



Home Retail Consumer Monitor

December 21, 2021



Methodology

N = 777

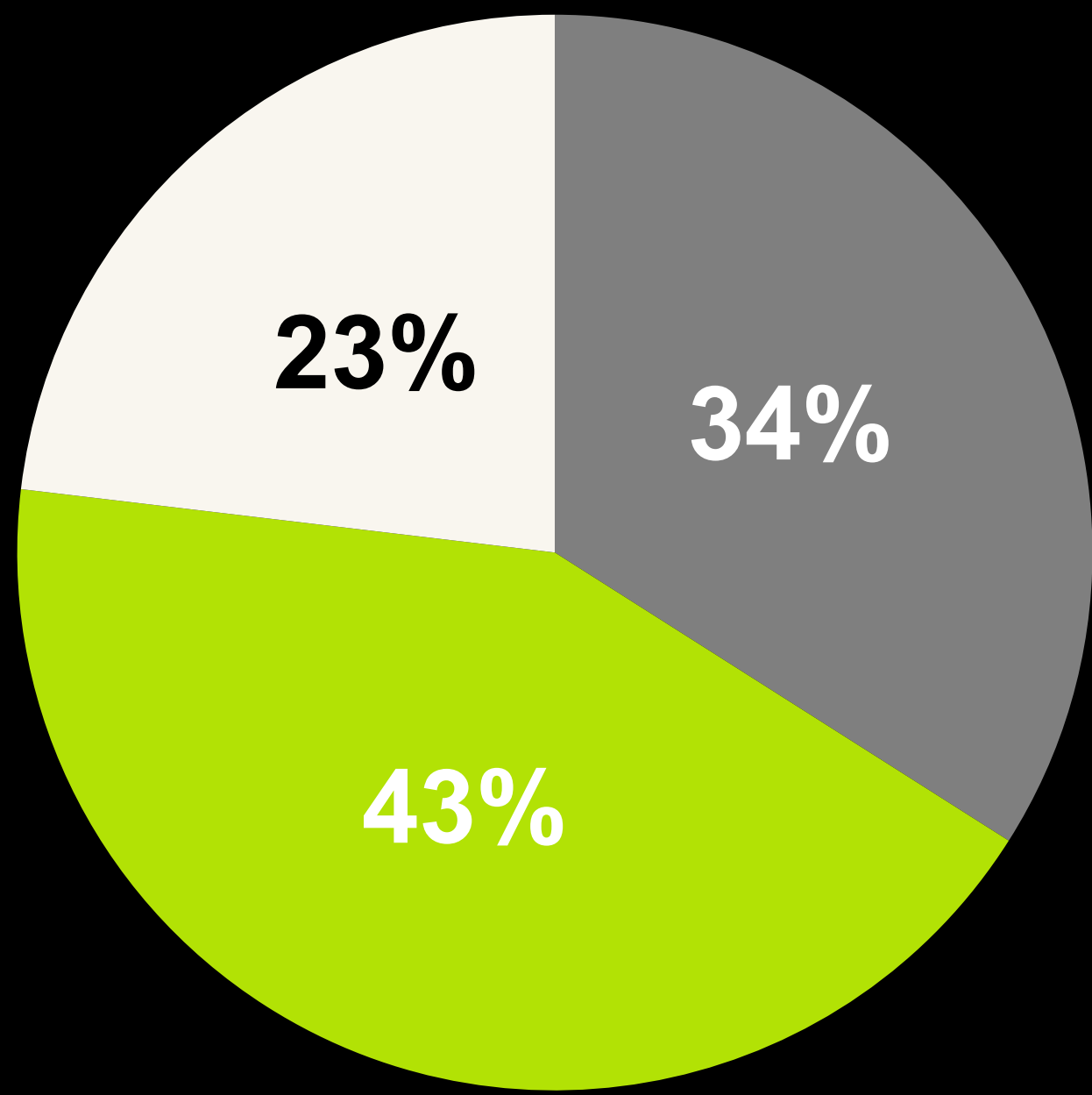
MOE \pm 3.52%

Panel: General Population

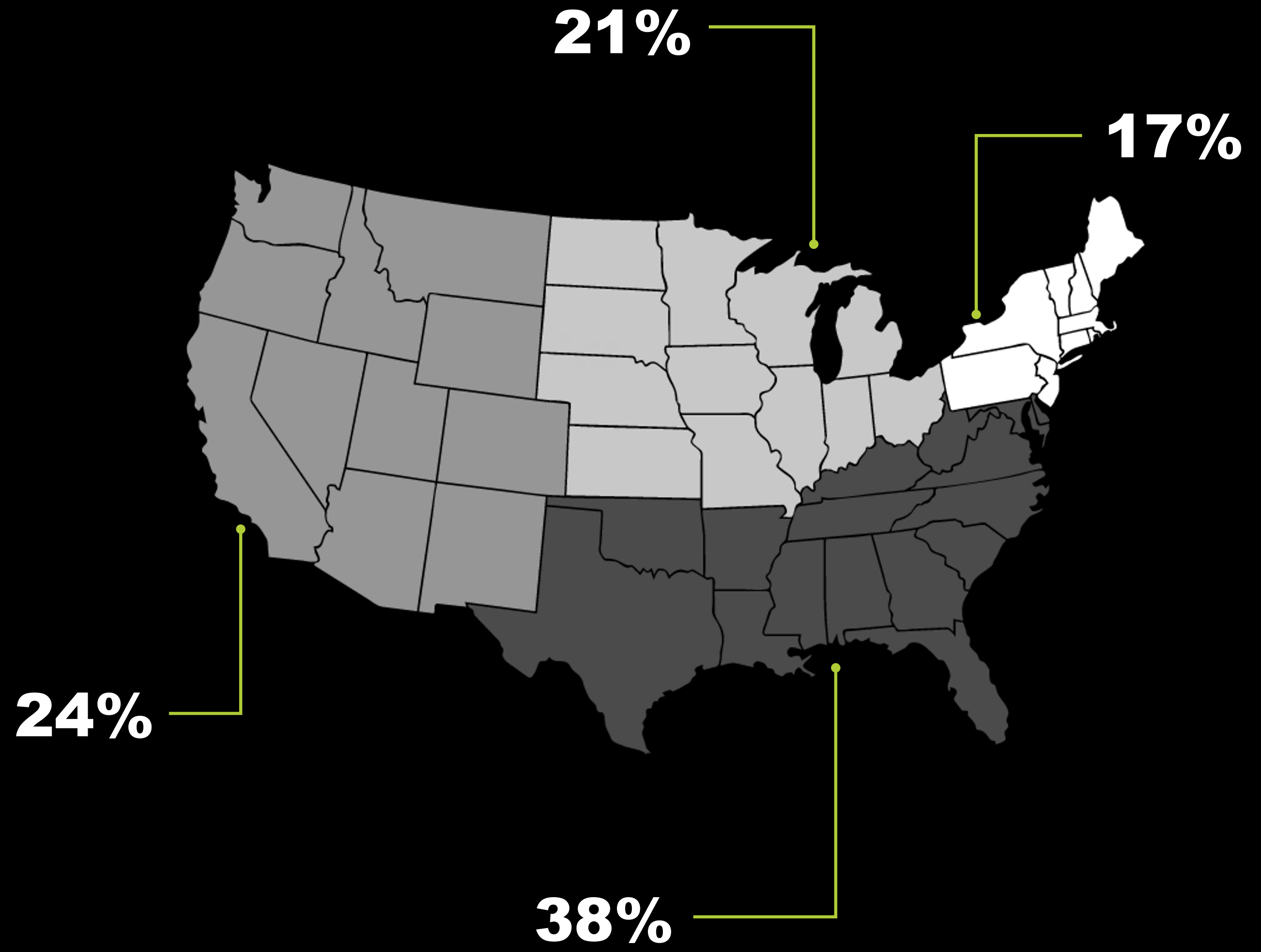
Collected: 12/10/21, 12/11/21



Urbanicity

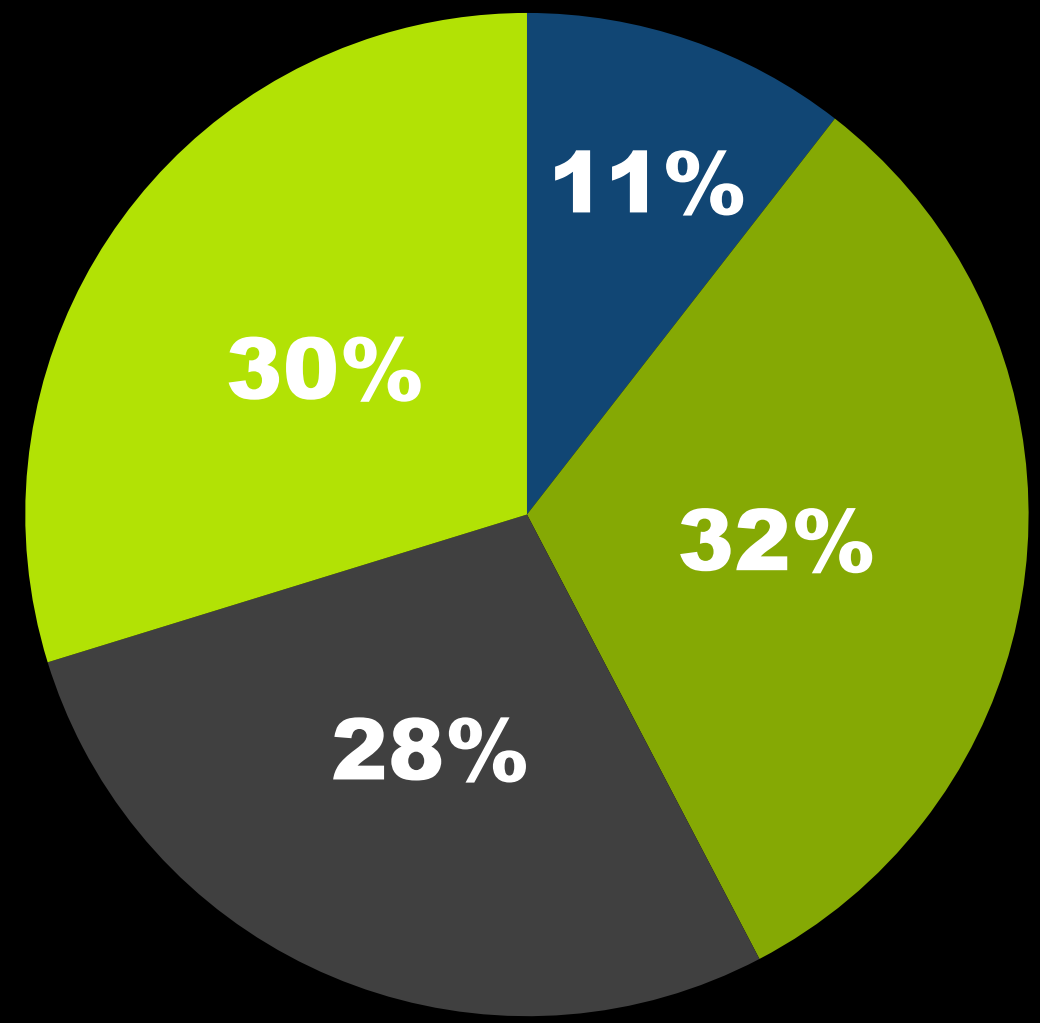


■ Urban ■ Suburban ■ Rural



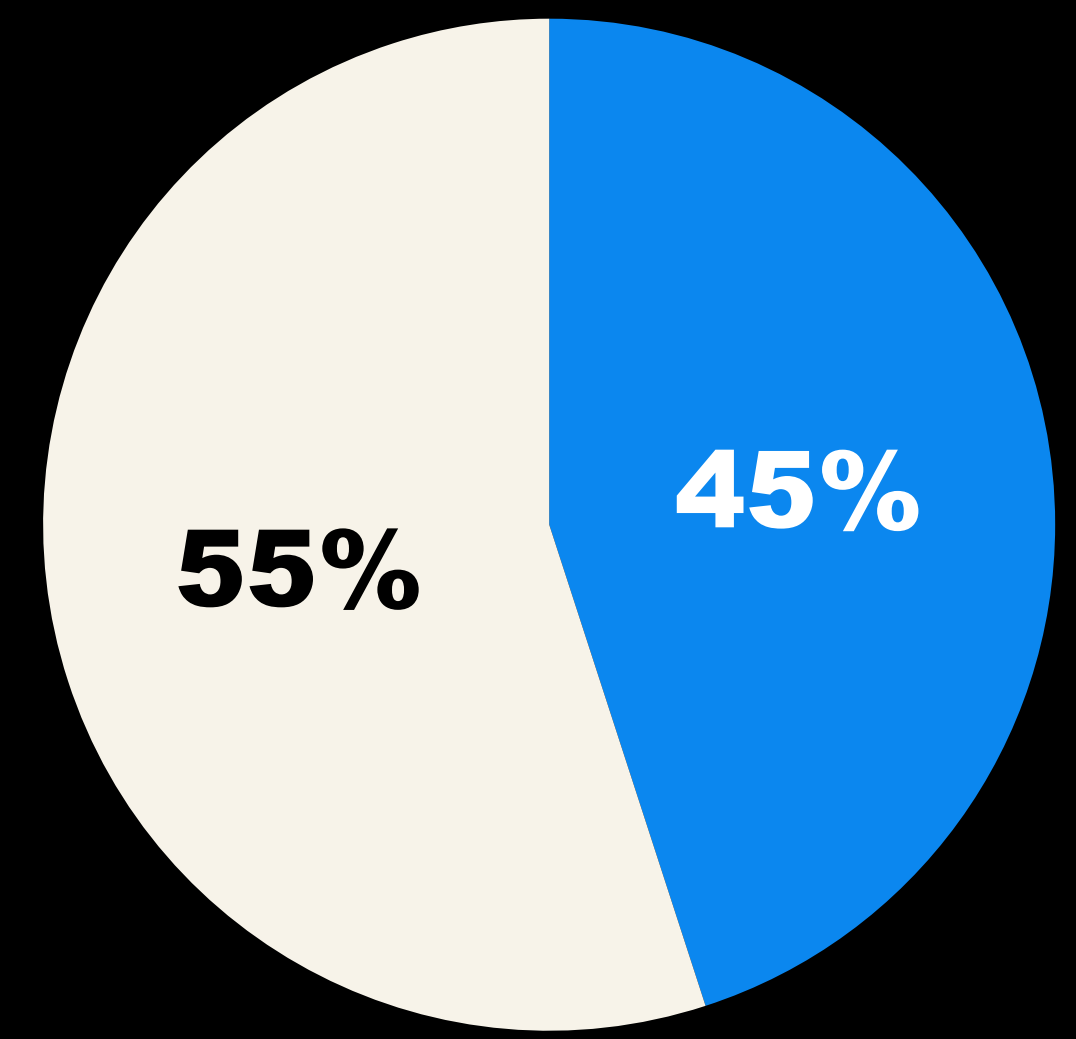


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender

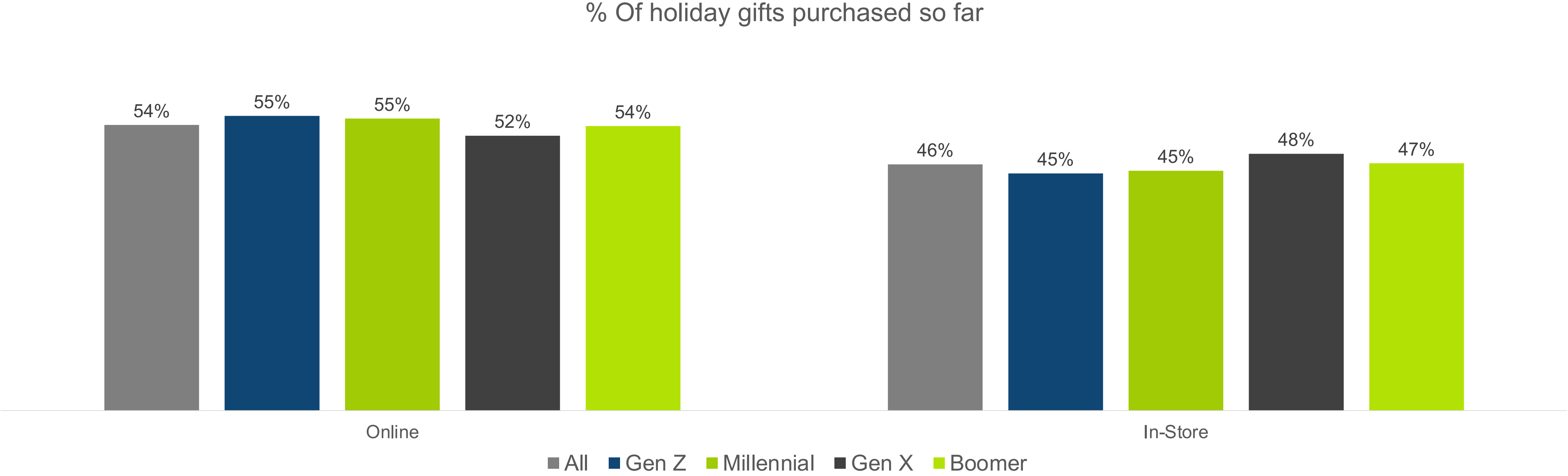


■ Male ■ Female

Holiday Shopping



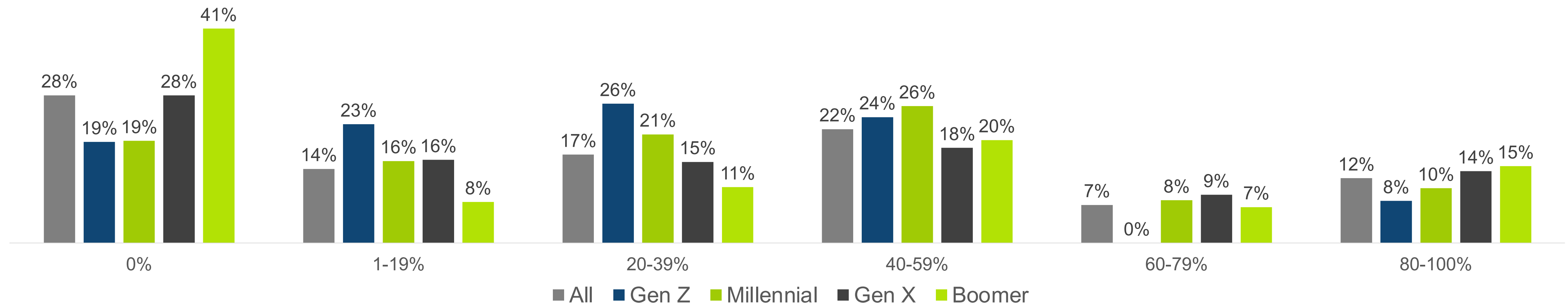
Of the holiday gifts purchased thus far, slightly more than half (54%) have been ordered online.



What % of the holiday gift purchases you've made thus far have been made online versus in store? Total must equal 100%.

28% of respondents have not done any online research before making their in-store purchases, while 41% of respondents are doing research online for 40% or more of their in-store purchases.

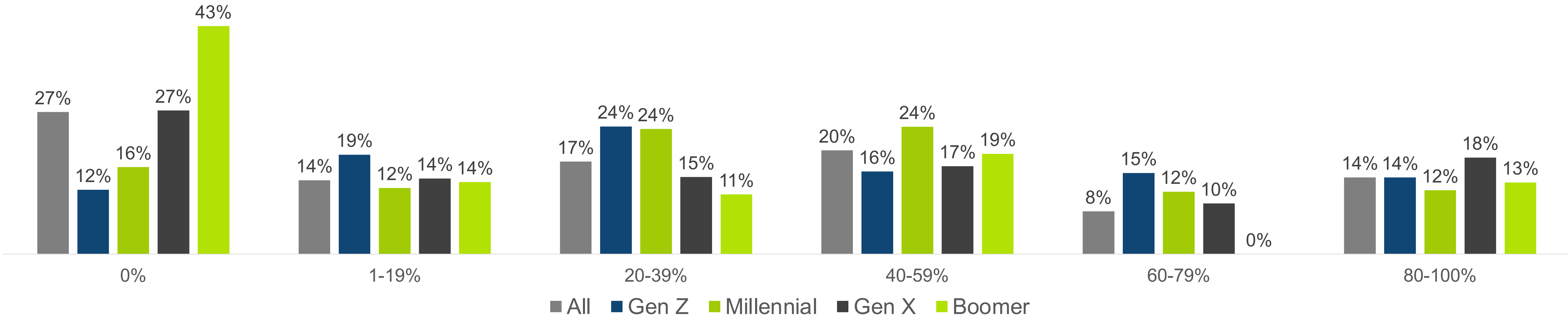
% Of the holiday purchases made in-store researched online prior



Approximately what % of the holiday purchases you've made in-store did you research online before visiting the store?

Only 27% of respondents (43% of Boomers) do not use their mobile device to research while in-store.

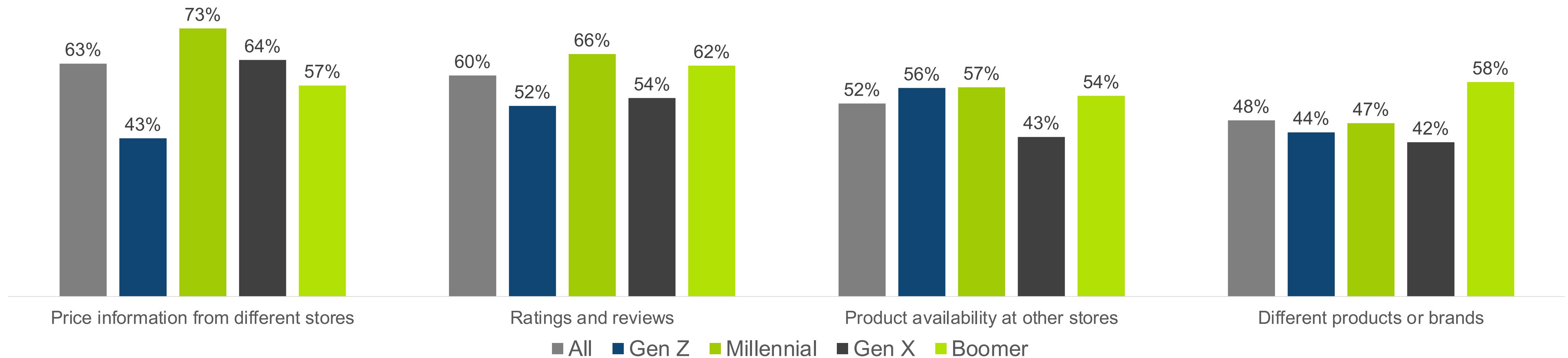
% Times using mobile device to research when making in-store purchases



Approximately what % of the times you were making in-store purchases did you use your mobile (phone or tablet) to research online?

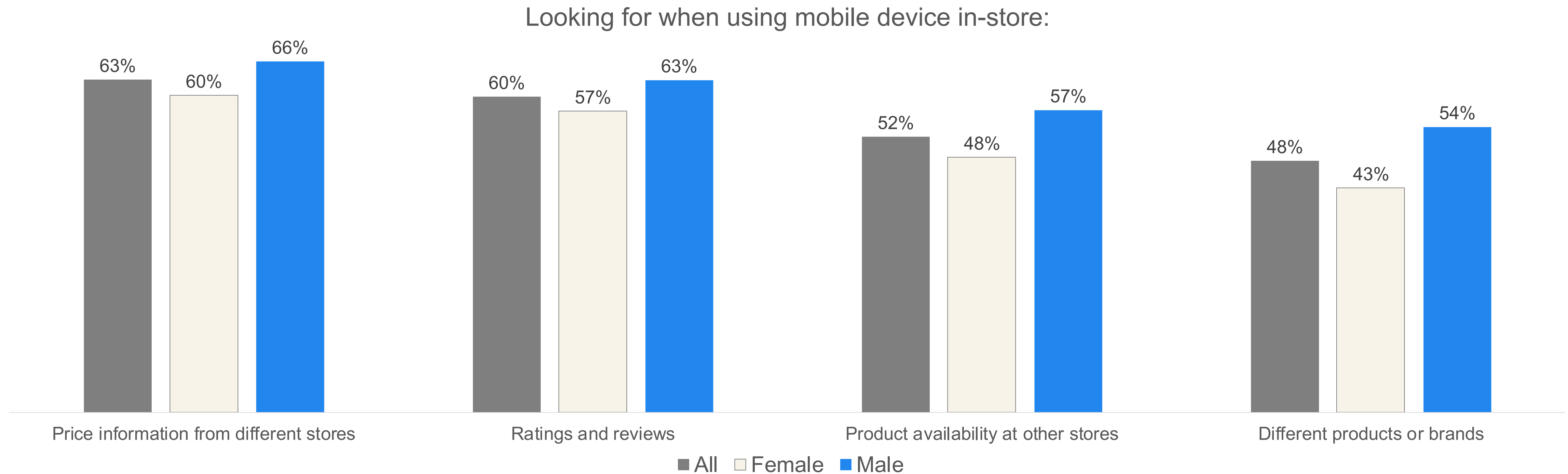
Pricing (63%) and ratings and reviews (60%) are the most widely sought-after information when using a mobile device in-store.

Looking for when using mobile device in-store:



When doing research on your mobile device while in-store what types of information were you looking for? Select all that apply.

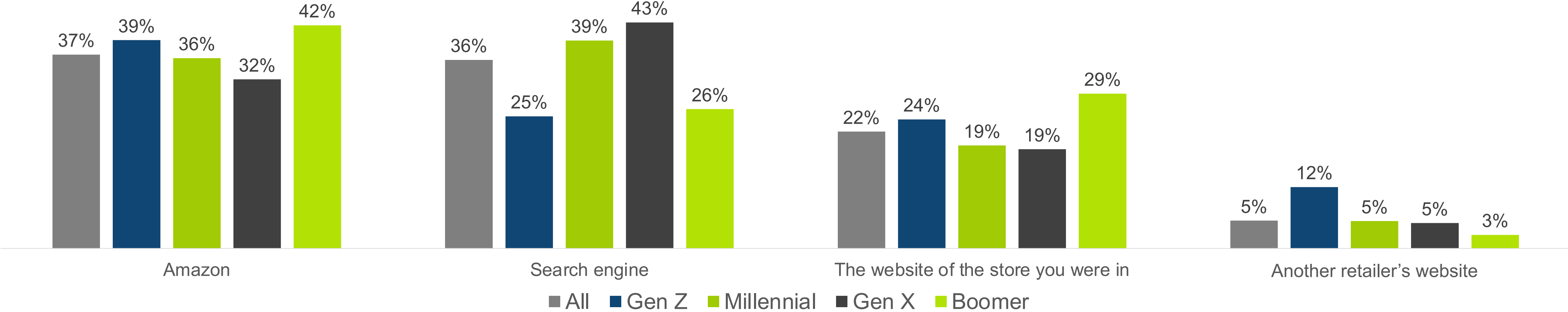
Men are more likely to be seeking all types of information than women.



When doing research on your mobile device while in-store what types of information were you looking for? Select all that apply.

Research being conducted on a mobile device while in-store generally begins with either Amazon (37%) or a search engine (36%).

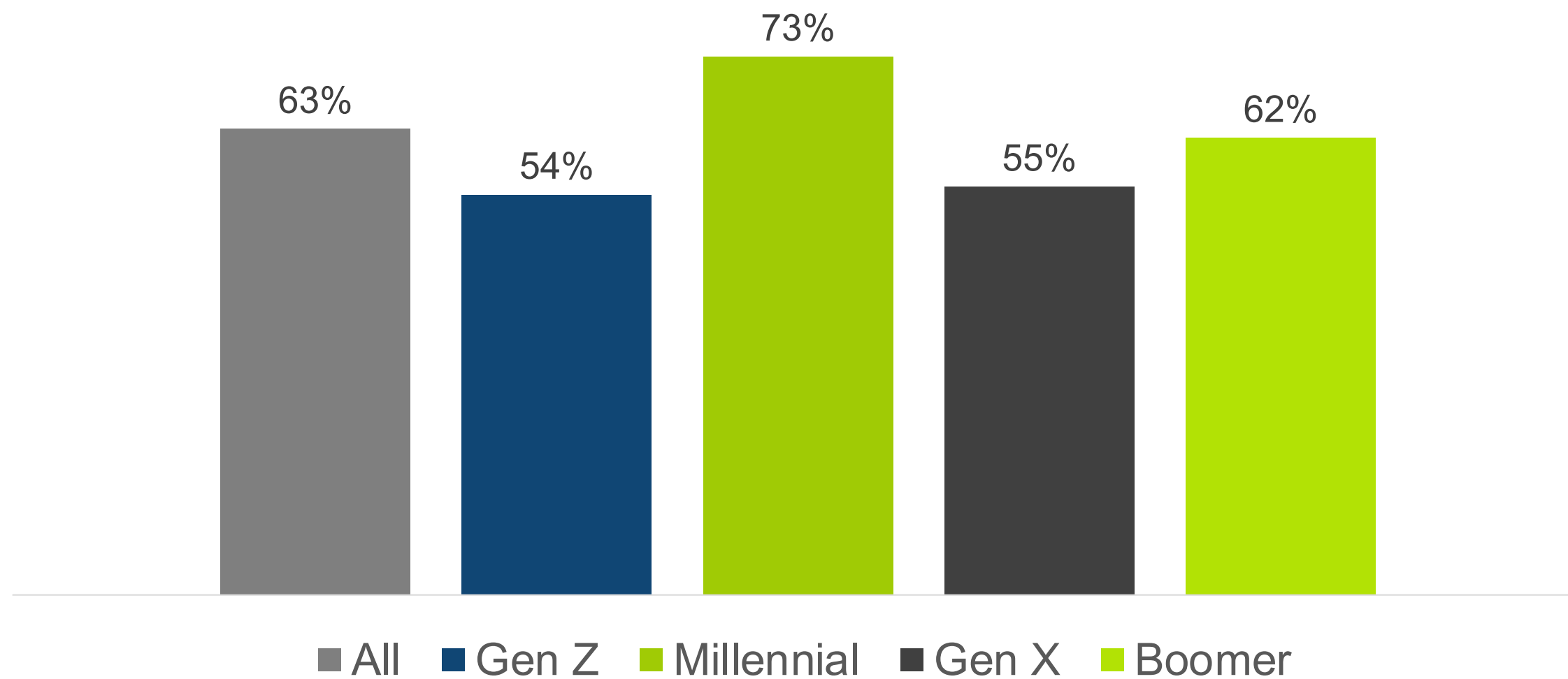
Typically start research in-store



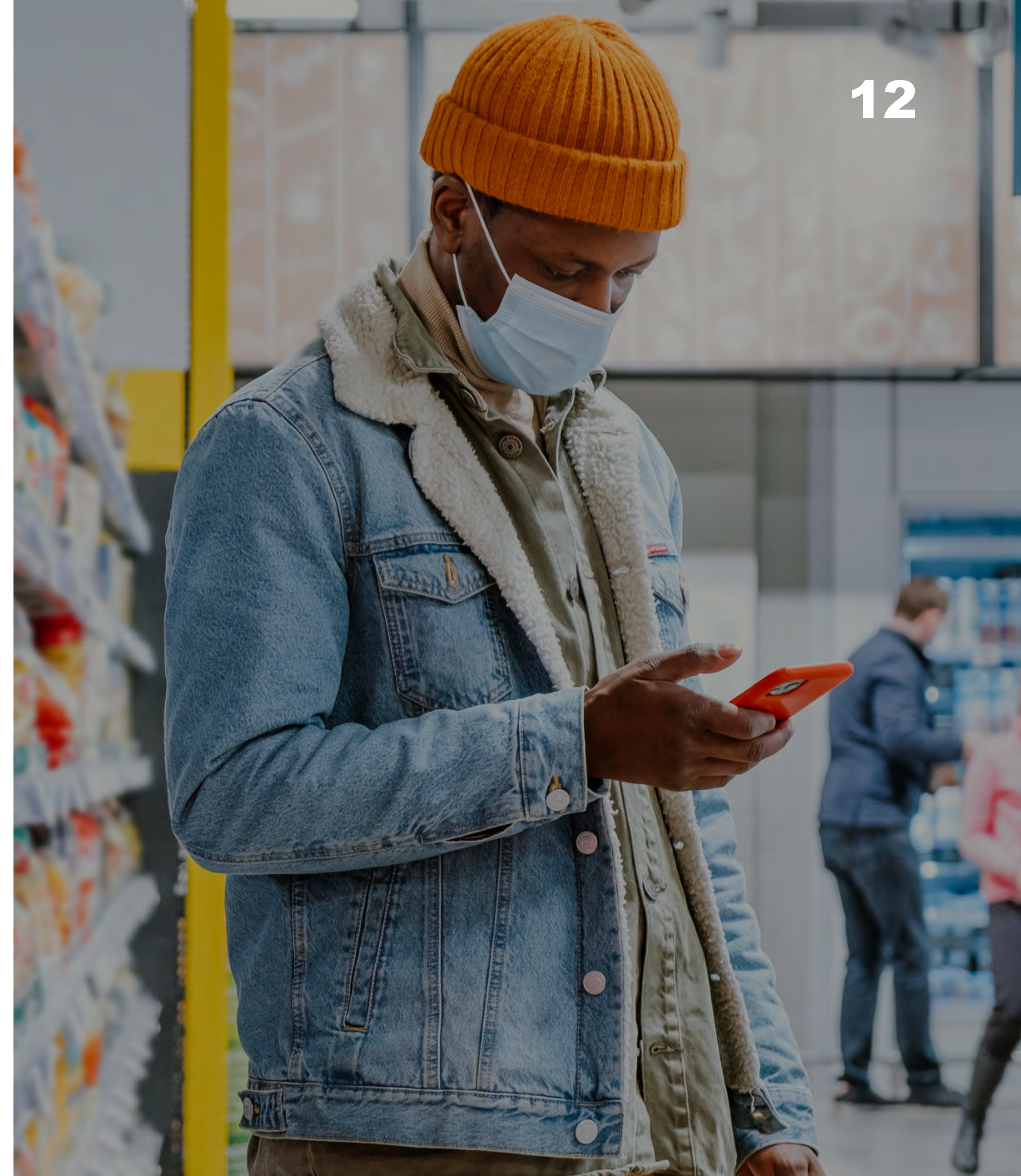
Where do you typically start your research when you're in-store?

Among those who've conducted online research while in-store, 63% have been driven to another retailer as a result.

% Who have done online research in-store which resulted in going to another store

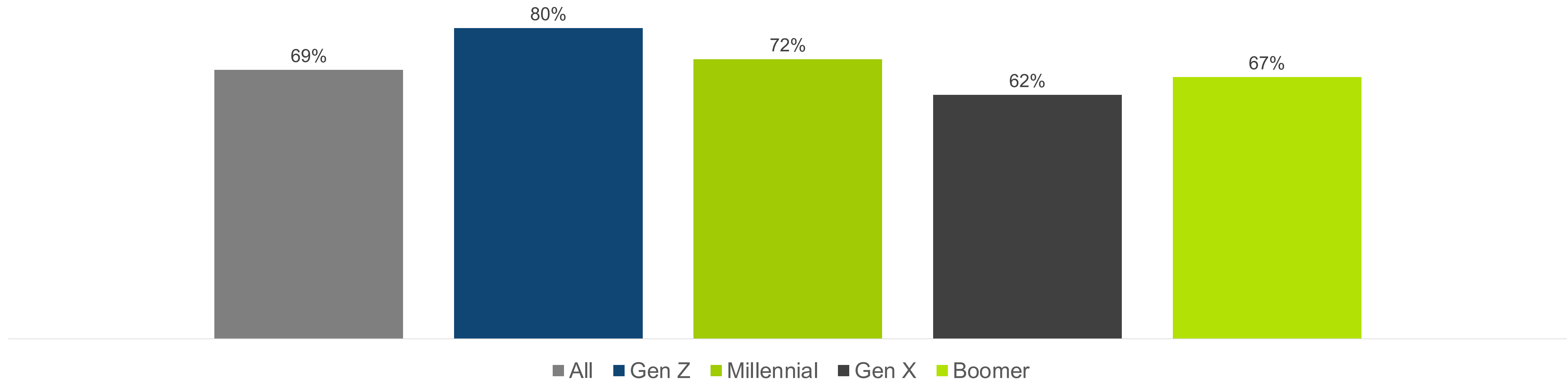


Did the online research you did while in-store ever result in your going to another store (in person) to make a purchase?



Similarly, 69% have made an online purchase of an item they had originally planned to purchase in-store.

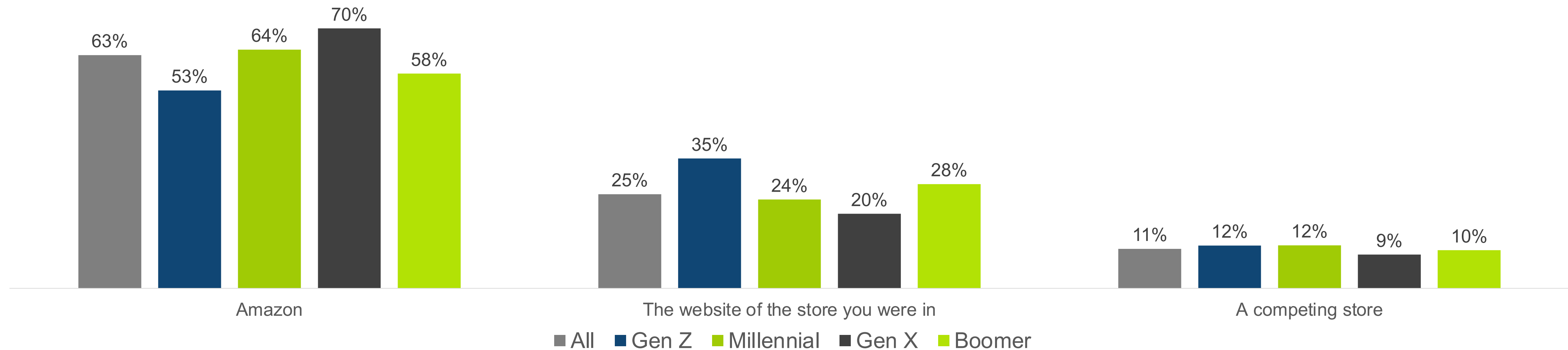
% Who have done online research in-store result in making purchase the online



Did the online research you did in-store ever result in your making the purchase online rather than in a store?

Online purchase of items planned for in-store acquisition most frequently occur at Amazon (63%).

Location generally purchased online when initially planned to purchase in-store

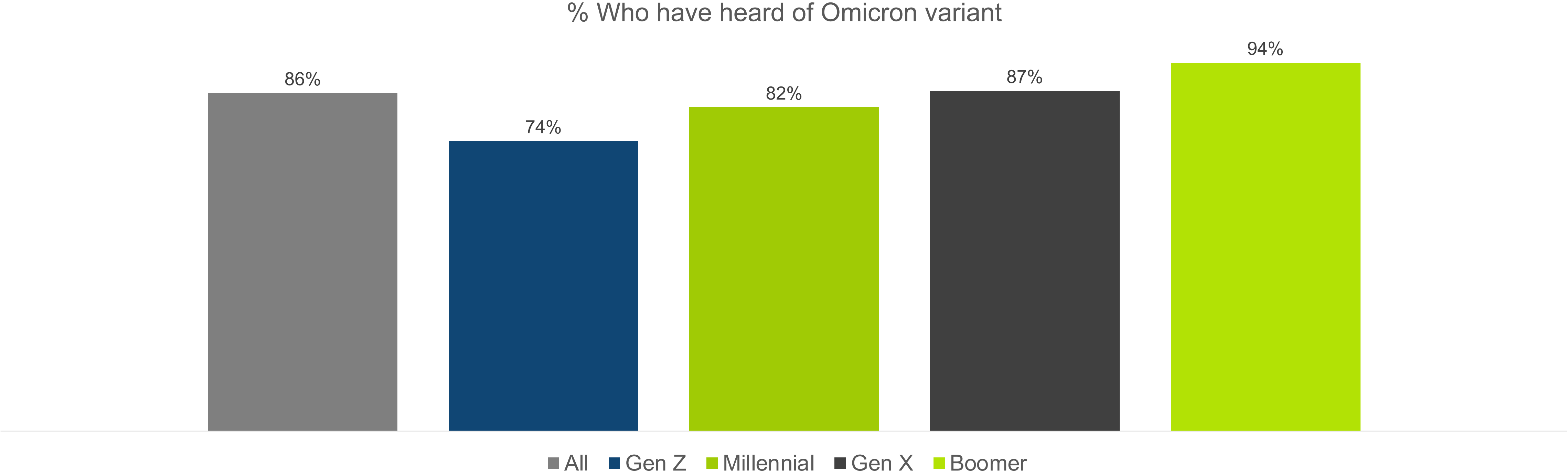


When you made purchases online that you had planned to make in-store, where did you generally make the purchase?

COVID-19



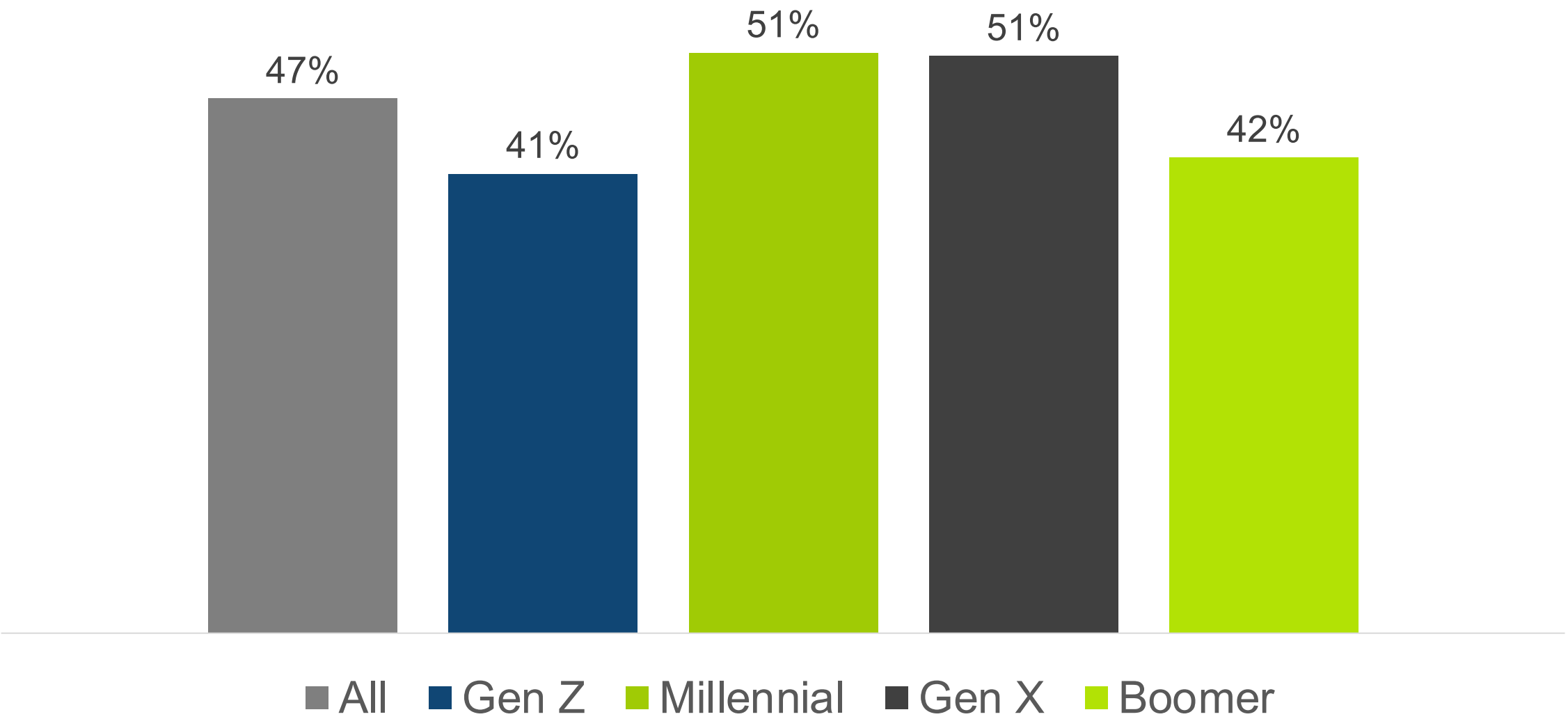
The vast majority of respondents (86%) are aware of the Omicron variant.



Have you heard of the new Omicron variant of COVID-19?

Slightly fewer than half (47%) of those who are aware of the variant are somewhat or very concerned about it.

% Who are concerned about Omicron variant

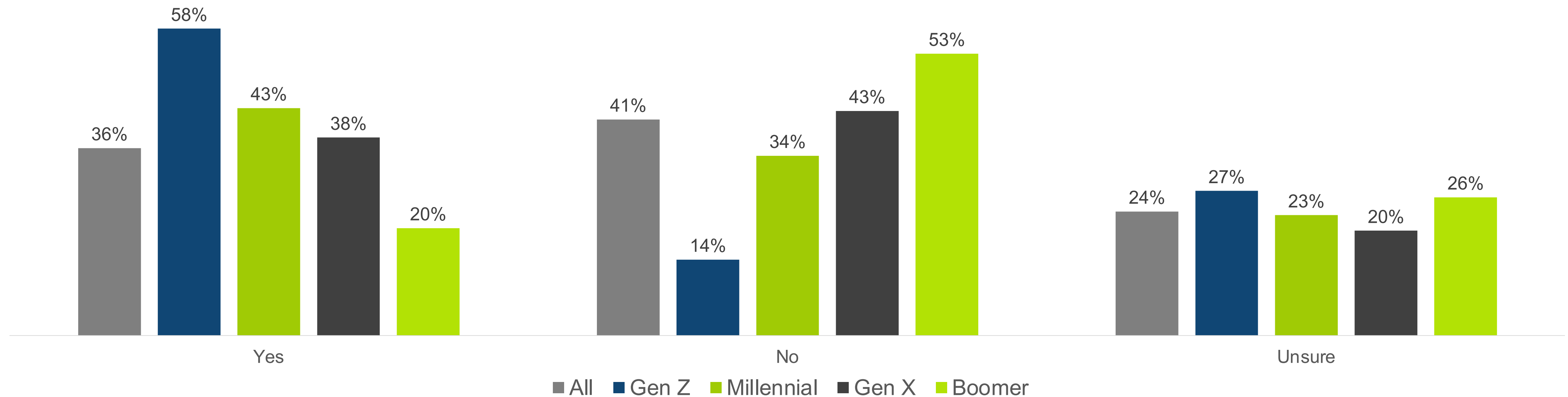


How concerned are you about the emergence of the new Omicron variant?



A little more than one-third of respondents (36%) are certain communities should shut down in the face of a major Omicron outbreak.

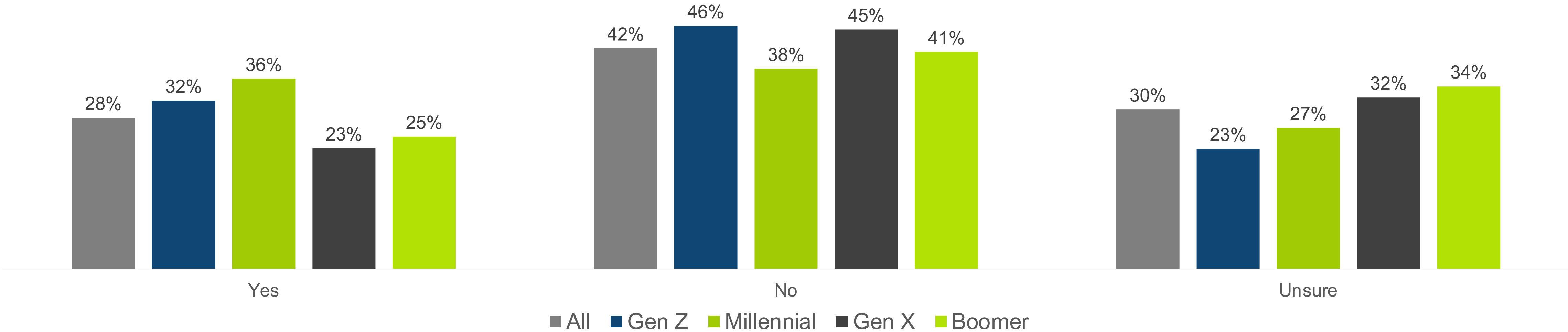
Should communities shut down for Omicron variant



Do you think communities should shut down if the Omicron variant becomes common in their area?

Only 28% of the sample is confident that COVID will some day be brought under control.

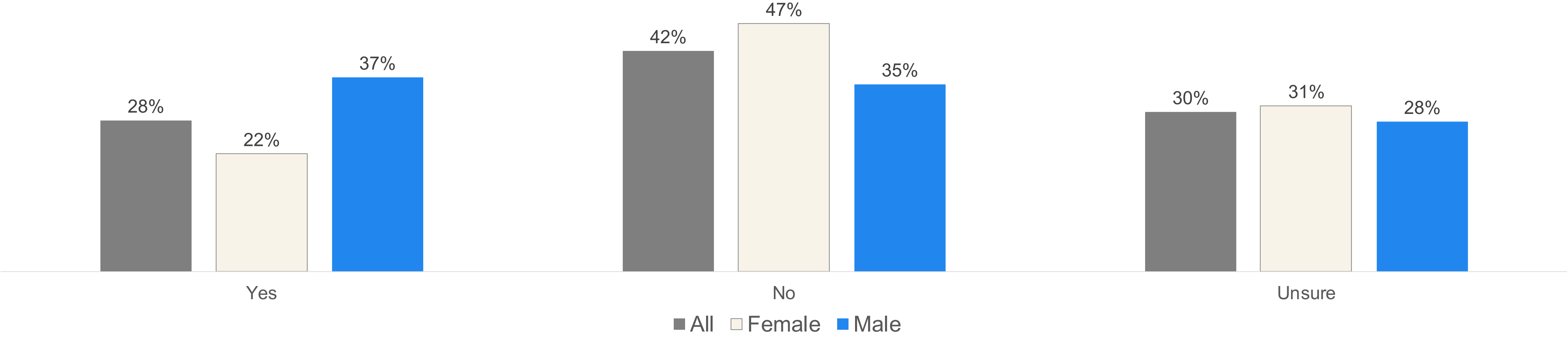
Think COVID will ever be brought under control



Given how quickly the Coronavirus is changing, do you think it will ever be brought under control?

Men (37%) are much more confident than women (22%) that COVID can be controlled.

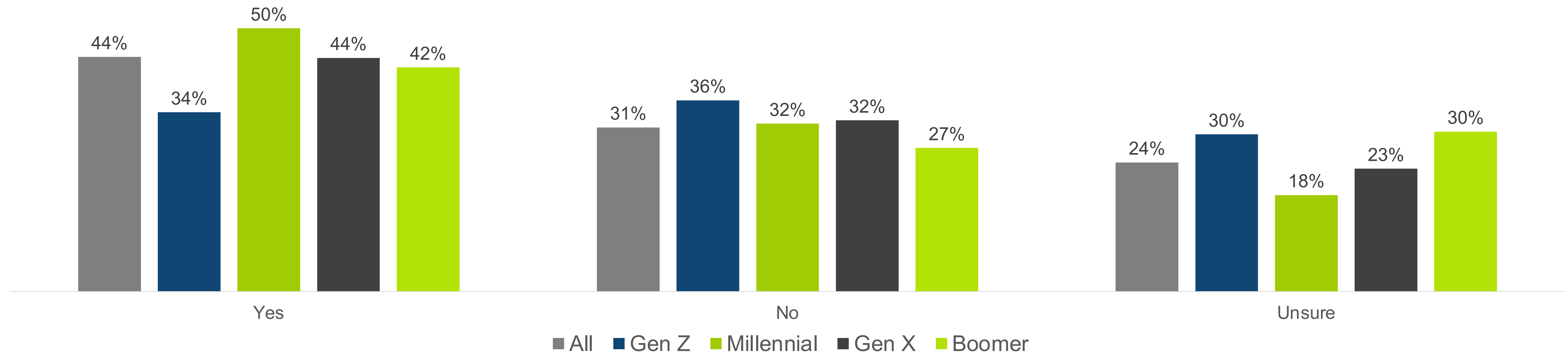
Think COVID will ever be brought under control



Given how quickly the Coronavirus is changing, do you think it will ever be brought under control?

44% of respondents are sure they will get a vaccine if one is specifically developed for the variant. Fewer than one-third (31%) are convinced they won't participate.

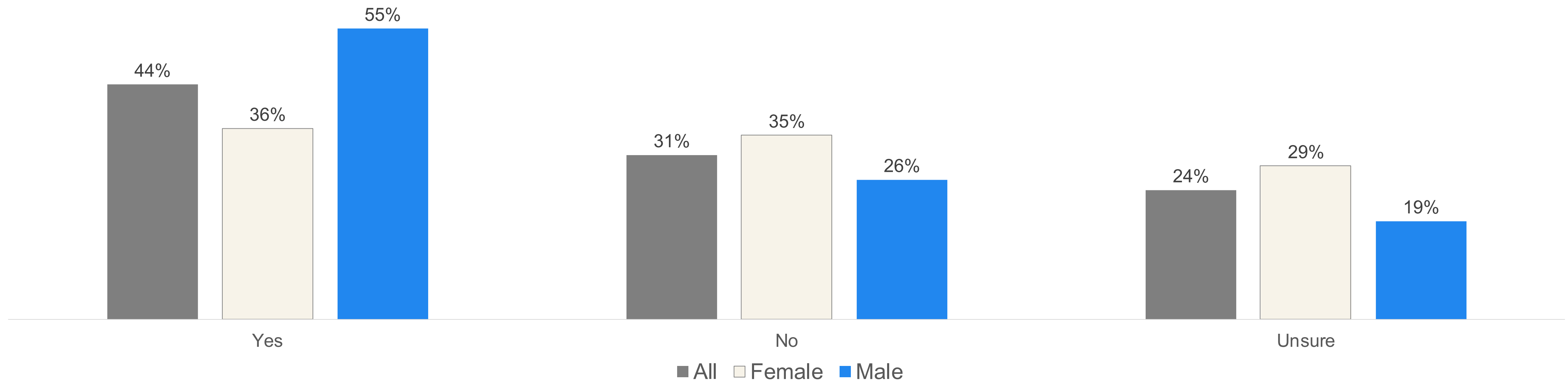
Will get vaccine for Omicron variant



If a new vaccine is developed to protect against the Omicron variant, will you get the vaccine?

Men (55%) are much more likely to see the value in a special vaccine than are women (36%).

Will get vaccine for Omicron variant



If a new vaccine is developed to protect against the Omicron variant, will you get the vaccine?

Summary

Holiday shopping

- Of the holiday gifts purchased thus far, slightly more than half (54%) have been ordered online.
- Only 28% of respondents have not done any online research before making their in-store purchases, while 41% of respondents are doing research online for 40% or more of their in-store purchases.
- Only 27% of respondents (43% of Boomers) do not use their mobile device to research in-store.
- Pricing (63%) and ratings and reviews (60%) are the most widely sought-after information when using a mobile device in-store.
 - Men are more likely to be seeking all types of information than women.
- Research being conducted on a mobile device while in-store generally begins with either Amazon (37%) or a search engine (36%).
- Among those who've conducted online research while in-store, 63% have been driven to another retailer as a result.

- Similarly, 69% have made an online purchase of an item they had originally planned to purchase in-store.
- Online purchases of items planned for in-store acquisition most frequently occur at Amazon (63%).

Summary

Holiday shopping – con't

Summary

COVID-19

- The vast majority of respondents (86%) are aware of the Omicron variant.
- Slightly fewer than half (47%) of those who are aware of the variant are somewhat or very concerned about it.
- A little more than one-third of respondents (36%) are certain communities should shut down in the face of a major Omicron outbreak.
- Only 28% of the sample is confident that COVID will someday be brought under control.
 - Men (37%) are much more confident than women (22%) that COVID can be controlled.
- 44% of respondents are sure they will get a vaccine if one is specifically developed for the variant. Fewer than one-third (31%) are convinced they won't participate.
 - Men (55%) are much more likely to see the value in a special vaccine than women (36%).