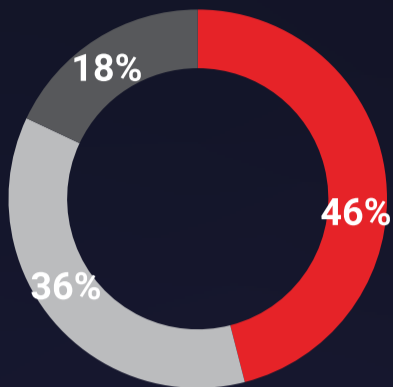




LoopMe Consumer Snapshot: Retail

In this week's consumer behavior study, LoopMe surveyed 3,890 US consumers on May 29-31, 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?

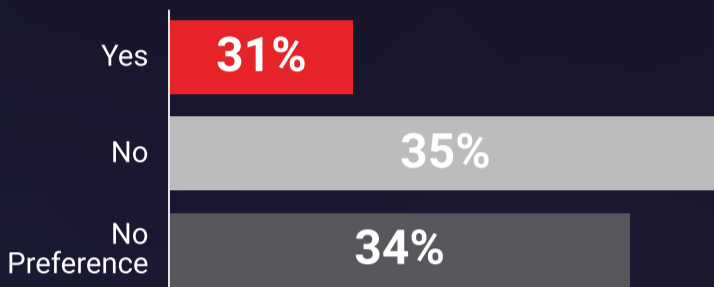


Yes No Unsure

31%

of consumers are more likely to choose a retailer with curbside pickup, compared to one that does not.

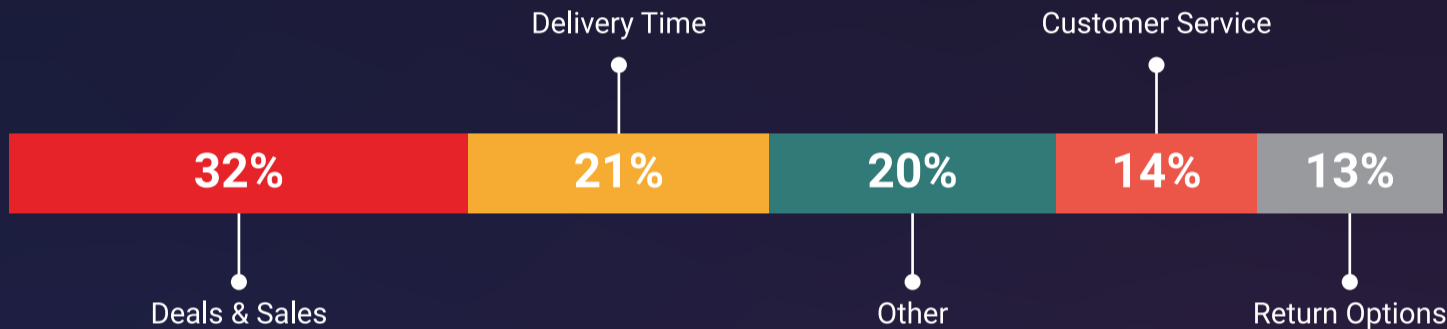
Are you more likely to choose a retailer that offers a curbside pick up option compared to one that does not?



46%

of consumers have had their shopping habits permanently changed as a result of COVID-19.

What is most important to you when shopping online for non-grocery items?

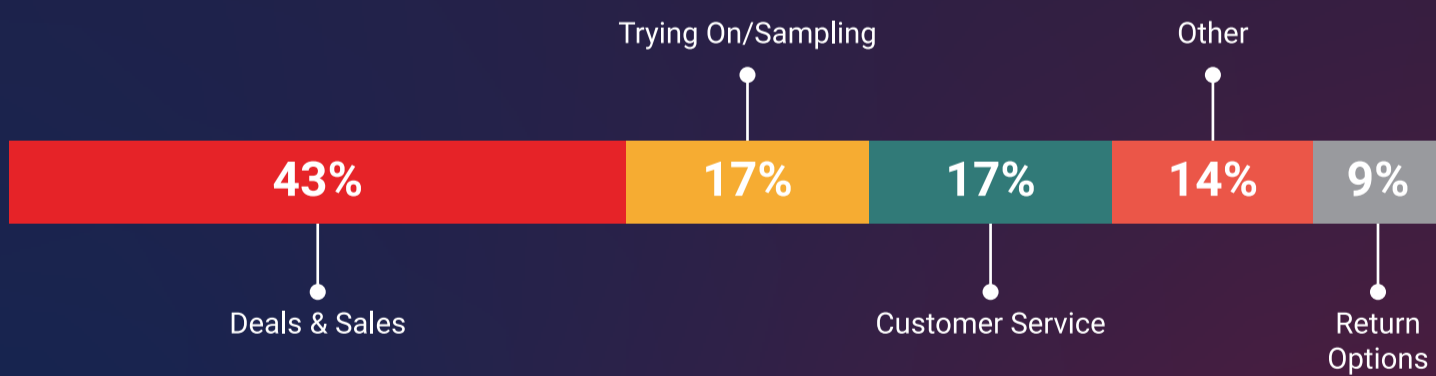


32%

of consumers value Deals & Sales as the most important when shopping online for non-grocery items.

Consumers are more likely to select non-grocery items based on their Delivery Time (21%) than Return Options (13%).

What is most important to you when shopping in-store for non-grocery items?



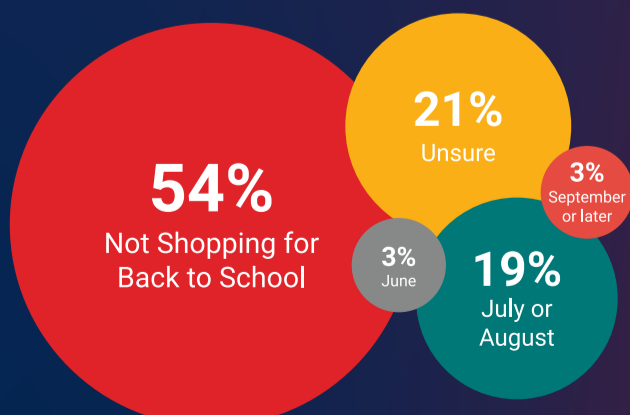
43%

of consumers value Deals & Sales as the most important when shopping in-store for non-grocery items.

17%

of consumers value Trying On/Sampling non-grocery items as the most important when shopping in-store.

When will you start shopping for back to school?



19%

of consumers will shop for back to school items in July or August.

