

Looking into 2021 Behaviors

During the COVID-19 Pandemic

This week's insights were collected Friday, December 11 – Monday, December 13 among a general population of n=300 U.S. consumers age 21+.

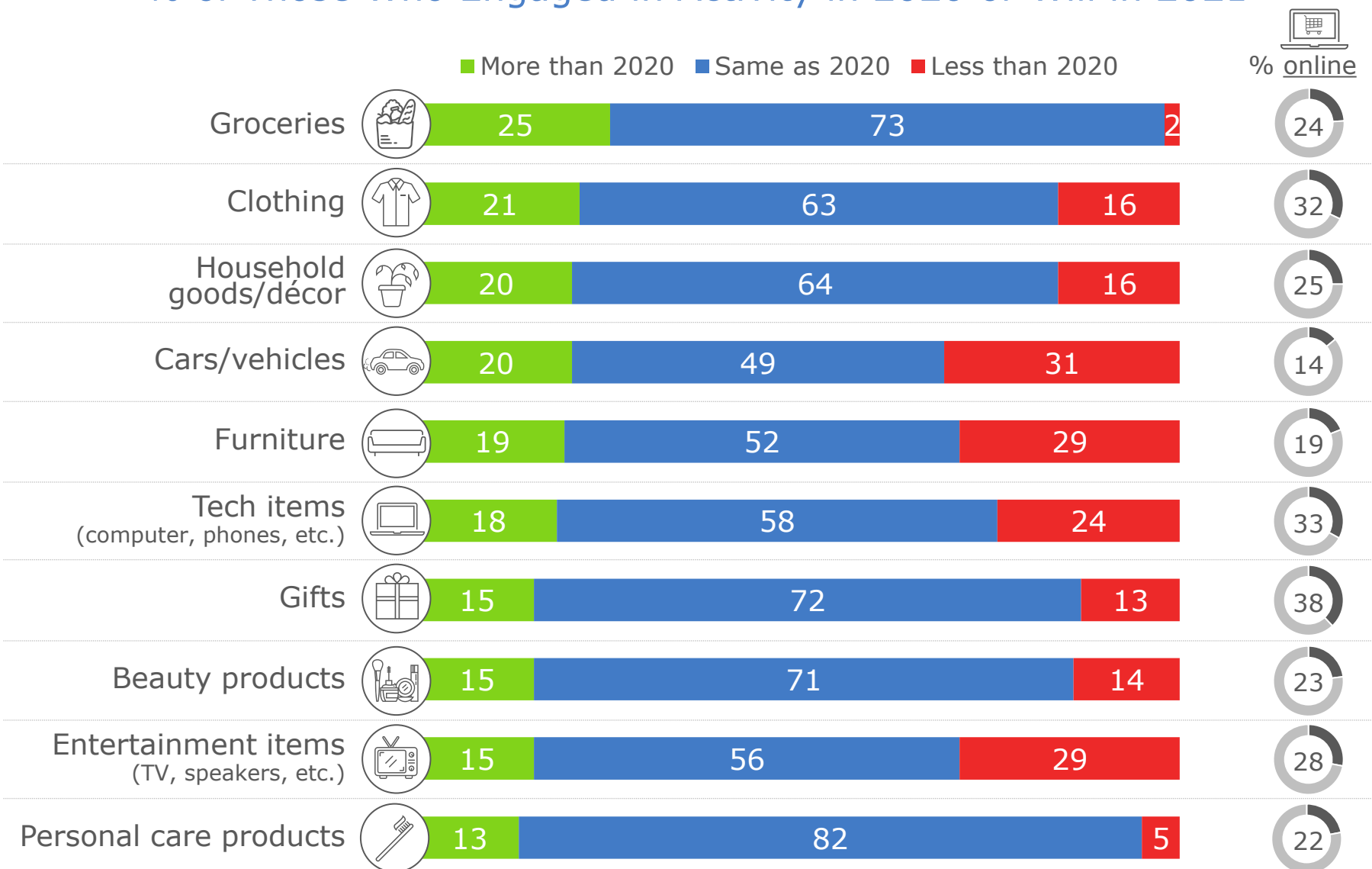
Small Businesses Likely to See a Boost in 2021.

With New Year's approaching, consumers indicate increases in supporting small and local businesses in 2021. Consumers also want to eat healthier in 2021, increasing meals prepared at home. Grocery shopping is also likely to see increases. In person pick up/curbside versus delivery is likely to dominate online grocery shopping as well as restaurant orders.

Areas with less activity in 2021 are bigger ticket items, such as shopping for entertainment items, cars/vehicles, and furniture.

Shopping in 2021

% of Those Who Engaged in Activity in 2020 or Will in 2021



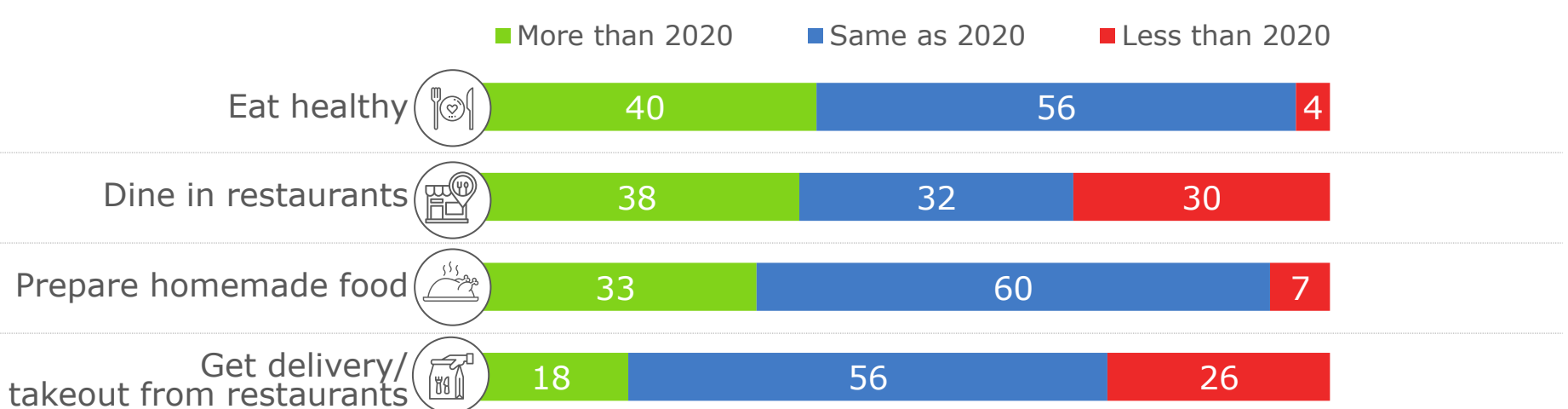
Frequency of Pick-Up/Curbside vs. Delivery of Online Grocery Orders

% of Those Ordering Online in 2021



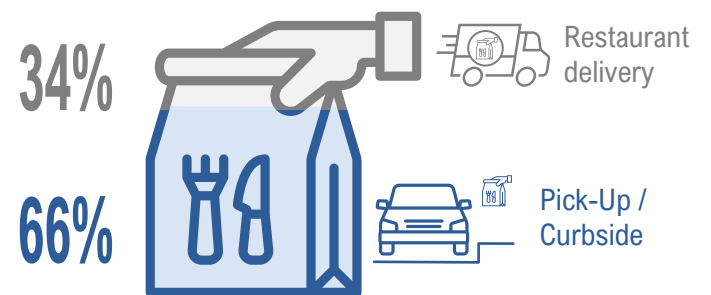
Changes in Dining Habits in 2021

% of Those Who Engaged in Activity in 2020 or Will in 2021



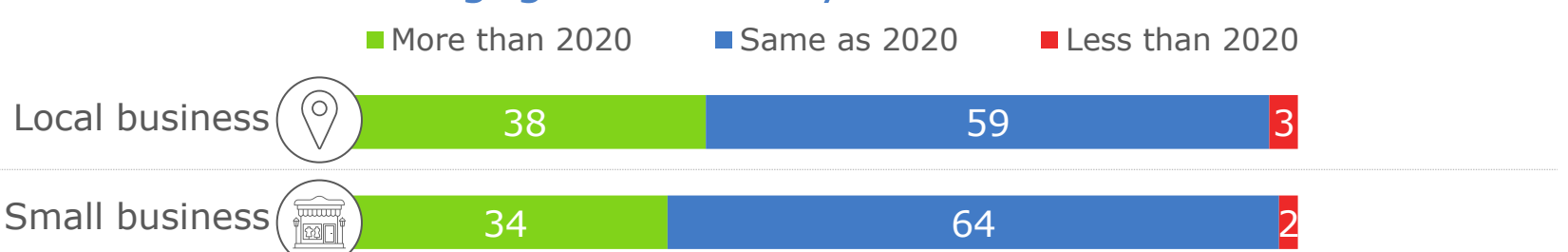
Frequency of Pick-Up/Curbside vs. Delivery from Restaurants

% of Those Getting Takeout in 2021



Supporting Local & Small Business in 2021

% of Those Who Engaged in Activity in 2020 or Will in 2021



Base: Total (n=300)
 Q1: Thinking ahead to 2021, do you think you will do more, the same, or less of each of the following activities in 2021 compared to your behavior in 2020?
 Q2: What percent of your shopping for each of the following do you expect will be online in 2021?
 Q3: When you purchase groceries online, what percent of the time will you have the groceries delivered versus picking up in store or curbside?
 Q4: When you get takeout/delivery from restaurants, what percent of the time will you have the food delivered versus picking up in the restaurant or curbside?