

Grassroots Research®

Market Monitor

Combination COVID-19 and flu vaccine – US

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Combination COVID-19 and flu vaccine – US

Grassroots commissioned interviews with sources in the US who are vaccinated against COVID-19 to gauge the potential market for an annual flu plus COVID-19 vaccine combination. After the first shot of the COVID-19 vaccination, 42% experienced side effects. Among these, 41% of sources said it had a moderate impact on their ability to conduct normal daily activities, 30% said little to no impact, and 29% said some to severe impact. Meanwhile, 43% do not have any underlying health conditions that put them at higher risk if they catch COVID-19, while 28% have high blood pressure, 17% obesity, 16% diabetes, 15% asthma, and 9% are immunocompromised.

Every year, 59% of sources get a flu vaccination, while 24% get one some years but not all. Among these, 76% have not

experienced any side effects, while 22% have. In addition, 76% of sources would be somewhat or extremely likely get an annual COVID-19 plus flu vaccination if and when it becomes available, while 12% would be neither likely nor unlikely, and 12% would be extremely or somewhat unlikely. Those ages 66 and over and 26–35 are the most likely to get an annual COVID-19 plus flu vaccination if and when it becomes available, while those ages 18–25 are the least likely.

Meanwhile, 62% of sources said their view of the annual flu shot has not changed after being vaccinated for COVID-19, while 32% are more positive about it, and 6% are more negative. When asked how much they would be willing to pay for the annual combination COVID-19 and flu vaccination, 71% said it should be free, while 27%



said USD 10–USD 20, and 2% said USD 21 or more. In addition, 43% of sources said their willingness to get the combination vaccination will change based on the price.

Consumer sentiment – China

To examine views of overall economic development and household spending power, Grassroots commissioned interviews with consumers in China. In the next 12 months, 84% of sources expect China’s economy to improve – generally positive but slightly less positive than in the February 2021 Grassroots® survey. The top concern this year reportedly remains community spread of COVID-19, followed by global recession/worsening global economy. As to sources’ impressions of household financial situations vs. last year, they are slightly more positive vs. February 2021: 38% said their current household disposable income is better, 33% said it is the same, and 28% said it is worse. In the next 12 months, 61% expect their household financial situation to improve.

Meanwhile, 61% of sources cited domestic economic conditions as the

top factor likely to affect their household disposable income this year, followed by employment status/income uncertainty and inflation/cost of living. Household supplies/necessities, healthcare and education remain the categories in which sources expect to increase spending the most in 2022 vs. 2021, while luxury goods, domestic travel and entertainment are the categories in which they expect to decrease spending the most.

Compared to pre-COVID-19 habits, 71% of sources prefer home cooking and will reduce their frequency of dining out and ordering food delivery, and 72% prefer online grocery shopping to physical stores – similar to February 2021. Regarding travel, 61% have planned a leisure trip in China this year, with travel by air and road preferred, and Hainan, Yunnan, Shanghai and Beijing the preferred destinations.

New-automobile demand – US

To check the new-automobile demand outlook for 2022, Grassroots commissioned interviews with representatives of auto dealerships in the US. In the next 12 months, 68% of sources expect demand to increase due to the current shortage, while 28% expect it to remain flat at a high level, and 4% expect it to decrease as supply chain issues are resolved. Meanwhile, sources expect demand for SUVs and CUVs to have the highest growth rate due to power, space and gas mileage, followed by pickup trucks due to the necessity of trucks for work, customer loyalty and new designs, balanced by high gas and selling prices and appeal to only a certain group of consumers. Demand growth for sedans reportedly is generally slower, as consumers are gravitating toward SUVs/CUVs.

As to foot traffic, it is up for 40% of sources vs. the same time last year, while it is down

for 32% and flat for 28%. The average conversion rate is 45% – flat year-to-year for 42% who commented, up for 33% and down for 13%. Regarding core customer demographics, 71% of sources who commented said it varies, while 38% said it is families; 88% of these said there has been no meaningful change vs. a year ago.

Meanwhile, 95% of sources who commented noted increased interest in hybrid and battery-powered electric vehicles compared to a year ago due to efficiency and technology, high gas prices, and carbon footprint awareness. Looking ahead, 68% who commented expect the incentive outlook to remain flat in the next 12 months, as most have barely any incentives, which are not necessary due to the shortage of cars, while 32% expect an increase when vehicle supply increases.

Next-generation preferences – US



Grassroots commissioned interviews with consumers age 18 and over to gauge preferences for brands, stores and trends, revealing that 69% ages 25–40 and 68% ages 18–24 said a brand’s stance toward inclusivity and equality is extremely/very important in their decision to purchase, engage with and follow. Among sources ages 18–24 and 25–40, poverty/hunger, health/disease and racial equity/gender equality are the priority issues they want corporations to address. In addition, 90% of sources ages 25–40 and 89% ages 18–24 would be willing to pay a premium for a product that was produced by a company that employs a strong set of operating standards in relation to the plant and its employees. At the same time, 59% ages 25–40 said having the lowest price is very or extremely important when choosing a product or service.

Regarding clothing and apparel, 35% of sources ages 18–24 are most likely to shop for fast fashion, while 48% ages 25–40 are most likely to shop for discount store apparel. In addition, 57% ages 18–24 and 55% ages 25–40 said online is their favorite way to shop. Indeed, 39% ages 18–24 are extremely/very interested in trying a clothing subscription service or personalized styling service. As to culinary preferences, in a typical

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week, 59% of sources ages 18–24 and 60% ages 25–40 eat fast food about half of the time or always/most of the time; 62% ages 18–24 and 61% ages 25–40 purchase organic produce about half of the time or always/most of the time; and 41% ages 18–24 and 47% ages 25–40 eat in a full-service, sit-down restaurant about half of the time or always/most of the time.

If they had an hour of free time, sources ages 25–40 and 18–24 ranked video games and social media in the top three ways they would use it, while those ages 56–75 and 76 and older ranked these categories in their bottom four. If given USD 1,000 to spend, those in all age groups ranked clothing and accessories, electronics, and food/restaurants in their top three. In the past six months, 36% of sources ages 18–24 and 34% ages 25–40 spent more at restaurants, and 40% ages 25–40 and 38% ages 18–24 spent more on clothing and accessories; 44% ages 25–40 and 27% ages 18–24 spent more on TV streaming, and 35% ages 25–40 and 34% ages 18–24 spent more on video games; and 19% ages 18–24 and 17% ages 25–40 spent more on concert tickets, and 39% ages 25–40 and 36% ages 18–24 spent more on music (downloads/streaming).

When asked about education, 62% of sources ages 18–24 and 61% ages 25–40 said attending a four-year college/university is a good use of time and money. At the same time, 46% ages 25–40 and 30% ages 18–24 think online education is better than in-person education. Meanwhile, 71% of sources ages 18–24 and 66% ages 25–40 believe debt should be avoided at all costs, and 65% ages 24–40 and 61% ages 18–24 worry about their financial future always/most of the time.

Food delivery services – China

Grassroots commissioned interviews with consumers in China who used an online food delivery service in the past six months to gauge usage habits and future usage intentions. Fifty-eight percent of sources order food delivery a few times per week vs. 45% in the November 2019 Grassroots® survey, indicating a trend of increased usage frequency. Compared to three months ago, 42% said their usage frequency is flat, 40% said up, and 18% said down. In addition, sources said the top reason for increased use is convenience, while the top reason for decreased use is cooking more at home.

Looking ahead, 55% of sources expect to use food delivery services about the same amount in the next six months, 39% expect to use them more often, and 6%

expect to use them less often. Among those who expect to use them more often, the main reason is convenience. Regarding average spending on each order, 57% of sources expect it to stay about the same in the next six months, 39% expect it to increase, and 5% expect it to decrease. Among those who expect an increase, the main reasons are an overall increase in food prices and trying out more expensive restaurants/ordering higher-priced food items.

If there were no discounts/subsidies offered by any food delivery apps, sources said the most important factors for choosing which app to use would be better/faster delivery service, lower delivery/packaging charge and wider range of restaurant choices.

Streaming service trends – US

To examine the satisfaction of consumers in the US with their streaming services, Grassroots commissioned interviews with primary household decision makers for cable/satellite and streaming services. Interviews revealed that 69% of sources currently subscribe to a pay-TV service provider. In addition, 86% currently use a paid video/streaming service, an increase vs. the January 2021 Grassroots® survey. Among sources ages 18–24, 59% currently subscribe to a pay-TV service provider, and 99% currently use a paid video/streaming service. Among those ages 56–75, 79% currently subscribe to a pay-TV service provider, and 72% currently use a paid video/streaming service.

As to spending, 41% of sources spend USD 21–USD 60 per month on video/streaming services, while 29% spend more than USD 61, and 18% spend

USD 11–USD 20. Netflix is the most subscribed-to video/streaming service, followed by Amazon Prime (Amazon.com), Hulu and Disney+ (both Walt Disney). Among sources in all age cohorts, Netflix is the most subscribed-to video/streaming service: 80%–93% ages 18–55 and 46%–55% age 56 and over currently subscribe to Netflix. Hulu and Disney+ are the second most subscribed-to among those ages 18–24.

Meanwhile, 48% of sources use a smart TV to stream video, 39% each use a laptop/desktop and a mobile device/tablet, and 37% use a Roku (up from 31% in the October 2020 Grassroots® survey). Among those ages 18–24, 52% use a mobile device to stream video, 50% use a laptop/desktop, 49% use a smart TV, and 47% use a Roku.

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Advantages:

- 30+ years of experience conducting customized investigative market research around the world.
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- Utilizes technological tools to target consumer and business panels online and to extract alternative data from the Web.
- Continuous exchange of information between Grassroots® analysts and our investment professionals.
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- 50,000+ industry contacts worldwide from a wide range of industries, including consumer, technology, healthcare, materials, industrials, energy and financials companies
- 300+ Field Force Investigators who conduct quantitative market research among consumers
- 60+ reporters who conduct interviews with industry experts
- In-house team in San Francisco and Hong Kong

Grassroots Research®

Head of Grassroots Research:
Michele Rumfola

Editor/Writer:
Heather Sprung

Grassroots® Market Monitor is published quarterly by Grassroots Research®, a division of Allianz Global Investors.

Allianz Global Investors
555 Mission Street, Suite 1700
San Francisco, CA 94105
USA

phone: 415.954.5400

email: grassroots@allianzgi.com

online: www.grassrootsresearch.com

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