

BESPOKE SURVEYS

## BOPIS (Buy Online, Pickup In-Stores) Vol 1

1,250+ US Consumers, Balanced to Census



**CHECK BREAKDOWN:**

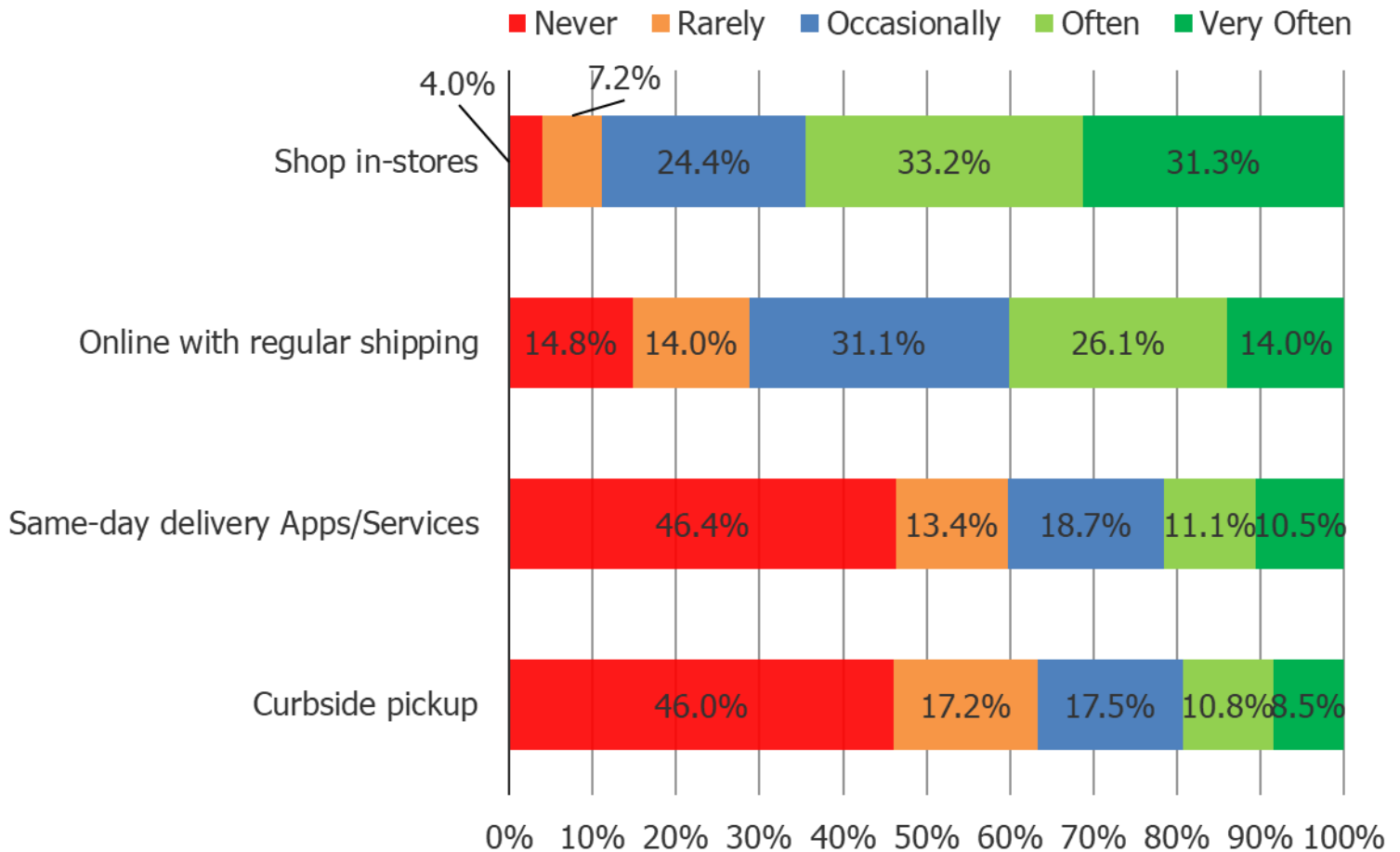
TREND CHECKS

**CURBSIDE PICKUP FEEDBACK**

- A large percentage of BOPIS users started using it AFTER Covid started (63.7%). Curbside, same-day delivery apps/services, and buying online with regular shipping all got boosts in usage since the start of Covid.
- Current curbside users expect to increase their usage of the feature going forward.
- Respondents who use curbside pickup do report that they go into the store to browse other items with some frequency (which they expect to do more often after Covid is no longer a concern).
- The top reasons respondents use curbside pickup are: convenience, speed, and shipping costs. Covid concerns were mentioned by 29.3% of curbside users, but it was one of the less frequently selected factors of the choices we provided.
- Wal-Mart is the most frequently named store that respondents feel is best for Curbside. Target is also prominently mentioned.

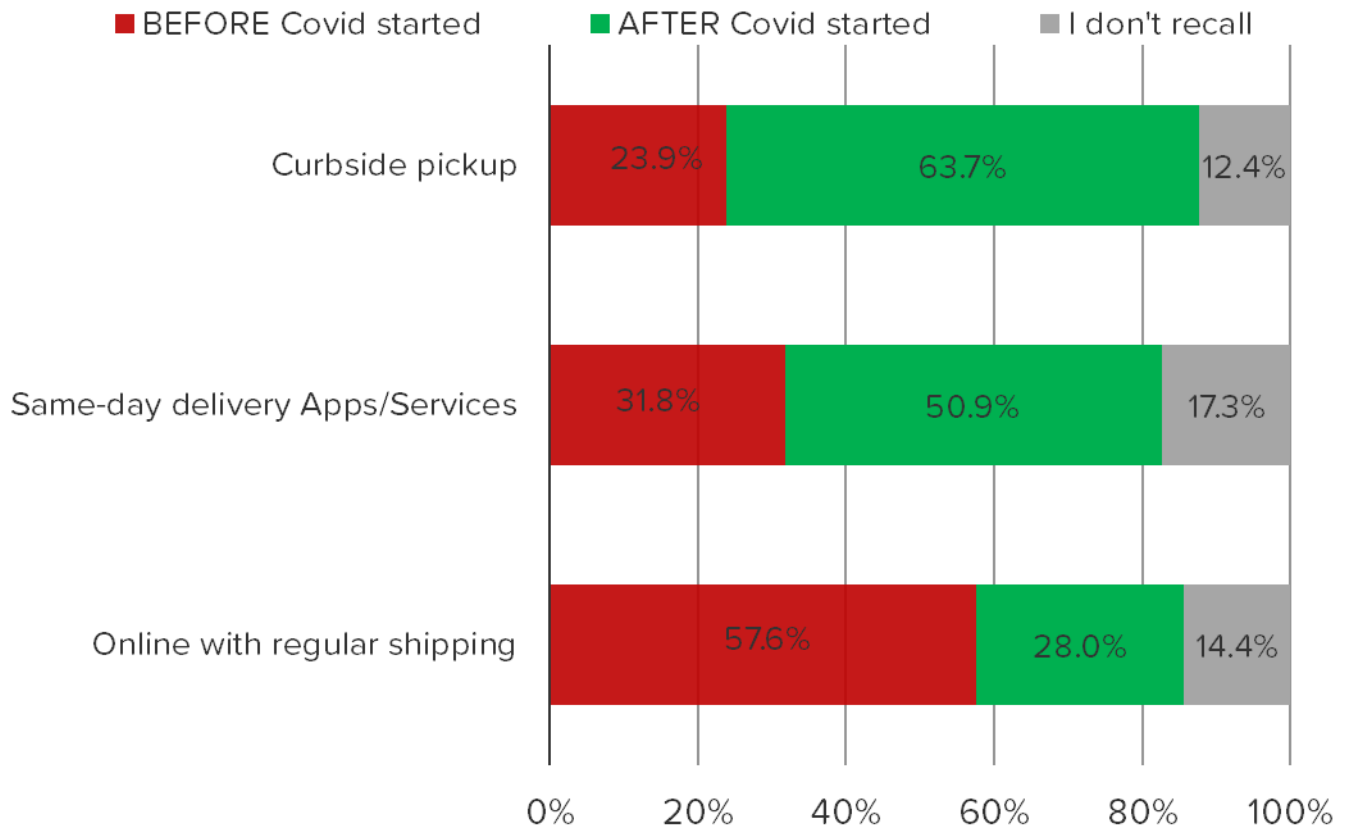
HOW OFTEN DO YOU SHOP IN THE FOLLOWING WAYS?

Posed to all respondents.



DID YOU START USING THE FOLLOWING....

Posed to respondents who shop each of the following more often than never.

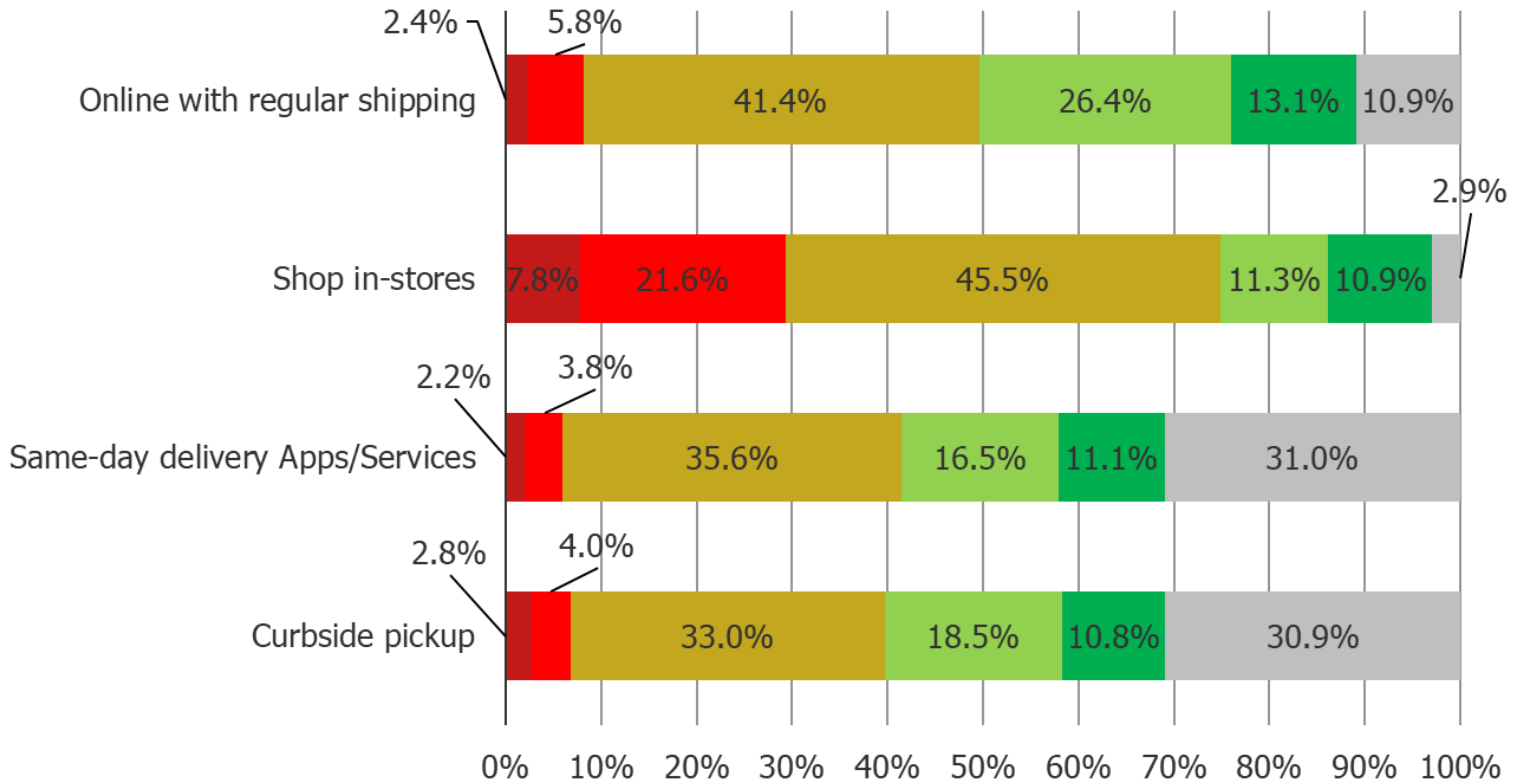


	N =
Online with regular shipping	1109
Curbside pickup	702
Same-day delivery Apps/Services	698

SINCE THE START OF COVID, HAVE YOU CHANGED HOW OFTEN YOU SHOP IN THE FOLLOWING WAYS?

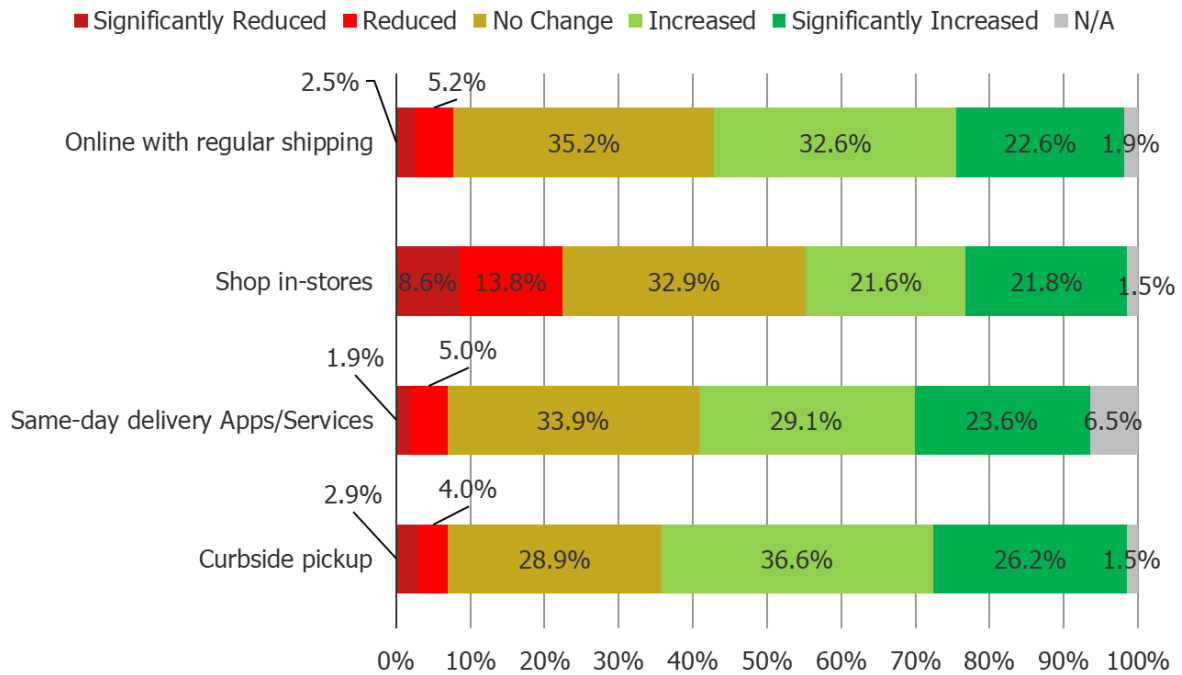
Posed to all respondents.

■ Significantly Reduced ■ Reduced ■ No Change ■ Increased ■ Significantly Increased ■ N/A

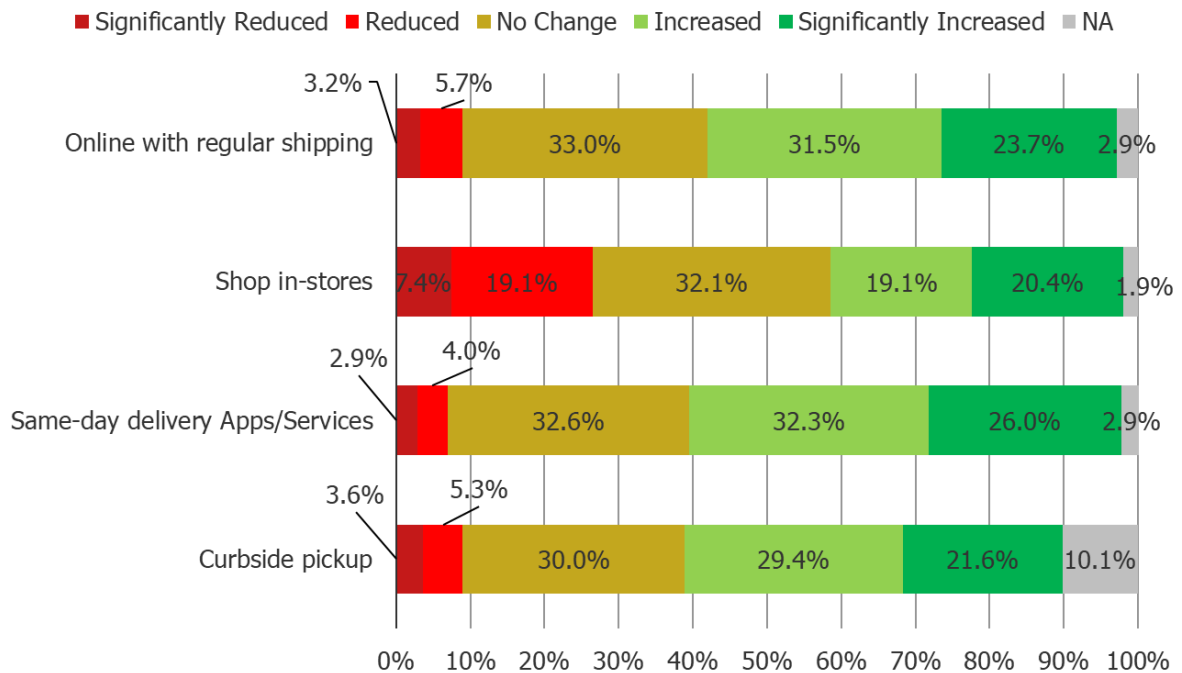


SINCE THE START OF COVID, HAVE YOU CHANGED HOW OFTEN YOU SHOP IN THE FOLLOWING WAYS?

Posed to respondents who said they use BOPIS at least occasionally.

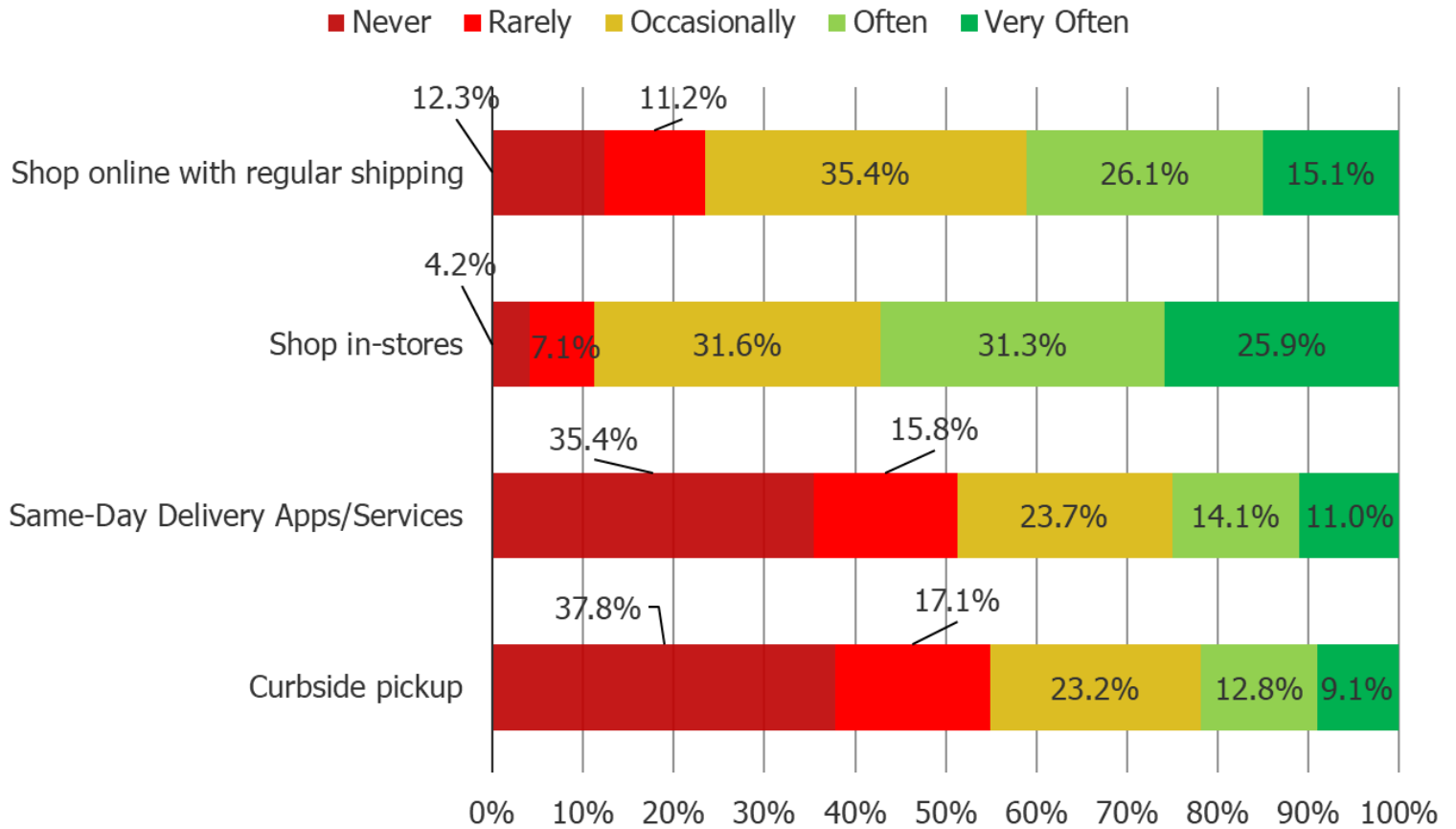


Posed to respondents who said they use same day delivery apps/services at least occasionally.



GOING FORWARD, HOW OFTEN DO YOU EXPECT YOU WILL SHOP IN THE FOLLOWING WAYS?

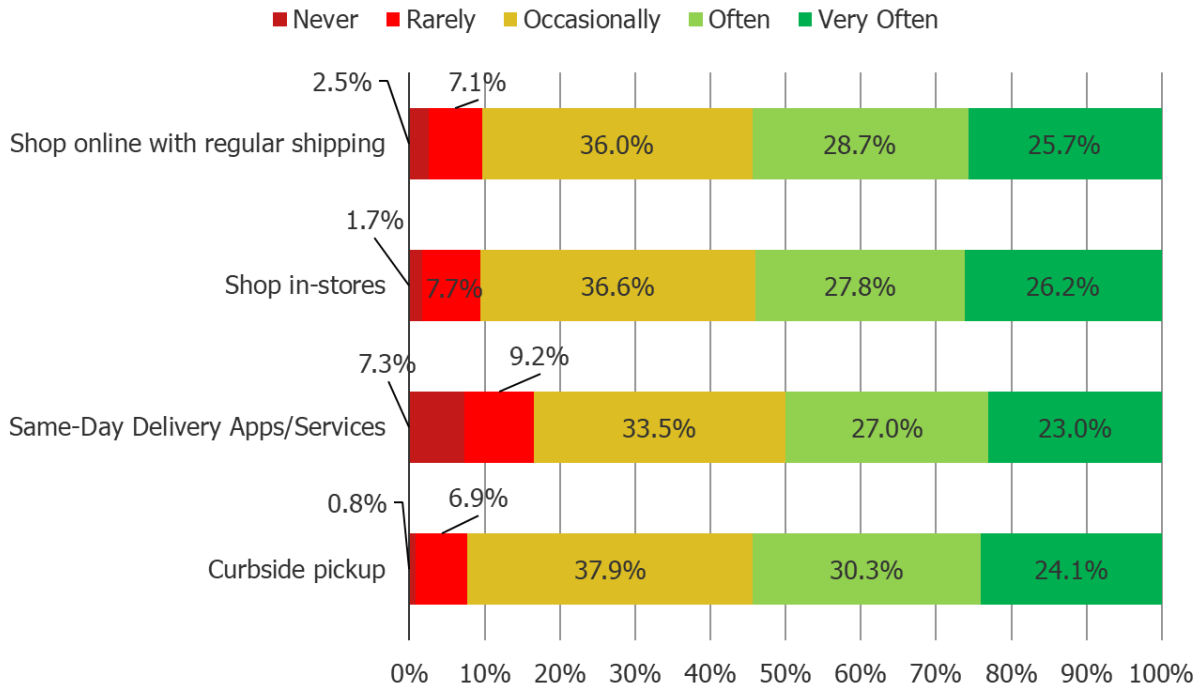
Posed to all respondents.



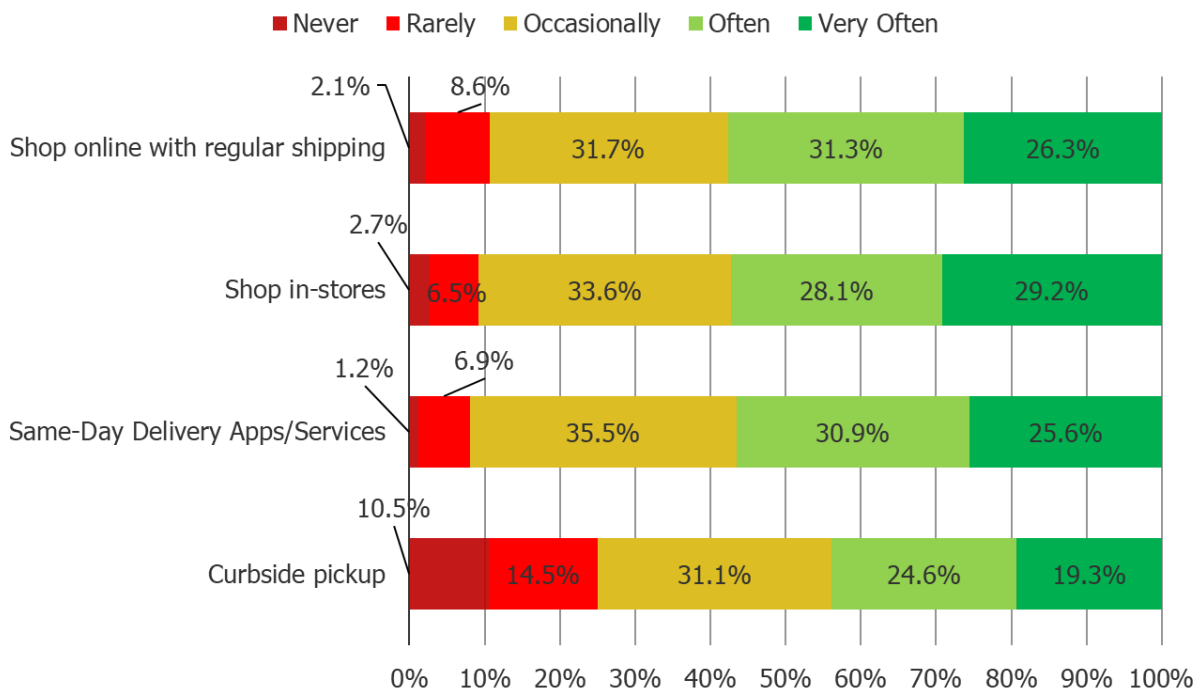


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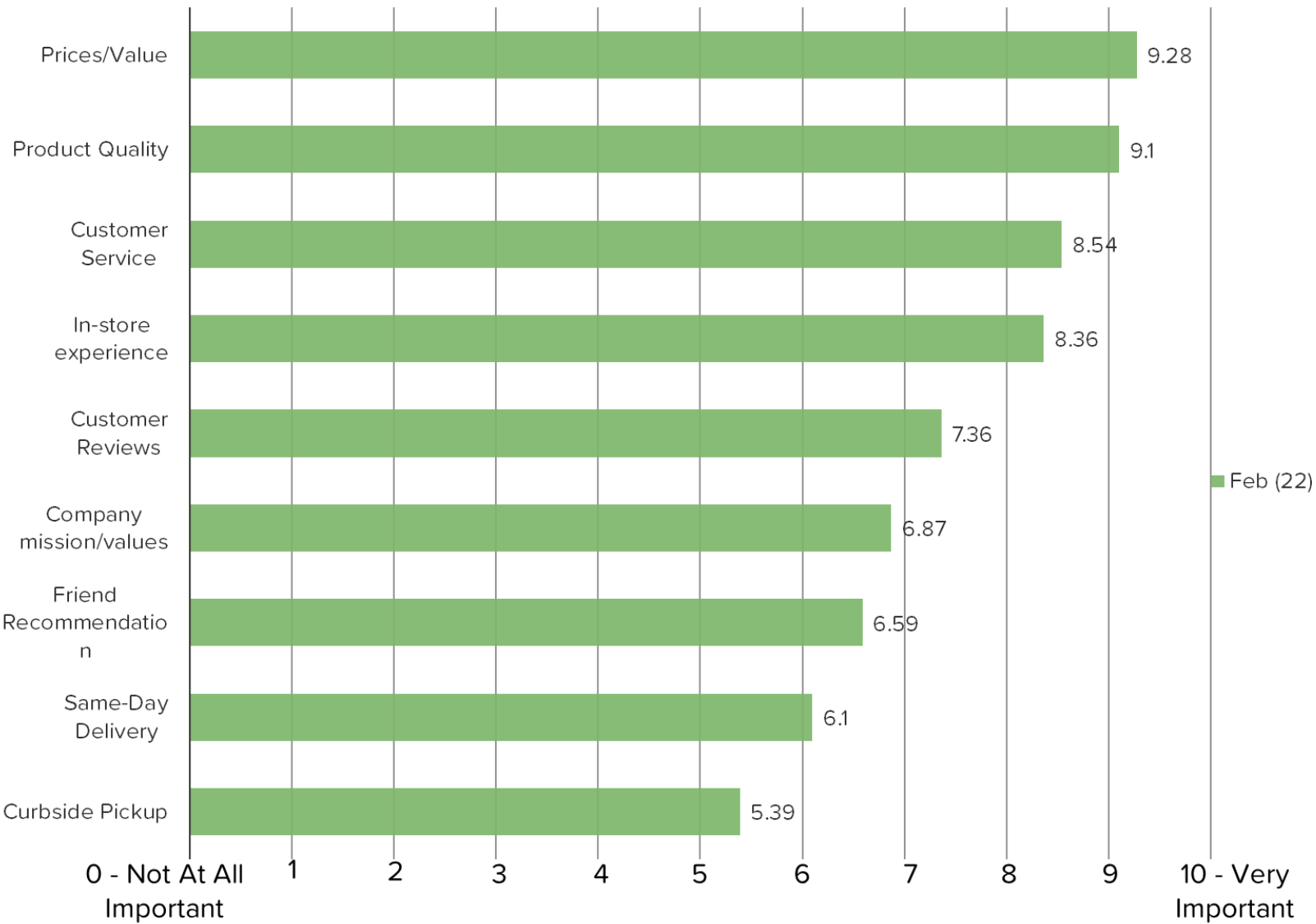
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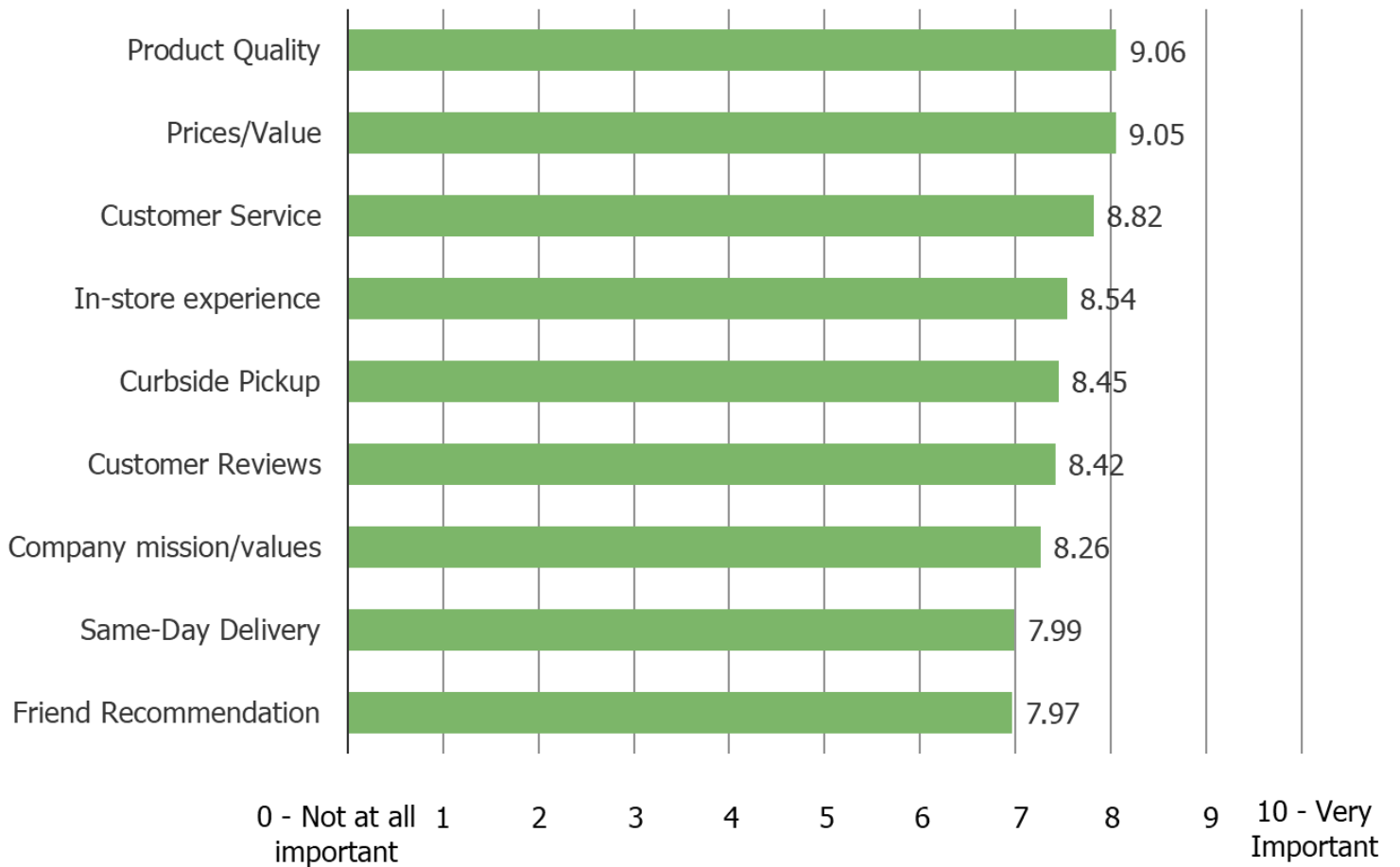
HOW IMPORTANT ARE THE FOLLOWING TO YOU IN CHOOSING WHICH RETAILERS AND BRANDS TO SHOP?

Posed to all respondents.



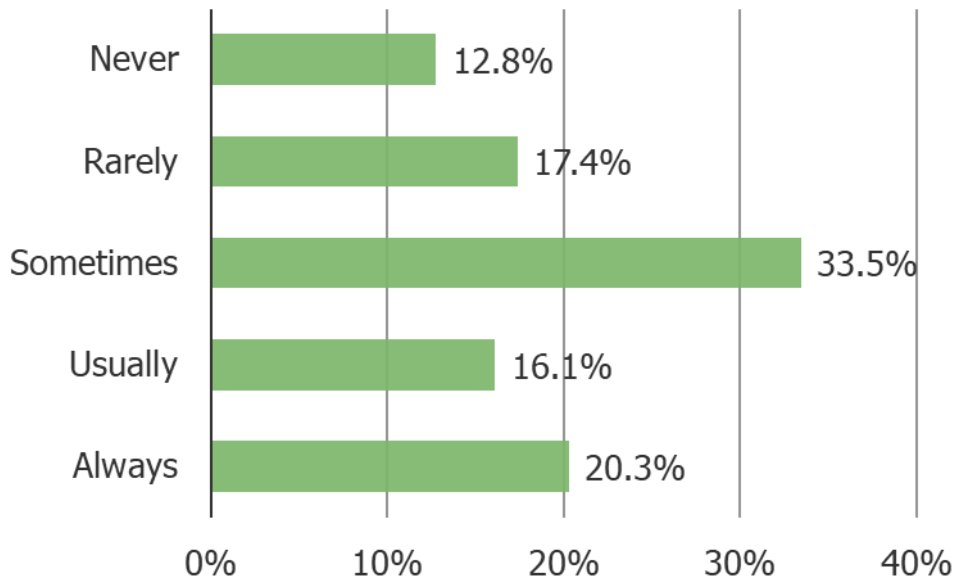
HOW IMPORTANT ARE THE FOLLOWING TO YOU IN CHOOSING WHICH RETAILERS AND BRANDS TO SHOP?

Posed to respondents who use curbside pickup occasionally or more often.



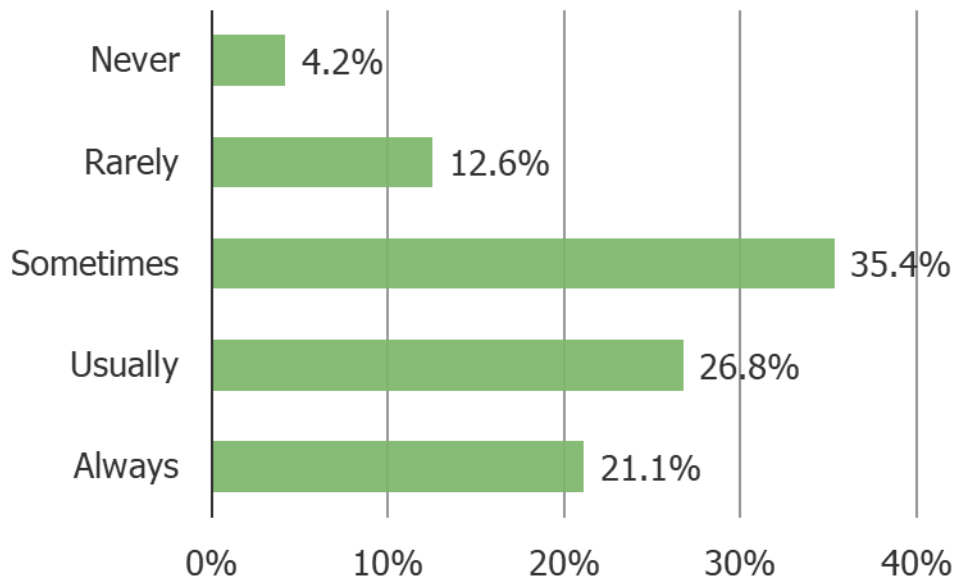
WHEN YOU USE CURBSIDE PICKUP, HOW OFTEN DO YOU ALSO GO INTO THE STORE TO BROWSE OTHER ITEMS?

Posed to respondents who use curbside pickup occasionally or more often (N =478).



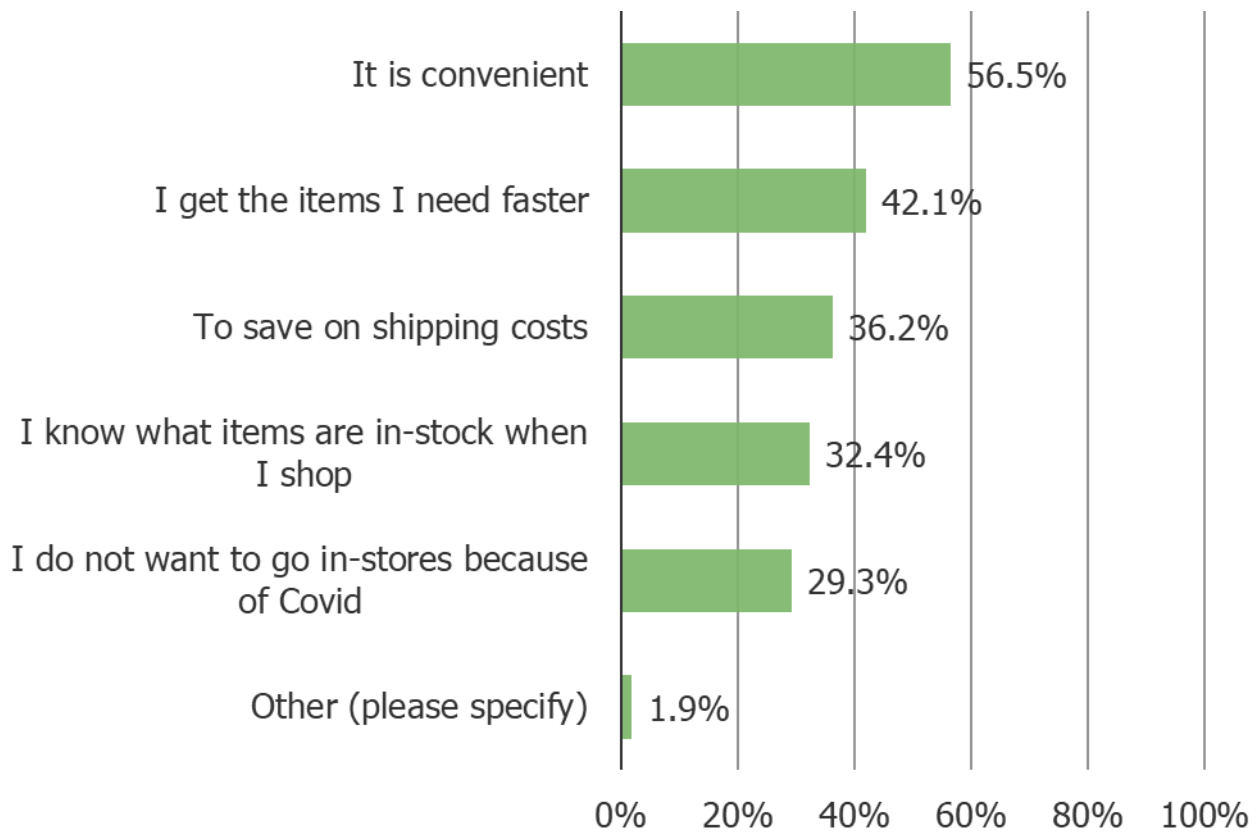
WHEN COVID IS NO LONGER A CONCERN, HOW OFTEN DO YOU THINK YOU WILL GO INTO THE STORE TO BROWSE ITEMS WHILE USING CURBSIDE PICKUP?

Posed to respondents who use curbside pickup occasionally or more often (N =478).



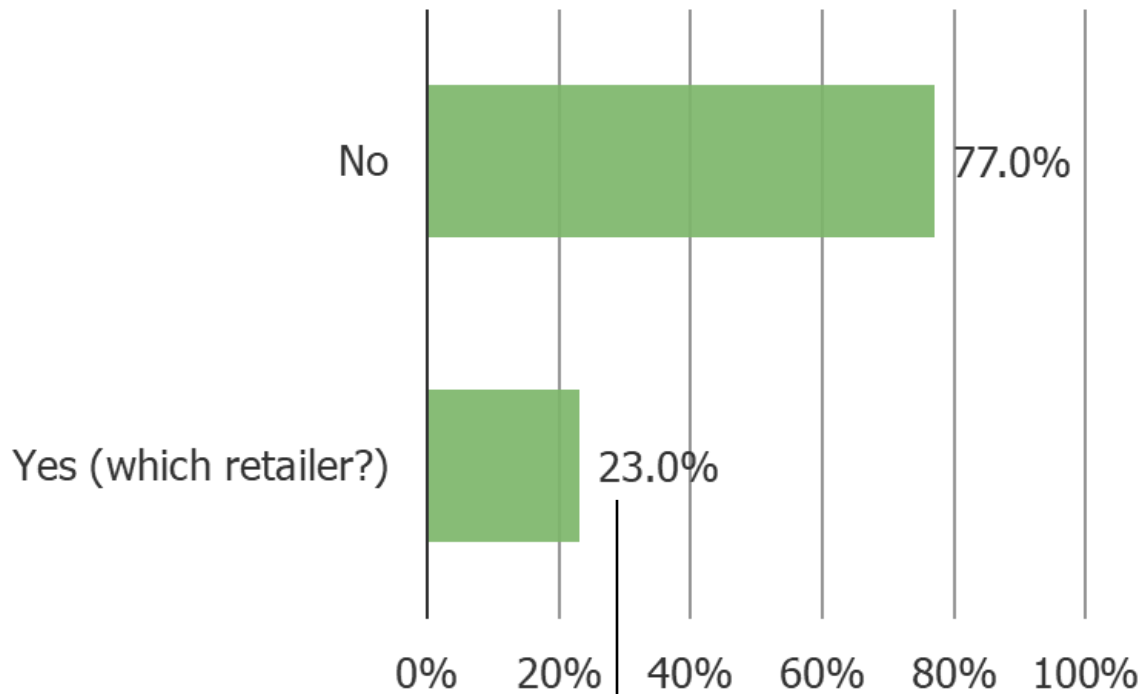
WHY DO YOU USE CURBSIDE PICKUP? SELECT ALL THAT APPLY TO YOU

Posed to respondents who use curbside pickup occasionally or more often (N =478).



HAVE YOU STARTED USING A PARTICULAR RETAILER IN THE PAST YEAR OR TWO BECAUSE THEY OFFER CURBSIDE PICKUP?

Posed to respondents who use curbside pickup occasionally or more often (N =478).



WHICH TYPES OF RETAILERS ARE BEST TO SHOP curbside?

Posed to all respondents (optional fill-in, 478 filled in an answer)





WHICH TYPES OF RETAILERS ARE BEST TO SHOP same-day delivery apps/services?

Posed to all respondents (optional fill-in, 524 filled in an answer)



WHICH TYPES OF RETAILERS ARE BEST TO SHOP in-stores?

Posed to all respondents (optional fill-in, 1156 filled in an answer)



WHICH TYPES OF RETAILERS ARE BEST TO SHOP **online with standard shipping?**

Posed to all respondents (optional fill-in, 927 filled in an answer)

