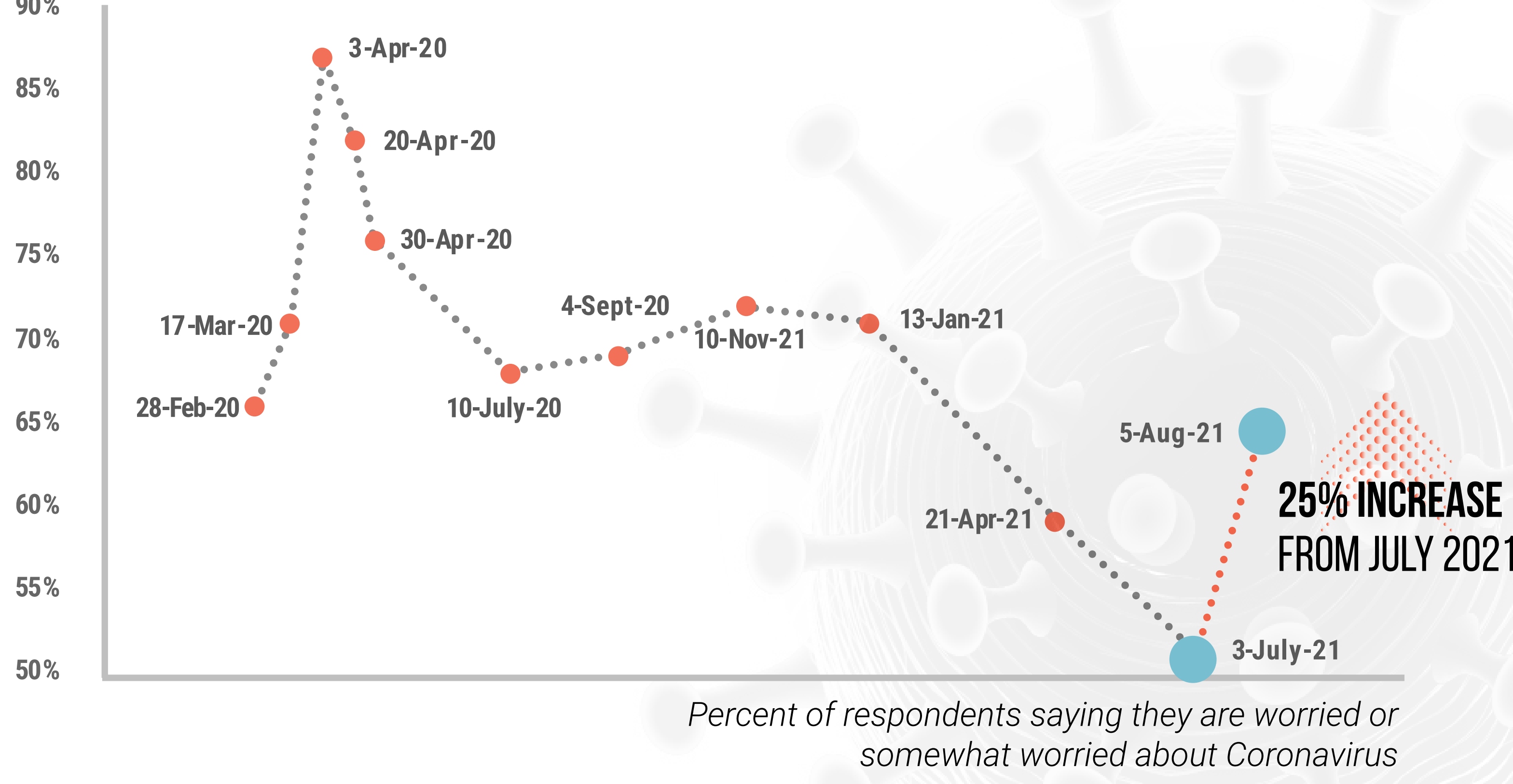


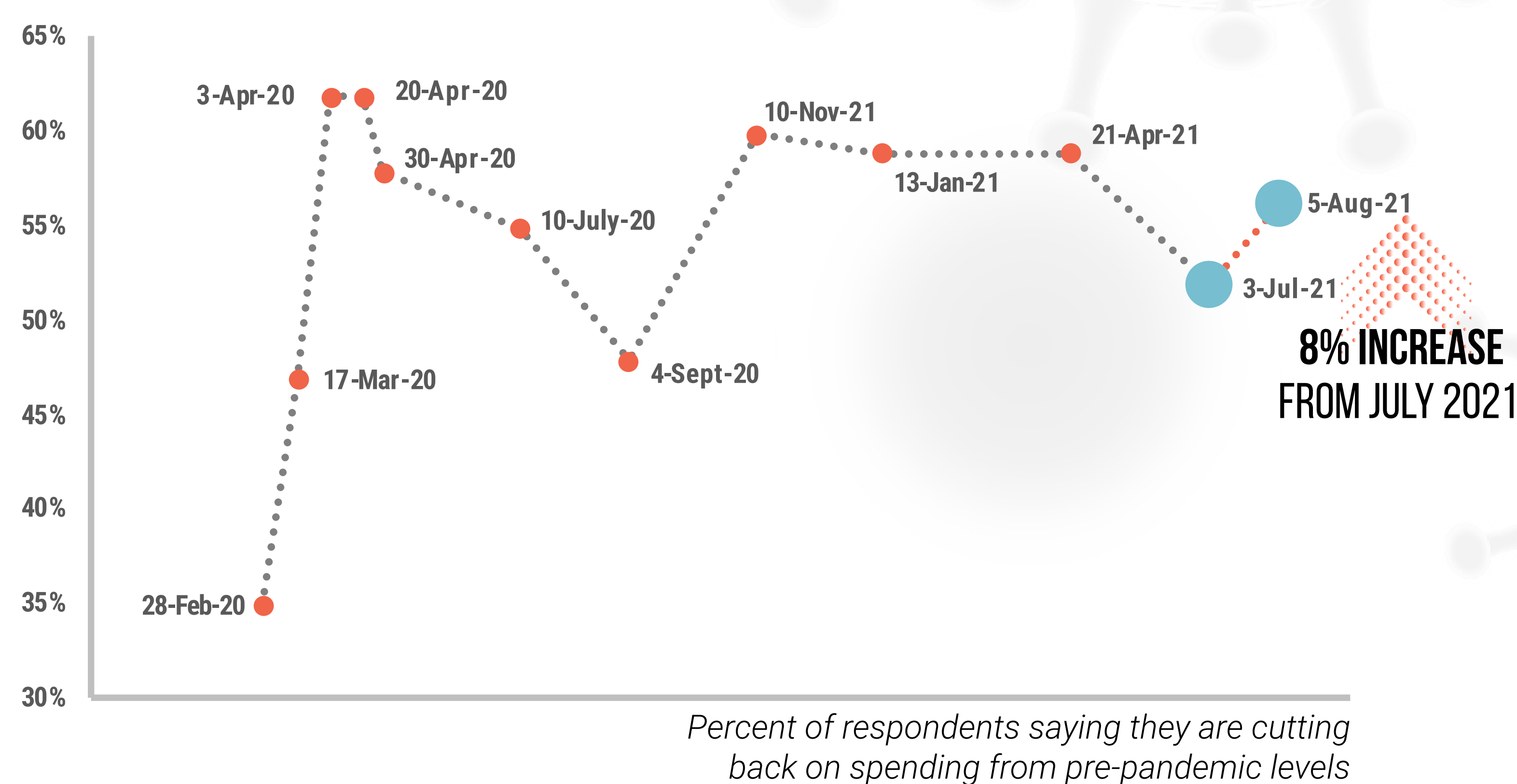
# CONSUMER CONFIDENCE WANING AGAIN WITH COVID-19 VARIANT ON THE RISE

FIRSTINSIGHT AUGUST 2021

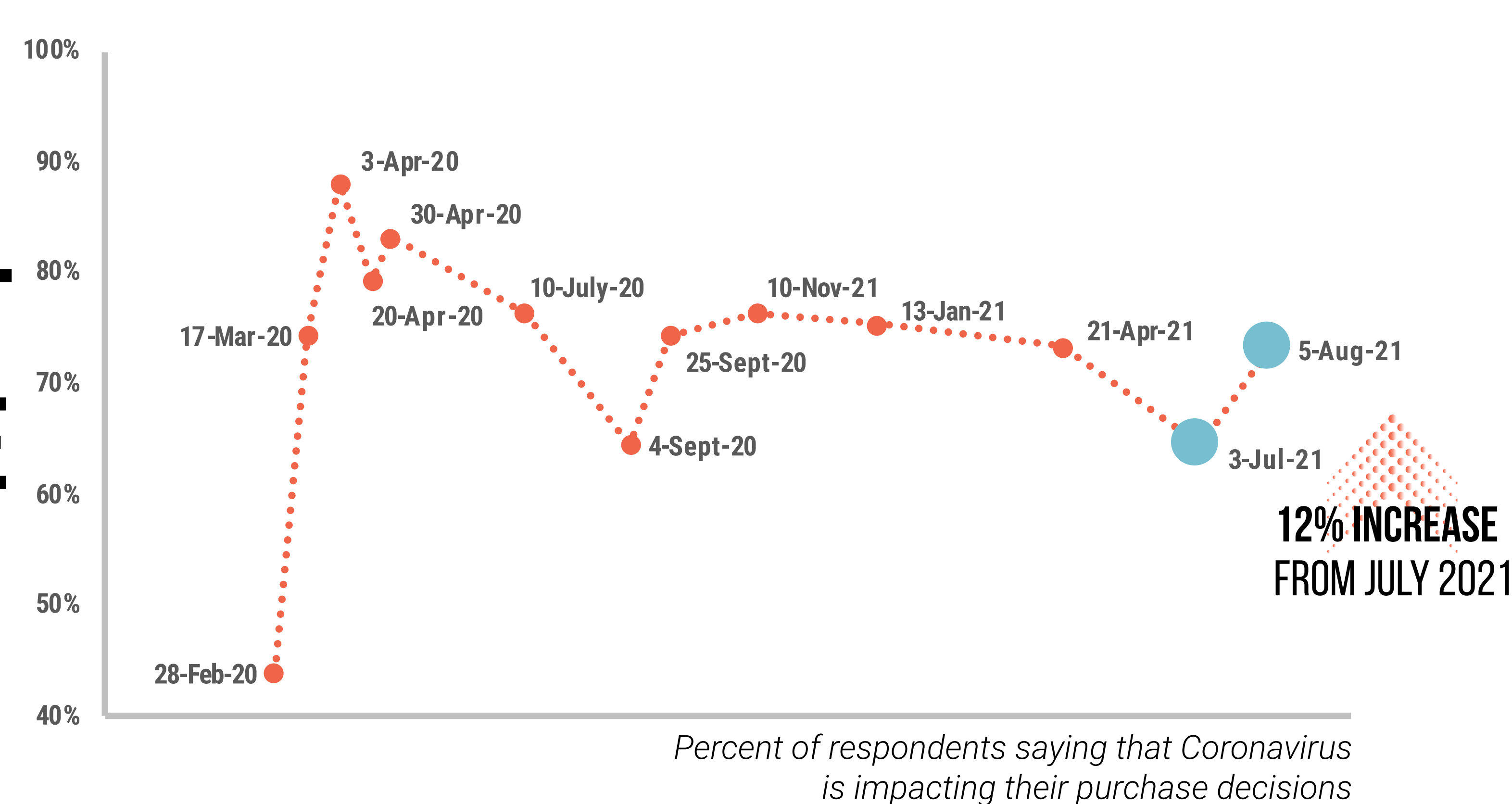
## WORRY ABOUT CORONAVIRUS HAS INCREASED SINCE JULY



## AND CONSUMERS ARE STARTING TO CUT BACK ON SPENDING AGAIN



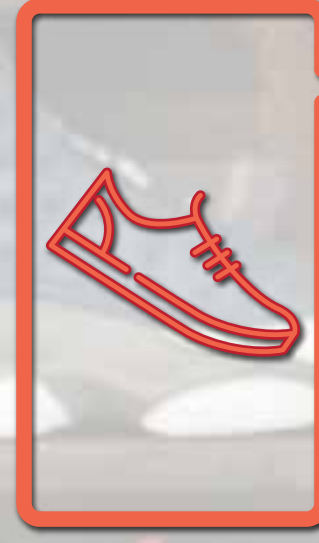
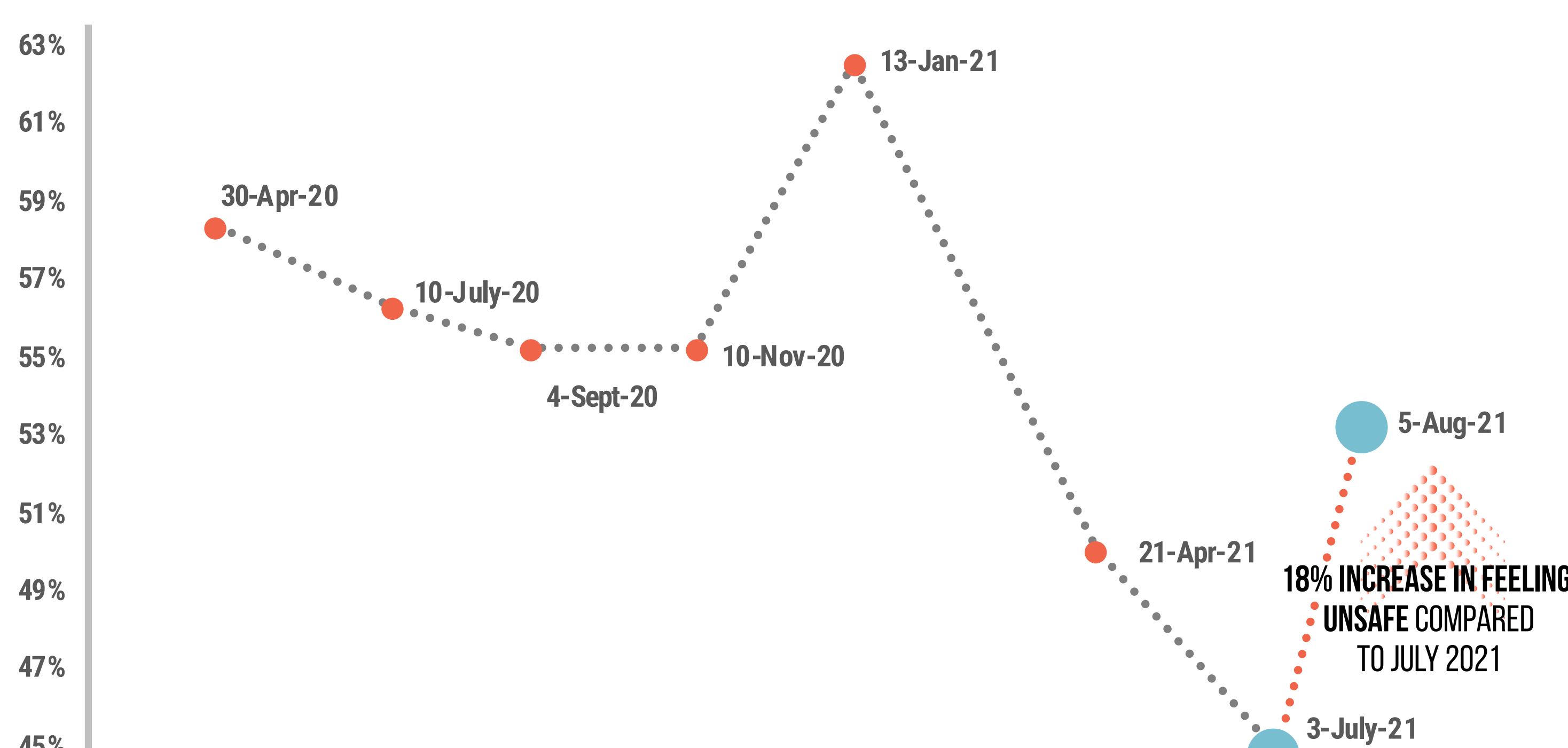
## CORONAVIRUS CONTINUES TO IMPACT CONSUMER PURCHASE DECISIONS



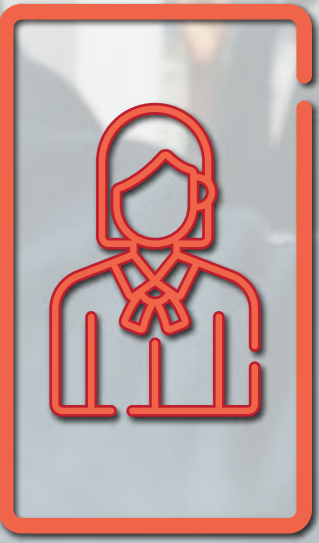
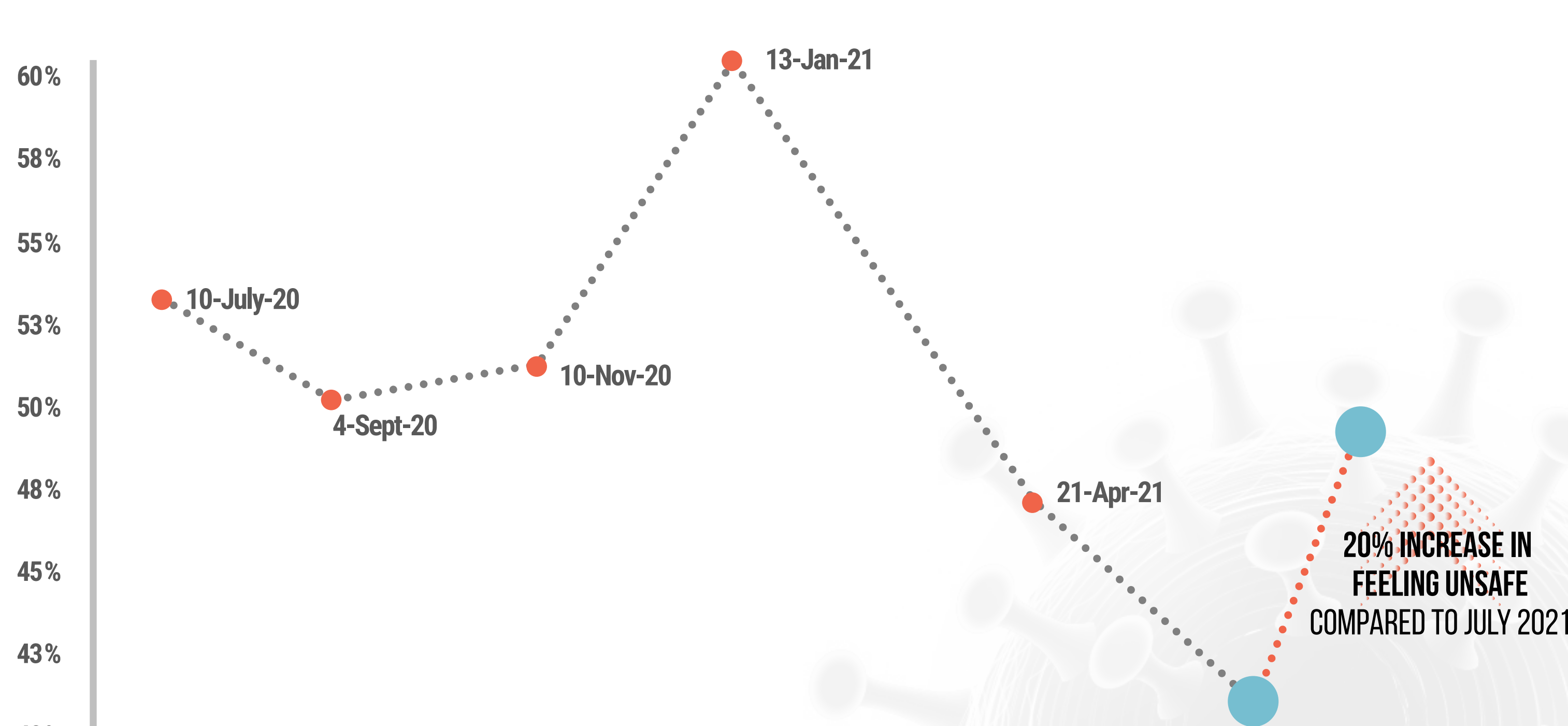
## SAFETY CONCERNS ARE INCREASING COMPARED TO JULY 2021 AROUND THESE IN-STORE SHOPPING ACTIVITIES



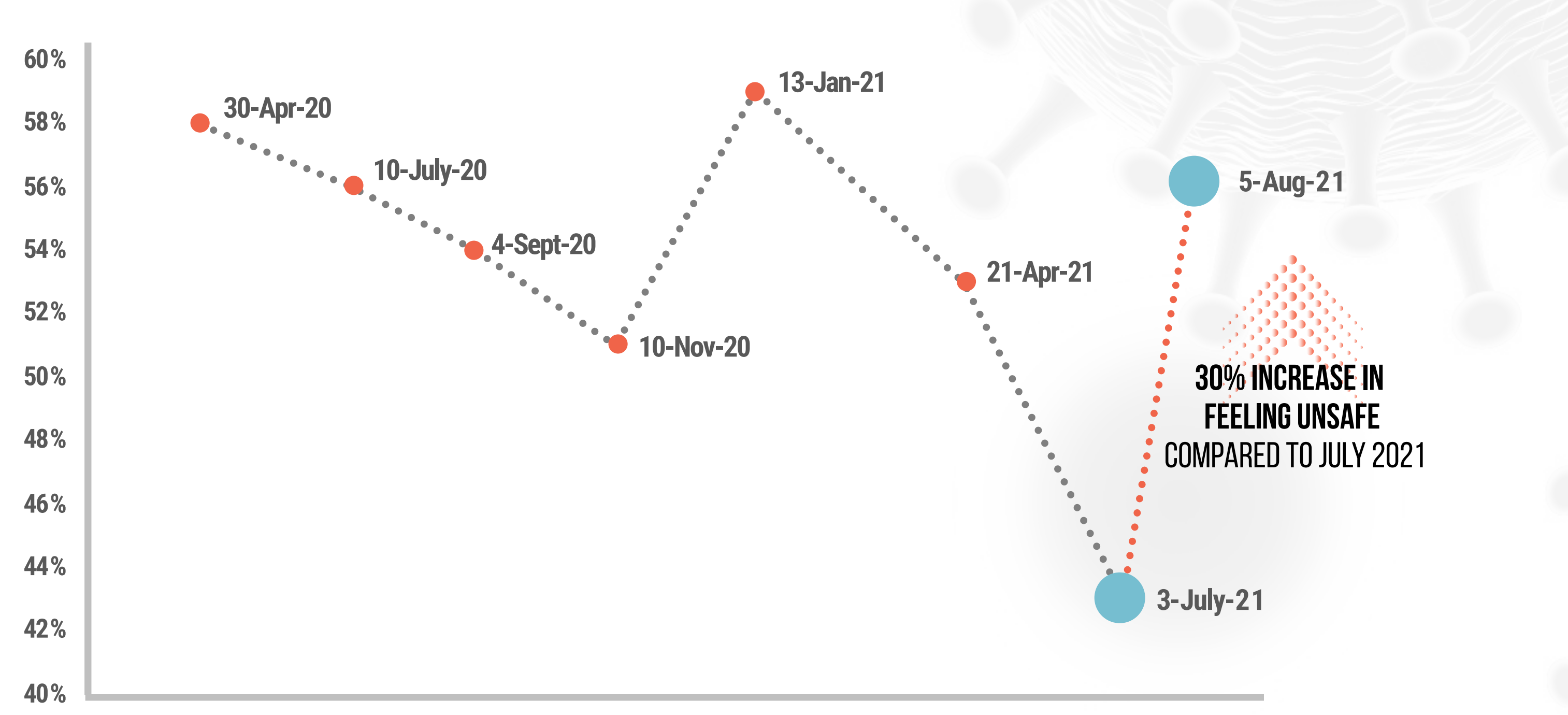
TRYING ON PRODUCTS  
IN A DRESSING ROOM



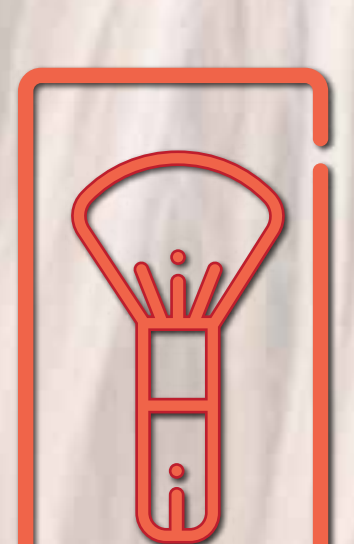
TRYING ON SHOES



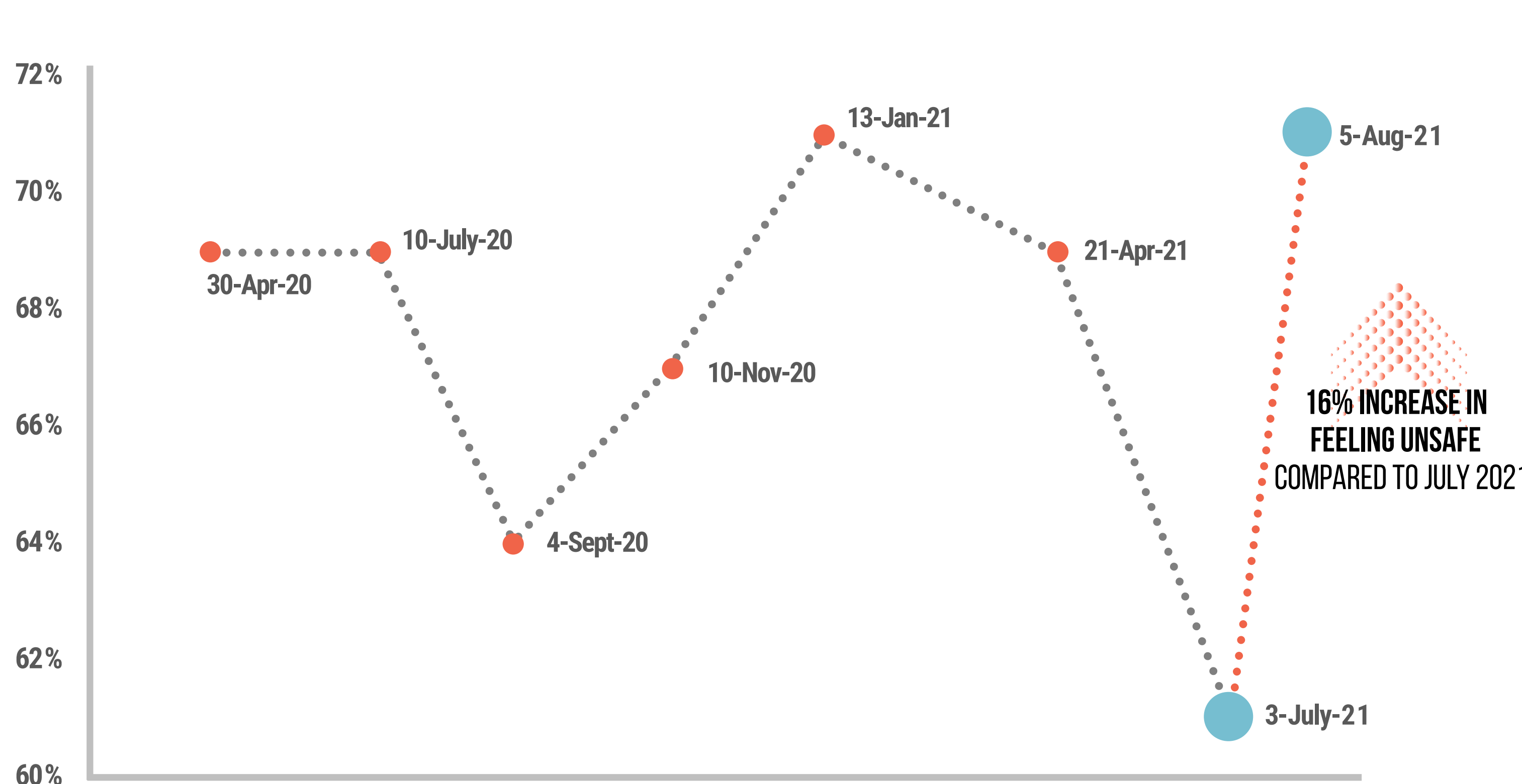
WORKING WITH A  
SALES ASSOCIATE



## CONCERN REMAINS HIGHEST ABOUT TRYING BEAUTY PRODUCTS/MAKEUP IN-STORE

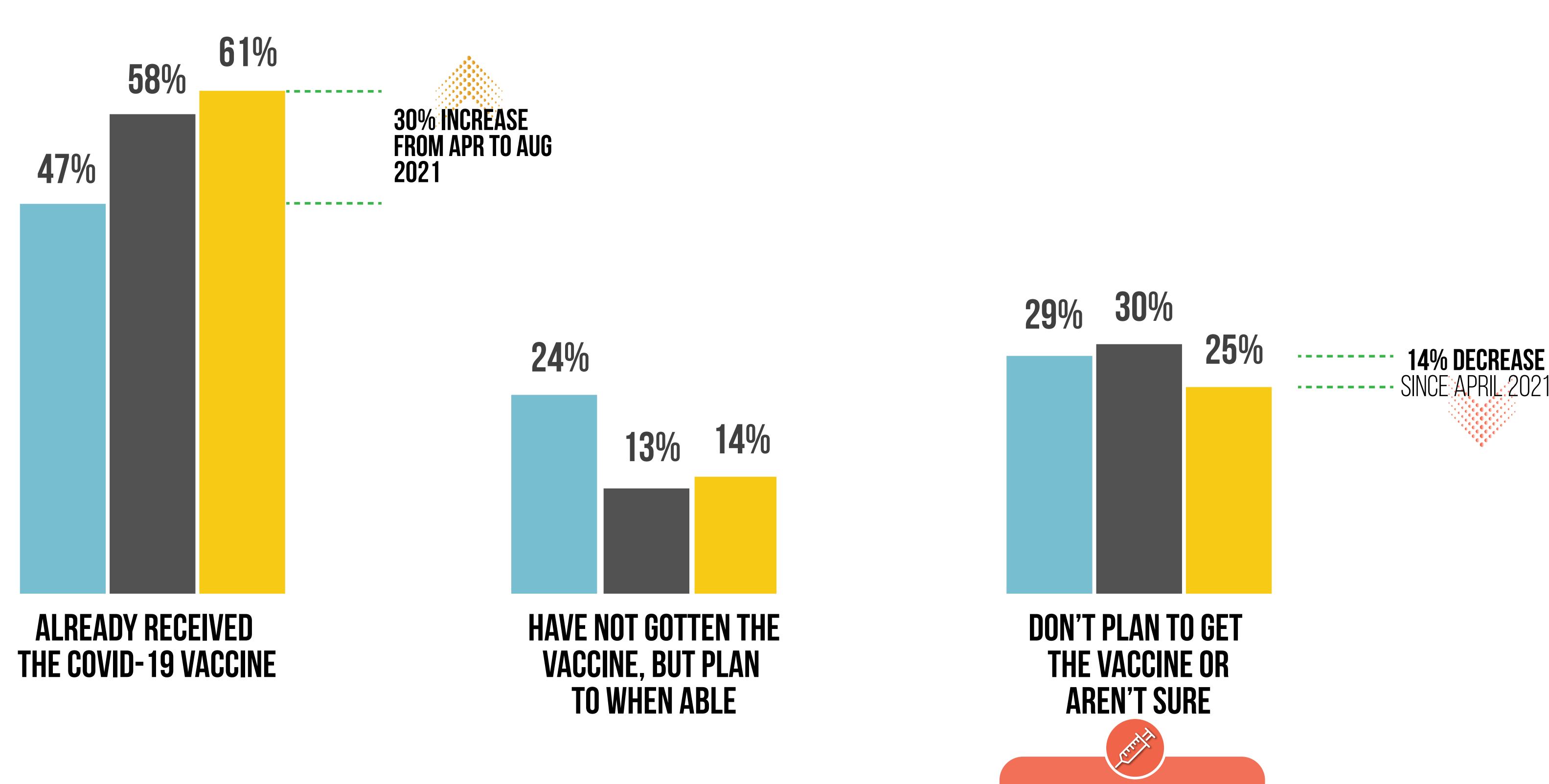
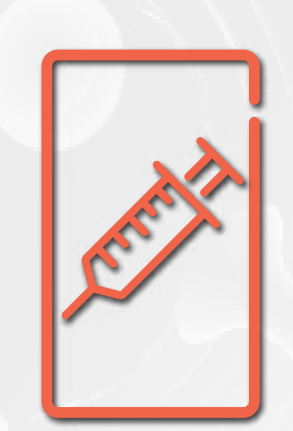


TESTING BEAUTY  
PRODUCTS/MAKEUP

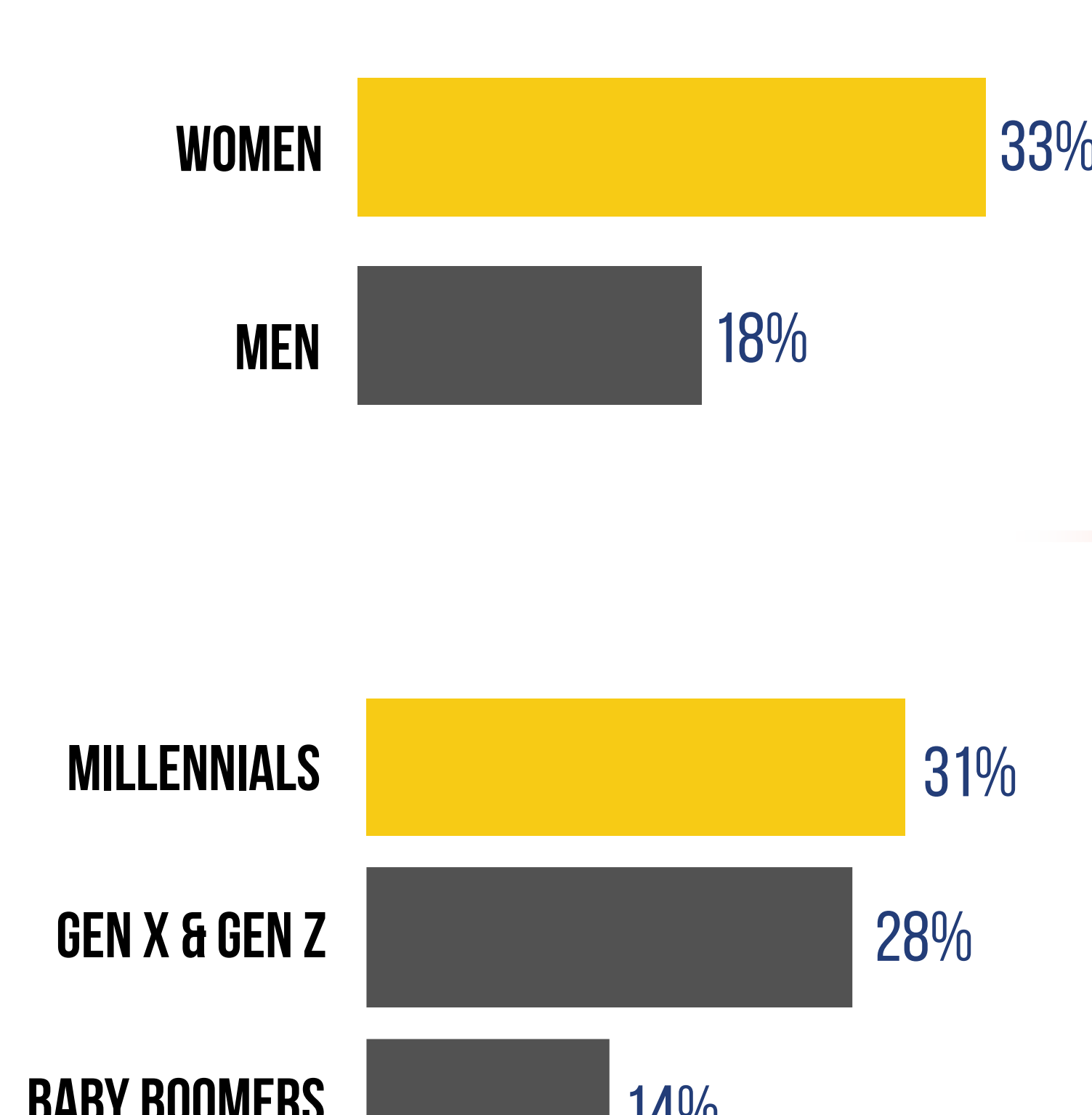


## VACCINATION DATA

### THE MAJORITY OF RESPONDENTS ARE OR PLAN TO GET VACCINATED.



### WOMEN AND MILLENNIALS LEAST WILLING TO GET VACCINATED



DON'T PLAN TO OR  
AREN'T SURE  
ABOUT GETTING  
VACCINATED