



Home Retail Monitor

February 9, 2022

Methodology

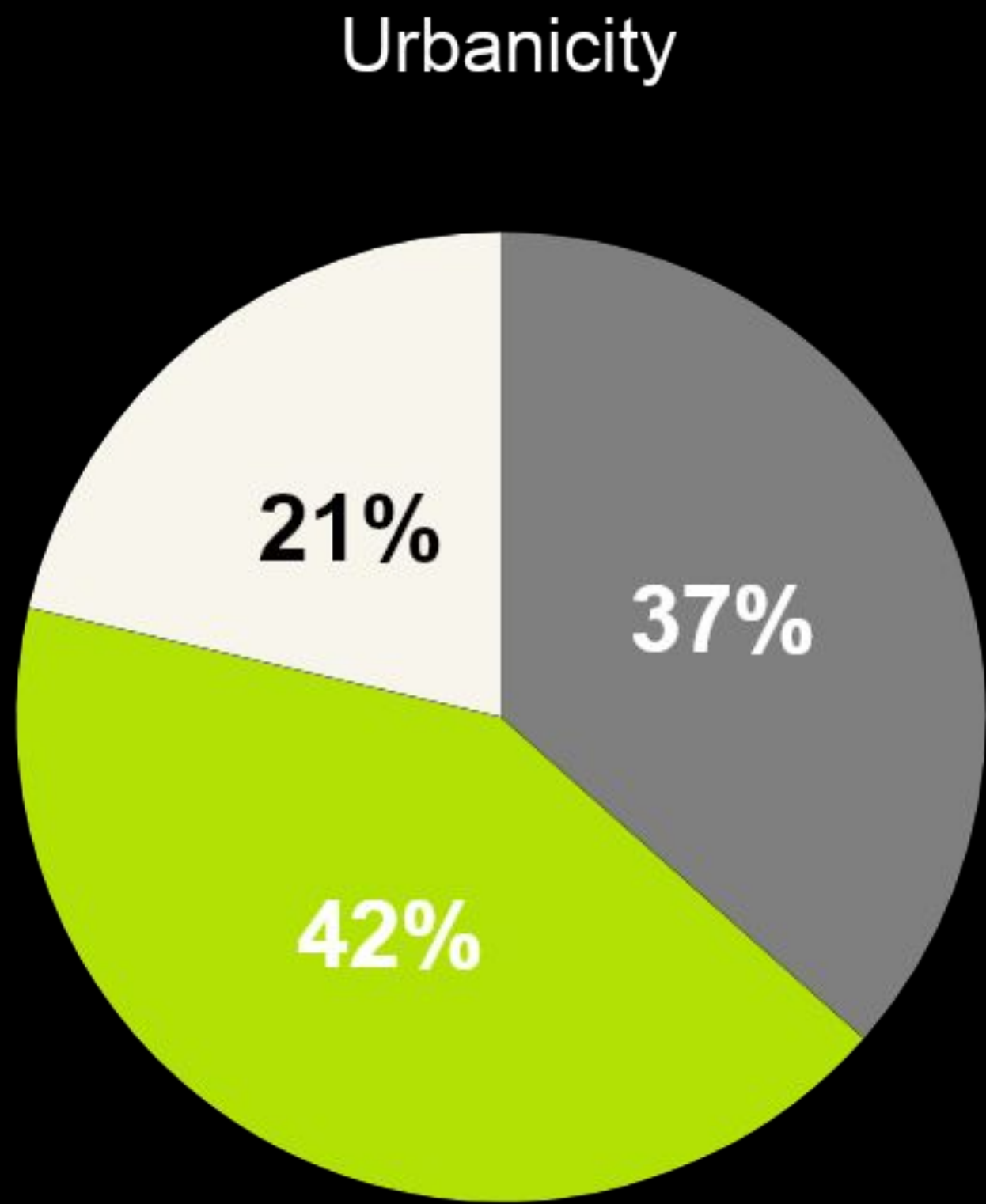
N = 1,110

MOE \pm 2.94%

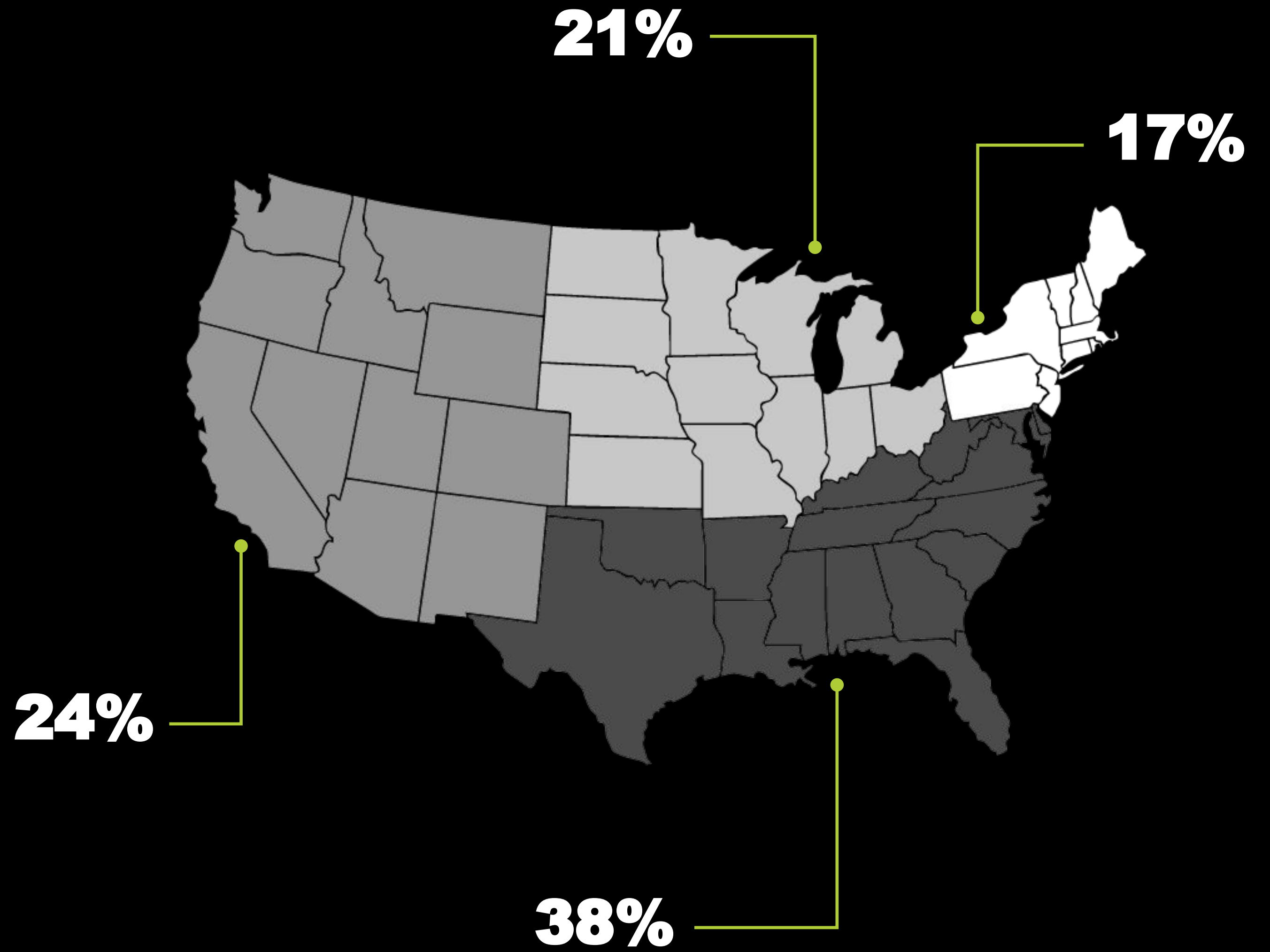
Panel: General Population

Collected: 1/27/22, 1/28/22



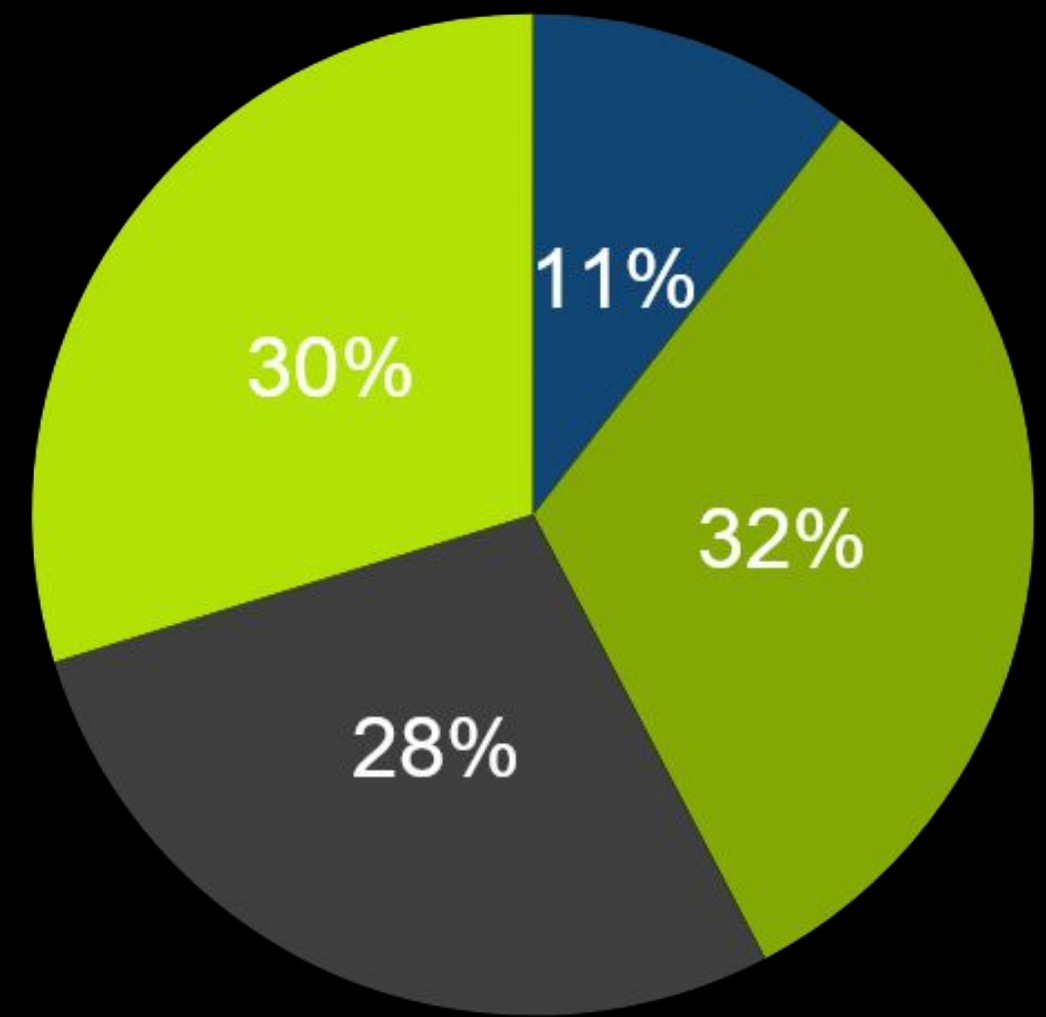


▪Urban ▪Suburban ▪Rural



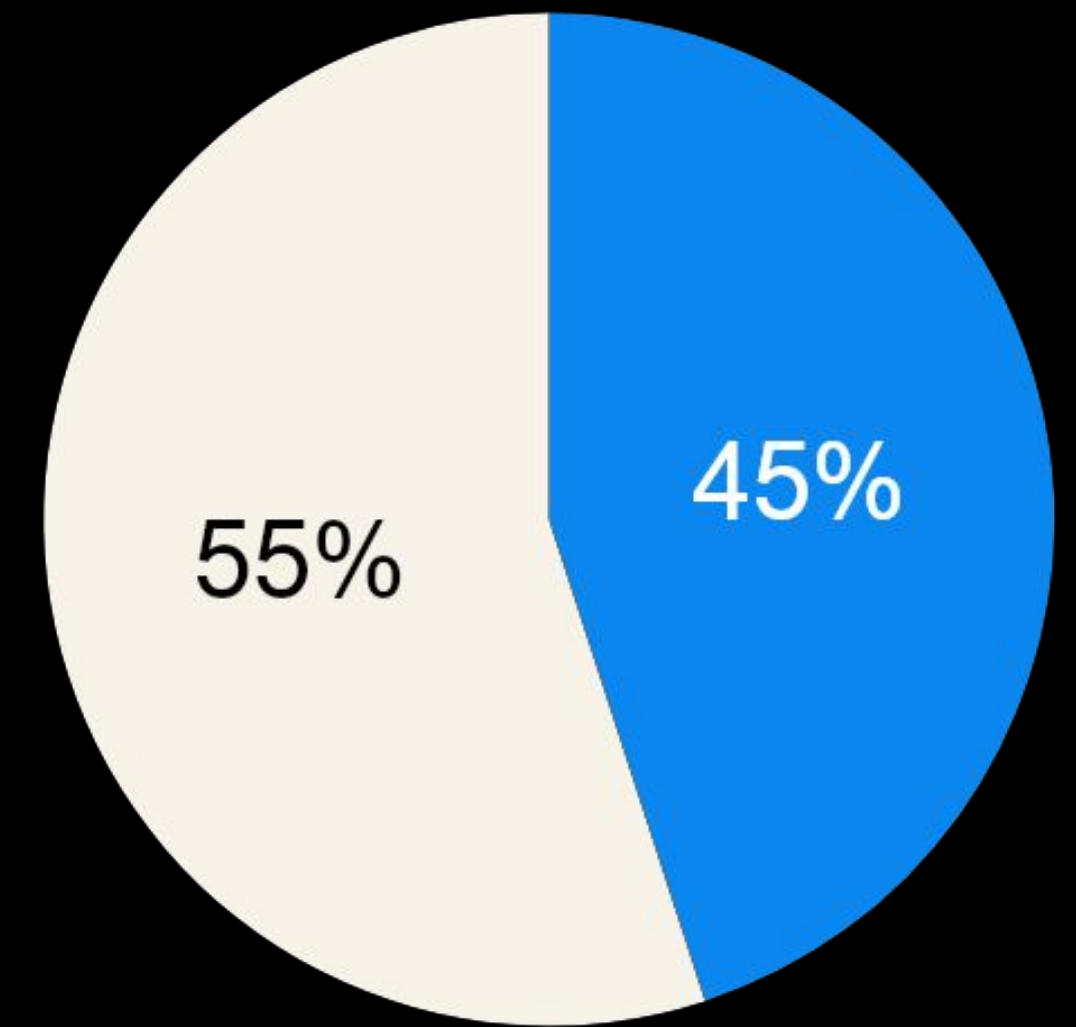


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



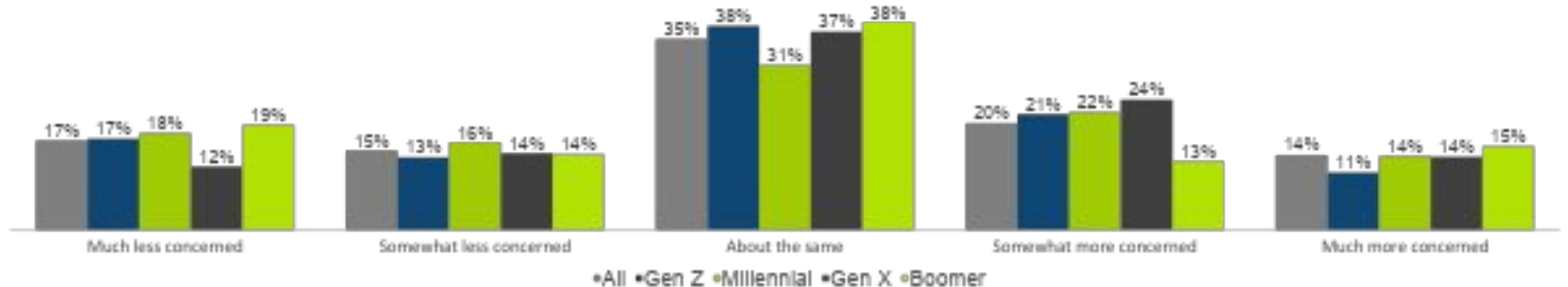
■ Male ■ Female

Consumer Concern



Despite all that is going on in the world, only 34% of respondents are generally more concerned than they were 2 to 3 years ago while 32% are less concerned.

General worry compared to 2-3 years ago



In general, how worried or concerned are you as compared to 2 or 3 years ago?

The greatest contributor to people's concern level varies tremendously. The biggest source of concern is getting COVID at a mere 15%.

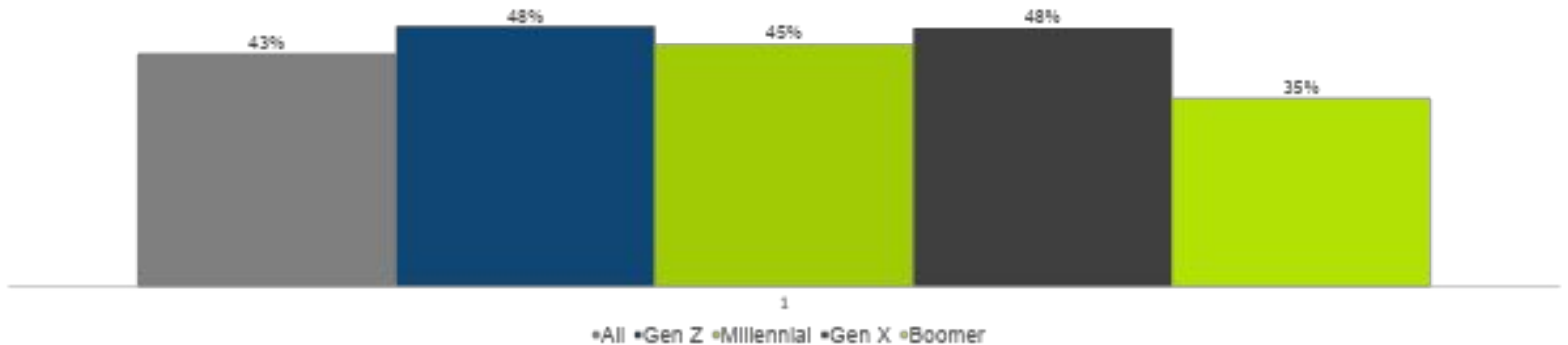
Greatest source of concern/worry



Which of the following is your greatest source of concern or worry?

Surprisingly, Boomers' concern level is least affected by worry about friends and/or family getting COVID (35%).

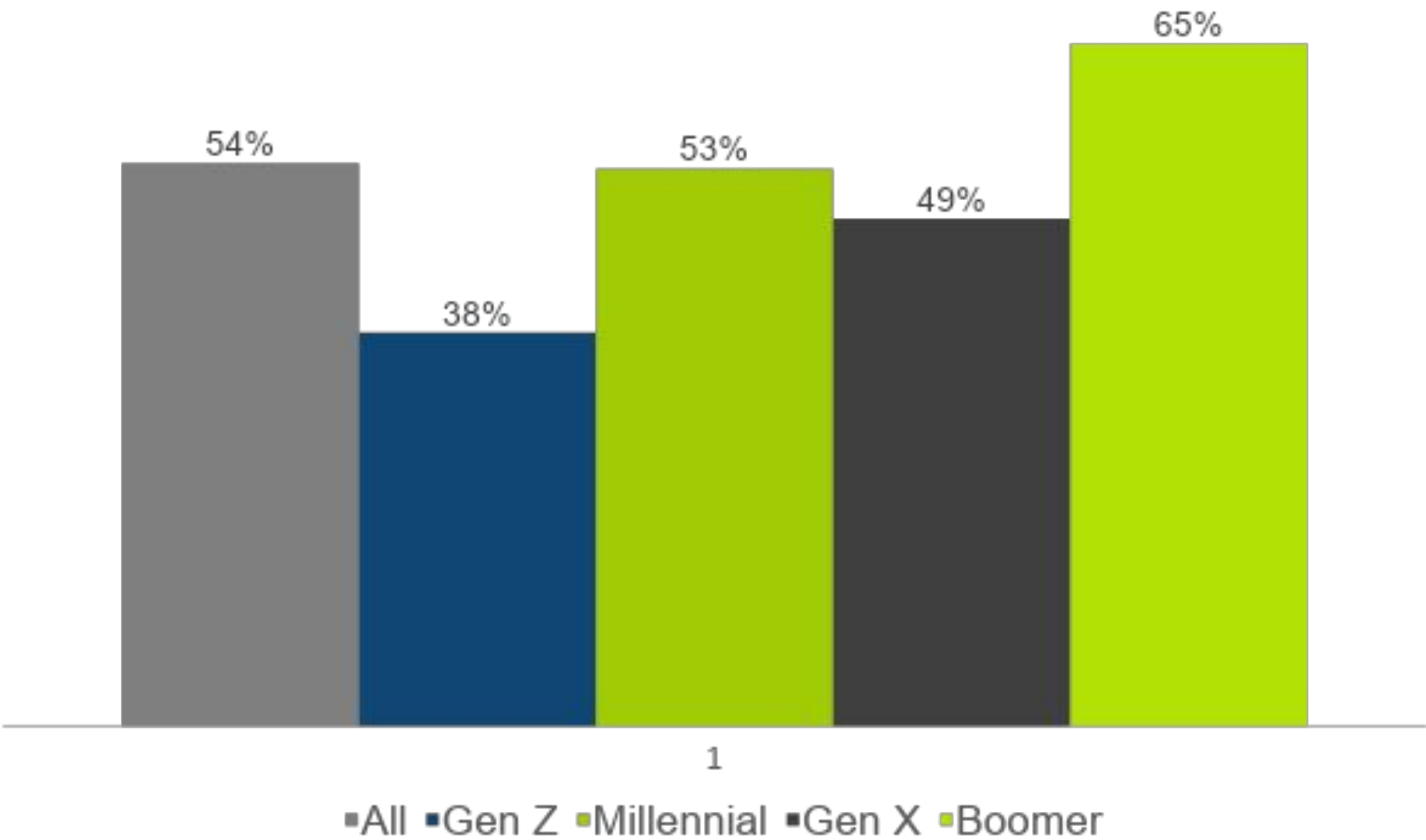
% Who say friends or family members getting COVID contributes to their worry



How much do the following contribute to your level of worry or concern?

On the other hand, it is not surprising that Boomers, many of whom are on a fixed income, are the most concerned about inflation (65%).

% Who say inflation contributes to their worry

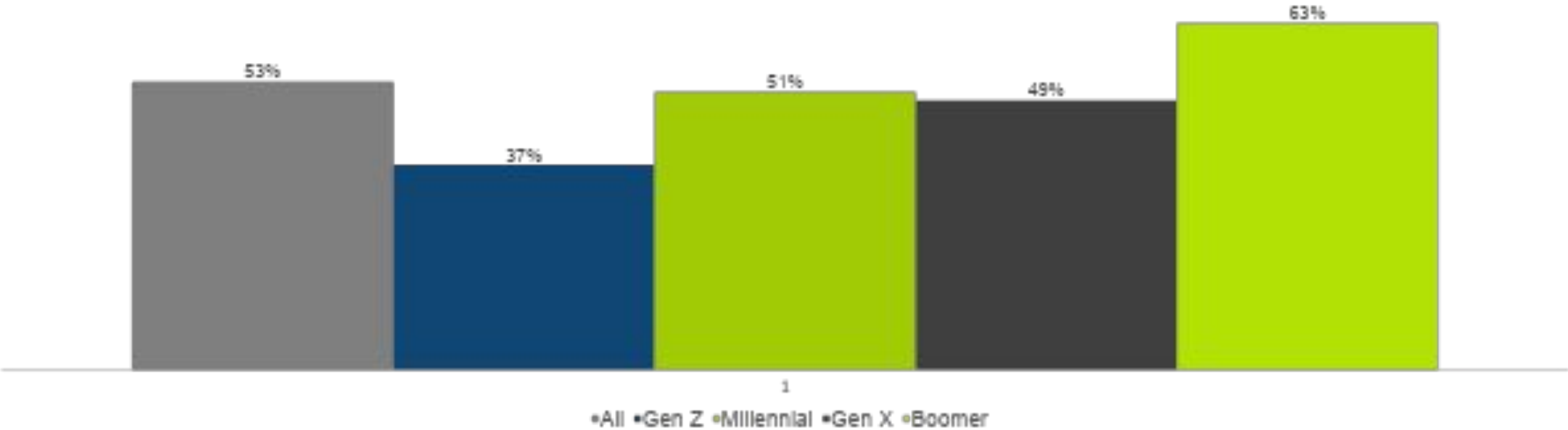


How much do the following contribute to your level of worry or concern?



Concern about the general condition of the government is very similar to the concern about inflation and displays the same generational bias. Boomers (63%) are 70% more likely than Gen Z (37%) to be impacted by their opinion of the government.

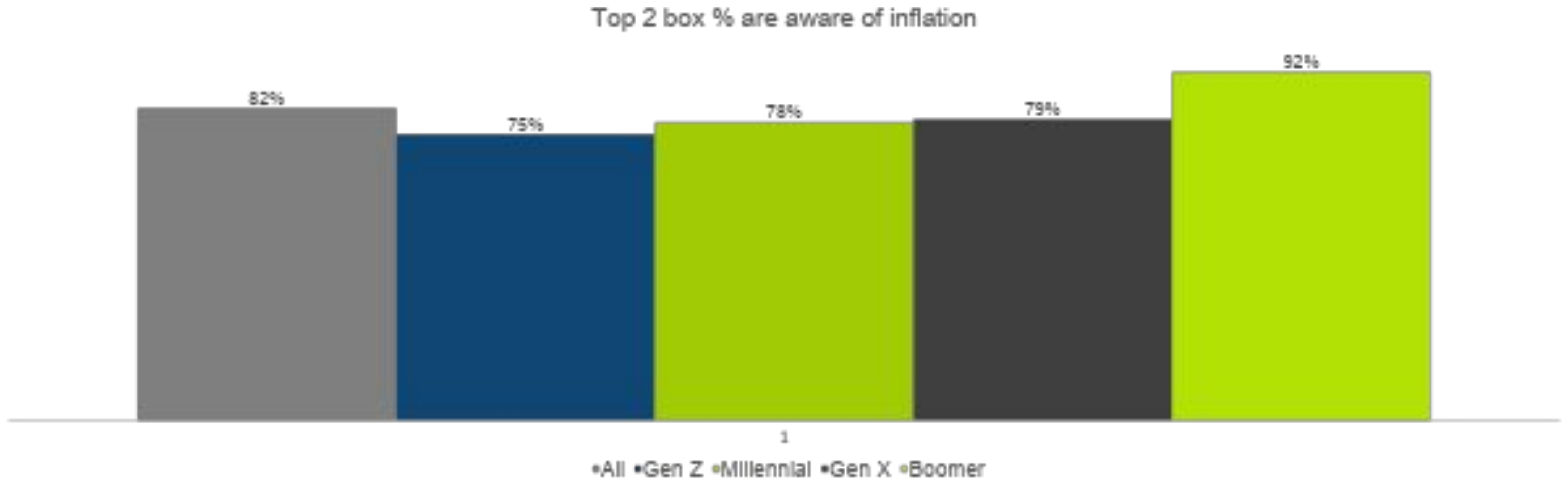
% Who say the condition of the government contributes to their worry



How much do the following contribute to your level of worry or concern?

Inflation

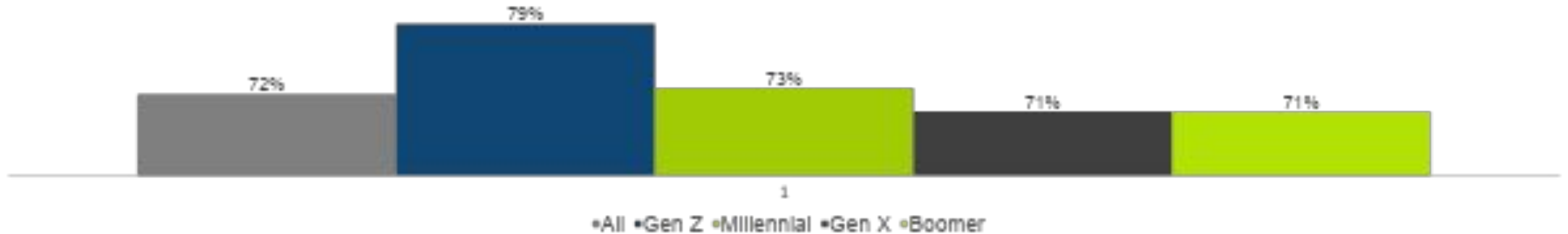
More than 4 respondents in 5 are aware or very aware of rising prices.



How aware are you of the increase in the prices of the things you buy regularly (food, clothing, gas, household supplies, etc.)?

Among those who are conscious of rising prices, 72% have taken steps to control their spending.

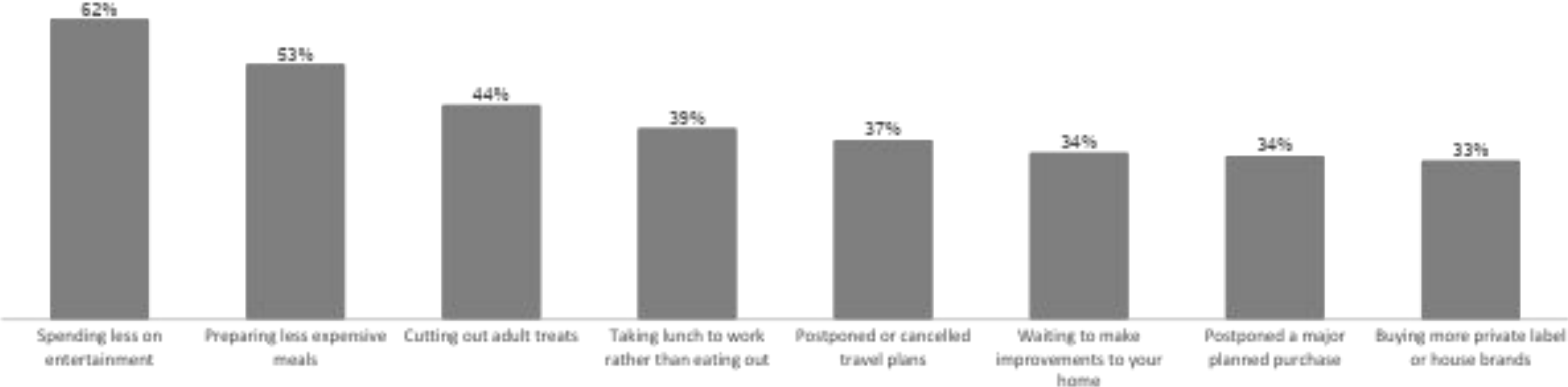
% Who have made changes in spending due to inflation



Have you made changes to try and control your spending because of the increase in prices on the things you buy regularly?

At 62%, spending less on entertainment is the most popular approach to saving money followed by preparing less expensive meals (53%).

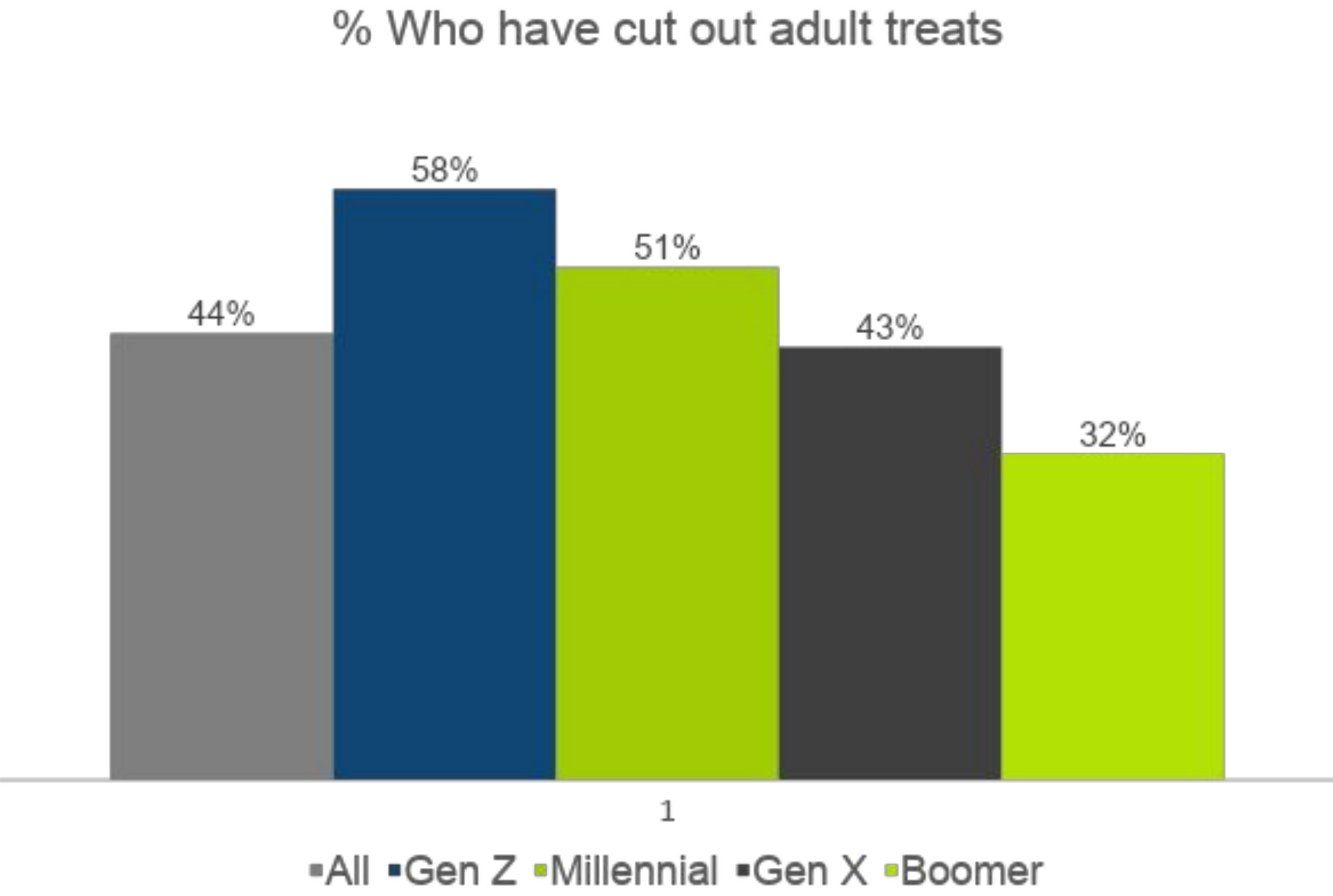
Money saving methods to offset increasing prices



•All

Which of the following have you done you done to try and save money because of the increasing cost of everyday items? Select all that apply.

Among those who have cut out adult treats (Starbucks, etc.) as a means to save money, the practice is most popular among Gen Z.

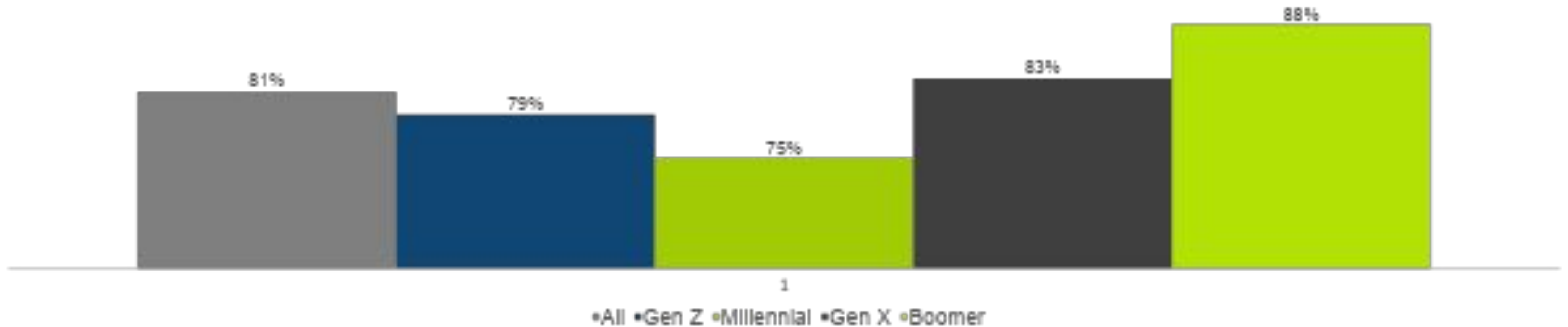


Which of the following have you done you done to try and save money because of the increasing cost of everyday items? Select all that apply.



Optimism regarding the control of inflation is limited. 81% of respondents expect prices will continue to rise.

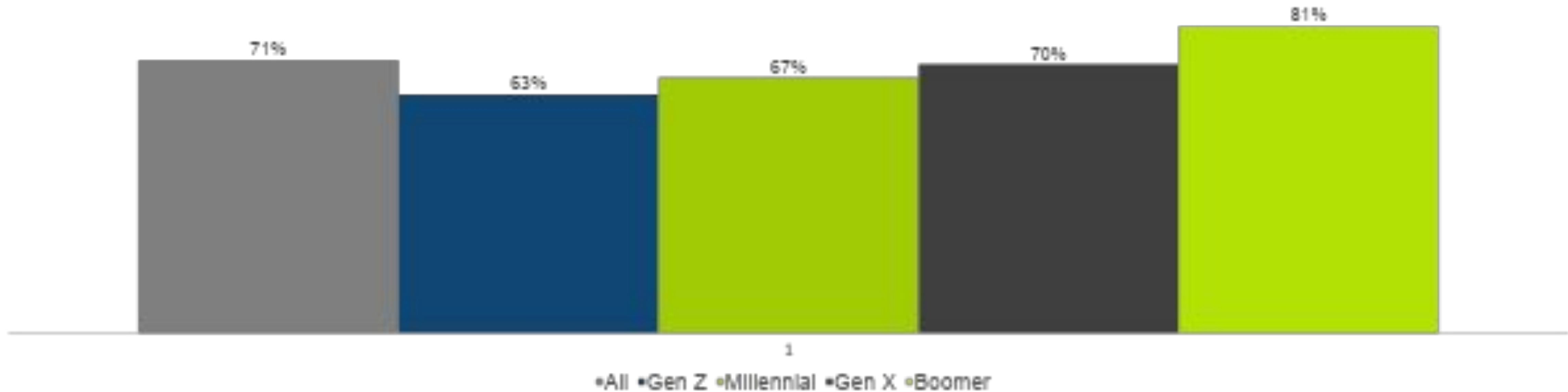
% Who think prices will continue to rise every month



Do you think prices are done going up for a while or will they continue to go up every month?

Nearly 3 people in 4 (71%) feel their income did not rise sufficiently in 2021 to keep pace with inflation.

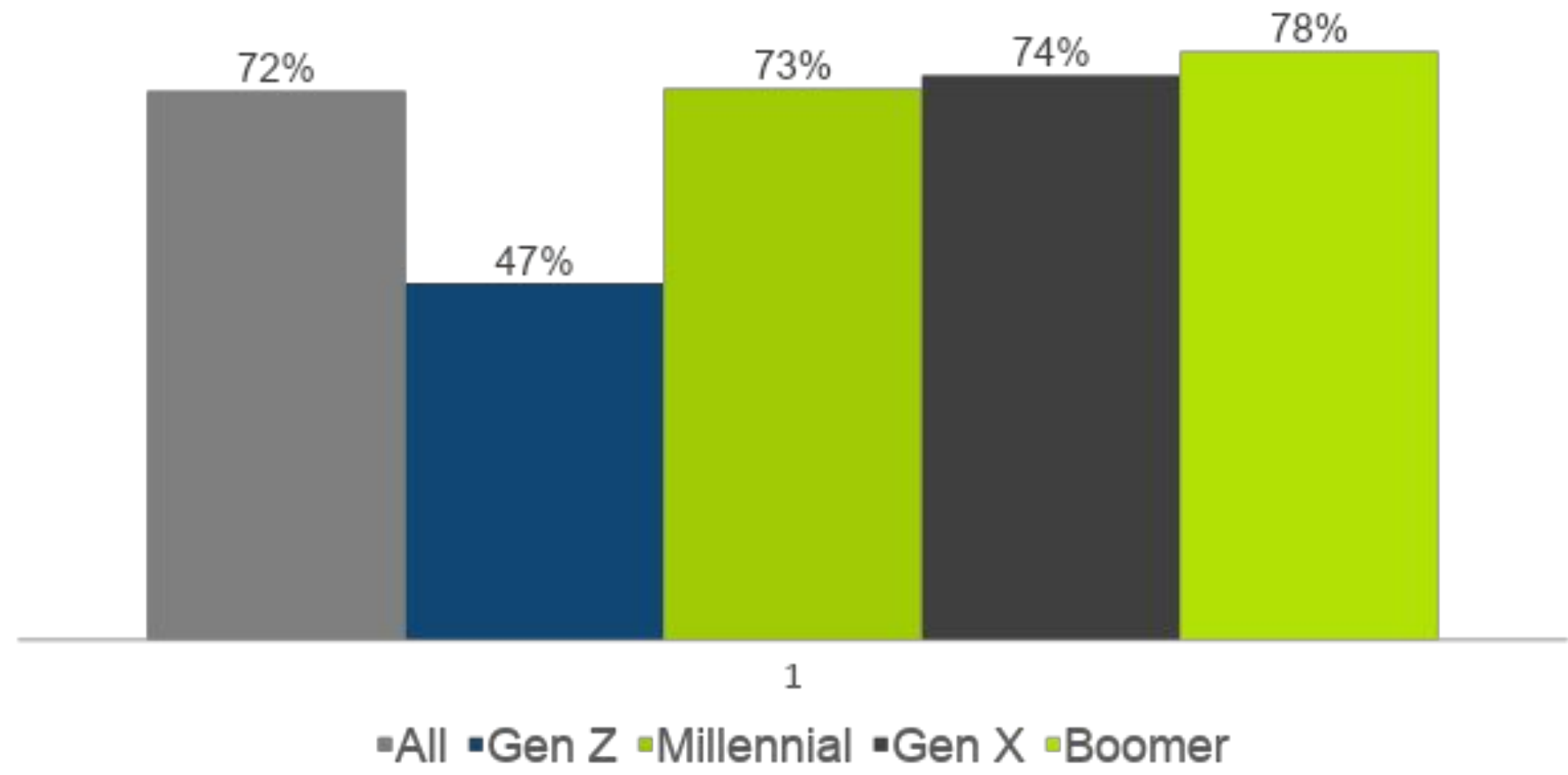
% Who think their income has not increase enough to cover rising prices



Has your income increased enough in the past year to cover the increase in prices?

A similar number (72%) don't anticipate their income will increase sufficiently in 2022 to keep them whole.

% Who think their income will not increase enough to cover rising prices

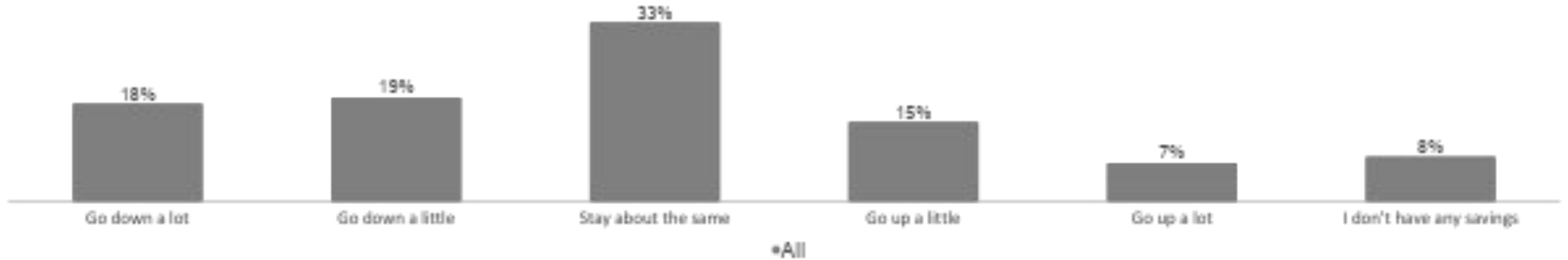


Do you expect your income to increase enough in the next year to cover the increase in prices?



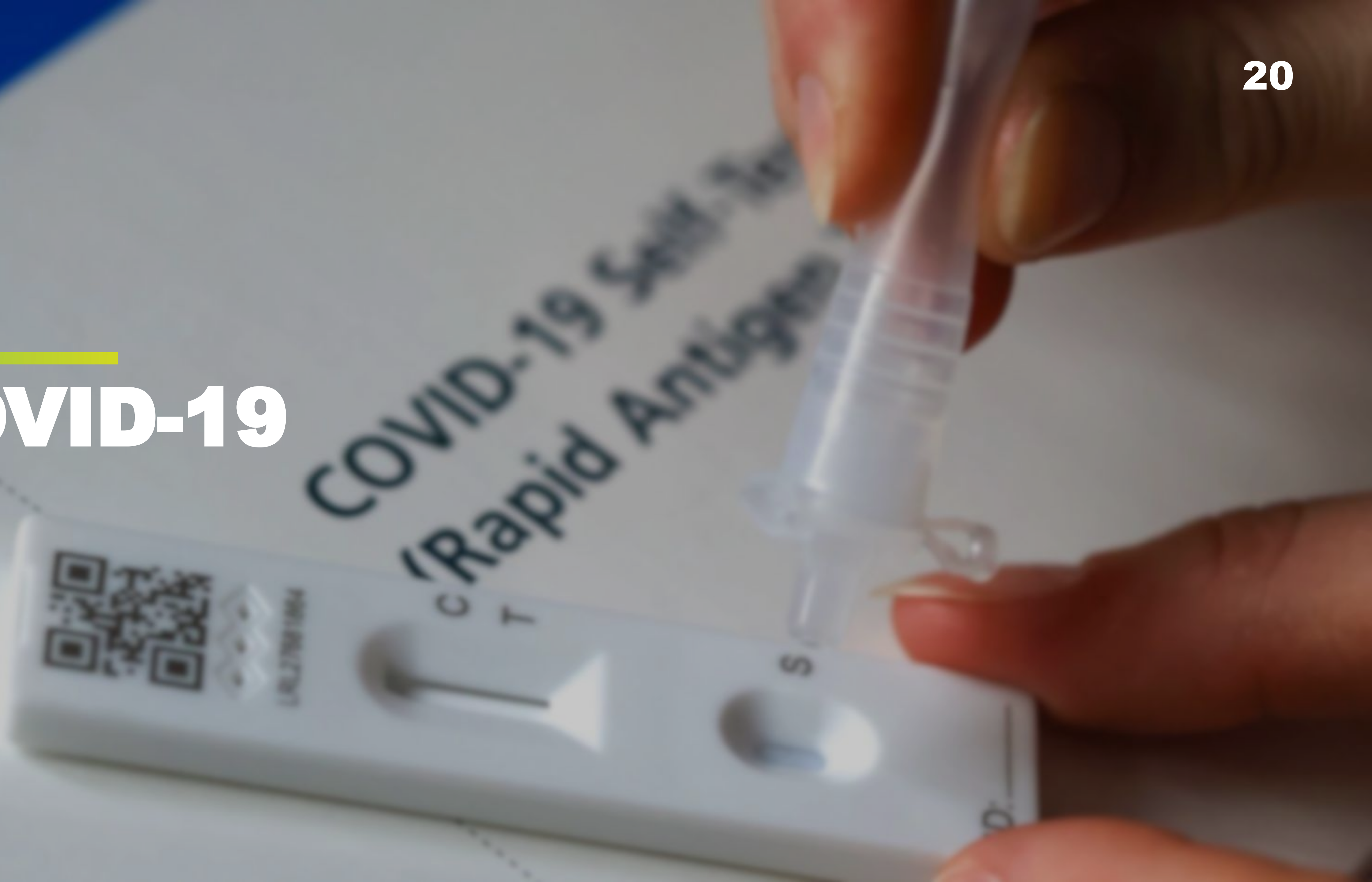
37% of respondents anticipate deficit spending in 2022 while only 22% expect their savings will grow.

Change in savings in the Next Year



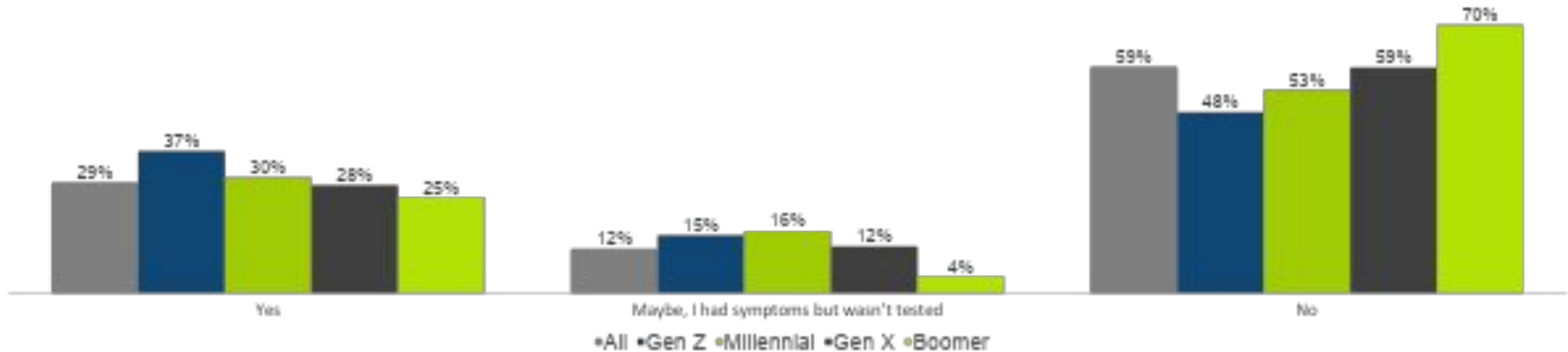
Which of the following do you think will happen to your savings in the coming year?

COVID-19



29% of respondents have had COVID while 12% are unsure because they experienced symptoms and weren't tested.

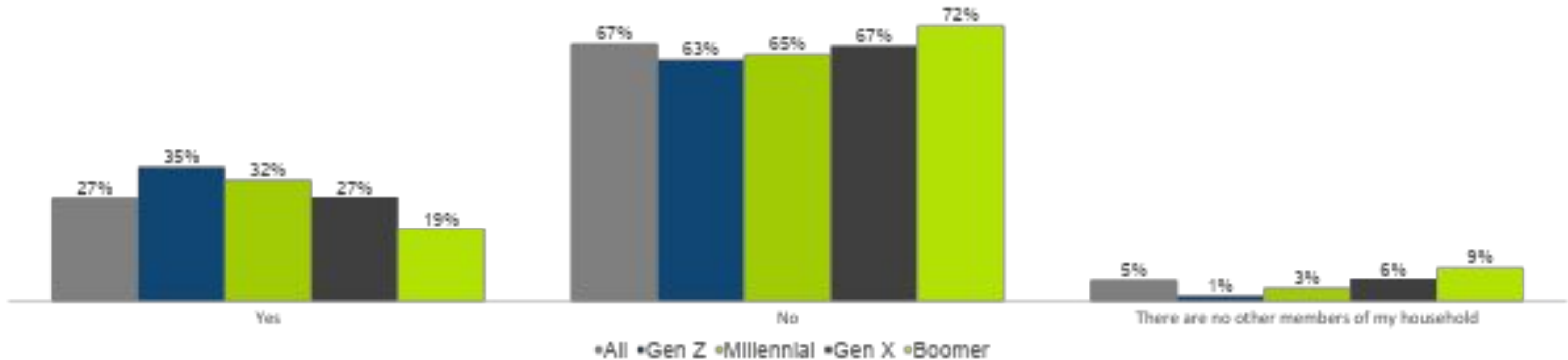
Have ever had COVID-19



Have you had COVID?

27% said they had another member of their household who experienced COVID symptoms and wasn't tested.

Have household members that had symptoms, but did not get tested



Have any of the other members of your household had COVID symptoms but not gotten tested?

Summary

Consumer Concern

- Despite all that is going on in the world, only 34% of respondents are generally more concerned than they were 2 to 3 years ago while 32% are less concerned.
- The greatest contributor to people's concern level varies tremendously. The biggest source of concern is getting COVID at a mere 15%.
- Surprisingly, Boomers' concern level is least affected by worry about friends and/or family getting COVID (35%).
- On the other hand, it is not surprising that Boomers, many of whom are on a fixed income, are the most concerned about inflation (65%).
- Concern about the general condition of the government is very similar to the concern about inflation and displays the same generational bias. Boomers (63%) are 70% more likely than Gen Z (37%) to be impacted by their opinion of the government.

Summary

Inflation

- More than 4 respondents in 5 are aware or very aware of rising prices.
- Among those who are conscious of rising prices, 72% have taken steps to control their spending.
- At 62%, spending less on entertainment is the most popular approach to saving money followed by preparing less expensive meals (53%).
- Among those who have cut out adult treats (Starbucks, etc.) as a means to save money, the practice is most popular among Gen Z (58%).
- Optimism regarding the control of inflation is limited. 81% of respondents expect prices will continue to rise.
- Nearly 3 people in 4 (71%) feel their income did not rise sufficiently in 2021 to keep pace with inflation.
 - A similar number (72%) don't anticipate their income will increase sufficiently in 2022 to keep them whole.
- 37% of respondents anticipate deficit spending in 2022 while only 22% expect their savings will grow.

Summary

COVID-19

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- 27% said they had another member of their household who experienced COVID symptoms and wasn't tested.