
April 6th, 2021
The research goals.

- Understand if consumers are more focused on health now, after COVID-19.
- Identify the messaging that resonates most with health-conscious consumers.
- Discover the level of interest in trying new products for this market segment.

Methodology overview.

- MFour used Surveys On The Go® (SOTG).
- Smartphone location data identified shoppers exiting Walmart.
- Then, a survey was sent to ask for feedback.

Time frame.

- 4/1 to 4/5, 2021.

Sample.

- 18-45 years of age.
- Natural fallout for all other demos.
- N=200 Walmart shoppers within 24 hours of their shopping trip.
Health is top of mind – all the time.

How focused are you on your health? It's...

Healthy steps.

- 88% washing + sanitizing.
- 78% keeping homes clean.
- 73% eating healthier foods.
- 67% are taking vitamins.
- 66% are exercising.

Base: 200
Big-box is a home to healthcare.

Shopping preference for healthcare products.

- Same brand/Same store: 66%
- New brand/Same store: 40%
- Same brand/New online store: 40%
- Same brand/Same online store: 30%

Ease of finding preferred brand.

- Neutral: 51%
- Easy: 27%
- Very easy: 8%
- Hard: 12%
- Very hard: 2%

Base: 200
Online is knocking at the door.

Online shopping frequency for healthcare.

- 30% A few times a month
- 27% Once a month
- 23% Once every few months
- 11% Weekly
- 9% Once a year

Do you buy online more now?

- More: 45%
- Less: 12%
- Same: 43%

Where do you shop if your favorite brand is out?

- Shop for it at new store: 43%
- Buy new brand, same store: 40%
- Shop it online, new store: 40%
- Shop it online, same store: 30%
- Wait for it to return in-store: 23%

Base: 200
Buyers like to try new brands.

How likely are you to try new products?

- Neutral: 43%
- Likely: 41%
- Extremely likely: 14%

Are you more loyal to certain brands?

- More likely: 33%
- Same: 59%
- Less likely: 8%

Base: 200
Germ-killing is the key message.

How important is germ-killing?

- Neutral: 19%
- Important: 38%
- Very Important: 40%

How likely are you to buy a germ-killing product?

- Neutral: 15%
- Likely: 41%
- Very likely: 42%

Base: 200
Tylenol + Benadryl are both #1.

Which brand do you use to reduce pain?

- Tylenol: 71%
- Advil: 59%
- Motrin: 37%
- Aleve: 34%
- Bayer: 10%

Which of brand do you use to treat allergies or sinus problems?

- Benadryl: 52%
- Claritin: 41%
- Zyrtec: 33%
- Allegra: 26%
- Flonase: 15%
Windex is a clean winner.

Which of these brands do you regularly use to clean your home?

- **Windex**: 66%
- **Glade**: 40%
- **Scrubbin' bubbles**: 40%
- **Shout**: 30%
- **Fantastik**: 25%
- **Oust**: 9%

Base: 200
Skincare is healthcare too.

Do you have a skincare routine?
- Yes: 65%
- No: 35%

How important is skincare to being healthy?
- Neutral: 22%
- Important: 33%
- Very important: 41%

How likely are you to try “on-the-go” skincare?
- Neutral: 32%
- Likely: 42%
- Very likely: 23%
Social Media is the #1 in skincare product awareness.

Where do you usually hear/see new skincare products?

- Social media ads: 54%
- TV ads: 50%
- Store ads: 46%
- Ads online: 40%
- Mobile ads: 30%
- Radio ads: 16%
- Outdoor ads: 15%
- Restaurant ads: 6%

Base: 200
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.

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Choose better market research.