Panic buys — 23 behaviors behind the toilet paper shortages.

December 13th, 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.

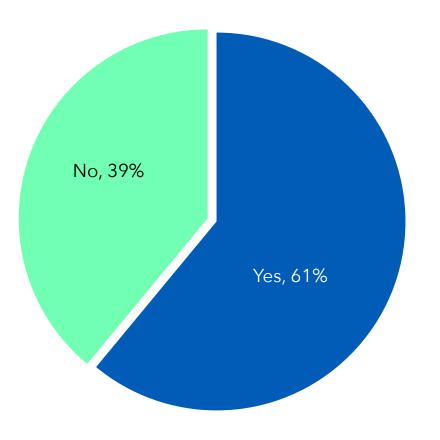
- MFour used Surveys On The Go® to identify consumers leaving Costco.
- Buyers who'd purchased household essentials while at Costco, were surveyed for feedback.



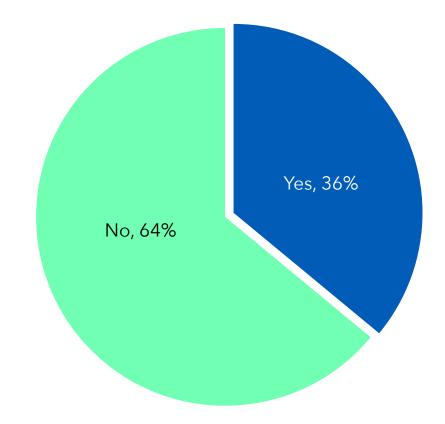
When lockdowns started, buyers faced new fears.



Did you stock up on toilet paper?



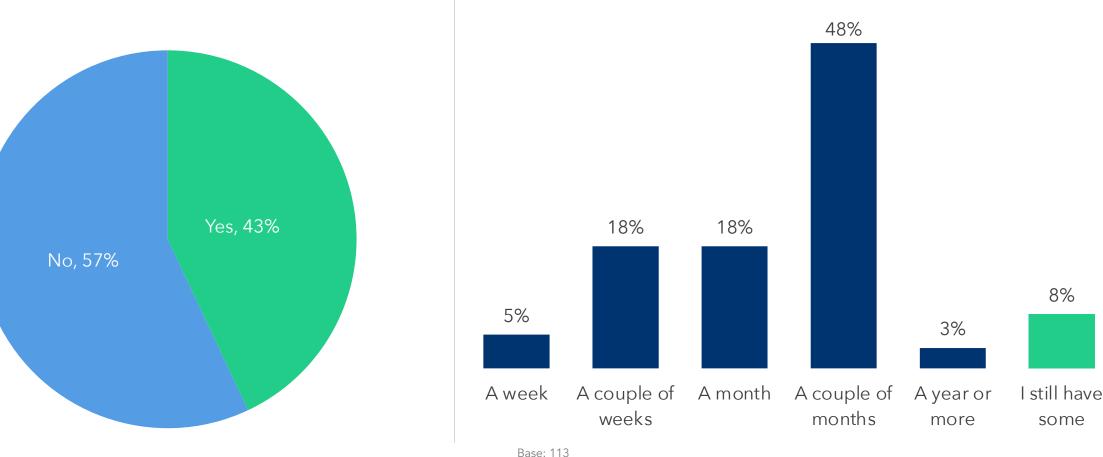
Did you ever run out of toilet paper?



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?



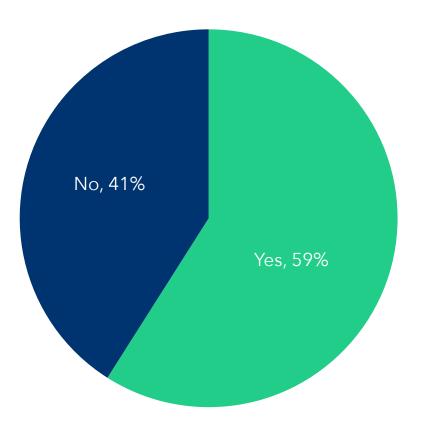
mfour

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.



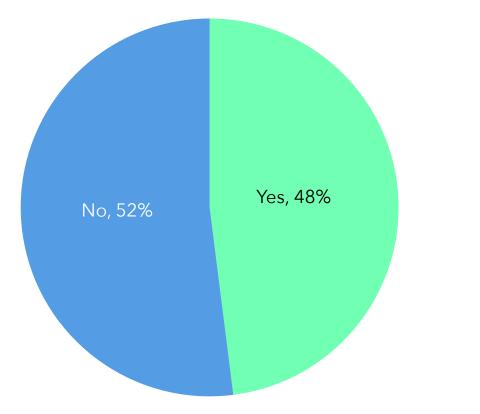
Did you change where you buy toilet paper?



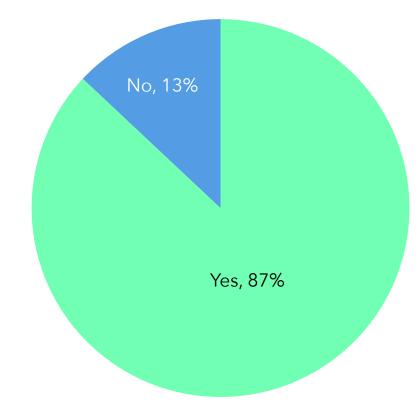
And, it changed *their brand* of toilet paper.



Did you change toilet paper brands during the pandemic?



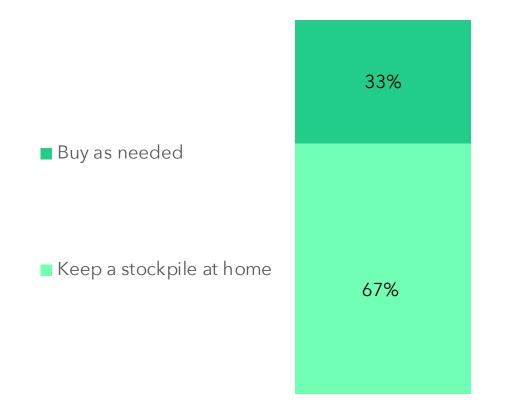
Were you willing to buy a different brand, or type than you usually do?



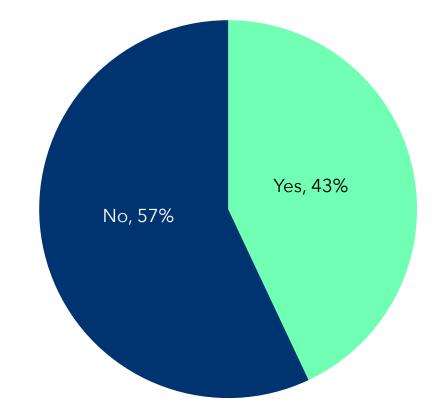
Now, two years later, consumers are still stockpiling.



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

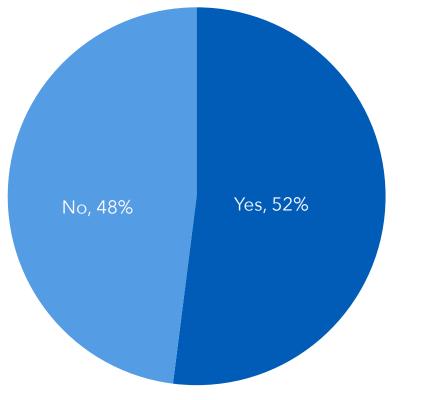


You said you have a stockpile at home, is it leftover from when the pandemic started?

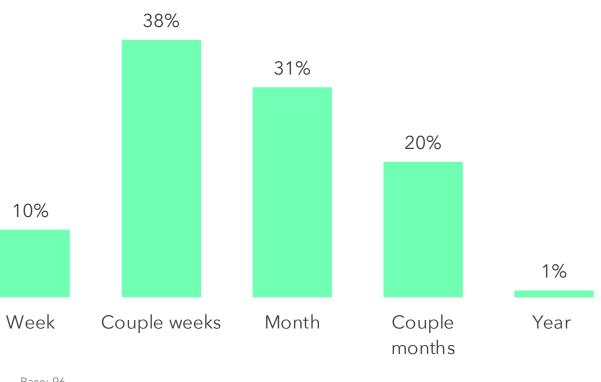


Most buyers stock up for an extra couple of weeks.

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... ?

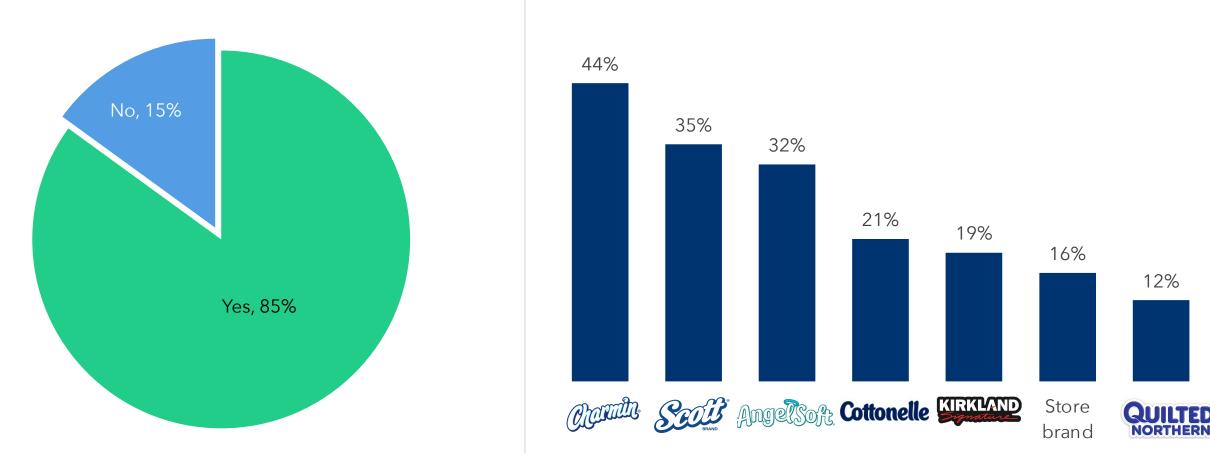




But, they're loyal again, so brands should get out there.



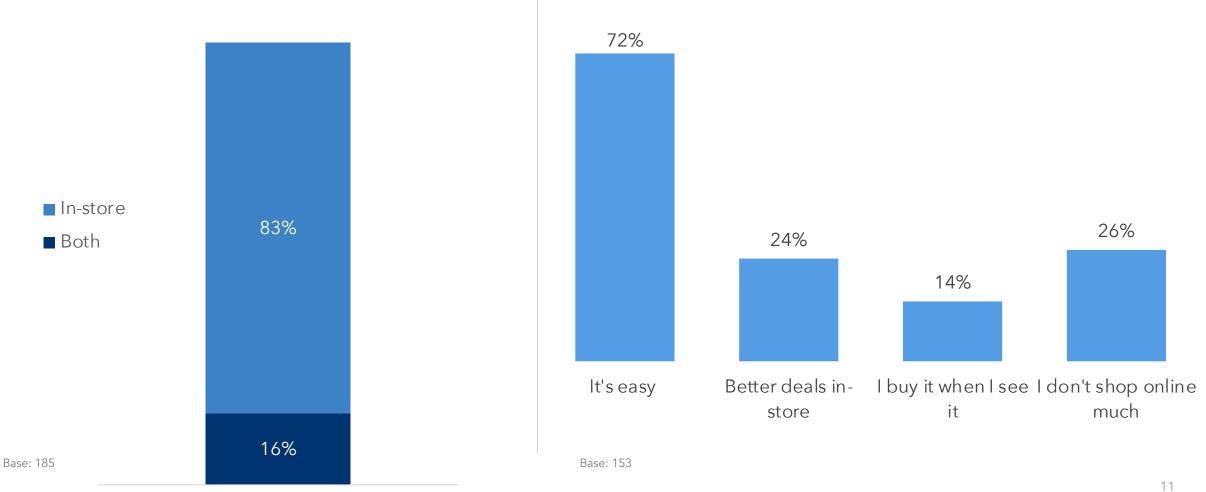
Have you gone back to your original brand? Take a look, which brand(s) do you have right now?



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

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

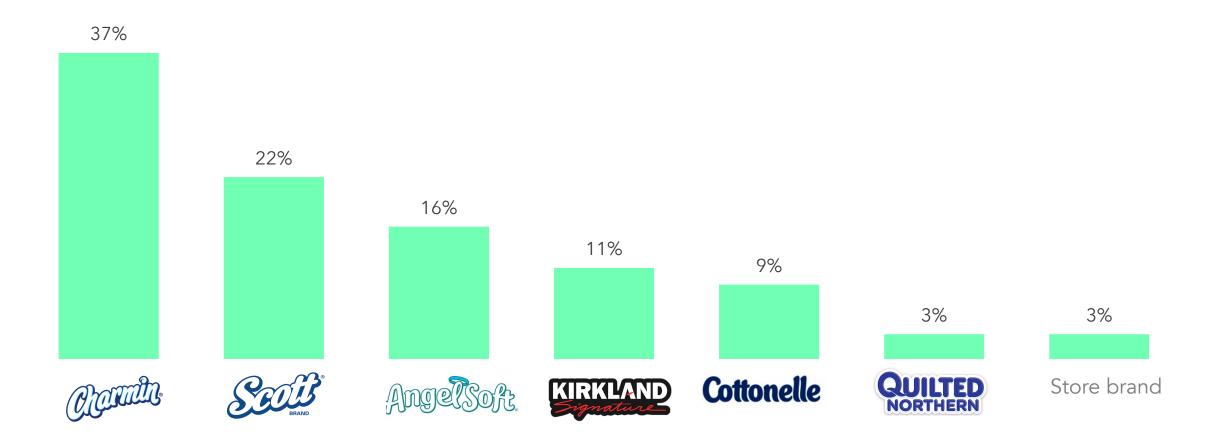
You're more likely to buy toilet paper in-store, why?



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.



Choose better market research.