



Home Retail Consumer Monitor

October 19, 2021



Methodology

N = 805

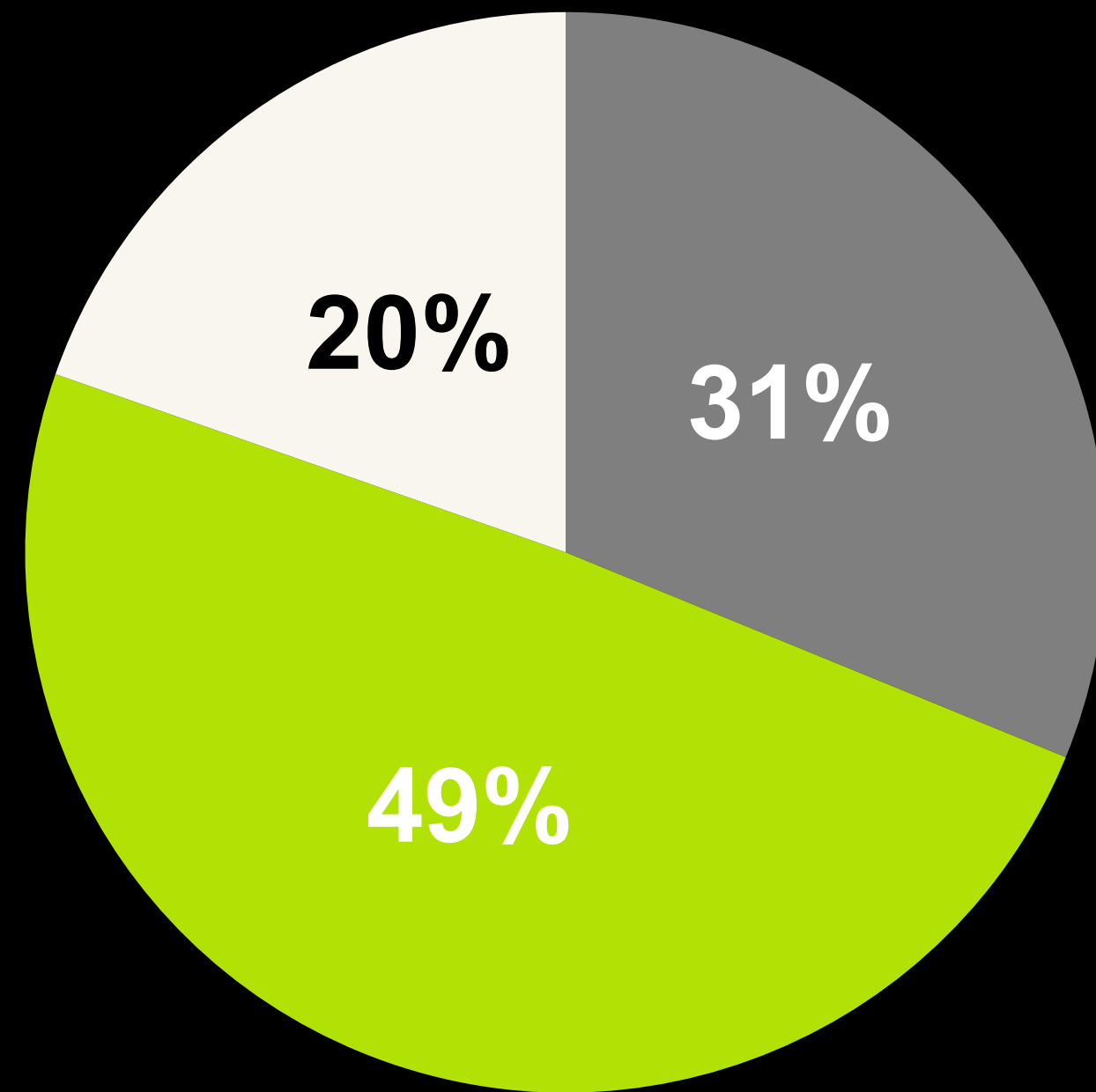
MOE \pm 3.45%

Panel: General Population

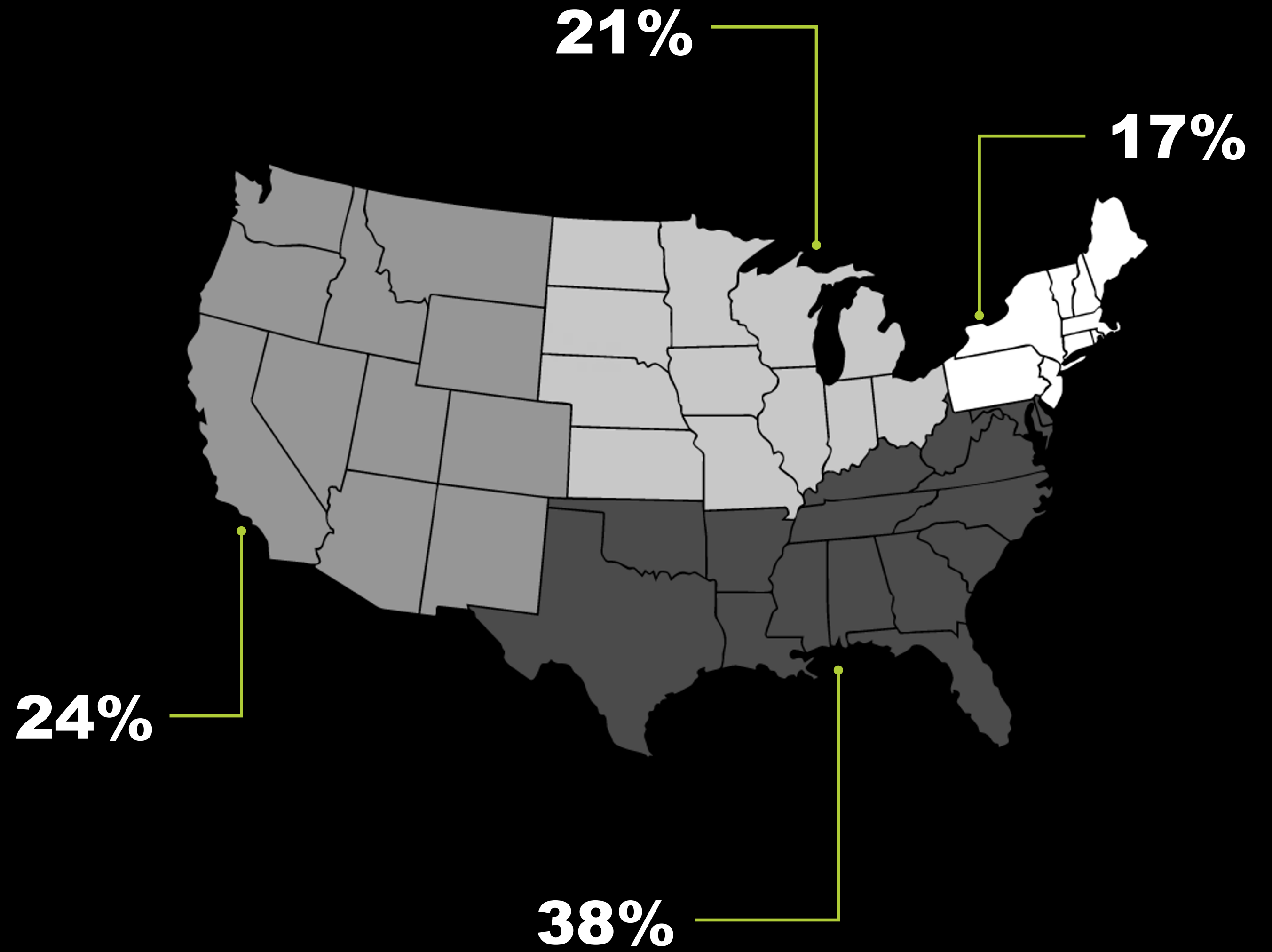
Collected: 10/08/21, 10/09/21

Panel Composition

Urbanicity

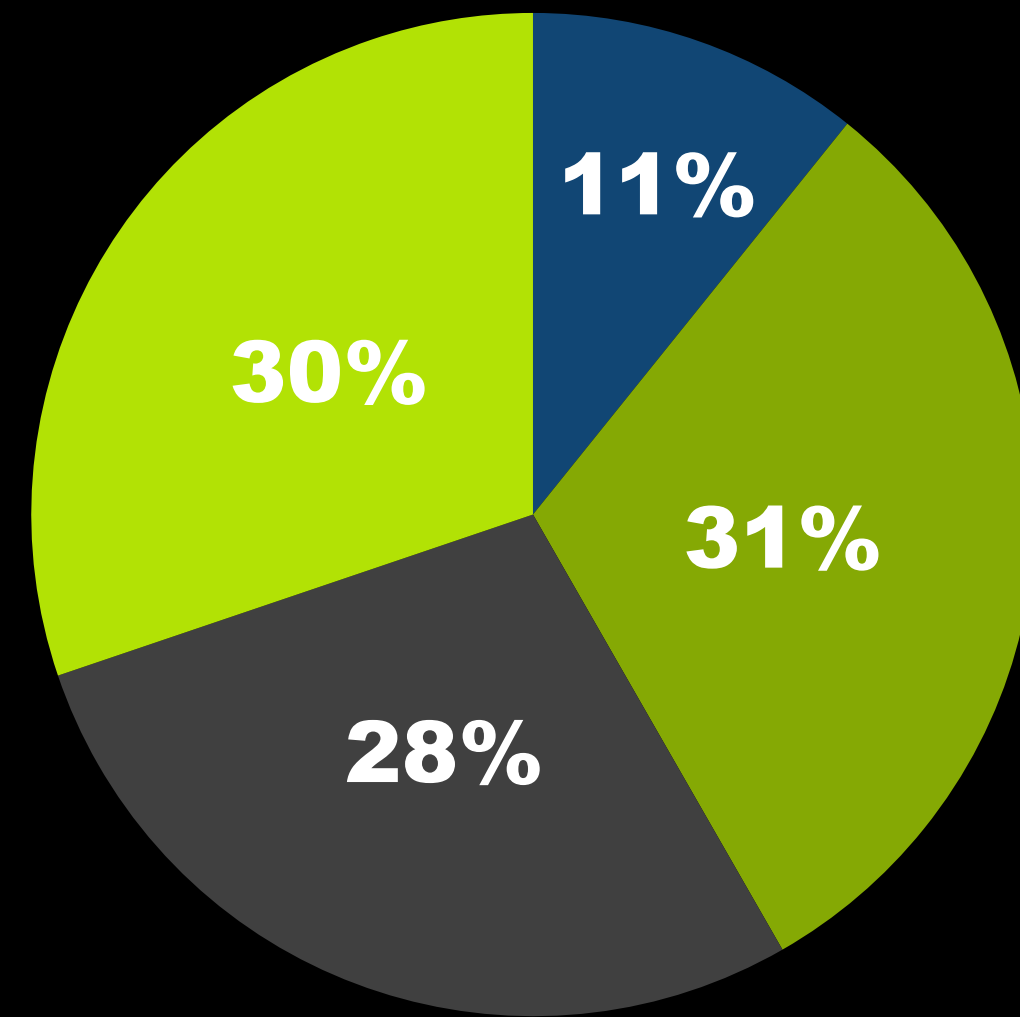


■ Urban ■ Suburban ■ Rural



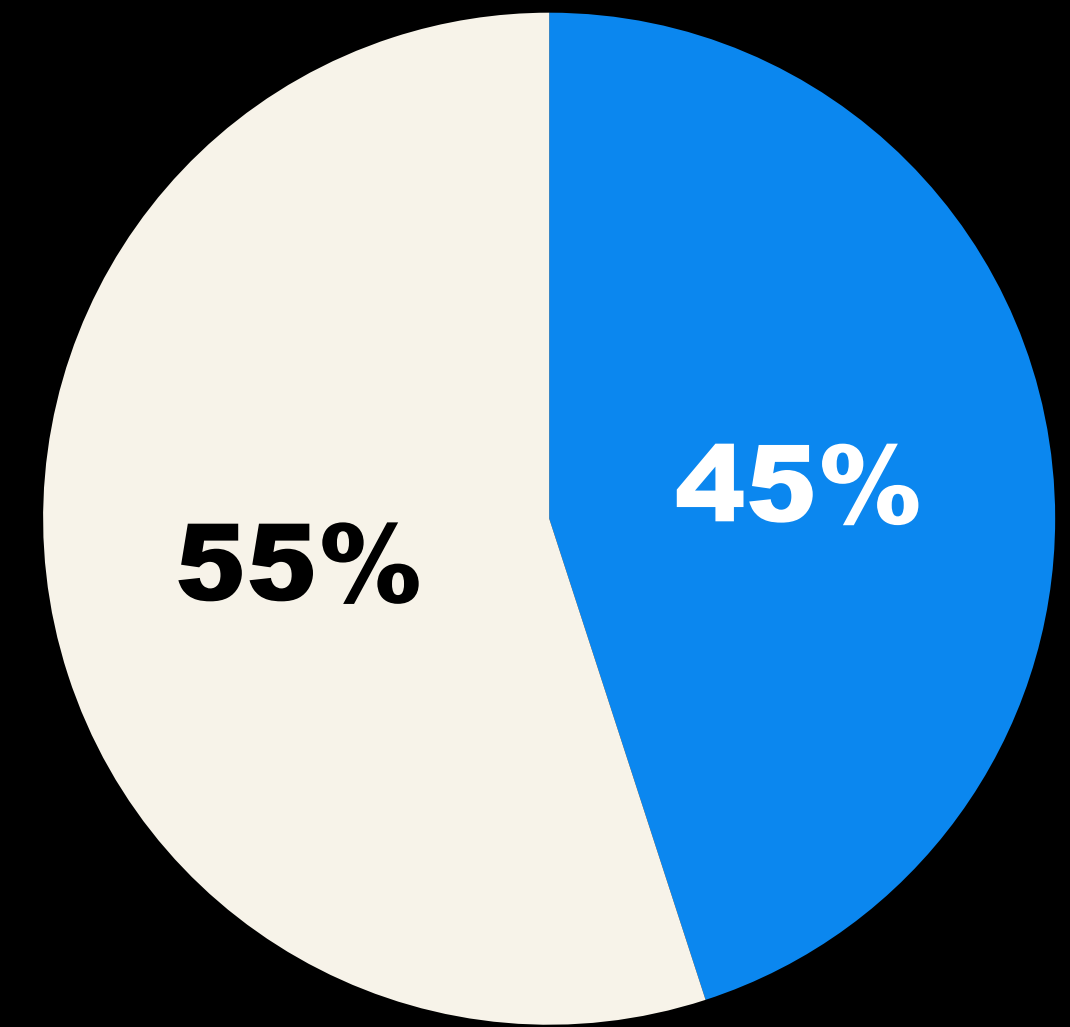


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender

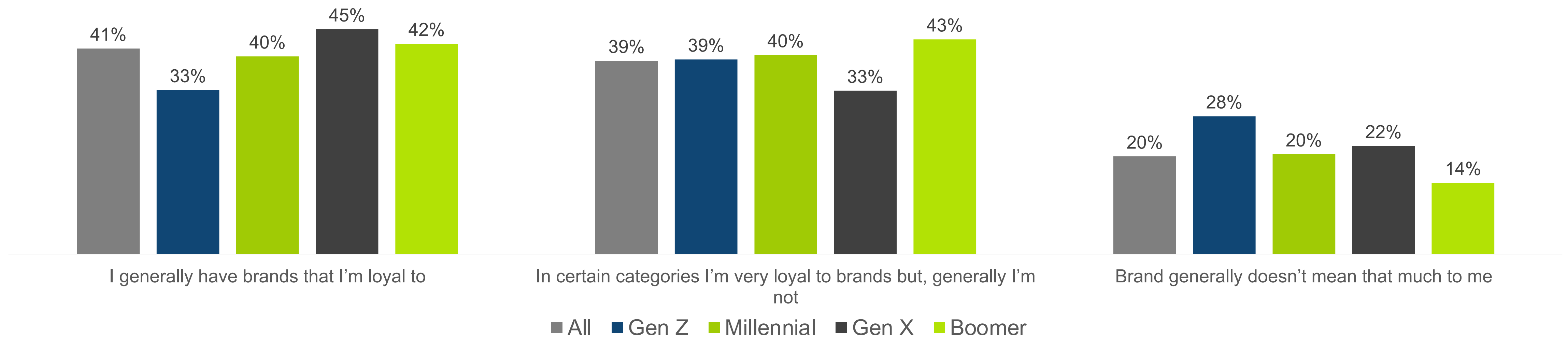


■ Male ■ Female

Role of Brand

41% of respondents purport to be brand loyal in most categories. 1 person in 5 says brand means little to them.

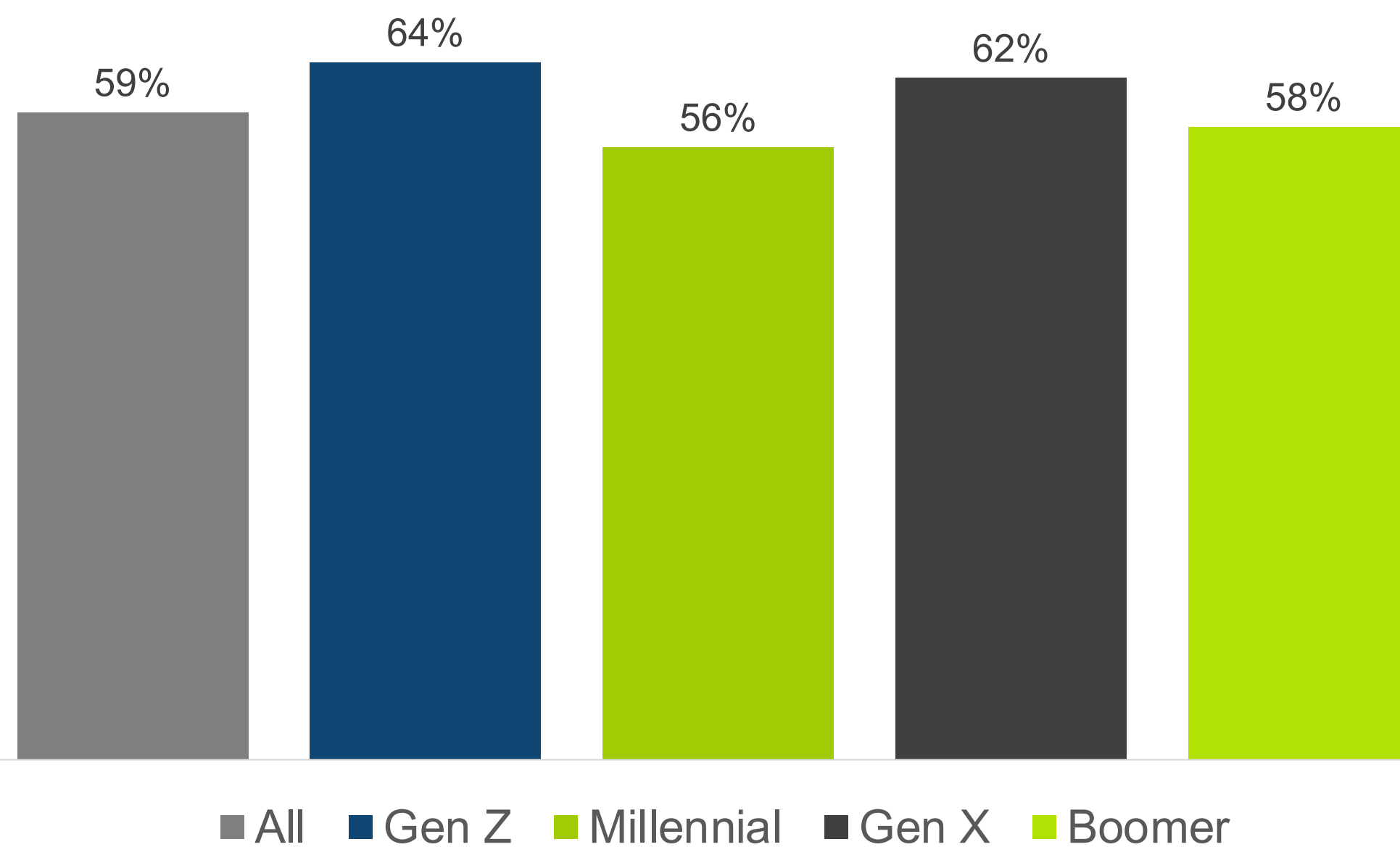
Brand loyalty self-descriptors



Some people are very loyal to certain brands while others are not. Which of the following best describes your position on brand loyalty?

Nearly 60% of the sample is willing to accept a substitute when the brand they're seeking is unavailable.

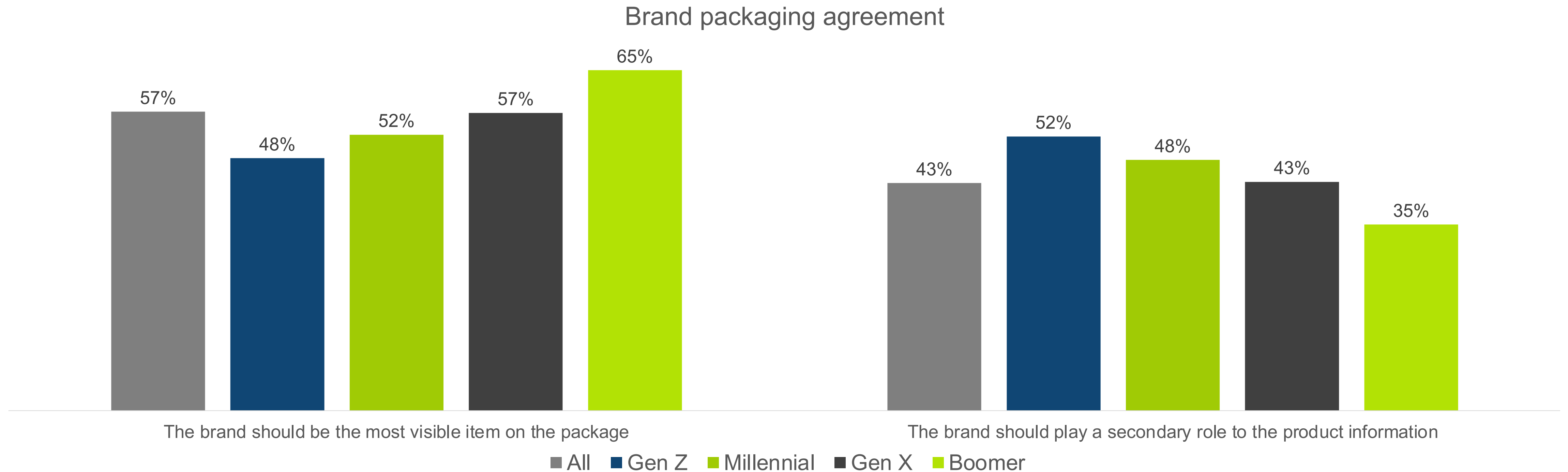
% Who buy substitutes when they can't find a particular brand when shopping online or in-store



When you're in a store or online looking for a particular brand and can't find it, what do you typically do?



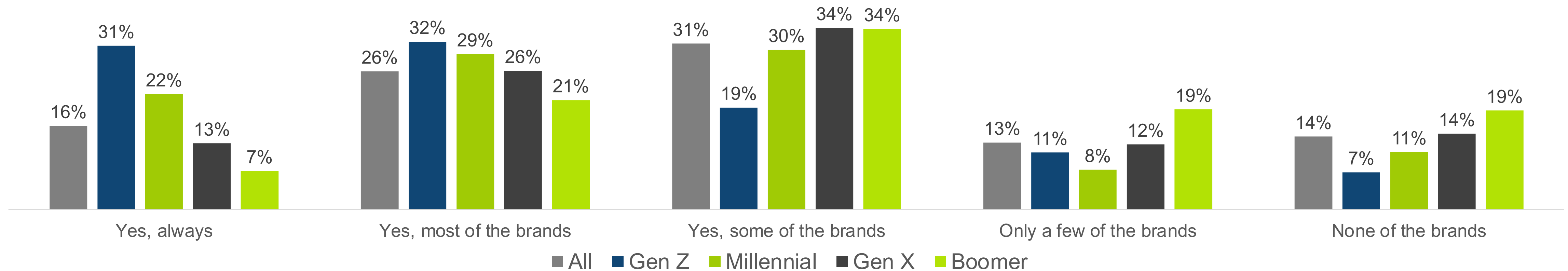
57% of respondents feel brand should be the most prominent thing on a product label while 43% feel the brand should play a secondary role to product information.



With which of the following statements do you agree more?

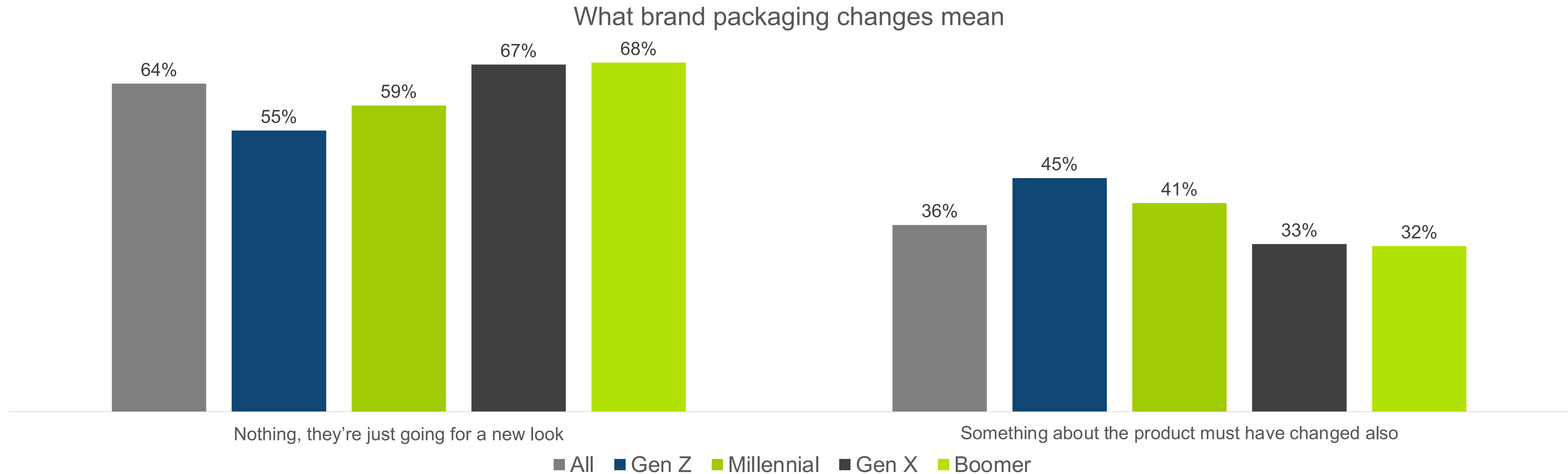
Nearly 3 people in 4 (73%) have colors they associate with some or all of the brands they know well.

Color association with brands



Thinking about the brands that you've very familiar with, do you have a color or colors that you always associate with those brands?

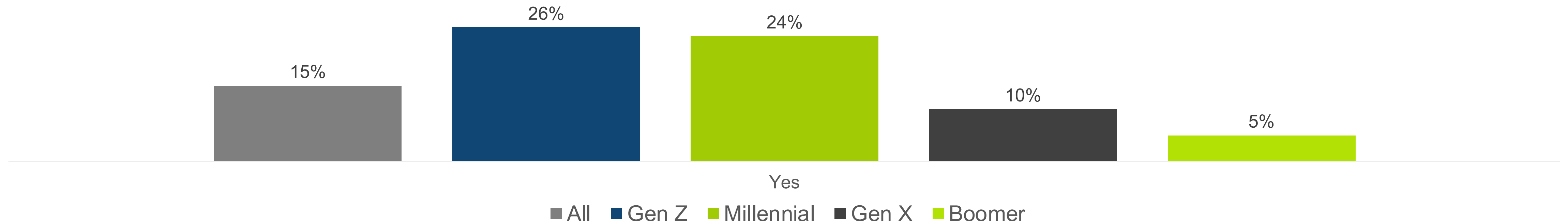
64% of respondents feel a packaging change is immaterial to the product while the remaining 36% feel something about the product must have also changed.



When a brand changes a product's packaging, what does that mean to you?

15% of respondents report abandoning a brand because of a packaging change. The phenomena is most common among Gen Z (26%) and least common among Boomers (5%).

Have stopped buying a brand because they changed packaging



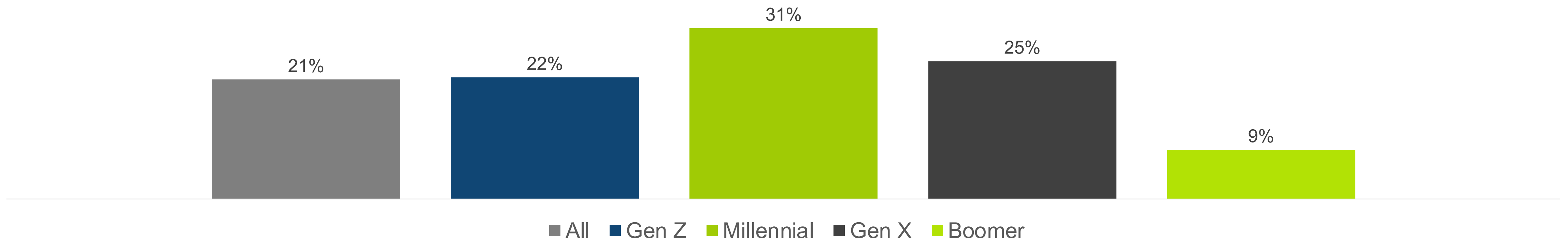
Have you ever stopped buying a product because of a change to their packaging?

KIA Logo Change



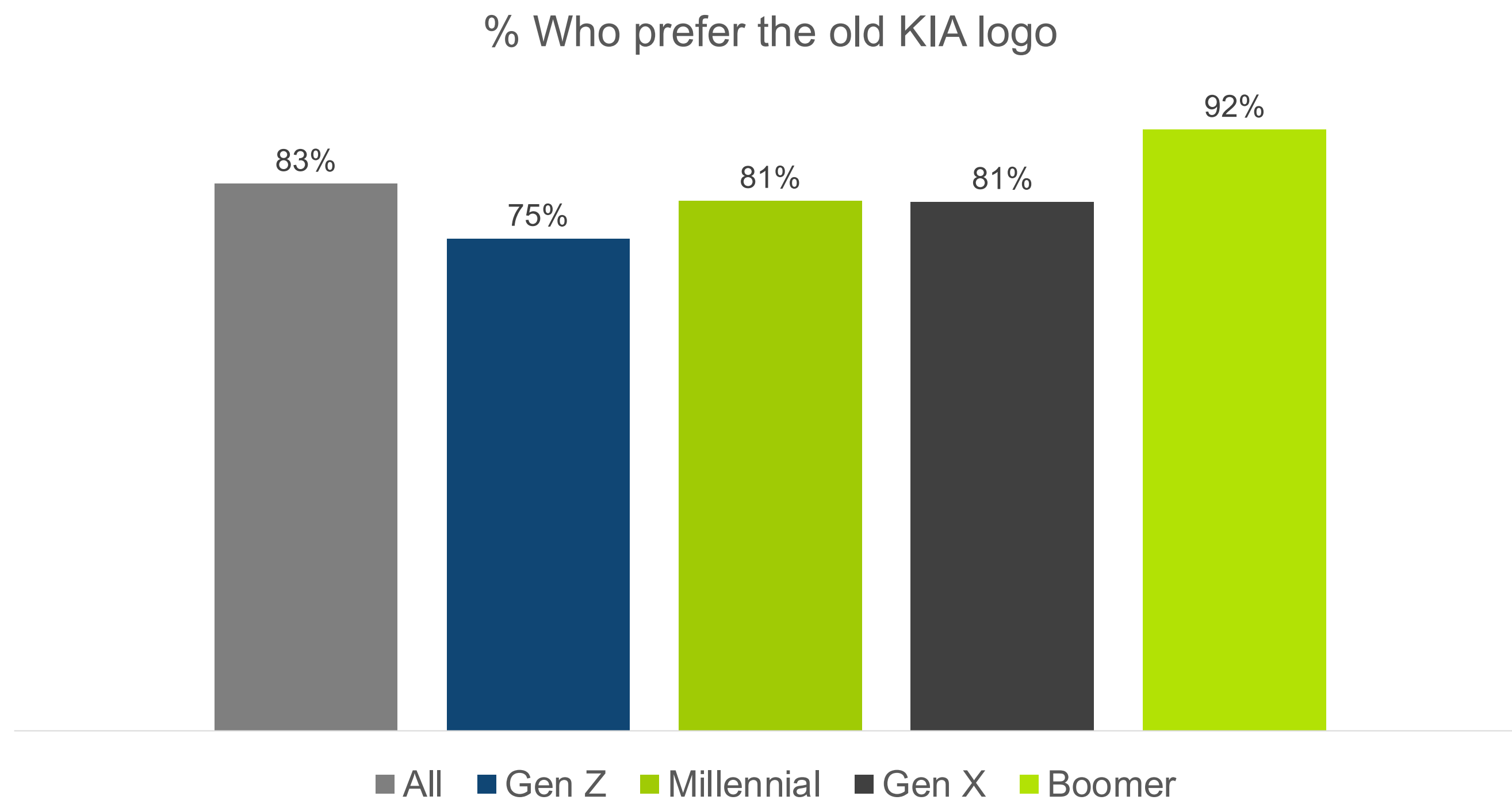
Car manufacturer KIA introduced a new logo on January 6, 2021. To date, only 21% of respondents report being aware of the change.

% Who are aware that KIA changed their logo



Are you aware that car manufacturer KIA has changed their logo (brand mark)?

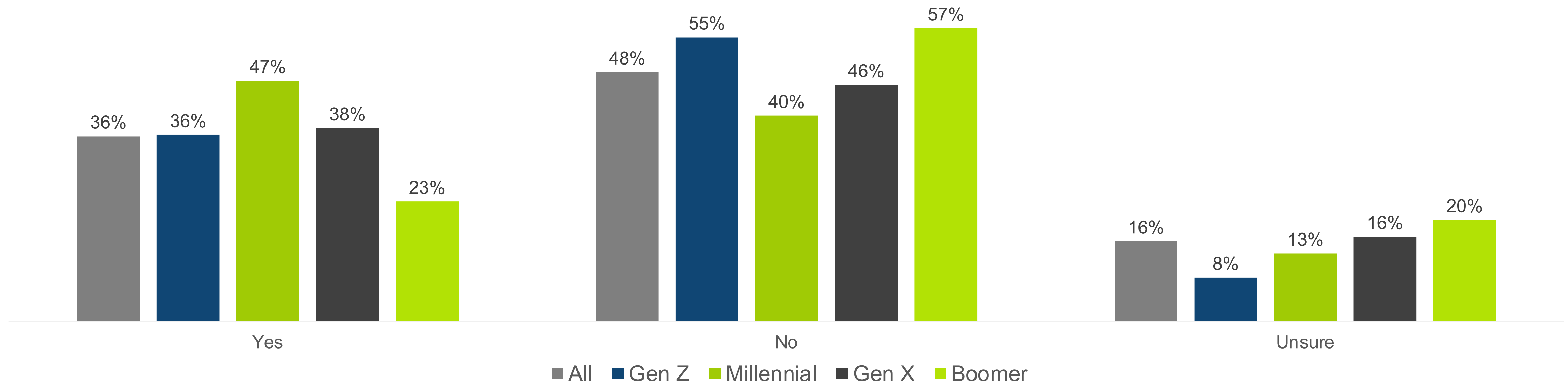
When exposed to both the new and old logos side-by-side, 83% of respondents reported a preference for the old version.



Shown below are the old and new KIA logos. Which of the two logos do you prefer?

Only a little more than one-third (36%) of respondents say they would have recognized the logo was KIA's without being told that it is.

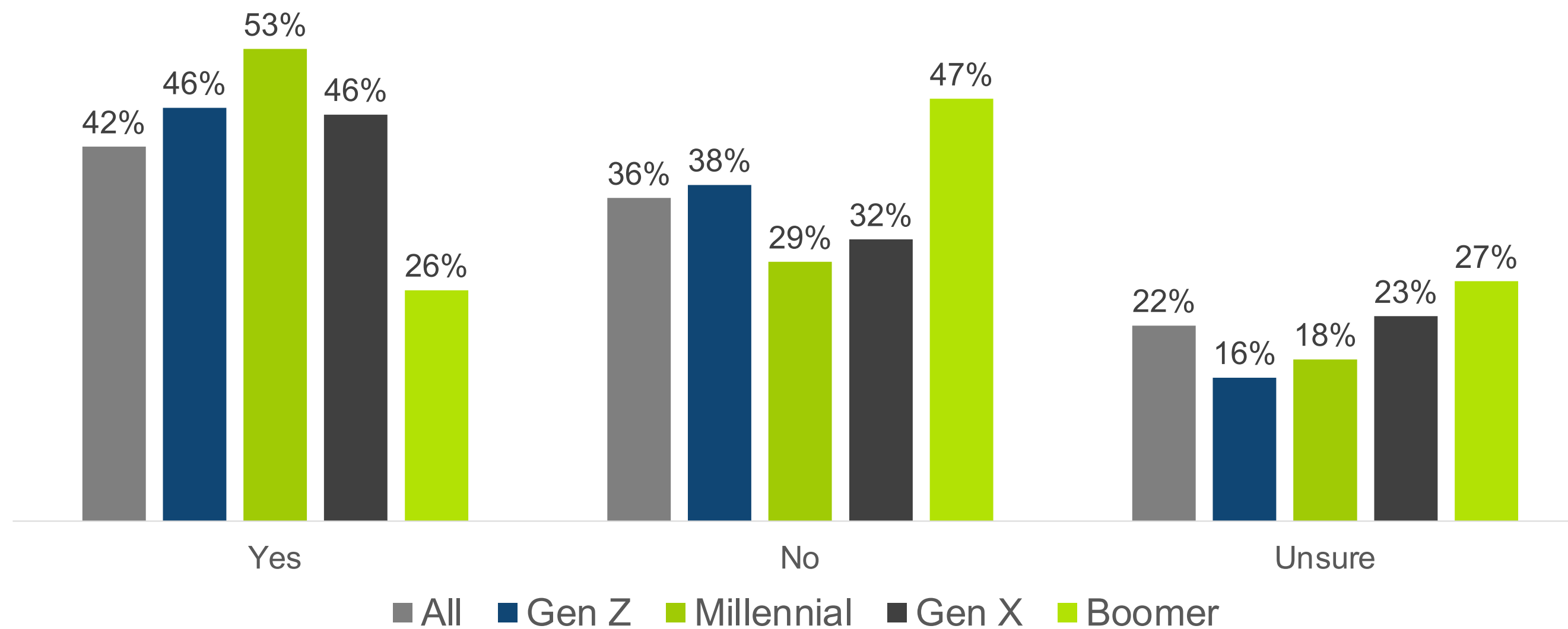
Would have recognized new KIA logo had not been told



If you had not been told, do you think you would have recognized the new logo as being for KIA?

Less than half of the sample (42%) feel the new logo is a good representation of the brand.

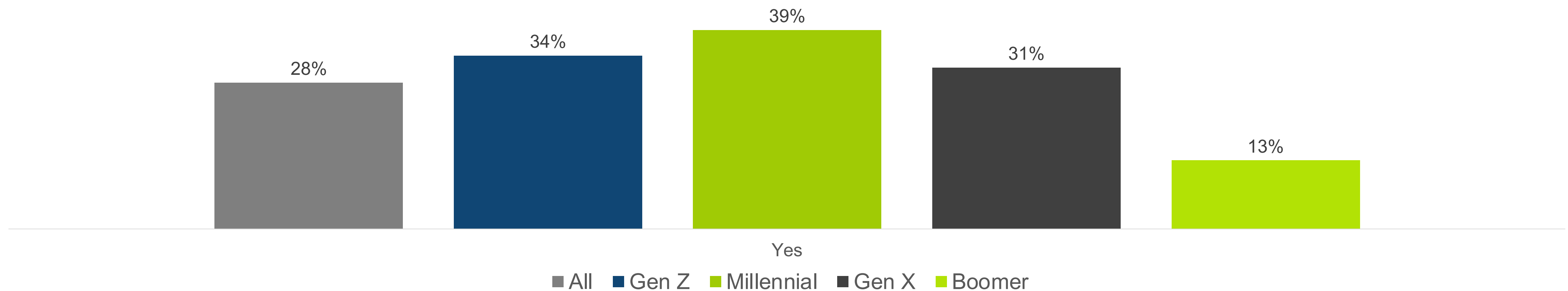
Think new KIA logo is a good representation of the brand



Do you think the new logo is a good representation of the KIA brand?

Slightly more than one-quarter (28%) of the sample view the brand differently because of the new logo.

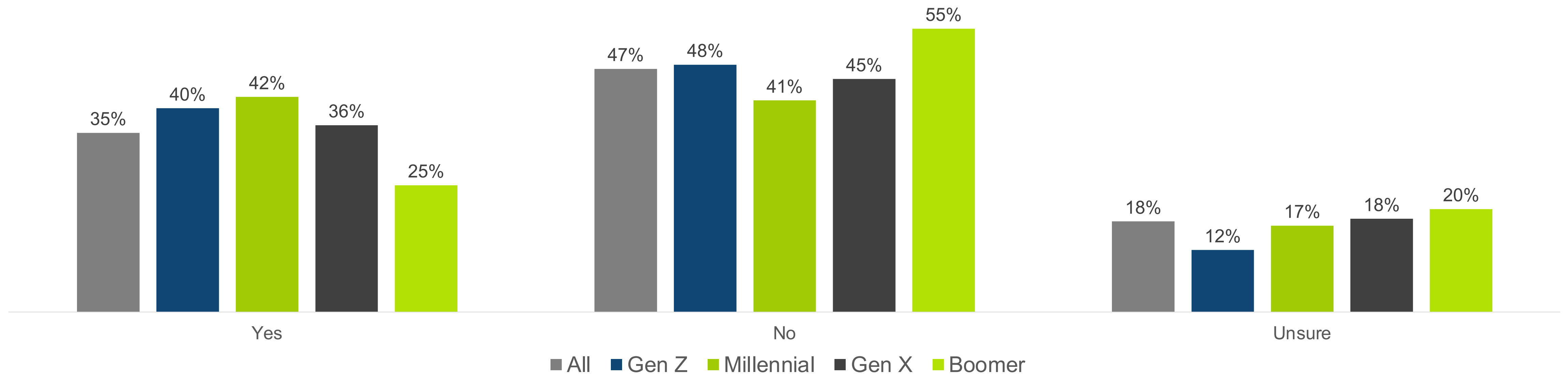
New KIA logo makes people think about the brand differently



Does the new logo make you think about the KIA brand any differently?

35% of the sample feels the new logo is indicative of other changes to KIA going forward.

New logo making people think KIA will be different going forward



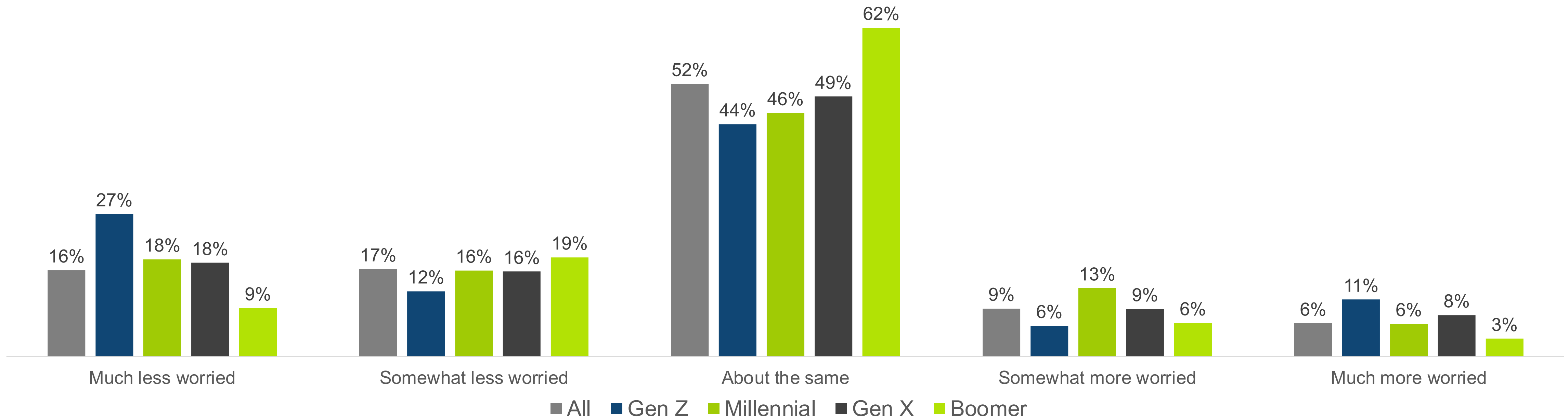
Does the new logo make you think that there may be something different about KIA cars going forward?

COVID-19



Despite the negative news about COVID-19, 33% of respondents report being somewhat or much less worried about the virus than one month ago.

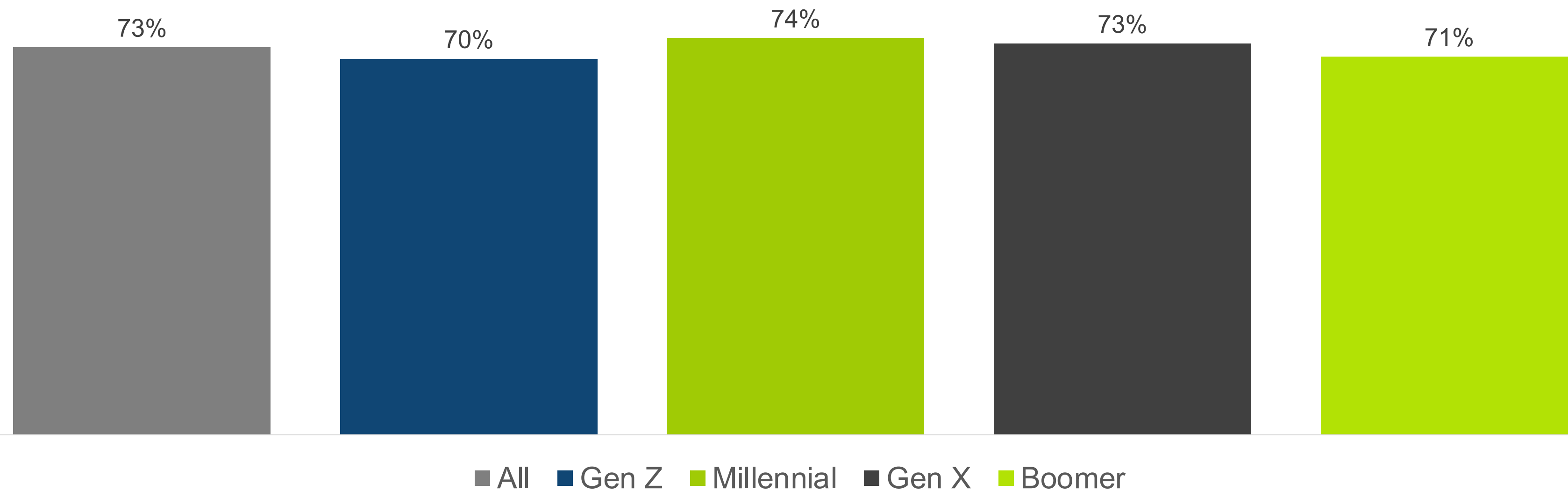
Worry about COVID-19 now vs. 1 month ago



How does your worry about COVID-19 now compare to your worry 1 month ago?

Reduced worry aside, nearly three-quarters (73%) of respondents feel that communities experiencing a significant rise in cases should re-implement precautions.

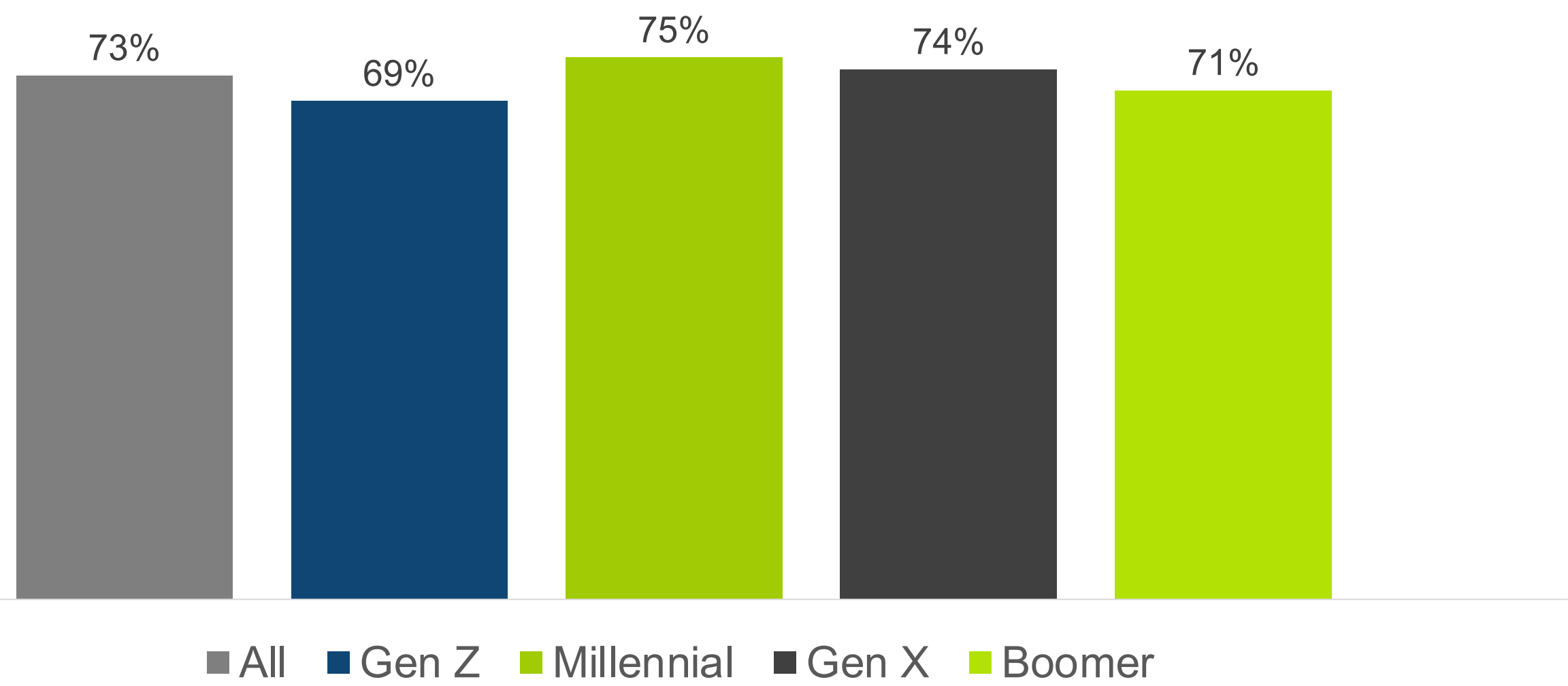
% Who think communities experiencing COVID spikes should re-implement precautionary measures



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

An identical number (73%) feel all children should be wearing masks in school.

% Who agree with CDC recommendations for children to wear masks in school

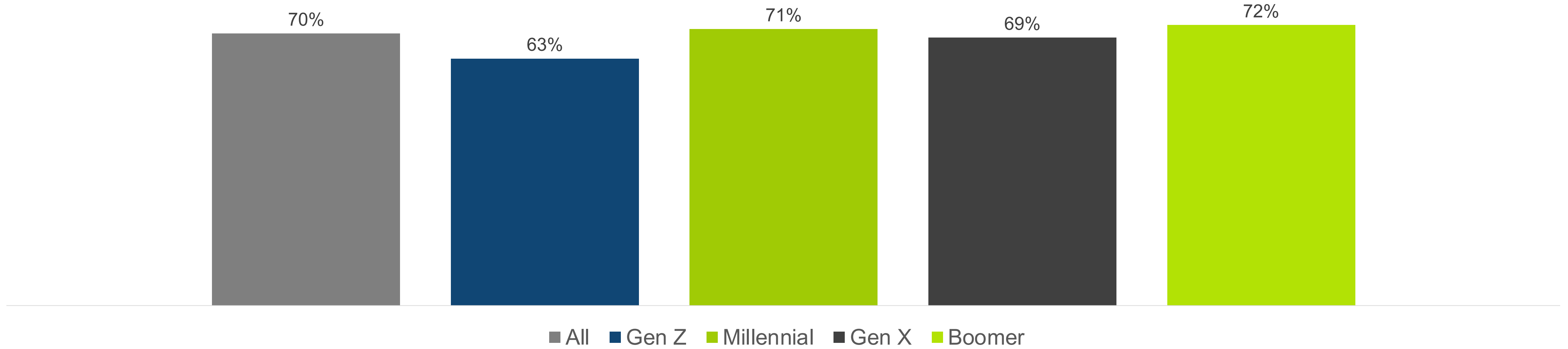


Do you agree with the recommendation from the CDC that all children wear masks in school?



7 in 10 respondents feel all healthcare workers should be vaccinated.

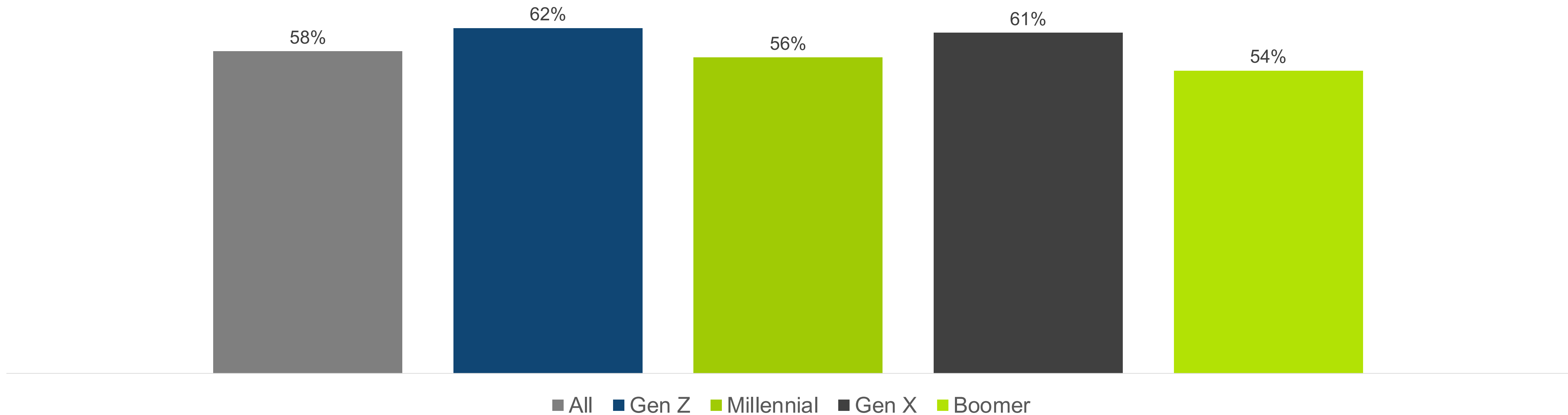
% Who think all healthcare workers should be vaccinated



Do you think all health care workers should be vaccinated?

While 70% feel healthcare workers should be vaccinated, only 42% would not go to a doctor or dentist if they knew a portion of the staff was unvaccinated.

% Who would go to doctor/dentist knowing some of the staff wasn't vaccinated



Would you go to a doctor or dentist if you knew that some members of the staff had not been vaccinated?

Summary

Role of Brand

- 41% of respondents purport to be brand loyal in most categories.
 - 1 person in 5 says brand means little to them.
- Nearly 60% of the sample is willing to accept a substitute when the brand they're seeking is unavailable.
- 57% of respondents feel brand should be the most prominent thing on a product label.
 - 43% feel the brand should play a secondary role to product information.
- Nearly 3 people in 4 (73%) have colors they associate with some or all of the brands they know well.
- 64% of respondents feel a packaging change is immaterial to the product, while the remaining 36% feel something about the product must have also changed.
- 15% of respondents report abandoning a brand because of a packaging change.
 - The phenomenon is most common among Gen Z (26%) and least common among Boomers (5%).

Summary

KIA Logo Change

- Car manufacturer KIA introduced a new logo on January 6, 2021. To date, only 21% of respondents report being aware of the change.
- When exposed to both the new and old logos side-by-side, 83% of respondents reported a preference for the old version.
- Only a little more than one-third (36%) of respondents say they would have recognized the logo was KIA's without being told that it is.
- Less than half of the sample (42%) feel the new logo is a good representation of the brand.
- Slightly more than one-quarter (28%) of the sample view the brand differently because of the new logo.
- 35% of the sample feels the new logo is indicative of other changes to KIA going forward.

Summary

COVID-19

- Despite the negative news about COVID, 33% of respondents report being somewhat or much less worried about it than one month ago.
- Reduced worry aside, nearly three-quarters (73%) of respondents feel that communities experiencing a significant rise in cases should re-implement precautions.
- An identical number (73%) feel all children should be wearing masks in school.
- 7 in 10 respondents feel all healthcare workers should be vaccinated.
 - While 70% feel healthcare workers should be vaccinated, only 42% would not go to a doctor or dentist if they knew a portion of the staff was unvaccinated.