



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.

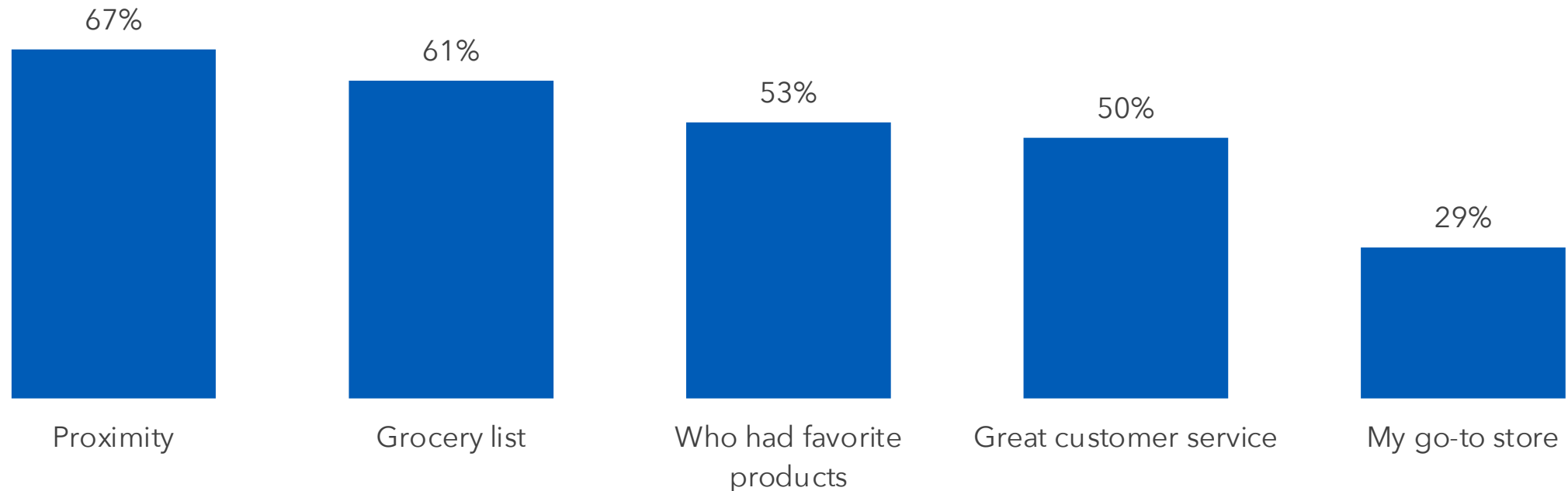
- n=200
- 18+ years of age.
- National representation.
- Natural fall out on age, gender, ethnicity.



Proximity + grocery lists are what determine retailer.



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

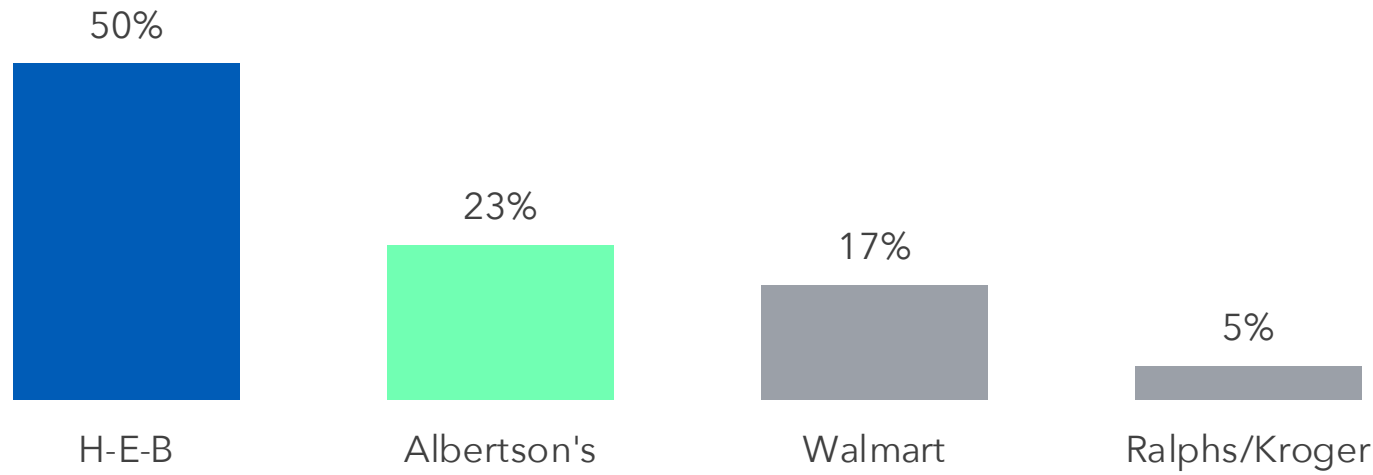


Base: 200

H-E-B is the most popular grocery chain.

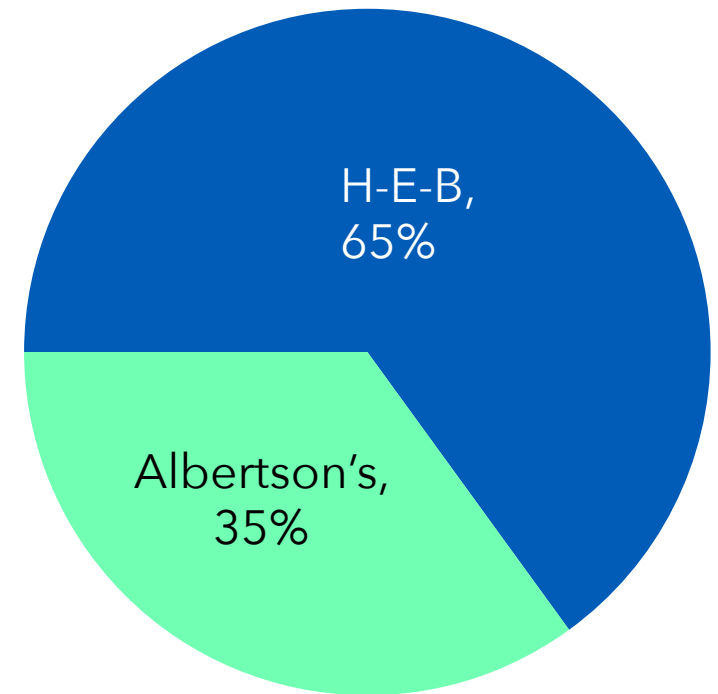


Which store do you grocery shop at most often?



Base: 200

Which store do you prefer to shop at?



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.

4%—better service.

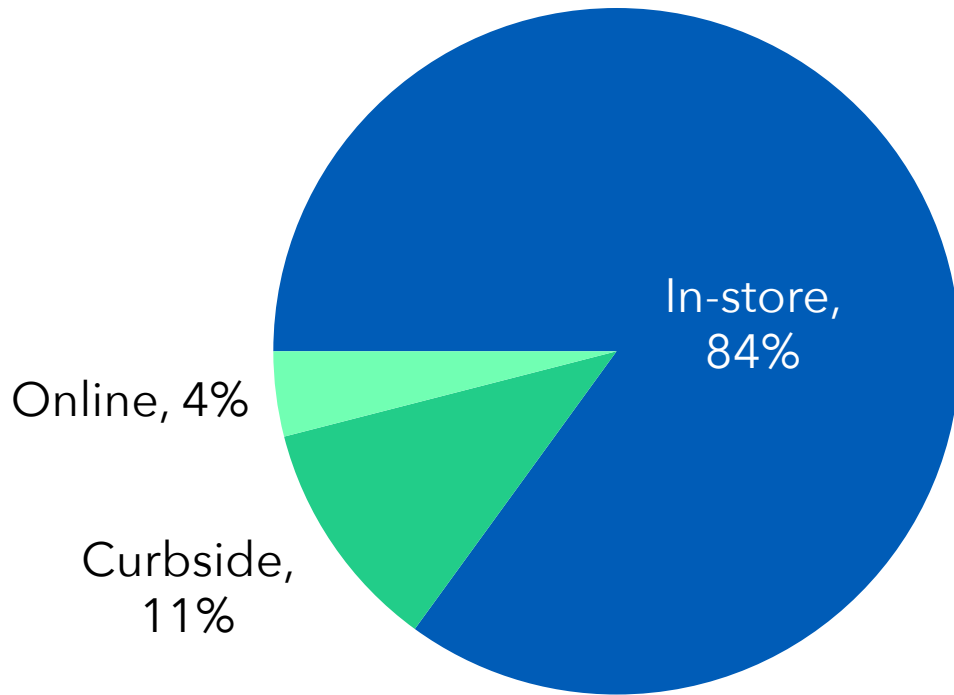
Why else?

- It's close by.
- I like shopping there.
- It's the only choice we have.

In-store still beats curbside + online.



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



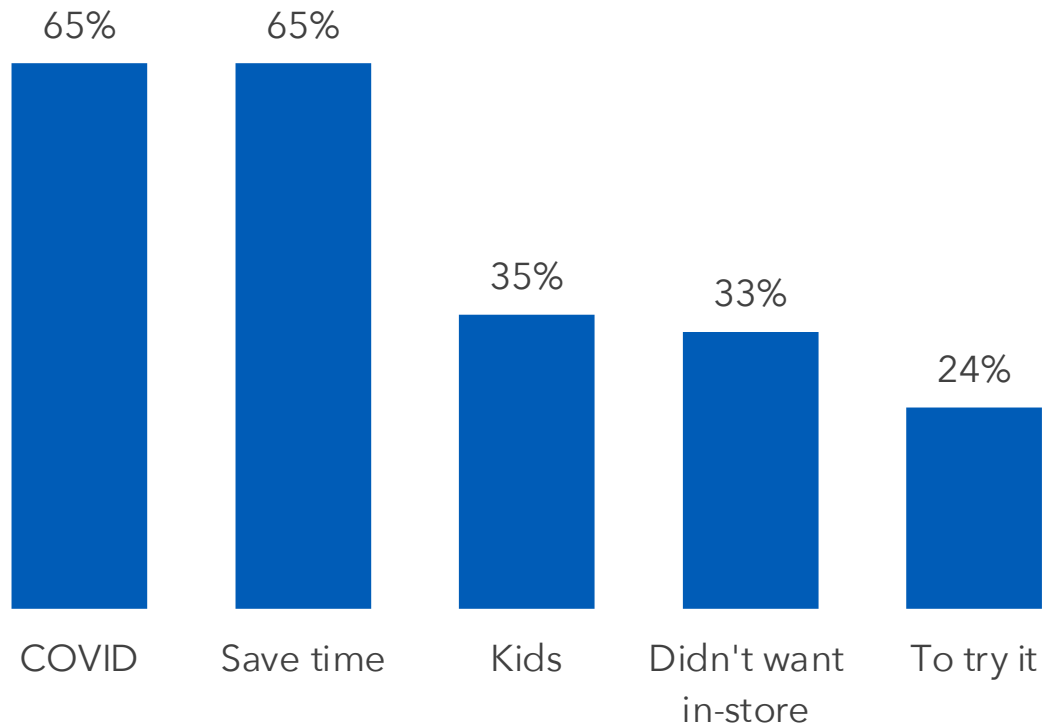
Which do you prefer?

- 76% prefer in-store.
- 16% prefer curbside.
- 8% prefer online shopping.

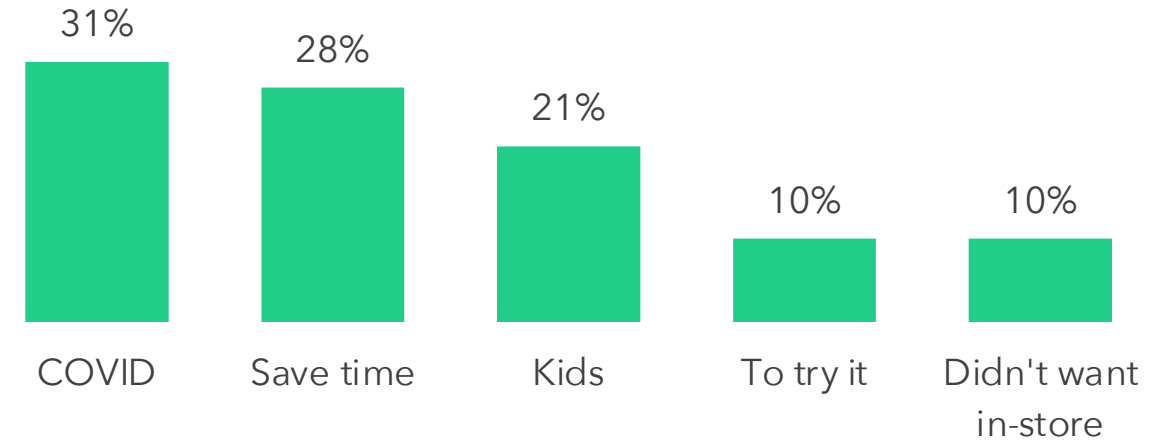
Curbside + Online shopping = safe and save time.



You prefer curbside pickup, why?



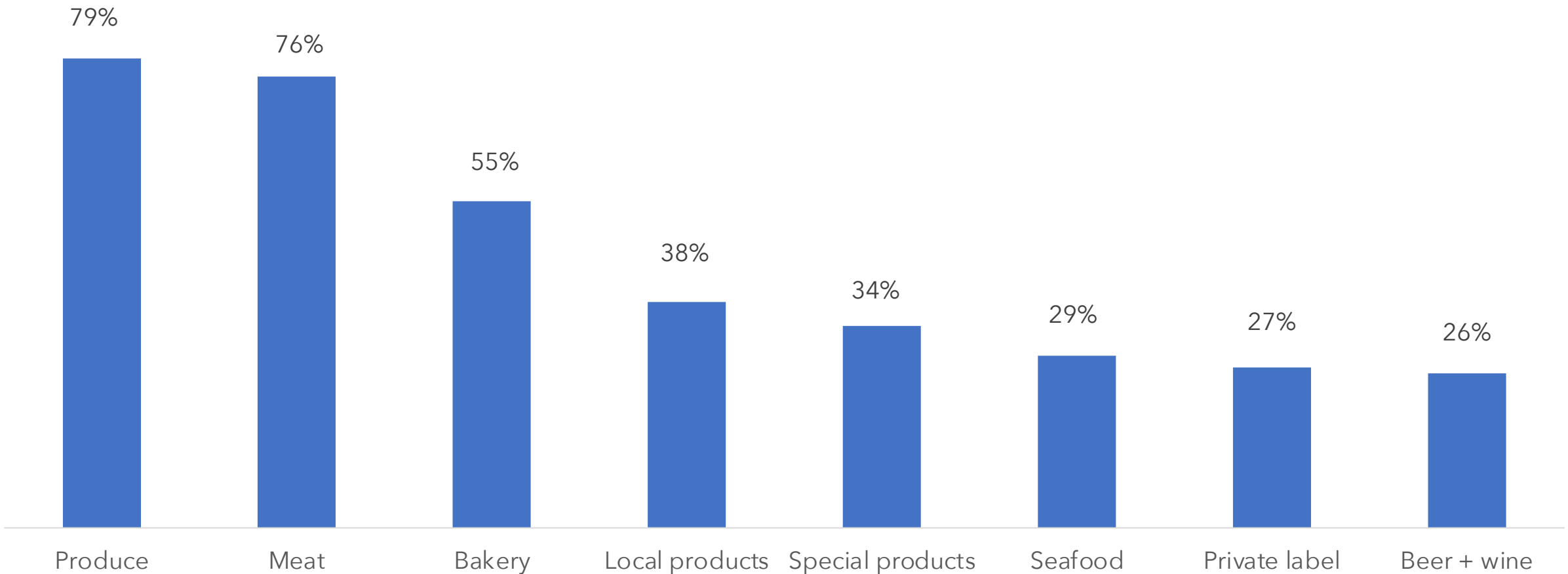
You prefer online, why?



Produce + meat are the most popular categories.



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

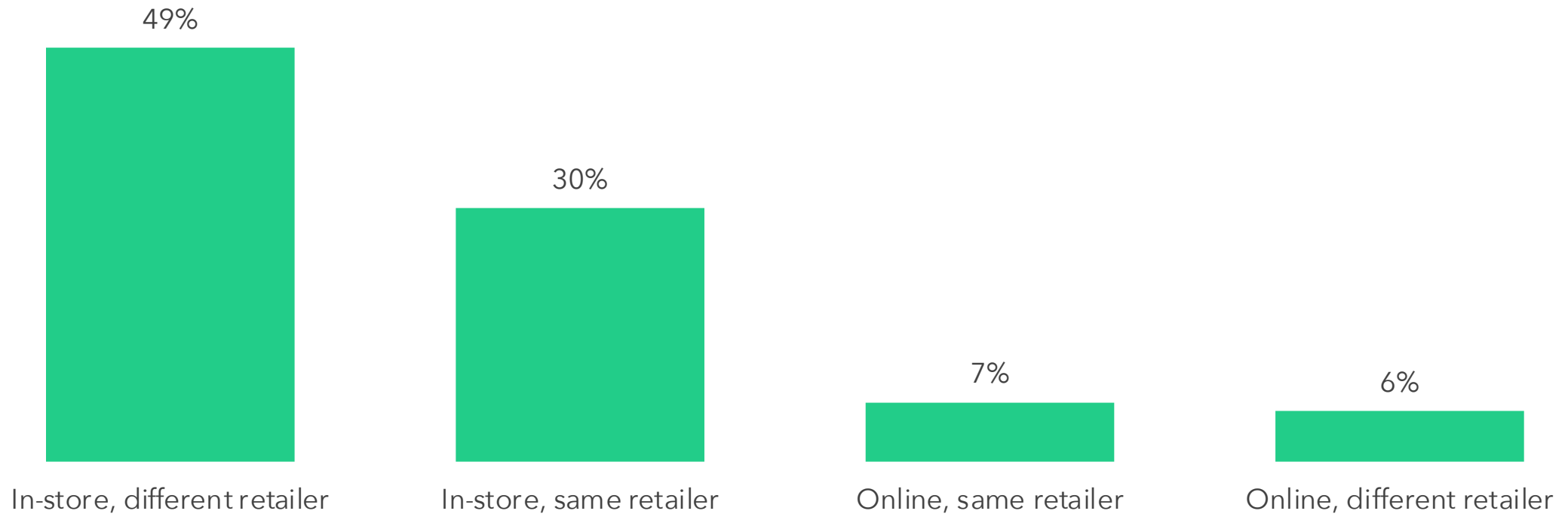


Base: 200

You've got a good chance at converting in-store.



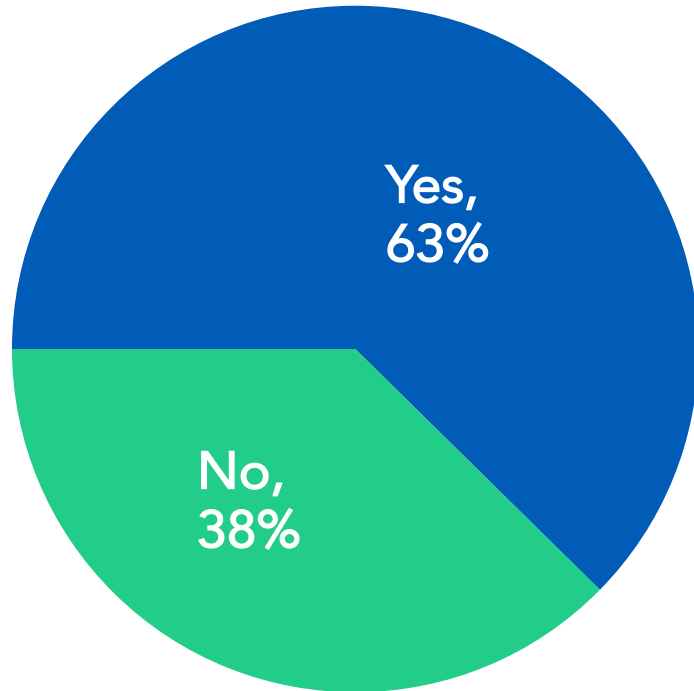
What do you do if you're missing items from your list, after a shopping experience?



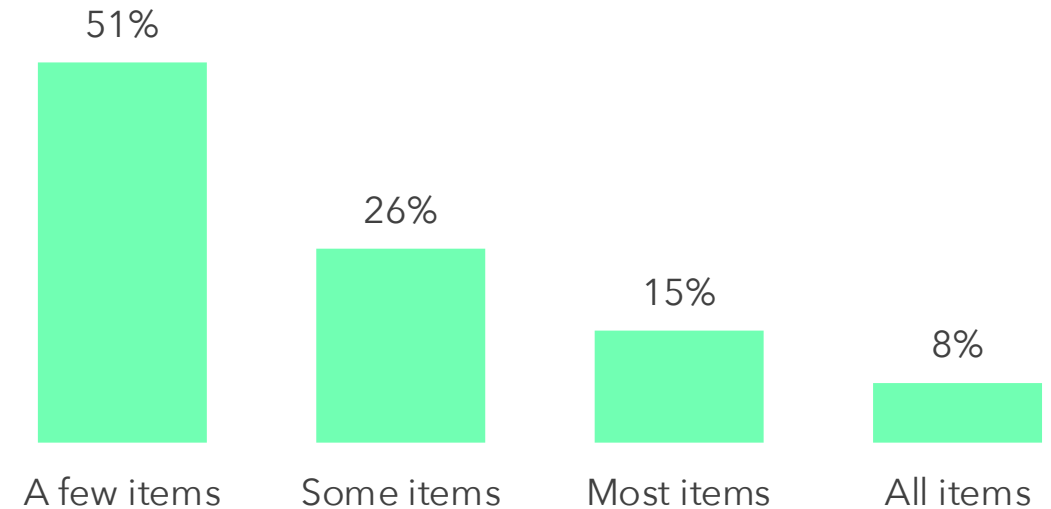
Most shoppers are focused on sustainability.



Did you buy any sustainable products?



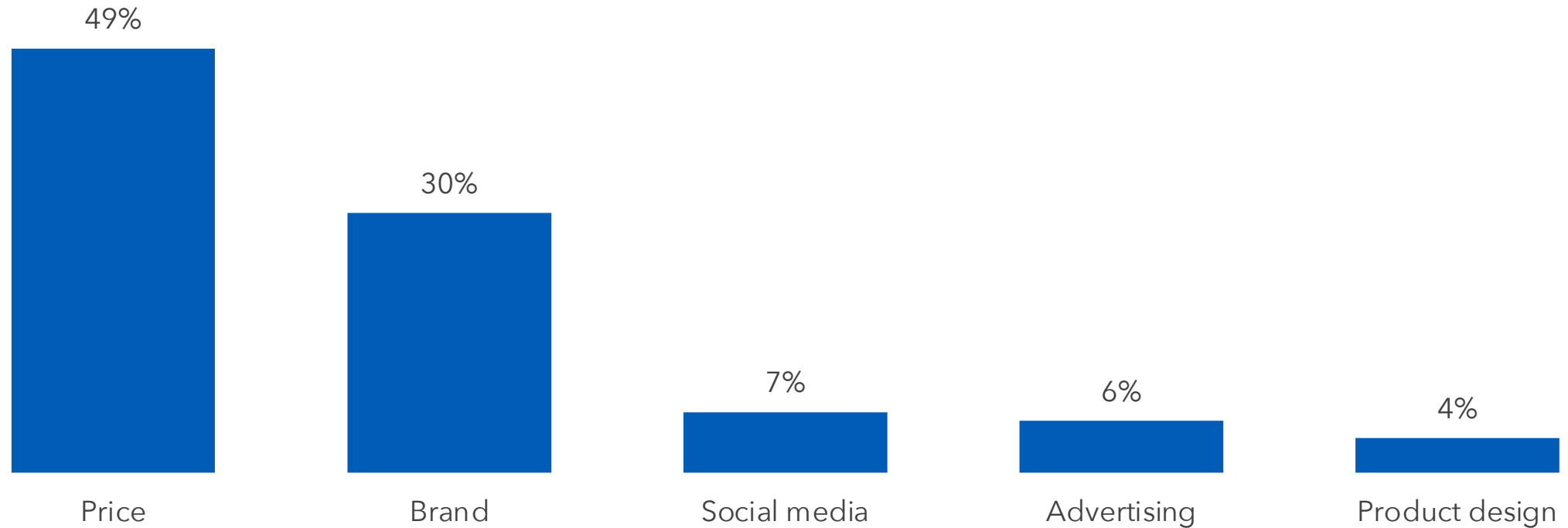
How many products were sustainable?



Price is the primary driver for sustainable selections.



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





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.





Brick & Mortar.

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.