



Home Retail Consumer Monitor

January 25, 2021

Methodology

N = 836

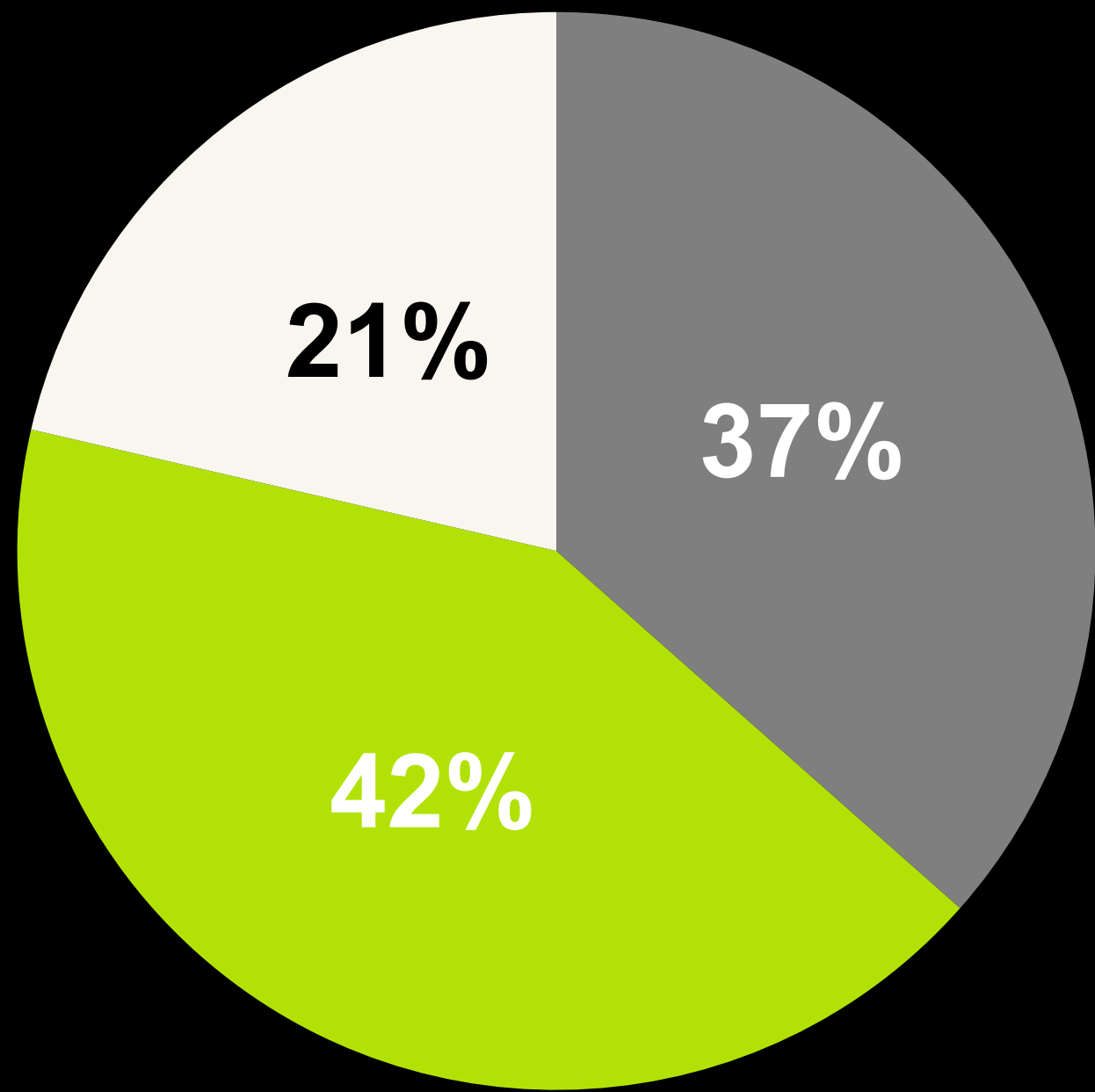
MOE \pm 3.39%

Panel: General Population

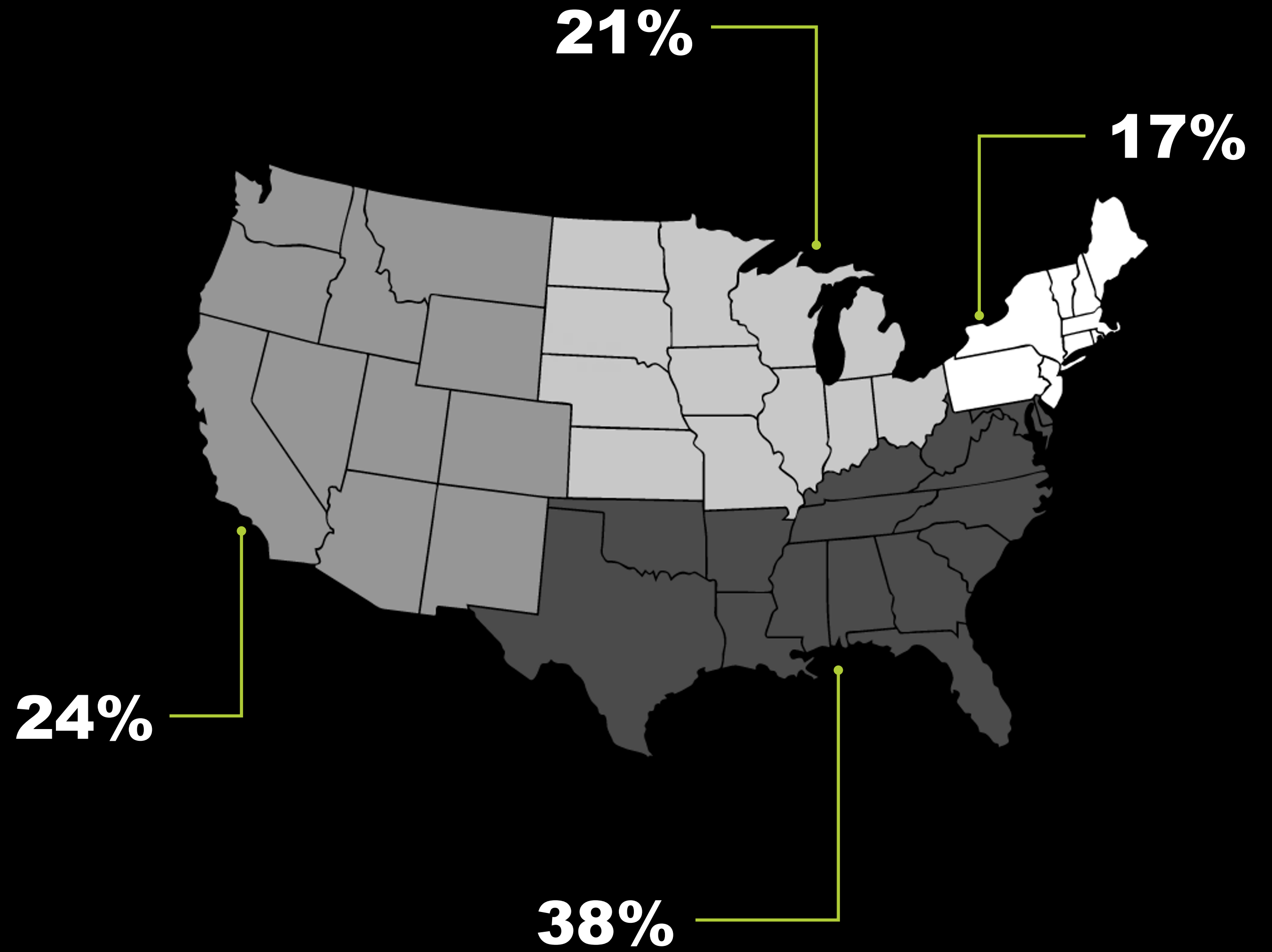
Collected: 1/13/21, 1/14/21



Urbanicity

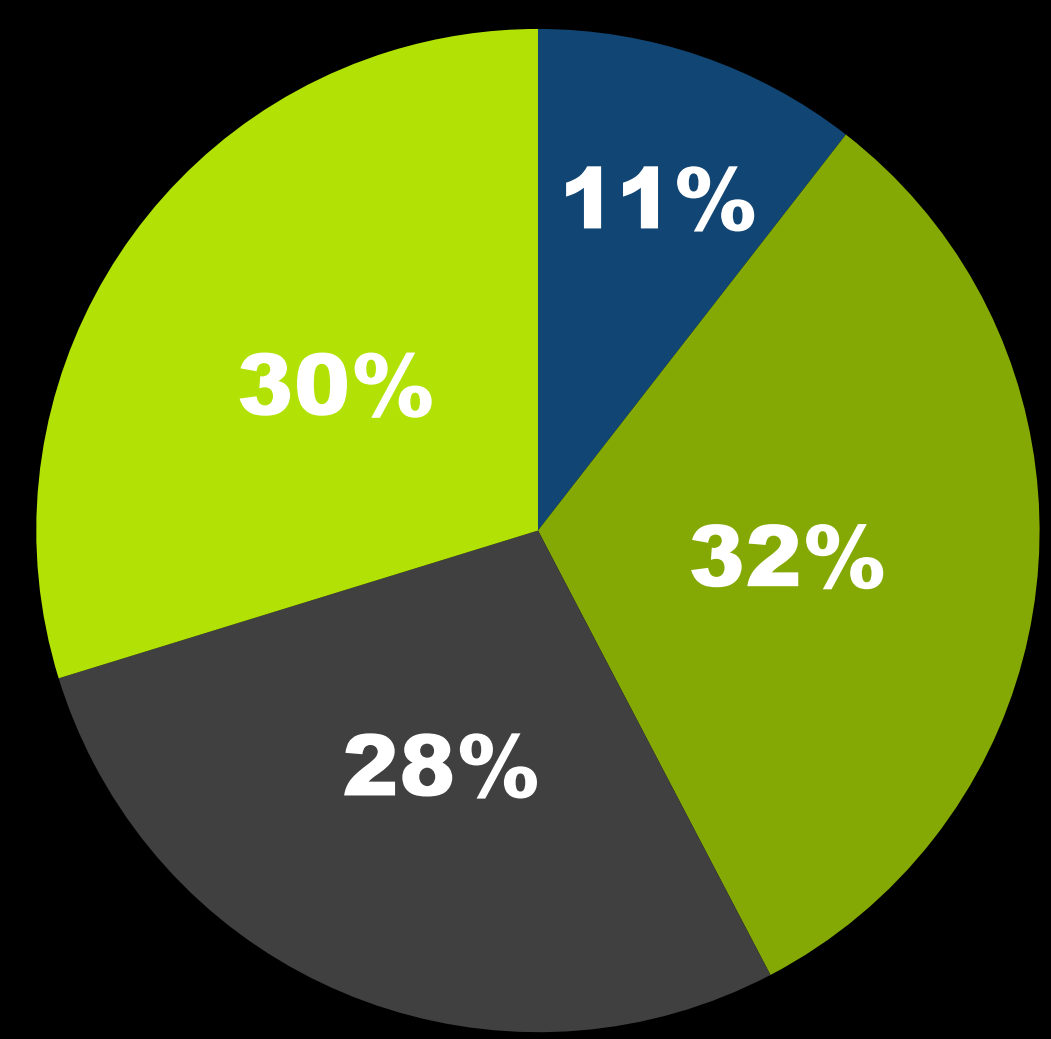


■ Urban ■ Suburban ■ Rural



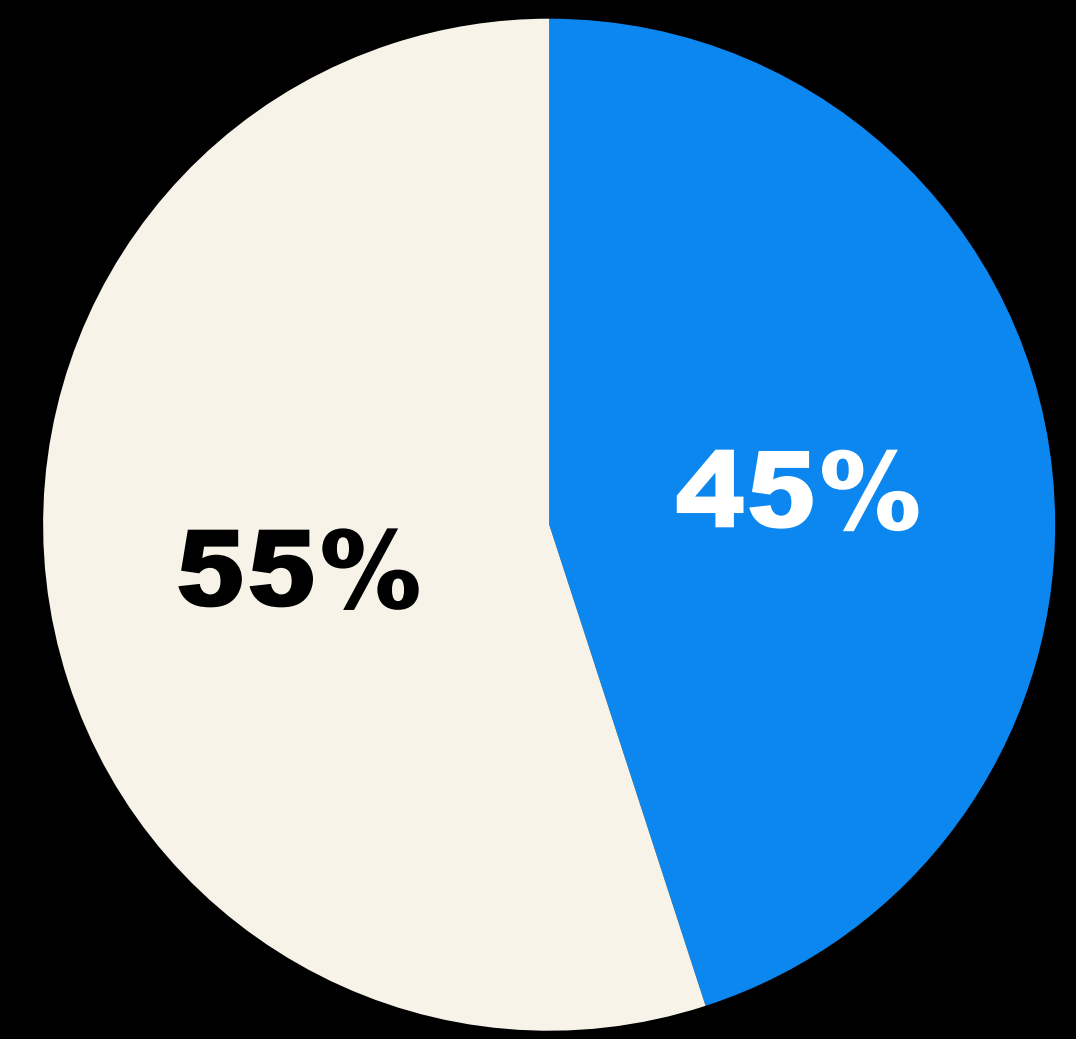


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



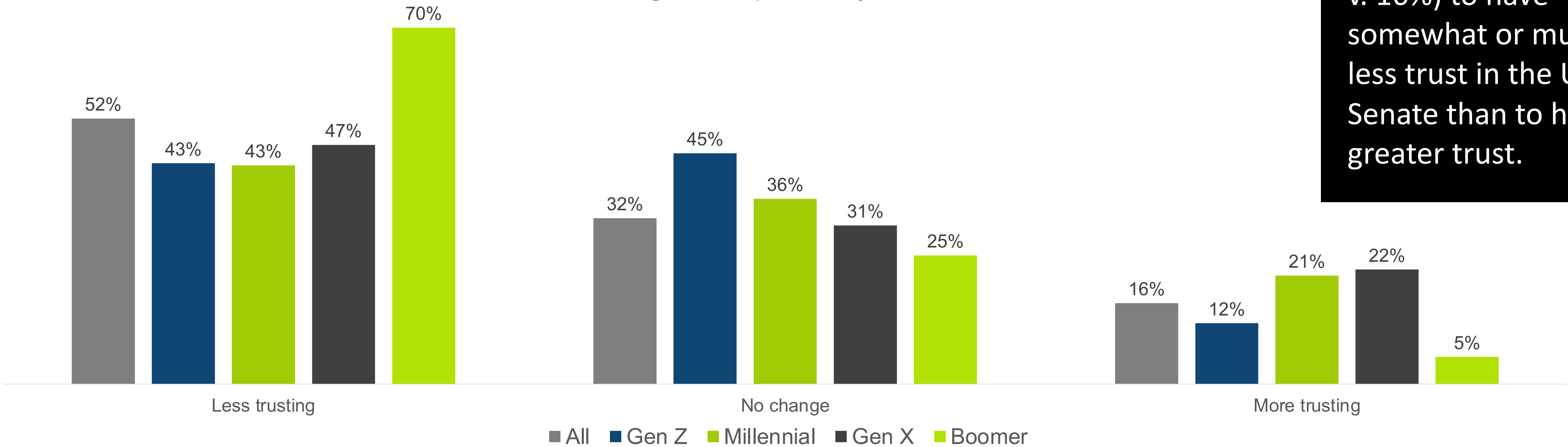
■ Male ■ Female

Trust in Institutions



Two years of COVID, a contentious election and a subsequent year of extreme partisanship have undermined Americans trust in major institutions.

Trust level change in the past two years: the US Senate

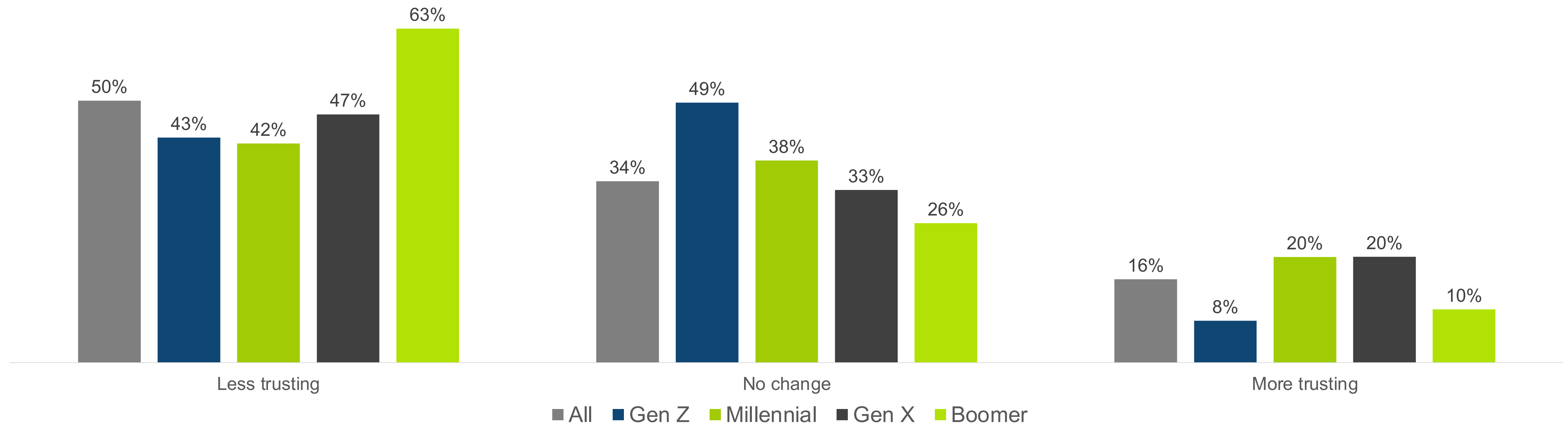


People are more than 3 times as likely (52% v. 16%) to have somewhat or much less trust in the U.S. Senate than to have greater trust.

In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?

A similar phenomenon occurs in trust of the House of Representatives, with 50% having a degree of less trust as opposed to 16% who have more.

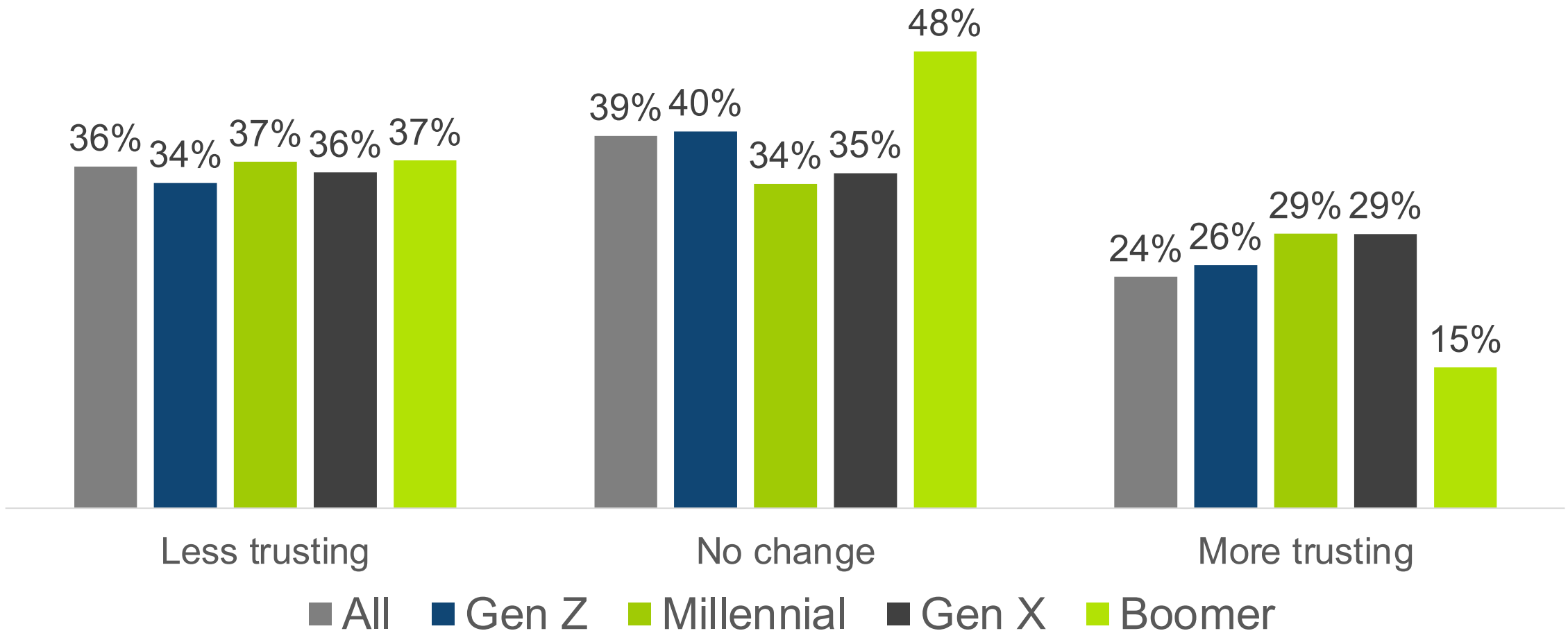
Trust level change in the past two years: Congress



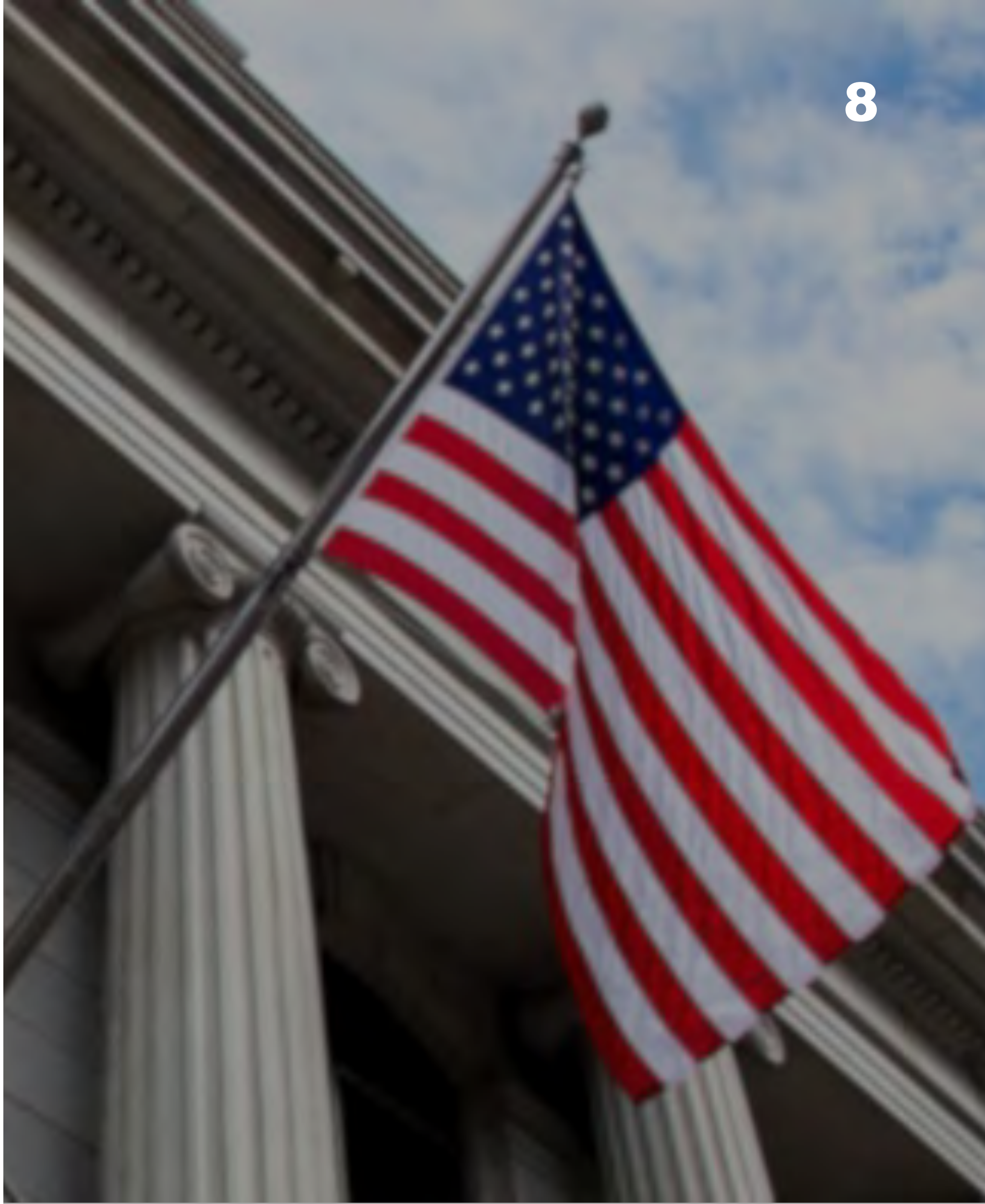
In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?

While the disparity isn't nearly as great as it is at the federal level a diminished trust in local government has also occurred with 36% less trusting, while 24% have more trust.

Trust level change in the past two years: Local government

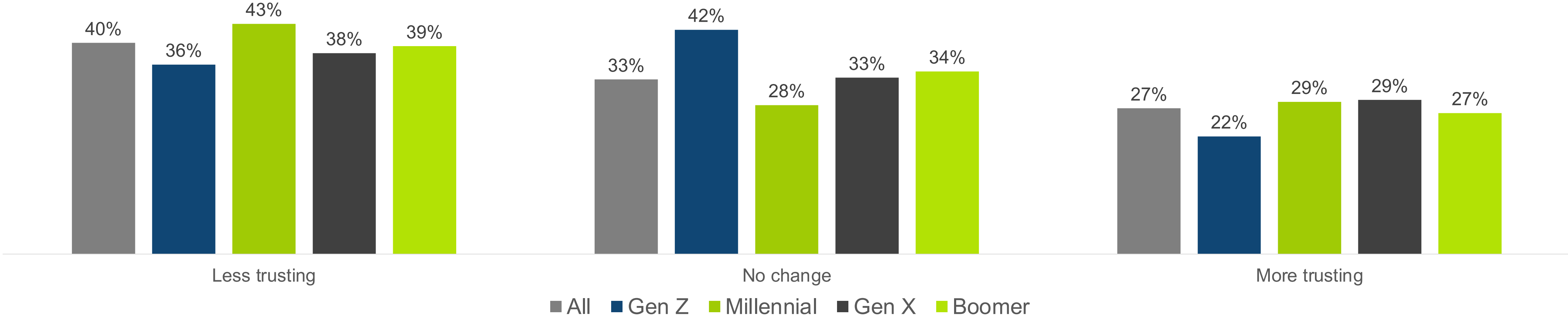


In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?



The phenomena is not unique to the government sector either. Despite the successful development, production and distribution of COVID vaccines respondents are more likely (40%) to be less trusting than more trusting (27%) of the pharmaceutical industry.

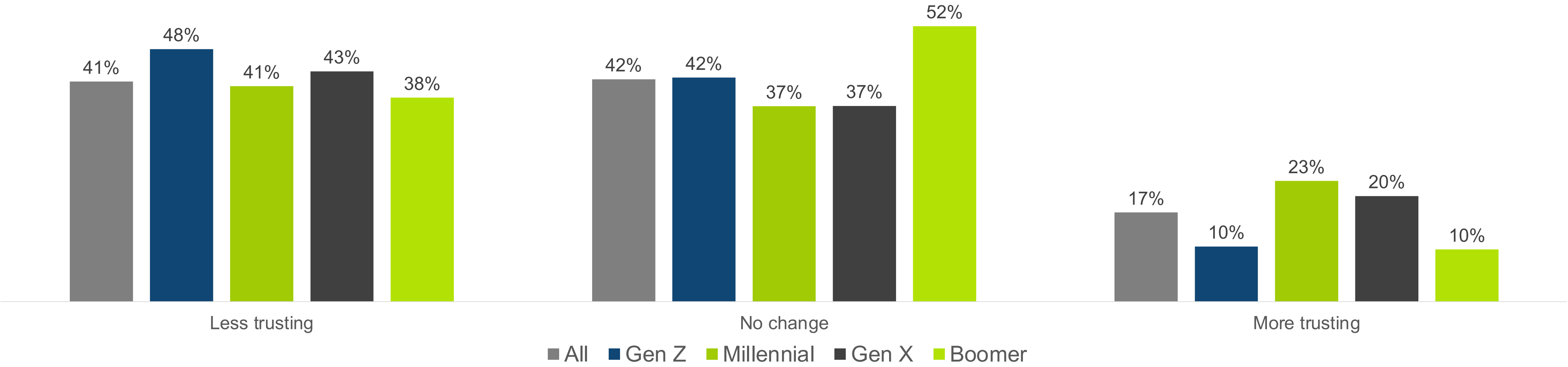
Trust level change in the past two years: Pharmaceutical companies



In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?

Big pharma are not the only companies to be viewed with less trust. Big companies in general are seen as less trustworthy (41%) than more trustworthy (17%) than the were two years ago.

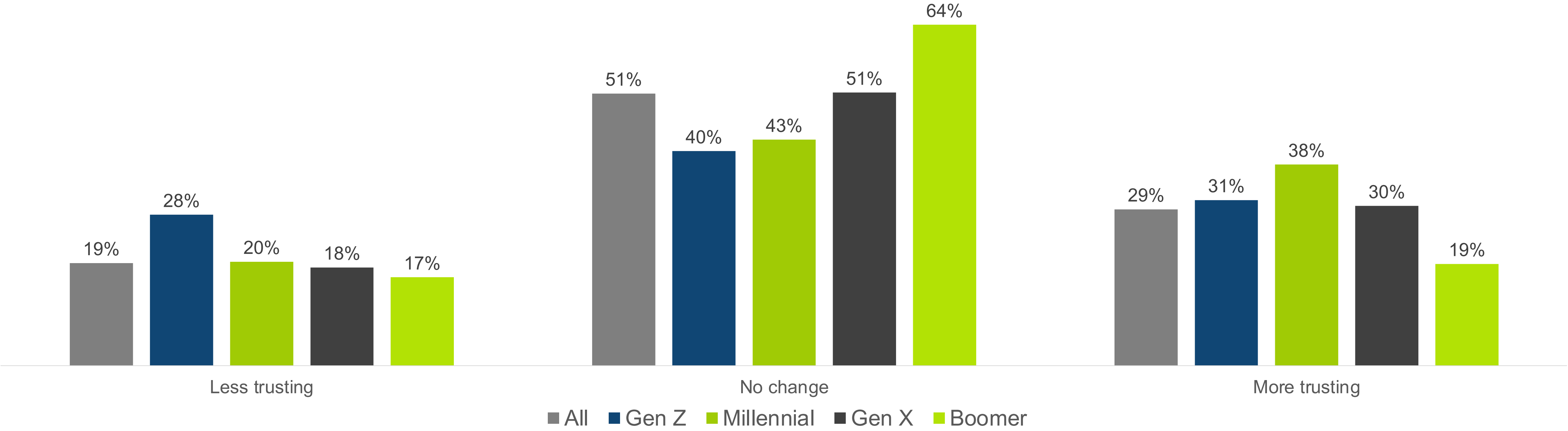
Trust level change in the past two years: Big companies in general



In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?

The first category we see respondents displaying greater trust is online-only retailers. 29% are somewhat or much more trusting than two years ago while only 19% have experienced a trust decline.

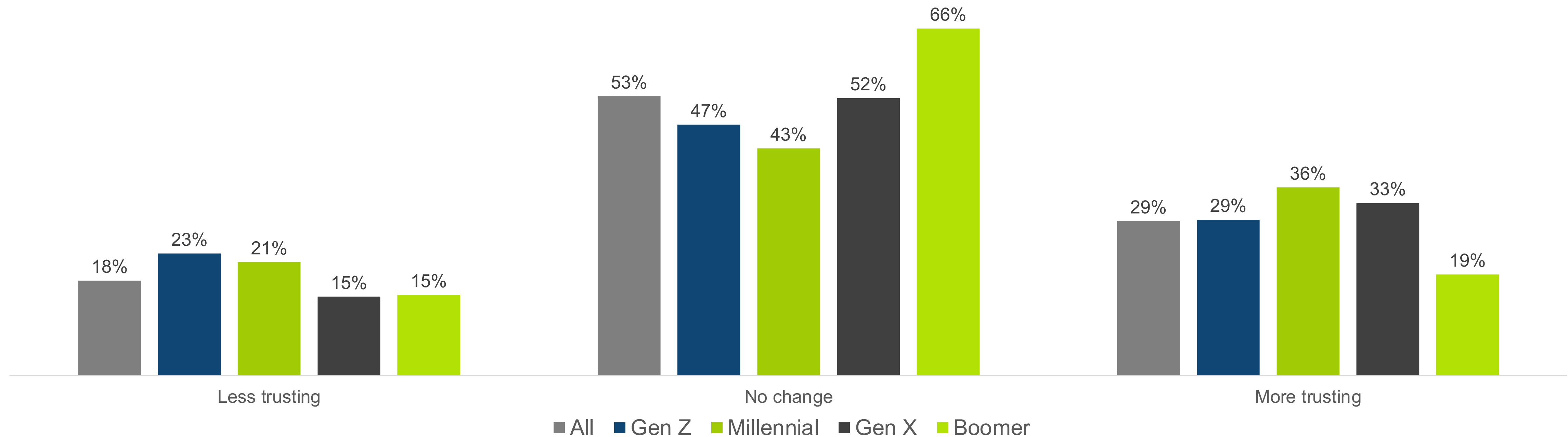
Trust level change in the past two years: Online-only retailers



In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?

The data for mass merchant retailers is nearly identical to that of their online counterparts. 29% of respondents are more trusting while only 18% are less so.

Trust level change in the past two years: Mass merchant retailers



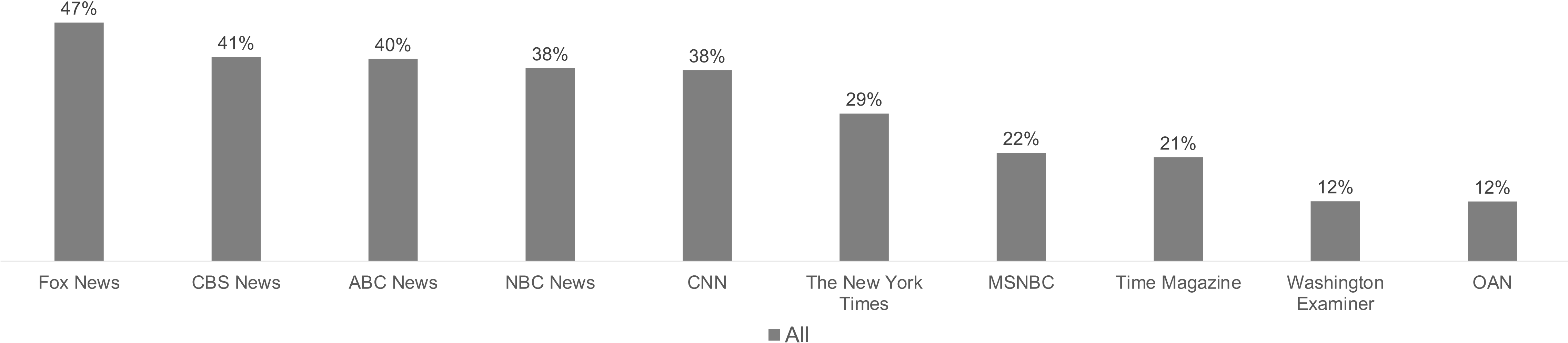
In general, how has your trust level in the following people, organizations and institutions changed in the past 2 years?

Trust in News Media



Most of what we know about the major institutions in this country comes from news media and respondent's perceptions of the trustworthiness of the major sources is varied. No source is seen as trustworthy by as much as one-half the sample.

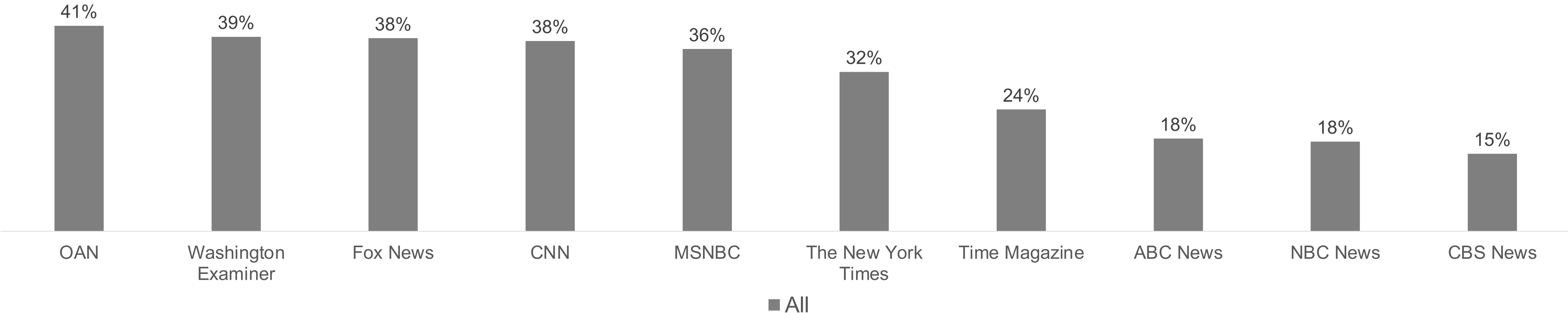
Most Trustworthy News Sources



Listed below are some popular news sources. Please select the three you feel are most trustworthy.

Conversely, only OAN (41%) was identified among the three least trustworthy sources by more than 2 people in 5.

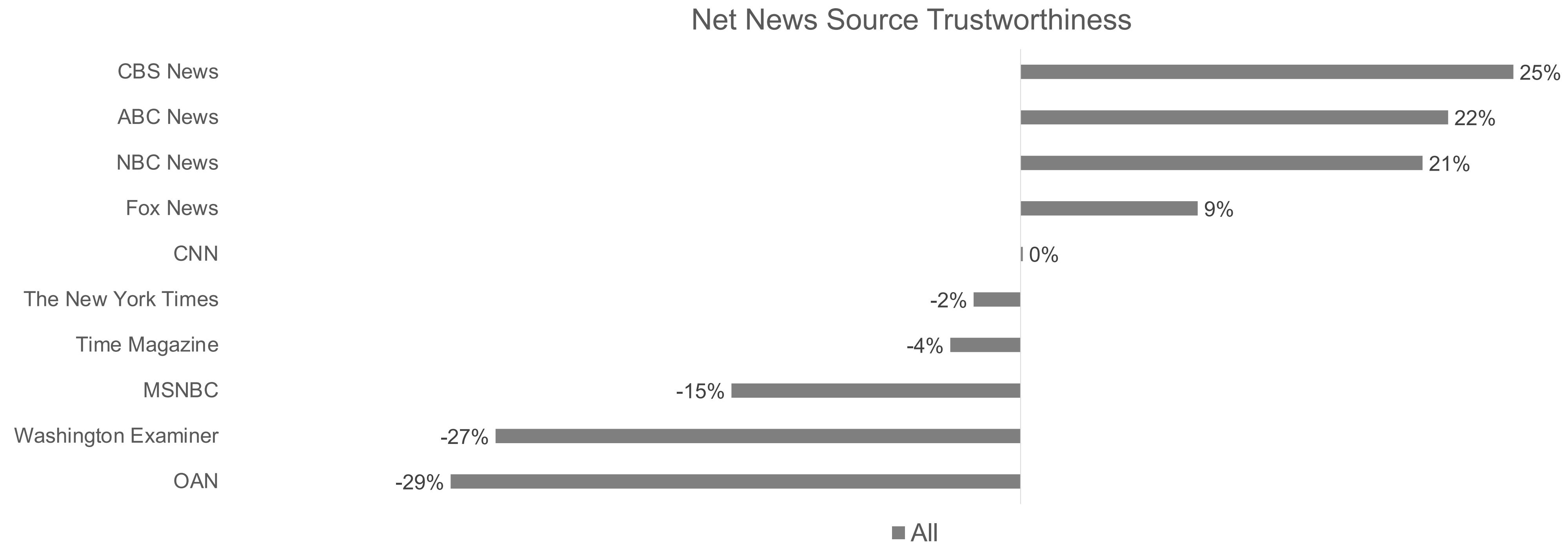
Least Trustworthy News Sources



Listed below are the news sources you did not select in the prior question.

Please select the three you feel are least trustworthy.

On a net basis (most trustworthy – least trustworthy) the 3 old-school TV networks (ABC, CBS and NBC) are seen as the most credible. Fox at 9% is the only other media outlet tested that achieved a positive score.

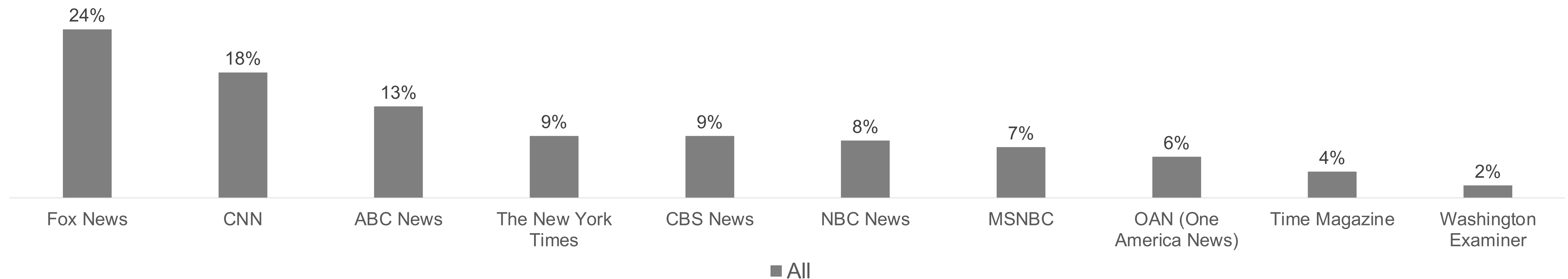


Listed below are the news sources you did not select in the prior question.

Please select the three you feel are most/least trustworthy.

Despite a relatively poor showing in the net evaluation, Fox News is the most popular of the sources tested having been selected by nearly 1 person in 4 (24%).

Preferred News Source



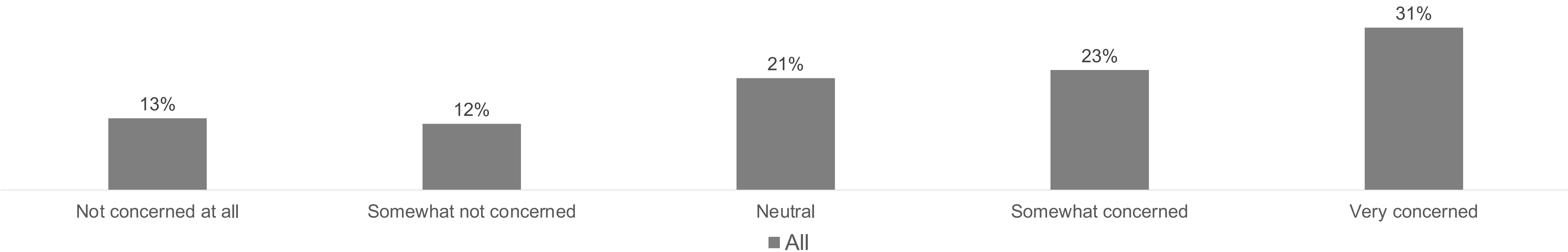
If you had to choose one of the following as your only source for news, which would you choose?

COVID-19



Concern about the Omicron variant has not changed significantly in the past 4 weeks despite how quickly it has spread across the U.S.

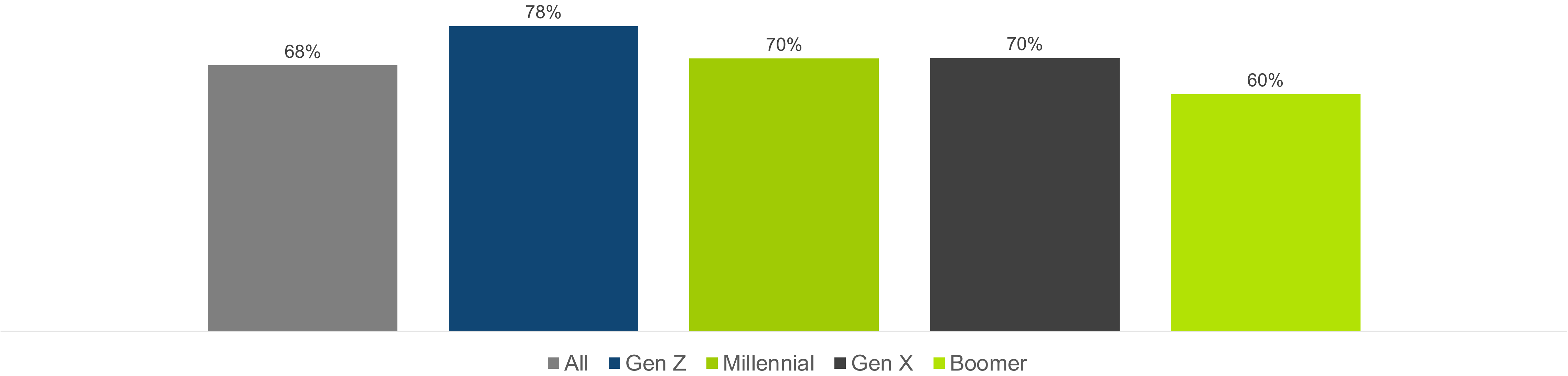
Concern about Omicron variant



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

More than two-thirds of respondents (68%) feel schools should shut down if they experience a significant Omicron outbreak.

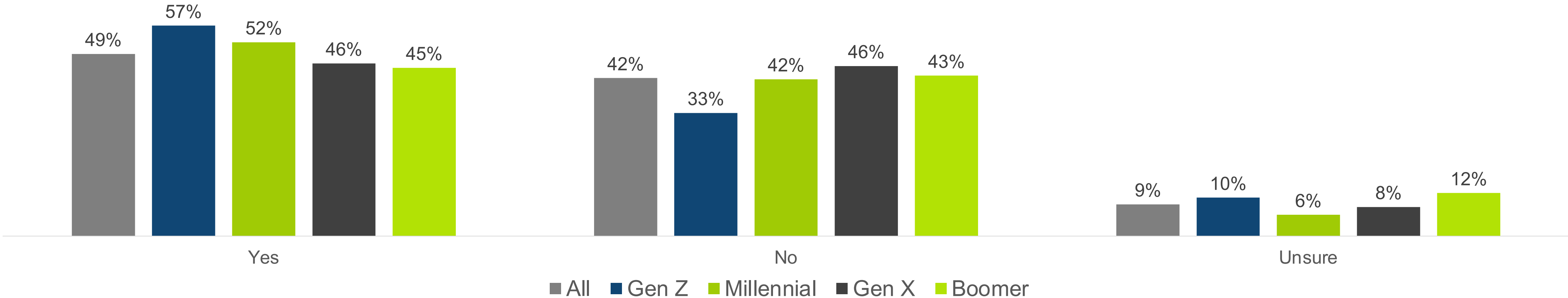
% Who think schools should shut down for Omicron variant



Do you think schools should be shut down if there is a significant COVID outbreak caused by the Omicron variant?

Fewer than half the respondents report living in a community that currently has a mask mandate. 9% admit to not knowing the regulations in their community.

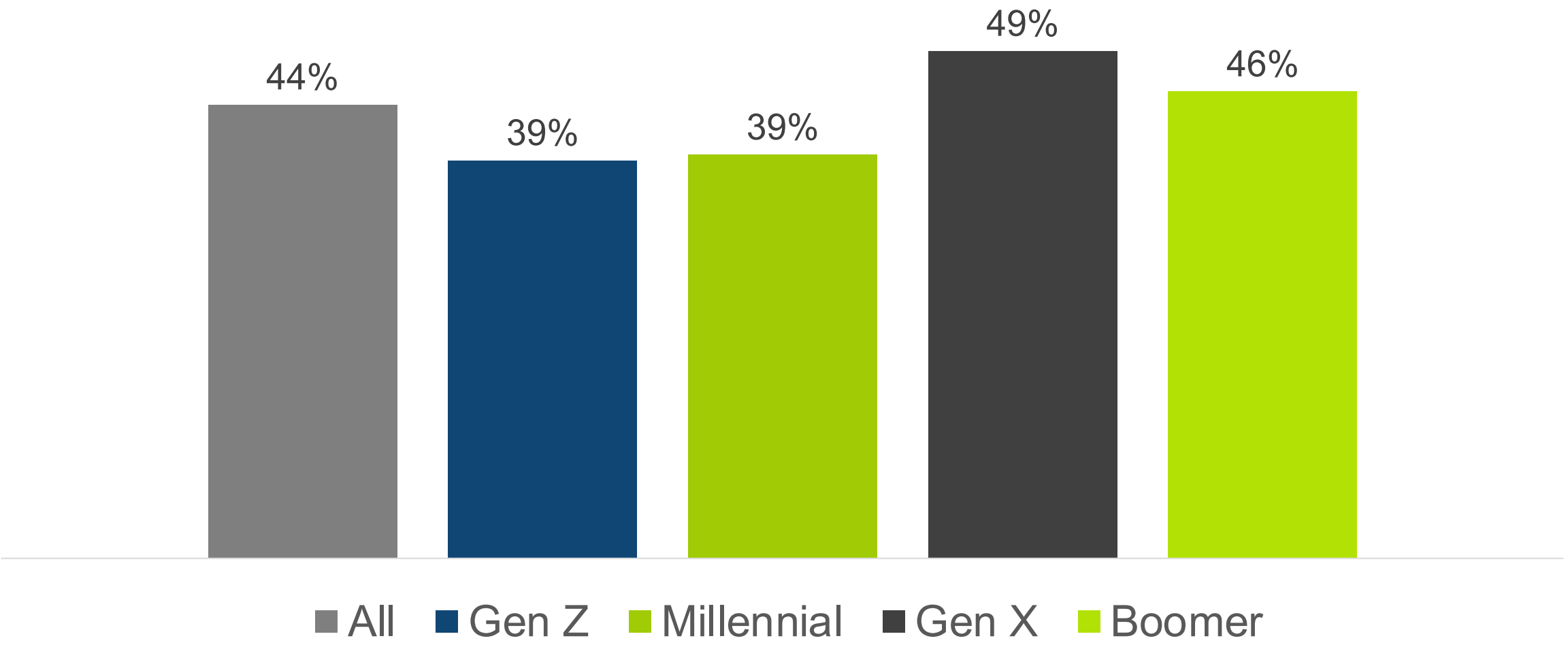
Local community have issued mask mandate due to Omicron



Has your community implemented a mask mandate because of Omicron?

Nearly half (44%) of those living in an area with no mask mandate feel there should be one.

% Of those who's community hasn't issued a mask mandate who think they should

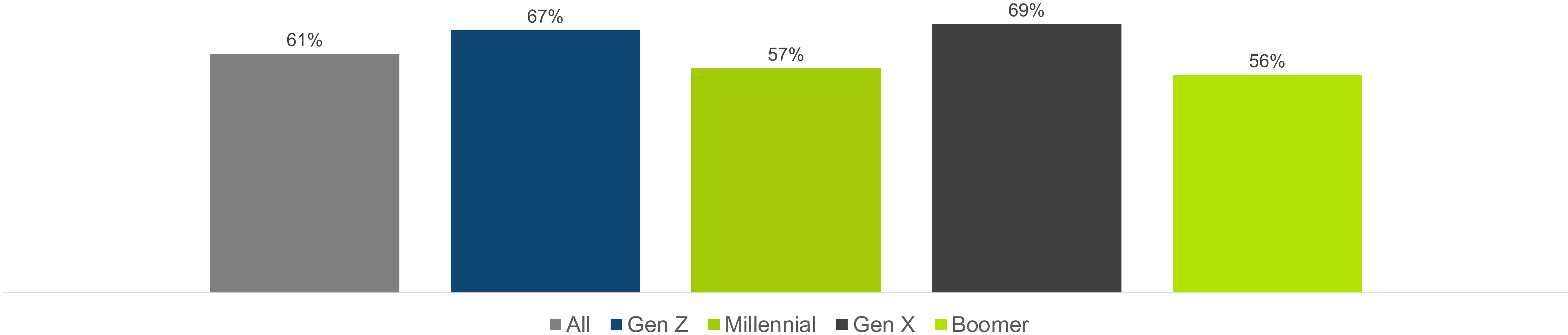


Do you think your community should implement a mask mandate?



61% of respondents feel large gatherings like sporting events, concerts, etc. should be canceled because of Omicron.

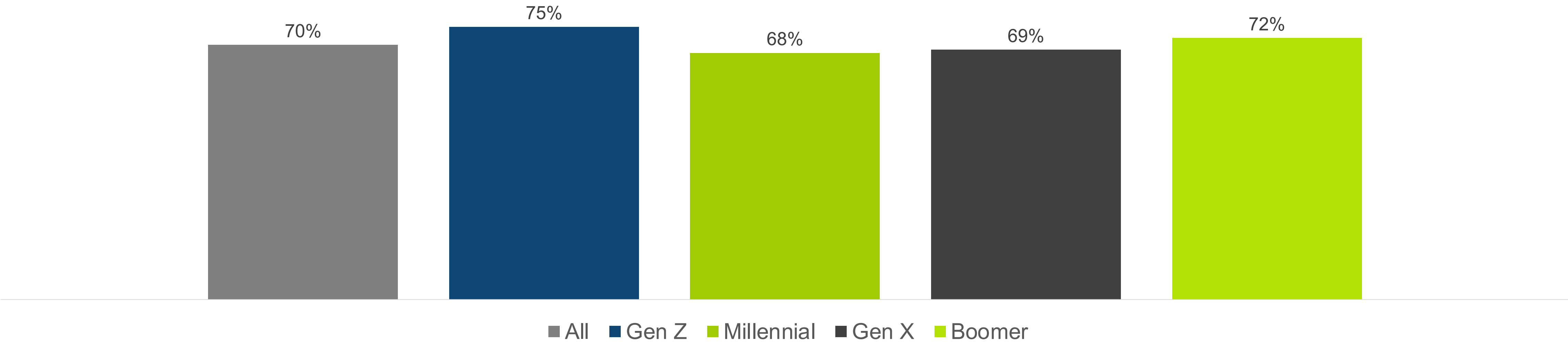
% Who think should large gatherings be canceled because of Omicron



Do you think large gatherings (sports events, concerts, etc.) should be canceled because of the Omicron variant?

Fewer than 1 person in 3 (30%) feels asymptomatic health care workers who have tested positive should work despite the increasing shortage of people to care for the sick.

% Who think think healthcare workers who tested positive (asymptomatic) should not be allowed to work with patients



Do you think health care workers who have tested positive for COVID but are asymptomatic should be allowed to work with patients?

Summary

Trust in Institutions

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- People are more than 3 times as likely (52% v. 16%) to have somewhat or much less trust in the U.S. Senate than to have greater trust.
- A similar phenomenon occurs in the trust of the House of Representatives, with 50% having a degree of less trust as opposed to 16% who have more.
- While the disparity isn't nearly as great as it is at the federal level, a diminished trust in local government has also occurred, with 36% less trusting while 24% have more trust.
- The phenomenon is not unique to the government sector either. Despite the successful development, production and distribution of COVID vaccines, respondents are more likely (40%) to be less trusting than more trusting (27%) of the pharmaceutical industry.
- Big pharma are not the only companies to be viewed with less trust. Big companies, in general, are seen as less trustworthy (41%) than more trustworthy (17%) than they were two years ago.

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Summary

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- Conversely, only OAN (41%) was identified among the three least trustworthy sources by more than 2 people in 5.
- On a net basis (most trustworthy – least trustworthy), the 3 old-school TV networks (ABC, CBS and NBC) are seen as the most credible. Fox at 9% is the only other media outlet tested that achieved a positive score.
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Summary

COVID-19

- Concern about the Omicron variant has not changed significantly in the past 4 weeks despite how quickly it has spread across the U.S.
- More than two-thirds of respondents (68%) feel schools should shut down if they experience a significant Omicron outbreak.
- Fewer than half the respondents reported living in a community that currently has a mask mandate.
 - 9% admit to not knowing the regulations in their community.
- Nearly half (44%) of those living in an area with no mask mandate feel there should be one.
- 61% of respondents feel large gatherings like sporting events, concerts, etc., should be canceled because of Omicron.
- Fewer than 1 person in 3 (30%) feels asymptomatic health care workers who have tested positive should work despite the increasing shortage of people to care for the sick.