

A black and white photograph of a man and a woman moving a white sofa. The woman is on the left, leaning forward to push the sofa. The man is on the right, leaning forward to pull the sofa. The sofa is being moved across a light-colored floor. In the background, there is a white brick wall and a potted plant on the left. A box with the word 'BOOKS' is visible on the right. The text 'provoked insights' is overlaid in the center, with 'provoked' in orange and 'insights' in black. Below the text is a horizontal line.

provoked

insights

Furniture Purchasing Habits & Moving Behaviors

June 28th, 2020



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

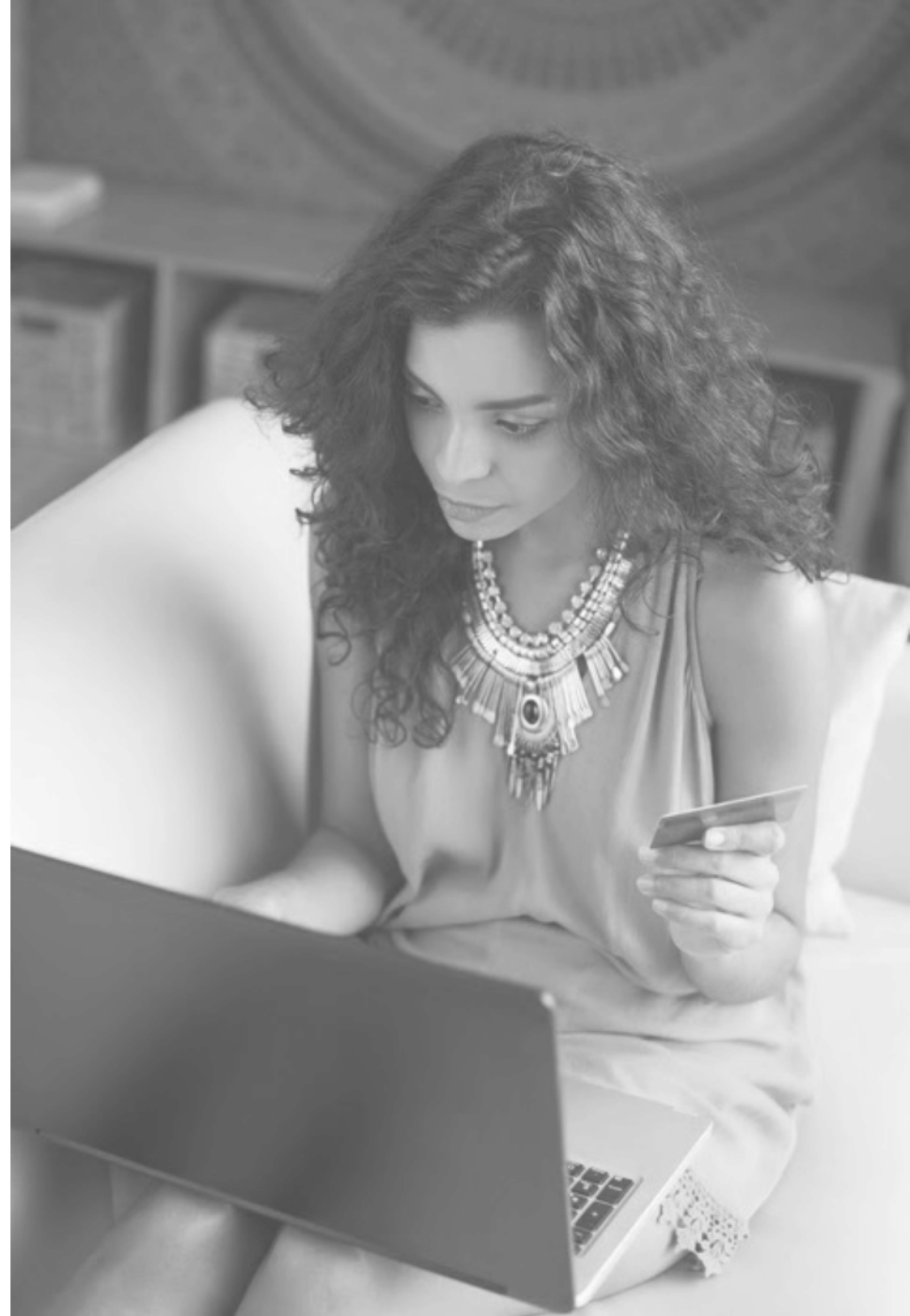
Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Retail: In-Store Vs. Online

Brick and mortar retail will not return to 'normal' once restrictions have been lifted. Over two-fifths of people plan to shop in-store less than they did before the global pandemic. People think that the internet has taken the hassle out of shopping (78%).



Buying Furniture Online

Online furniture shopping has decreased amid the global pandemic. However, online furniture shopping is expected to improve slightly. Looking into the future, those with children and those planning to move in the next year are significantly more likely to shop for furniture online.

Shopping for furniture is mostly still in-person. Sixty-seven percent of people have never bought for furniture online. This is higher among Midwesterners.



Moving

A fifth of the general population are considering moving in the next year. Significantly more urbanites plan to move.



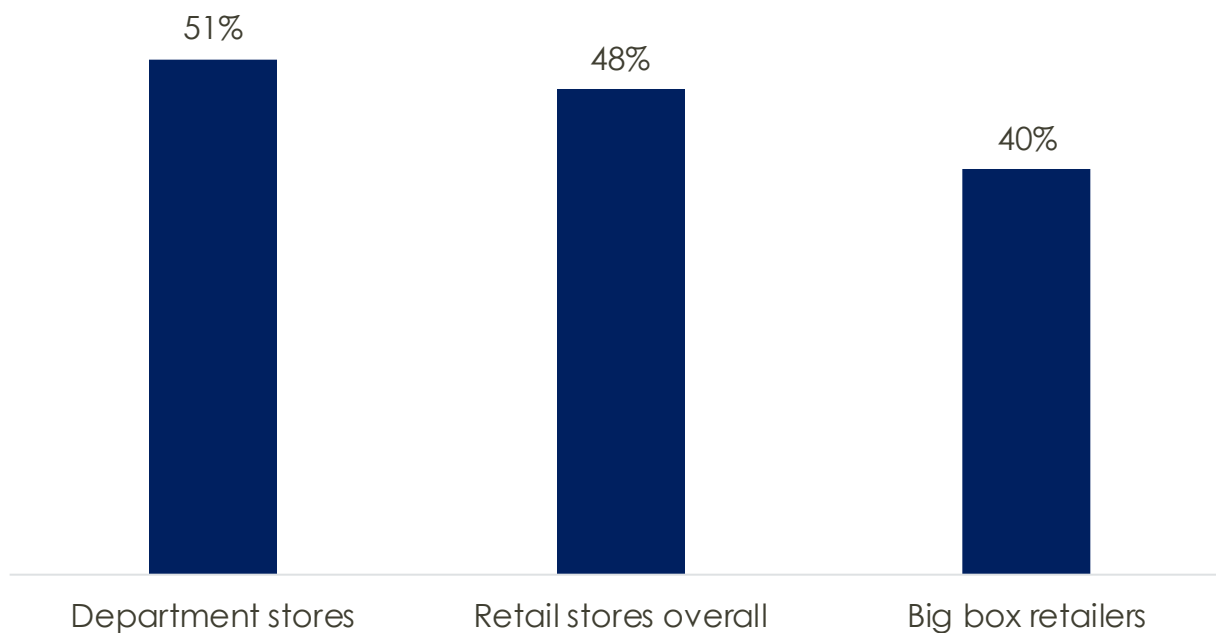
Attitudes

Almost three-quarters (72%) of Americans are optimistic about the future. Those in the South are the most optimistic.

Retail: In-Store Vs. Online

Brick and mortar retail will not return to 'normal' once restrictions have been lifted. Over two-fifths of people plan to shop in-store less than they did before the global pandemic.

Plan to Shop In-Store Less Than Before COVID-19
Bottom 3 – Much less/Slightly less/Will not shop



Attitude Toward Online Shopping

78%

say that the internet takes
the hassle out of shopping

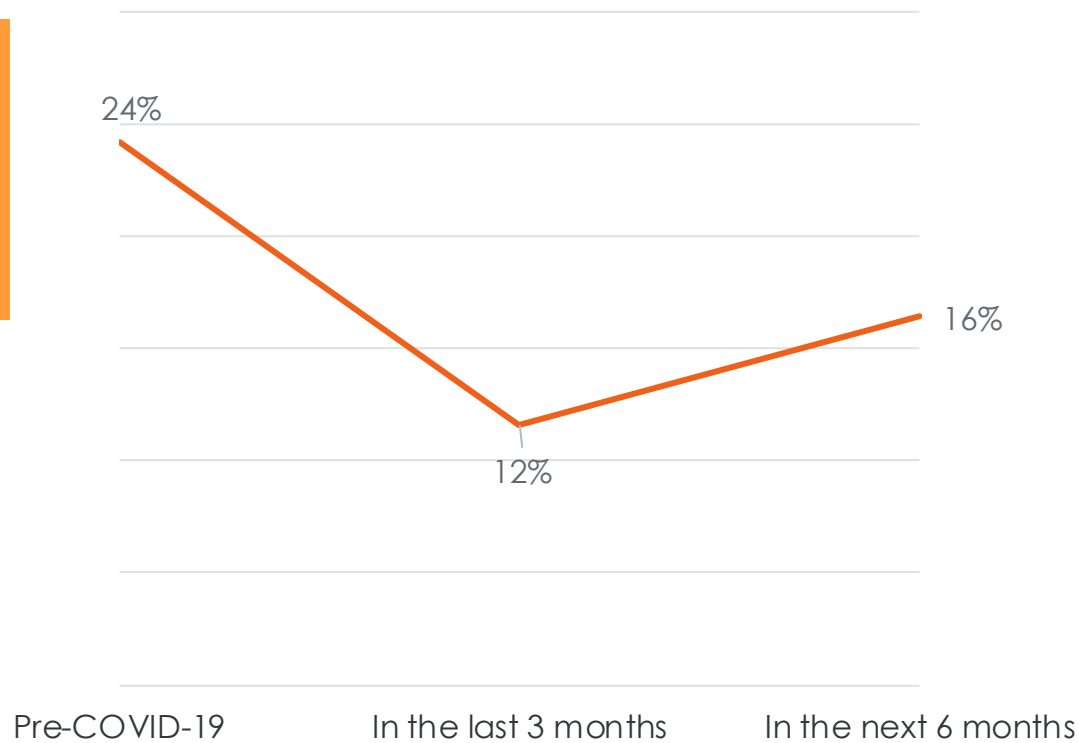
Q. As retail stores are reopening in the coming months, we would like your feedback. Compared to pre-COVID-19, when visiting a store in-person how will your shopping habits change?

Q. How much do you agree or disagree with the following statements? Respondents (N= 600)

Furniture Purchasing Habits

Online furniture shopping has decreased amid the global pandemic. However, online furniture shopping is expected to improve slightly.

Purchasing Furniture Online



In-store furniture shopping is still important



67%

have never bought furniture online

Base: All Qualified Respondents (N= 600)

Moving Habits

Those living in urban areas are significantly more likely to be considering moving in the next year.



19% are considering moving in the next year



25% of those who live in urban areas are considering moving



Those planning to move are significantly more likely to purchase furniture online in the next 6 months (25%)

Base: All Qualified Respondents (N= 600)

Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future