

# 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



First-Time Homebuyers



Kitchen Renovators

# A window into the intentions of today's American consumer

MRI | SIMMONS

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

A photograph of a young couple looking at a map while traveling. The man, wearing a blue and white striped shirt, a black beanie, and sunglasses, has his arm around the woman. The woman, wearing a grey t-shirt, a straw hat, and sunglasses, is pointing at the map. They are standing outdoors with a backpack visible in the background.

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



47% (602) are college or university students



94% (324) are unmarried

Ethnically, racially, & socially diverse:

22% AA (166); 33% Hispanic (199); 12% LGBT (231)



38% (146)

listened to a podcast in past 30 days

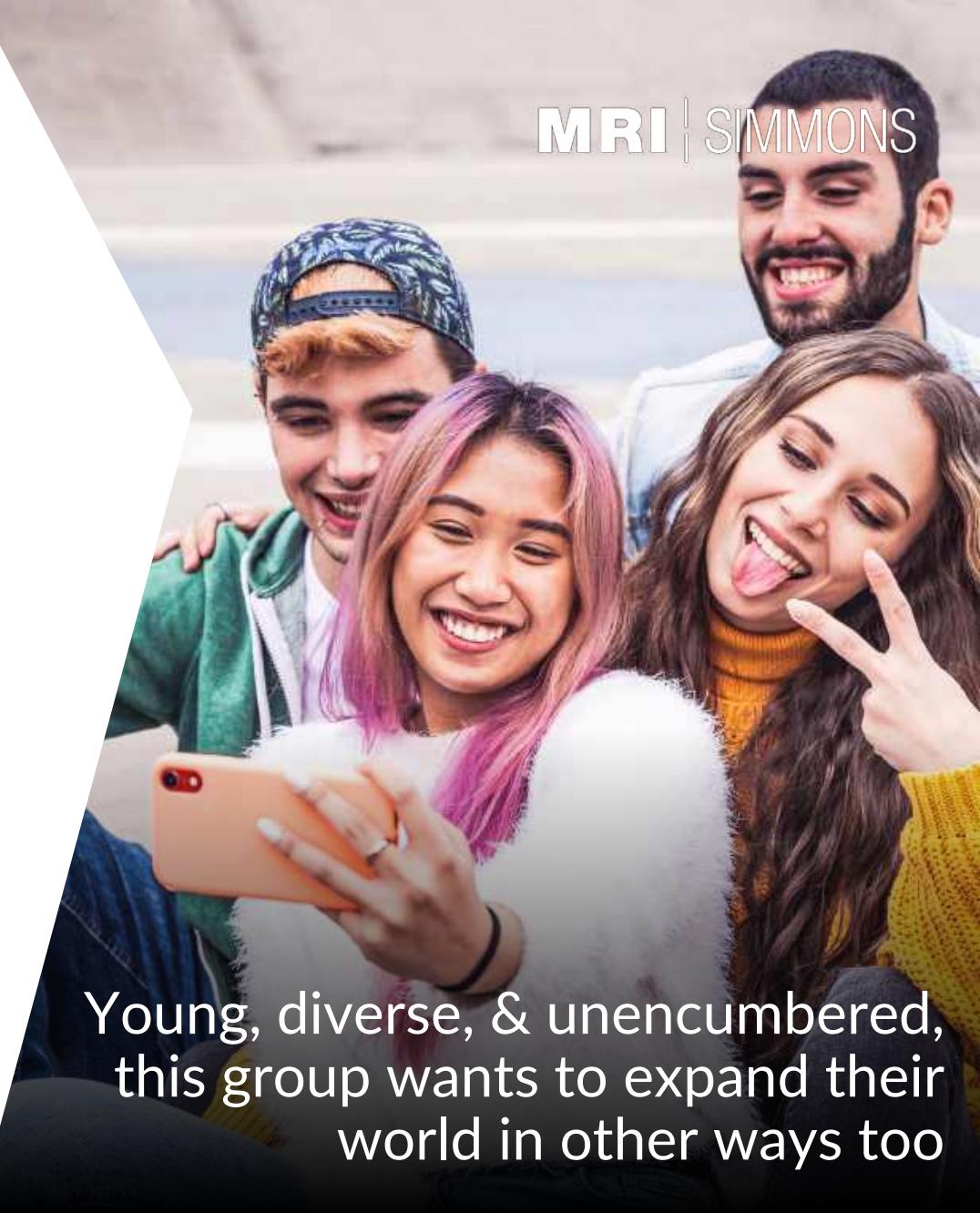
Top categories

Arts/Entertainment  
12% (189)

Comedy  
10% (164)

News/Current Events  
9% (143)

MRI | SIMMONS

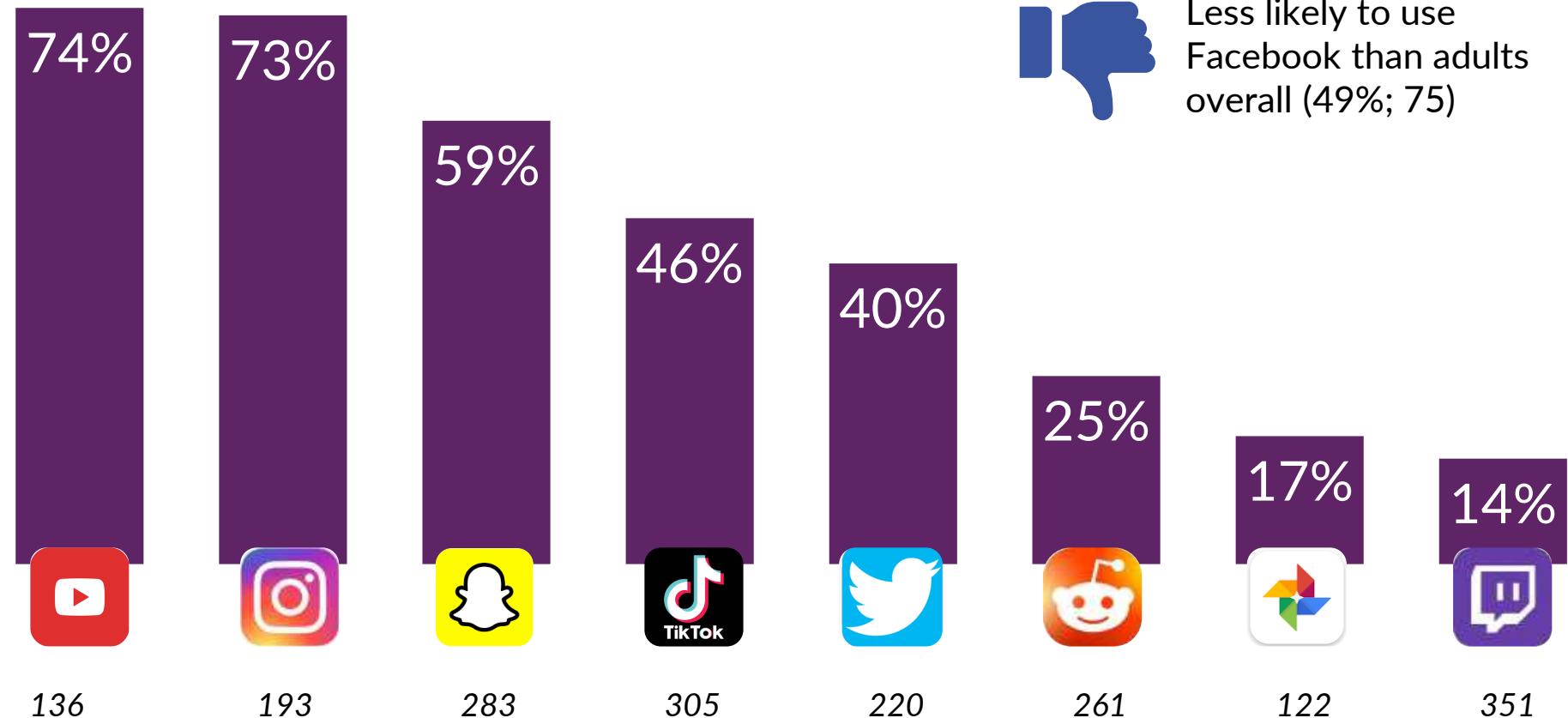


Young, diverse, & unencumbered, this group wants to expand their world in other ways too

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

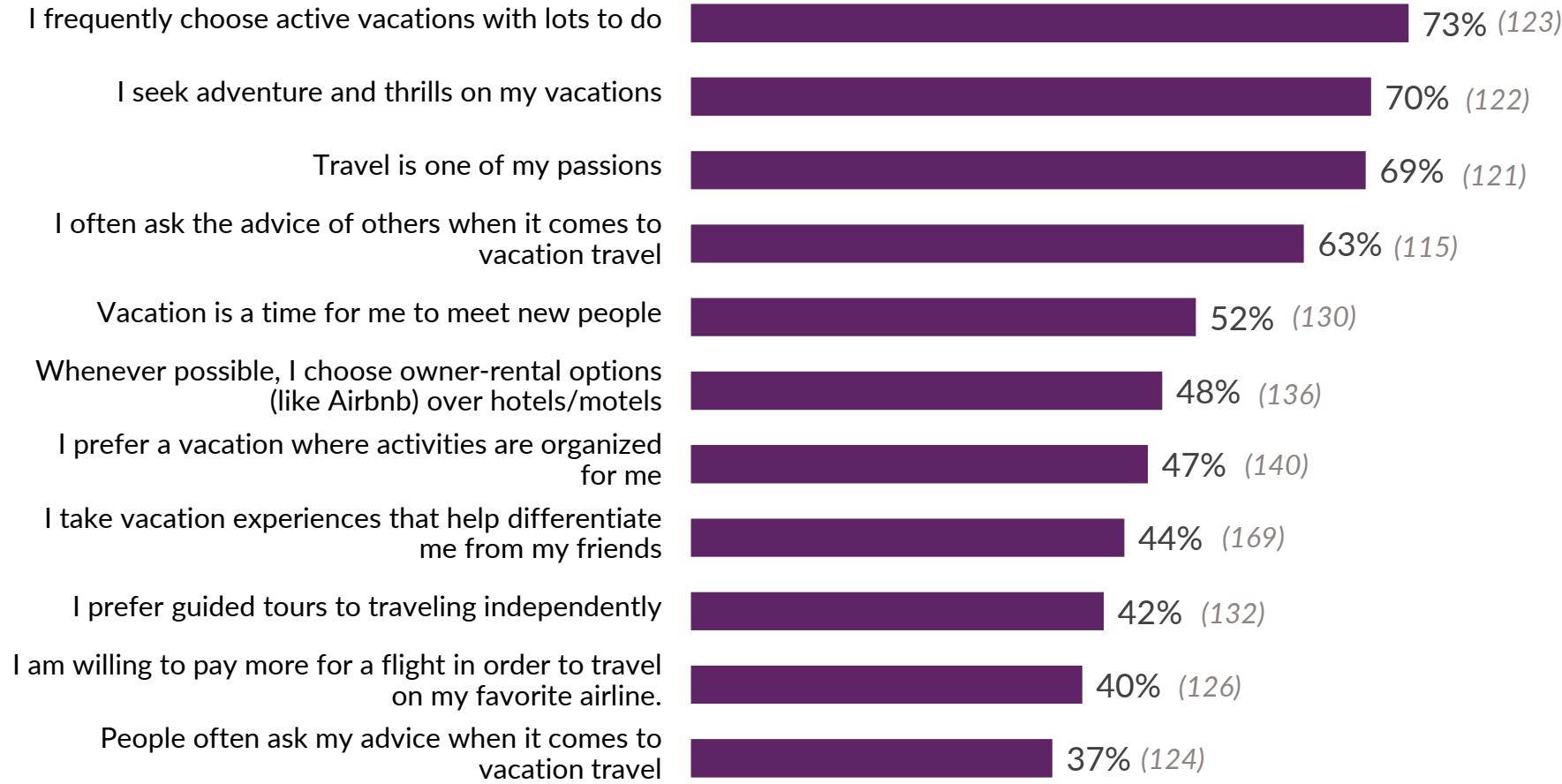
MRI | SIMMONS

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**



**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)

**MRI | SIMMONS**



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

MRI | SIMMONS

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

Mobile website



53%

Computer website



44%

Catalog



28%

In-store



21%

# Shopping and advertising both appeal to this group

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

Shopping is a **great way to relax**



I'd pay extra for a product that's consistent with the **image I want to convey**



I tend to make **impulse purchases**



My **children have a significant impact** on the brands I choose



I like to share my opinions about products and services by posting reviews and ratings online



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?

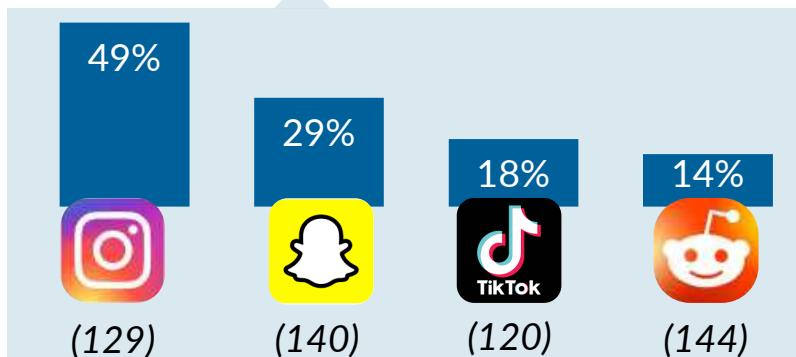
These digital natives are online for everything



48%  
have above average  
**internet** usage (120)



52%  
have above average  
**social media** usage (129)



30%  
looked for info on  
**real estate** (132)



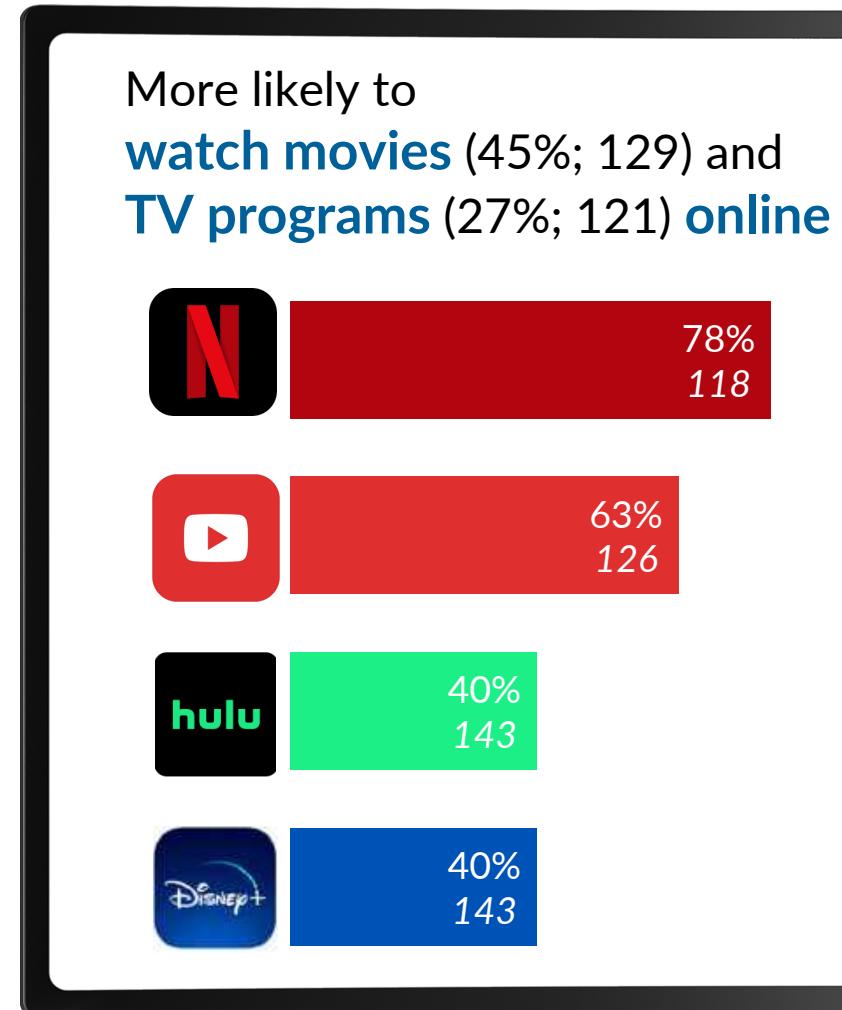
23% (119) used  
*Zillow app or site*



18%  
looked for info on  
**employment** (143)



20% (149) used  
*Indeed app or site*



# Kitchen Renovators



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



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)

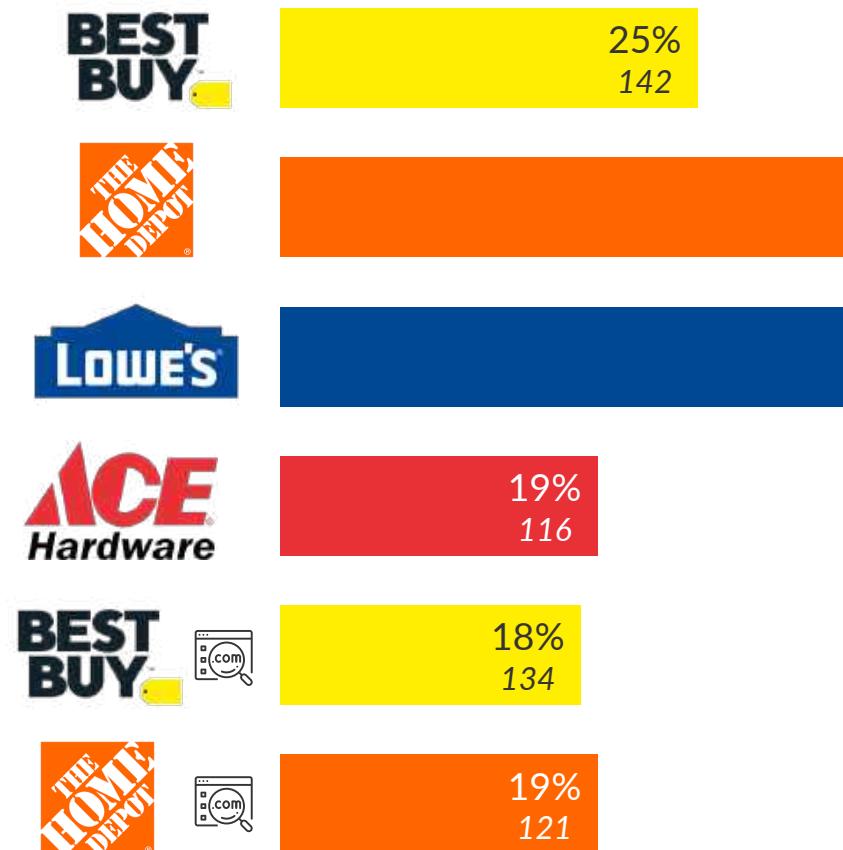


16% of them intend to do so.  
Who are they?

## 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



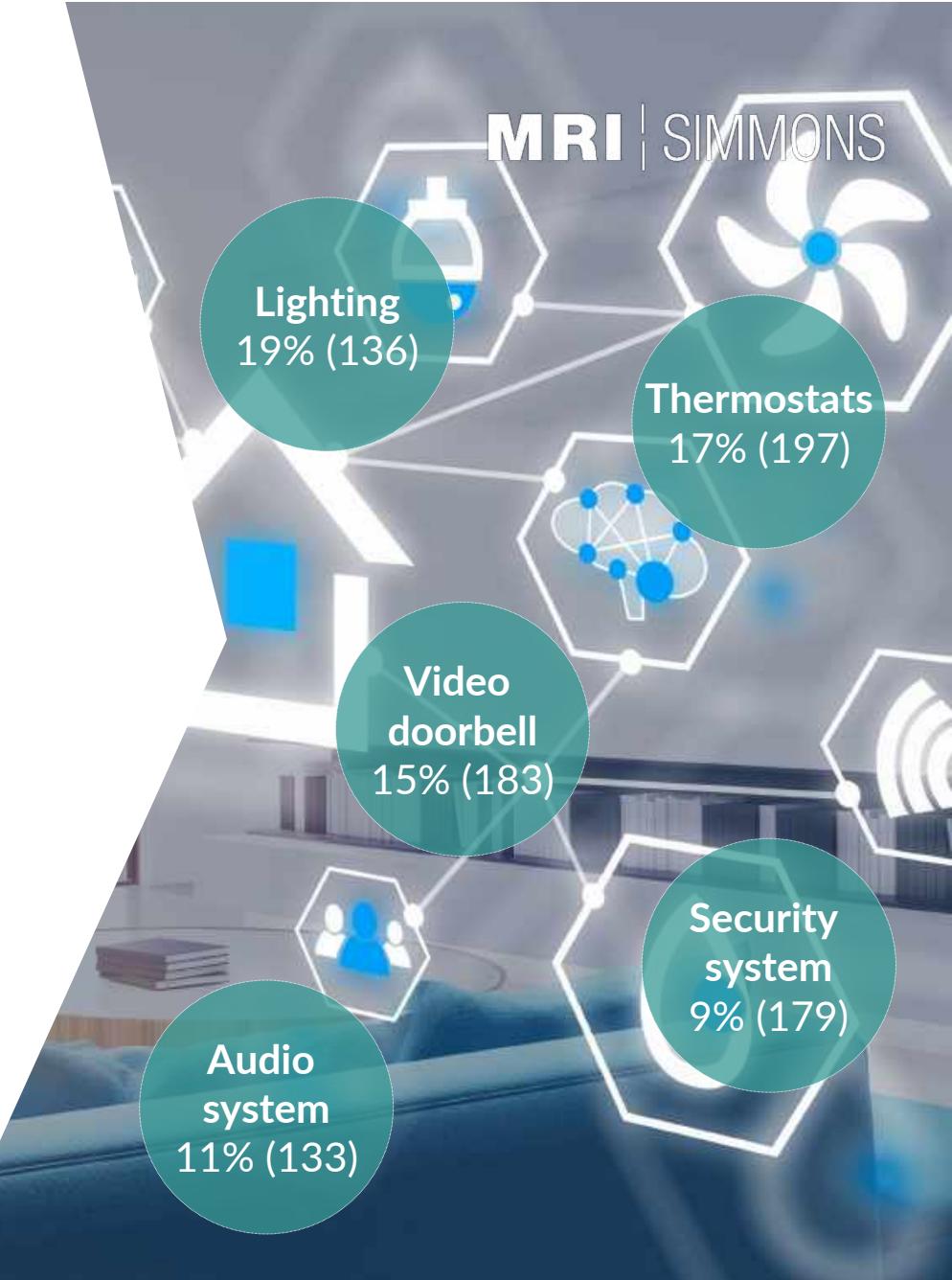
38%  
say social media gives them  
good ideas (191)



## 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



**“ 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 shores 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

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

## Shop and get news online

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

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

<b>HGTV</b>	40%	143
<b>HISTORY</b>	38%	143
<b>FOX NEWS</b>	37%	144
<b>ESPN</b>	35%	134
<b>CNN</b>	34%	117
<b>TNT</b>	33%	124
<b>A&amp;E</b>	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 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](http://mrisimmons.com), or follow @MRI\_Simmons on Twitter.



For more information or to  
purchase MRI-Simmons data,  
email us at  
[info.ms@mrisimmons.com](mailto:info.ms@mrisimmons.com)  
or visit our website at  
[mrisimmons.com](http://mrisimmons.com)