

BESPOKE SURVEYS

## BOPIS (Buy Online, Pickup In-Stores) Vol 2

1,250+ US Consumers, Balanced to Census



**CHECK BREAKDOWN:**

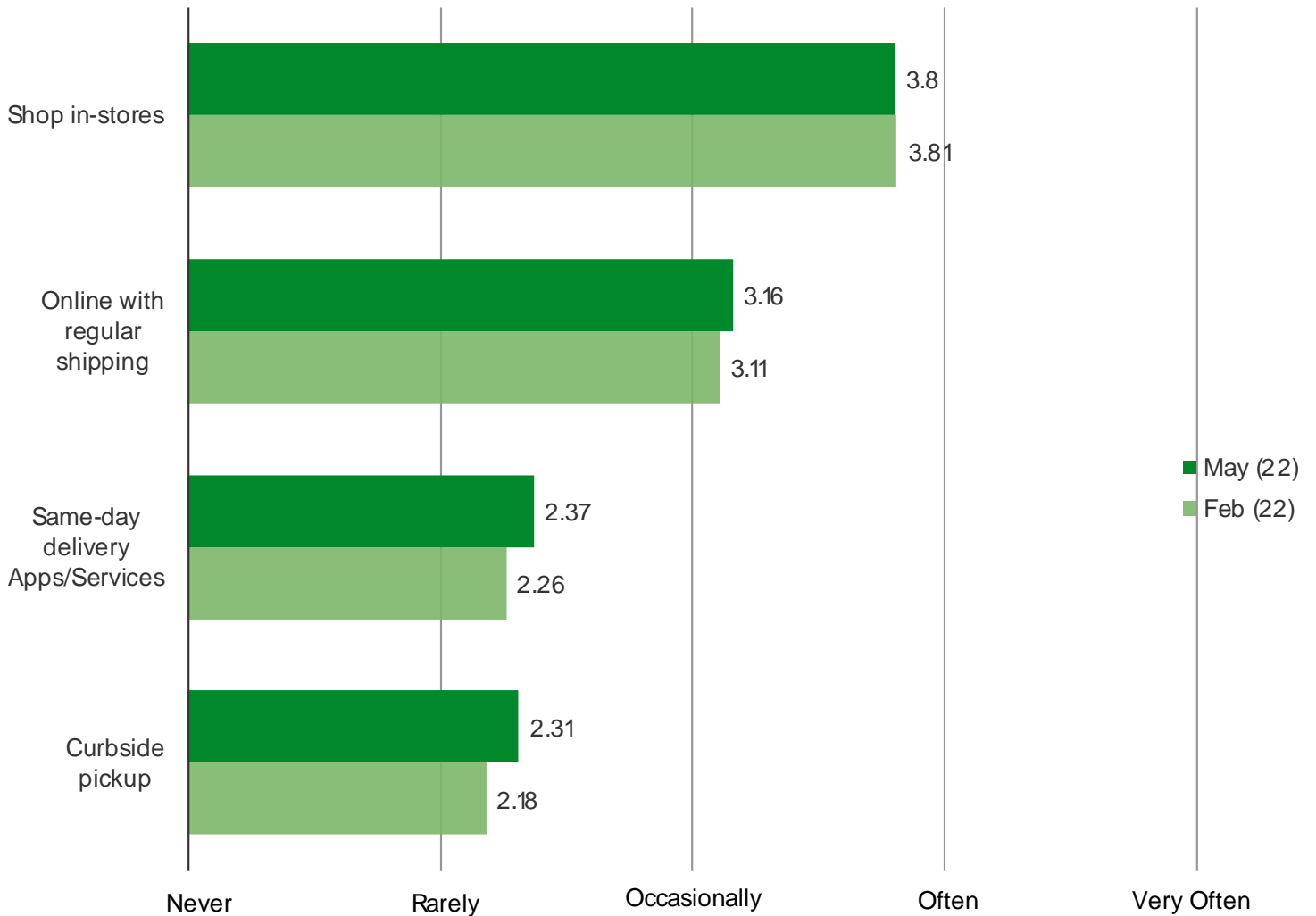
**TREND CHECKS**

**CURBSIDE PICKUP FEEDBACK**

- Curbside pickup usage has increased q/q in this latest volume.
- For context, usage of curbside pickup trails behind in-store shopping and online shopping with regular shipping.
- Younger cohorts and higher income cohorts are more likely to be users of BOPIS and same day delivery services.
- Among those who use BOPIS and same day delivery, respondents expect to continue using the former and latter going forward.
- Based on feedback at this time, prices and the in-store experience are the most important factors for consumers choosing where/how to shop.
- The frequency of going in stores after using curbside pickup is tracking about flat sequentially.

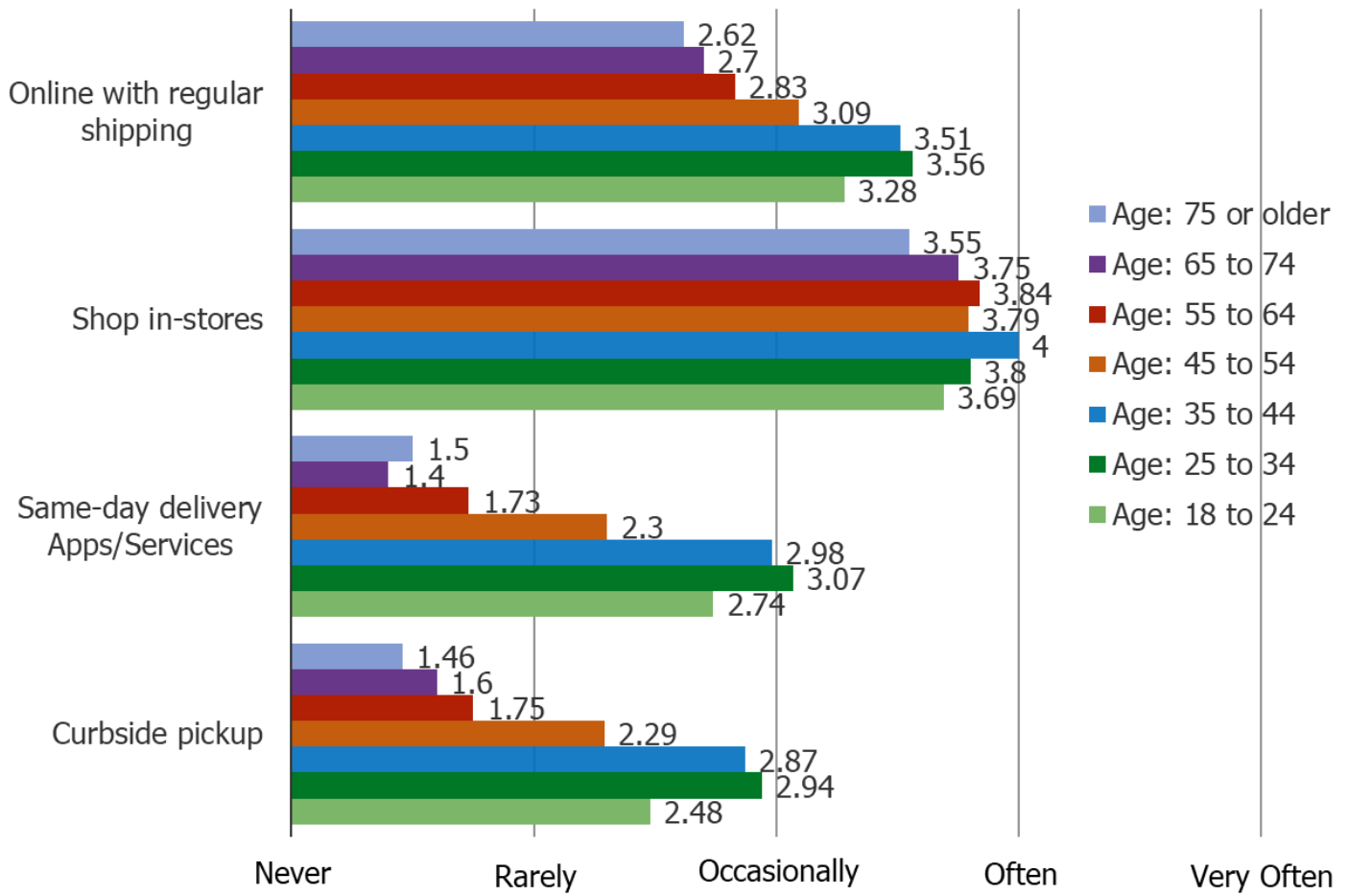
HOW OFTEN DO YOU SHOP IN THE FOLLOWING WAYS?

Posed to all respondents.



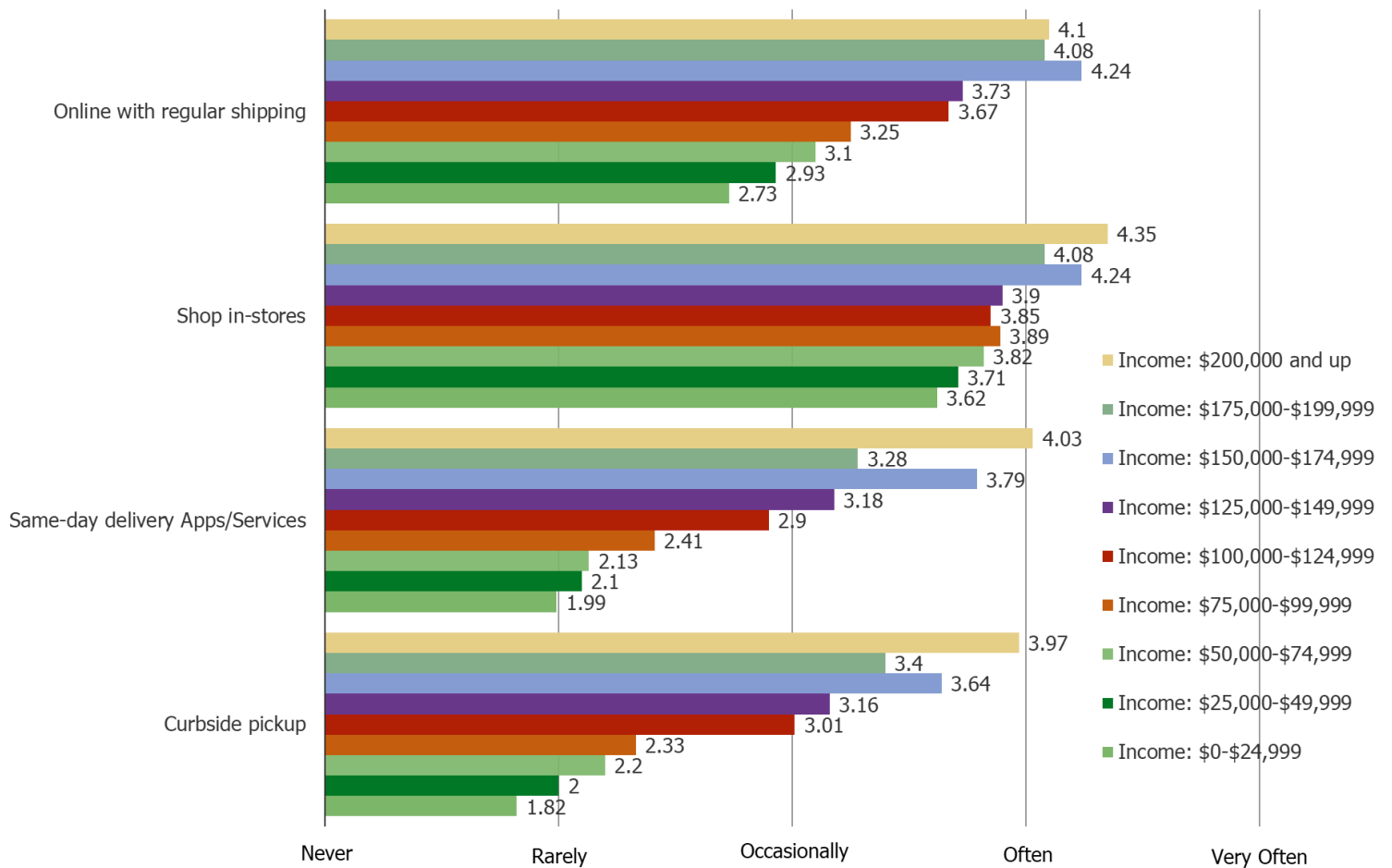
HOW OFTEN DO YOU SHOP IN THE FOLLOWING WAYS?

Posed to all respondents, cross-tabbed by age.



HOW OFTEN DO YOU SHOP IN THE FOLLOWING WAYS?

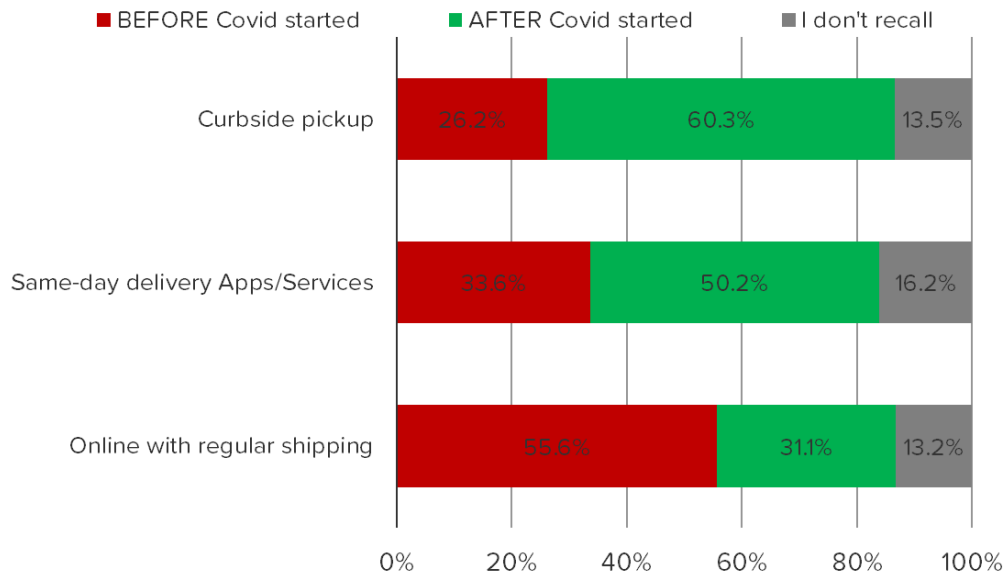
Posed to all respondents, cross-tabbed by age.



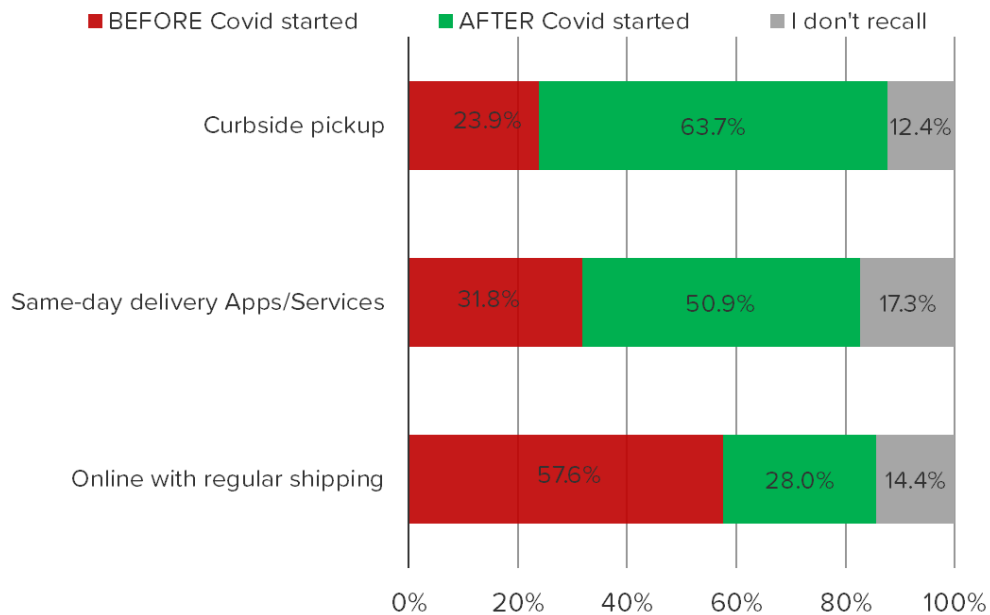
DID YOU START USING THE FOLLOWING....

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

May 2022

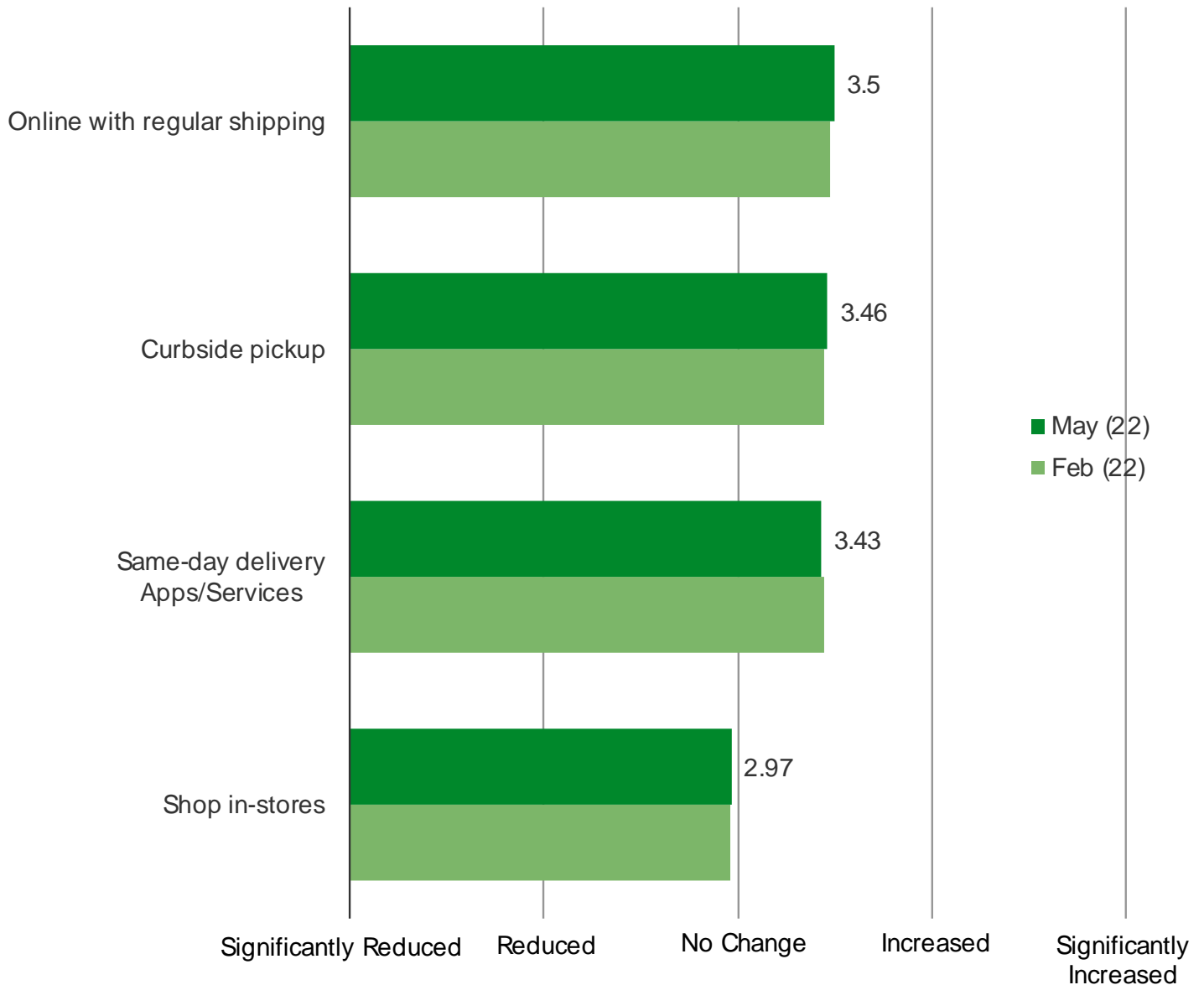


February 2022



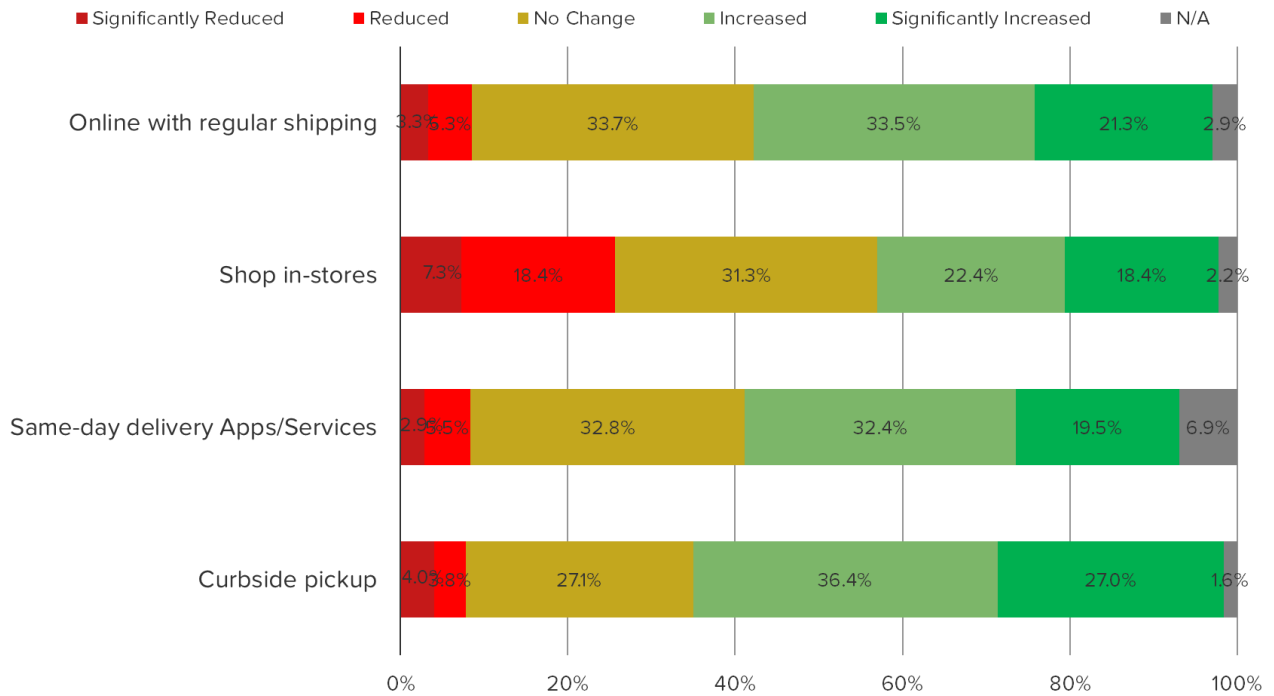
SINCE THE START OF COVID, HAVE YOU CHANGED HOW OFTEN YOU SHOP IN THE FOLLOWING WAYS?

Posed to all respondents.

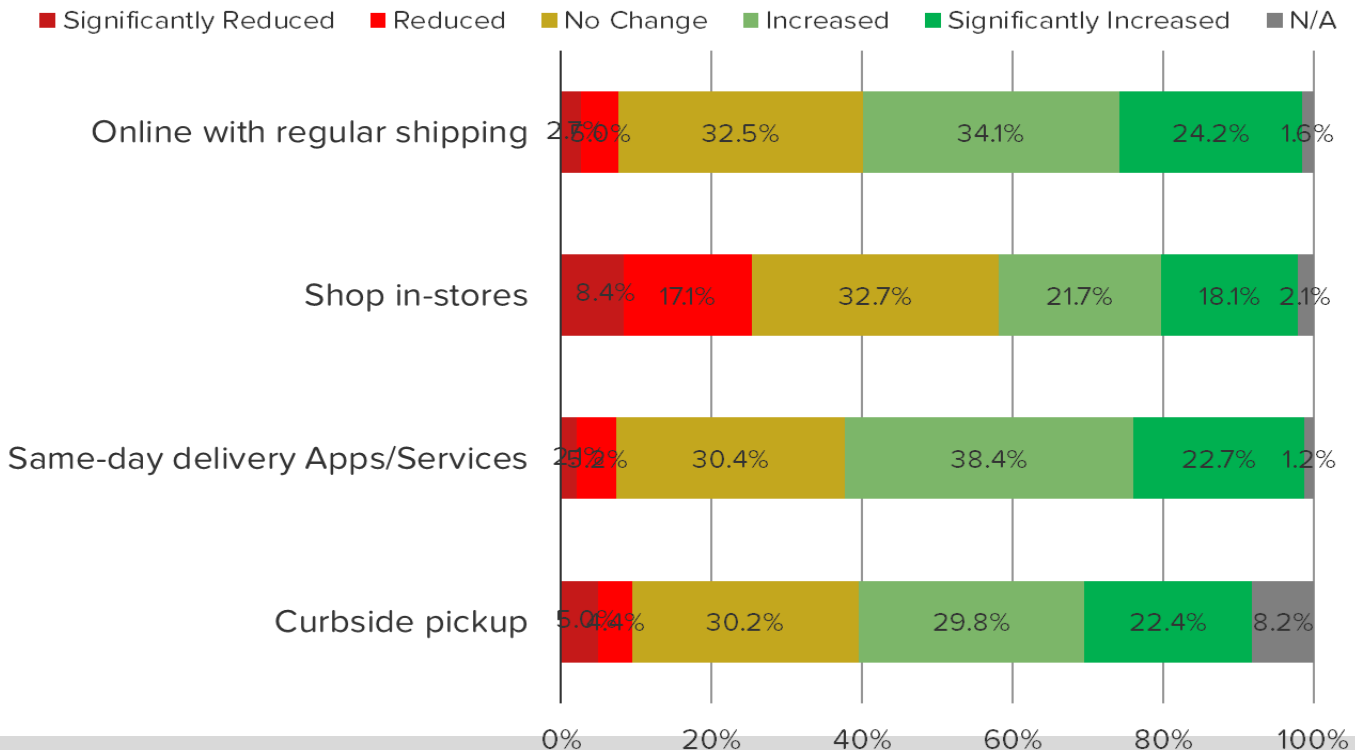


SINCE THE START OF COVID, HAVE YOU CHANGED HOW OFTEN YOU SHOP IN THE FOLLOWING WAYS?

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



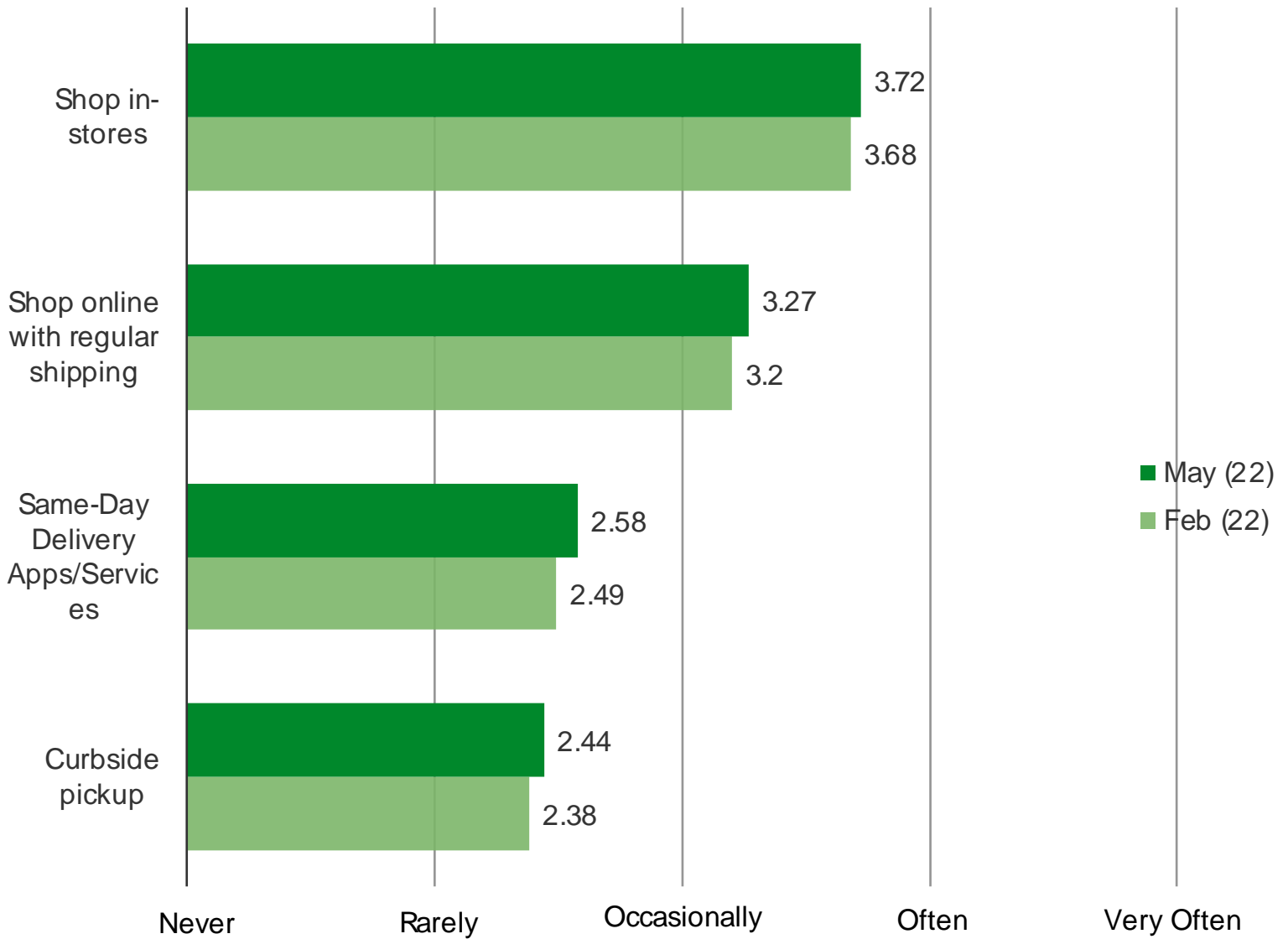
Posed to respondents who said they use same day delivery apps/services at least occasionally.





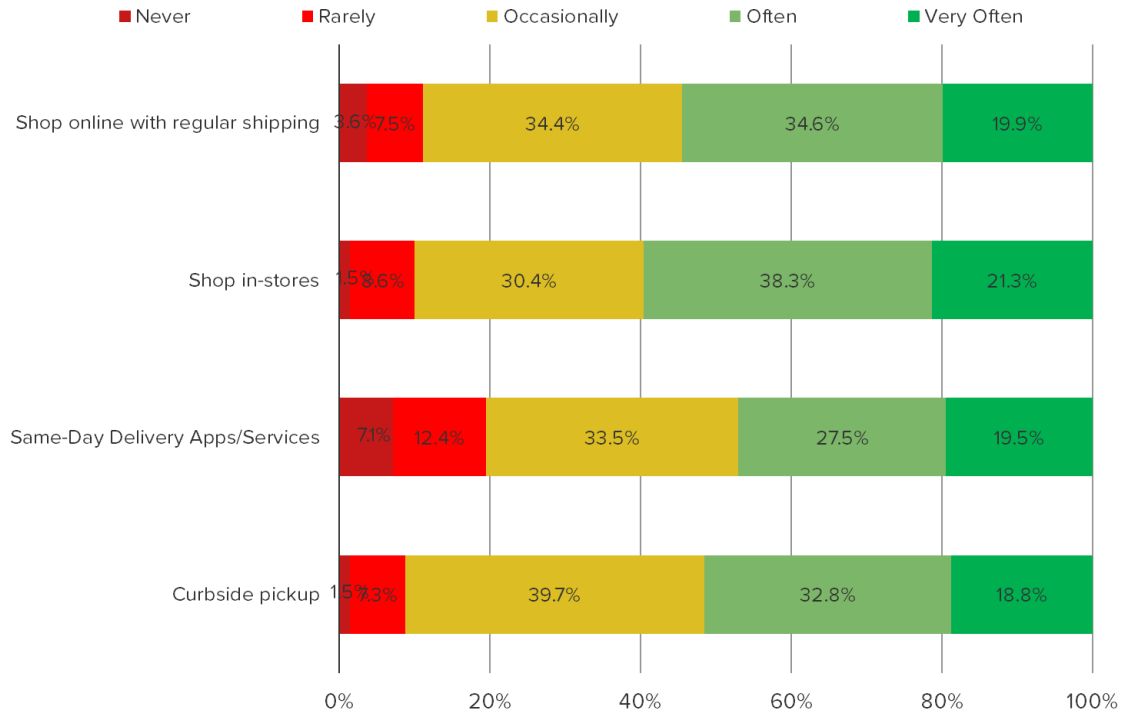
GOING FORWARD, HOW OFTEN DO YOU EXPECT YOU WILL SHOP IN THE FOLLOWING WAYS?

Posed to all respondents.

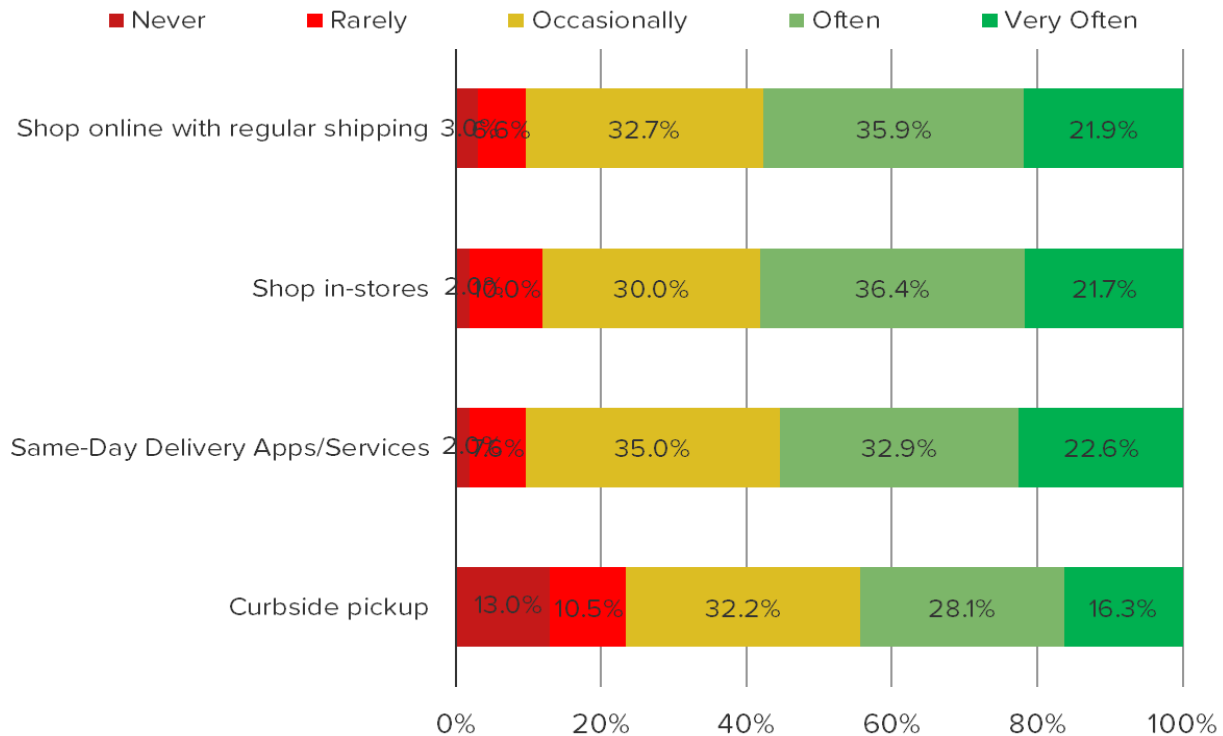


GOING FORWARD, HOW OFTEN DO YOU EXPECT YOU WILL SHOP IN THE FOLLOWING WAYS?

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

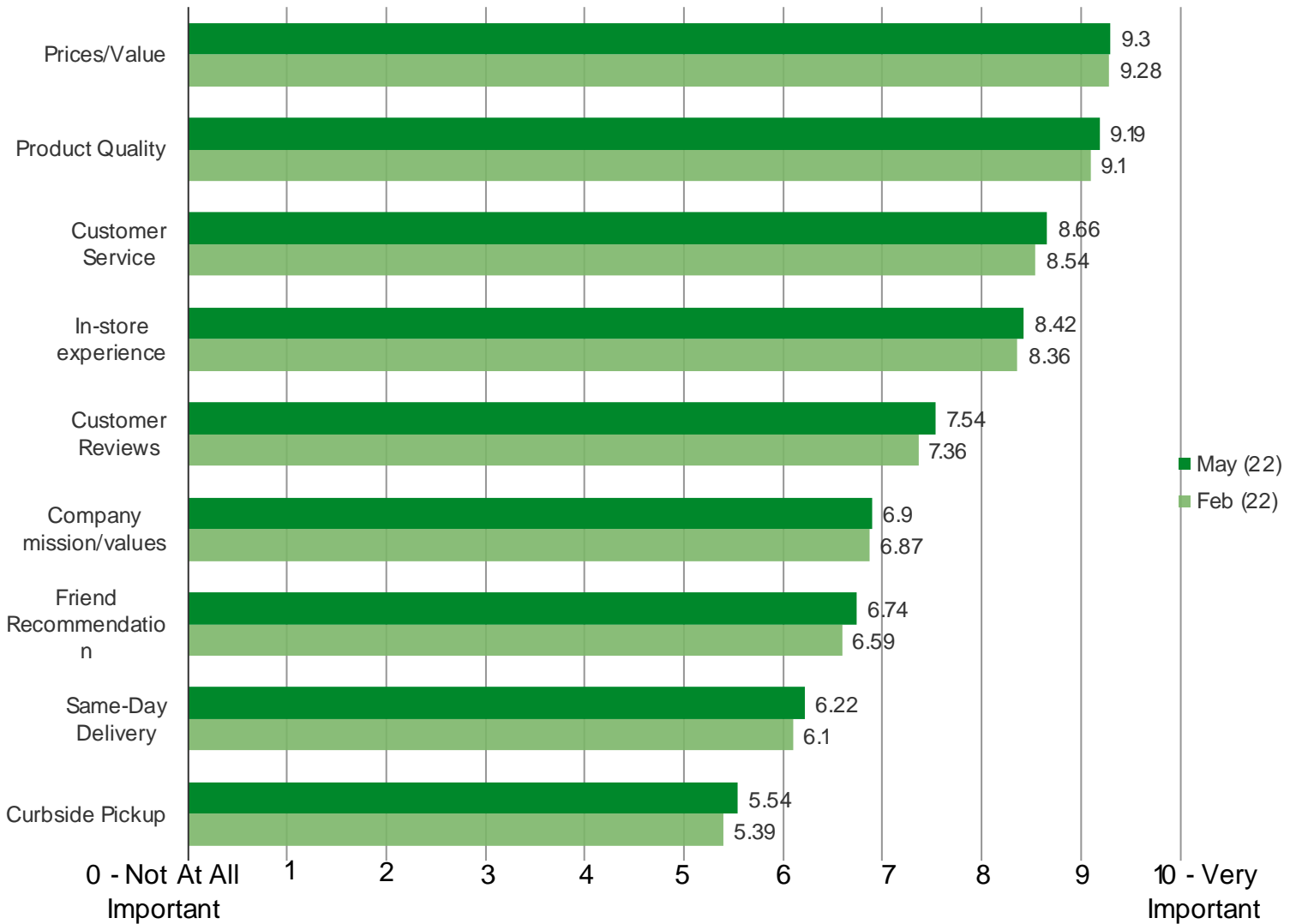


Posed to respondents who said they use same day delivery apps/services at least occasionally.



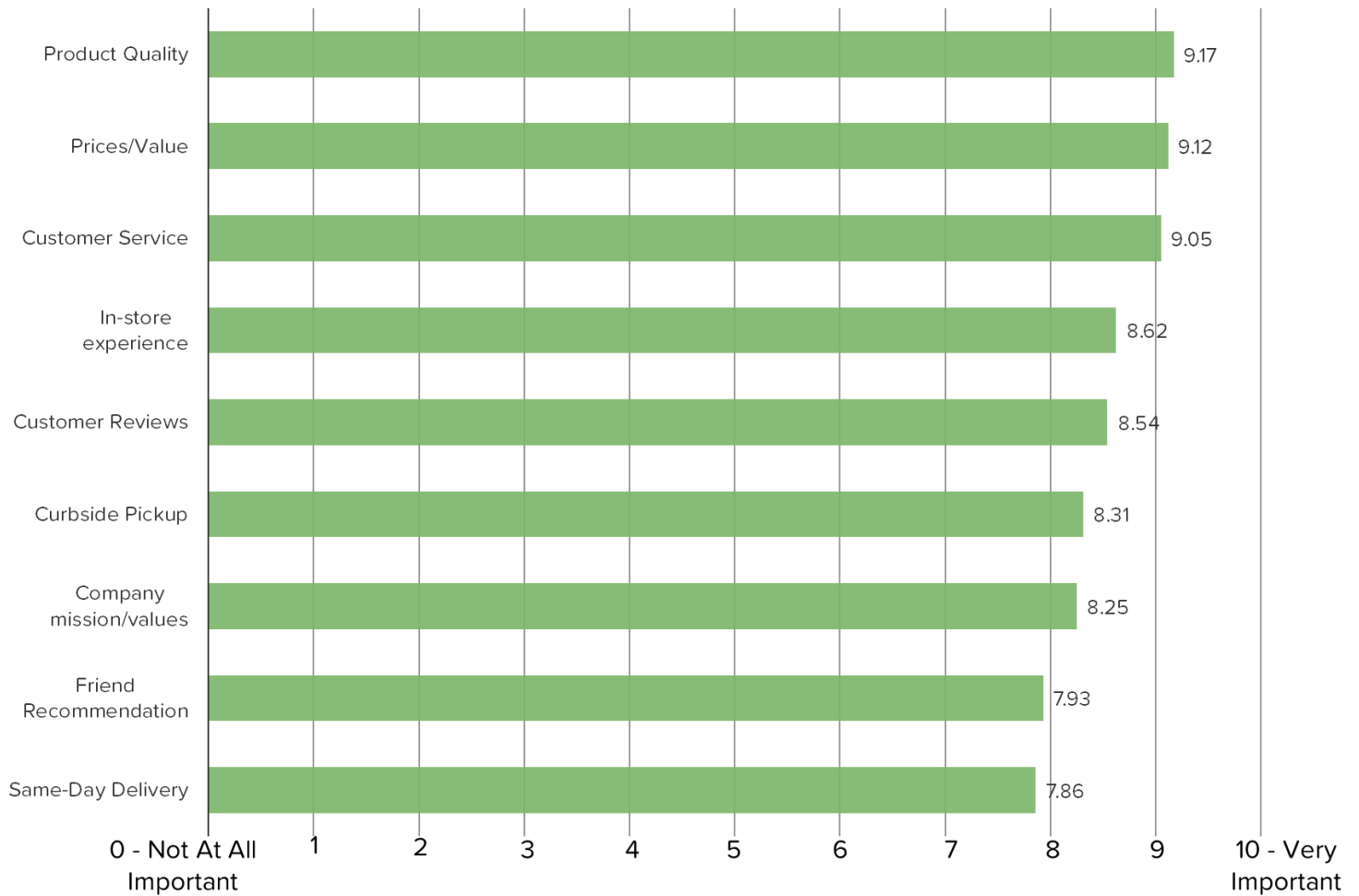
HOW IMPORTANT ARE THE FOLLOWING TO YOU IN CHOOSING WHICH RETAILERS AND BRANDS TO SHOP?

Posed to all respondents.



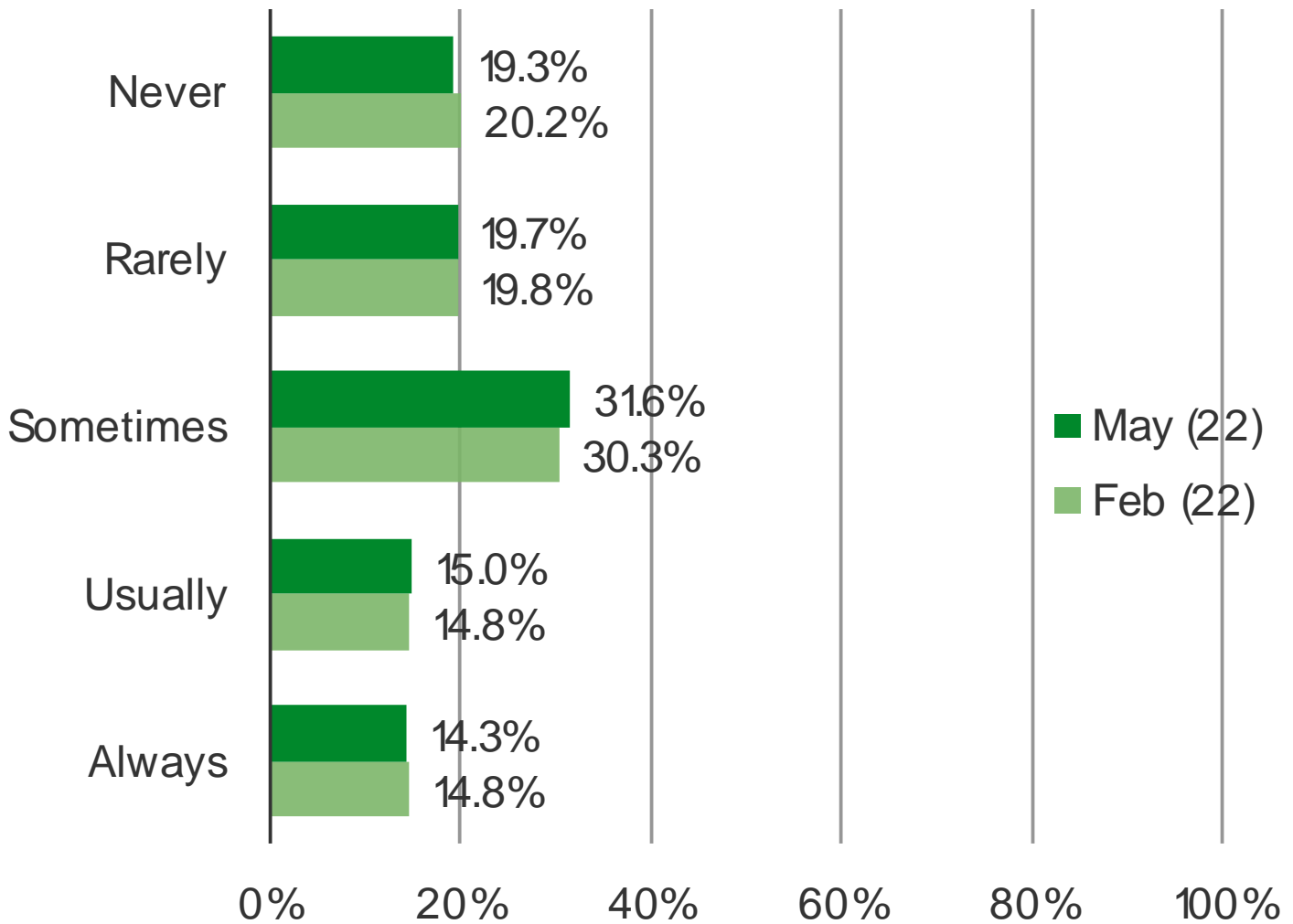
HOW IMPORTANT ARE THE FOLLOWING TO YOU IN CHOOSING WHICH RETAILERS AND BRANDS TO SHOP?

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



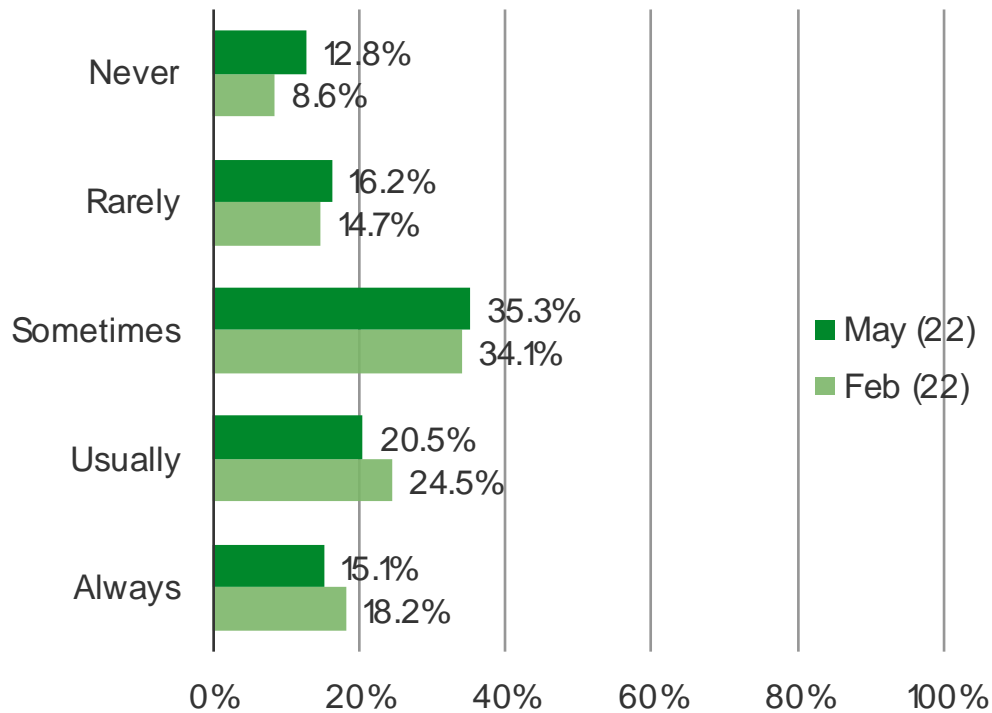
WHEN YOU USE CURBSIDE PICKUP, HOW OFTEN DO YOU ALSO GO INTO THE STORE TO BROWSE OTHER ITEMS?

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



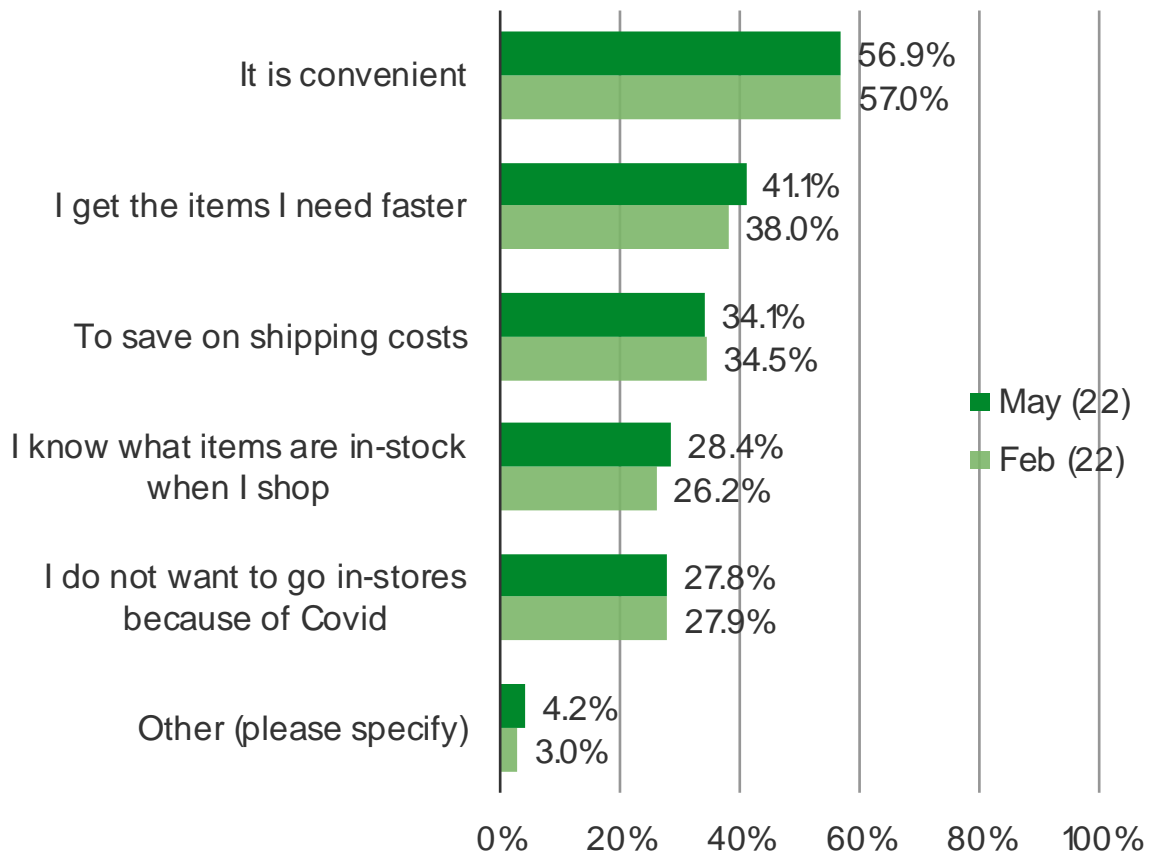
WHEN COVID IS NO LONGER A CONCERN, HOW OFTEN DO YOU THINK YOU WILL GO INTO THE STORE TO BROWSE ITEMS WHILE USING CURBSIDE PICKUP?

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



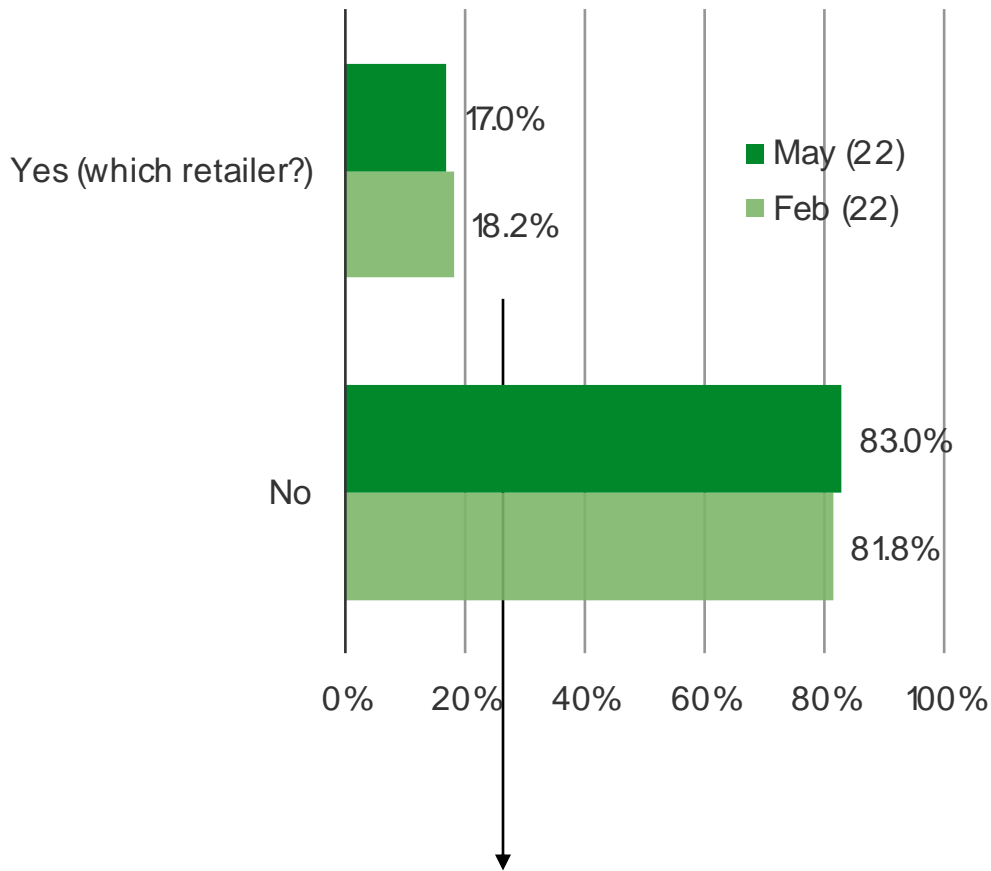
WHY DO YOU USE CURBSIDE PICKUP? SELECT ALL THAT APPLY TO YOU

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



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.





WHICH TYPES OF RETAILERS ARE BEST TO SHOP curbside?

Posed to all respondents (optional fill-in, 549 filled in an answer)

WALMART

TARGET  
AMAZON



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

Posed to all respondents (optional fill-in, 443 filled in an answer)

WALMART

INSTACART  
AMAZON  
DOORDASH  
TARGET

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

Posed to all respondents (optional fill-in, 926 filled in an answer)



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

Posed to all respondents (optional fill-in, 788 filled in an answer)

