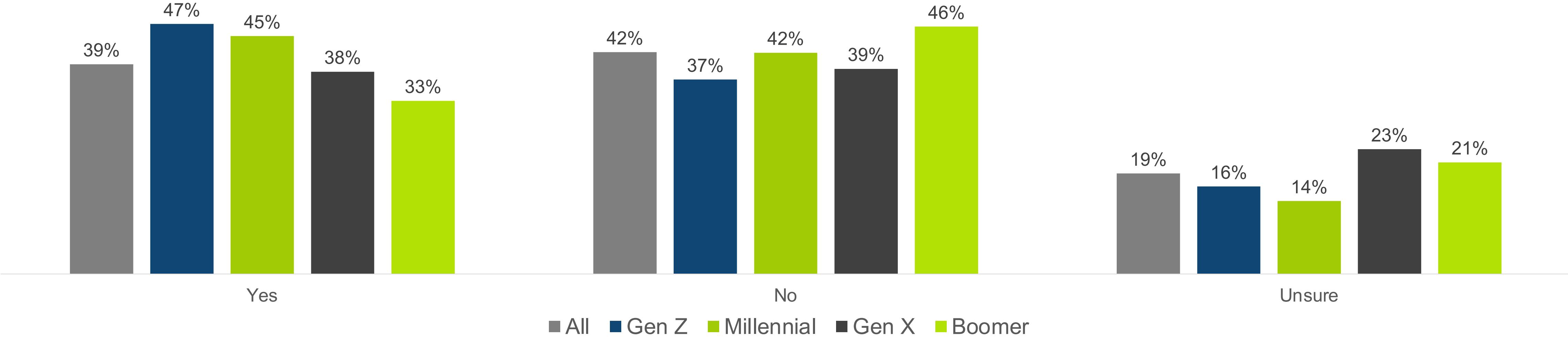
Believe young children should get the vaccine



It appears the COVID vaccine may be approved for children between the ages of 5 and 11 as early as October. Do you think children that young should get the COVID vaccine?

Slightly more people (42%) think COVID cannot be controlled without nearly everyone getting vaccinated than those that do believe it can be controlled (39%).

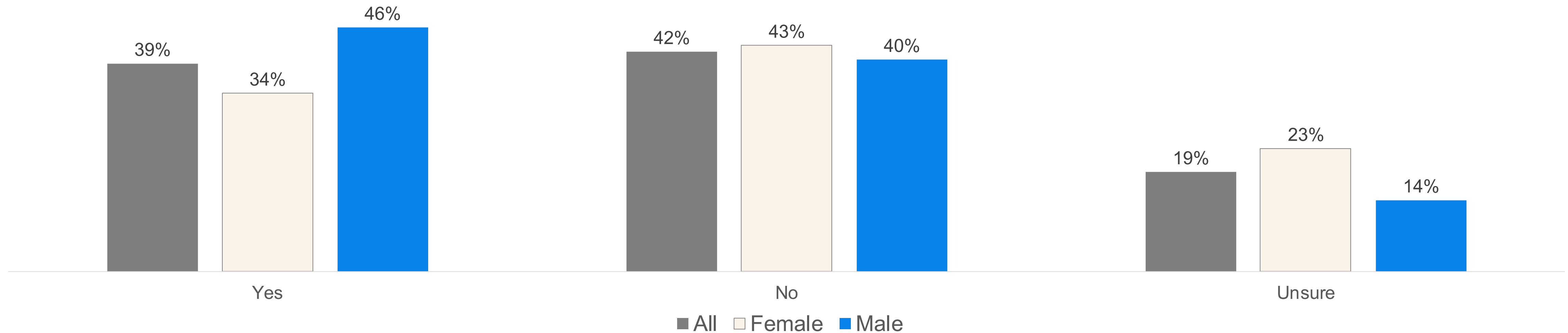
Think COVID-19 can be brought under control without (almost) everyone being vaccinated



Do you think COVID-19 can be brought under control without almost everyone being vaccinated?

Men (46%) are much more confident than women (34%) that COVID can be controlled without a thorough penetration of vaccinations.

Think COVID-19 can be brought under control without (almost) everyone being vaccinated



Do you think COVID-19 can be brought under control without almost everyone being vaccinated?

Summary

Social Media Use

- The average respondent is engaging with 4.1 social media platforms.
- Facebook, which has the highest overall engagement (76%), is less popular with GenZ (63%) than TikTok (68%) is.
- Facebook still holds a commanding lead as the preferred platform with nearly twice the preference of YouTube (38% v 21%).
- While Facebook is the most highly preferred platform, it is favored predominantly by Boomers (51%) and GenXers (42%).
 - For GenZ, the preferred platforms are YouTube (29%) and TikTok (23%).
- The average amount of time spent on social media exceeds 8 hours per week.
 - 10% of respondents are spending more than 20 hours per week.
- Only one-half of the sample is spending 50% or more of their social media time on their favorite platform.
- As one might expect, COVID has resulted in an increase in social media use. 37% are using it more than pre-COVID, while only 14% are using it less.

Summary

Social Media Use – con't

- If COVID is brought under control it's unlikely that we'll see a precipitous drop in social media use. 23% expect some level of decline while 15% expect to increase their participation.
- More than half the respondents report purchasing products advertised on social media sometimes (36%), often (11%) or very often (6%).
- The social discord associated with COVID and the current political environment has led nearly 4 people in 10 to block, unfriend or stop following another individual or group.
- More than one-quarter of the sample has abandoned a social media platform as a result of conversations regarding either COVID or politics.

Summary

COVID-19

- Two-thirds of the respondents feel COVID is here to stay.
 - Men (27%) are nearly twice as likely as women (14%) to think COVID will be eradicated soon.
- Over half the respondents (55%) feel a vaccine booster is necessary now, while a quarter of respondents are uncertain.
- Of those who are currently vaccinated, three-quarters will get the booster shot when it becomes available.
 - Men (82%) are much more likely than women (69%) to be planning on getting a booster shot when they have the opportunity.
- Only half the respondents feel that children between the ages of 5 and 11 should be vaccinated, while nearly one-third (32%) feel they shouldn't be.
- Slightly more people (42%) think COVID cannot be controlled without nearly everyone getting vaccinated than those that do believe it can be controlled (39%).
 - Men (46%) are much more confident than women (34%) that COVID can be controlled without a thorough penetration of vaccinations.