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# Home Retail Monitor

March 23, 2022

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## Methodology

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N = 740

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MOE  $\pm$  3.6%

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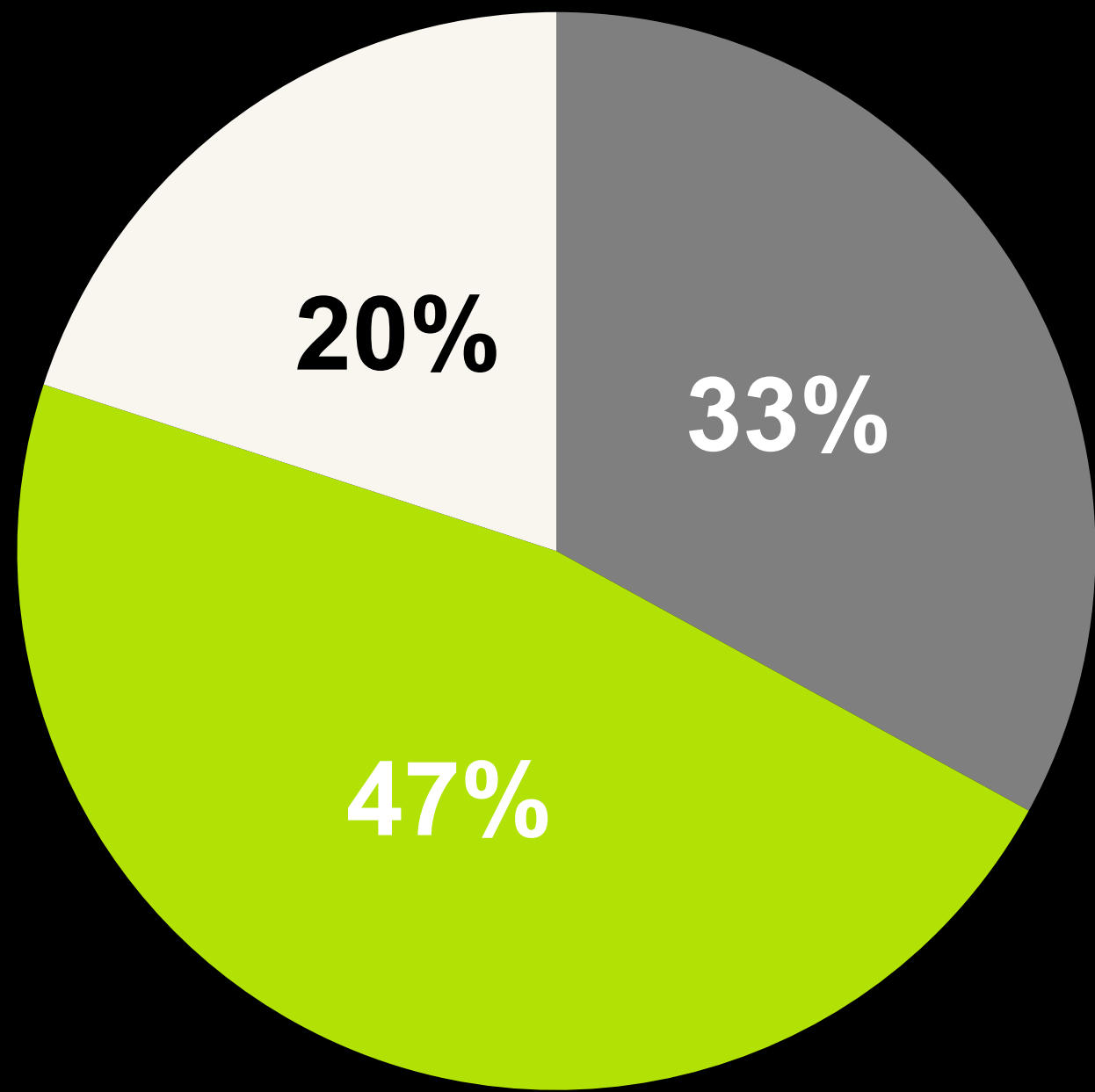
Panel: General Population

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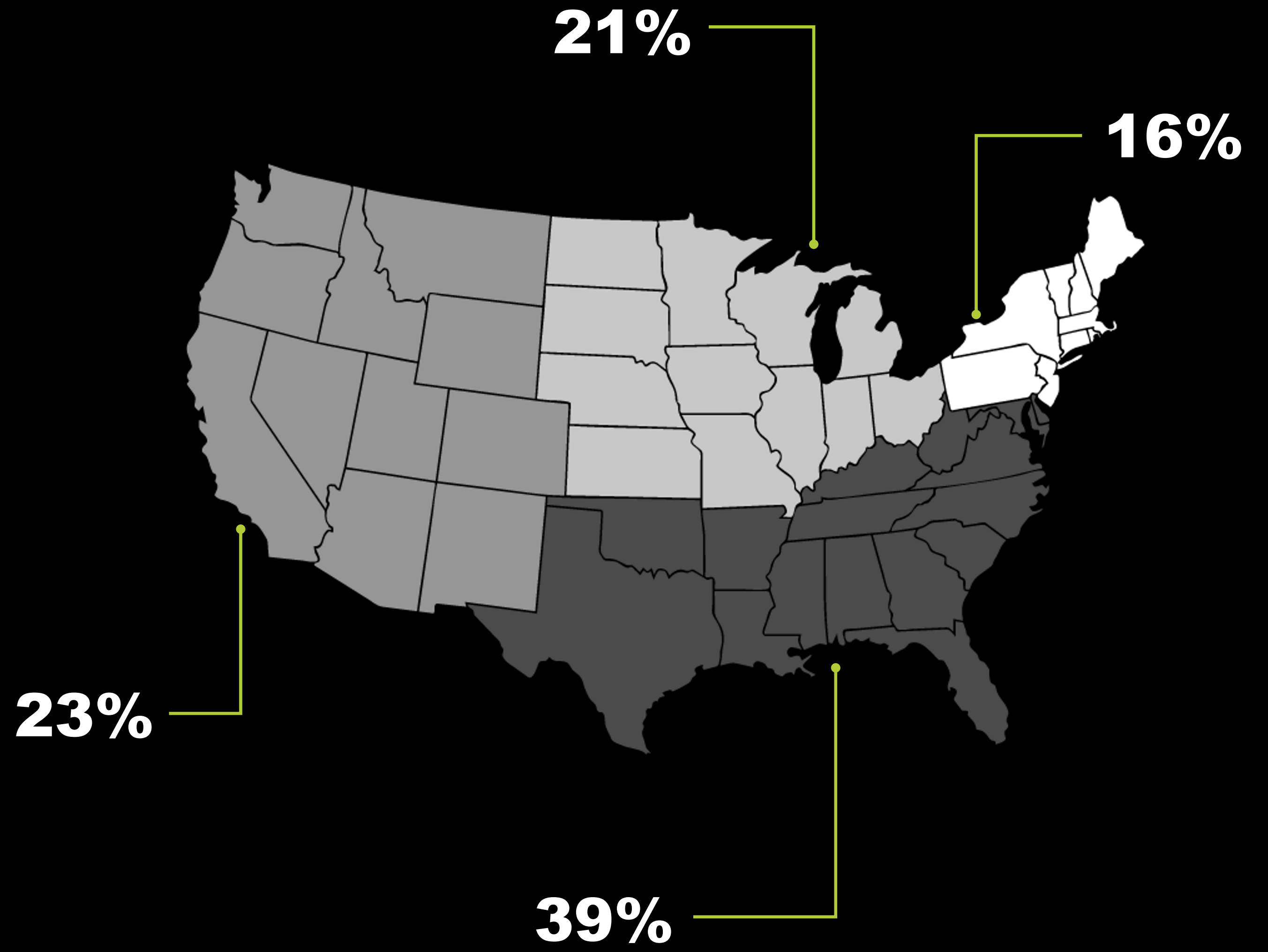
Collected: 3/11/22, 3/12/22



### Urbanicity

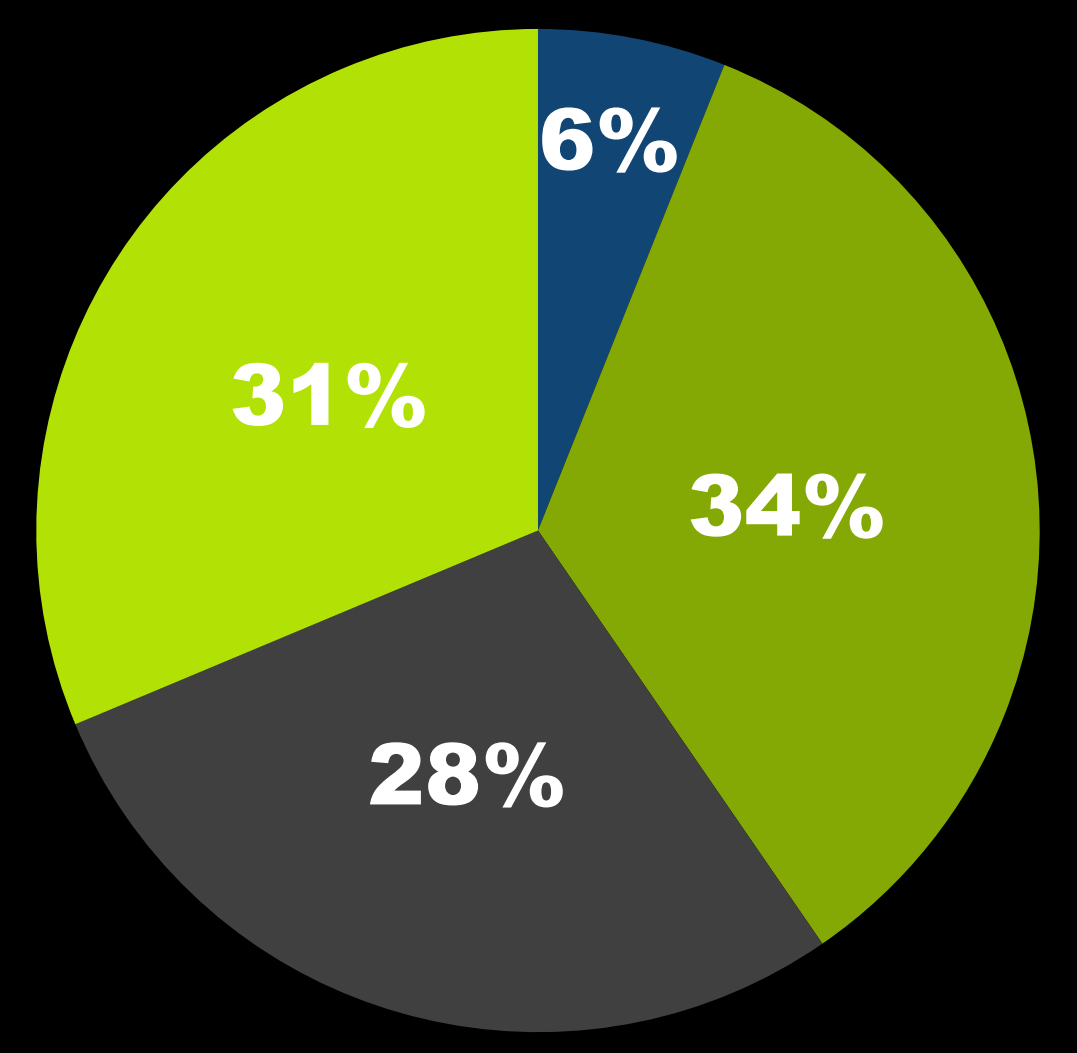


■ Urban ■ Suburban ■ Rural



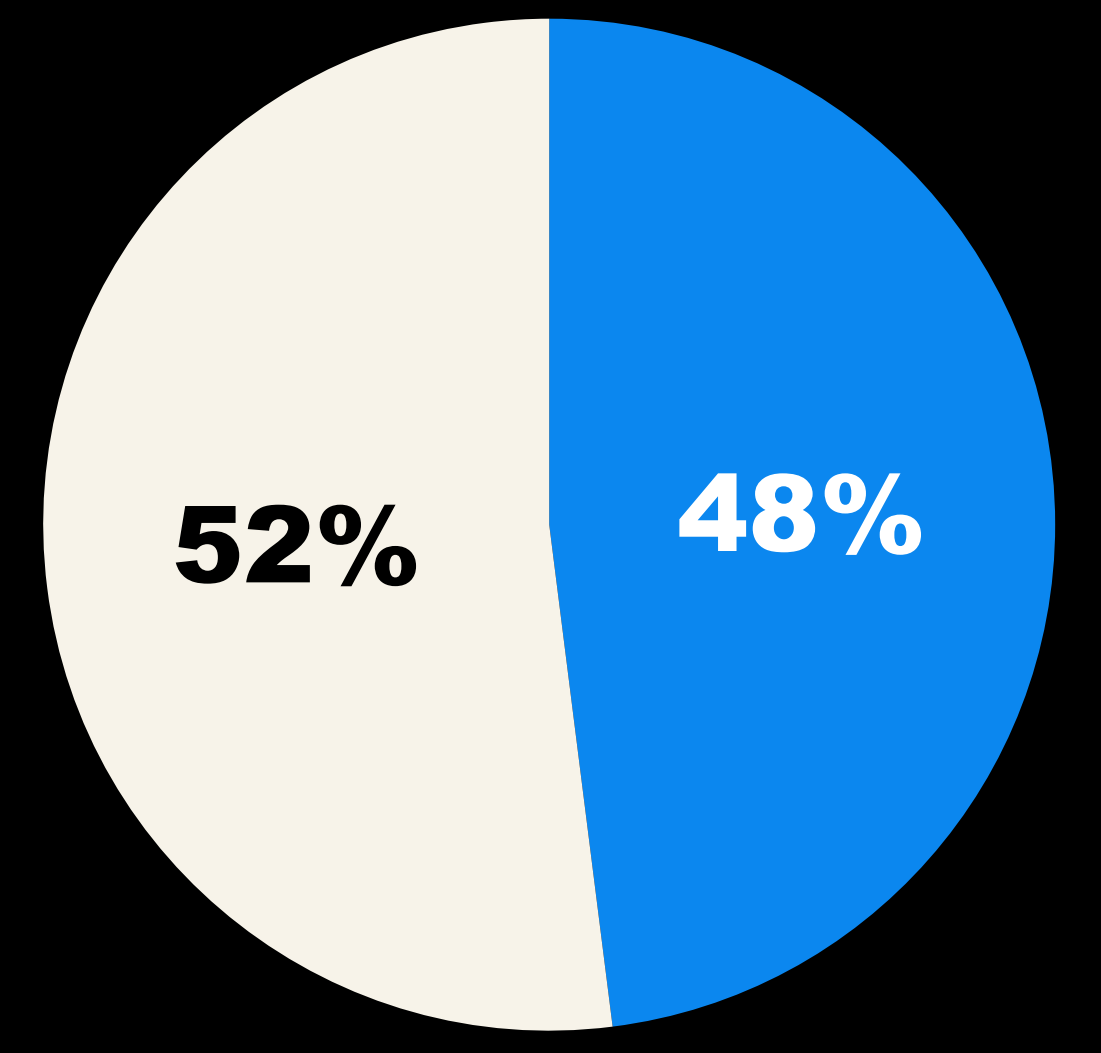


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



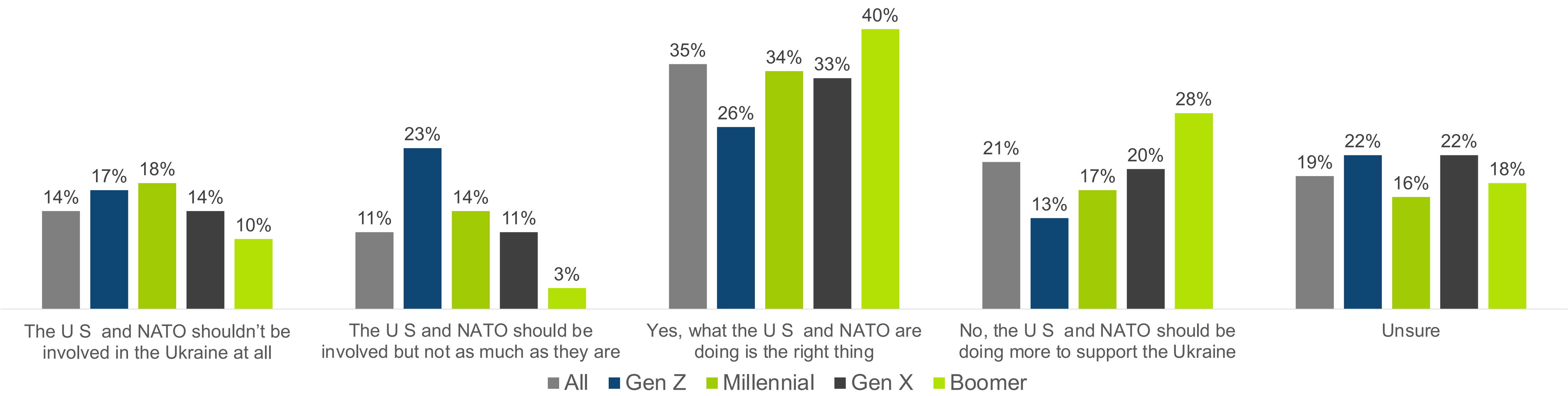
■ Male ■ Female

A large crowd of people is gathered in front of the White House, holding numerous Ukrainian flags (blue and yellow) and signs. The scene is bright and sunny, with the White House building visible in the background. The crowd is diverse in age and appearance, and many are looking towards the camera or the building. The text "The war in Ukraine" is overlaid on the image in a large, white, sans-serif font.

# The war in Ukraine

**Only 1 respondent in 4 feels the U.S. and the rest of NATO should be doing less to support Ukraine. One person in 5 (19%) doesn't have a firm opinion.**

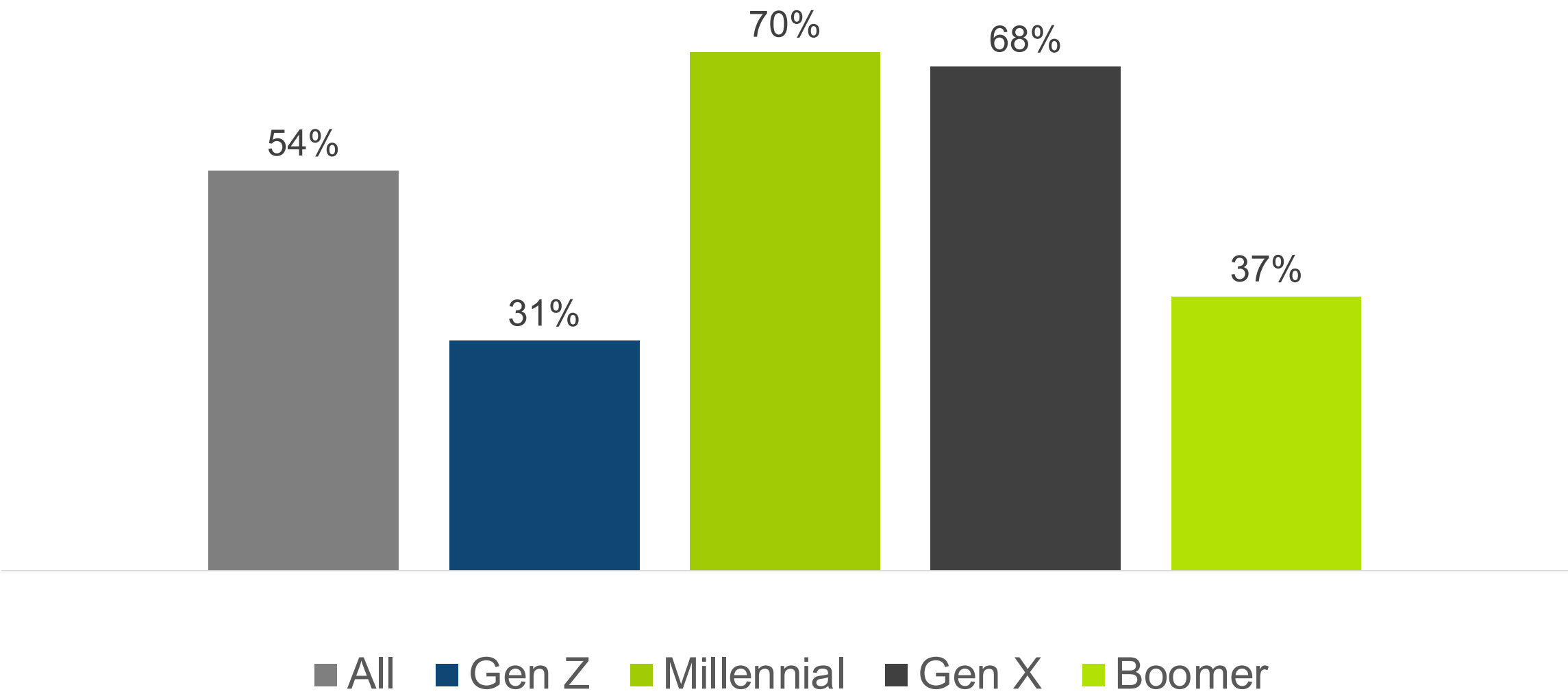
Feelings about US/NATO helping Ukraine



Which of the following best describes your feelings about the steps the U.S. and other NATO powers are taking to help the Ukraine defend itself from the Russian invasion?

**More than half the respondents (54%) feel the U.S. should commit troops to defend Ukraine.**

Agreement with US/NATO committing troops to Ukraine

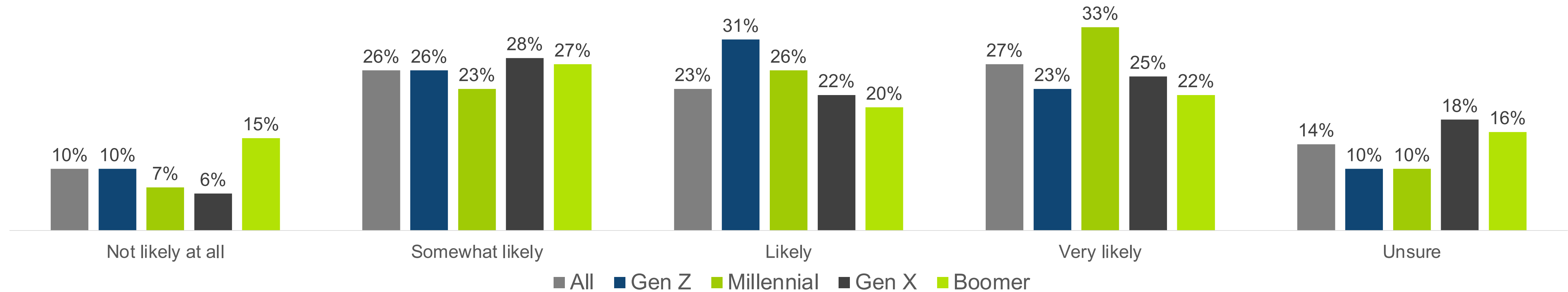


**Do you think the U.S. and other NATO powers should commit troops to help the Ukraine defend itself?**



# Half the respondents think it is likely that the war in Ukraine will expand into other countries.

Likelihood of war expanding to other countries

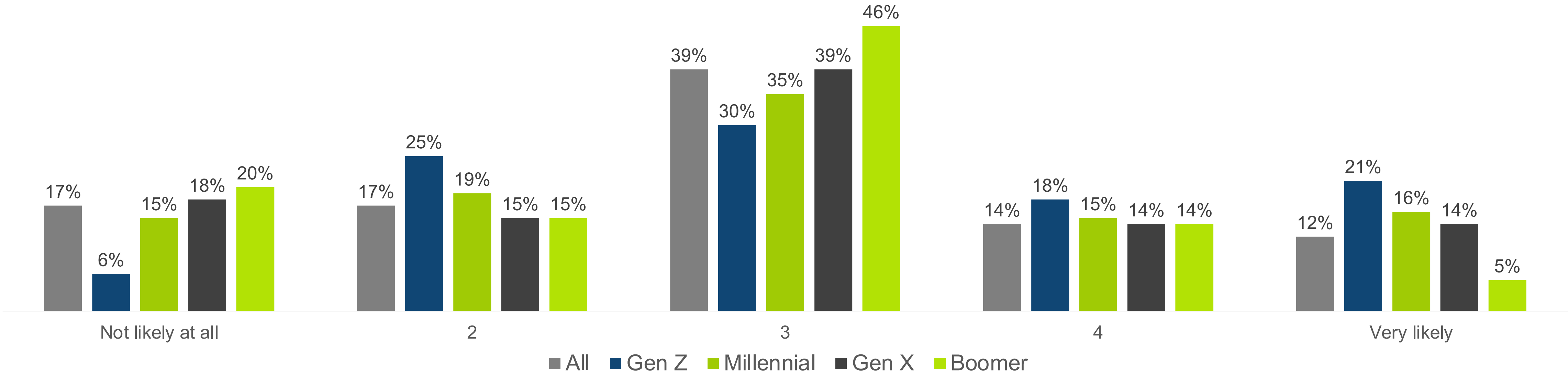


How likely do you think it is that the war in the Ukraine will be expanded to include other countries?



**26% of people think it is likely or very likely that Ukraine will successfully defend themselves.**

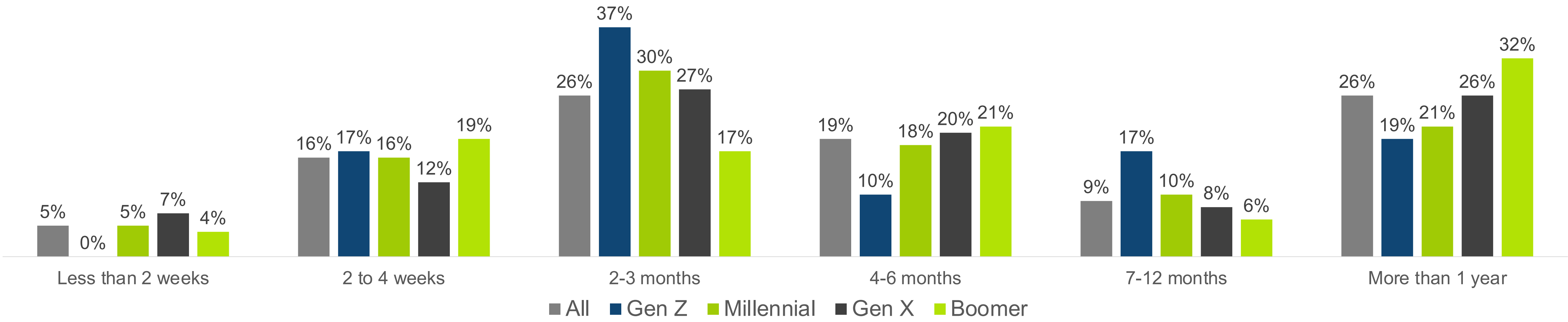
Likelihood of Ukraine defeating Russia



How likely do you think it is that the Ukrainians will defeat the Russians?

**People expect the war to be protracted. More than 1 person in 4 thinks it will last more than a year.**

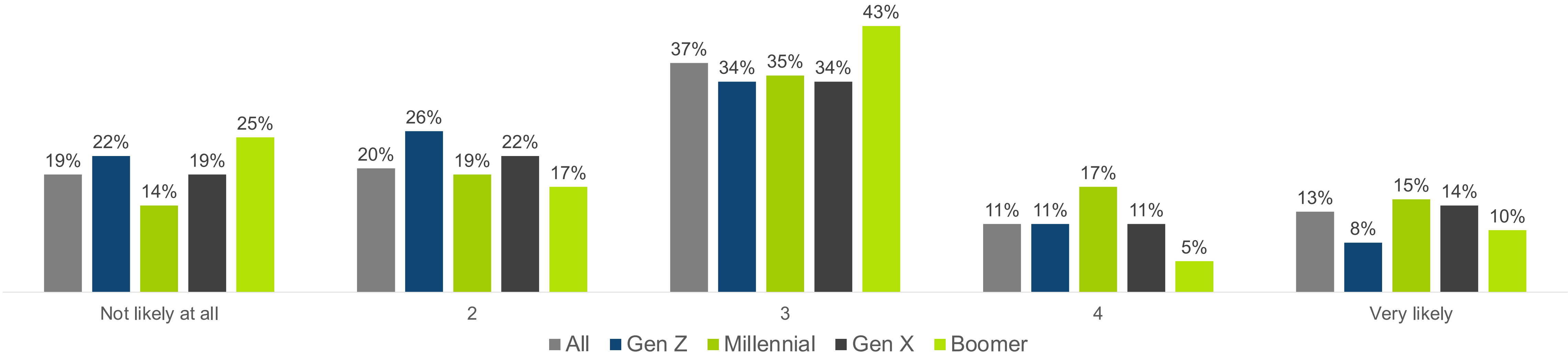
Length of war in Ukraine



How much longer do you think the war in the Ukraine will last?

**Only 39% of respondents feel its unlikely or very unlikely that that the war will become nuclear.**

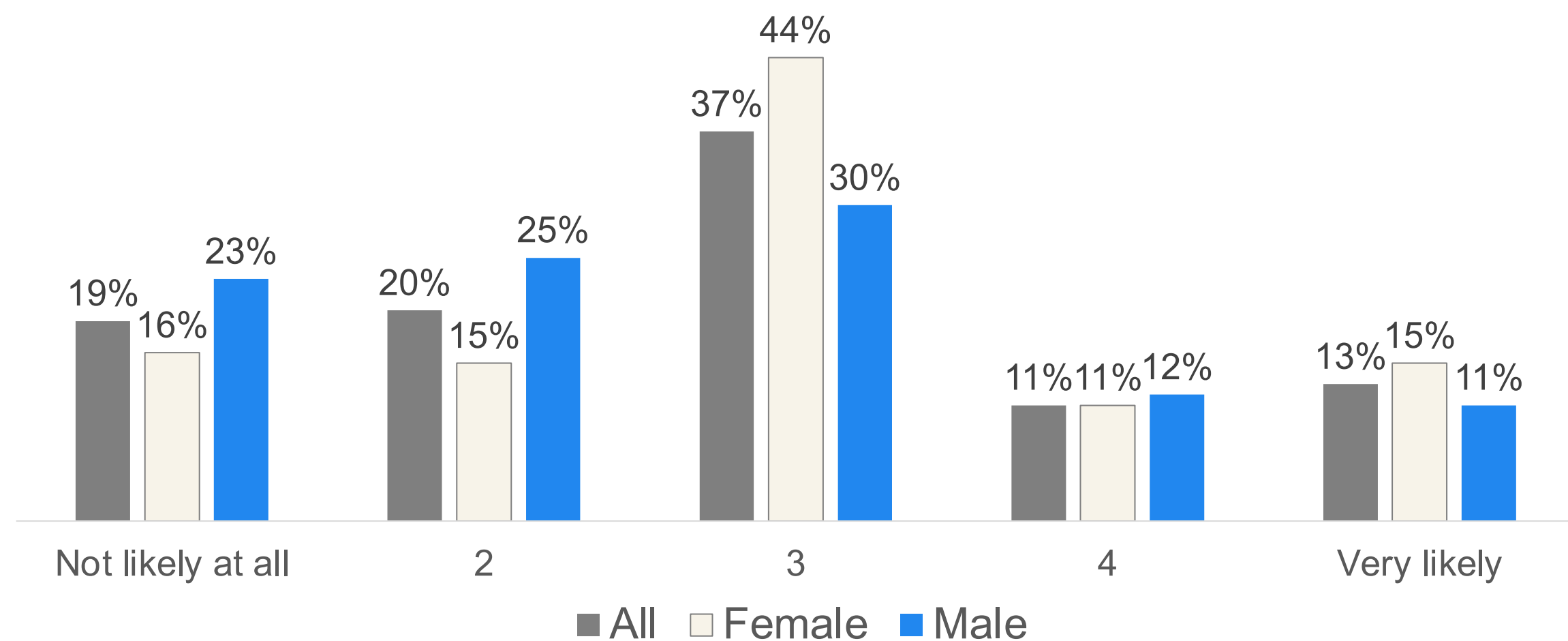
Likelihood war in Ukraine will become nuclear



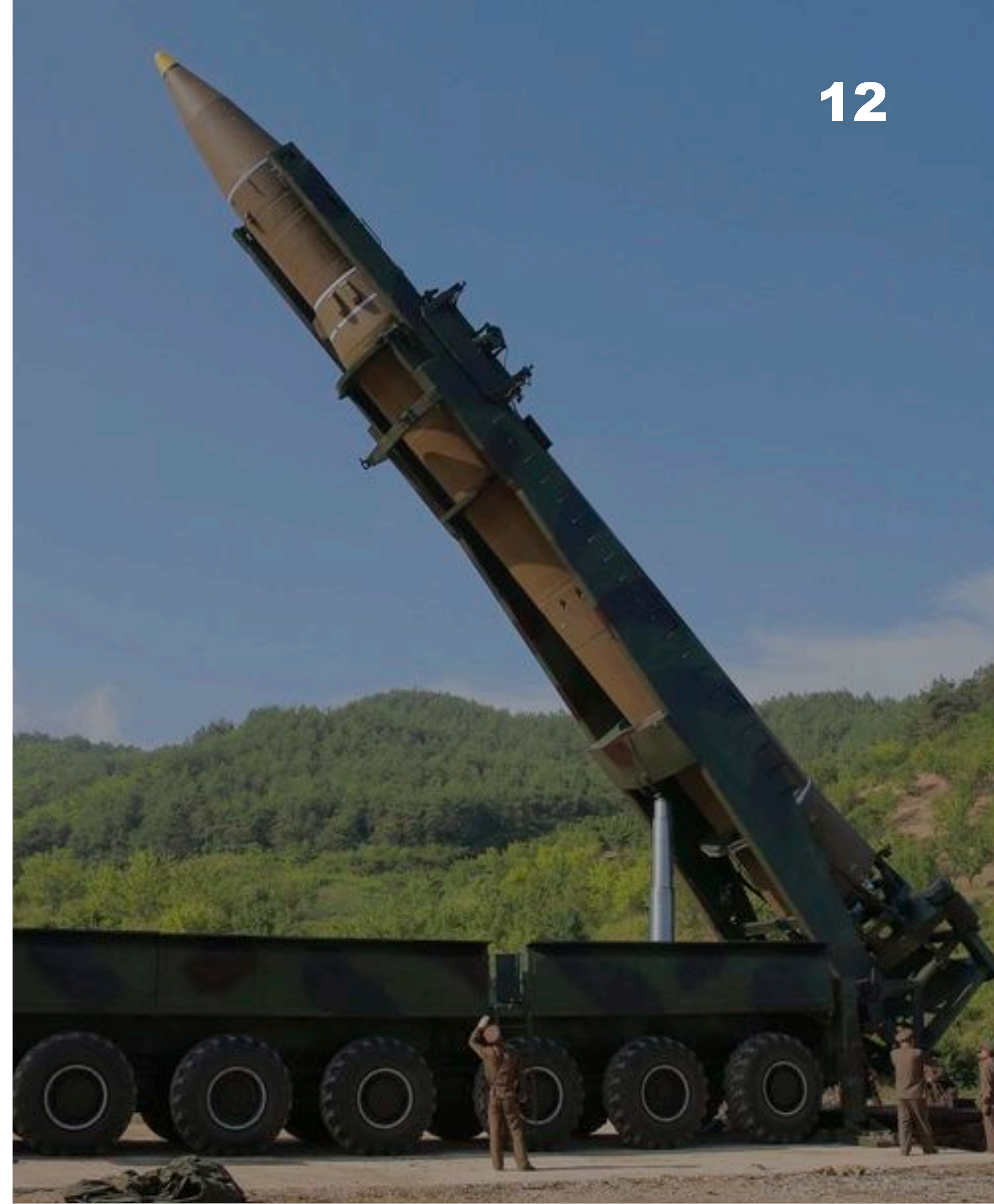
How likely do you think it is that the war in the Ukraine will become nuclear?

**Men (48%) are much more confident that the war won't become nuclear than women (31%).**

Likelihood of war in Ukraine will become nuclear

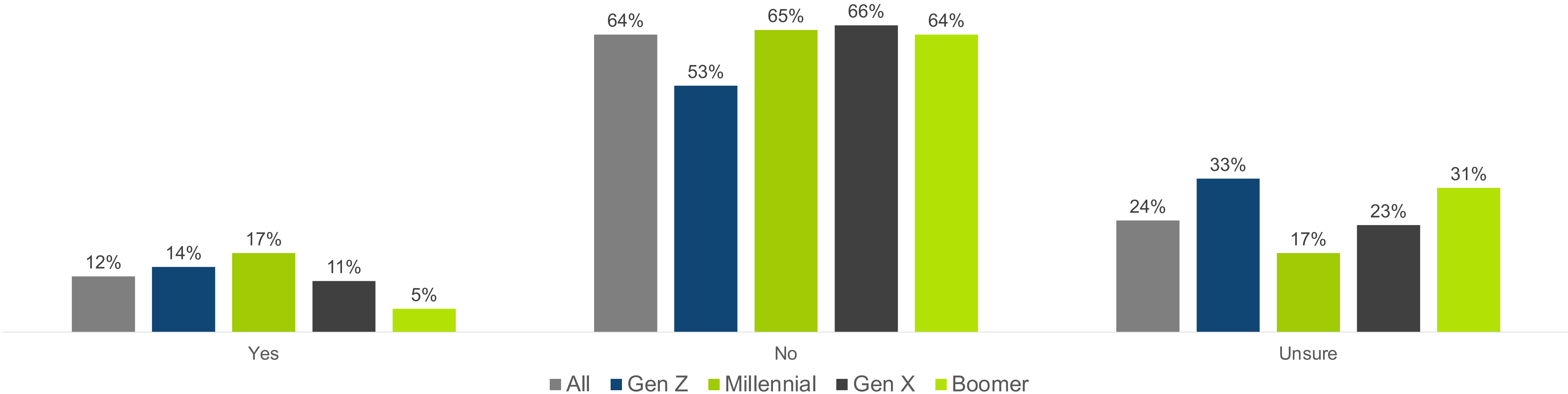


How likely do you think it is that the war in the Ukraine will become nuclear?



**Nearly two-thirds of the sample (64%) don't think the U.S. can stay out of the war if it does become nuclear.**

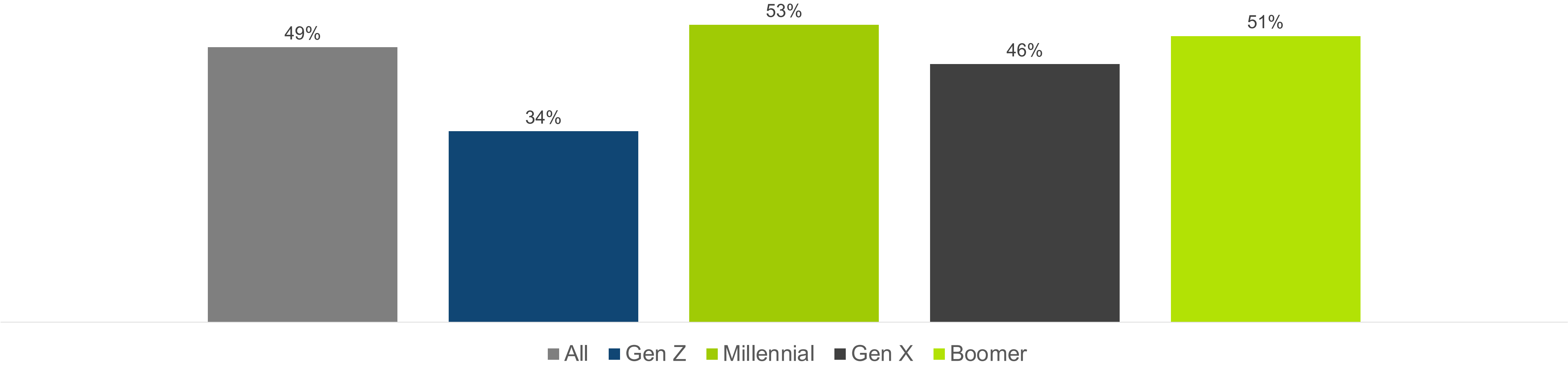
US ability to stay out of war if Russia uses nuclear weapons



Do you think the U.S. can stay out of the war if Russia uses nuclear weapons?

**Nearly half the respondents (49%) see the war in Ukraine as a threat to their personal safety.**

% Who say the war in Ukraine is a threat to their personal safety



Do you think the war in the Ukraine is a threat to your personal safety?

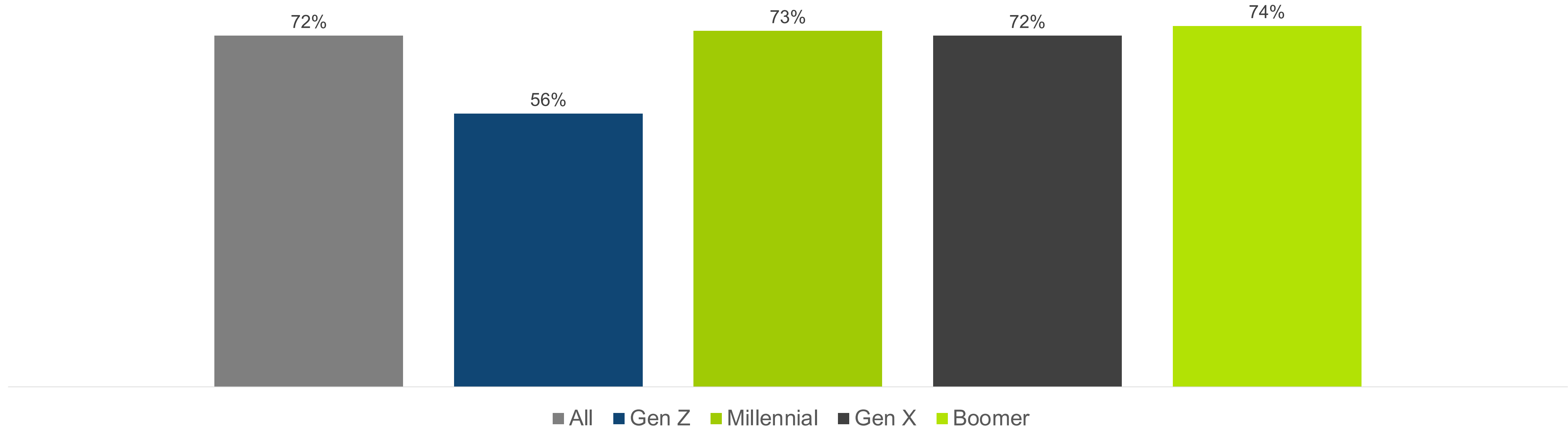
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# Inflation



**Despite the impact on gas prices, nearly three-quarters of the sample agrees with the decision to boycott Russian oil.**

% Who agree that US should boycott oil from Russia

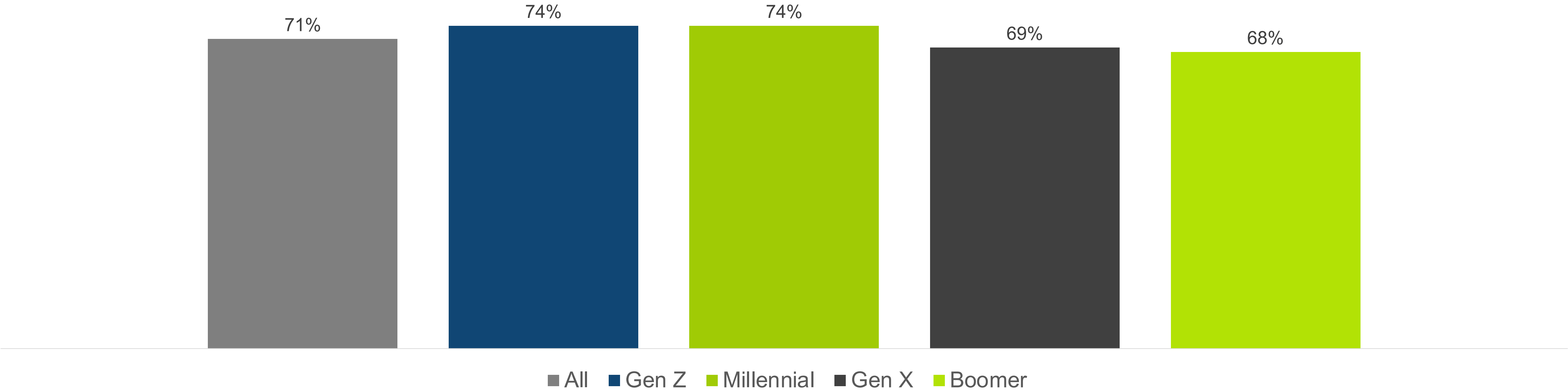


The decision by the U.S. to boycott oil from Russia has resulted in much higher gas prices. Do you think it was the right thing for the U.S. to do?



**71% of respondents say that as a result of the rising prices at the pump they will cut spending on other everyday items.**

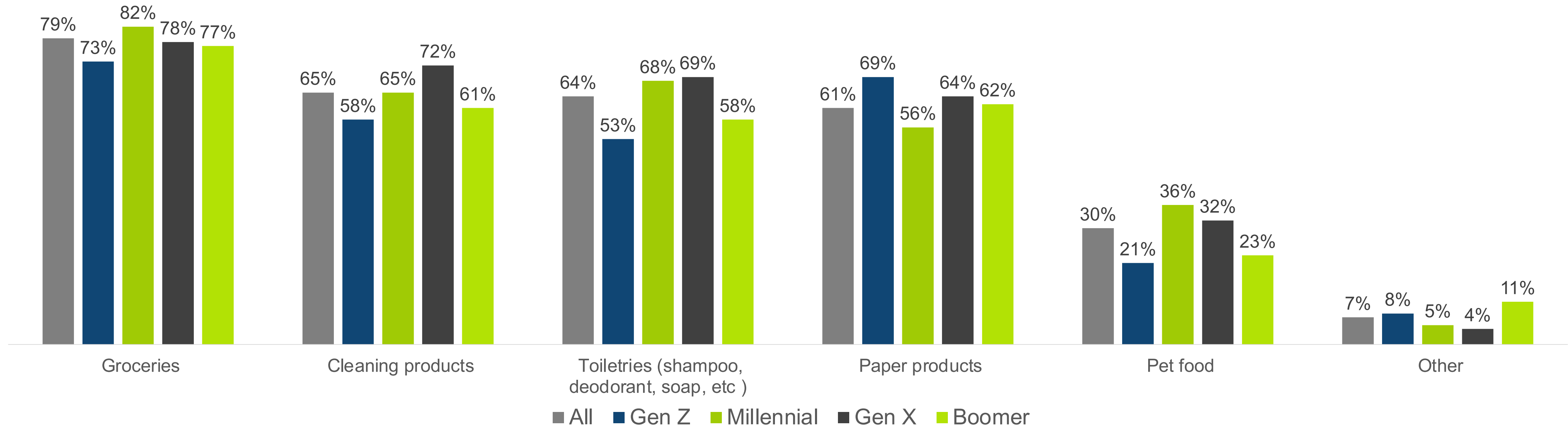
% Who say they will cut their spending on other everyday products



As a result of the increase in the price of gas will you be forced to cut your spending on other everyday products (groceries, cleaning products, etc.)?

**The areas people will look to save on day-to-day spending is led by groceries (79%) followed by cleaning products (65%), toiletries (64%) and paper products (61%).**

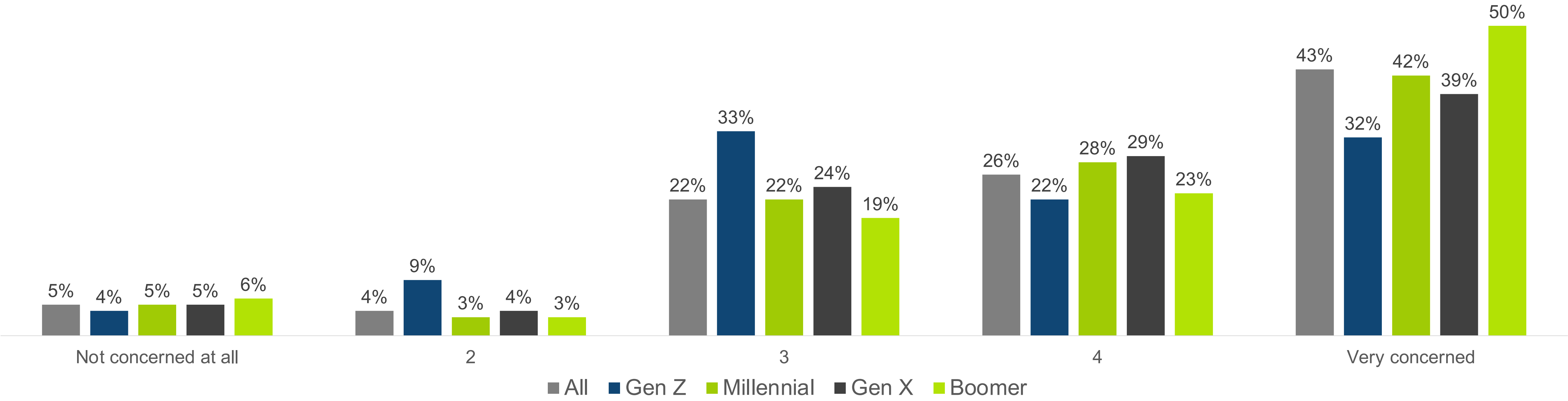
Cut spending on everyday product categories



On which of the following everyday products will you attempt to save money? Select all that apply.

**69% of respondents are concerned that price increases similar to those seen in gas will occur in other categories.**

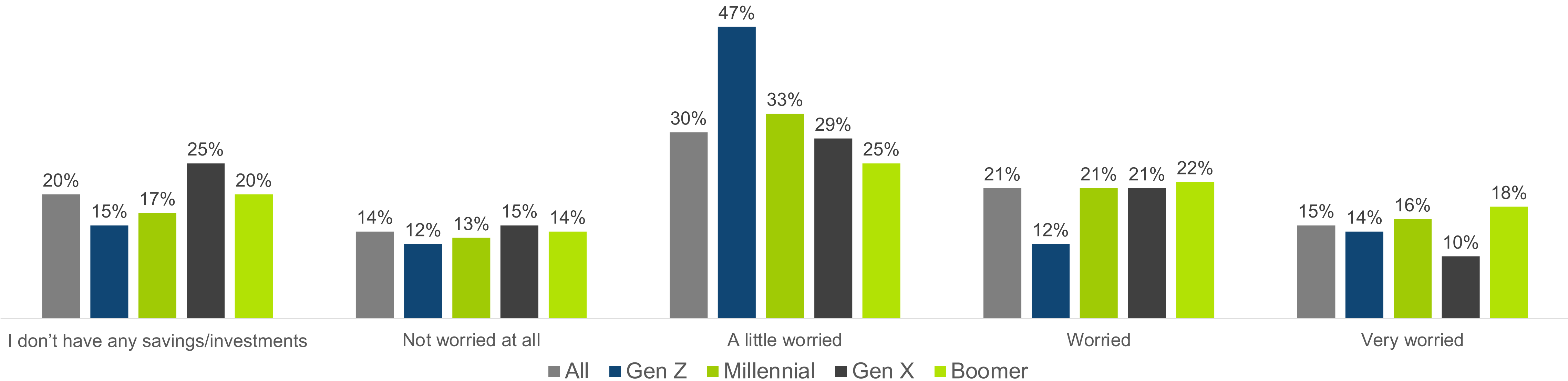
Concern for price increases in other categories



How concerned are you that price increases like the ones seen in gas will happen in other categories you buy regularly?

# Nearly two-thirds of respondents have some degree of concern about their savings and or investments as a result of the war.

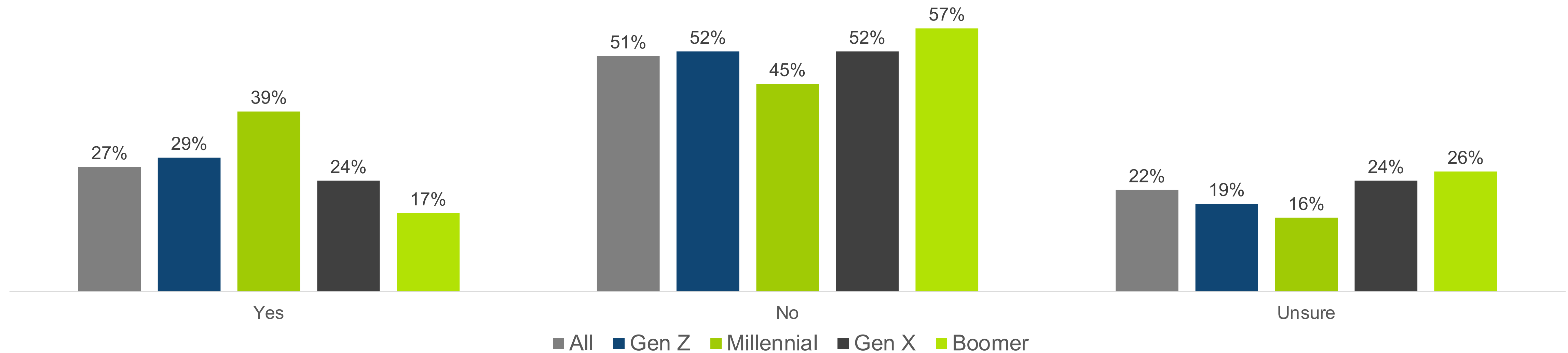
Concern over savings/investments due to stock market



The stock market has been negatively impacted by the war in the Ukraine.  
How concerned are you about your savings/investments?

**However, only 27% of respondents plan to change the way they save/invest as a result of their concerns.**

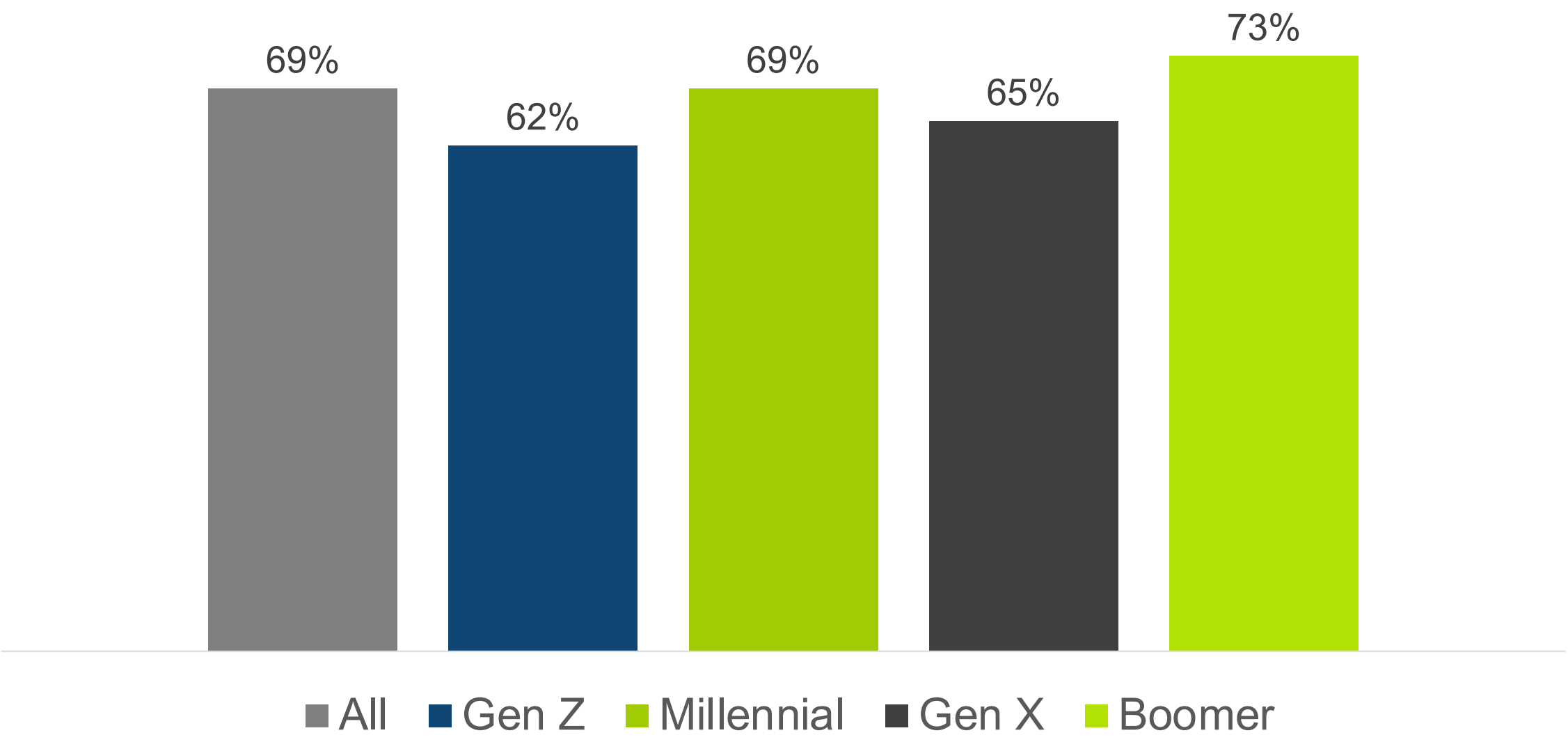
Changed/planning to change the way they save/invest due to stock market



**As a result of the downturn in the stock market have you changed or are you planning to change the way you save/invest?**

**In addition to the aforementioned savings people are pursuing on their everyday spending, 69% plan to cut discretionary spending.**

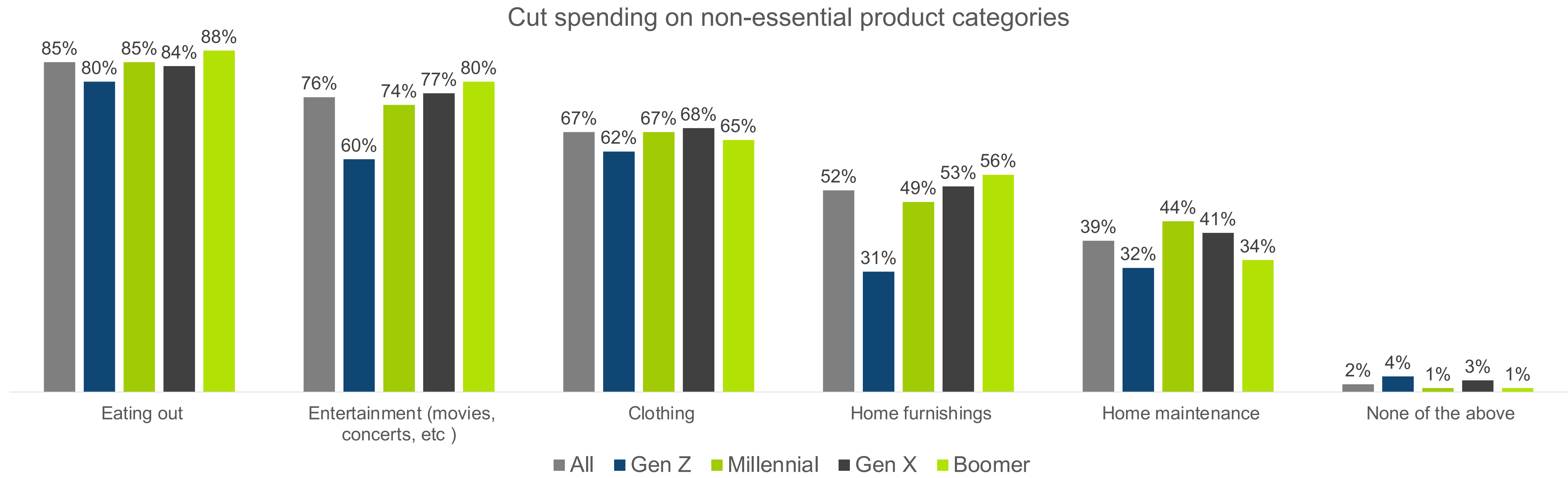
% Who say they plan to cut spending on non-essential items/categories



**As a result of inflation and the likelihood of higher inflation are there categories other than everyday items that you are planning on reducing your spending on?**



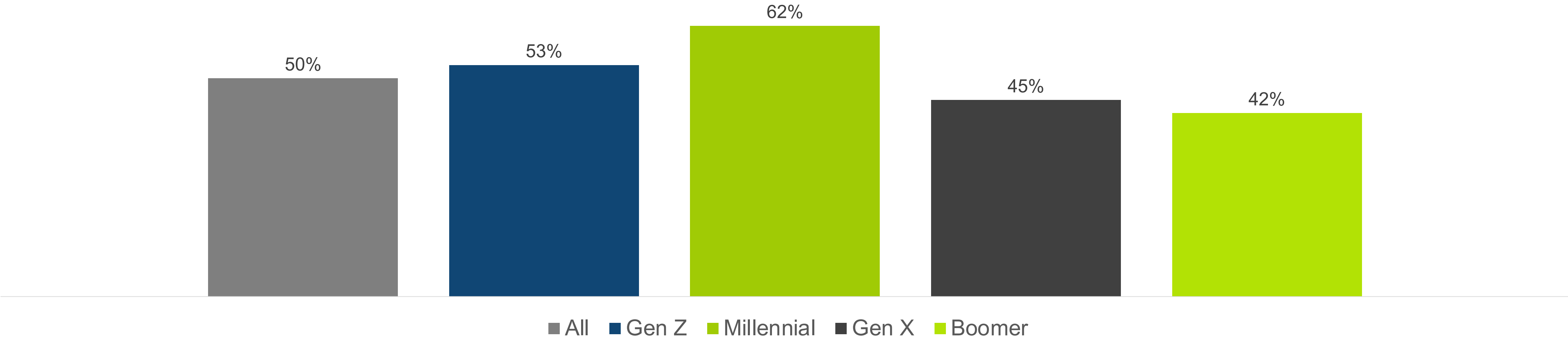
**The popular targets for discretionary saving are dining out (85%), entertainment (76%) and clothing (67%).**



In which of the following categories do you think you might reduce your spending? Select all that apply.

**In addition, 50% of respondents say they will defer a planned major purchase because of inflation concerns.**

% Who say they will delay major purchase due to concerns about inflation

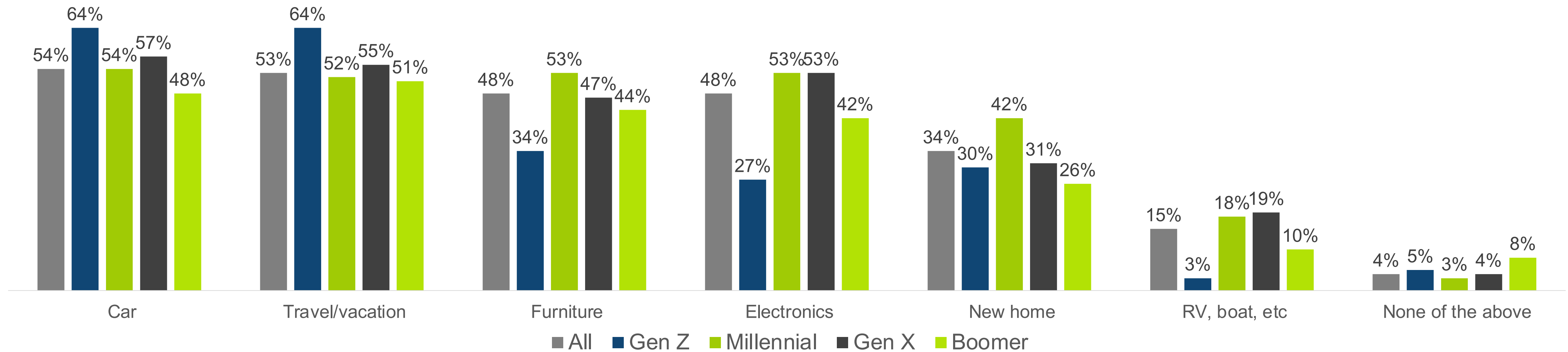


As a result of concerns about inflation are there any major purchases you were planning that you'll wait to make?



**Among those delaying a major purchase the most commonly cited categories are: cars (54%), travel (53%), furniture (48%) and electronics (48%).**

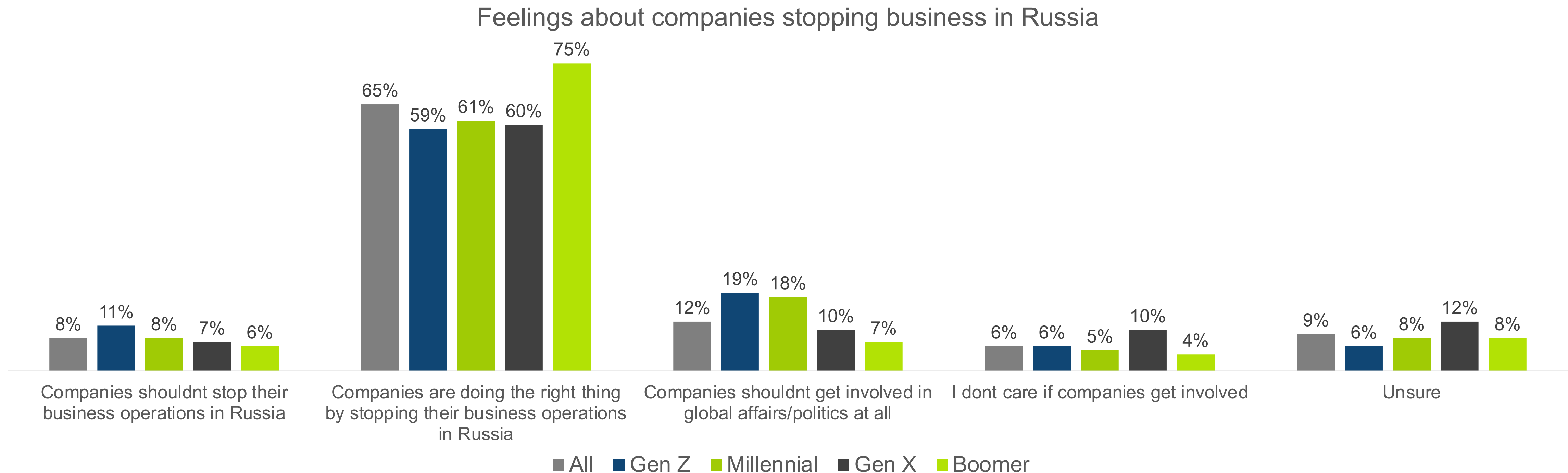
Delay major purchase categories



In which of the following categories will you wait to make a purchase?

Select all that apply.

**Nearly two-thirds of respondents (65%) agree with the decision of many U.S. companies to suspend their operations in Russia.**



McDonald's, Starbucks, Pepsi, and Apple are the latest brands to suspend their operations in Russia.

Which of the following best describes your feelings about companies stopping their business in Russia?

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## Summary

# The war in Ukraine

- Only 1 respondent in 4 feels the U.S. and the rest of NATO should be doing less to support Ukraine.
  - One person in 5 (19%) doesn't have a firm opinion.
- More than half the respondents (54%) feel the U.S. should commit troops to defend Ukraine.
- Half the respondents think it is likely that the war in Ukraine will expand into other countries.
- 26% of people think it is likely or very likely that Ukraine will successfully defend themselves.
- People expect the war to be protracted. More than 1 person in 4 thinks it will last more than a year.
- Only 39% of respondents feel its unlikely or very unlikely that that the war will become nuclear.
- Men (48%) are much more confident that the war won't become nuclear than women (31%).

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## Summary

# **The war in Ukraine – con't**

- Nearly two-thirds of the sample (64%) don't think the U.S. can stay out of the war if it does become nuclear.
- Nearly half the respondents (49%) see the war in Ukraine as a threat to their personal safety.

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## Summary

# Inflation

- Despite the impact on gas prices, nearly three-quarters of the sample agrees with the decision to boycott Russian oil.
- 71% of respondents say that as a result of the rising prices at the pump they will cut spending on other everyday items.
- The areas people will look to save on day-to-day spending is led by groceries (79%) followed by cleaning products (65%), toiletries (64%) and paper products (61%).
- 69% of respondents are concerned that price increases similar to those seen in gas will occur in other categories.
- Nearly two-thirds of respondents have some degree of concern about their savings and or investments as a result of the war.
  - However, only 27% of respondents plan to change the way they save/invest as a result of their concerns.
- In addition to the aforementioned savings people are pursuing on their everyday spending, 69% plan to cut discretionary spending.
  - The popular targets for discretionary saving are dining out (85%), entertainment (76%) and clothing (67%).

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## Summary

### **Inflation – con't**

- In addition, 50% of respondents say they will defer a planned major purchase because of inflation concerns.
- Among those delaying a major purchase the most commonly cited categories are: cars (54%), travel (53%), furniture (48%) and electronics (48%).
- Nearly two-thirds of respondents (65%) agree with the decision of many U.S. companies to suspend their operations in Russia.