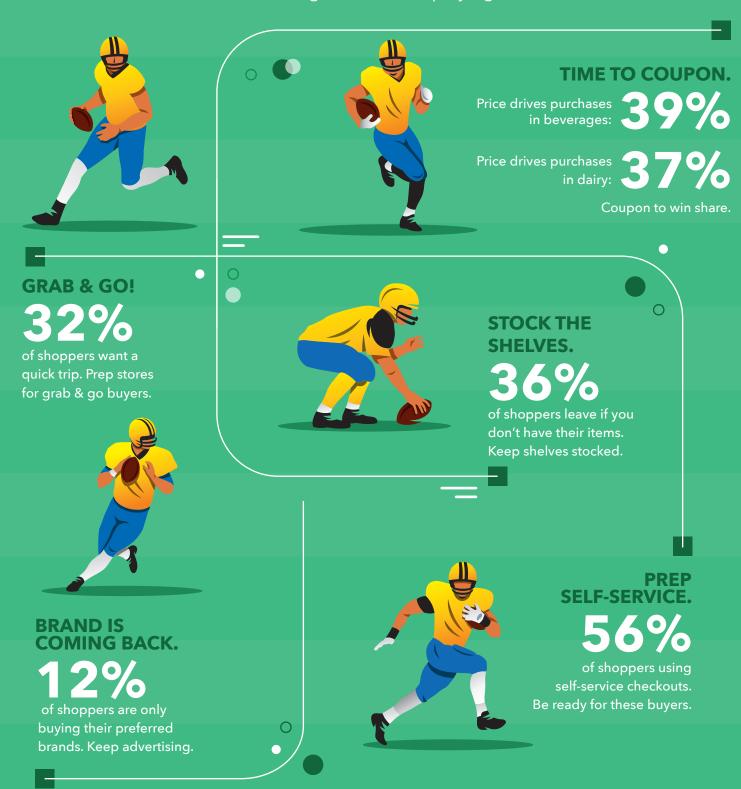


BRAND LOYALTY MAKING A COMEBACK?

12% of shoppers are now only buying preferred brands.

We've been given an even playing field.



CONSUMERS ARE EVOLVING. GET IN THE GAME.

15%

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

17%

The number of consumers less worried about the virus spreading is, up 7% from week 1 of our tracker.

↓5%

Significantly less people are nervous or stressed, down from last week.

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.