GRAB & GO!
32% of shoppers want a quick trip. Prep stores for grab & go buyers.

BRAND IS COMING BACK.
12% of shoppers are only buying their preferred brands. Keep advertising.

METHODOLOGY:
The Surveys on the Go® Mobile App was used to collect insights into consumers' in-store shopping behaviors in response to the COVID-19 outbreak, trending over time. N=1,200 to 2,400/week. Male (50%) and Female (50%). Ages Under 35 (50%) and ages 35+ (50%). Nationally Representative. Data Collection Period: May 3rd to May 10th.

CONSUMERS ARE EVOLVING. GET IN THE GAME.

TIME TO COUPON.
Price drives purchases in beverages: 39%
Price drives purchases in dairy: 37%
Coupon to win share.

STOCK THE SHELVES.
36% of shoppers leave if you don't have their items. Keep shelves stocked.

PREP SELF-SERVICE.
56% of shoppers using self-service checkouts. Be ready for these buyers.

↓5% The number of consumers who view COVID-19 as a threat is down.

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