# Panic buys — 23 behaviors behind the toilet paper shortages.

December 13<sup>th</sup>, 2021



#### Time frame.

• 12/6 to 12/10, 2021.

#### 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.

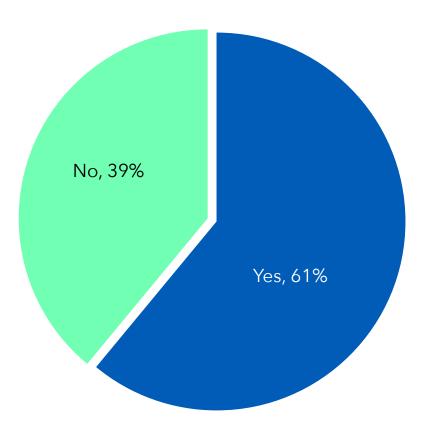
- MFour used Surveys On The Go® to identify consumers leaving Costco.
- Buyers who'd purchased household essentials while at Costco, were surveyed for feedback.



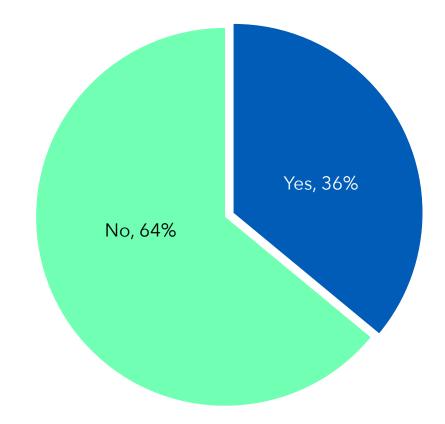
#### When lockdowns started, buyers faced new fears.



Did you stock up on toilet paper?



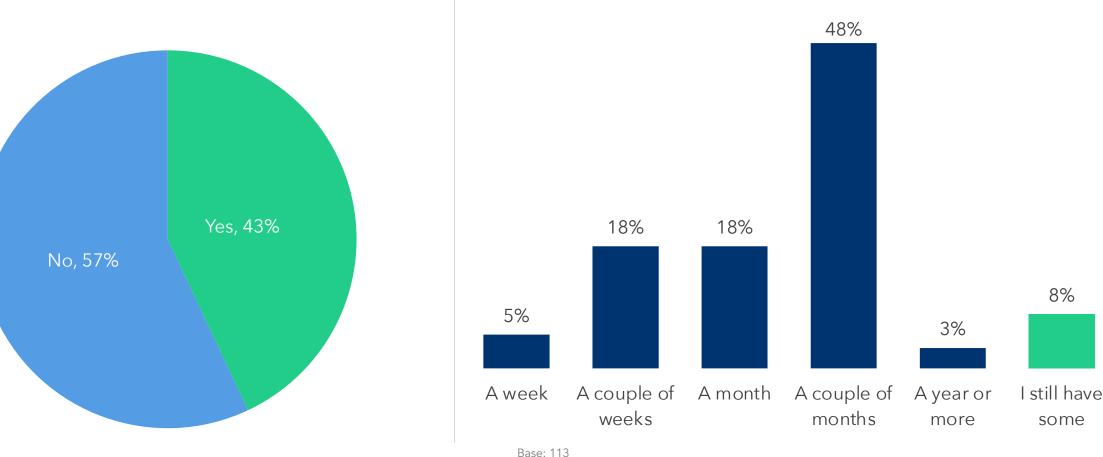
Did you ever run out of toilet paper?



#### Stockpiling was a way to deal with their anxiety.

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

How long did your pandemic stockpile last?



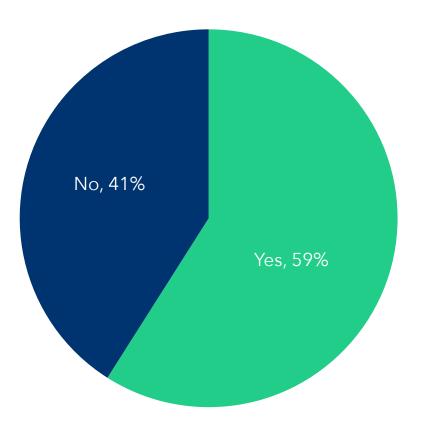
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#### And, the truth is, they're still scared of shortages.



Do you think a toilet paper shortage will ever return?

What shortage do you think we'll have next?





#### This event changed *where* they purchase toilet paper.



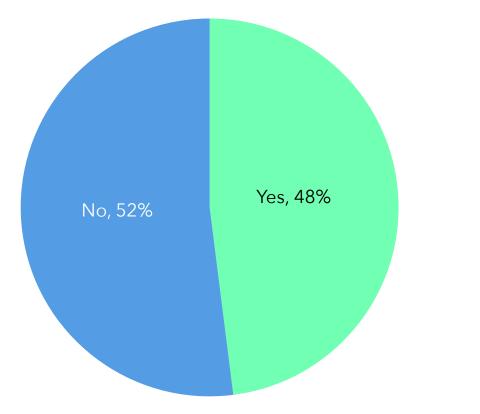
Did you change where you buy toilet paper?



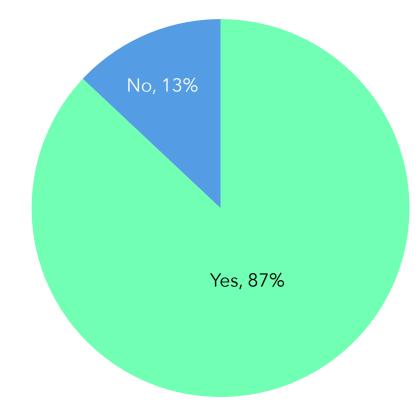
#### And, it changed *their brand* of toilet paper.



Did you change toilet paper brands during the pandemic?



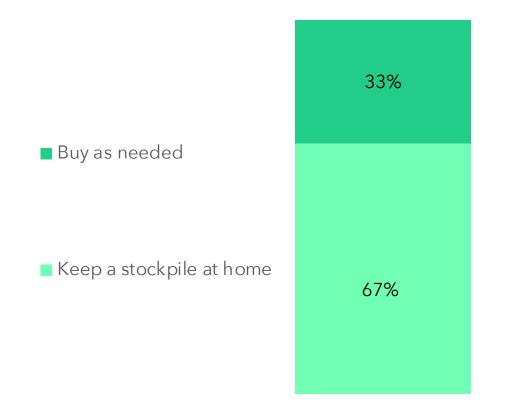
Were you willing to buy a different brand, or type than you usually do?



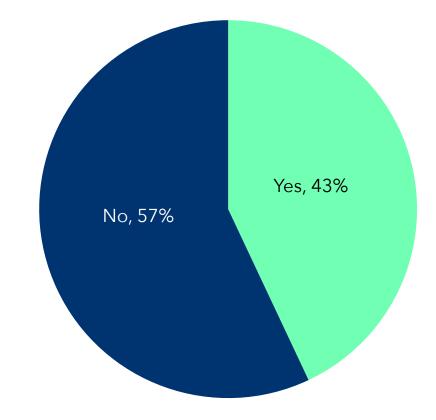
#### Now, two years later, consumers are still stockpiling.



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

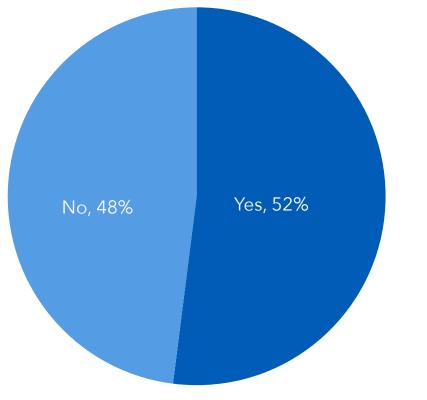


You said you have a stockpile at home, is it leftover from when the pandemic started?

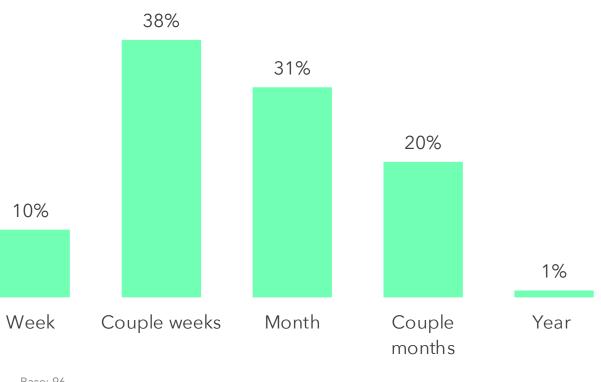


#### Most buyers stock up for an extra couple of weeks.

Do you find yourself stocking up <u>more</u> now than before the pandemic?



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

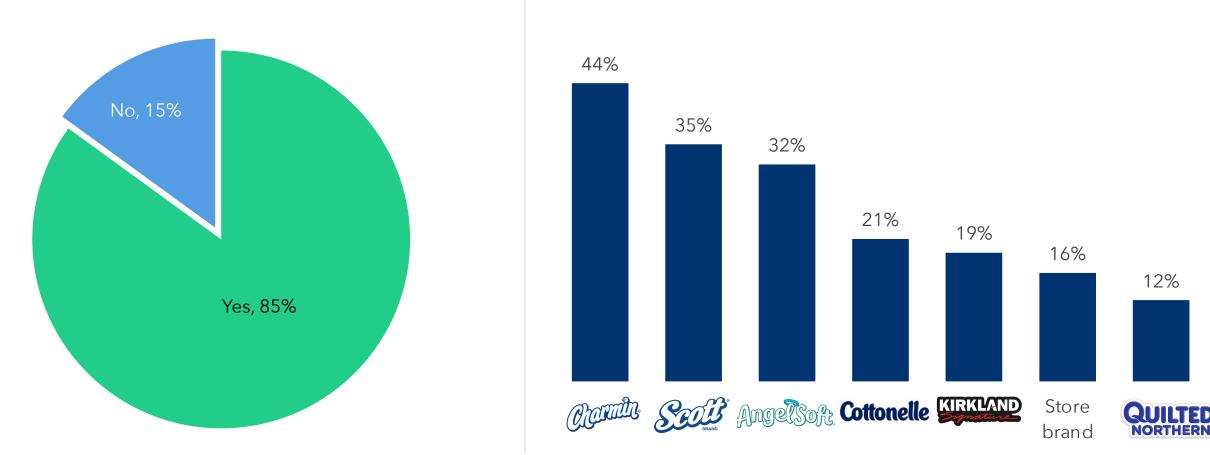




#### But, they're loyal again, so brands should get out there.



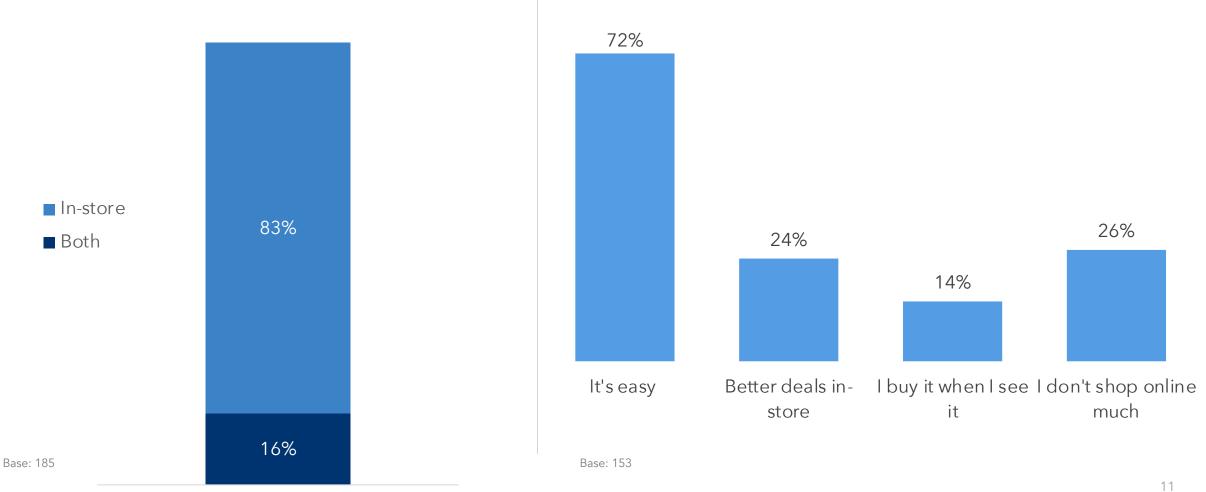
Have you gone back to your original brand? Take a look, which brand(s) do you have right now?



#### Here's where they buy their toilet paper, and why.

Are you more likely to buy toilet paper instore, or online?

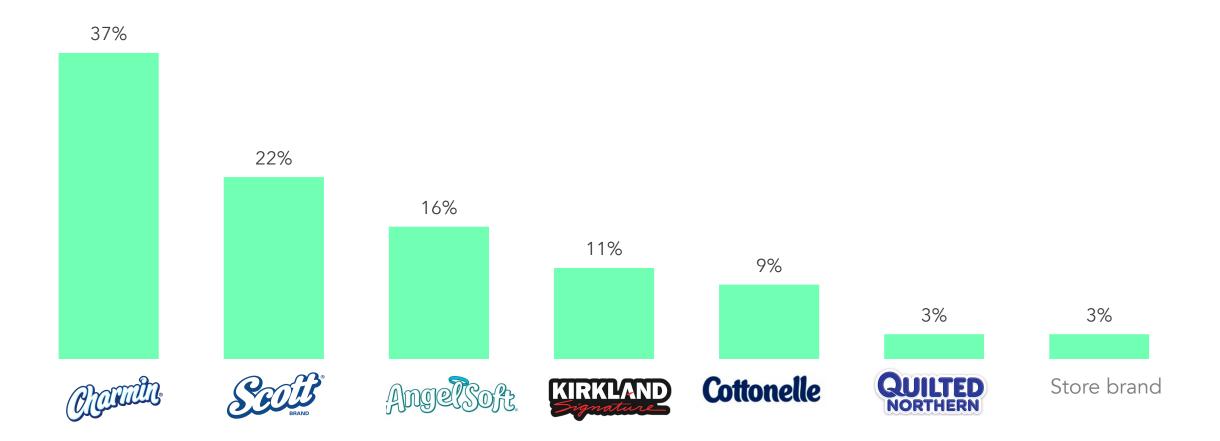
You're more likely to buy toilet paper in-store, why?



#### So, if you're not Charmin, you should really advertise.



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





## 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.



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