

Looking Ahead in 2021

PurchaseLoop Research U.S. Insights Study
January 2021

loopMe™

INTRODUCTION

As businesses, lives and economies were impacted in 2020, LoopMe monitored changes in consumer sentiment and behavior. Looking ahead in 2021, LoopMe is monitoring consumer outlook in our first U.S. pulse report. By using our proprietary PurchaseLoop Research platform, LoopMe was able to survey over 1,700 U.S. consumers within the LoopMe audience pool across the U.S. from December 29, 2020 to January 4, 2021.

We explored three key areas of sentiment; Comfort, Excitement and Intention to compare consumer outlook across in-store shopping and travel. Comfort levels are low for returning to in-store shopping, with consumers favoring purchasing online. Excitement levels are higher for in-store shopping experiences for clothing and fashion. Consumers intend to shop both online and in-store in 2021.



COMFORT



EXCITEMENT



INTENTION

Survey Methodology

LoopMe's opt-in GDPR-compliant research study was delivered to over 160,000 Americans via their mobile devices, resulting in 1,700 respondents. All surveys were non-incentivized. The data was geographically controlled to represent the U.S. population.

COMFORT INSIGHTS

KEY IN-STORE SHOPPING INSIGHTS

Comfort levels among consumers are highest for grocery stores.

67% of U.S. consumers feel comfortable about shopping in-store for their groceries in 2021.

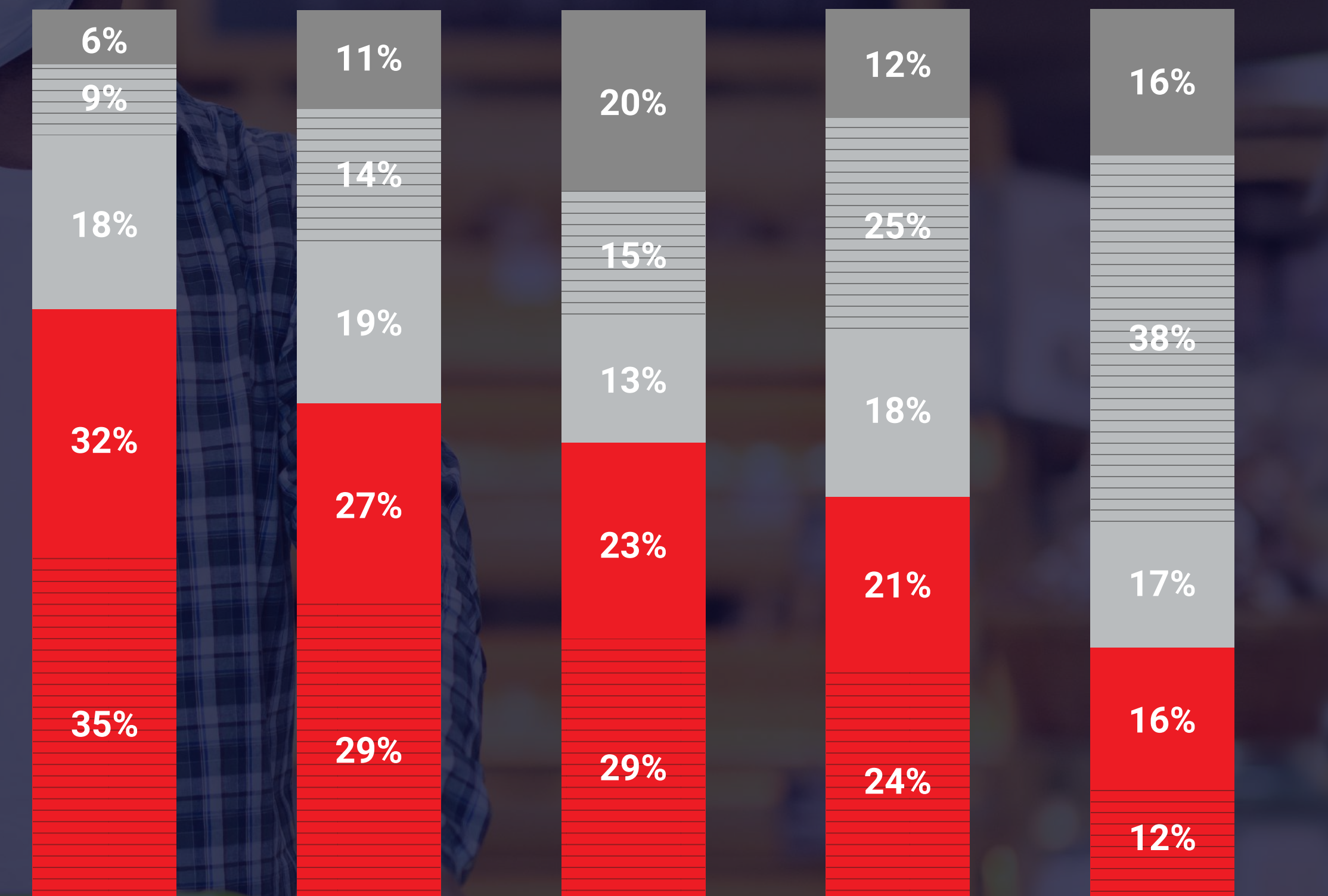
While **1 in 4** consumers will feel very uncomfortable shopping at malls and shopping centers in 2021, e-commerce shopping is where they feel most comfortable.

20% of consumers are unsure how comfortable they will be shopping in-store for clothing and fashion items in 2021.

KEY INSIGHT AIR TRAVEL

38% of consumers will be very uncomfortable traveling by air in 2021.

How comfortable will you be shopping in-store or traveling by air in 2021?



Grocery Stores Big-Box Clothing & Fashion Malls Air Travel

Comfortable Uncomfortable
Very Comfortable Very Uncomfortable

Source: LoopMe, 2021

EXCITEMENT INSIGHTS

■ KEY IN-STORE SHOPPING INSIGHTS

Consumers are most excited to return to in-store shopping for **Clothing & Fashion** items.

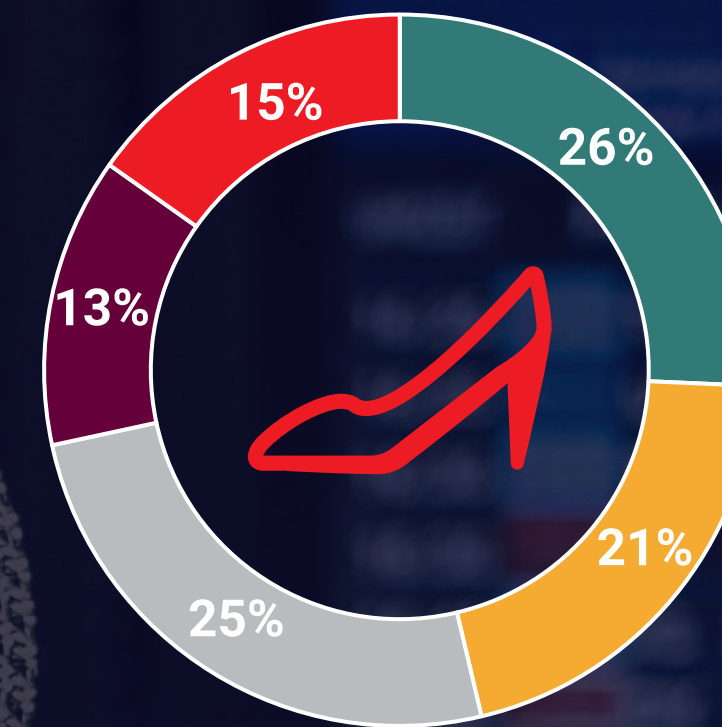
Only **11%** of consumers are already shopping in **Malls** and **Shopping Centers**, compared to **24%** of consumers who have returned to shopping in big-box stores such as Walmart and The Home Depot.

46% of consumers are already shopping in-store for their groceries, compared to only **11%** of consumers who have returned to shopping in malls.

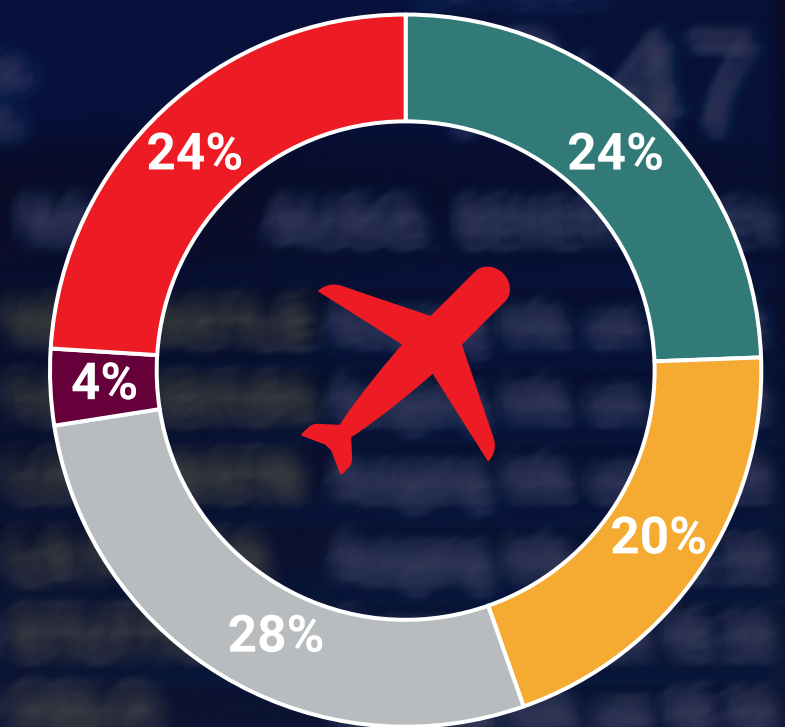
■ KEY INSIGHT AIR TRAVEL

While **nearly 1 in 4** consumers are excited to travel by air in 2021, equally **24%** of consumers will not be returning to air travel this year.

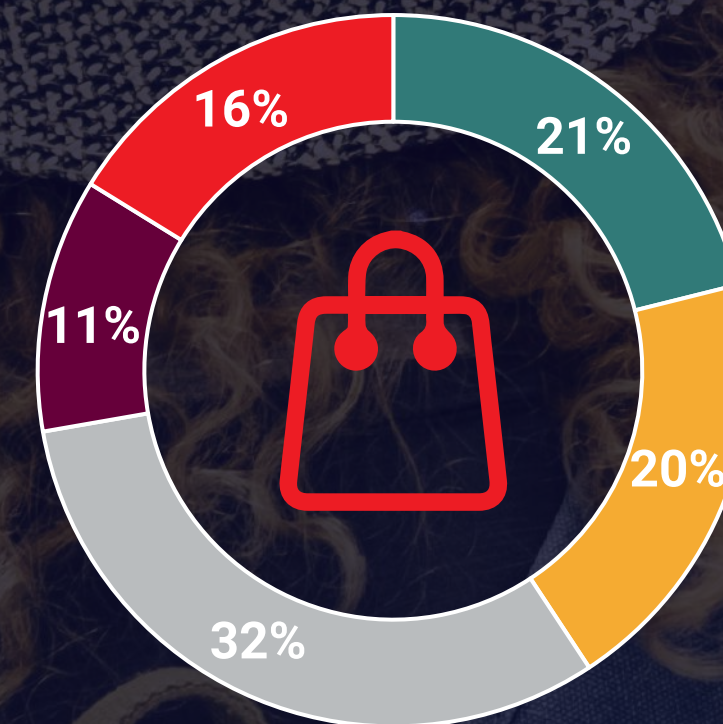
How excited are you to return to shopping in-store and traveling by air in 2021?



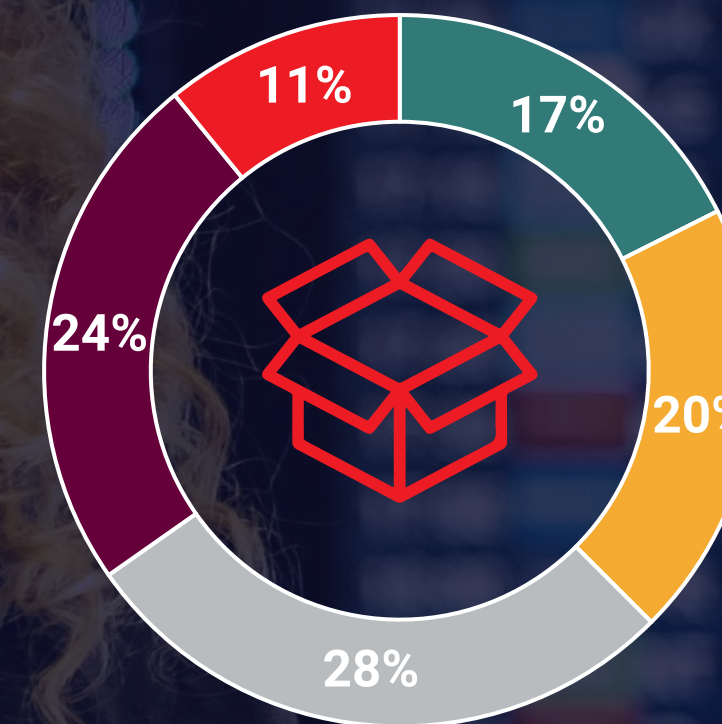
Clothing & Fashion



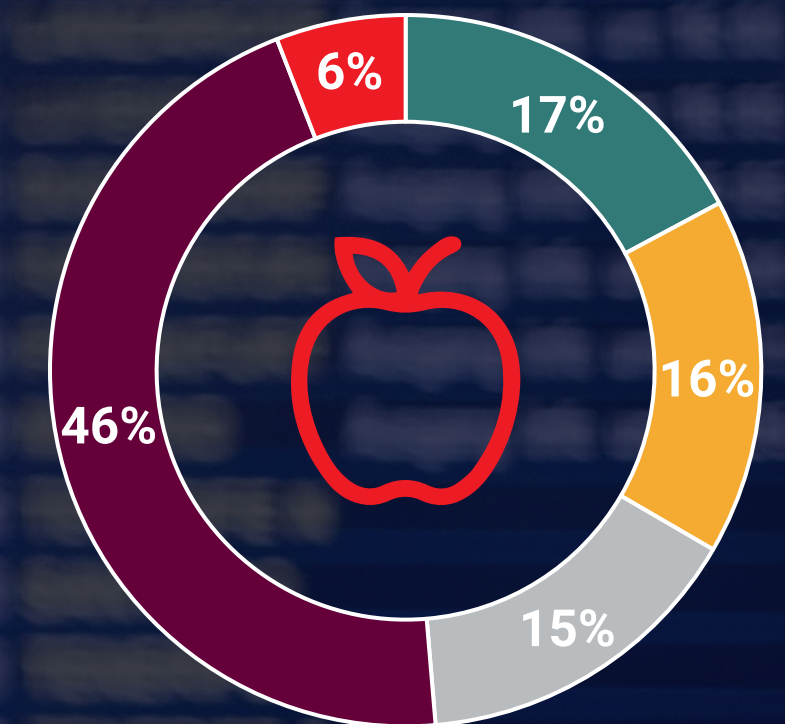
Air Travel



Malls



Big-Box



Grocery Stores



Very



Somewhat



Not



Already



Not Returning

Source: LoopMe, 2021

INTENTIONS INSIGHTS

KEY IN-STORE SHOPPING INSIGHTS

Consumers will return to in-store shopping at big-box retailers and for clothing and fashion items in 2021. Over half of consumers (**54%**), will make their purchases in-store at big-box retailers, compared to **23%** of consumers who will make their purchases online only.

72% of consumers intend to shop both online and in-store for clothing and fashion items in 2021, compared to **28%** of consumers who will favor only online or in-store shopping.

17% of consumers do not plan to return to shopping in Malls and Shopping Centers. Comparatively, just **2%** of consumers do not plan to return to in-store grocery shopping in 2021.

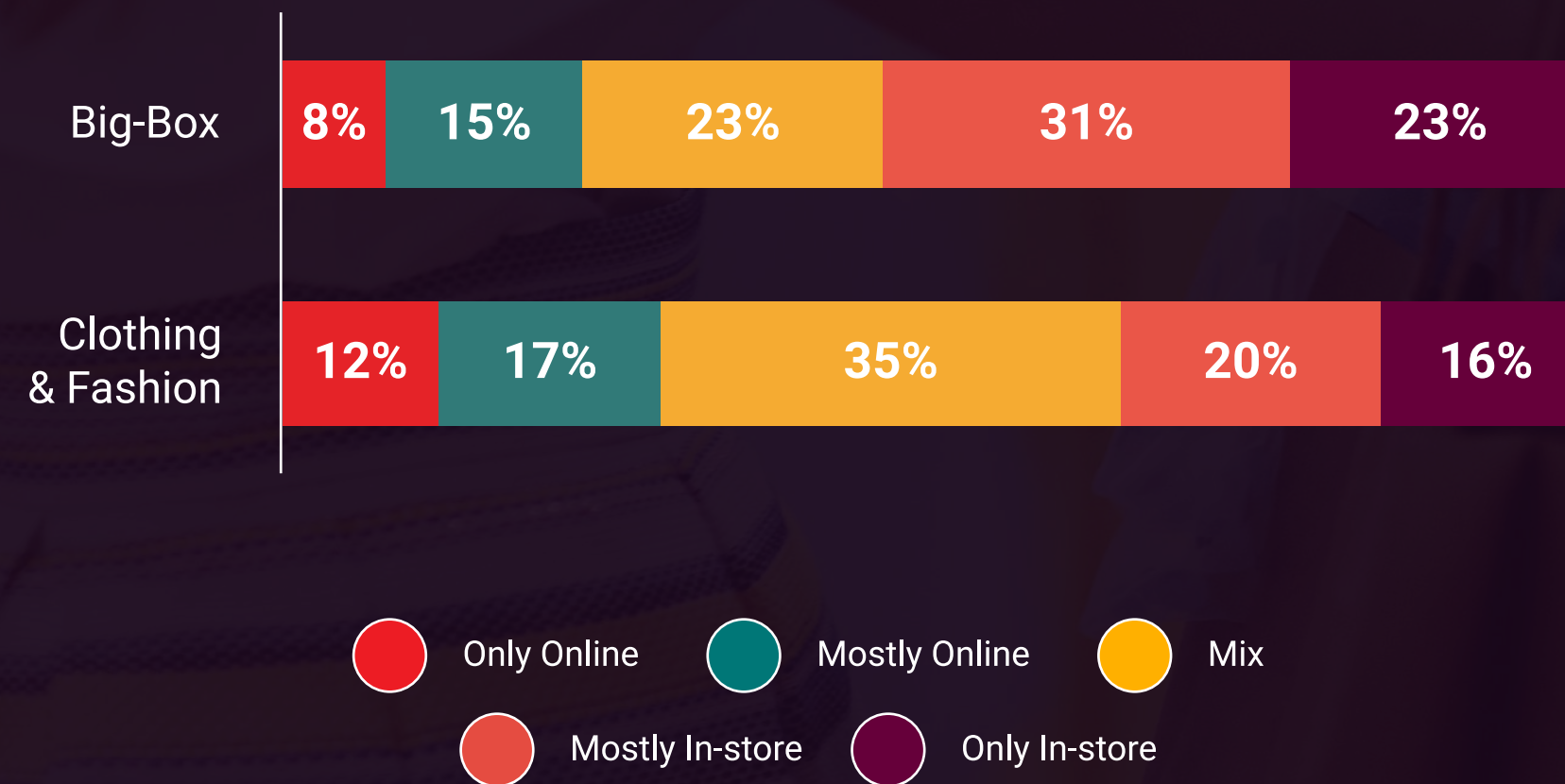
KEY INSIGHT AIR TRAVEL

Consumers intend to travel more by **Car or RV** than by air in 2021.

Consumers are twice as likely to travel by a domestic flight than international.

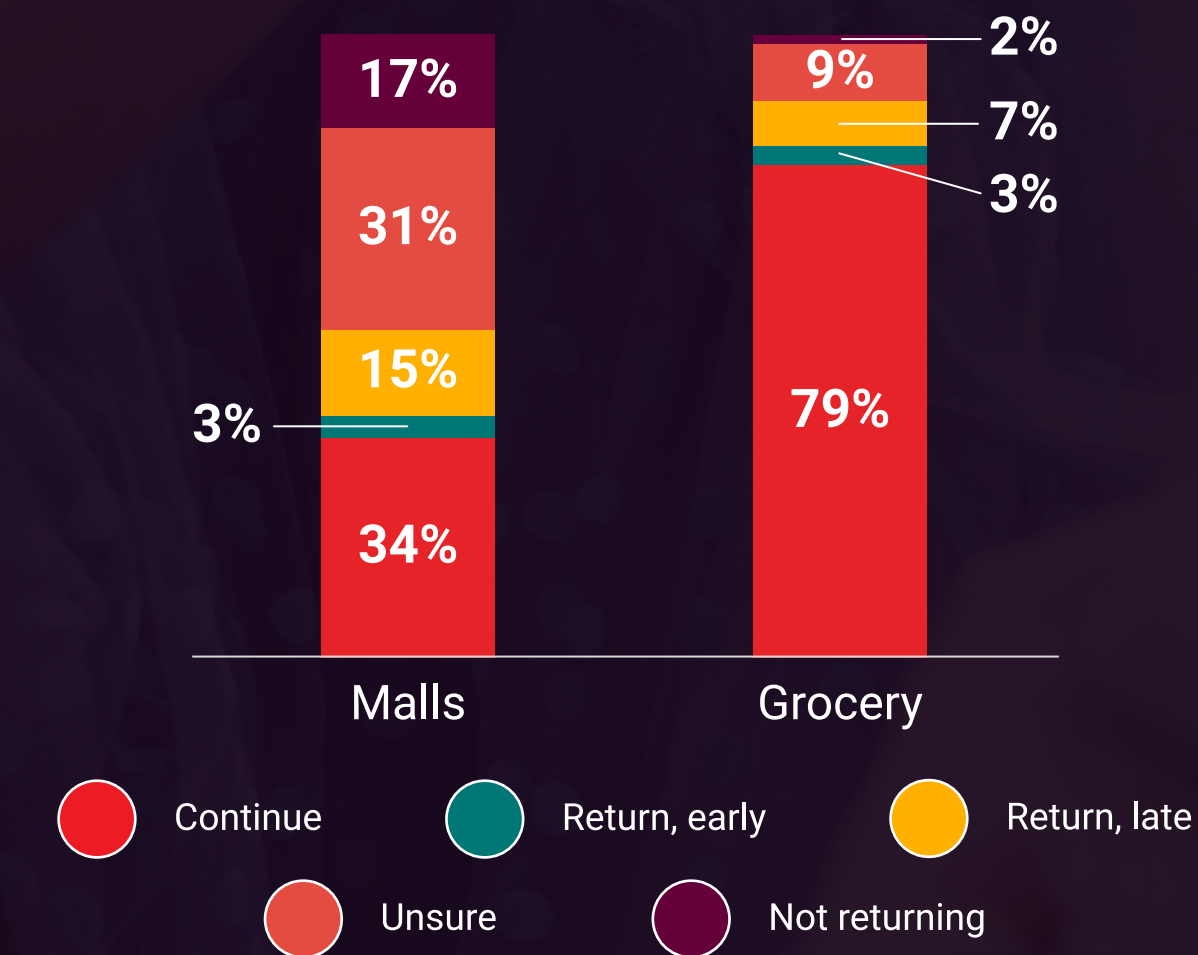
How do you plan to shop and travel in 2021?

BIG-BOX, CLOTHING AND FASHION



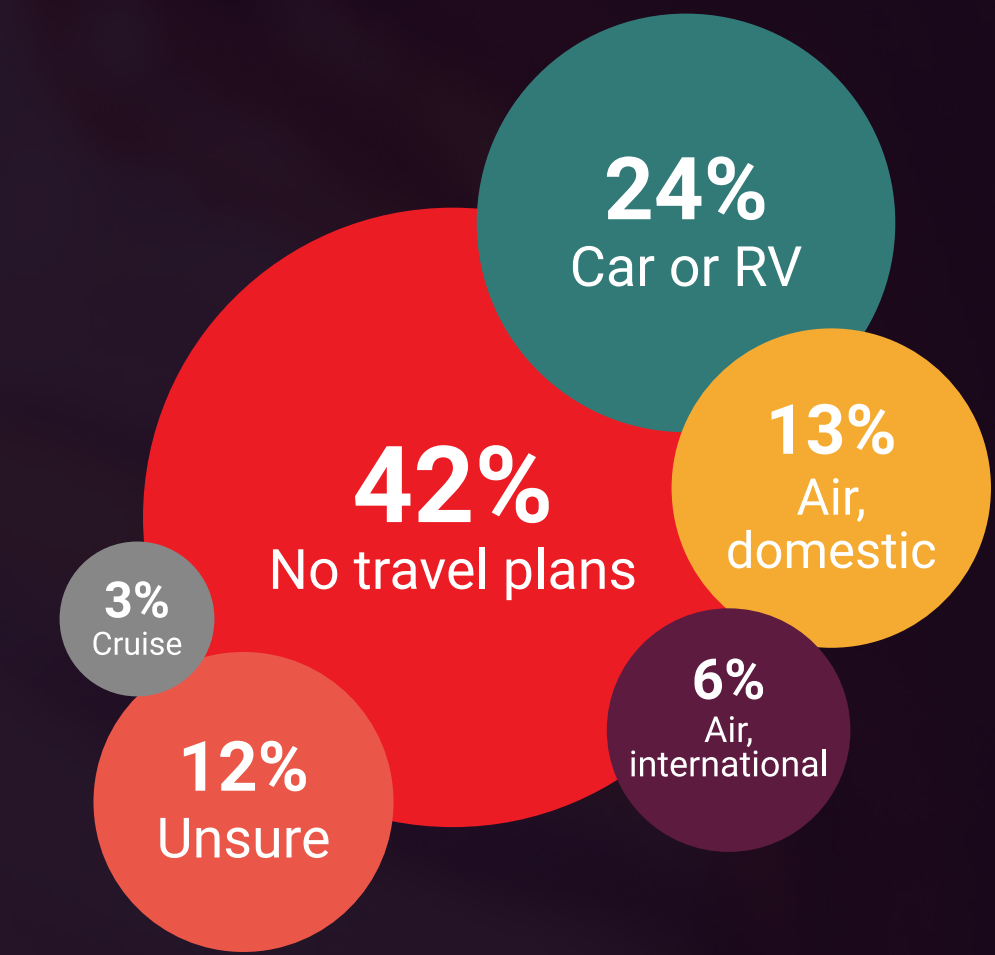
Source: LoopMe, 2021

MALLS AND GROCERY



Source: LoopMe, 2021

TRAVEL



Source: LoopMe, 2021

CONCLUSION



COMFORT

Consumers feel most comfortable shopping in-store for groceries

- 67% of consumers feel comfortable about shopping in-store for their groceries in 2021
- 1 in 4 consumers will feel very uncomfortable shopping at malls and shopping centers in 2021
- 20% of consumers are unsure how comfortable they will be shopping in-store for clothing and fashion items in 2021
- 38% of consumers will be very uncomfortable traveling by air in 2021



EXCITEMENT

Consumers are most excited to shop in-store for clothing and travel by air

- Only 11% of consumers are already shopping in malls and shopping centers, compared to 24% who have returned to shopping in big-box stores
- Nearly 1 in 4 consumers are excited to travel by air in 2021
- 24% of consumers will not be returning to air travel this year
- 46% of consumers are already shopping in-store for their groceries, compared to only 11% of consumers who have returned to shopping in malls



INTENTION

Consumers will return to shopping in-store at big-box retailers and for fashion items

- 54% of consumers will make their purchases in-store at big-box retailers
- 72% of consumers intend to shop both online and in-store for clothing and fashion items
- 17% of consumers do not plan to return to shopping in malls and shopping centers
- Only 2% of consumers do not plan to return to in-store grocery shopping in 2021
- Consumers intend to travel more by car or RV than by air in 2021



CLOSING THE LOOP ON DIGITAL ADVERTISING

LoopMe, the leading outcomes-based platform, closes the loop on digital advertising. By leveraging AI to optimize media delivery in real-time, we drive measurable uplift for business outcomes and more effective advertising across online and offline marketing goals, including brand lift, purchase intent, consideration, foot traffic and sales.

LoopMe's core business helps brands and agencies achieve better advertising results powered by our AI-platform and flagship product PurchaseLoop. LoopMe's marketplace powers more effective supply and demand connections, rooted in programmatic delivery. LoopMe's robust data and analytics measurement suite, including its proprietary household and device graph, brings deep insights to various companies within the advertising industry including podcasting, out-of-home, connected TV, mobile and more.

LoopMe was founded in 2012 with the mission to create better consumer experiences through innovation, powered by data, in order to bring people and brands together.

*For more information on how we can help your business please visit **www.loopme.com** or contact us at **solutions@loopme.com***