



Home Retail Consumer Monitor

February 23, 2022

Methodology

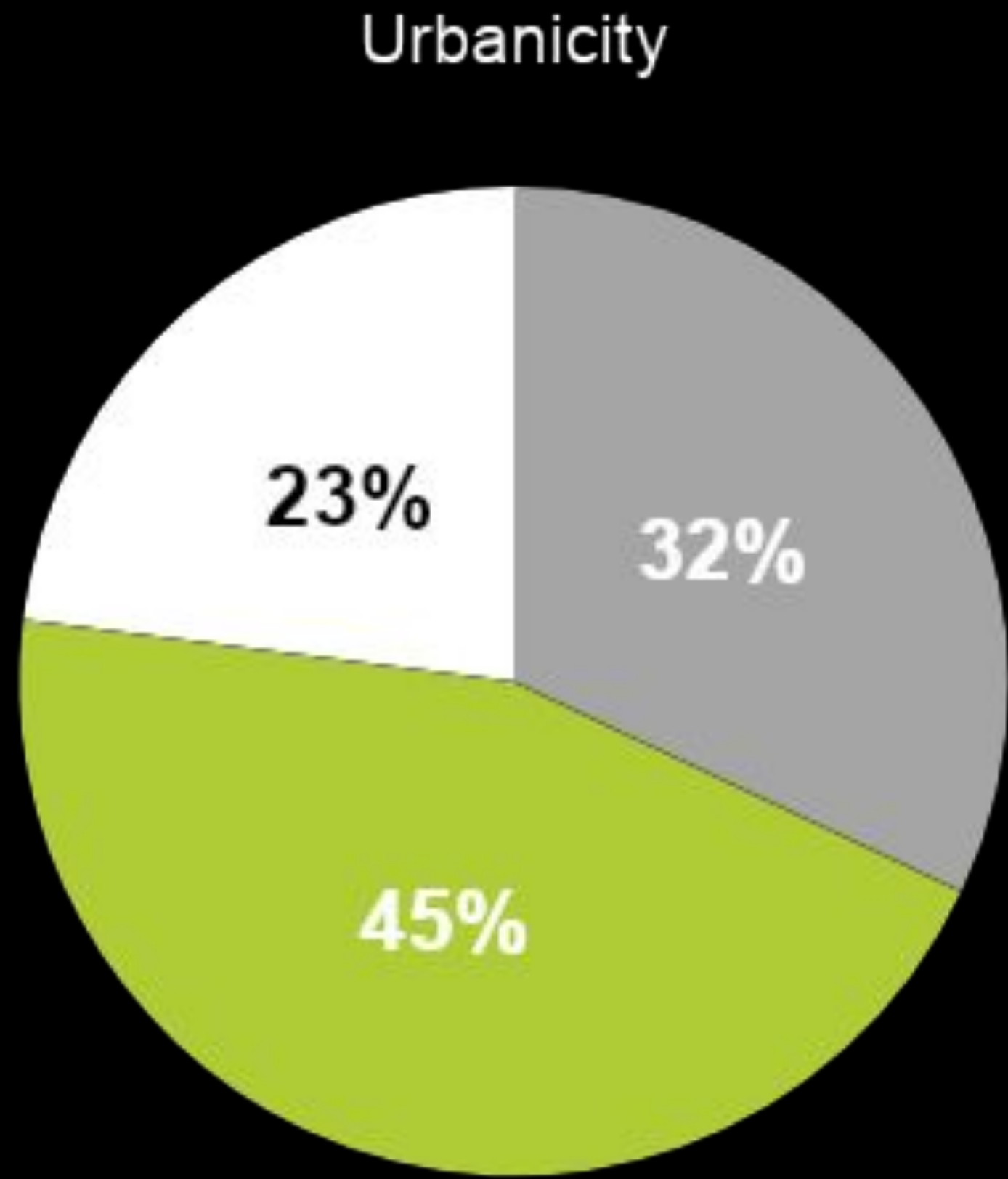
N = 705

MOE \pm 3.69%

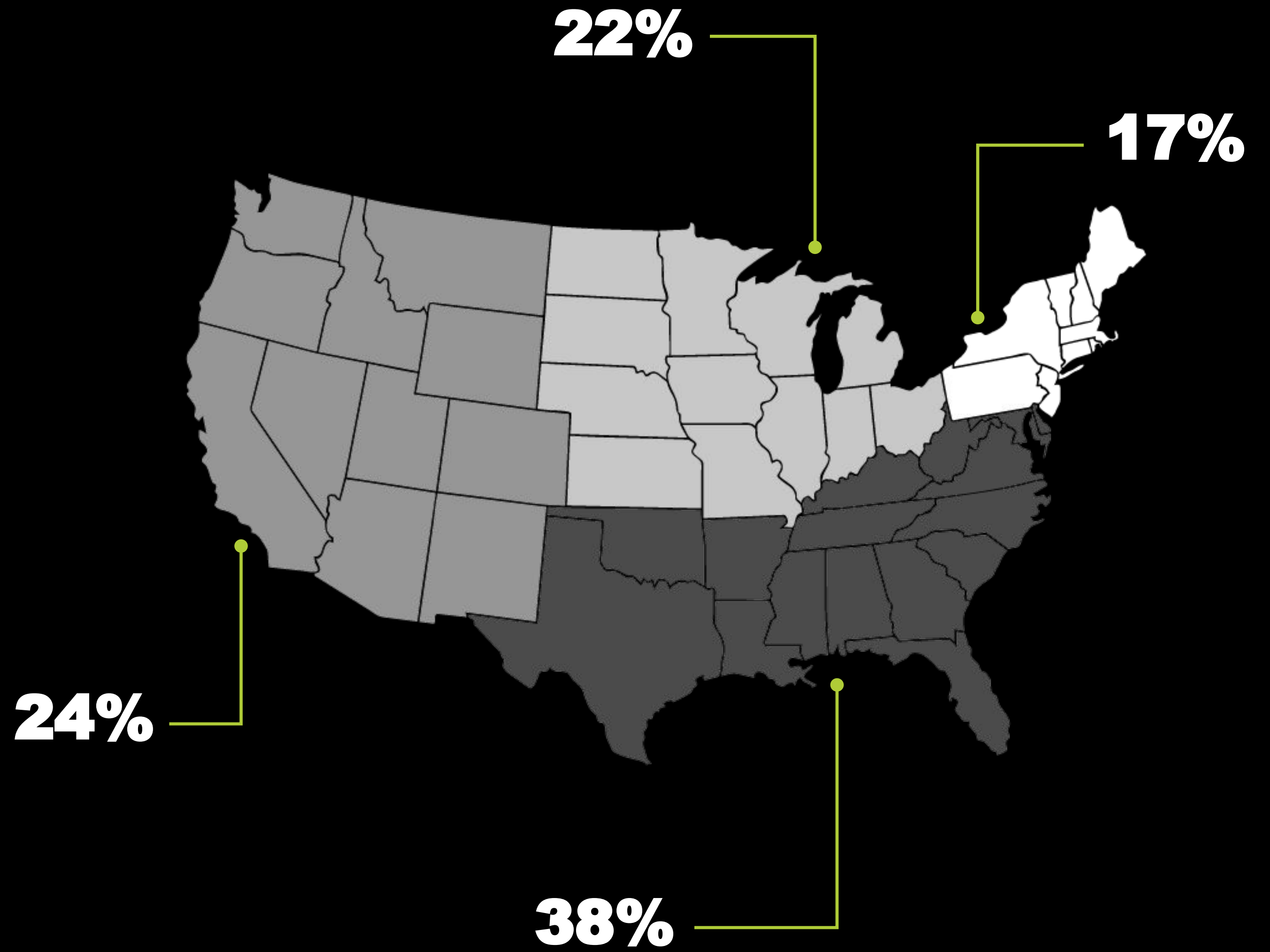
Panel: General Population

Collected: 2/11/22, 2/12/22



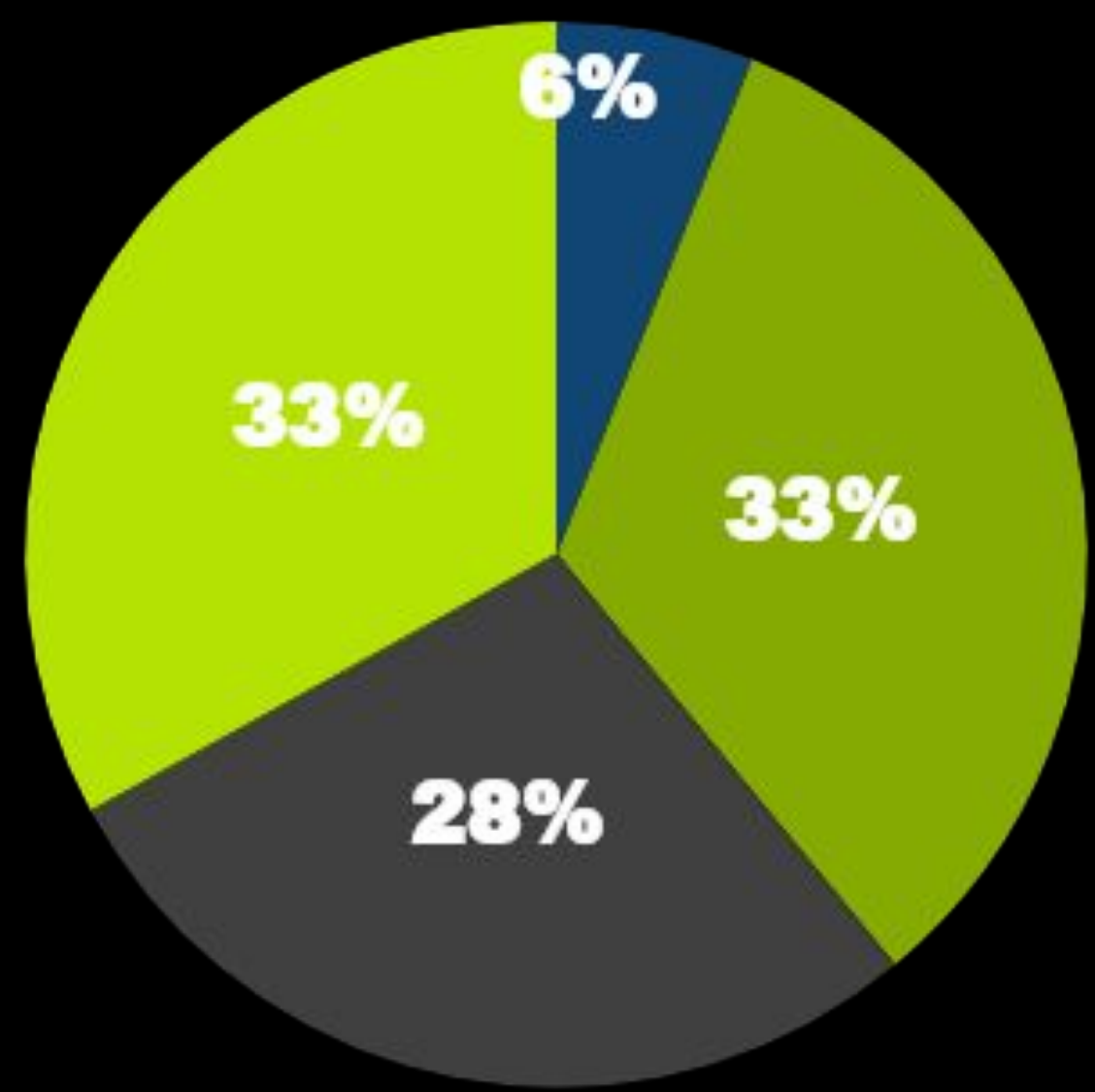


•Urban •Suburban •Rural



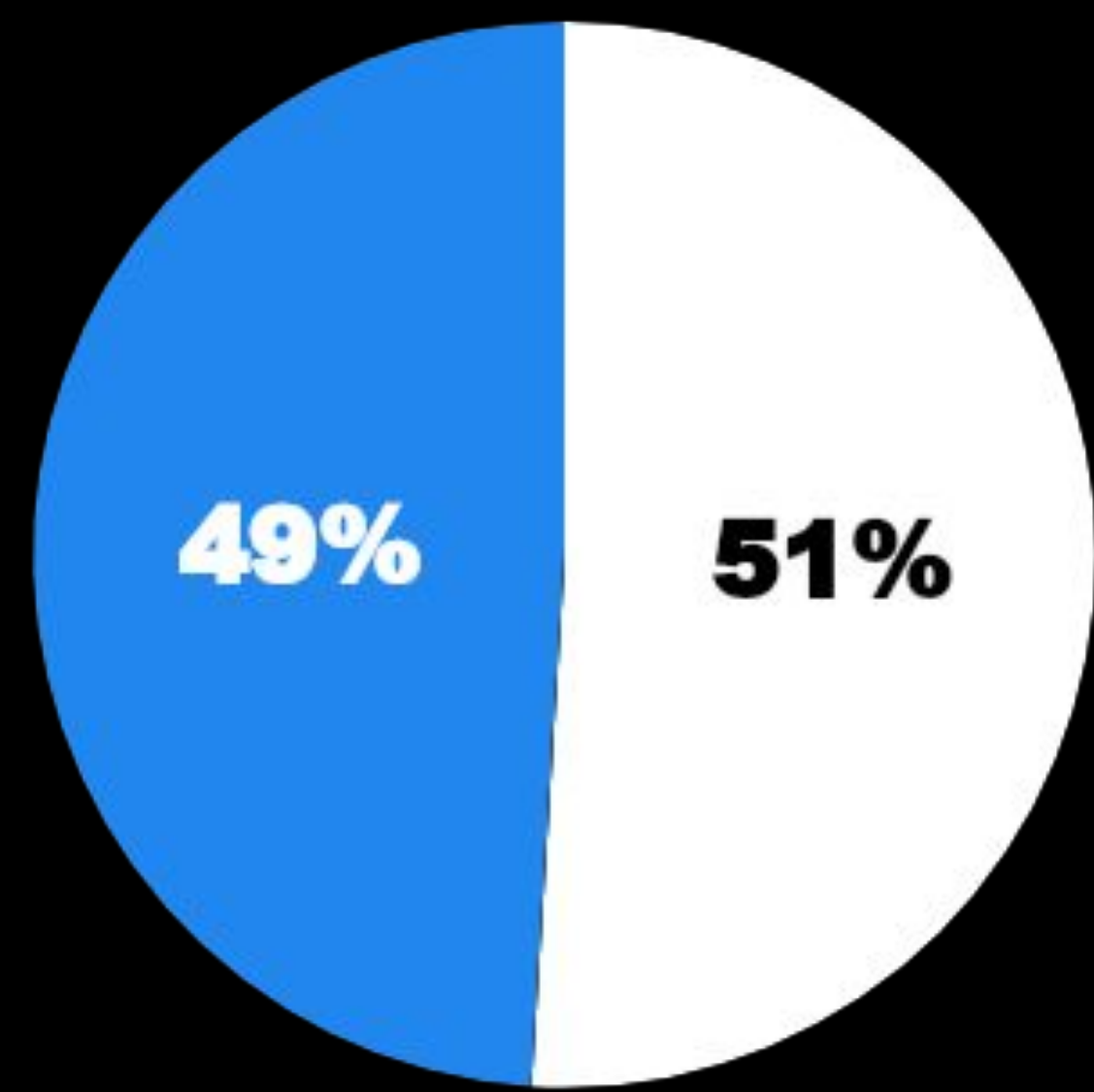


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



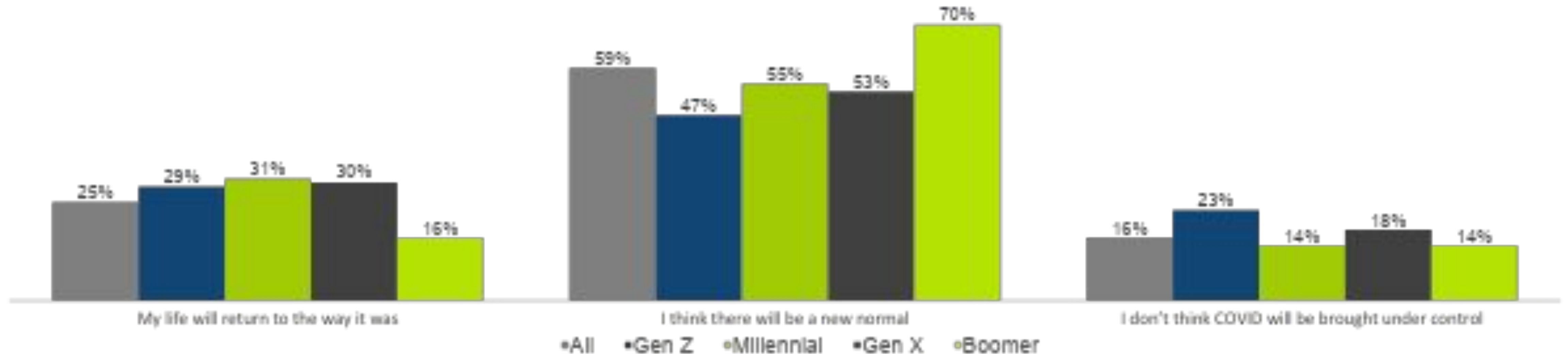
■ Female ■ Male

The New Normal



Most respondents feel that COVID has changed their lives substantially. 16% feel the virus will never be brought under control while nearly 6 people in 10 feel their life after COVID is brought under control will be different than it was before the virus arrived.

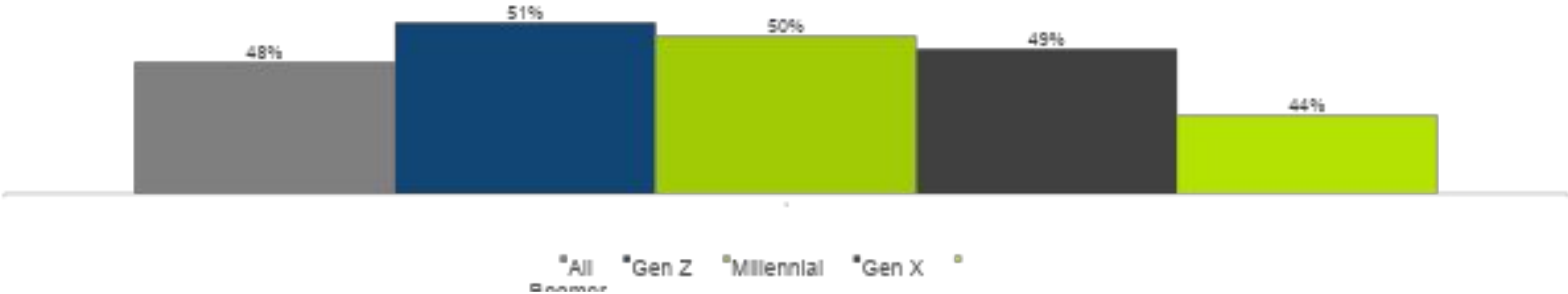
Thoughts on Life Returning to Normal After COVID



When COVID is brought under control do you think your life will return to the way it was before COVID or will there be a new normal?

Nearly half (48%) plan to spend more time at home than they did in the days before COVID.

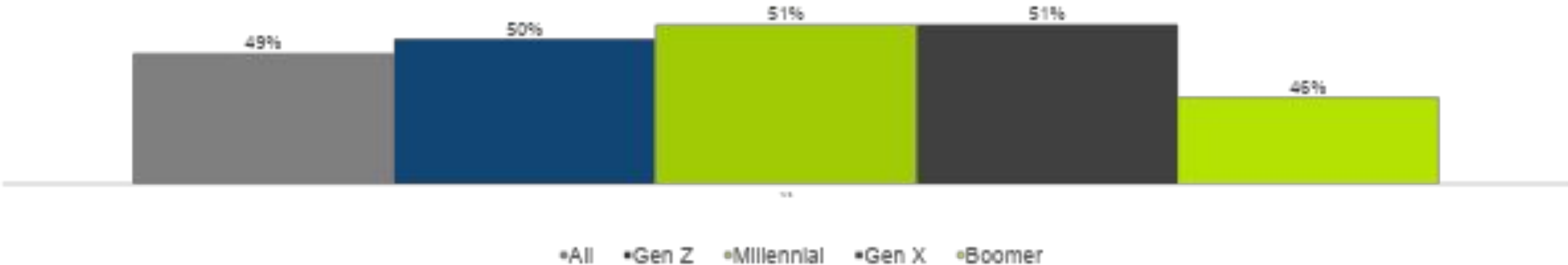
% of people more likely to spend time at home after COVID is brought under control



How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

Spending more time at home entails spending more time with members of the household and the responses correlate nicely.

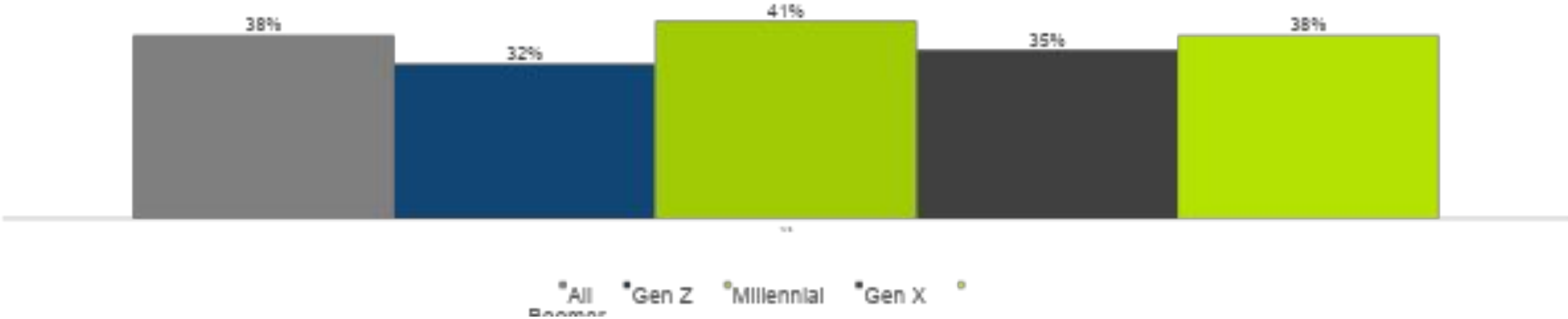
% of people more likely to spend more time with members of their household after COVID is brought under control



How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

Given the large percentage of people planning on spending more time at home it's not surprising that nearly 4 in 10 respondents are more likely to invest in their home than they were previously.

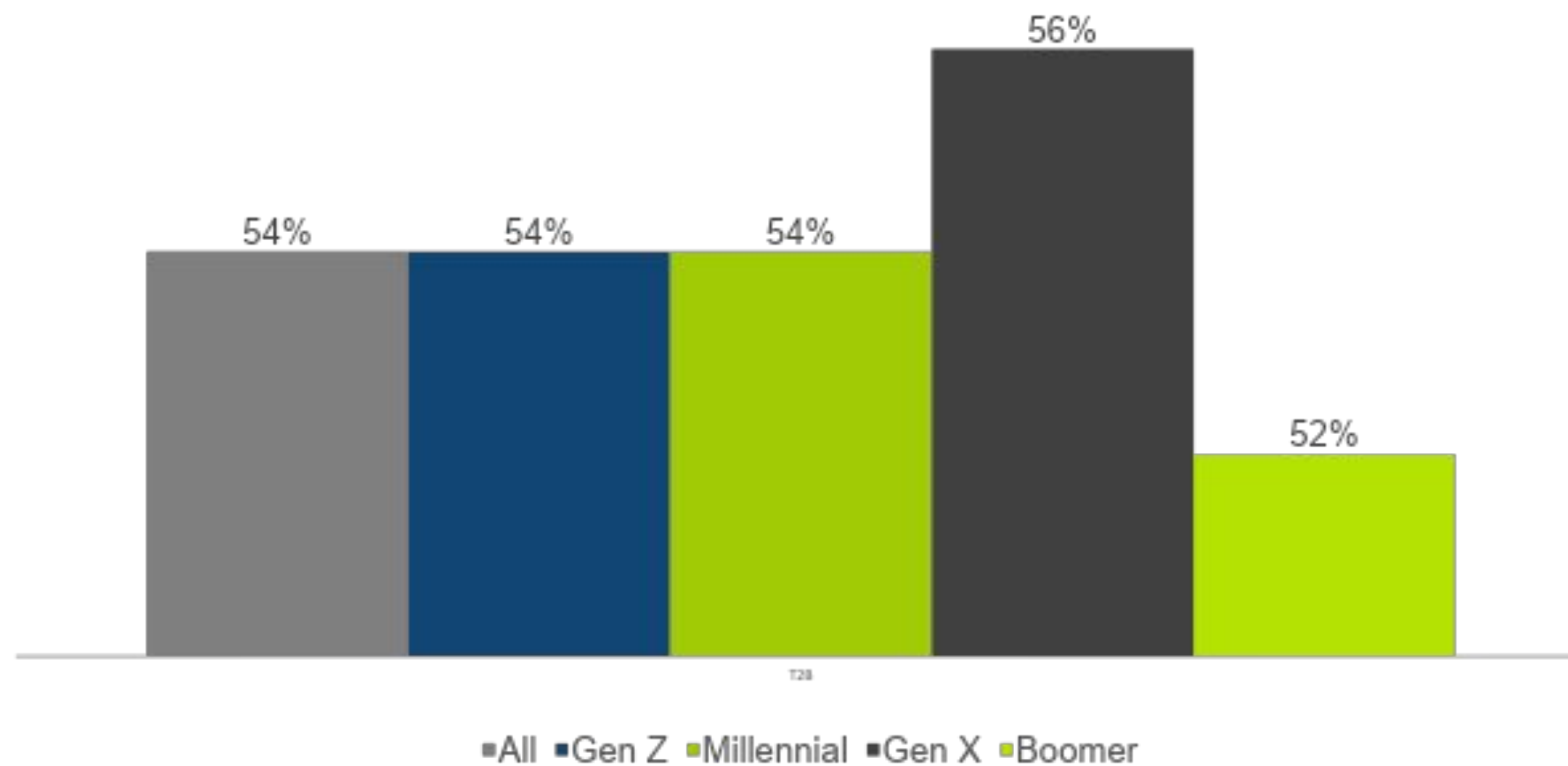
% of people more likely to make improvements to their home after COVID is brought under control



How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

More social interaction is on the horizon for the majority. 54% of respondents plan to spend more time with family and friends.

% of people more likely to spend more time with family and friends after COVID is brought under control

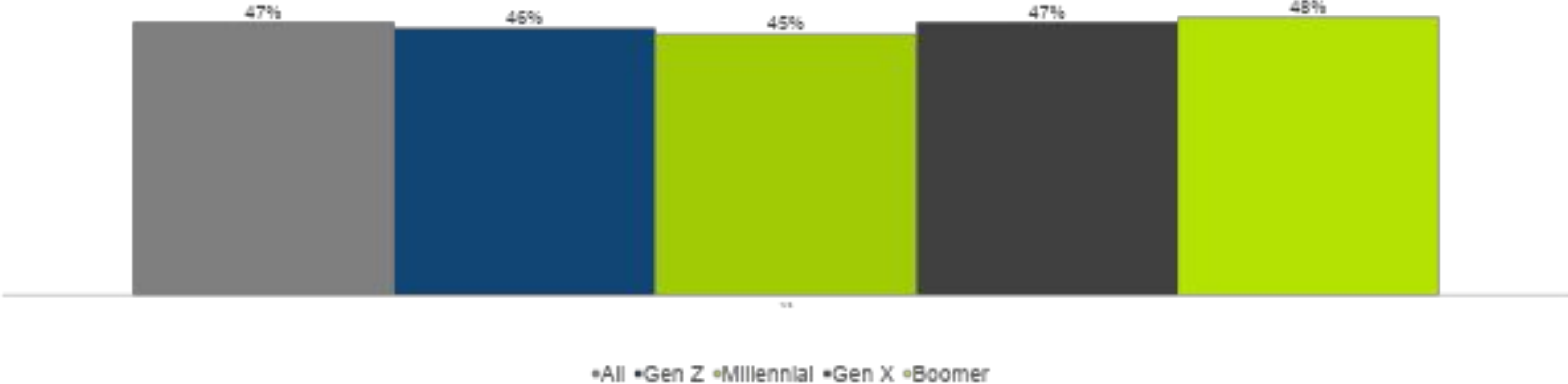


How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?



For nearly half the sample (47%) dining out more regularly is a part of their post COVID plans.

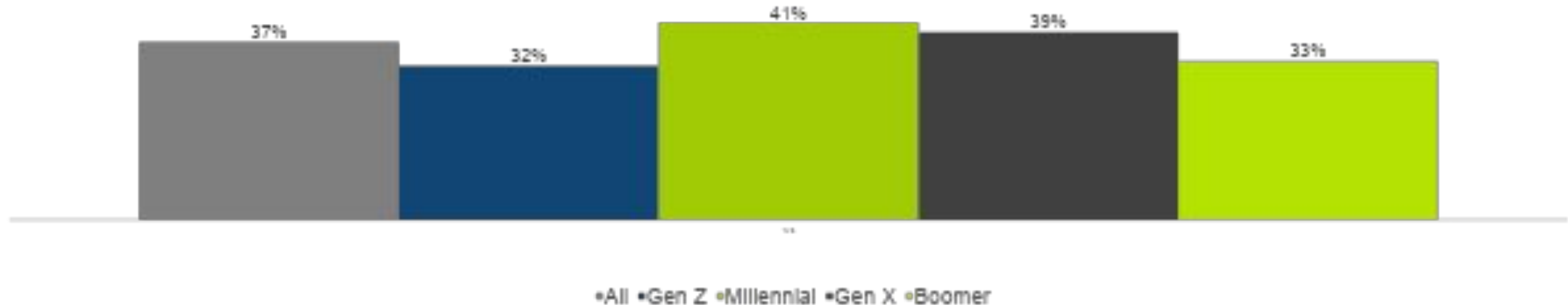
% of people more likely to eat out after COVID is brought under control



How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

Slightly more than 1 person in 3 (37%) is planning on engaging in more entertainment activities in the post COVID environment.

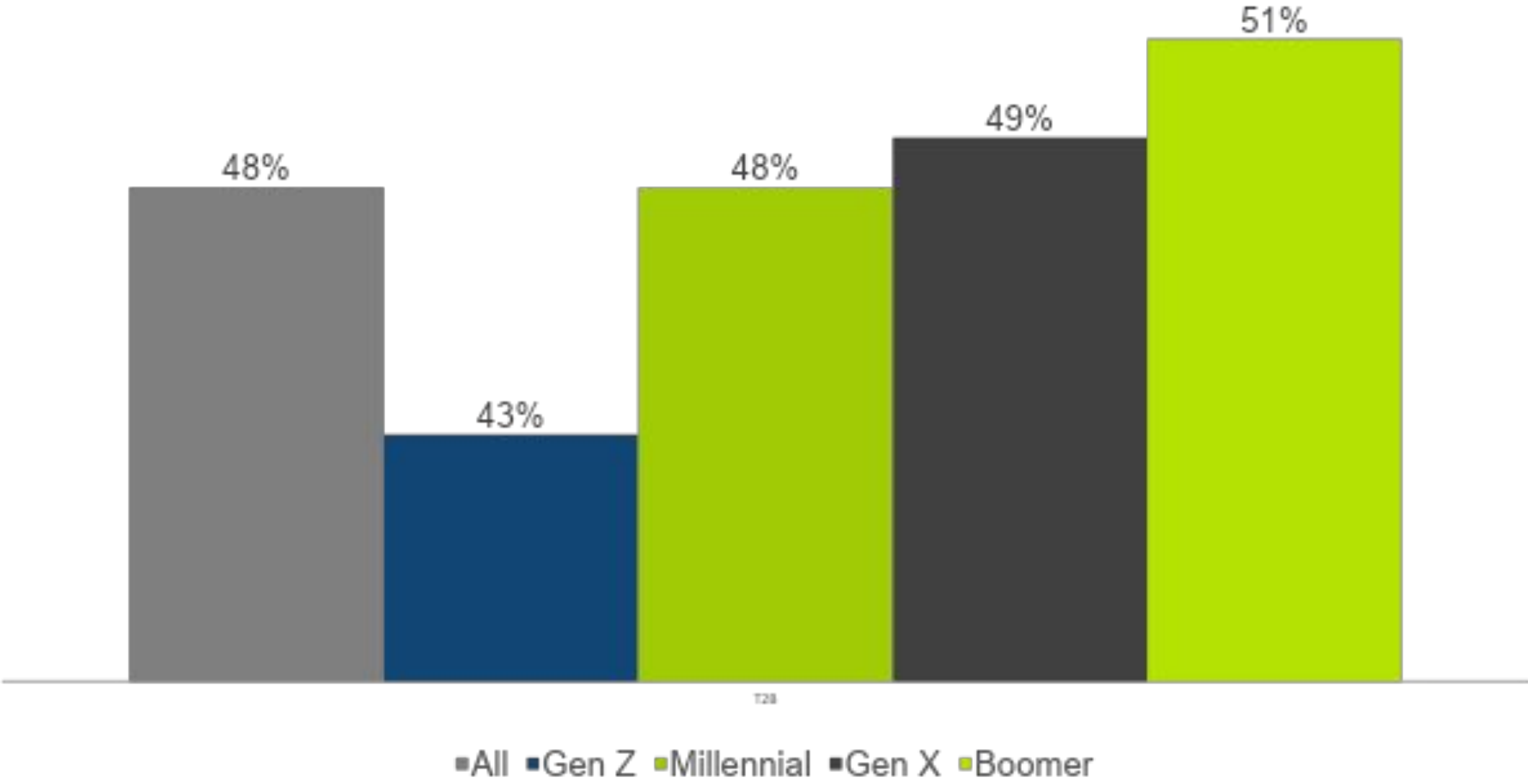
% of people more likely to participate in entertainment activities (concerts, sporting events, theme parks, etc.) after COVID is brought under control



How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

Nearly half the sample (48%) plan more domestic travel after COVID is brought under control.

% of people more likely to travel in the US after COVID is brought under control

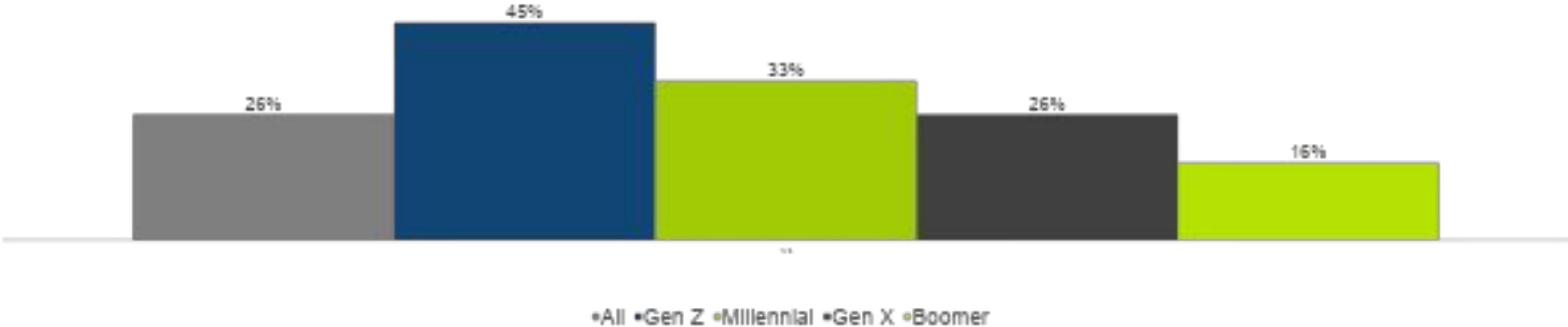


How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?



Plans for international travel are less common. Only 26% of respondents plan more international travel which is significantly smaller than the number of people (41%) who plan less.

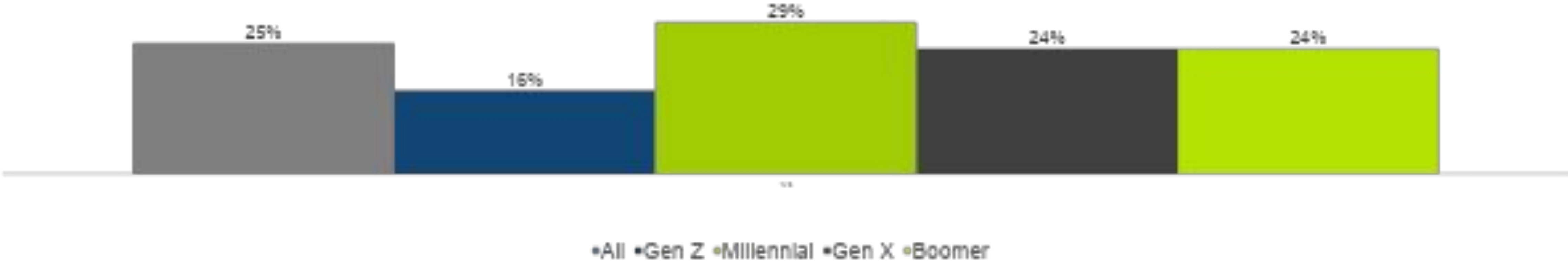
% of people more likely to travel internationally after COVID is brought under control



How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

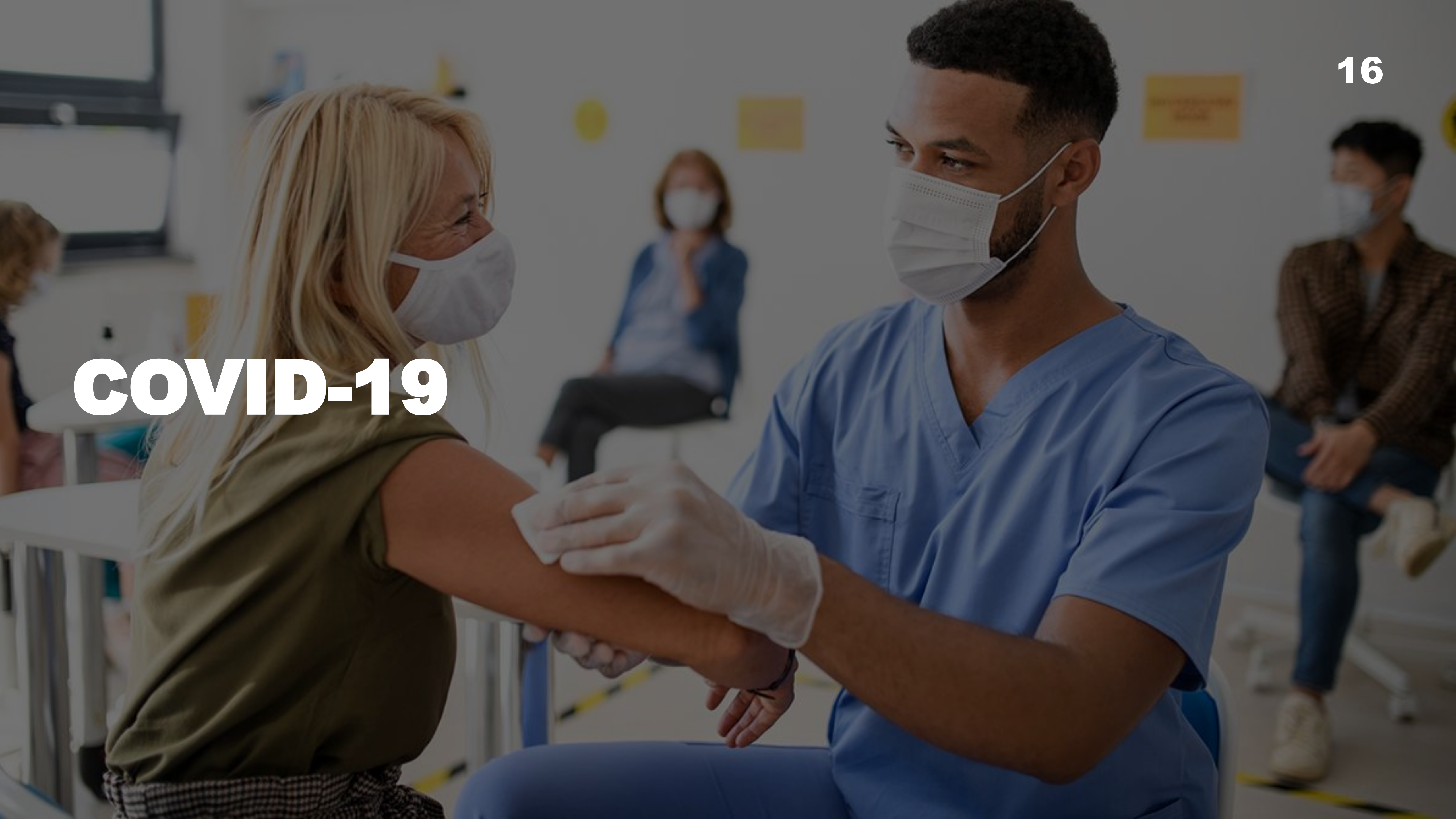
Unfortunately, only 1 person in 4 is planning on being more giving of their time and money than they were before COVID. That is more than offset by 31% who plan to give less.

% of people more likely to donate more time and/or money to charity after COVID is brought under control

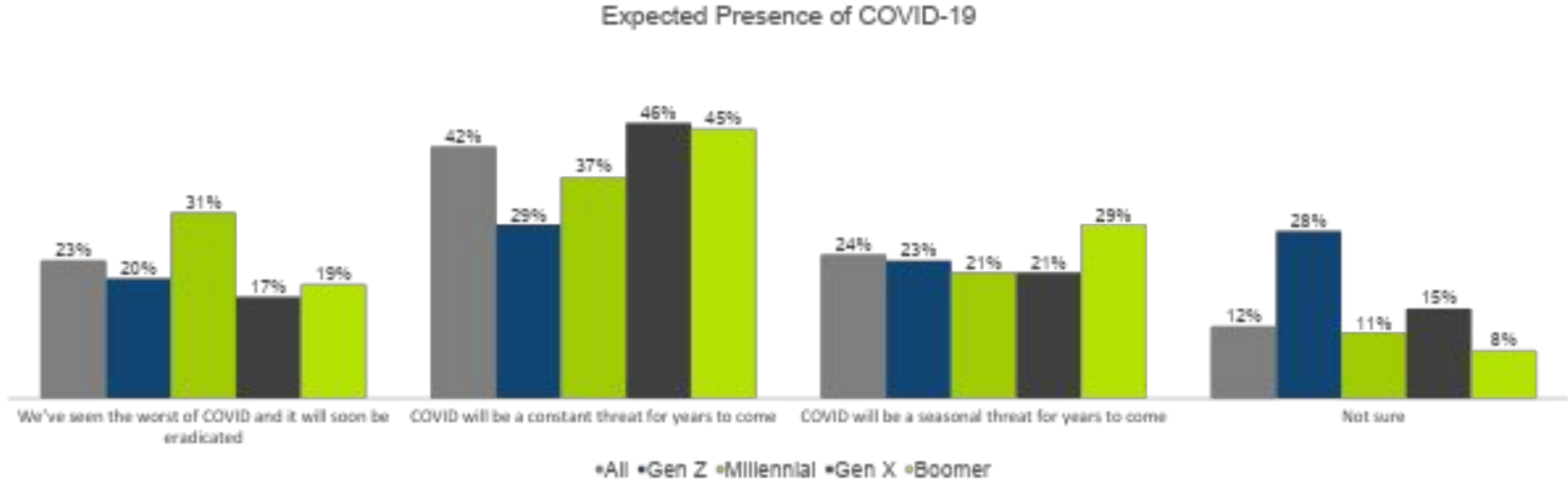


How much more or less likely do you think you'll be to do the following after COVID is brought under control than you did before COVID?

COVID-19



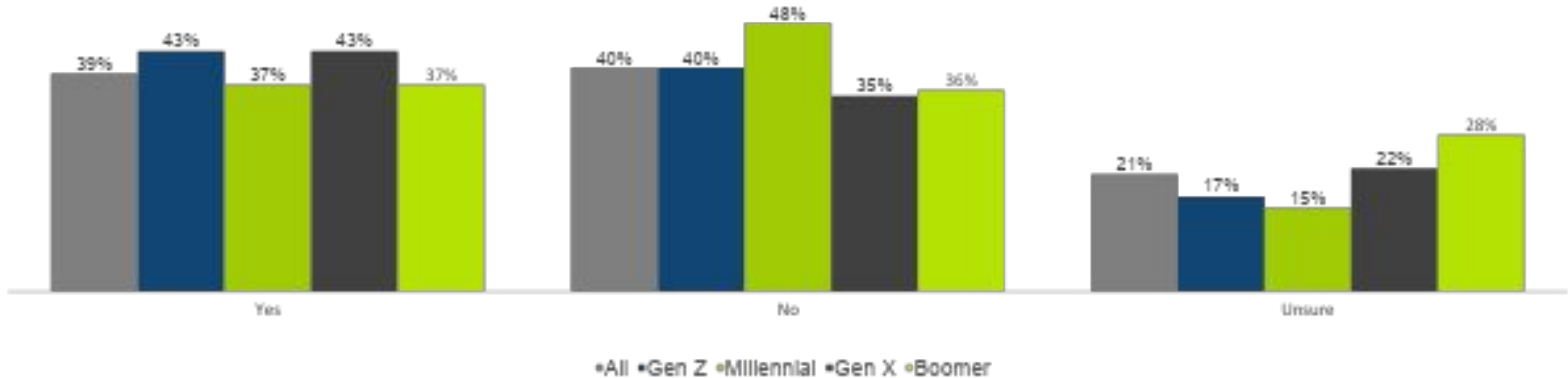
While a large number of respondents believe COVID will be brought under control, only 23% feel COVID can be eradicated.



Which of the following best describes your expectation for the long-term presence of the Coronavirus?

Fewer than 4 respondents in 10 (39%) are in favor of COVID vaccines for children 5 and under.

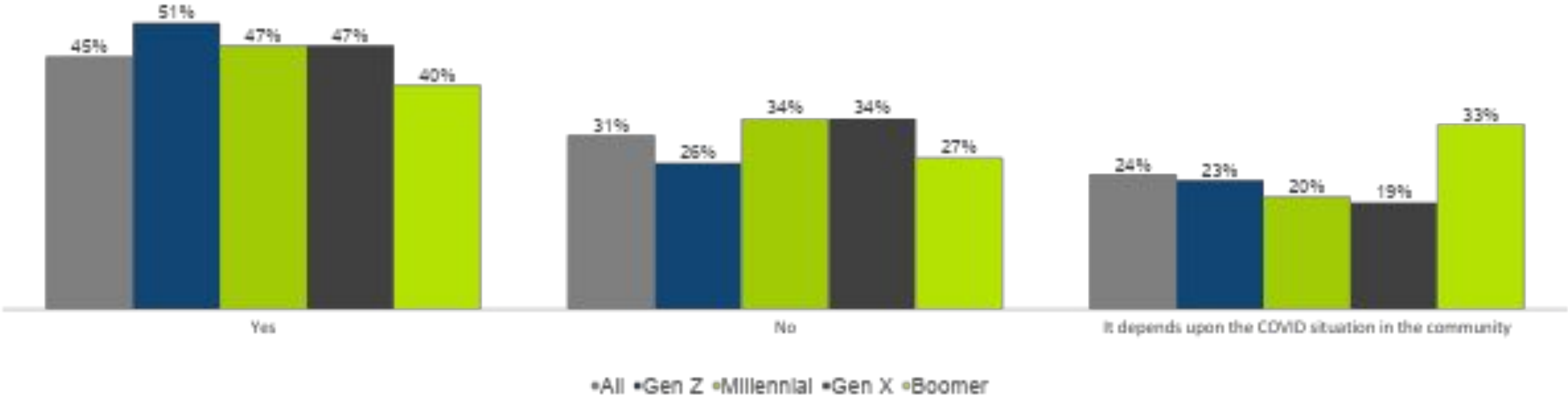
Think Children 6 Months to 5 Years Should Be Getting the Pfizer Vaccine



Pfizer has requested a use authorization for the COVID vaccine for children 6 months to 5 years old.
Do you think children that young should be vaccinated against COVID?

Keeping school age children in masks all of the time (45%) or in instances that it is warranted (24%) is favored by 69% of respondents.

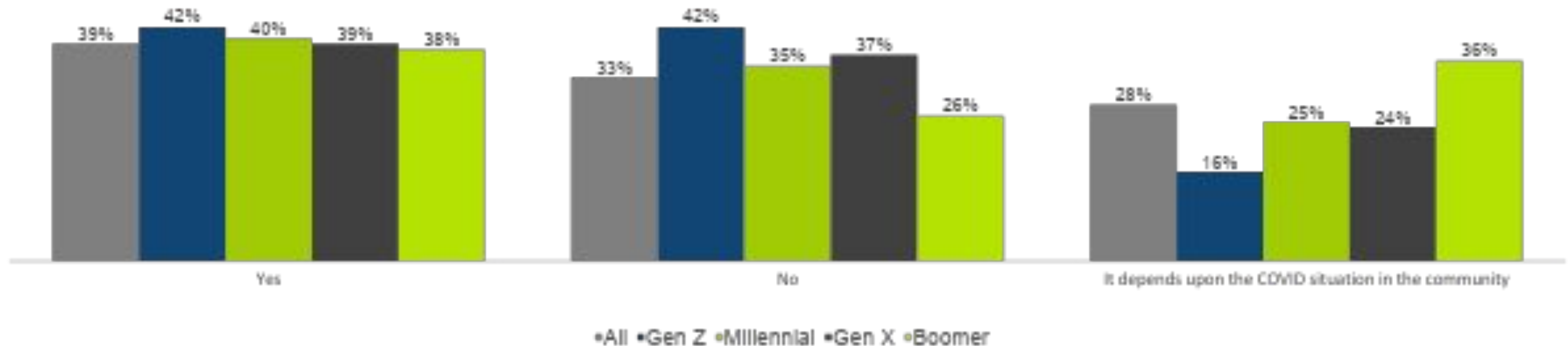
Agreement With Children Required to Wear Masks at School



There has been a lot of debate about the mask requirements for school age children.
 Do you believe children should wear masks in school?

A similar opinion is held on indoor mask requirements. Two-thirds of respondents feel there are places where masks are appropriate.

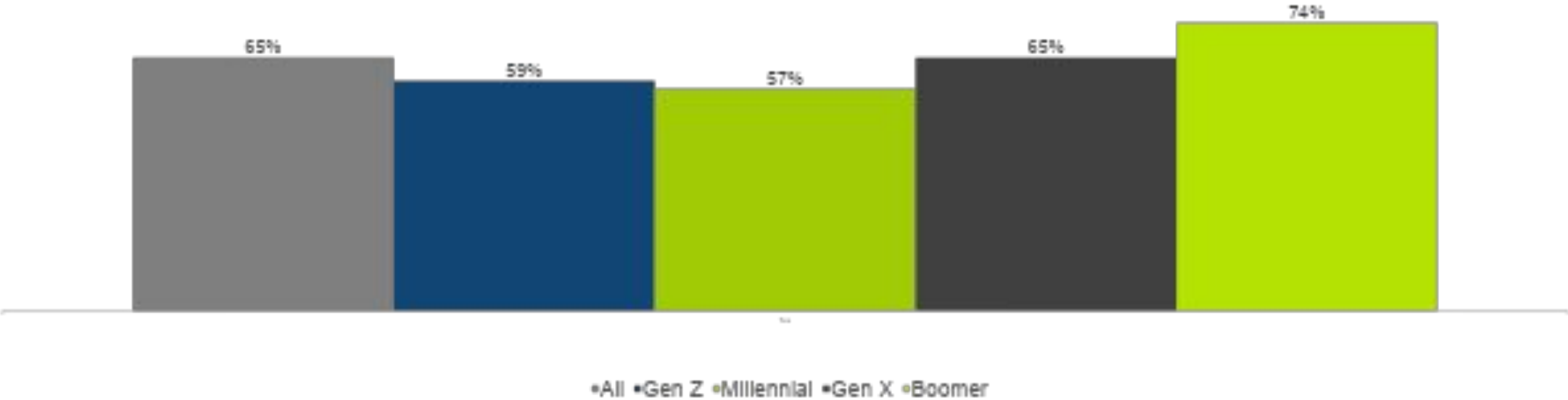
Agreement With Masks Being Required to Wear Indoors



Many states are dropping their indoor mask mandates. Do you think masks should still be required indoors?

Nearly two-thirds (65%) of respondents feel Australia's vaccine requirement for foreign visitors is appropriate.

% that believe it is fair to require vaccine for foreign travelers



Australia is opening its borders to foreign travelers for the first time since the outbreak of COVID. They are requiring all visitors be fully vaccinated. Do you think the vaccine requirement is fair?

Summary

The New Normal

- Most respondents feel that COVID has changed their lives substantially. 16% feel the virus will never be brought under control while nearly 6 people in 10 feel their life after COVID is brought under control will be different than it was before the virus arrived.
- Nearly half (48%) plan to spend more time at home than they did in the days before COVID.
- Spending more time at home entails spending more time with members of the household and the responses correlate nicely.
- Given the large percentage of people planning on spending more time at home it's not surprising that nearly 4 in 10 respondents are more likely to invest in their home than they were previously.
- More social interaction is on the horizon for the majority.
 - 54% of respondents plan to spend more time with family and friends.
- For nearly half the sample (47%) dining out more regularly is a part of their post COVID plans.

Summary

The New Normal

- Slightly more than 1 person in 3 (37%) is planning on engaging in more entertainment activities in the post COVID environment.
- Nearly half the sample (48%) plan more domestic travel after COVID is brought under control.
- Plans for international travel are less common.
 - Only 26% of respondents plan more international travel which is significantly smaller than the number of people (41%) who plan less.
- Unfortunately, only 1 person in 4 is planning on being more giving of their time and money than they were before COVID. That is more than offset by 31% who plan to give less.

Summary

COVID-19

- While a large number of respondents believe COVID will be brought under control, only 23% feel COVID can be eradicated.
- Fewer than 4 respondents in 10 (39%) are in favor of COVID vaccines for children 5 and under.
- Keeping school age children in masks all of the time (45%) or in instances that it is warranted (24%) is favored by 69% of respondents.
 - A similar opinion is held on indoor mask requirements. Two-thirds of respondents feel there are places where masks are appropriate.
- Nearly two-thirds (65%) of respondents feel Australia's vaccine requirement for foreign visitors is appropriate.