TRACKING THE RETURN TO NORMAL: CONSUMERS' COMFORT RETURNING TO RETAIL SPACES

ARF SHOPPERxSCIENCE
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MORNING CONSULT IS A GLOBAL DATA INTELLIGENCE COMPANY DELIVERING INSIGHTS ON WHAT PEOPLE THINK IN REAL TIME.
“Tracking the Return to Normal” is the ultimate destination for insight into Americans’ current state of comfort and their readiness to return to pre-pandemic habits and activities.

Morning Consult began tracking COVID-19 concerns in January of last year, and continues to update its rich trend data every week for insight into consumers’ latest sentiments.

The interactive graphs allow readers to better understand the shifts over time as the pandemic has progressed.
AGENDA

TRACKING CONSUMER COMFORT

TRACKING REPORTED SPENDING

WHAT’S NEXT?
of U.S. adults say they’re uncomfortable going to a shopping mall right now, including 30% who say they’re “very” uncomfortable.
Comfort Levels in Going to a Shopping Mall Right Now

Respondents were asked whether they feel comfortable right now going to a shopping mall.

[Graph showing comfort levels from April 2020 to February 2021.]

Very comfortable: 28%
Somewhat comfortable: 24%
Don't know / No opinion: 27%
Somewhat uncomfortable: 16%
43% of U.S. adults say they feel comfortable going to a shopping mall right now.
Comfort With Returning to Shopping Malls Is Ticking Up

Respondents were asked how comfortable they feel going to a shopping mall right now. The share who said they feel “very” or “somewhat” comfortable over time are displayed below.
Shopping Mall Comfort by Generation

Respondents were asked how comfortable they feel going to a shopping mall right now. The share who said they feel “very” or “somewhat” comfortable over time are displayed below.
52% of U.S. adults say they feel comfortable going to a department store or boutiques right now.
Consumers Feel Safer at Department Stores, Boutiques Compared to Malls

Respondents were asked how comfortable they feel doing the following activities right now. The share who said they feel “very” or “somewhat” comfortable in the latest Morning Consult survey are displayed below.
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WHAT’S NEXT?
35% of the public say they’re spending less in general amid the pandemic.

52% of the public says they’re spending more on online purchases amid the pandemic.
Into 2021, the Public Is Spending More Money Online

Respondents were asked whether they were spending more or less **in general** and on **online purchases** amid the pandemic.
of Americans with an annual income of $100,000 or more say they’re spending more money online amid the pandemic.
Americans With $100K Annual Income Say They’re Spending More Money Online

Respondents were asked whether they were spending more or less in general and on online purchases amid the pandemic.
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WHAT’S NEXT?
As New Confirmed Cases Drop, Comfort Rises

Respondents were asked how comfortable they feel going to a shopping mall right now. The share who said they feel “very” or “somewhat” comfortable over time are displayed below.
INTELLIGENT DATA, INTELLIGENT DECISIONS