

QUARANTINED CONSUMER: What's the new in-store normal?

58% confirmed that they'll keep using a new brand they've found.



GO ALONE.

62% of shoppers are going to the store alone.



STOCK UP.

At club store (**53%**) or a specialty grocery store (**48%**).



LOOK ONLINE.

45% of shoppers considered online buys, but went in-store.



LIKE SPECIALTIES.

65% had the best luck buying items at a specialty grocery store.



WANT SAFETY.

50% of shoppers are looking for safety measures when they shop.



ARE OPEN.

58% of shoppers will continue to use a new brand that they found.



AND LOYAL.

Brand loyalty is strongest in cereal, coffee/tea, alcohol, pet care.



EAT OUT.

66% of consumers are still ordering out. If you're a restaurant, advertise.



WEEKDAY SHOPPERS

Are significantly more likely to say they will only shop their preferred brands, and if they shop early in the day, they're willing to visit another store.

RESTAURANTS

66% of consumers are still ordering out. Keep advertising to your consumers about safety precautions and no cost delivery options.

METHODOLOGY:

Weekly geo-validated exit interviews with consumers leaving a location of interest. The Surveys on the Go® Mobile App was used to collect insights into consumers' in-store shopping behaviors in response to the COVID-19 outbreak, trending over time. N=1,200 to 2,400/week. Male (50%) and Female (50%). Ages Under 35 (50%) and ages 35+ (50%). Nationally Representative. Data Collection Period: April 5th to April 11th.