

7 Months of COVID-19

How consumer attitudes and preferences are changing

Curious about how COVID-19 is influencing shopper behavior 7 months after the outset? Here is a look at some of the numbers.

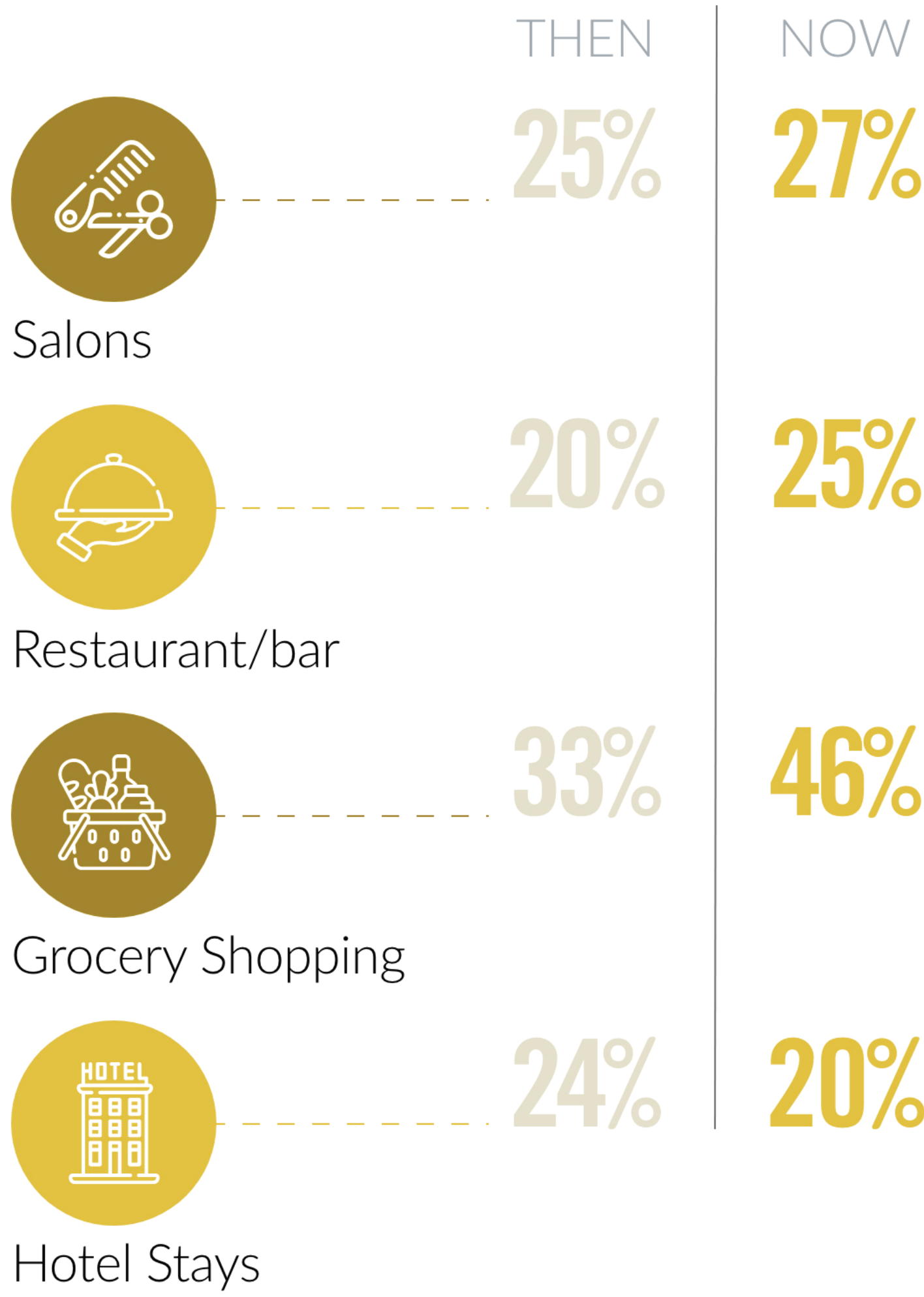
Willingness to frequent brick & mortar retail:

THEN:

91% of consumers were eager to return to restaurants, movie theaters, gyms & salons. (MomentFeed)

NOW:

73% of Americans are waiting for milestones (i.e. Vaccine) before they engage in out of home activities. (McKinsey)



Sense of Trust

Gratitude for Retailers

THEN:

71%



In March, 71% indicated they will **lose trust in a brand** forever if they sense it is putting profit over people. (Edelman)

94%



In April 2020, 94% of consumers reported a **sense of gratitude to retailers** who showed concern through actions such as extra cleaning/sanitizing, delivery services, special hours and purchase limits. (Decooda)

NOW:

46%



Edelman special update says only 46% feel that **businesses are doing a good job keeping me safe.** (Edelman)

NPS SCORE OF +73

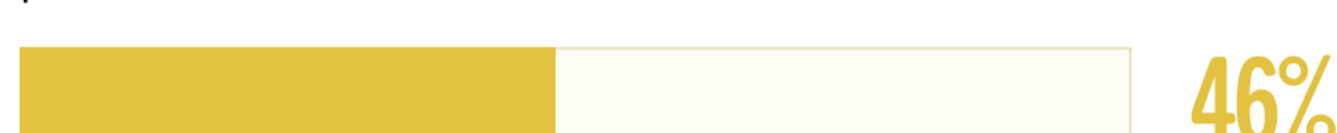
Ongoing research revealed improved **NPS scores of +73** for "above and beyond" brands during COVID-19 lockdown. Overall, Letting People Down Retailers/ Brands had NPS Scores of - 85. (Decooda)



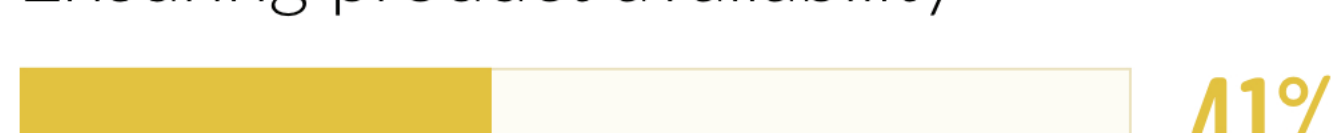
How well do consumers think brands are handling COVID-19?

(Edelman Trust Barometer)

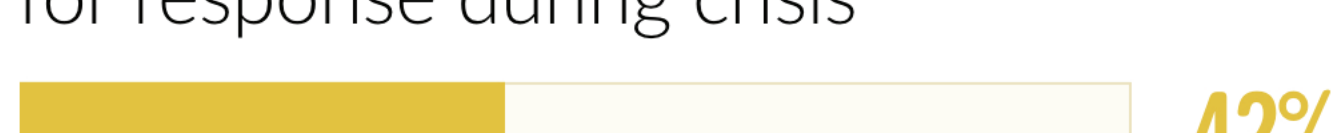
Implementing safety measures to protect workers and customers



Ensuring product availability



Meeting overall expectations for response during crisis



Partnering with others to create the strongest and most effective response



Putting people before profits



What should **retailers focus on** now to stand out?

Protect everyone	Employ technology to benefit all	Engage with your community	Remove human contact but keep the human connection
Demonstrate clean and safe environments and show care for associates	Put as much control as possible in your customers hands	Listen to your customers and keep an ear out for local news	Use technology to ease friction (BIPOS) but don't forget old-fashioned ways (thank you notes) to show your care

REVISITING:

Retail Life in the Time of COVID-19

Read our updated research on shopper sentiments during COVID-19

[CLICK HERE](#)

Sources: 1. "Understand Consumer Decision-Making during COVID-19 and Beyond." Kantar. Understand People, Inspire Growth., 11 June 2020, www.kantar.com/inspiration/coronavirus/understand-consumer-decision-making-during-covid-19-and-beyond. 2. Chann, Tamara, et al. "Global Surveys of Consumer Sentiment during the Coronavirus Crisis: Marketing & Sales." McKinsey & Company, 19-23 Aug. 2020, www.mckinsey.com/business-functions/marketing-and-sales/our-insights/global-surveys-of-consumer-sentiment-during-the-coronavirus-crisis. 3. "COVID-19 Barometer Finding Growth in the Post-Pandemic Recession." Kantar. Understand People, Inspire Growth., 10 June 2020, www.kantar.com/company-views/covid-19-barometer-finding-growth-in-the-post-pandemic-recession. 4. Kiran, Prem. "8 Consumer Behavior Trends Here to Stay in the COVID-19 Retail Aftermath." RIS News, 9 July 2020, rsnews.com/8-consumer-behavior-trends-here-stay-covid-19-retail-aftermath. 5. Decooda Webinar. "Journey Interrupted: Rethinking the Customer Experience After the Coronavirus." Webinar 2: Physical and Mental Health. 6. "2020 Edelman Trust Barometer Spring Update: Trust and the Covid-19 Pandemic." Edelman, 5 May 2020, www.edelman.com/research/trust-2020-spring-update. 7. Brewer, Duncan, et al. "Responding To COVID-19: Six Things Retailers Should Do To Keep Calm And Carry On." Marsh & McLennan Companies, Oliver Wyman, 2020, www.mmc.com/insights/publications/2020/march/responding-to-covid-19-six-things-retailers-should-do-to-keep-calm-and-carry-on. 8. Vader, René, et al. "The Realities of Retailing in a COVID-19 World." KPMG, KPMG, 19 Mar. 2020, home.kpmg/xx/en/home/insights/2020/03/realities-of-retailing-in-covid-19-world.html. 9. Evans, Michelle. "7 Predictions For How COVID-19 Will Change Retail In The Future." Forbes, Forbes Magazine, 19 May 2020, www.forbes.com/sites/michelleevans/2020/05/19/7-predictions-for-how-covid-19-will-change-retail-in-the-future/. 10. Forrester Customer Experience Performance Index (2007-09); press search 11. Diebner, Rachel, et al. "Adapting Customer Experience in the Time of Coronavirus." McKinsey & Company, McKinsey & Company, 12. April 2020, www.mckinsey.com/business-functions/marketing-and-sales/our-insights/adapting-customer-experience-in-the-time-of-coronavirus.