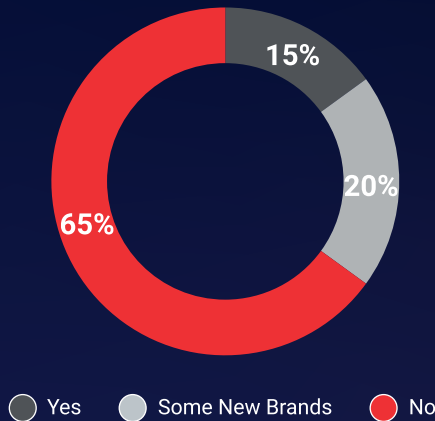




LoopMe Consumer Snapshot: Brand Affinity

In this week's consumer behavior study, LoopMe surveyed 7,930 US consumers on April 17-19, 2020 to understand their brand preference for everyday items during COVID-19 and the factors which impact these purchases. We also analyzed which products and services consumers are most likely to try next.

Have you switched your brands for everyday items during COVID-19?



65%



of consumers remain brand loyal during COVID-19

35%

of consumers have switched some or all brands for their everyday items

1/3

of consumers deem in-store availability as the most important factor prior to purchase



When choosing everyday brand items, price (20%) and quality (22%) played less of a role than in-store availability prior to purchase. 12% of respondents are brand agnostic.

When choosing everyday brand items, what is the most important factor prior to purchase?



1 in 2 consumers are likely to try a new pick-up, delivery or at-home fitness solution, as stay at home directives continue.

Which of the following products/services are you most likely to try next?



Closing the Loop on Brand Advertising

For more information, contact your local sales rep or solutions@loopme.com

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