

# CORONAVIRUS V9 CONSUMER SHOPPING BEHAVIORS AS VACCINES ROLL OUT

JANUARY 2021

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## NOT ALL CONSUMERS FEEL COMFORTABLE BEING VACCINATED

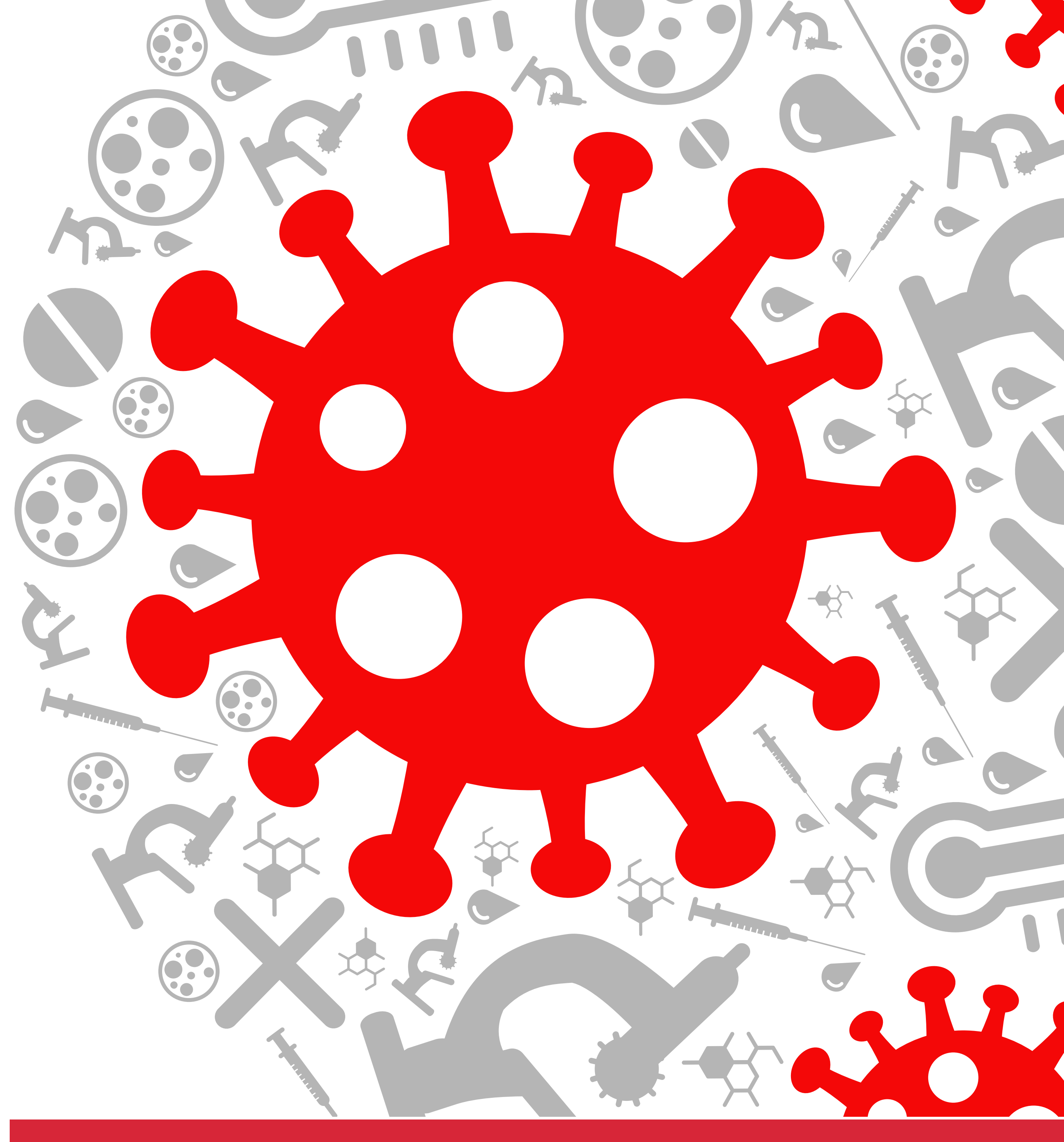
## MOST CONSUMERS WILL NOT RUSH BACK TO STORES AFTER GETTING VACCINATED

## SPIKES IN COVID-19 ARE INFLUENCING IN-STORE SHOPPING AND SPENDING

## PEOPLE STILL DON'T FEEL SAFE DOING THE FOLLOWING...

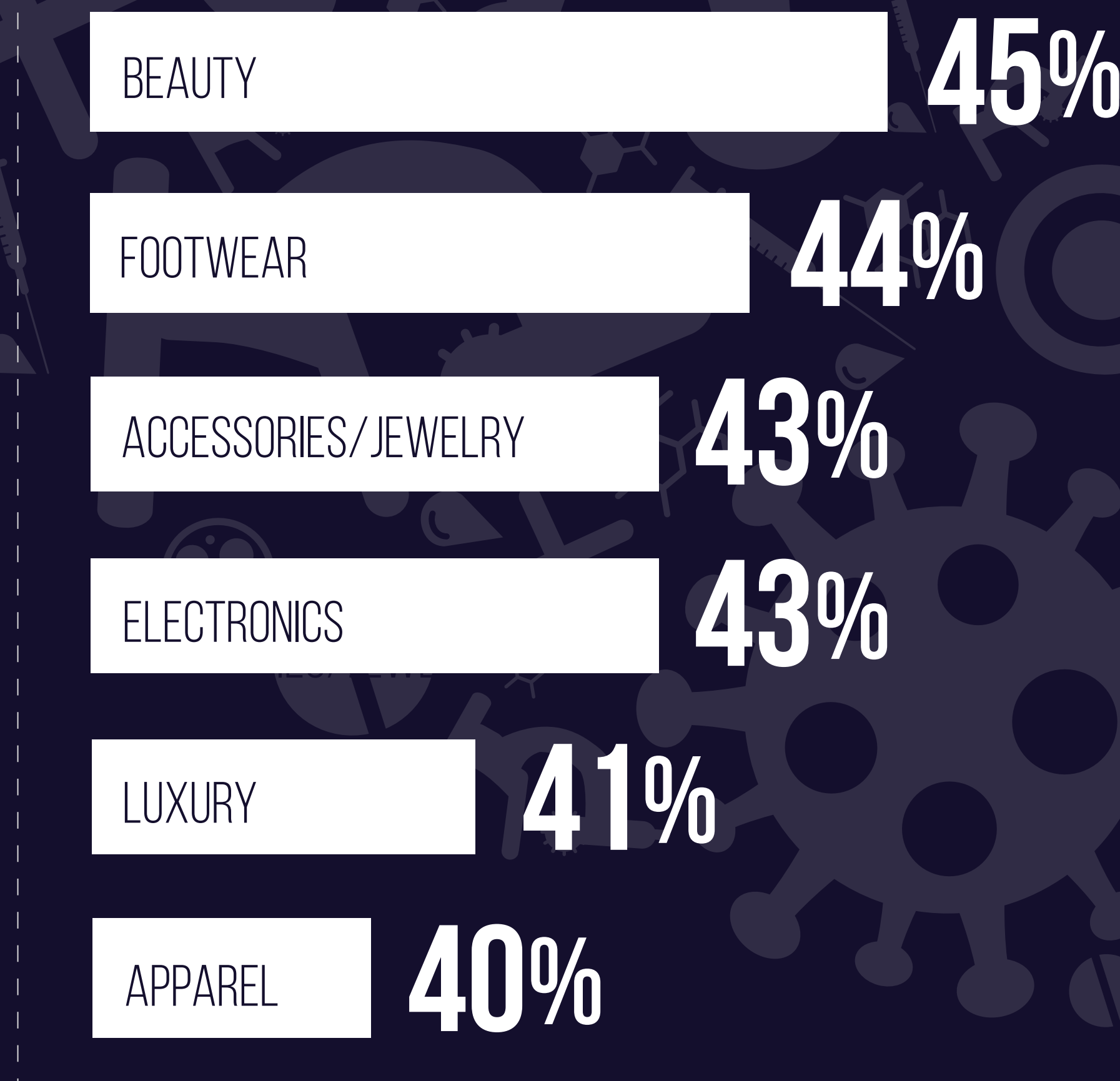
## 69% INCREASE IN CONSUMERS CUTTING BACK ON SPENDING DUE TO CORONAVIRUS

## 73% INCREASE IN CONSUMERS SAYING CORONAVIRUS IS IMPACTING THEIR PURCHASE DECISIONS



31%

OF CONSUMERS **WON'T GET OR ARE NOT SURE** IF THEY WANT TO RECEIVE THE COVID-19 VACCINE



61%

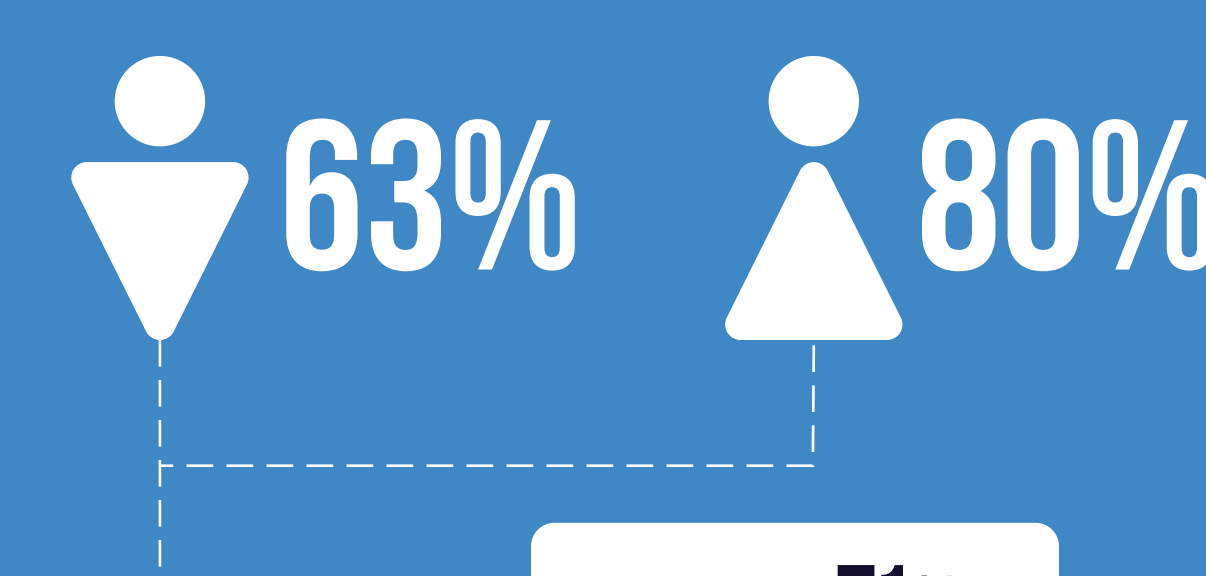
OF CONSUMERS INDICATED THAT THEY WOULD **SIGNIFICANTLY OR SOMEWHAT CUT BACK SPENDING** IF A NATIONAL LOCKDOWN WERE ENFORCED

60%

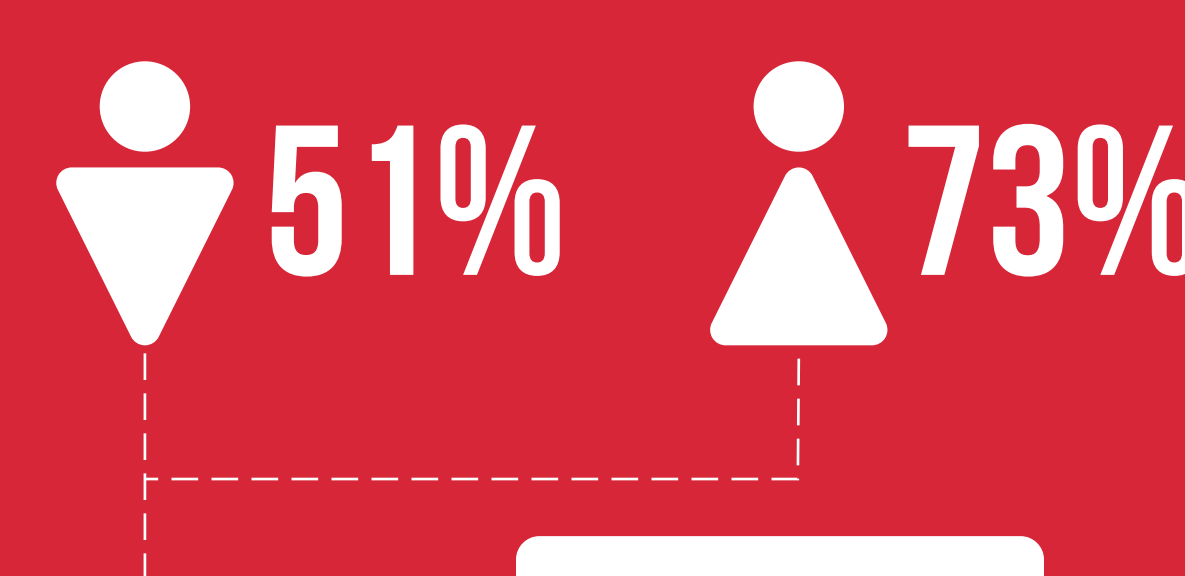
OF RESPONDENTS STATE THAT **SPIKES IN COVID-19 CASES ARE DETERRING THEM** FROM SHOPPING IN-STORE



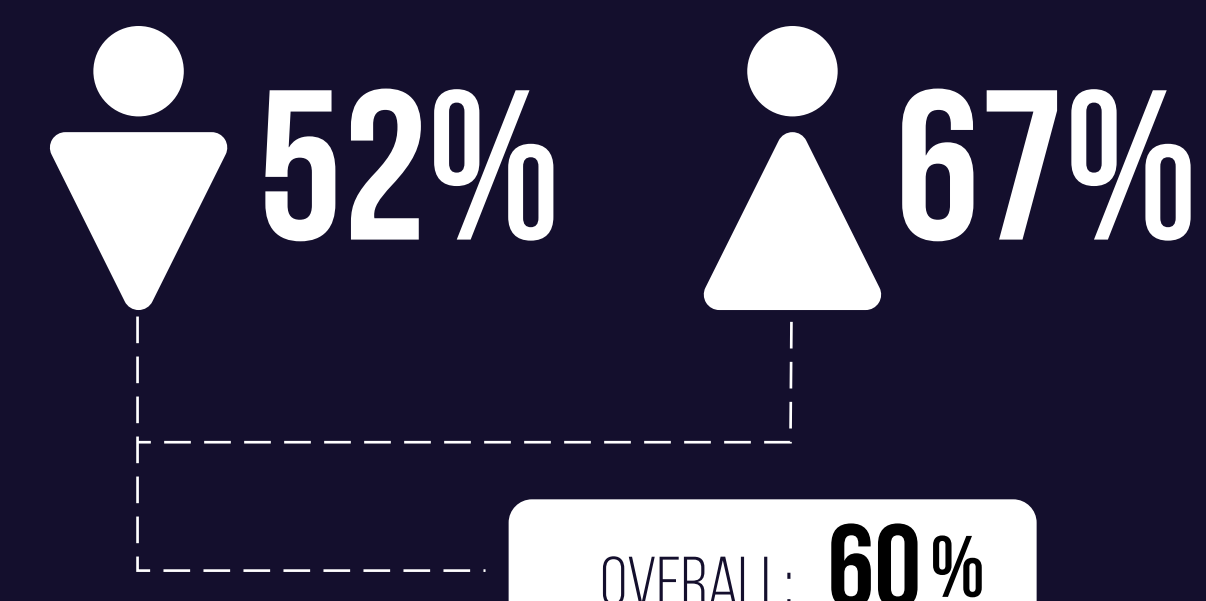
TESTING BEAUTY PRODUCTS/MAKEUP



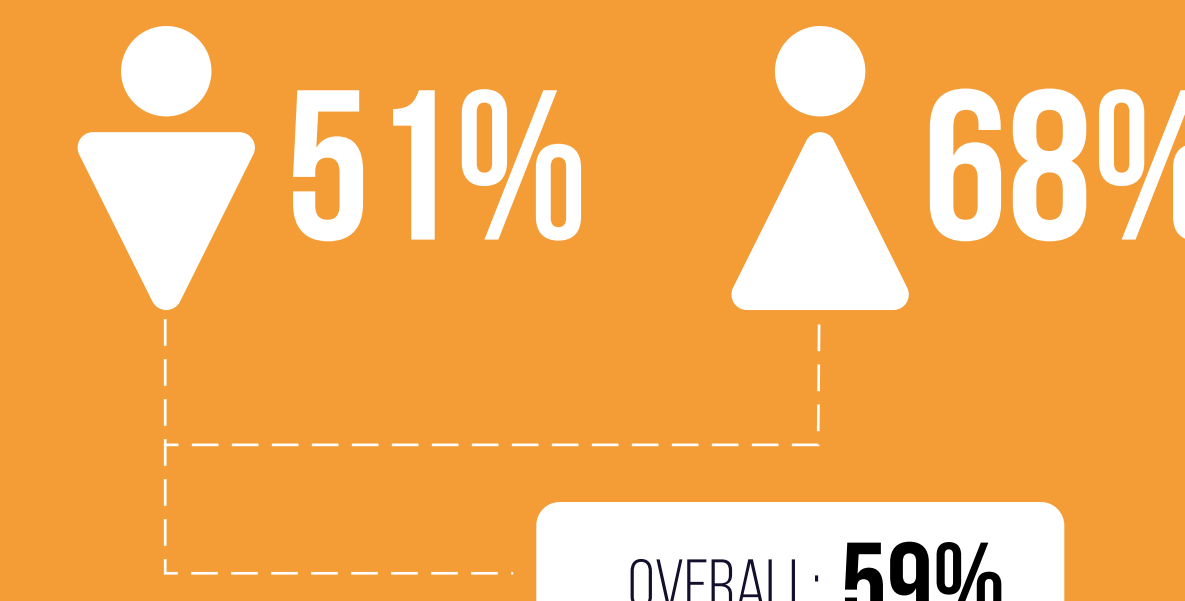
TRYING ON PRODUCTS IN A DRESSING ROOM



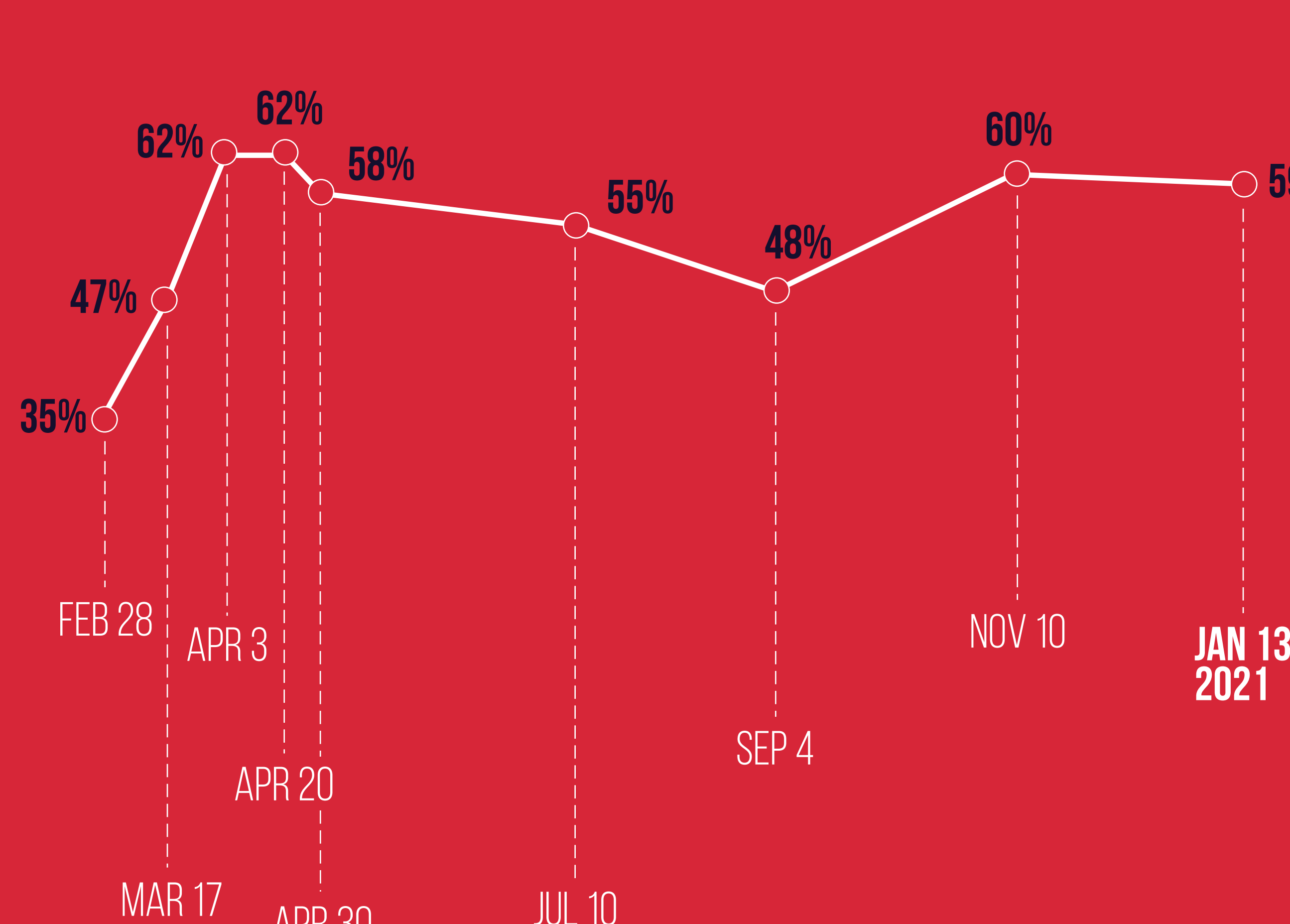
TRYING ON SHOES



WORKING WITH A SALES ASSOCIATE



SAY THEY ARE CUTTING BACK ON SPENDING DUE TO CORONAVIRUS



CONSUMERS SAY CORONAVIRUS IMPACTED THEIR PURCHASE DECISIONS

