In this week’s consumer behavior study, LoopMe surveyed 3,890 US consumers on May 26-31, 2020 to understand shopping intent during COVID-19. We also analyzed what is most important to consumers when shopping for non-grocery items online and in-store and when they will start shopping for back to school.

**Has COVID-19 permanently changed your shopping habits?**
- 46% of consumers have had their shopping habits permanently changed as a result of COVID-19.
- 36% of consumers are unsure.
- 18% of consumers are not likely to change.

**Are you more likely to choose a retailer that offers a curbside pick up option compared to one that does not?**
- Yes: 31%
- No: 35%
- Preference: 34%

**What is most important to you when shopping online for non-grocery items?**
- Delivery Time: 32%
- Customer Service: 21%
- Deals & Sales: 20%
- Other: 14%
- Return Options: 13%

**What is most important to you when shopping in-store for non-grocery items?**
- Deals & Sales: 43%
- Customer Service: 17%
- Trying On/Sampling: 17%
- Other: 14%
- Return Options: 9%

**When will you start shopping for back to school?**
- 54% Not Shopping for Back to School
- 21% Unsure
- 19% July or August

**Closing the Loop on Brand Advertising**
For more information, contact your local sales rep or solutions@loopme.com