Shopper insights at grocery stores.

February 3rd, 2021
The research goals.

• Find out the perception consumers have of major grocery stores.
• Look at preferences for shoppers between Albertsons and H-E-B.
• Understand how much sustainability impacts the shopping decision.

Methodology overview.

• MFour used Surveys On The Go® (SOTG).
• GPS used to survey consumers leaving stores.

Time frame.

• Exit interview, after leaving the locations.
• 1/28 to 2/2/2021.

Sample.

• n=200
• 18+ years of age.
• National representation.
• Natural fall out on age, gender, ethnicity.
Proximity + grocery lists are what determine retailer.

How do you choose where you shop when selecting a grocery retailer? I choose based on...

- Proximity: 67%
- Grocery list: 61%
- Who had favorite products: 53%
- Great customer service: 50%
- My go-to store: 29%

Base: 200
H-E-B is the most popular grocery chain.

Which store do you grocery shop at most often?

- H-E-B: 50%
- Albertson's: 23%
- Walmart: 17%
- Ralphs/Kroger: 5%

Which store do you prefer to shop at?

- H-E-B: 65%
- Albertson's: 35%

Base: 200
Preference has a lot to do with price + proximity.

You said you prefer shopping at H-E-B more, why?

49%—better prices.

20%—better selection.

16%—better variety.

11%—other, please specify.

Why else?

• It’s close by.
• I like shopping there.
• It’s the only choice we have.

Base: 200
In-store still beats curbside + online.

Think about the last time you purchased groceries, where was it...?

Which do you prefer?

- 76% prefer in-store.
- 16% prefer curbside.
- 8% prefer online shopping.
Curbside + Online shopping = safe and save time.

You prefer curbside pickup, why?
- COVID: 65%
- Save time: 65%
- Kids: 35%
- Didn't want in-store: 33%
- To try it: 24%

You prefer online, why?
- COVID: 31%
- Save time: 28%
- Kids: 21%
- To try it: 10%
- Didn't want in-store: 10%

Base: 200
Produce + meat are the most popular categories.

Which product categories do you mostly buy from on a grocery trip?

- Produce: 79%
- Meat: 76%
- Bakery: 55%
- Local products: 38%
- Special products: 34%
- Seafood: 29%
- Private label: 27%
- Beer + wine: 26%

Base: 200
You’ve got a good chance at converting in-store.

What do you do if you're missing items from your list, after a shopping experience?

- In-store, different retailer: 49%
- In-store, same retailer: 30%
- Online, same retailer: 7%
- Online, different retailer: 6%

Base: 200
Most shoppers are focused on sustainability.

Did you buy any sustainable products?
- Yes, 63%
- No, 38%

How many products were sustainable?
- A few items: 51%
- Some items: 26%
- Most items: 15%
- All items: 8%

Base: 200
Price is the primary driver for sustainable selections.

How do you choose sustainable products? I choose based on...

- Price: 49%
- Brand: 30%
- Social media: 7%
- Advertising: 6%
- Product design: 4%

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.
Choose better market research.