



Home Retail Consumer Monitor

Presented February 23, 2021

Methodology

N = 610

MOE \pm 3.97%

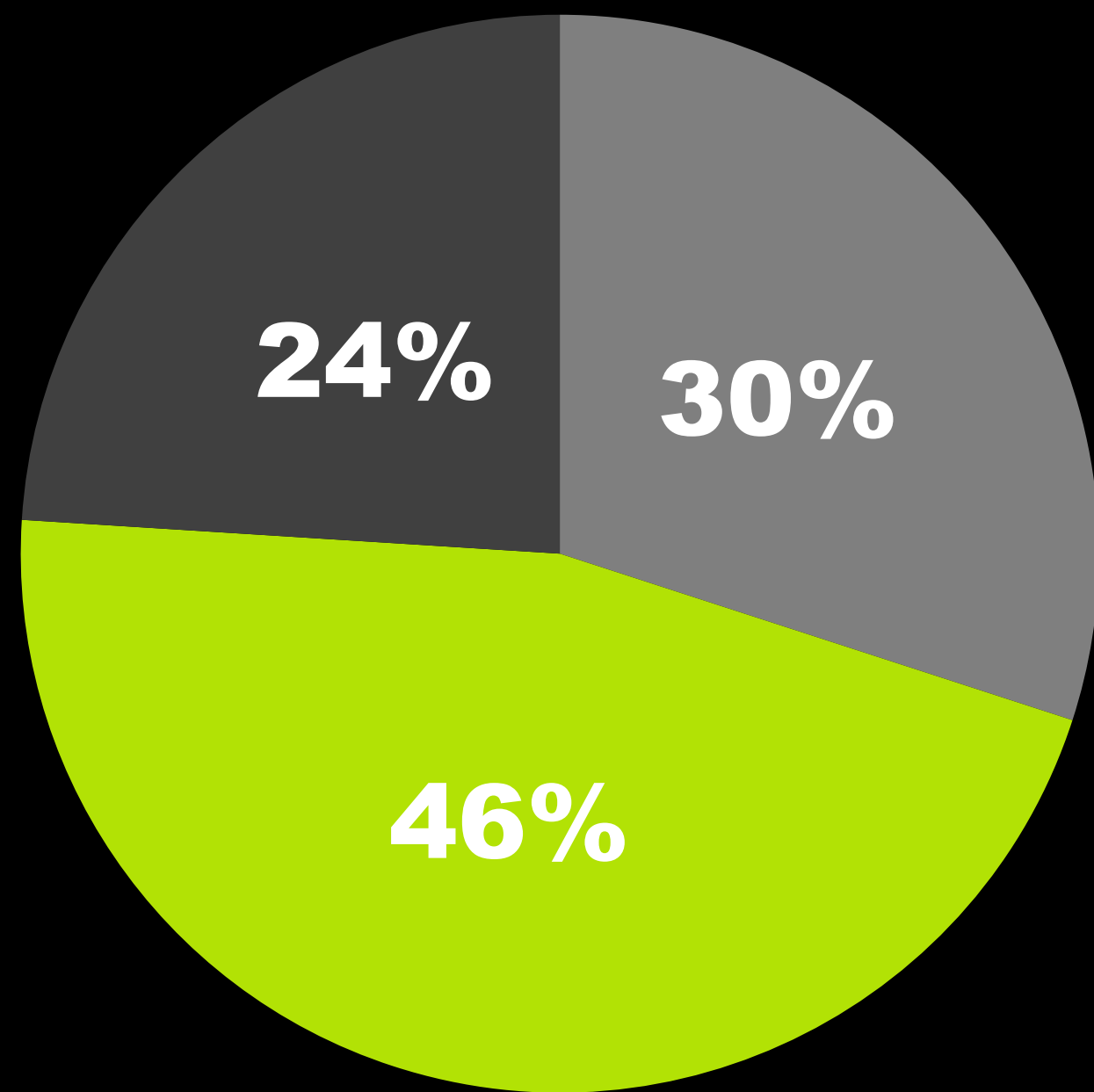
Panel: General Population

Collected: 2/16/21, 2/17/21

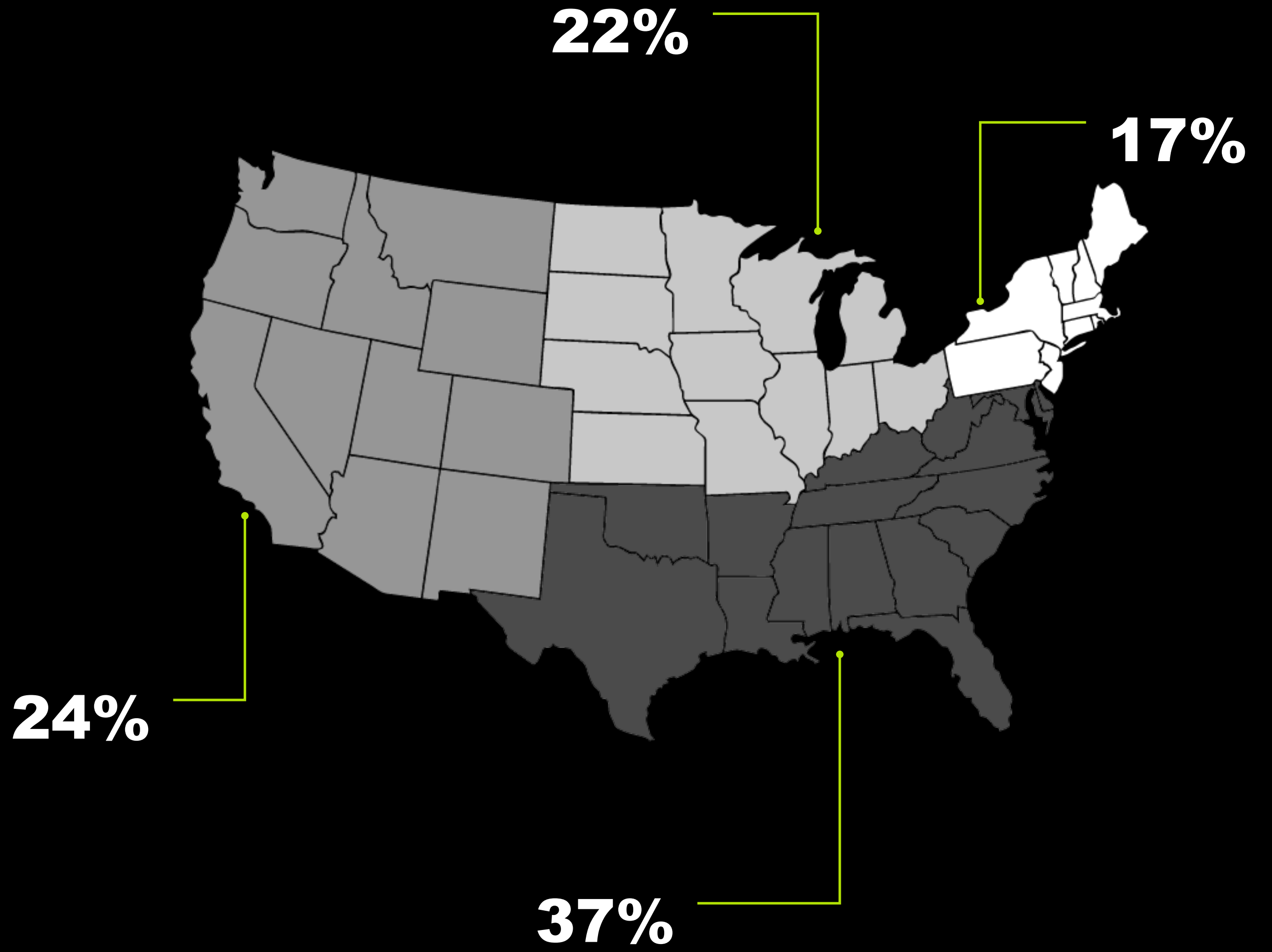


Panel Composition

Urbanicity

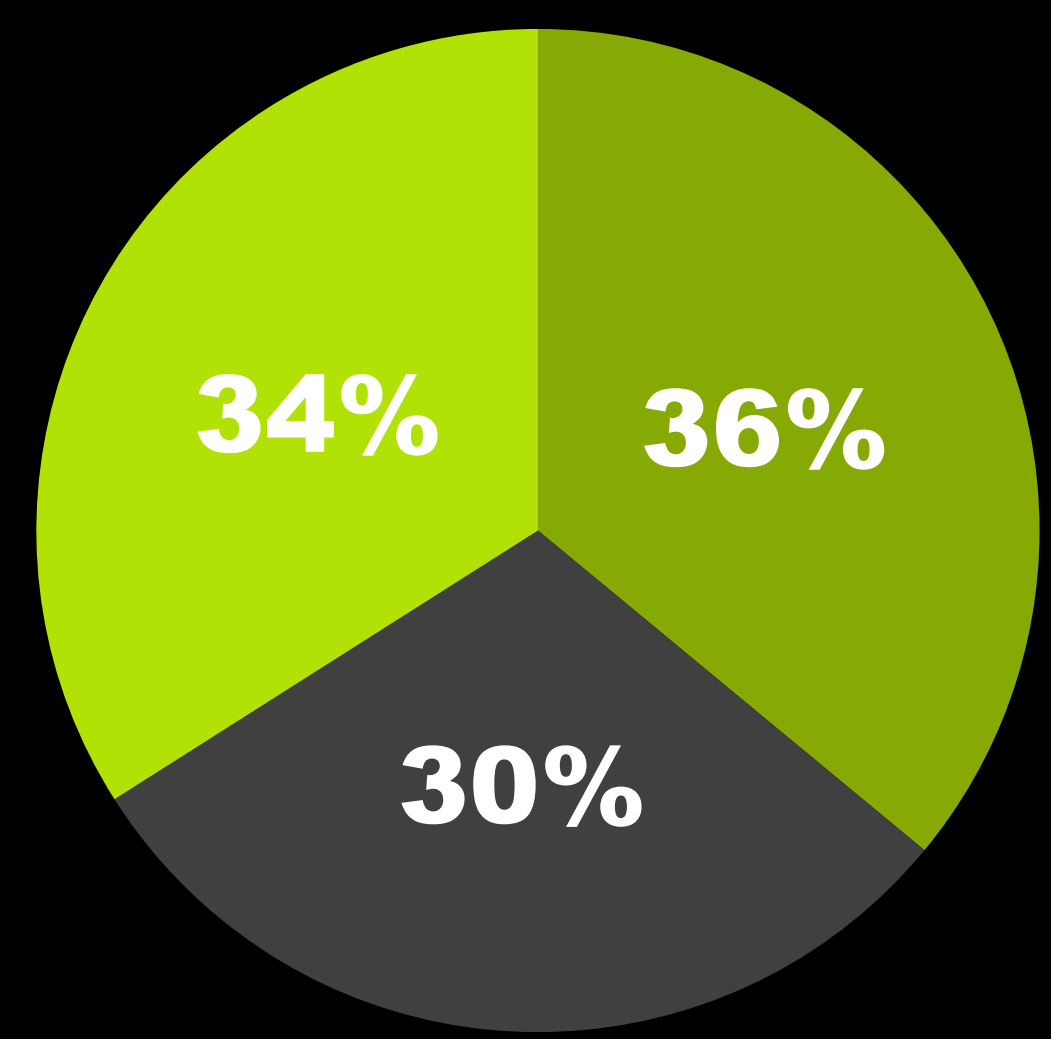


■ Urban ■ Suburban ■ Rural



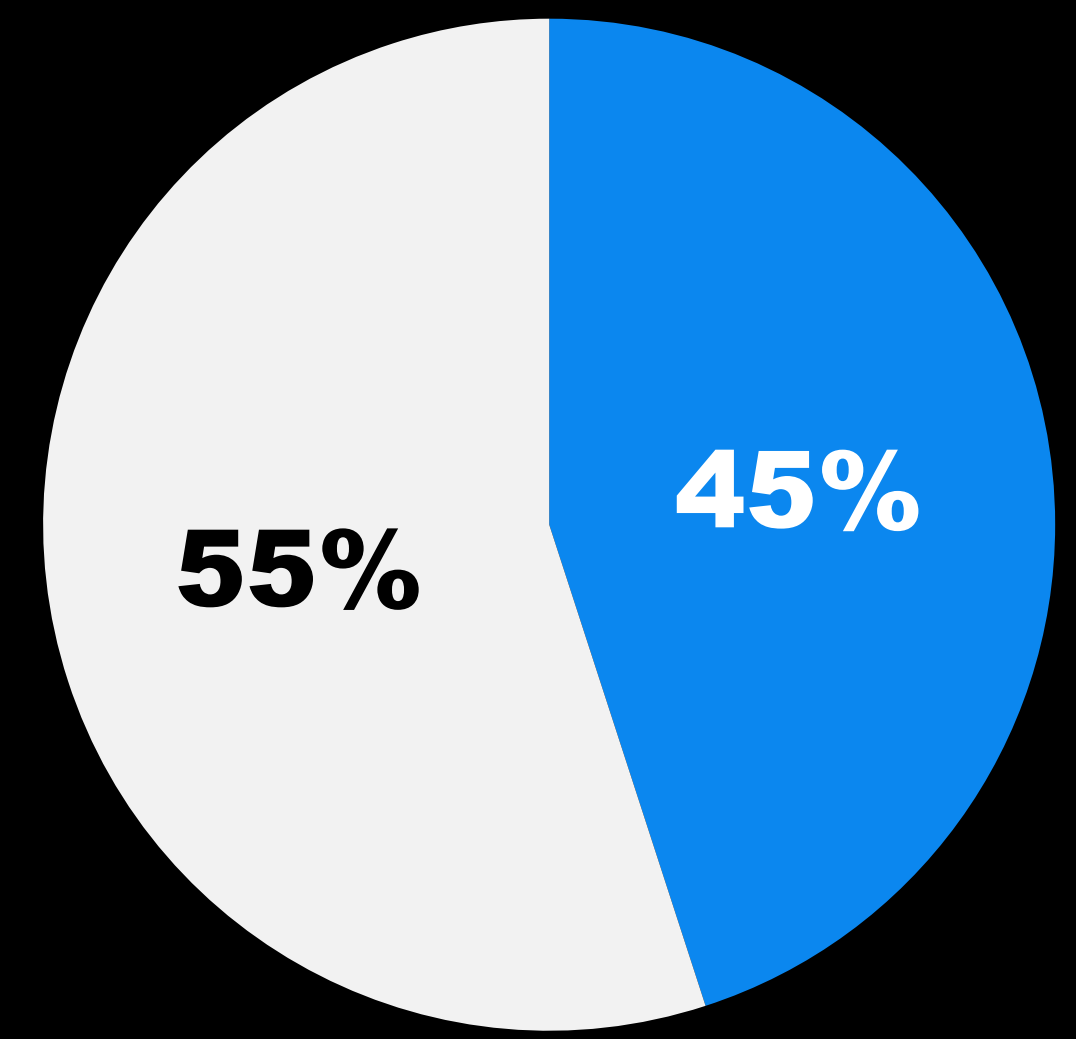


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



■ Male ■ Female

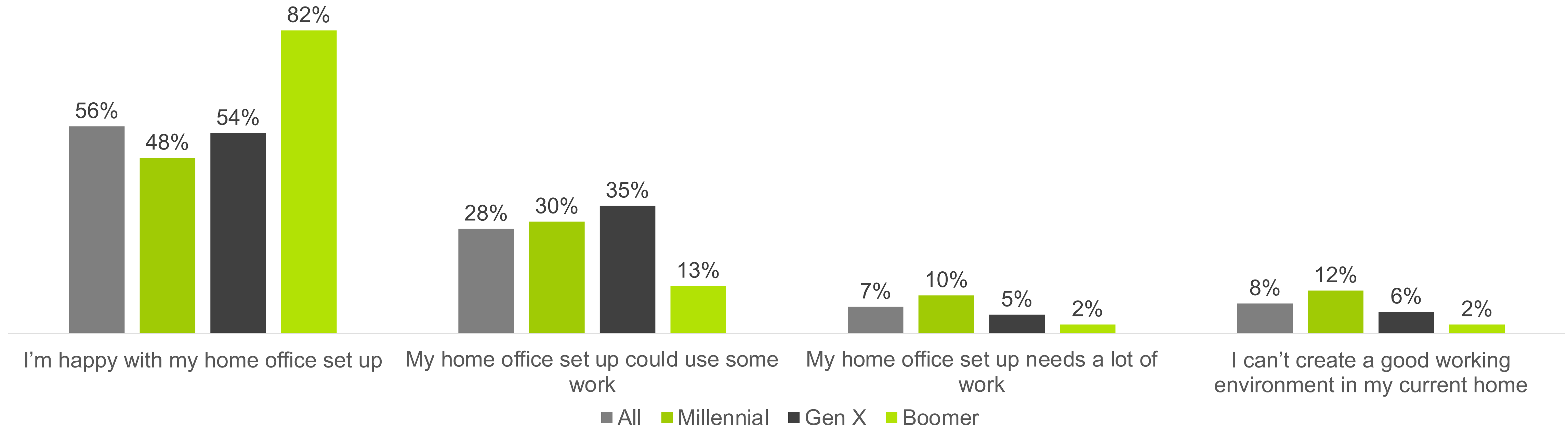


Work from Home - Environment



Among those working from home, only slightly more than half (56%) are satisfied with their environment. 35% feel their space needs work while 8% see their situation as irreparable.

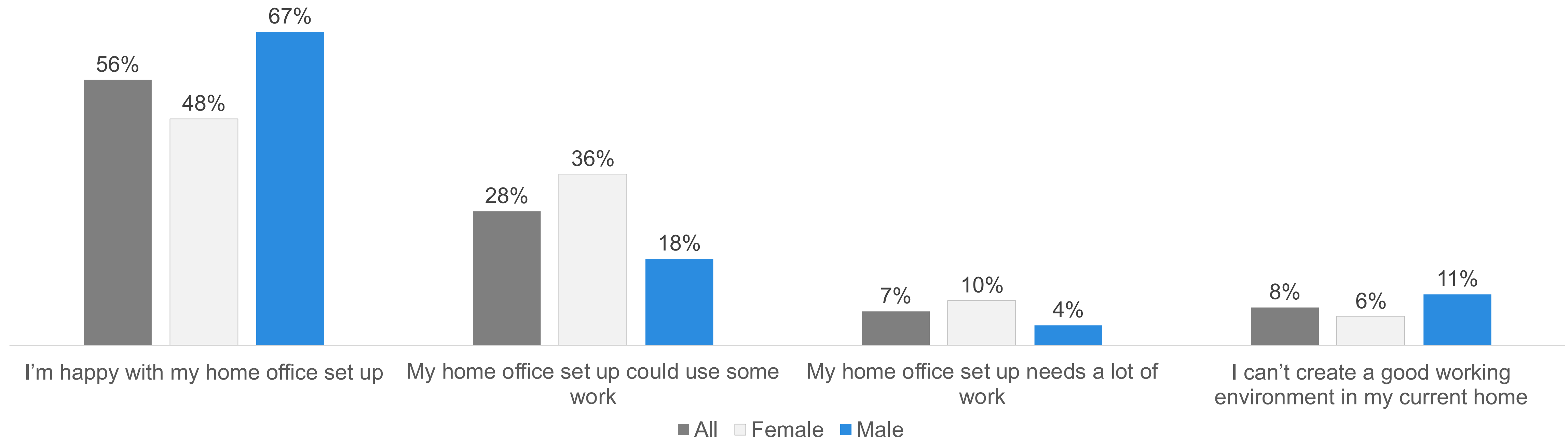
Describe work from home environment



Which of the following best describes your work environment at home?

Men (67%) are much more likely than women (48%) to be happy with their home office set up.

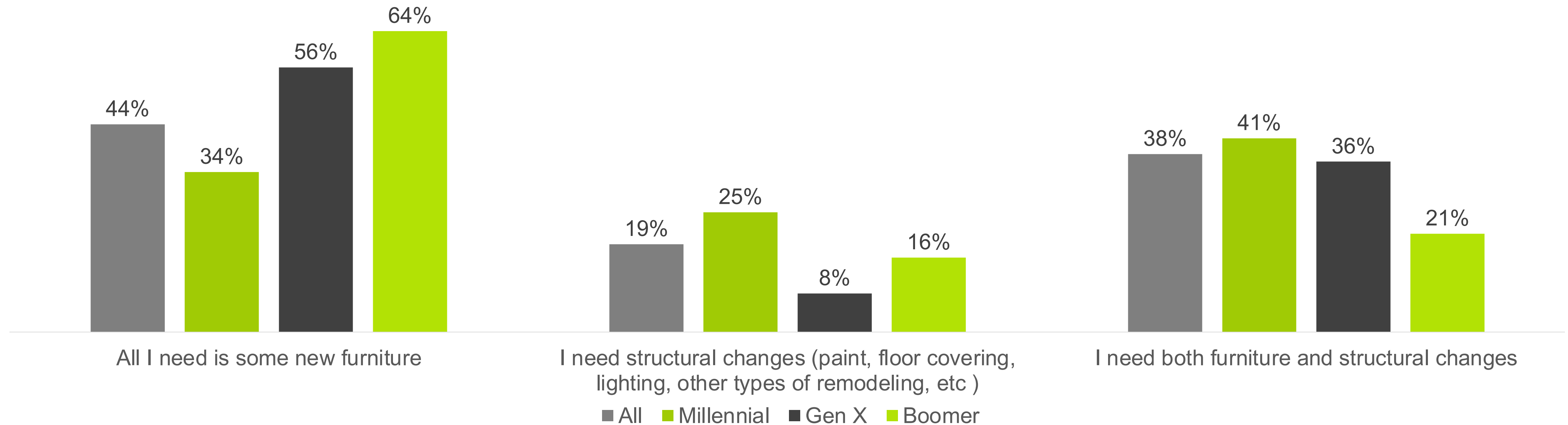
Describe work from home environment



Which of the following best describes your work environment at home?

Among those whose office space needs work, 44% feel new furniture would do the trick while a majority (57%) feel other work is needed.

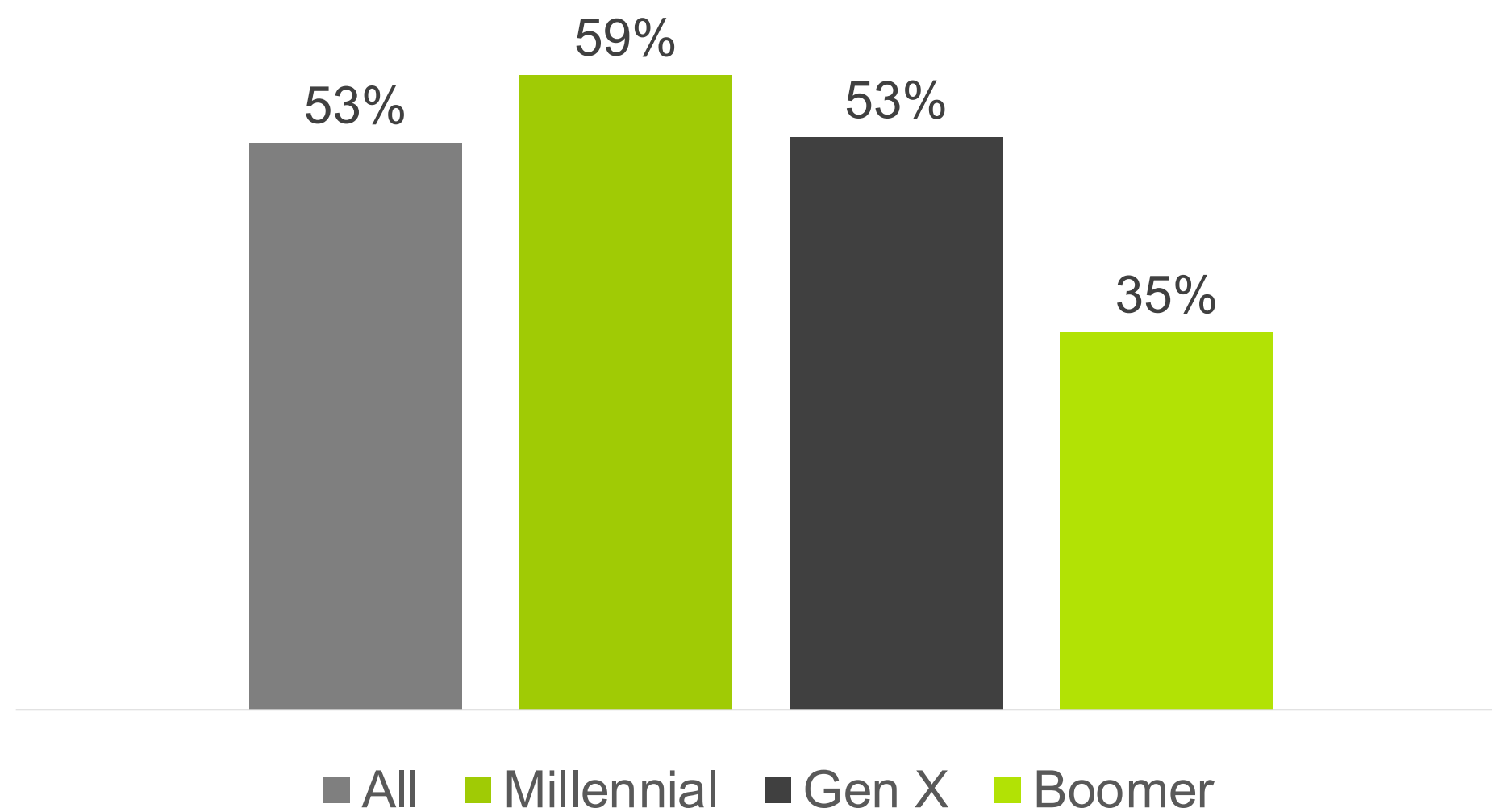
Work necessary to improve home workspace



Which of the following best describes the work necessary to improve your home workspace?

59% of those who see their workspace as inadequate plan to make improvements this year.

Likelihood to make improvements to home workspace: top 2 box

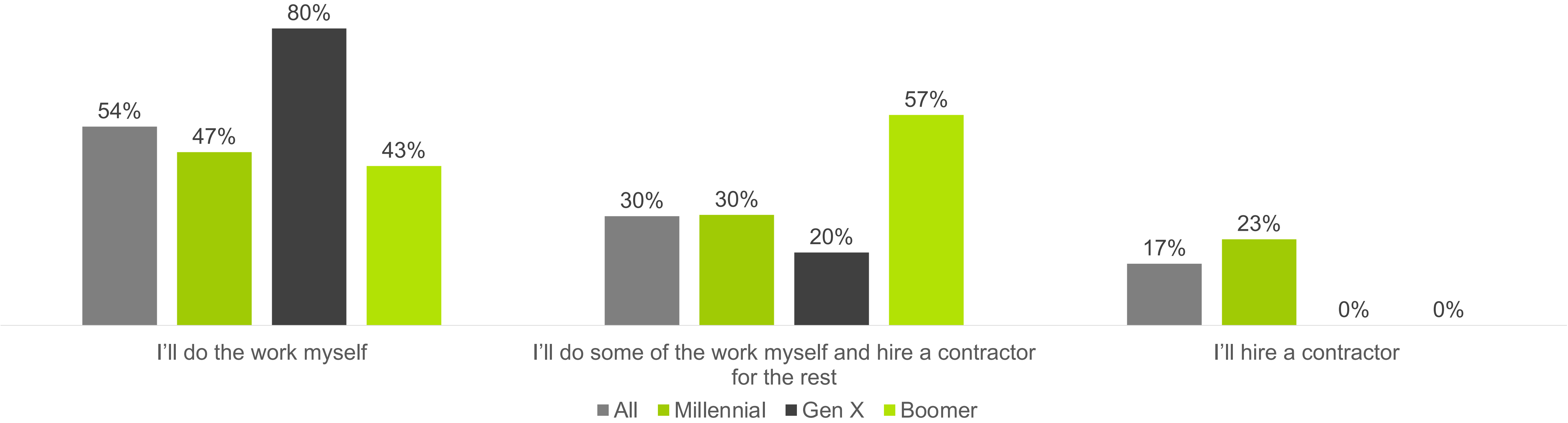


How likely are you to make improvements to your home workspace in the coming year?



Of those planning improvements, more than half (54%) will complete all the work themselves while the remaining 47% will employ a contractor for at least a portion of the job.

How to complete improvements

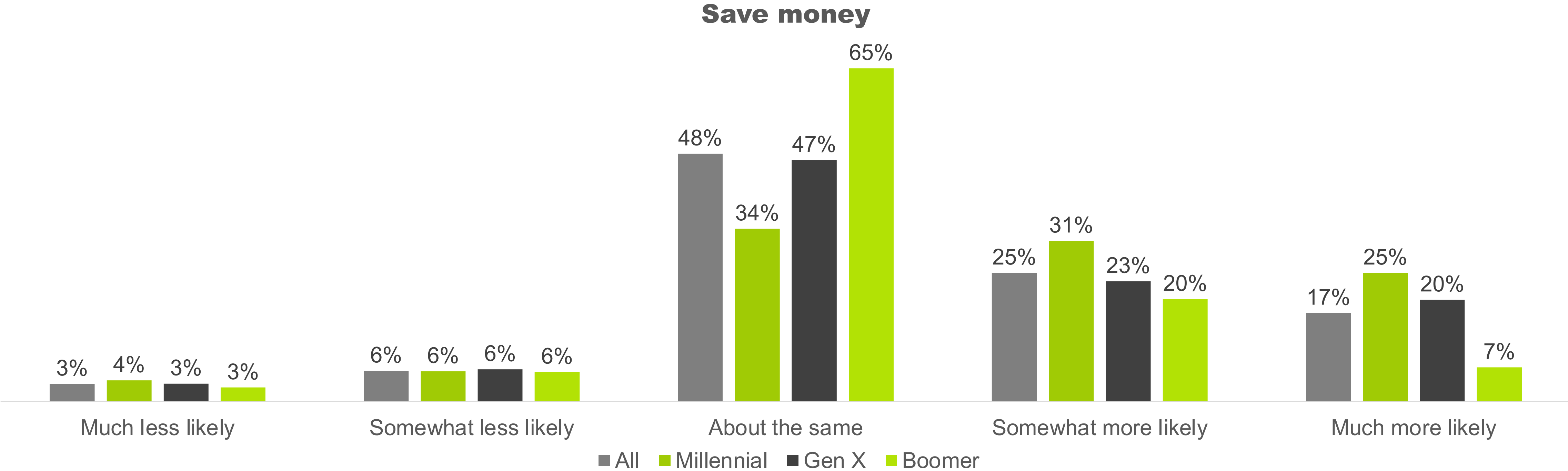


How will you handle the structural improvements needed for your home workspace?



The New Normal

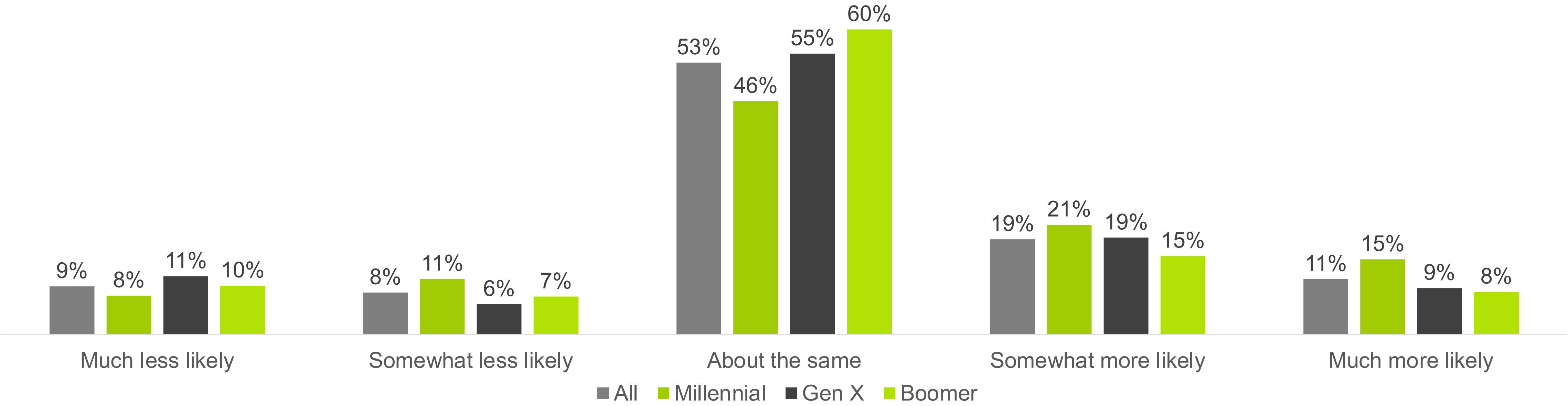
COVID-19 has caused people to recalibrate their thinking on a number of issues. 42% plan to save more money going forward than they did before COVID while 9% will save less.



When COVID-19 is brought under control, how much more or less likely do you think you'll be to do the following things than you were to do them before COVID?

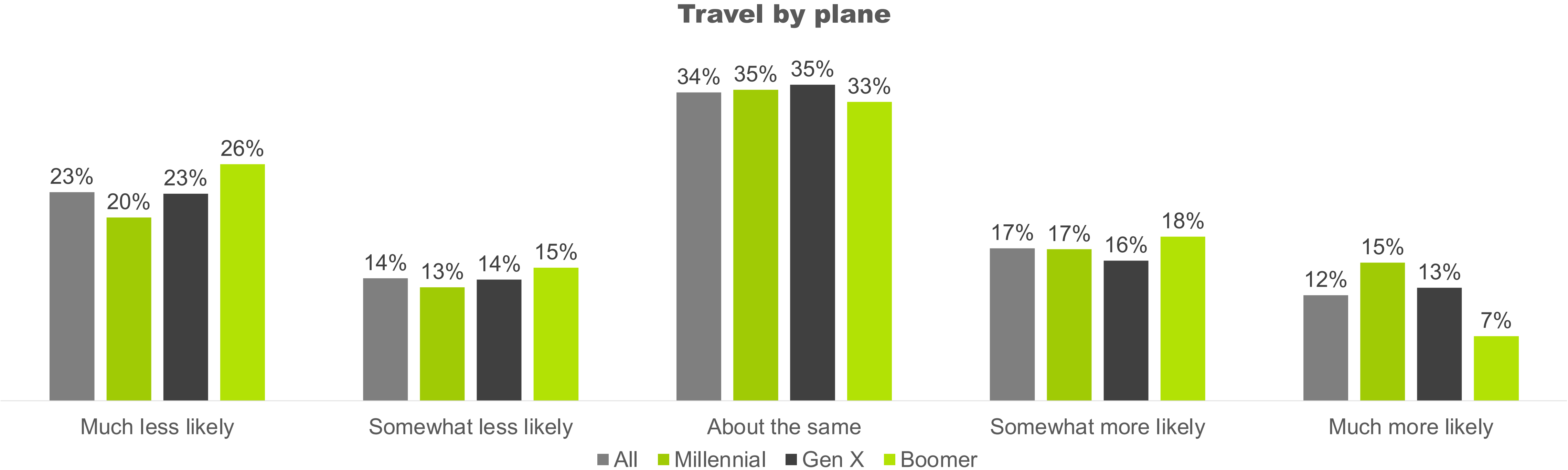
Despite the flurry of home improvement activity in 2020, 30% expect to spend more going forward while only 19% expect to spend less than their pre-COVID levels.

Make improvements to your existing home



When COVID-19 is brought under control how much more or less likely do you think you'll be to do the following things than you were to do them before COVID?

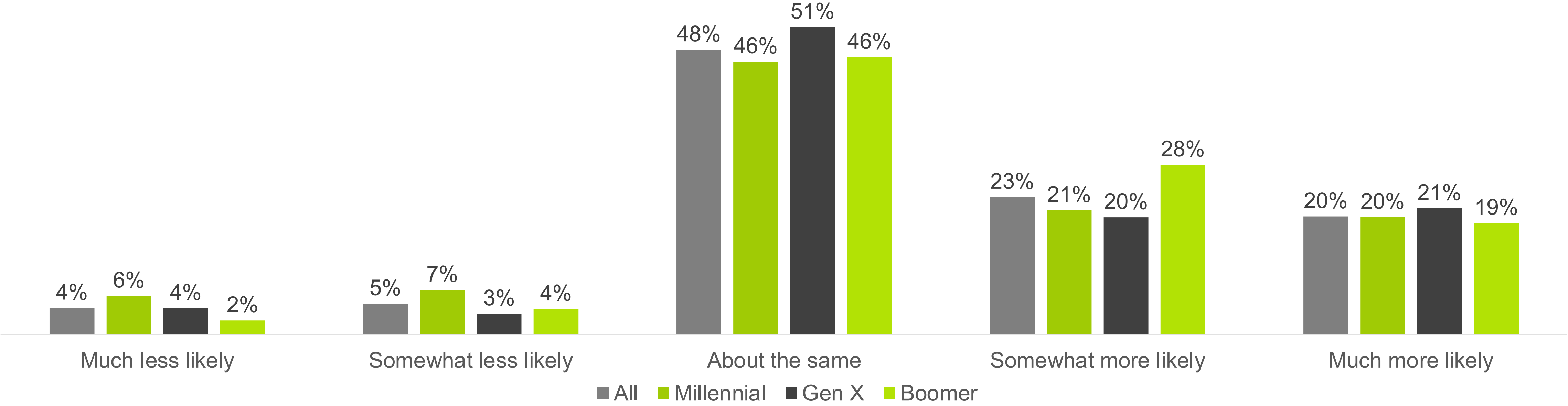
37% of people expect a decline from their pre-COVID air travel levels while only 29% anticipate an increase.



When COVID-19 is brought under control how much more or less likely do you think you'll be to do the following things than you were to do them before COVID?

The decline in air travel should be more than offset by an increase in car travel, which 43% expect to do more.

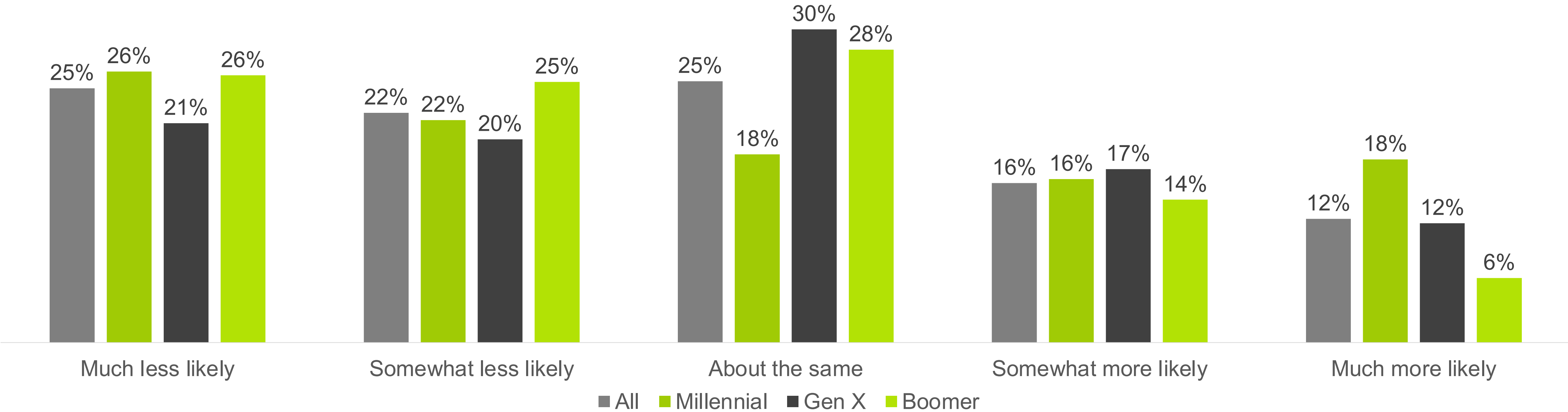
Travel by car



When COVID-19 is brought under control how much more or less likely do you think you'll be to do the following things than you were to do them before COVID?

Despite pent up demand, people anticipate remaining skittish about crowded venues. Nearly half (47%) of the respondents anticipate fewer visits than before COVID.

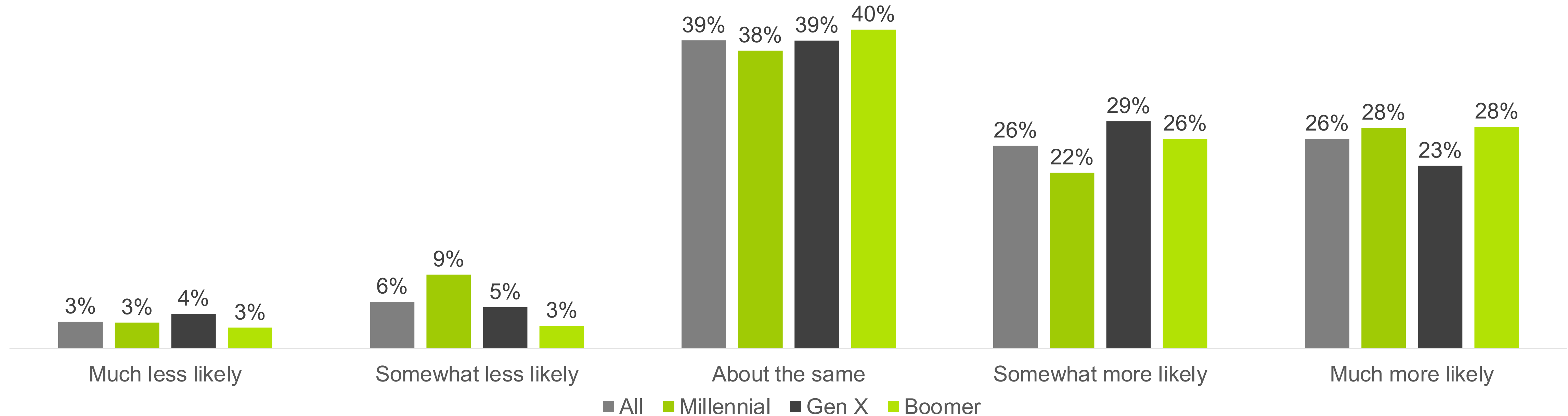
Go to crowded venues (concerts, movies, sporting events, etc.)



When COVID-19 is brought under control how much more or less likely do you think you'll be to do the following things than you were to do them before COVID?

The unique circumstances associated with COVID-19 have more than half (52%) of the sample planning to spend more time with immediate family than they have historically.

Spend time with your immediate family



When COVID-19 is brought under control how much more or less likely do you think you'll be to do the following things than you were to do them before COVID?



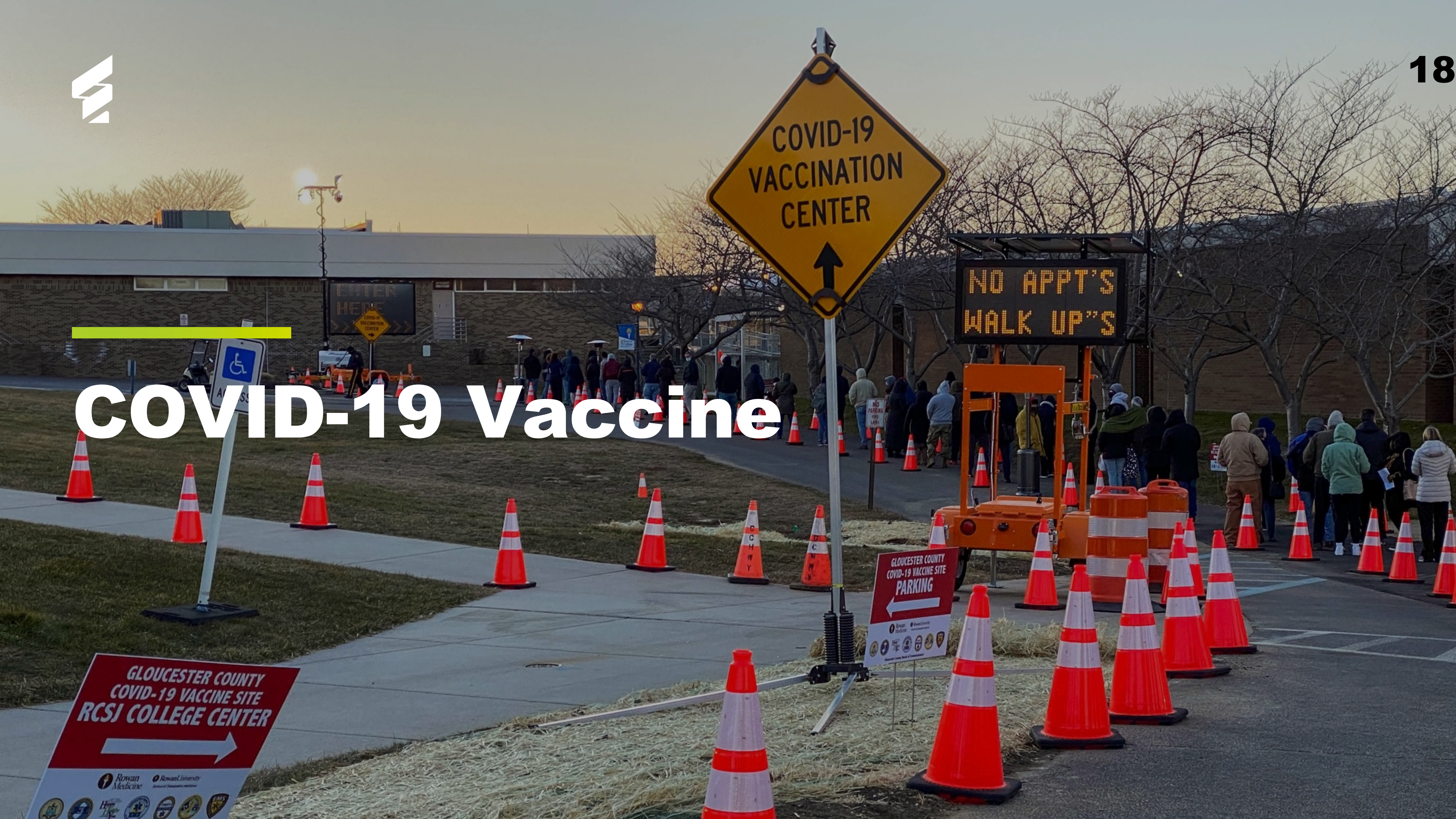
COVID-19 Vaccine

COVID-19
VACCINATION
CENTER
↑

NO APPT'S
WALK UP'S

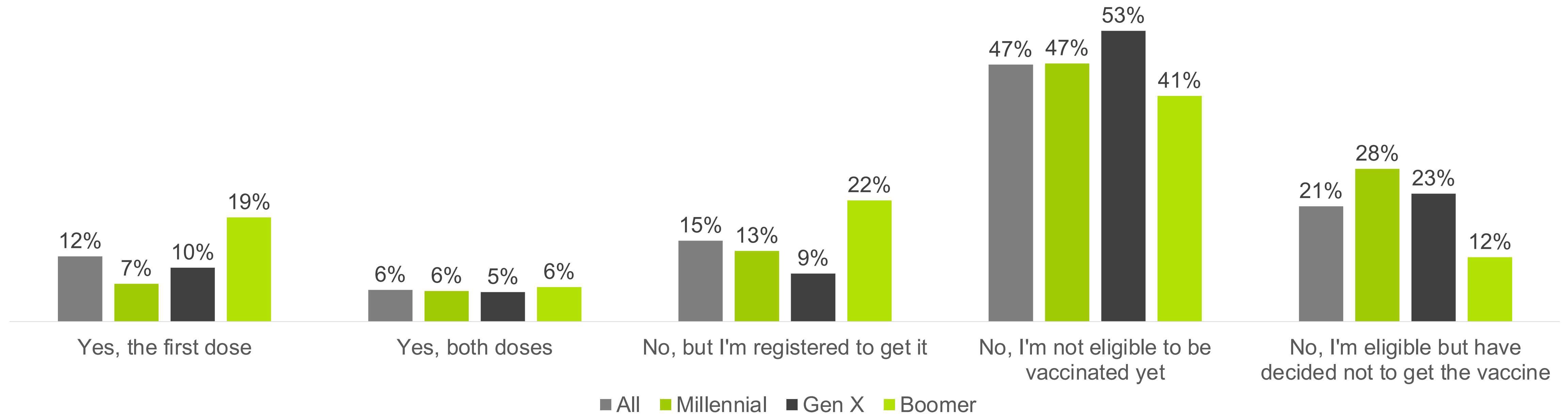
GLOUCESTER COUNTY
COVID-19 VACCINE SITE
RCSJ COLLEGE CENTER
→
Rowan
Medicine
Rowan University
School of Osteopathic Medicine
Hennepin
County
Public Health
Department

GLOUCESTER COUNTY
COVID-19 VACCINE SITE
PARKING
←



1 in 5 respondents remains opposed to getting the COVID-19 vaccine.

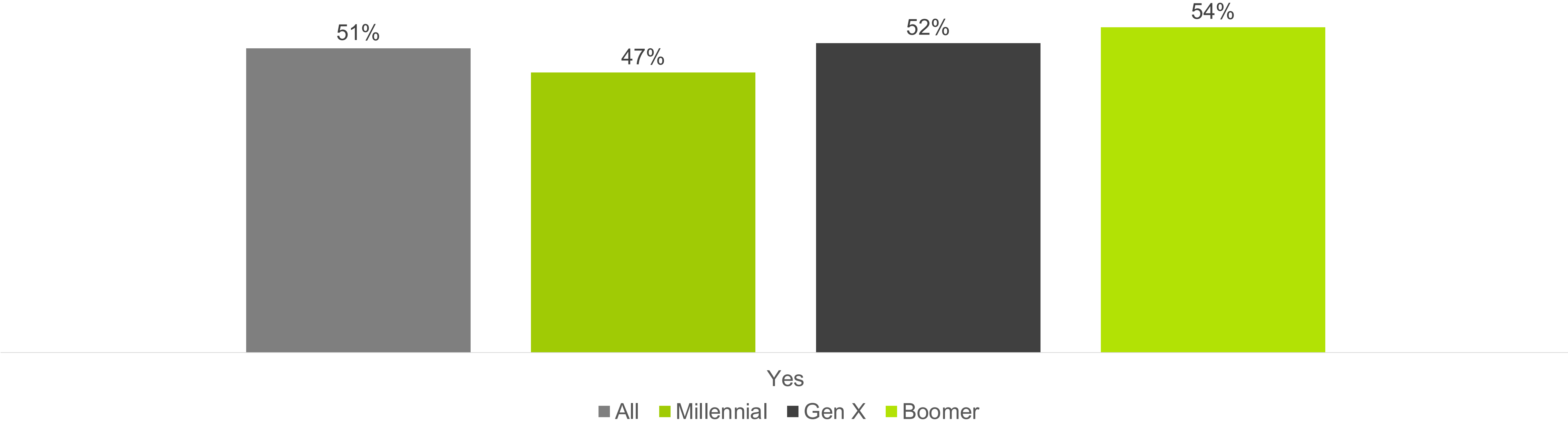
COVID vaccine status



Have you received the COVID-19 vaccine yet?

Despite the fact that 79% of respondents are somewhat likely to get the vaccine, only 51% believe employers should have the right to require one.

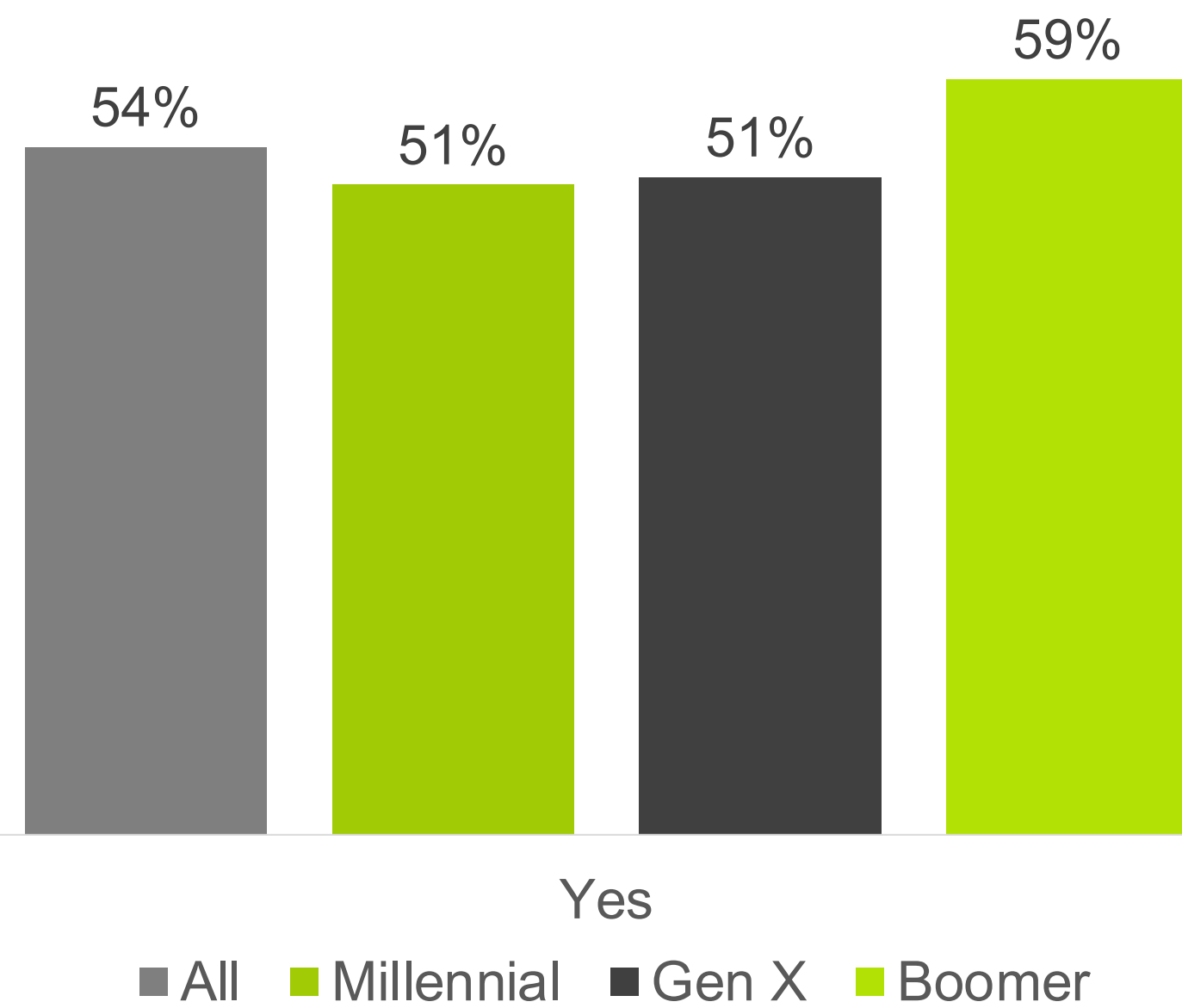
Employers should have right to require vaccine



Do you think employers should have the right to require employees to get the COVID-19 vaccination?

54% of those who are working would like to see their employer require the vaccine.

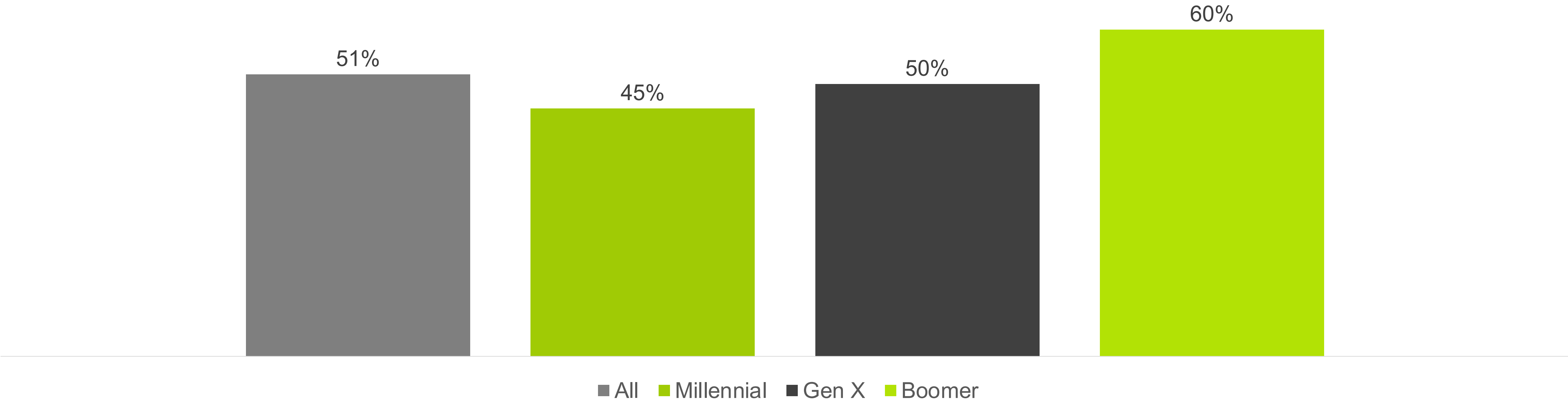
Want employer to require vaccine



Would you like your employer to require all employees to get vaccinated?

51% of respondents would be more likely to shop at locations where all employees have been vaccinated.

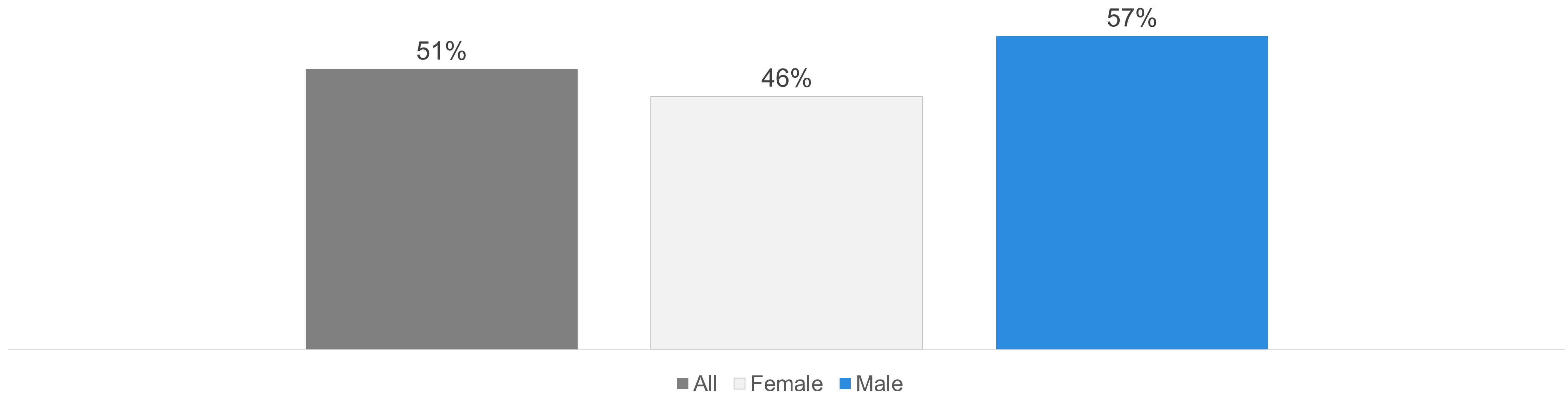
Likelihood to shop store with all employees vaccinated: top 2 box



How much more likely would you be to shop in a store which required all its employees to be vaccinated?

Men (57%) are more fond of the idea that all of a store's employees have been vaccinated than are women (46%).

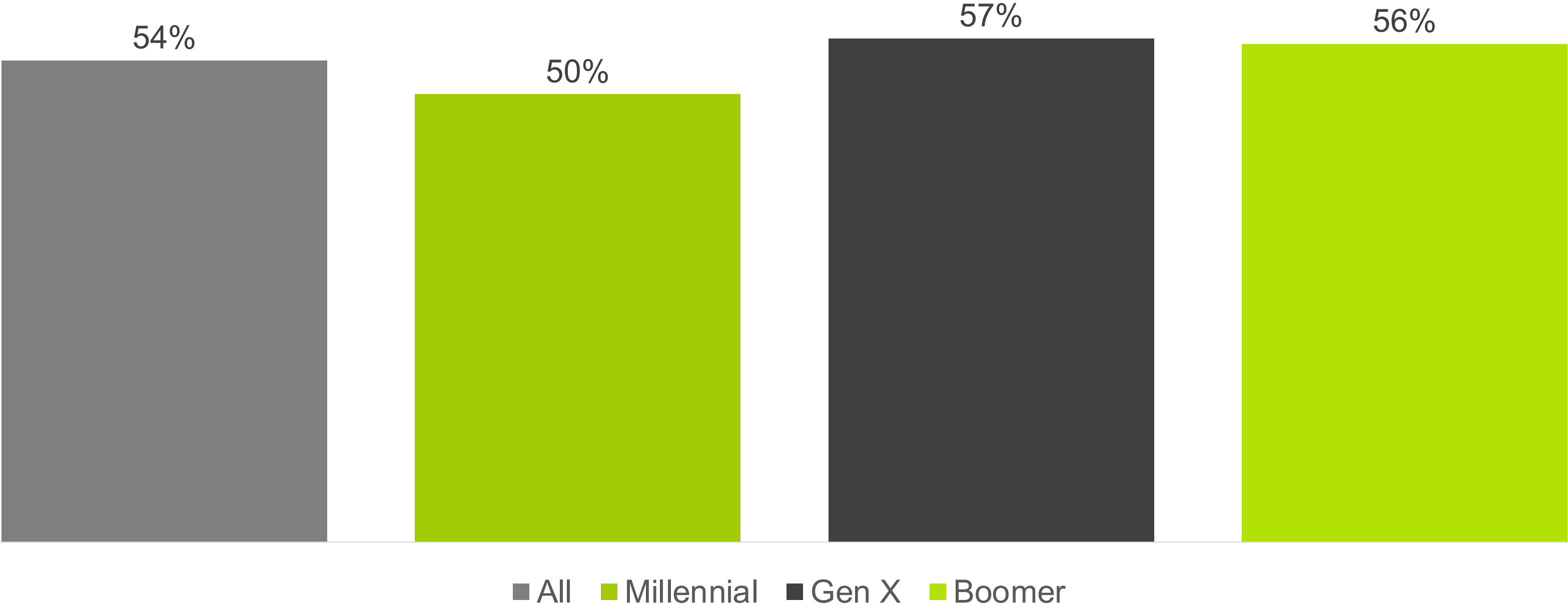
Likelihood to shop store with all employees vaccinated: top 2 box



How much more likely would you be to shop in a store which required all its employees to be vaccinated?

More than half (54%) of the respondents think it's likely there will be another pandemic in their lifetime. Millennials, surprisingly, are no more likely than the other generations to think so.

Likelihood there will be another pandemic in your lifetime: top 2 box



How likely do you think it is that there will be another virus outbreak like COVID-19 in your lifetime?

Summary

Work from Home - Environment

- Among those working from home, only slightly more than half (56%) are satisfied with their work environment.
 - 35% feel their space needs work, while 8% see their situation as irreparable.
 - Men (67%) are much more likely than women (48%) to be happy with their home office set up.
- Among those whose office space needs work, 44% feel new furniture would do the trick, while a majority (57%) feel other work is needed.
- 59% of those who see their workspace as inadequate plan to make improvements this year.
- Of those planning improvements, more than half (54%) will complete all the work themselves, while the remaining 47% will employ a contractor for at least a portion of the job.

Summary

The New Normal

- COVID-19 has caused people to recalibrate their thinking on a number of issues. 42% of people plan to save more money going forward than they did before COVID, while 9% will save less.
- Despite the flurry of home improvement activity in 2020, 30% expect to spend more going forward, while 19% expect to spend less than their pre-COVID levels.
- 37% of people expect a decline from their pre-COVID air travel levels, while only 29% anticipate an increase.
 - The decline in air travel should be more than offset by an increase in car travel, of which 43% expect to do more.
- Despite pent-up demand, people anticipate remaining skittish about crowded venues. Nearly half (47%) of the respondents anticipate fewer visits than before COVID.
- The unique circumstances associated with COVID-19 have more than half of the sample planning to spend more time with immediate family than they have historically.

Summary

COVID-19 Vaccine

- 1 in 5 respondents remains opposed to getting the COVID-19 vaccine.
- Even though 79% of respondents are somewhat likely to get the vaccine, only 51% believe employers should have the right to require one.
 - 54% of those who are working would like to see their employer require the vaccine.
- 51% of respondents would be more likely to shop at locations where all of the employees have been vaccinated.
- Men (57%) are fonder of the idea that all of a store's employees have been vaccinated than women (46%) are.
- More than half (54%) of the respondents think it's likely there will be another pandemic in their lifetime.
 - Millennials, surprisingly, are no more likely than the other generations to think so.

