

CORONAVIRUS: WHAT CUSTOMERS ARE BUYING

Big-Box Retail up 32%.

On March 10, the **Dow dropped 1,200 points**. This came a day after the World Health Organization (WHO) declared Coronavirus a global pandemic.



High-Traffic Visits: February vs. March 2020



CONSUMER SPEND IS DYING

We tracked real consumers for 30 days. In one month, they dramatically decreased shopping and being social. The graph to the left shows how much they've changed due to the virus.

- Visit somewhat less frequently
- Visit much less frequently

CHANGE IN BEHAVIOR



People are now limiting time with friends and family by

+92%



+74%
of people are working remotely



+73%
of the economy is consumer spending

ARE YOUR PRODUCTS SOLD IN-STORES?

Focus on what you can control. If you sell clothing, or home décor, your in-store revenue will shrink.



In-store home décor purchases dropped

31%



In-store clothing purchases dropped

32%



That same group is now buying online, where there's an increase of

46%

DO YOU SELL FOOD OR HOME SUPPLIES?

Business is doing well here. We tracked consumer visits to Walmart, Target, Sam's Club and Costco using the Surveys On The Go® app. All visits were down in January and most of February.

Big-Box retail is up across the board:

25%
Walmart

27%
Target

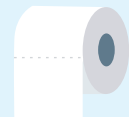
32%
Sam's Club

29%
Costco

Immediately, there's a demand for:



Hand Sanitizer
80%



Household Supplies
65%



Nonperishable Foods
49%



Face Masks
35%

METHODOLOGY

N=1,133. Male (48%) and female (52%). Primary age group: 18-44 years old. Participants were screened on knowledge of Coronavirus and a retailer visit within 30 days. Respondents received a 13-question survey. Behavioral data was collected via the Surveys On The Go® app through GPS permissions with a visit between January 1st to March 4th, 2020.