

2 years of COVID consumer behavior.

2020

February, 2020

38% airport traffic decreased.

72% expected COVID to last more than 2 months.

March, 2020

92% limited time with friends and family.

74% started working remotely.

April, 2020

73% started spending on apps.

62% were shopping alone in-store.

May, 2020

63% started to socialize with family.

55% committed to new brands.

June, 2020

44% still hesitant to resume normal activities.

26% are buying lots of water and cleaners.

July, 2020

86% of summer activities are cancelled.

70% have concerns about their children's health related to COVID.

August, 2020

99% satisfied self-service check-out.

53% choose self-check-out over cashier-assisted.

September, 2020

59% of shoppers now think Amazon has a monopoly.

93% say they want to try a new app—Walmart launches W+.

October, 2020

79% switch dating apps for a better experience.

Hinge steals 60% market share from Tinder as people try to date in a pandemic.

November, 2020

81% of companies open to long-term remote work.

79% say they're more productive working from home.

December, 2020

72% delivered gifts for Christmas.

40% planned to spend \$500+ for the holidays.

January, 2021

49% buying luxury products.

55% say their income is down.

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2021

February, 2021

84% drinking more (or the same) amount of soda.

March, 2021

54% of singles – had no kisses for 6 months.

76% remember seeing Coke and Pepsi ads.

49% quality time together is up since COVID.

April, 2021

42% of Californians will travel in the next 3 months.

28% will shop in-store + on-line from now on.

May, 2021

23% of Californians will make a big purchase in the next 3 months.

24% of a web traffic increase over last 15 months.

June, 2021

53% use Uber Eats more than they did pre-COVID.

67% increase to T-Mobile stores in New York.

July, 2021

42% use the Target app more now too.

47% increase in foot traffic to LA Fitness.

August, 2021

82% say they want more out-of-home ads.

September, 2021

34% of cell phone shoppers hurt by the chip shortage.

58% say out-of-home ads are trustworthy.

50% will switch carriers to get a new phone.

October, 2021

81% of older Millennials are job hunting.

November, 2021

75% of large U.S. firms saw a bump in revenue.

12% of new spending is from mobile devices.

30% spike in foot traffic at Belk stores.

December, 2021

85% are back to being brand loyal.

53% stockpiling on toilet paper.