

A Marketer's Guide to Consumer Intent

How consumers are planning to spend heading into 2022



Overview

When it comes to consumer behavior, the COVID-19 pandemic has been a game-changer, with quarantines and lockdowns fundamentally changing the way consumers work and play

In fact, nearly **40% of Americans are planning to travel within the US in the next 12 months**, and **12% are planning to change jobs**

Between travel restrictions, the housing market boom, stock market fluctuations, and the 'great resignation,' one thing is for certain: understanding consumer intent has never been more important for agencies and brands

In this complimentary report, MRI-Simmons takes a look at consumer intentions across generations as we head into 2022, including profiles of:



European Travelers



Kitchen Renovators



First-Time Homebuyers

A window into the intentions of today's American consumer

The MRI-Simmons USA study has over 60 intender options* to choose from

Here's a snapshot of what some have planned for the next 12 months



33%
Invest in stocks,
bonds, or
mutual funds



29%
Buy auto
insurance



26%
Buy a
smartphone



25%
Travel to
Florida



22%
Buy a used or
pre-owned
vehicle



20%
Buy a laptop
computer



20%
Buy a large
major appliance

MRI | SIMMONS

European Travelers



With travel restrictions letting up, **Gen Z** is 13% more likely than the average adult to plan on traveling to Europe in the next year

MRI | SIMMONS



47% (602) are **college or university students**



94% (324) are **unmarried**

Ethnically, racially, & socially diverse:
22% AA (166); 33% Hispanic (199); 12% LGBT (231)



Urban dwellers
59% live in an A county (140)



38% (146)
listened to a podcast in past 30 days

Top categories

Arts/Entertainment
12% (189)

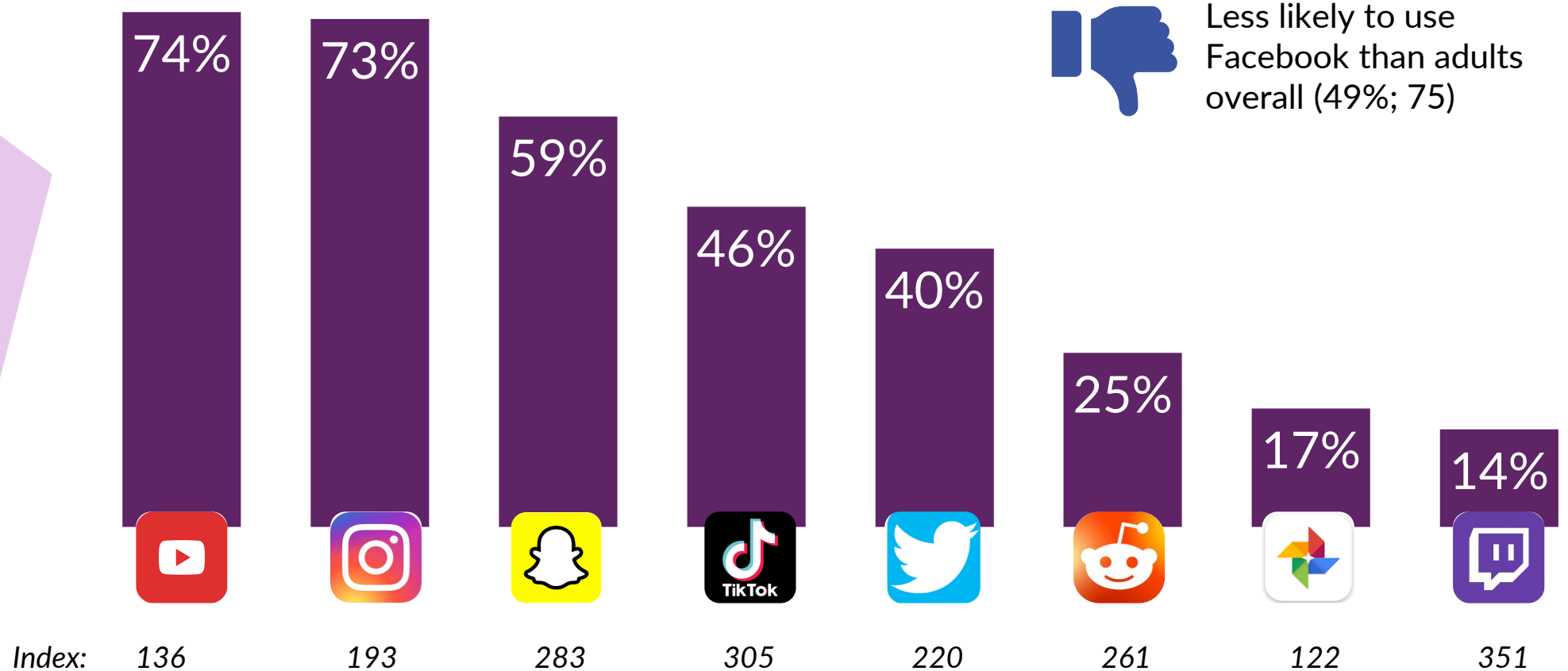
Comedy
10% (164)

News/Current Events
9% (143)

Young, diverse, & unencumbered,
this group wants to expand their
world in other ways too

If GenZ travels and doesn't post about it on social media, did it really happen?

Social media gives them good ideas (32%; 159) and keeps them informed/up-to-date (29%; 157)

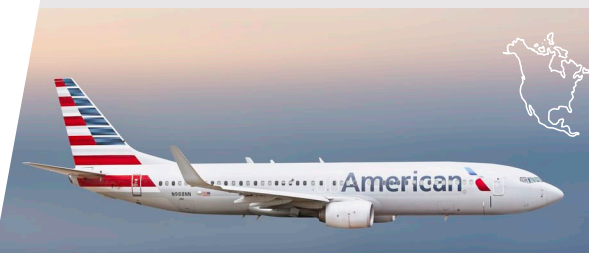


Travel is their passion

They prefer to venture along the unbeaten path, seeking adventure and thrills



52% more likely to have flown United on a foreign trip in the past 3 years (11%; 152)



64% more likely to have flown American on a domestic trip in the past year (8%; 164)

Varied travel activities and plans keep trips exciting



16%

plan to **travel to Europe**
in the next year

In the next 3 months, they plan to:



28% 255

Visit a large city outside the US



26% 168

Stay at a spa or resort



20% 147

Rent a vacation home like Airbnb

Activities while on vacation



22%

Shopping (133)



20%

Visit a cultural or
historic site (122)



19%

Go to the beach
(117)



18%

Visit a fine dining
restaurant (122)



12%

Take a sightseeing tour (132)

First-Time Home Buyers



It's no surprise that **25- to 44-year-olds** are **1.5 times more likely** to plan on purchasing a first home/residence in the next 12 months

MRI | SIMMONS



58% (216) are **currently renters** looking to move on



61% **work full-time** (134); more likely to be in professional (130) and sales/office (126) roles



51% are **parents** with young kids at home (199); 37% have kids under 6 (234)



Racially and ethnically diverse

22% are AA (169), 17% are other (177); 30% are Hispanic (180) and 30% speak Spanish at home (172)



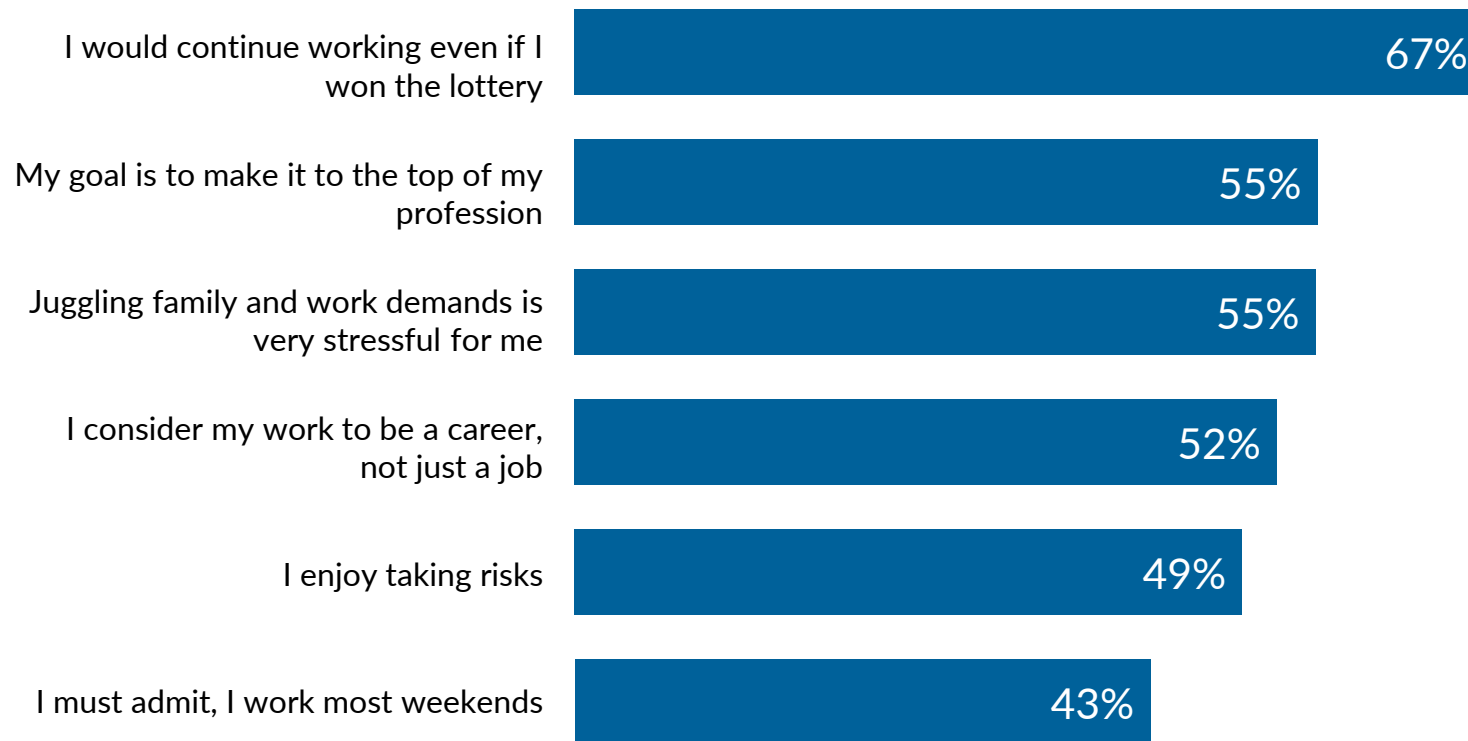
Urban dwellers

50% live in an A county (113)

A total of 51% of them plan to do so – let's explore who these new home intenders are!

They are career-focused, and are also investing in the future for themselves and their families

With lower-than-average household incomes (\$66K/84), planning for the future is important



45%
have invested in stocks, bonds, or mutual funds (153)



44%
have purchased auto insurance (136)



37%
have purchased life insurance (223)

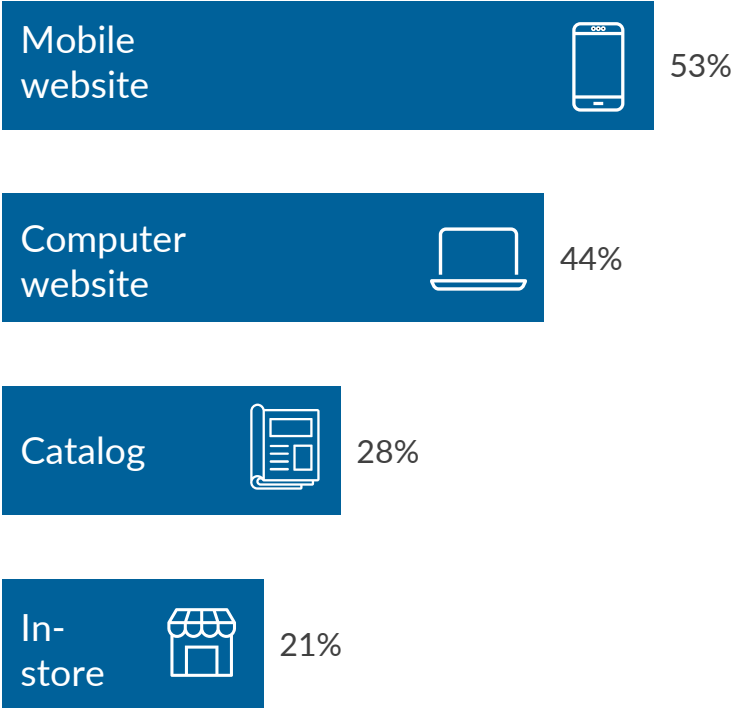
Between kids, jobs, COVID, and life in general, millennial new home intenders have a lot of balls in the air at any given time

Technology helps them corral and enjoy their busy lives

-  41%
"I like to have a lot of gadgets" (132)
-  47%
"I pay attention to advertising for technology products" (122)
-  30% have any device (117)
13% have a smart TV (138)
connected to a smarthome hub
-  20%
have purchased a video game online in the past 6 months (152)



% researching from <x> and purchasing on mobile



Shopping and advertising both appeal to this group

They are impulsive, influenced by their kids, and voice their opinions on social media



MRI | SIMMONS

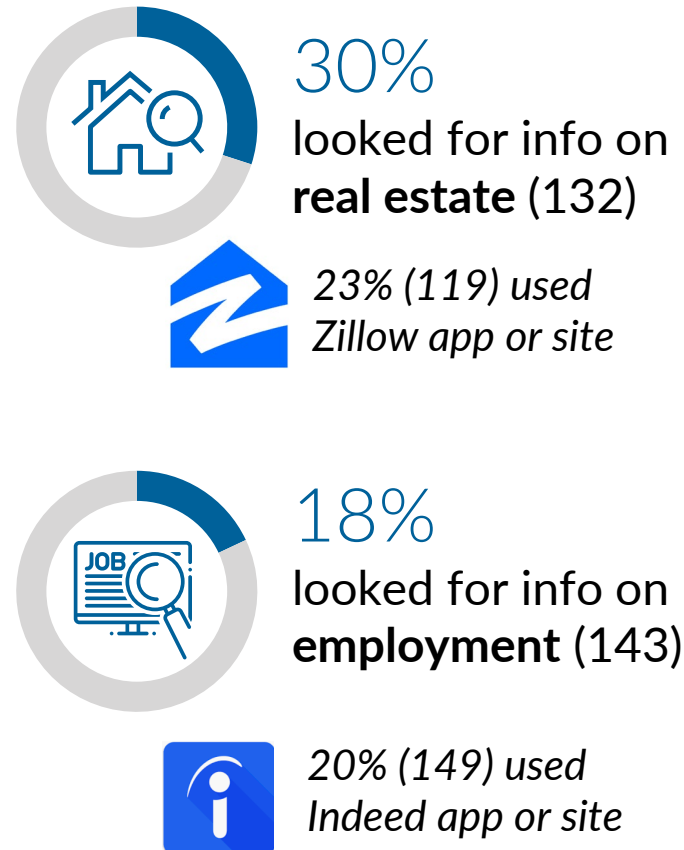
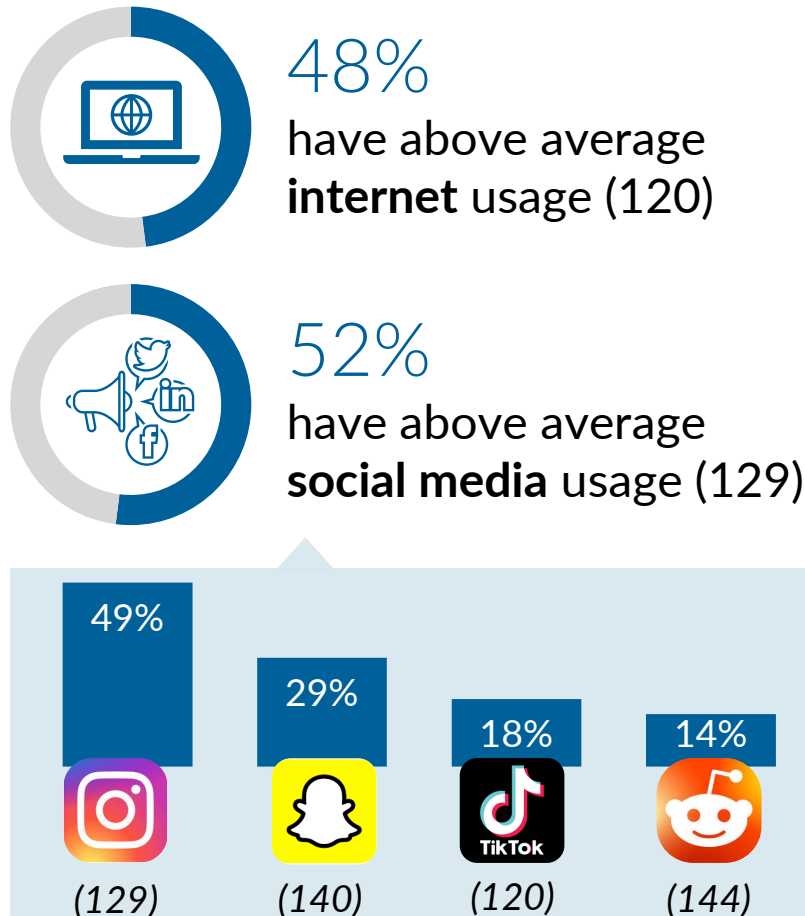
It is important for companies to create **advertising that is culturally diverse** in order to stay relevant (72%; 109)

I like to **look at advertising** (30%; 114)

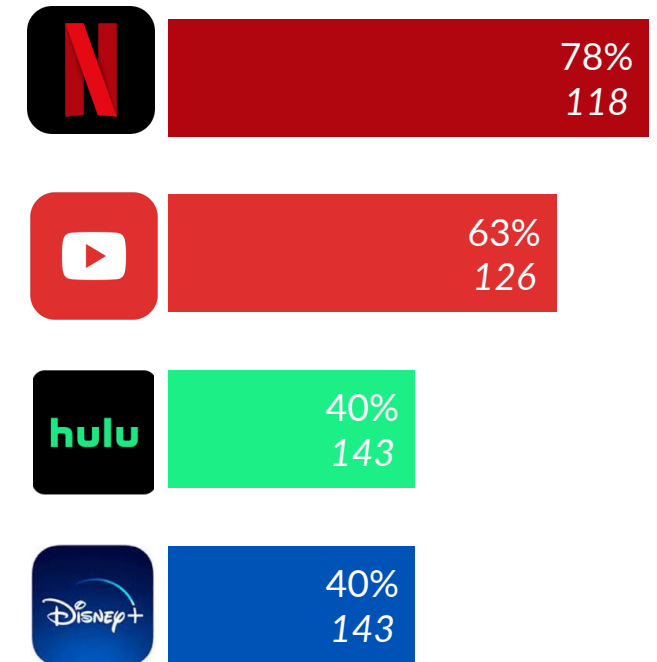
On average, brands that are advertised are **better in quality** than those that are not (23%; 114)

With all they have going on, what's the best way to reach these millennial home intenders?

These digital natives are online for everything



More likely to **watch movies** (45%; 129) and **TV programs** (27%; 121) **online**



MRI | SIMMONS

Kitchen Renovators



GenX/Early Boomer empty nesters are **1.6 times more likely** to embark on a kitchen remodel in the next 12 months

MRI | SIMMONS



Affluent consumers, with a household income of **\$104K (133)**



80% are married (152)



53% are dog owners (120)



59% are working full-time (130)



Concentrated in the South (42%; 111), especially the Southwest (17%; 134)



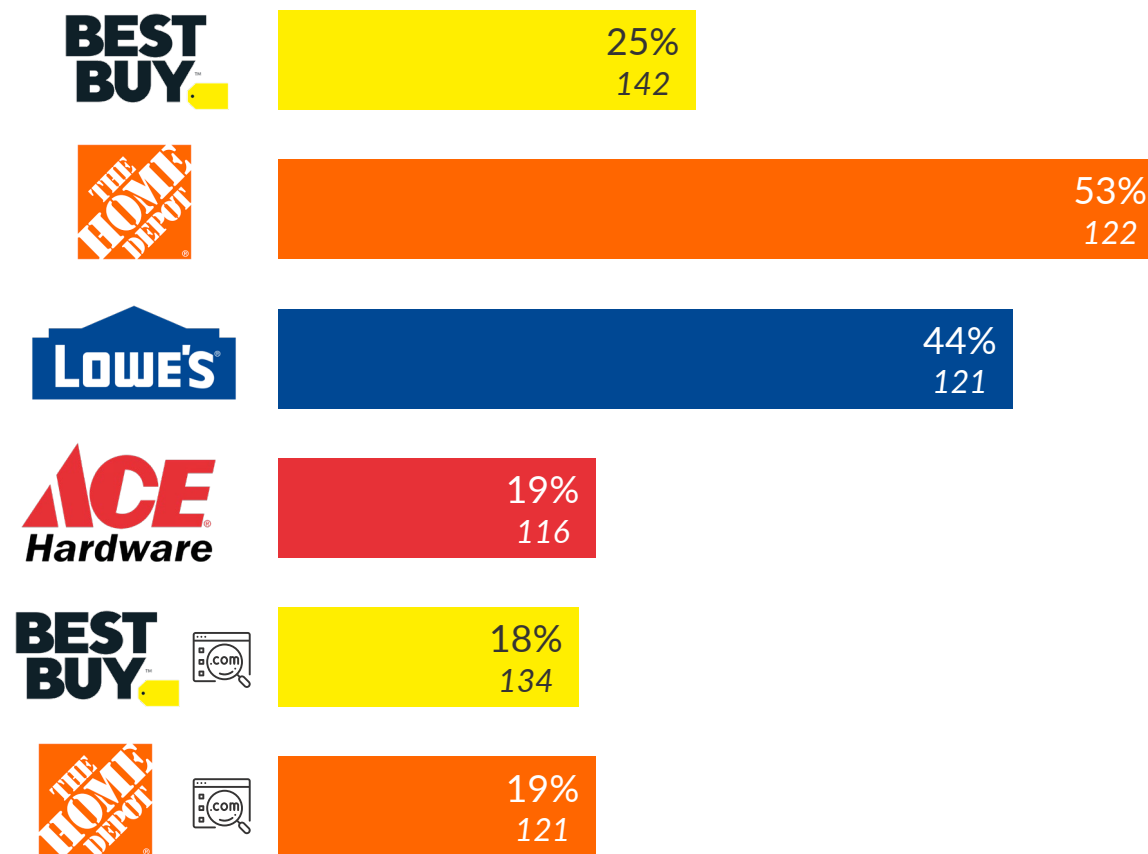
Suburban and rural settings (63% in B/C/D counties; 109) and have lived at their current address for 5+ years (128)

**16% of them intend to do so.
Who are they?**

Kitchen remodel intenders: willing to spend to upgrade their homes

MRI | SIMMONS

In the last year, they spent an average of \$616 on home improvements and an average of \$958 on big-ticket household furnishings



19%
have purchased large kitchen
appliances in the past year



28%
have purchased small kitchen
appliances in the past year



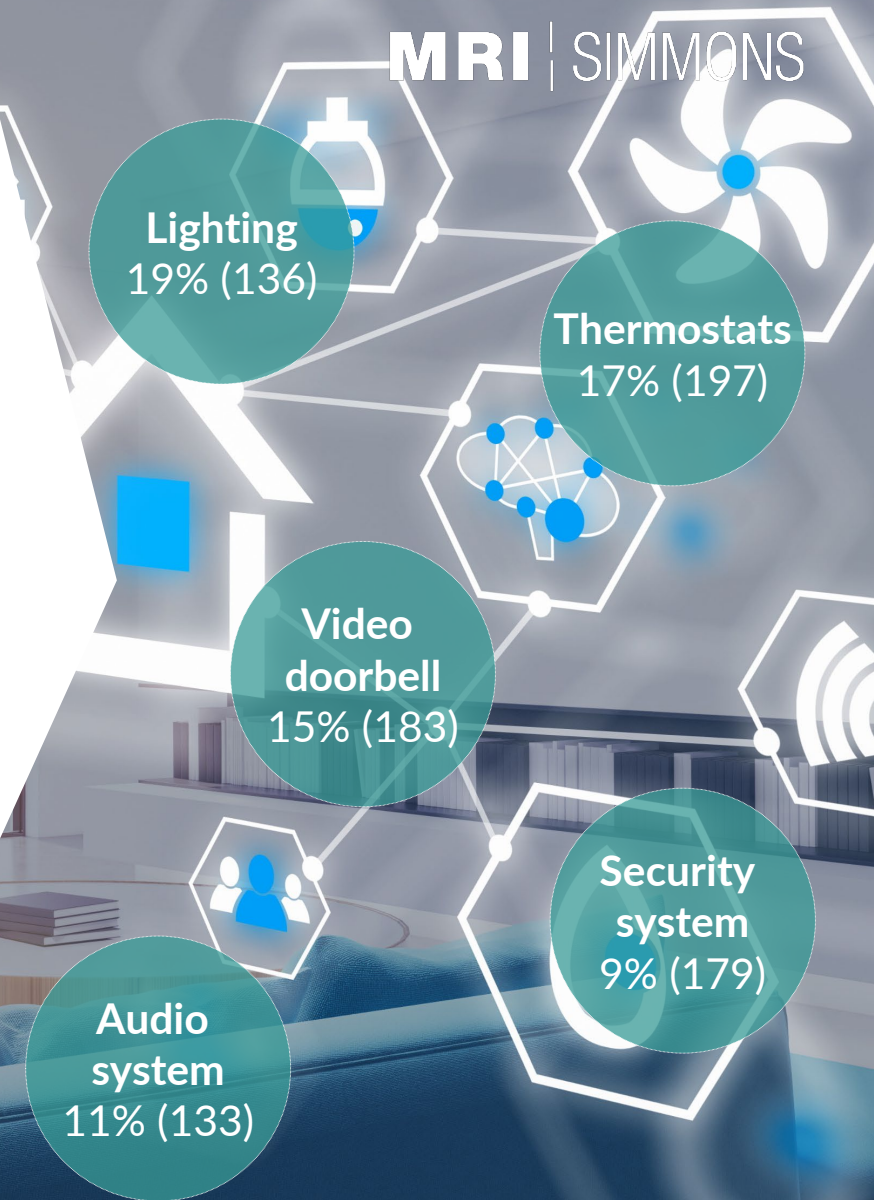
38%
say social media gives them
good ideas (191)



Technology adds to their lives

They're overwhelmed by "smart" appliances but more likely to have them

- 62%
(125) ▶ Agree "smart" home devices/appliances have **too many features** I don't need, but still use them
- 45%
(110) ▶ Agree "to use a new technology product, **someone has to show me how**"
- 78%
(104) ▶ Technology make their lives **more organized**
- 75%
(103) ▶ Access the Internet more through their **smartphone or tablet** than a computer
- 70%
(104) ▶ **Research what they want to buy online** before they go out to buy it
- 75%
(101) ▶ Like to buy technology products that easily connect to products that they already have
- 68%
(106) ▶ Kitchen remodeling intenders are **willing to pay more** for top quality electronics



Ad-aware and price-sensitive shoppers

“ I remember advertised products when shopping (60%; 119)

“ I often go out of my way to **find new stores** to shop at (25%; 116)

“ I will shop at stores I don't normally shop at to **check out a sale** (54%; 110)



Print-focused when considering ads



Enjoy the **ads in magazines** (38%; 113) and **newspapers** (24%; 125)



They are 22% more likely than the average adult to **trust newspapers** the most (25%; 122)



They are 50% more likely to **trust TV** the most (30%; 150)

Where to reach them: outdoor and primetime TV

MRI | SIMMONS

54% are above average
outdoor media consumers



46% are above average
primetime TV viewers

Enjoy watching crime dramas

NCIS	11%	161
BLUE BLOODS	11%	185
LAW & ORDER	10%	134
CHICAGO P.D.	9%	174
CHICAGO FIRE	9%	255
bull.	8%	220
NCIS: NEW ORLEANS	8%	178

Shop and get news online

amazon	81%	106
Google Maps	45%	110
Zillow	22%	115
FOX NEWS	20%	123
ESPN	20%	128
waze	12%	141
yahoo! news	11%	119

Cable nets bring them culture, news, sports, and entertainment

HGTV	40%	143
HISTORY	38%	143
FOX NEWS	37%	144
ESPN	35%	134
CNN	34%	117
TNT	33%	124
A&E	33%	136

More intender categories in MRI-Simmons USA

Get in touch with us to learn more about the intent of your target audience!

HOME

- Buy your first house/residence
- Buy a second house or vacation home
- Refinance your mortgage
- Sell your house/residence
- Take out a 2nd mortgage or equity loan
- Make last home mortgage payment

REMODEL/REFURNISH YOUR HOME

- Remodel kitchen
- Remodel bathroom
- Convert room to home office
- Add rooms-exterior additions
- Other remodeling
- Buy large household furnishings
- Buy large major appliance

BUY INSURANCE OR FINANCIAL PRODUCTS

- Homeowner or personal property
- Life insurance
- Auto insurance
- Invest in stocks, bonds, or mutual funds

CRUISE

- Cruise (for more than 1 day)

TRAVEL IN THE US

- Hawaii
- Florida
- Alaska
- Theme park
- Other travel vacation within the US

TRAVEL ABROAD

- Europe
- Caribbean
- Mexico
- South America
- Other travel vacation abroad

VEHICLE

- Buy a new vehicle
- Buy a used or pre-owned vehicle
- Lease a vehicle

BUY/LEASE VEHICLE TYPE

- 2-door car
- 4-door car
- Van/mini-van
- Motorcycle
- Sport utility vehicle
- Truck
- Hybrid/alternative fuel vehicle

BUY ELECTRONICS

- Tablet (e.g. Apple ipad)
- Smartwatch
- Home theater system
- Large flat screen HDTV (43"-69")
- Giant flat screen HDTV (70" or more)
- Digital video camera/digital camera
- Desktop computer
- Laptop computer
- Satellite radio
- Smartphone
- Smart speaker (e.g. Amazon echo)
- "Smarthome" hub

LIFESTYLE

- Get engaged
- Become a parent
- Become a grandparent
- Have a child go away to college
- Have a child graduate from college
- Have a child get married
- Become an "empty-nester"
- Retire from full-time work
- Rollover from pension/IRA/401k
- Collect lump-sum from pension/IRA/401k
- Start or buy a new business
- Start or return to school
- Graduate from school
- Change jobs
- Get a dog or cat

About MRI-Simmons

MRI | SIMMONS

MRI-Simmons is the leading provider of insights on the American consumer. With thousands of attitudinal and behavioral data points, gathered through ongoing surveys and passive measurement, MRI-Simmons empowers advertisers, agencies and media companies with deeper insights into the “why” behind consumer behavior.

The company’s flagship product (MRI-Simmons USA) is the leading multi-media study of Americans and is widely recognized as the industry standard for magazine audience ratings. Powered by address-based probabilistic sampling, MRI-Simmons USA measures real people, chosen at random to represent the US population in all its variations. This methodological approach ensures stability of insights and provides the most accurate view of the American consumer.

Launched as a joint venture in 2019, MRI-Simmons is co-owned by GfK and SymphonyAI Group, with GfK as the majority partner. To learn more, visit mrisimmons.com, or follow @MRI_Simmons on Twitter.



For more information or to
purchase MRI-Simmons data,
email us at

info.ms@mrisimmons.com

or visit our website at
mrisimmons.com