
Home Retail Consumer Monitor

Methodology

N = 784

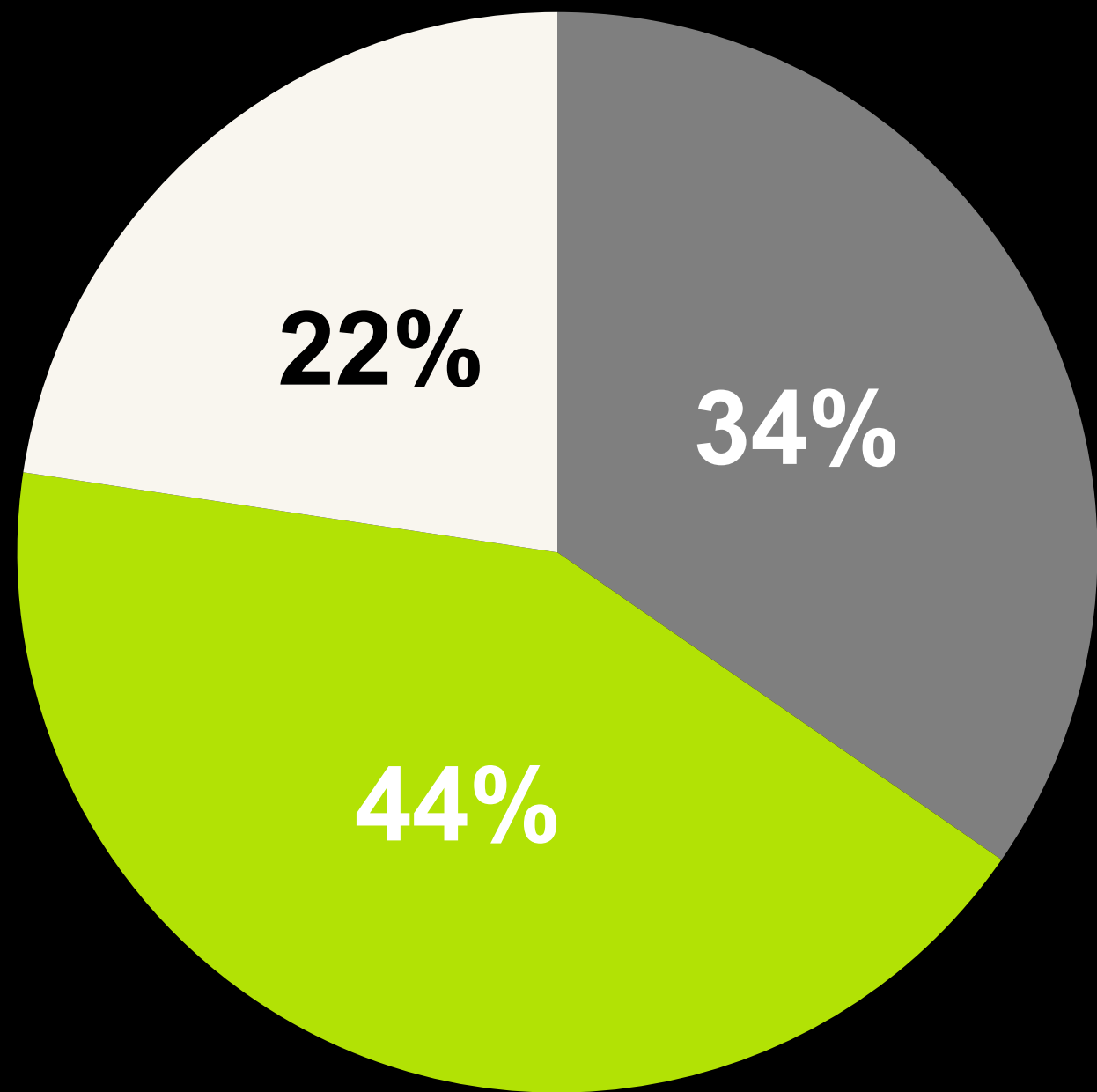
MOE \pm 3.50%

Panel: General Population

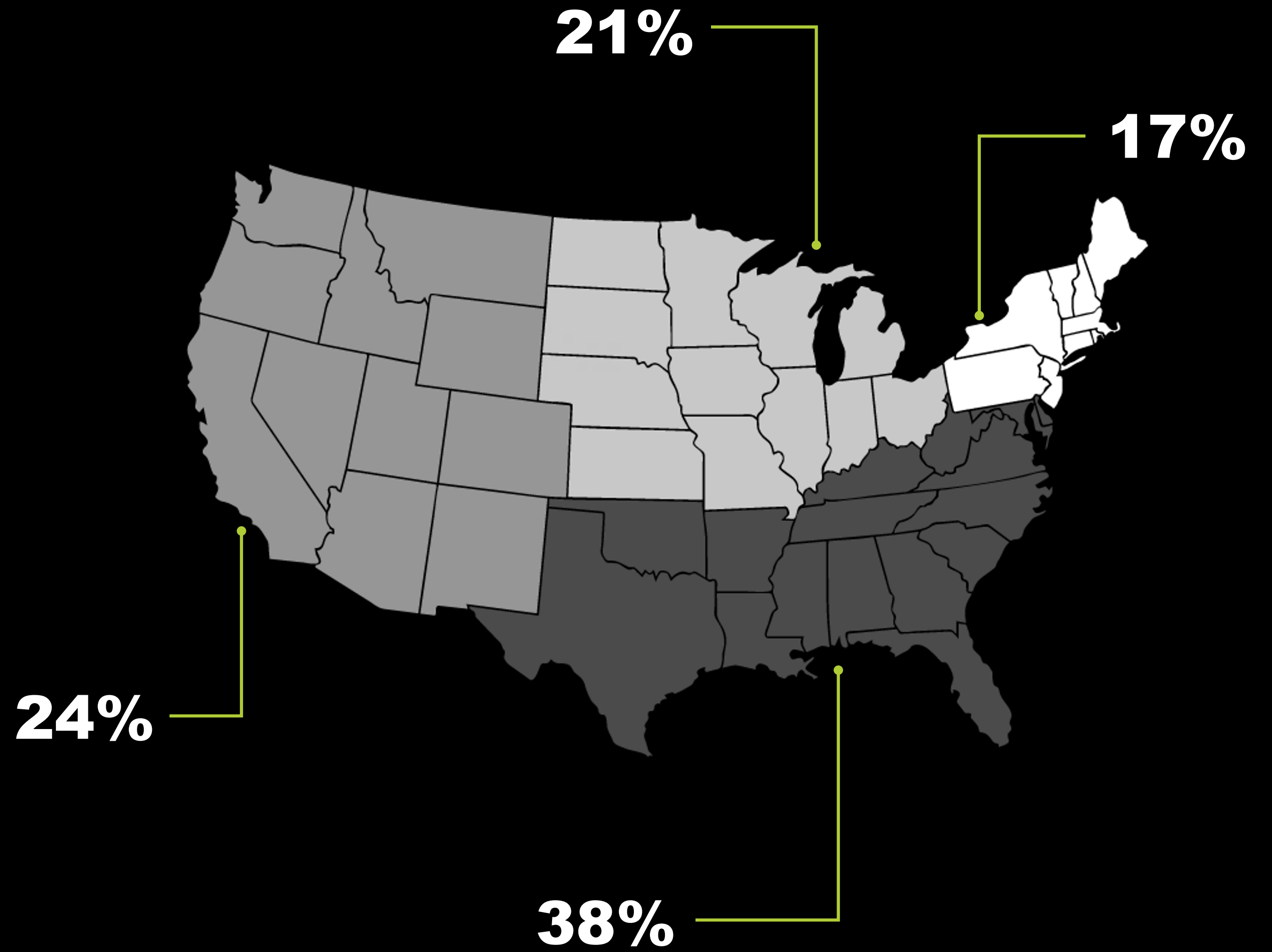
Collected: 11/19/21, 11/20/21



Urbanicity

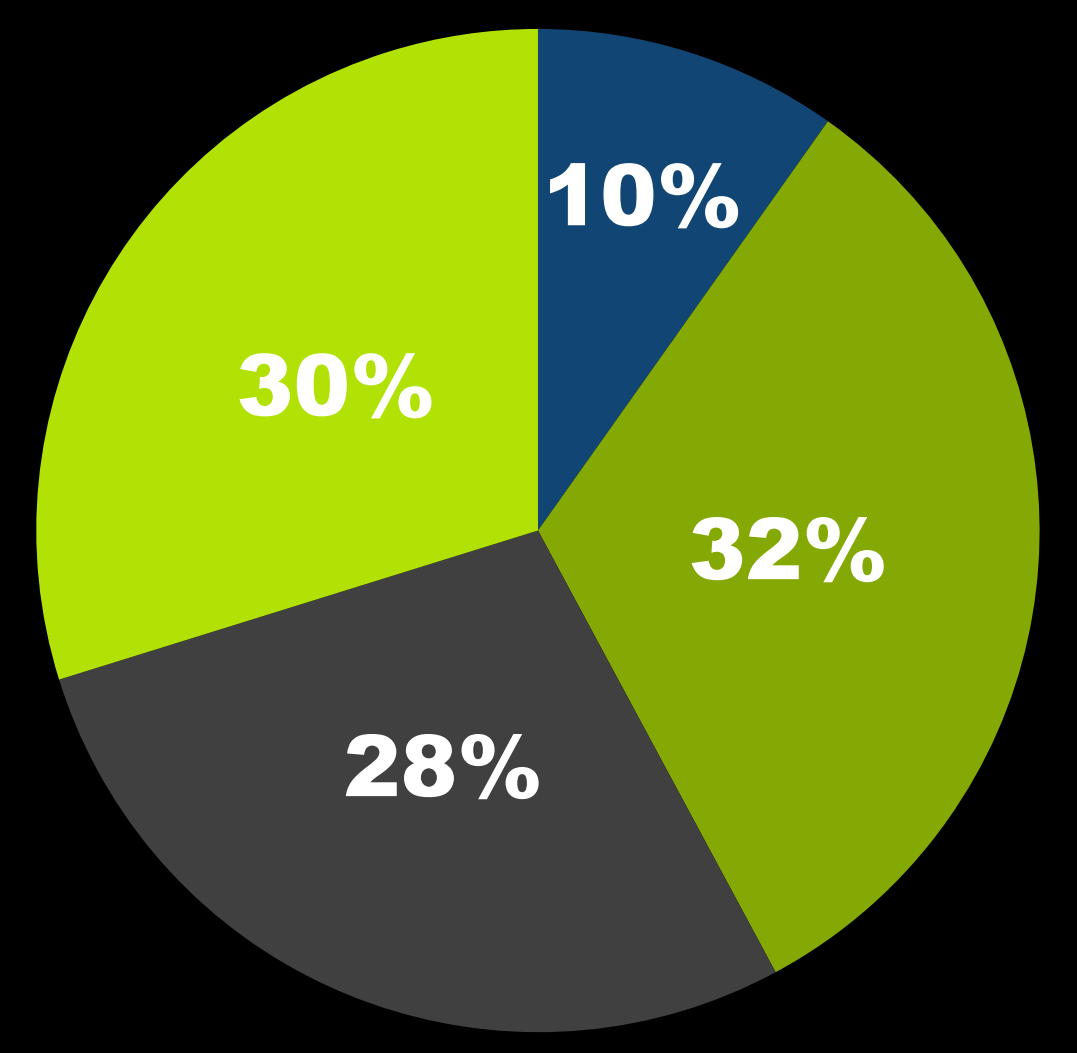


■ Urban ■ Suburban ■ Rural



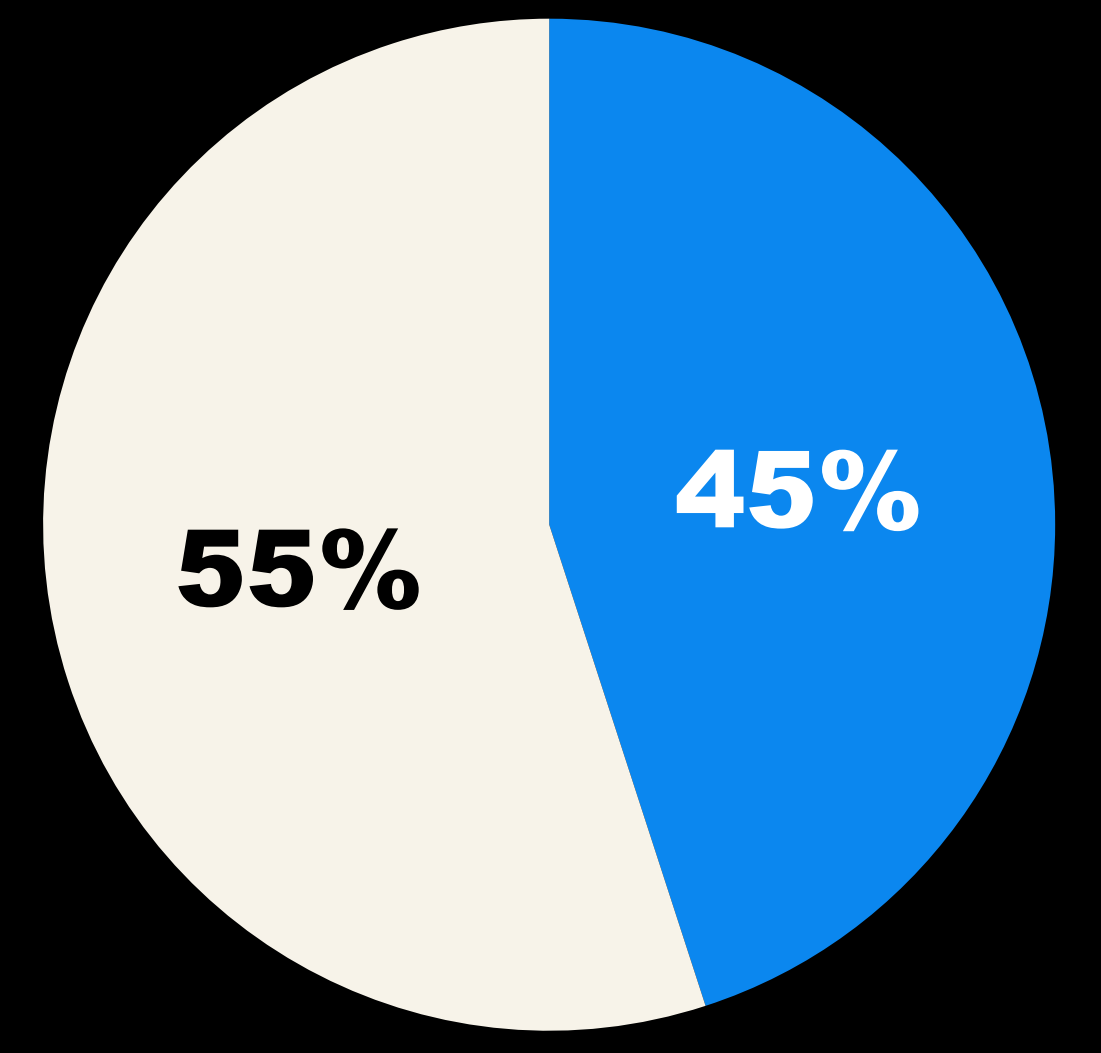


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



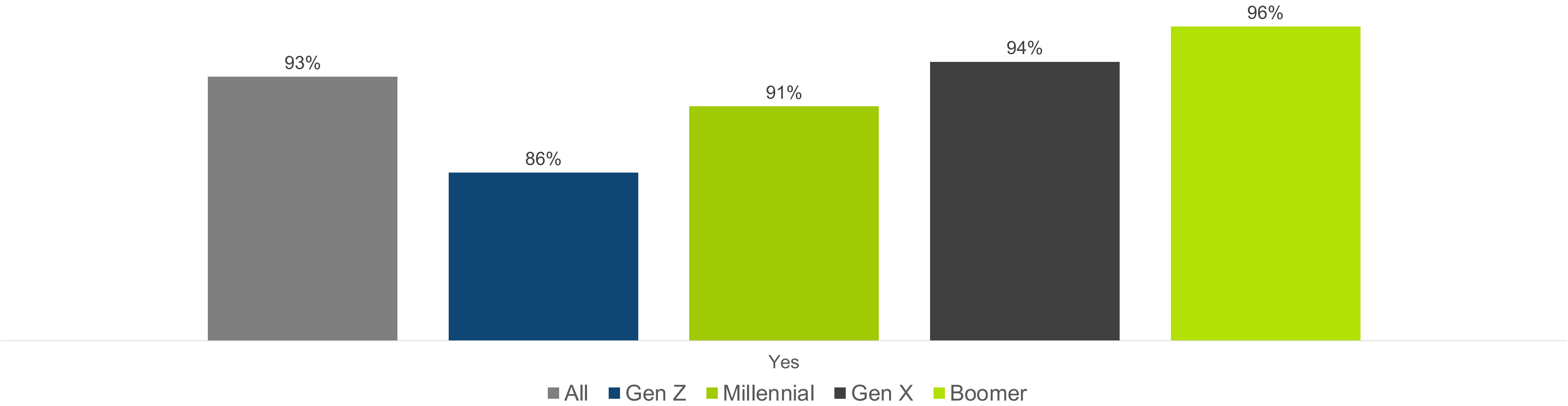
■ Male ■ Female

Impact of Rising Prices



Nearly everyone (93%) has noticed rising prices on everyday items.

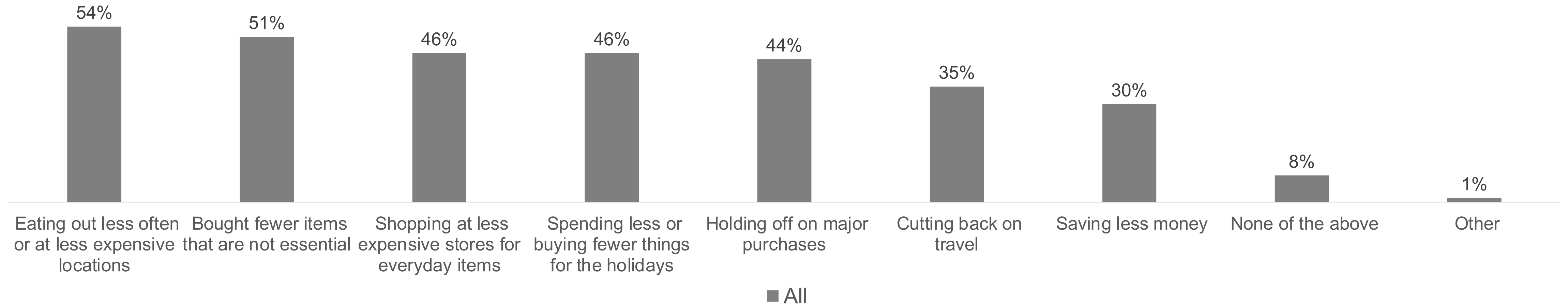
Have noticed rising prices on everyday items



Have you noticed the rising prices of everyday items like gas, groceries, and other household items?

As a result, a majority of people are reducing their expenses when dining out (54%) and are buying fewer non-essential items (51%).

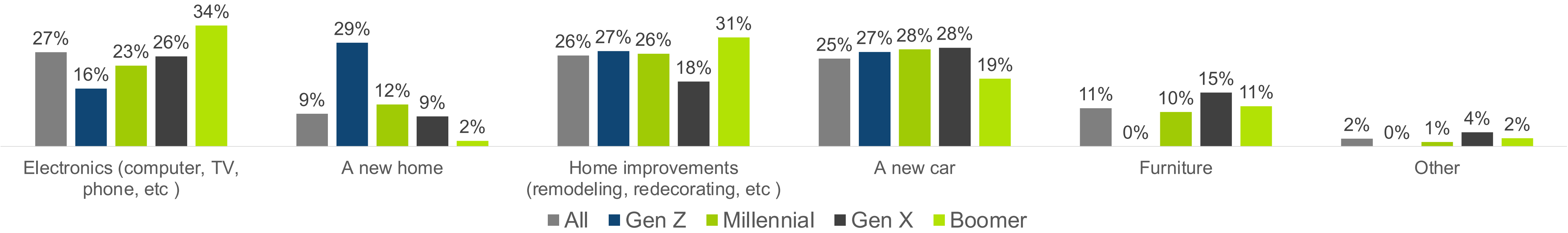
Steps taken/will take because of rising prices:



Which of the following steps have you taken, or will you take because of the rising prices on everyday items?

Of the 44% of people who are delaying major purchases, home improvements (26%) and new cars (25%) are the most frequently cited.

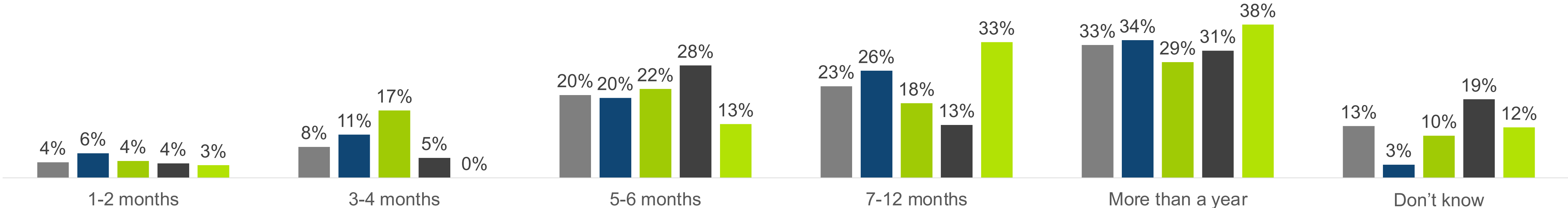
Delayed major purchases:



Which of the following major purchases are you waiting to make?

Less than one-third (32%) of people feel they'll be comfortable making those big-ticket purchases within the next 6 months.

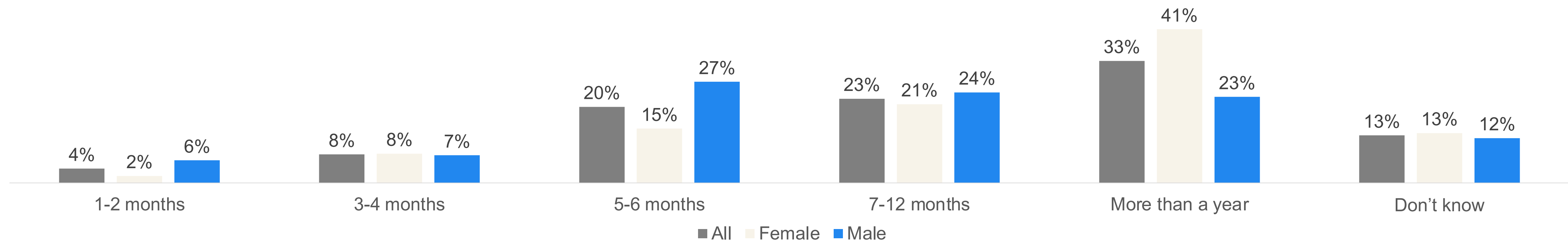
Length of time before being comfortable making major purchases



How long do you think you'll have to wait before you're comfortable making your major purchase(s)?

Men (23%) are much less likely than women (41%) to think major purchases will need to be delayed more than a year.

Length of time before being comfortable making major purchases



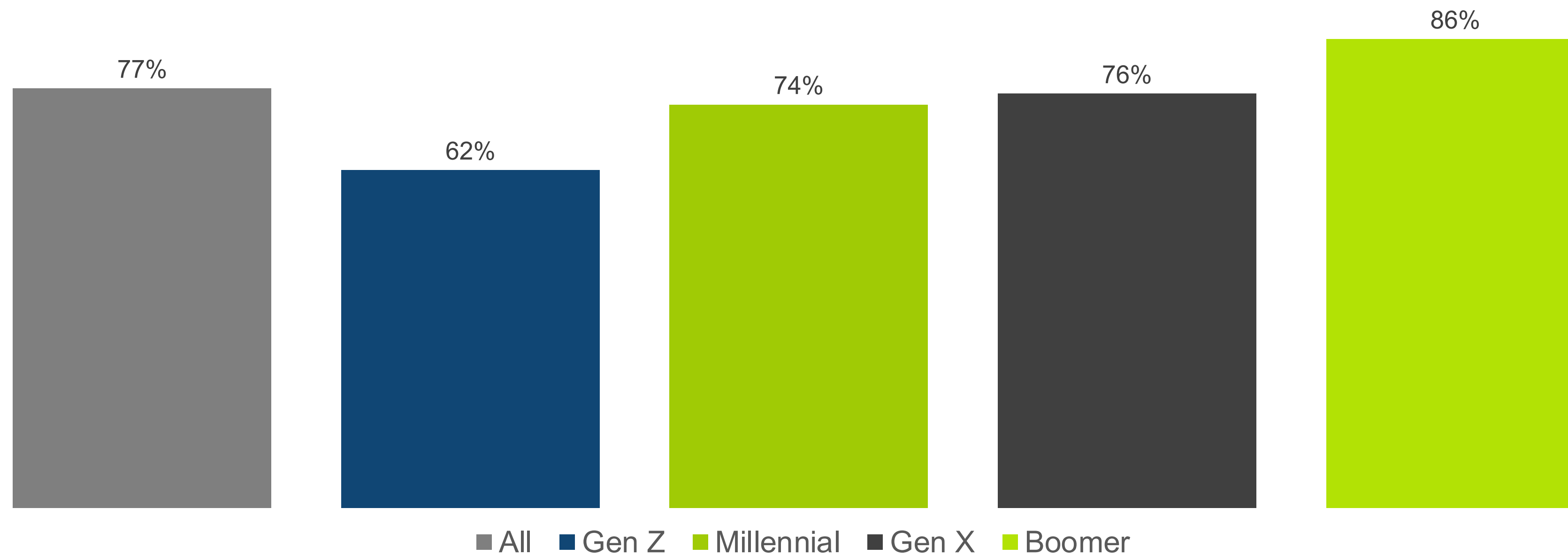
How long do you think you'll have to wait before you're comfortable making your major purchase(s)?

Perceptions of Small Business



More than 3 people in 4 (77%) feel small businesses are an important part of their local economy.

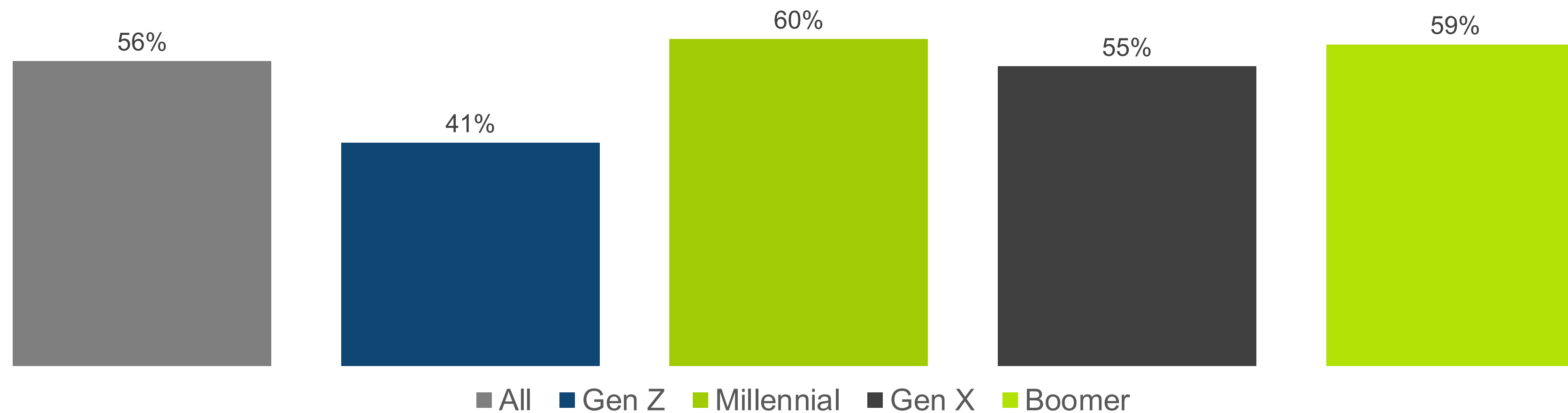
Top 2 box agreement: Small businesses are an important part of the local economy



Please indicate your level of agreement with the following statements.

56% of respondents feel small businesses offer a product selection that is different than big box stores.

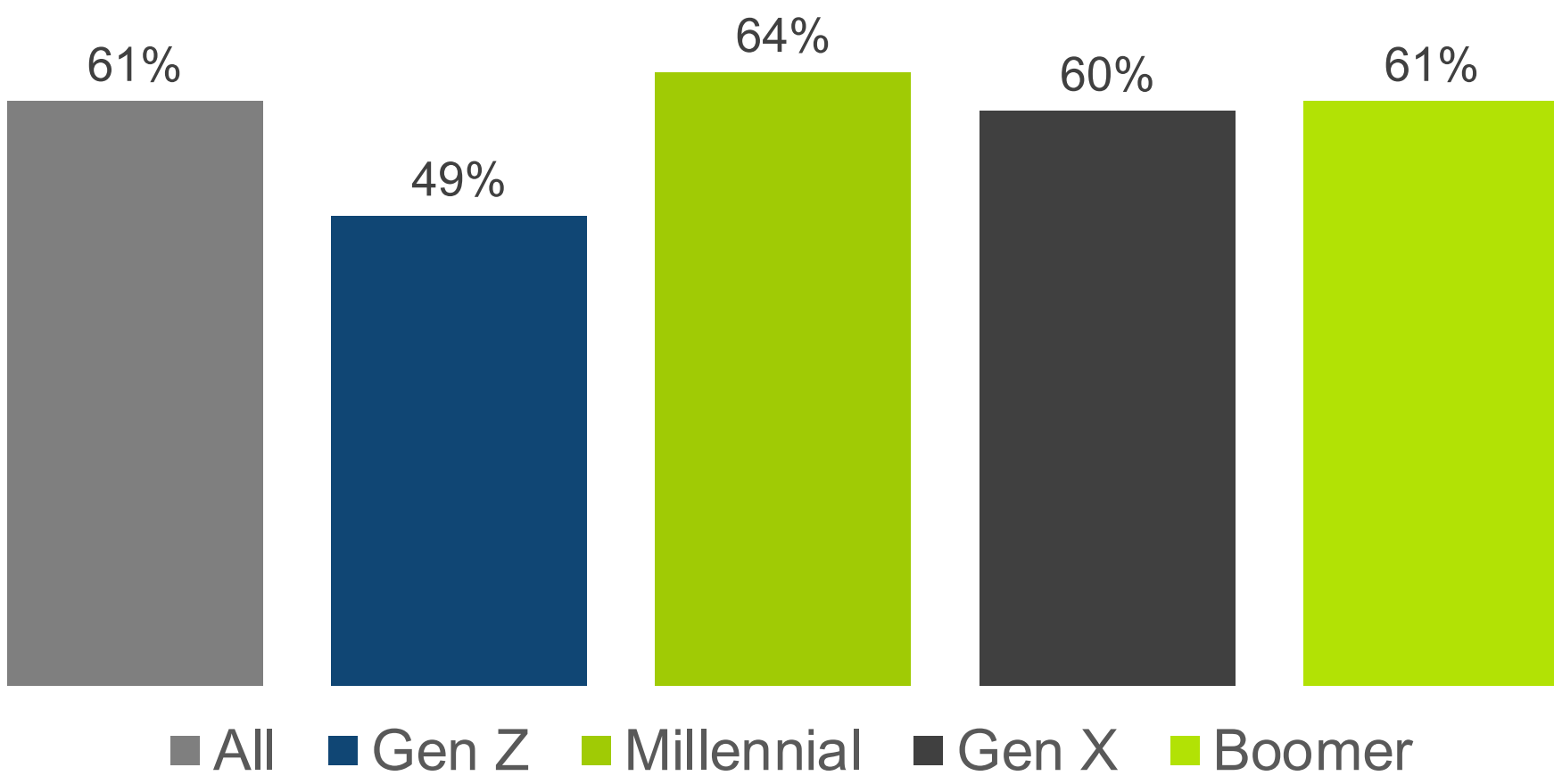
Top 2 box agreement: Small businesses offer products you don't find at the big stores



Please indicate your level of agreement with the following statements.

61% of respondents feel the service in small businesses is better than they receive elsewhere.

Top 2 box agreement: I find the service is better at small businesses

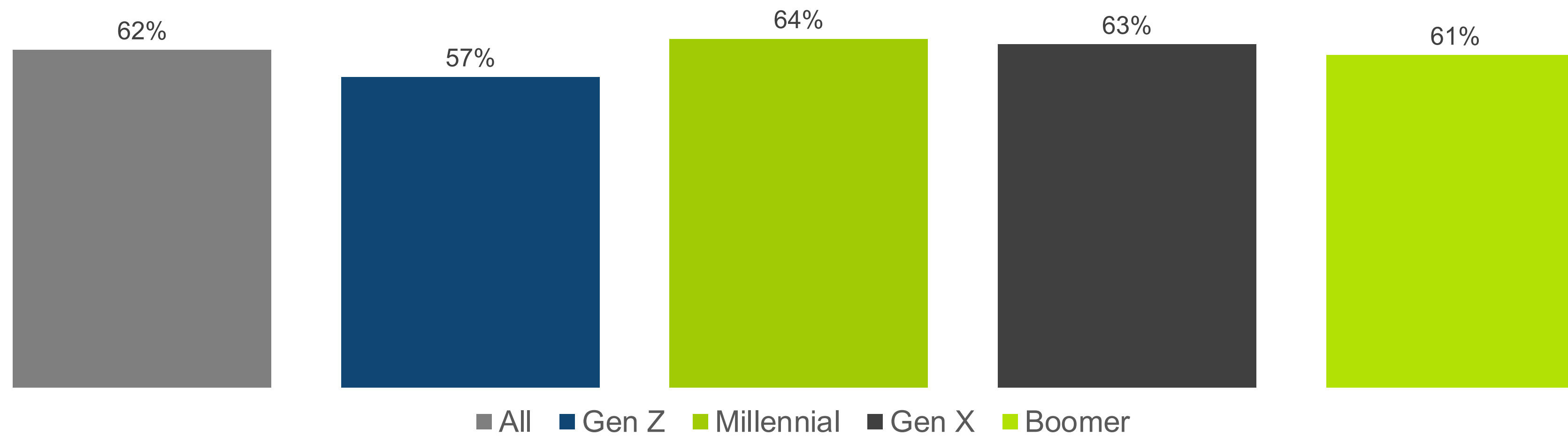


Please indicate your level of agreement with the following statements.



More than 6 people in 10 also feel good about the purchases they make from small businesses.

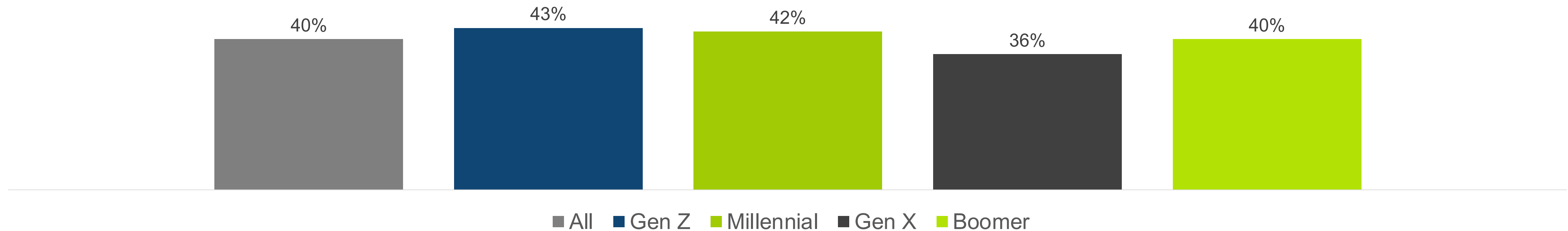
Top 2 box agreement: I feel good when I buy something from a small store



Please indicate your level of agreement with the following statements.

Despite the demonstrated affinity for small businesses, only 40% of respondents plan to do as much holiday shopping as possible through small businesses.

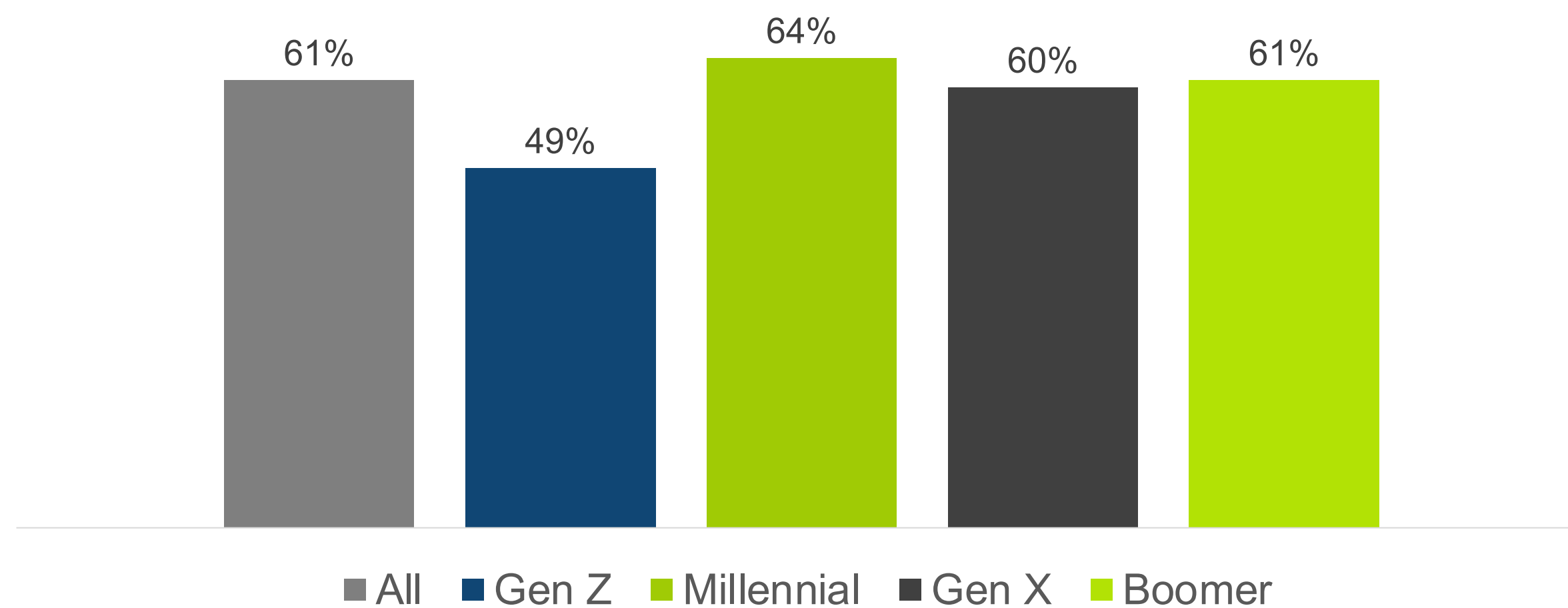
Top 2 box agreement: I'll try to do as much of my holiday shopping at small stores as possible



Please indicate your level of agreement with the following statements.

Among the major factors influencing people's decision to continue to support big box stores is convenience (61%).

Top 2 box agreement : I like the convenience of shopping at big stores with lots of product categories

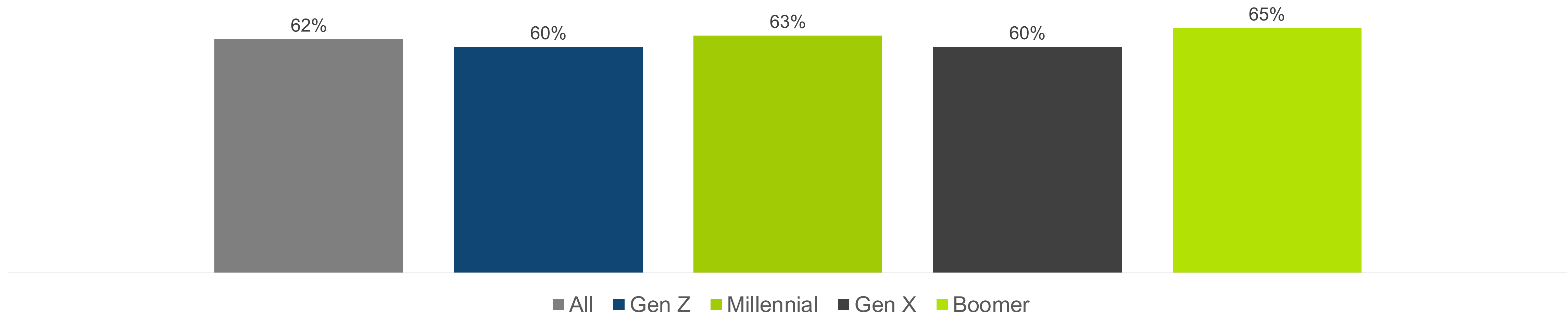


Please indicate your level of agreement with the following statements.



Equally important on the decision to shop big box stores is the lower prices they are perceived to offer (62%).

Top 2 box agreement: The lower prices offered by the big stores are important to me



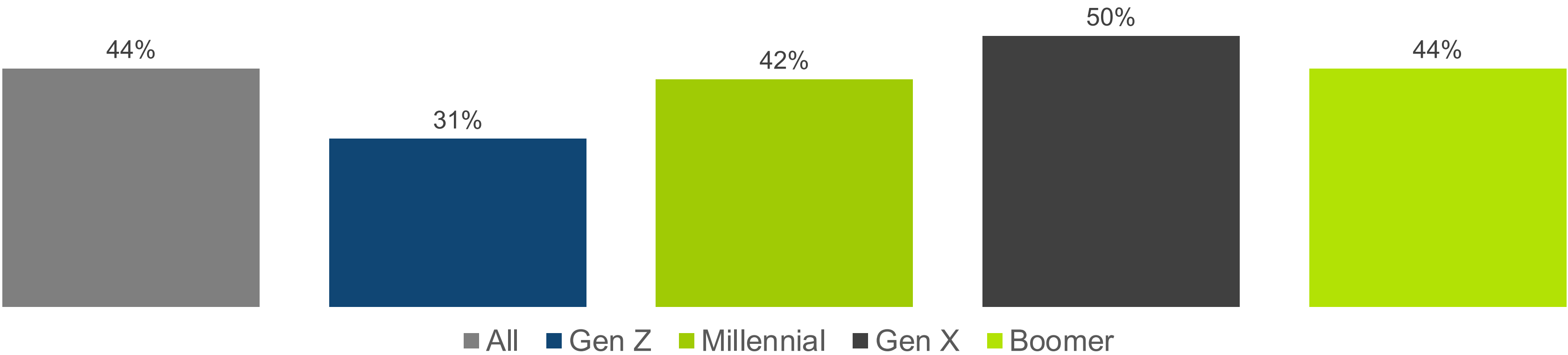
Please indicate your level of agreement with the following statements.

COVID - 19



44% of respondents are concerned about a new variant of COVID that will make the current vaccines obsolete.

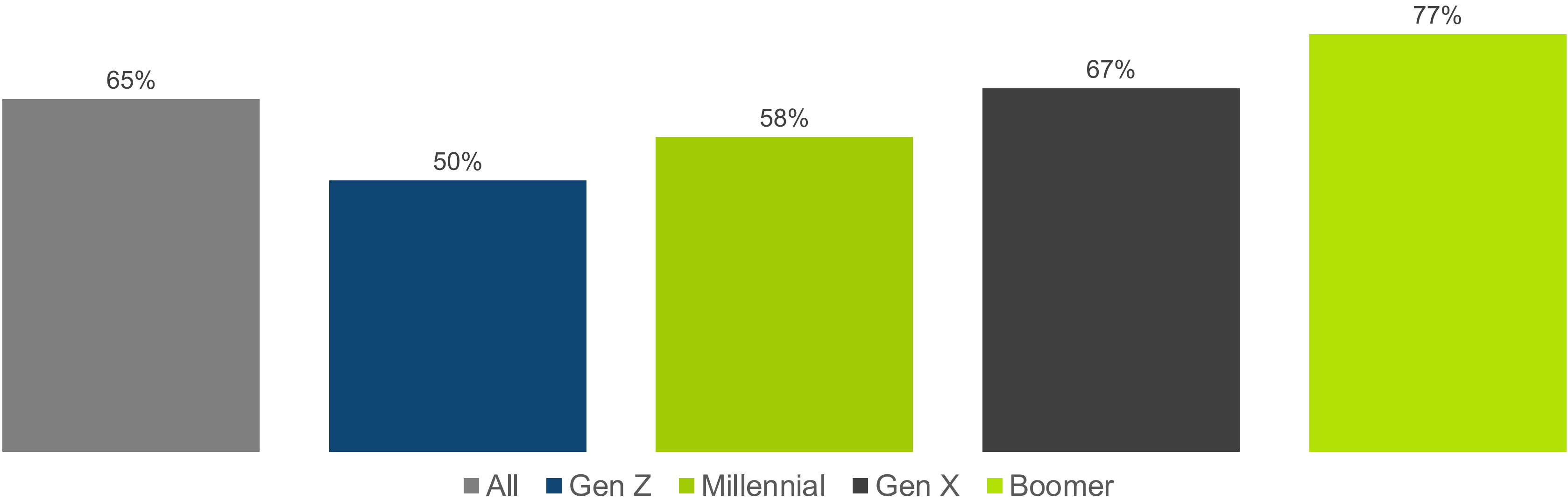
Concern about a new variant of CV making current vaccines obsolete



How concerned are you that there will be a variant of the COVID-19 virus that will make the current vaccines useless?

Nearly two-thirds of respondents (65%) and more than three-quarters of Boomers feel it's very important for the COVID vaccines to be available worldwide.

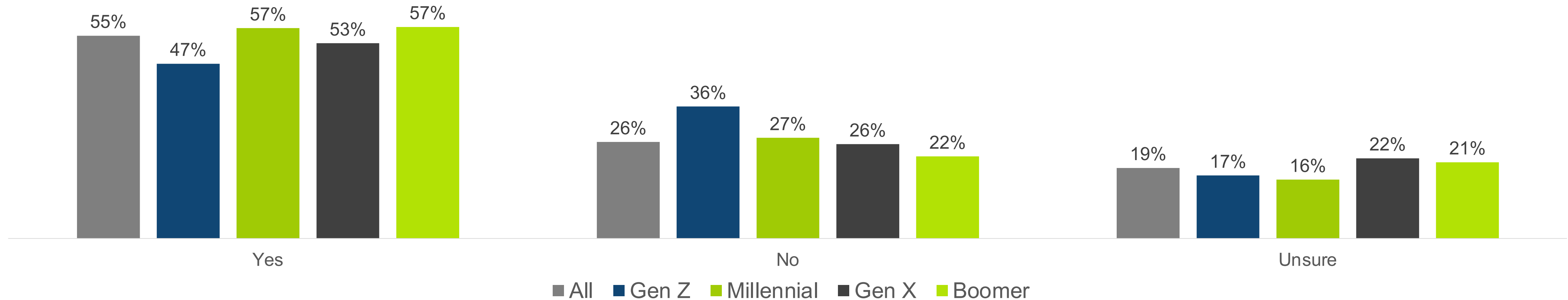
Importance of vaccine availability worldwide



Given the amount of international travel that occurs, how important do you think it is that the COVID-19 vaccines are available worldwide?

More than half (55%) of respondents feel the U.S. has a responsibility to help the rest of the world produce and distribute the vaccines.

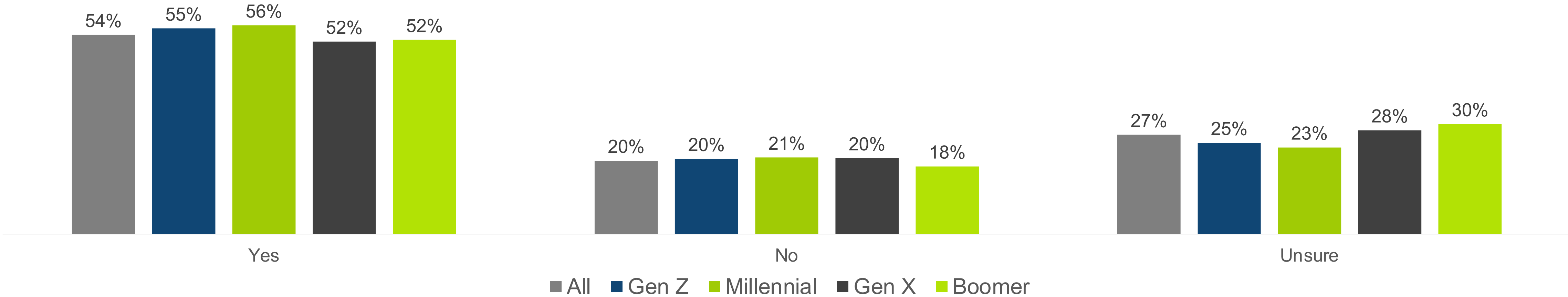
Think U.S. has a responsibility to help w/ the production/distribution of CV vaccine worldwide



Do you think the United States has a responsibility to the rest of the world to help with the production and distribution of the COVID vaccines on a worldwide basis?

Only 1 respondent in 5 does not believe the U.S. is doing all in its power to help with worldwide vaccine availability.

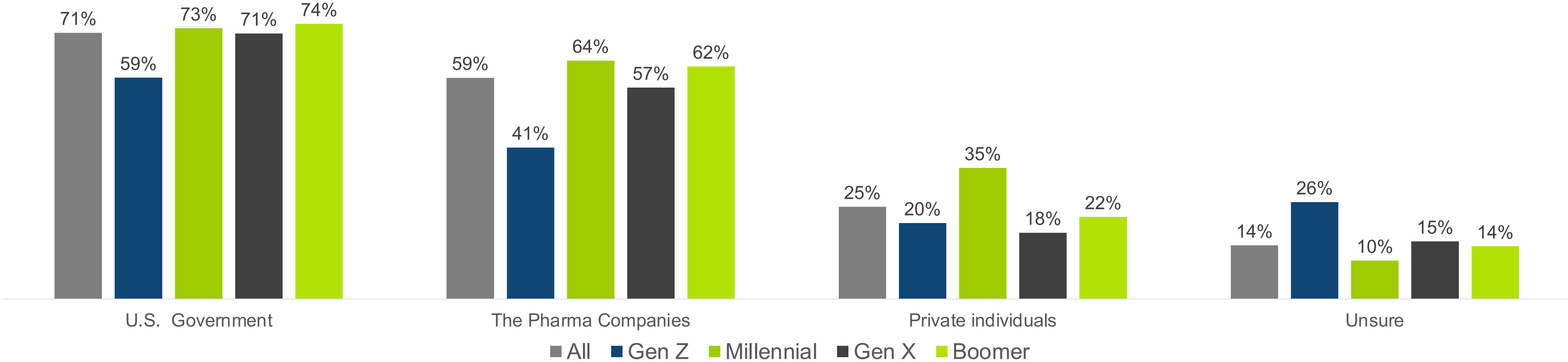
Believe the U.S. is doing everything they can to make vaccines available worldwide



Do you think the United States is doing all that it can to help make the COVID vaccines available worldwide?

People feel the responsibility for helping with COVID vaccines worldwide falls primarily on the U.S. government (71%) and Big Pharma (59%).

Groups that should take responsibility to make vaccines available worldwide:



Which of the following U.S. groups do you think has a responsibility to help make sure that the COVID vaccines are available worldwide?

Summary

Impact of Rising Prices

- Nearly everyone (93%) has noticed rising prices on everyday items.
- As a result, a majority of people are reducing their expenses when dining out (54%) and buying fewer non-essential items (51%).
- Of the 44% of people delaying major purchases, home improvements (26%) and new cars (25%) are the most commonly cited.
- Less than one-third (32%) of people feel they'll be comfortable making those big-ticket purchases within the next 6 months.
 - Men (23%) are much less likely than women (41%) to think major purchases will need to be delayed more than a year.

Summary

Perceptions of Small Businesses

- More than 3 people in 4 (77%) feel small businesses are an important part of their local economy.
- 56% of respondents feel small businesses offer a product selection that is different than big box stores.
- 61% of respondents feel the service in small businesses is better than they receive elsewhere.
- More than 6 people in 10 also feel good about the purchases they make from small businesses.
- Despite the demonstrated affinity for small businesses, only 40% of respondents plan to do as much holiday shopping as possible through small businesses.
- Among the major factors influencing people's decision to continue to support big box stores is convenience (61%).
- Equally important on the decision to shop big box stores is the lower prices they are perceived to offer (62%).

Summary

COVID - 19

- 44% of respondents are concerned about a new variant of COVID that will make the current vaccines obsolete.
- Nearly two-thirds of respondents (65%) and more than three-quarters of Boomers feel it's very important for the COVID vaccines to be available worldwide.
- More than half (55%) of respondents feel the U.S. has a responsibility to help the rest of the world produce and distribute the vaccines.
- Only 1 respondent in 5 does not believe the U.S. is doing all in its power to help with worldwide vaccine availability.
- People feel the responsibility for helping with COVID vaccines worldwide falls primarily on the U.S. government (71%) and Big Pharma (59%).