Panic buys — 23 behaviors behind the toilet paper shortages.
The research goals.

• Identify toilet paper brand awareness.
• Find out how toilet paper purchases have changed since lockdowns ended.
• Determine if people stayed with their original brands during the lockdowns?
• See if consumers bought a new toilet paper brand in lockdowns – did they keep a new brand, or return to original?

Sample.

• n=185.
• 18-64 years of age.
• Natural fallout on gender, ethnicity and other demos.

Methodology overview.

• MFour used Surveys On The Go® to identify consumers leaving Costco.
• Buyers who’d purchased household essentials while at Costco, were surveyed for feedback.

Time frame.

• 12/6 to 12/10, 2021.

Sample.

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Methodology overview.

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• Buyers who’d purchased household essentials while at Costco, were surveyed for feedback.
When lockdowns started, buyers faced new fears.

Did you stock up on toilet paper?
- Yes, 61%
- No, 39%

Did you ever run out of toilet paper?
- Yes, 36%
- No, 64%

Base: 185
Stockpiling was a way to deal with their anxiety.

Do you have a stockpile at home from when the pandemic started?

- Yes, 43%
- No, 57%

Base: 113

How long did your pandemic stockpile last?

- A week: 5%
- A couple of weeks: 18%
- A month: 18%
- A couple of months: 48%
- A year or more: 3%
- I still have some: 8%

Base: 113
And, the truth is, they’re still scared of shortages.

Do you think a toilet paper shortage will ever return?

Yes, 59%

No, 41%
This event changed **where** they purchase toilet paper.

Did you change where you buy toilet paper?

- 58%: No, it didn’t
- 22%: Yes, now I buy at big box stores
- 10%: Yes, now I buy at warehouse stores
- 5%: Yes, now I buy at discount stores
- 3%: Yes, now I buy at grocery stores
- 2%: Yes, now I buy online

Base: 185
And, it changed their brand of toilet paper.

Did you change toilet paper brands during the pandemic?

- Yes, 48%
- No, 52%

Base: 185

Were you willing to buy a different brand, or type than you usually do?

- Yes, 87%
- No, 13%

Base: 185
Now, two years later, consumers are still stockpiling.

Do you keep a stockpile of toilet paper at home, or buy it as needed?

- Buy as needed: 33%
- Keep a stockpile at home: 67%

You said you have a stockpile at home, is it leftover from when the pandemic started?

- Yes: 43%
- No: 57%

Base: 185

Base: 113
Most buyers stock up for an extra couple of weeks.

Do you find yourself stocking up more now than before the pandemic?

- Yes, 52%
- No, 48%

You stock up on toilet paper now. Enough for an extra...?

- Week: 10%
- Couple weeks: 38%
- Month: 31%
- Couple months: 20%
- Year: 1%

Base: 185

Base: 96
But, they’re loyal again, so brands should get out there.

Have you gone back to your original brand?  
Yes, 85%
No, 15%

Base: 88

Take a look, which brand(s) do you have right now?

- Charmin: 44%
- Scott: 35%
- Angel Soft: 32%
- Cottonelle: 21%
- Kirkland Store brand: 19%
- Quilted Northern: 16%
- Other: 12%

Base: 185
Here’s where they buy their toilet paper, and why.

Are you more likely to buy toilet paper in-store, or online?

- **In-store**: 83%
- **Both**: 16%

You're more likely to buy toilet paper in-store, why?

- **It's easy**: 72%
- **Better deals in-store**: 24%
- **I buy it when I see it**: 14%
- **I don't shop online much**: 26%

Base: 185

Base: 153
So, if you’re not Charmin, you should really advertise.

What’s your favorite "go-to" brand for toilet paper?

- Charmin: 37%
- Scott: 22%
- AngelSoft: 16%
- Kirkland: 11%
- Cottonelle: 9%
- Quilted Northern: 3%
- Store brand: 3%

Base: 185
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.