

SHIFTING SHOPPER BEHAVIOR SURVEY AND SEGMENTATION

Seven months into the global pandemic, shifts in shopper behavior are still occurring as individual financial situations and concerns evolve. Segmenting shoppers based on economic impact can help you adapt quickly to ongoing changes in behavior and drive growth in 2021

IN-DEPTH CONSUMER INSIGHTS WHEN YOU NEED THEM MOST



CONNECT ATTITUDINAL AND SHOPPER BEHAVIOR DATA FOR THE MOST ACTIONABLE INSIGHTS

Attitudinal Insights from Shifting Shopper Survey

- Understanding *why* shopper behavior changed - whether it's concern over rising prices, sudden unemployment or change in living situation - can provide a unique lens into how you can reach your shoppers more effectively through distribution, innovation and marketing.

60%

OF HOUSEHOLDS EXPECT THEIR ROUTINES TO REMAIN ALTERED FOR AT LEAST THE NEXT FOUR MONTHS

Activate on Specific Shopper Segmentations

- Qualitative insights are most effective when you can link an opinion or attitude with a transpired impact on behavior. Shopper segmentation takes this one step further by focusing on the attitudes, and shopper groups, that impact your business the most.
- Isolate shoppers based on COVID's economic impact to analyze changes in behavior on channels, categories, brands so you can adapt your strategy alongside your shopper's changed behavior.

46%

OF CONSUMERS ARE CONCERNED ABOUT MAINTAINING THEIR HOUSEHOLD INCOME

ECONOMIC SEGMENTATION

Constrained Existing	17% HHs
Constrained New	23% HHs
Cautious Middle	32% HHs
Insulated Core	28% HHs

Assess the longer-term structural effects that will impact consumption circumstances and result in significant basket reforms for *constrained* and *insulated* consumers.

How are consumers being affected by the changing economic environment?

Where are Premium brands and outlets more at risk of shoppers trading down?



ILLUSTRATIVE EXAMPLE INSIGHTS IN ACTION



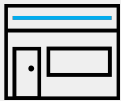
How important are economic segments to your category?

25% of total U.S. yogurt purchases were made by households whose income has declined this year; these newly constrained shoppers are also the only segment to spend more on the yogurt category in the past 6 months which makes them lucrative to attract/retain.



How has their behavior changed?

This segment is a core shopper of Yogurt Brand A, but their purchase volume of Brand A has declined \$10 MM while it's increased \$18 MM with a competitor.



Where are behavior shifts occurring?

The greatest shift occurred at retailer X where the competitor's products cost an average of 10% less.



What's next?

Brand A should evaluate their pricing and promotional strategy at the store level within retailer X because it has the highest demand overlap with newly constrained shoppers. Retailer X's remaining stores skew toward other segments less prone to switching based on price.

SPECIFICATIONS

	ATTITUDES Survey Results & Top Line Report	BEHAVIORS Purchase Behavior by Survey Groups
DELIVERABLE	<ul style="list-style-type: none"> Summary of survey responses by standard demographic buyer groups (Excel) 	<ul style="list-style-type: none"> CASE access to survey questions Can be linked to Nielsen Homescan panel Metrics (e.g., penetration, buy rate, frequency, deal, share, etc.)
OPTIONS	<ul style="list-style-type: none"> Custom behavioral/panel based buyer groups (e.g., brand buyers, shoppers) 	<ul style="list-style-type: none"> Summary Profiles
TIMELINE	Initial delivery starting week of 7/13/2020 <ul style="list-style-type: none"> 1 day turnaround for standard survey results by demographic 1-2 weeks to deliver custom behavioral/panel based buyer groups depending on complexity 	Initial delivery starting week of 7/13/2020 <ul style="list-style-type: none"> 3 days to load into CASE 1-2 additional weeks to deliver market summary and analysis depending on complexity
MARKET	Total U.S. <ul style="list-style-type: none"> HOMESCAN Summer survey fielded July 1, 2020 through July 8, 2020 (Spring survey fielded March 27, 2020 through April 17, 2020) Ending sample n=18,500 households projected to Total US Households 	Total U.S. <ul style="list-style-type: none"> HOMESCAN Summer survey fielded July 1, 2020 through July 8, 2020 (Spring survey fielded March 27, 2020 through April 17, 2020) Ending sample n=18,500 households projected to Total US Households
INVESTMENT	I. Standard Demographic Buyer Groups \$5,000 (Spring + Summer \$8,000) II. Additional custom behavioral/panel based buyer groups (e.g., brand buyers) +5,000 per set of 3 buyer groups	I. HOMESCAN survey questions CASE ACCESS A. \$5,000 per question up to 6 questions B. \$35,000 for all Summer questions

SHOPPER SEGMENTATION

	One Month Access	One Year Access
Homescan Open Access to Shopper Segmentation	\$7,000	\$25,000
Without open access, market summary of 1 category, 50 products, 1 period and 10 facts	\$19,000	

One year access includes monthly segmentation updates through June of 2021

SURVEY CONTENTS

<p>AWARENESS & CONCERN</p>	<ul style="list-style-type: none"> • Awareness of COVID* • Level of concern as it relates to the Presidential Election, Coronavirus (COVID-19), The Flu, Online Privacy, Racial Issues* • Impacts Of Coronavirus on activities, financial situation, life situation, health, etc.* • Impact on social interactions • Attitude toward State closing • Attitude toward State opening
<p>ECONOMIC AND FINANCIAL IMPACT</p>	<ul style="list-style-type: none"> • HH income & financial security • Monitoring HH spending • How are they expecting to spend stimulus check* • Currently working (full/part time) • Work location (in home/outside the home) • When expect to resume working away from home • Job impacted due to COVID* • When expect return to work • Receiving Unemployment* • Coronavirus Pandemic EBT benefits • Change in financial situation vs. a year ago • Increase in ways of saving money if economic conditions got worse • Level of future financial security
<p>ECONOMIC IMPACT ON SHOPPING BEHAVIOR</p>	<ul style="list-style-type: none"> • Food security in the past month • Food security since COVID outbreak • Likelihood to make major purchases in the next 6 months • Level of concern about rising retail prices for food products • Level of concern about rising retail prices for personal care products • Level of concern about rising retail prices for household products • Preferred solution to combat rising retail prices • Change in spending in various areas to save money • Change in category spending to save money • Purchase recall for everyday items • Expected change in purchase of everyday items to save money
<p>IMPACT ON ACTIVITIES</p>	<ul style="list-style-type: none"> • How often eating at home in the past month • How often eating at home before COVID • How often planning to eat at home in future • How often spending time at home in the past month • Change in time spent at home since COVID • How long will the change last
<p>STORE CHANGES AND CHANNEL SHIFTING</p>	<ul style="list-style-type: none"> • How often wore mask in various situations • Expected store changes • Type of products out of stock in past month • Expected change in online category purchase • Extent of category purchased online vs. in-store • Expected extent of category purchase online vs. in-store • Food purchase behavior change since last year
<p>CATEGORY SPECIFIC QUESTIONS</p>	<p>Pet/Beauty/BevAl</p>

*trendable to spring survey

FOR MORE INFORMATION PLEASE GO TO <https://go.nielsen.com/covid-19-contact-us-evolving>

FREQUENTLY ASKED QUESTIONS

Can I use my fund to pay for this deliverable?

Yes.

Can I get panel metrics if I am not currently a CASE customer?

Yes. Speak with your CS team for investment options.

Are the survey results representative of total US?

Yes, survey results have been projected to be representative of total US Households.

Can I compare results across standard demographic groups?

Yes, the syndicated report will compare results across standard demographic groups.

Can I compare results across custom demographic groups?

Yes, for an incremental cost the results can be compared across custom demographic groups, assuming information is available.

Can I create a Spectra Profiles from the survey?

Yes, for an incremental cost you can create a Spectra profile from survey respondents, given they are a large enough sample in the survey.

Can I compare results across my custom segments/buyers/shoppers?

Yes, for an incremental cost the results can be compared across your custom segments/buyers/shoppers, defined with actual purchase behavior or a segmentation you have already scored to the Panel.

Can I check respondent counts for survey questions before deciding if the group should be loaded to CASE for profiling?

Yes, we always recommend checking respondent counts before selling the group for access in CASE and we will help you assess feasibility before making recommendations to your client.

Can I get Powerpoint slides summarizing survey results and findings?

No, at this time we are only delivering results in Excel.

How long will the survey results be valid?

The survey responses reflect attitudes during the period responses were being collected (7/1-7/8). As information about the virus changes, attitudes are expected to shift. If attitudes change dramatically after 7/8, Nielsen may repeat the survey to measure those changes.

Can I understand which consumer groups are most important to my business?

Yes, we can identify important groups of respondents from the survey and quantify how much they bought your category/brand or shopped at your store in the past year to understand how important they are to your business. For example, by identifying those who say they are expecting a recession and measuring how much they bought your brand in the past year, you can understand how many of your buyers may be looking for ways to save money in the coming months. Or, we can identify respondents who say they're planning to wear make-up less often and quantify how much they bought make-up in the past year to help you understand which of your consumers are at risk for lapsing in the category.

Does this report include general merchandise sales data?

No, this survey asks about CPG categories only and can only be crosstabbed with CPG purchasing collected on the Homescan Panel.