

# Coronavirus Study Results: Shoppers React

May 7, 2020

The Voice of Female Shoppers &  
Influencers

# SHE SPEAKS



**WOMEN**  
**OWNED**





# Who We Are

**SheSpeaks launched in 2008 as a platform designed to help brands understand women and tap in to the power of their voices. We are now the largest community of female influencers reaching 300 million shoppers per month.**

SheSpeaks is the Voice of Female  
Consumers & Influencers.

We help brands build insights, content & awareness. All powered by our amazing community.

And we make it easy.



## Study Overview & Methodology

In an effort to better understand how shoppers are reacting to the impact of the Coronavirus, SheSpeaks asked women age 18+ across the US to share their thoughts and experiences related to sentiment, attitude and purchase behavior.

This is the fifth survey in our series related to Shopper behavior since the country began to shut down in mid-March.

SheSpeaks latest survey was fielded online:

- On May 1-5, 2020 and 1,458 respondents completed the survey
- Throughout this report we will supply comparison to our April 17<sup>th</sup> survey





## Topline Insights

- **Shoppers Have Come to Terms with the New Normal of Coronavirus:** Although 58% of shoppers say that they feel “Uncertain” they are less Anxious (-36%) more Hopeful (+17%) and Calmer (+28%) vs. April 17<sup>th</sup> survey .
- **Shopping Are Changing Habits and Some Will Persist Post Coronavirus Crisis:** They are spending 62% more time cooking at home and they are enjoying it! 72% plan to continue cooking meals at home more than they before the Coronavirus crisis.
- **Tipping Point for shopping Online for Groceries:** Shoppers have become more comfortable shopping online for groceries with delivery at home or in-store pick up. Shoppers have shifted away from in-store purchasing and 24% expect to continue this trend post Coronavirus crisis.
- **Favorite Brands Are Being Replaced:** Due to more limited availability of products during the Coronavirus crisis, shoppers have had to buy replacements brands. Close to 30% plan to continue to buy the replacements they have been using post the Coronavirus crisis.





# The Coronavirus has had a huge impact on how people feel and behave.

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People are at home and online



**34% increase**  
in online shopping



**51% increase**  
in use of social media



**While shoppers remain Uncertain they are less Anxious and more hopeful.**

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**ANXIOUS**



**36%**

**LESS** anxious  
vs. April 17  
survey

**UNCERTAIN**



**FLAT**

vs. April 17  
survey

**HOPEFUL**



**17%**

**MORE** hopeful  
vs. April 17  
survey

**CALM**



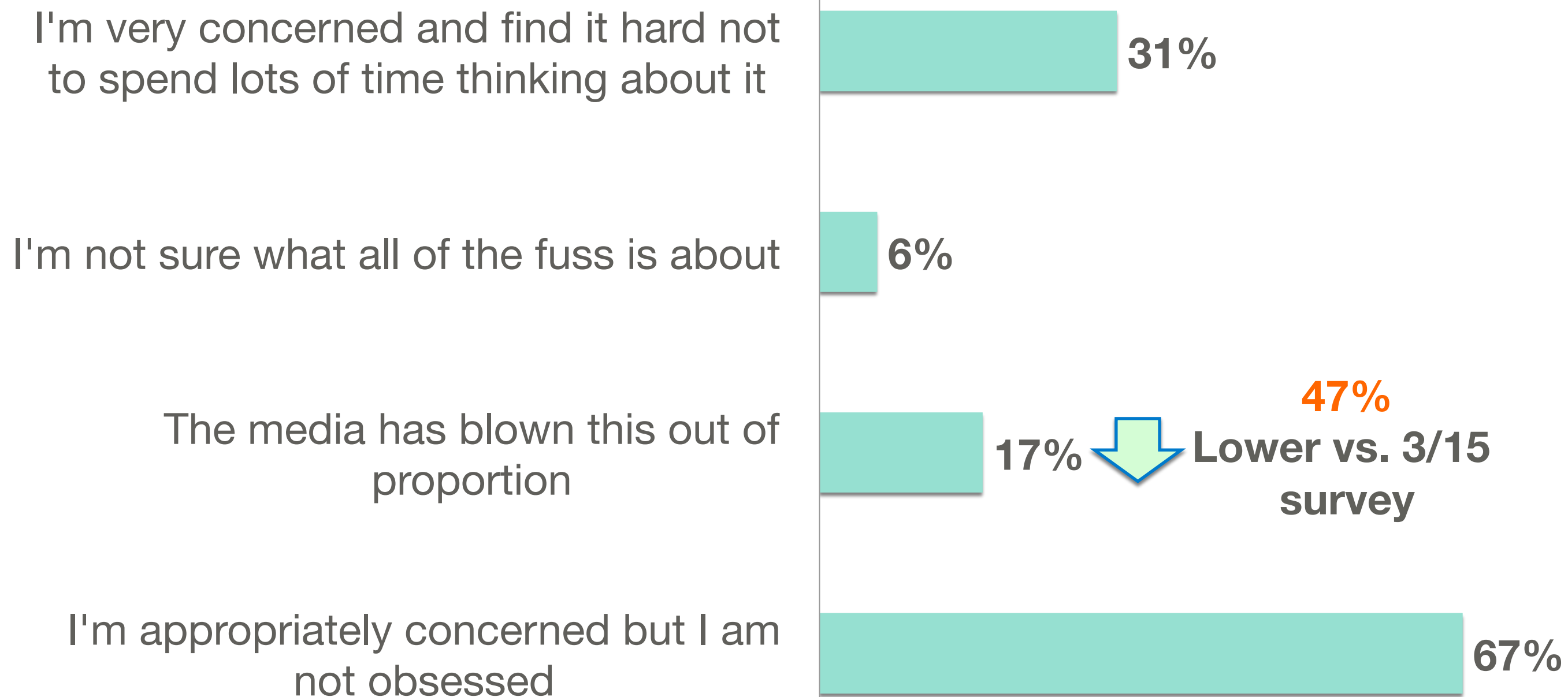
**28%**

**CALMER** vs.  
April 17 survey





## How do you feel about the Coronavirus? (choose all the apply)





## How are you feeling about how the Coronavirus will affect our country this week vs. last week?

More optimistic about the effects  
on our country

18%

Less optimistic about the effects  
on our country

32%

The same as I did before (neither  
more nor less optimistic)

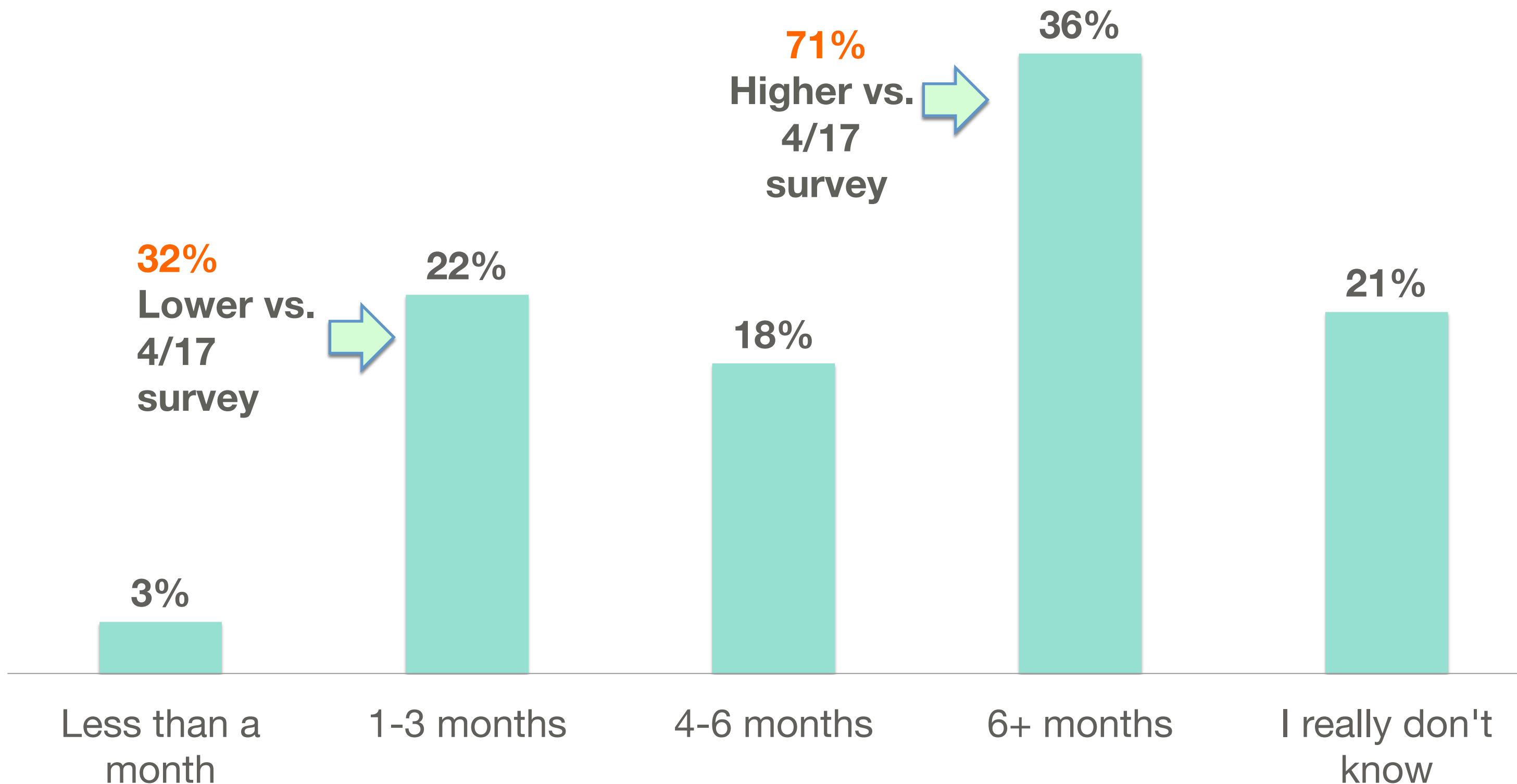
50%

**FLAT**  
vs. April 17  
survey





## How much longer do you think the Coronavirus crisis will last?





## Which of the following do you think needs to happen in order for you to consider the Coronavirus crisis to be over?



When there is a vaccine

**64%**



When there is medication to treat the virus

**60%**



When there are no new cases

**51%**



When the number of new positive cases declines

**48%**



When the number of deaths decline

**44%**



When there are no more deaths from the virus

**41%**



When most businesses and schools reopen

**29%**



When the federal government announces the crisis is over

**16%**



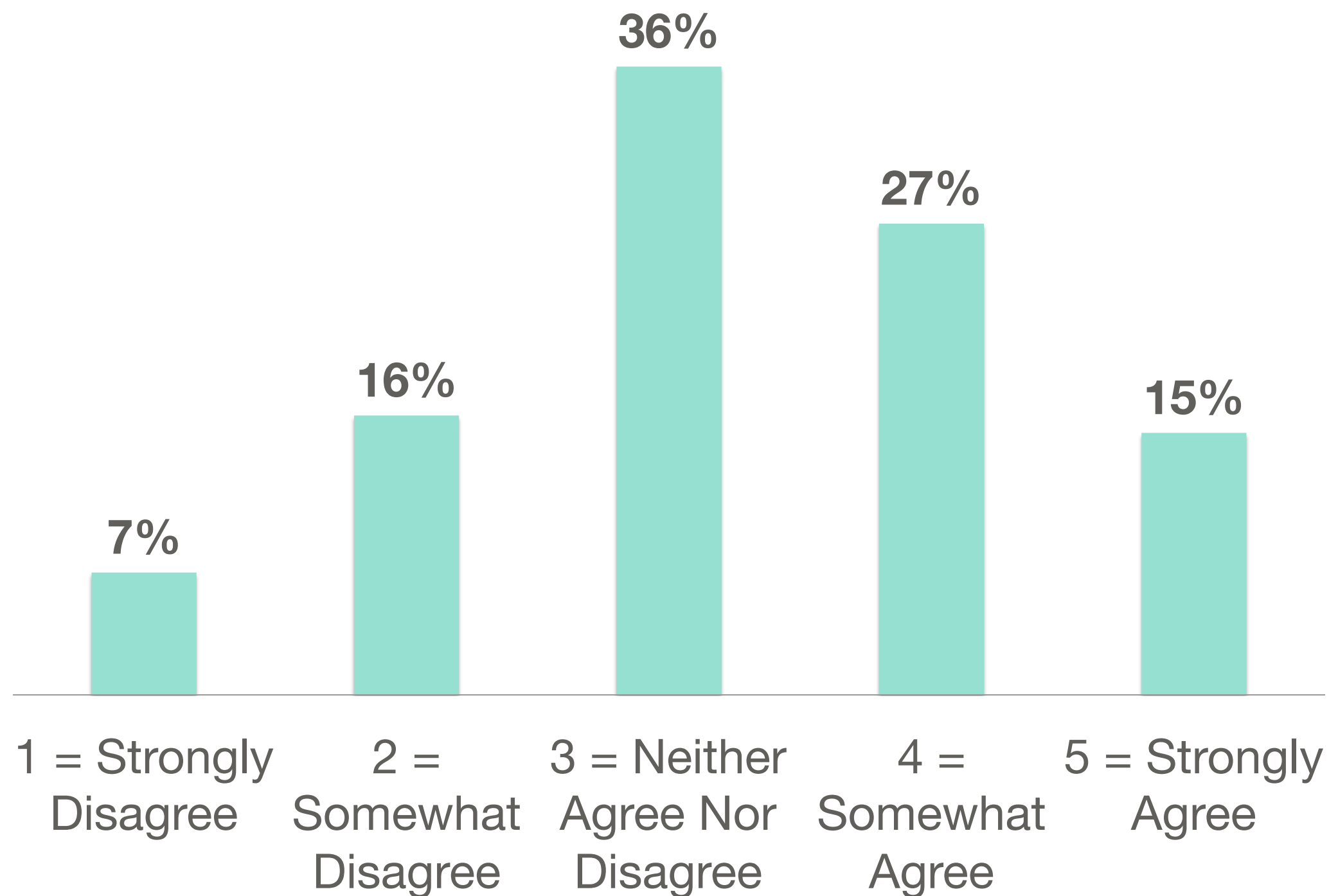
When the local government announces the crisis is over

**16%**





## Do you agree that brands should advertise as normal during the Coronavirus crisis?

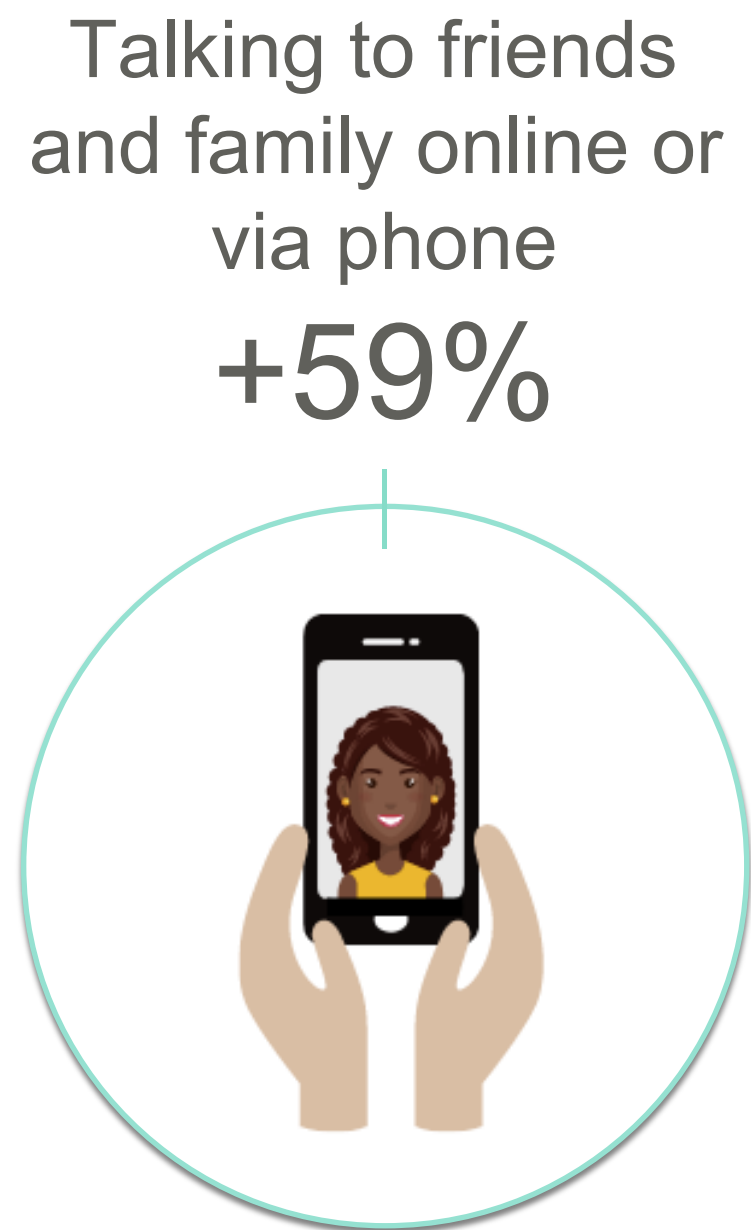




## How are shoppers spending their time?

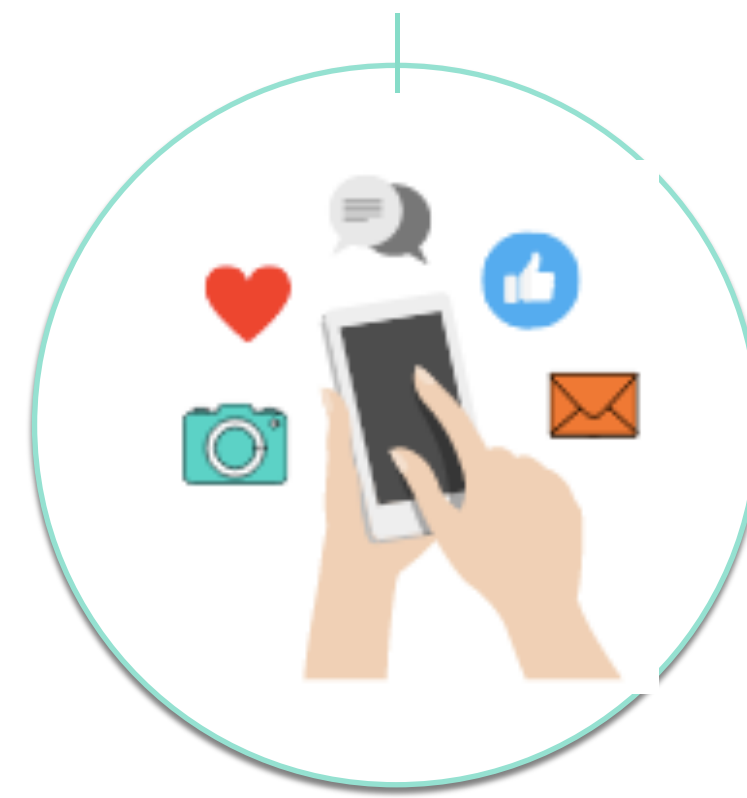


Cooking meals  
**+62%**



Watching streaming  
services (e.g. Netflix,  
Hulu)  
**+57%**

Engaging on social  
media platforms  
**+51%**







# Since learning about the Coronavirus, which of the following have you done?

	Spent More Time	Rank
Cooked meals	62%	1
Talked to friends & family online or via phone	59%	2
Watched streaming service (e.g., Netflix, Hulu)	57%	3
Visited online news sites	52%	4
Engaged on social media platforms	51%	5
Watched the news on TV/cable	50%	6
Baked	48%	7
Gone for a walk outside	45%	8
Read	44%	9
Ordered take out or delivery from a restaurant	33%	10
Done a craft	31%	11
Exercised	26%	12
Played board games	26%	12
Worked on puzzles	22%	13
Gave myself a manicure, pedicure, hair cut, hair color	21%	14



## Streaming services are up 57%

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Who's gaining?







## Social media usage is up 51%

Who's gaining?



43%



27%



23%



19%



## Which products are topping their grocery list?



Milk, eggs

**90%**



Snacks  
(pretzels, chips)

**87%**



Fresh produce

**85%**



Cheese/dairy

**84%**



Drinks  
(i.e., soda, juice)

**75%**



Frozen meals  
(including pizza)

**63%**



Pasta

**63%**



## During the Coronavirus crisis, have you had to buy a brand that you don't usually buy because the brand you usually buy was out of stock?

	Yes, and I plan to stick with new brand	Yes, but I plan to go back to my old brand	No, I have not had to buy a different brand/ I do not buy this
Snack food	7%	15%	78%
Paper goods (i.e., toilet paper, paper towels)	8%	49%	43%
Coffee	6%	12%	82%
Frozen meals (i.e., pizza)	7%	15%	78%
Personal care (i.e., shampoo, deodorant, toothpaste)	7%	12%	81%
Cleaning products	9%	30%	61%
Drinks/beverages	6%	13%	81%
Feminine hygiene products	4%	10%	85%
Dairy products (i.e., cheese, yogurt)	7%	19%	73%
Baking products	6%	20%	74%
Beauty/skincare products	6%	9%	85%



**During the Coronavirus crisis, have you had to buy a brand that you don't usually buy because the brand you usually buy was out of stock?**

	Yes, and I plan to stick with new brand	Yes, but I plan to go back to my old brand
Snack food	33%	67%
Paper goods (i.e., toilet paper, paper towels)	14%	86%
Coffee	33%	67%
Frozen meals (i.e., pizza)	33%	67%
Personal care (i.e., shampoo, deodorant, toothpaste)	35%	65%
Cleaning products	22%	78%
Drinks/beverages	31%	69%
Feminine hygiene products	30%	70%
Dairy products (i.e., cheese, yogurt)	28%	72%
Baking products	22%	78%
Beauty/skincare products	39%	61%





## How have you/will you shop for groceries before, during and after the Coronavirus crisis?



**In-store**



**Online with  
delivery to my  
home**



**Online with  
pick-up at  
store**



**Combination of  
online and in-  
store grocery  
purchases**

**Before the Coronavirus crisis**

75%

2%

3%

20%



## How have you/will you shop for groceries before, during and after the Coronavirus crisis?



**In-store**

**Online with  
delivery to my  
home**

**Online with  
pick-up at  
store**

**Combination of  
online and in-  
store grocery  
purchases**

**Before the Coronavirus crisis**

75%

2%

3%

20%

**During the Coronavirus crisis**

49%

11%

11%

29%



## How have you/will you shop for groceries before, during and after the Coronavirus crisis?



In-store

Online with  
delivery to my  
home

Online with  
pick-up at  
store

Combination of  
online and in-  
store grocery  
purchases

**Before the Coronavirus crisis**

75%

2%

3%

20%

**During the Coronavirus crisis**

49%

11%

11%

29%

**After the Coronavirus crisis**

57%

4%

6%

33%





## Shoppers Will Continue to Shop Online Make Sure Ratings & Reviews Are Available



**97%**

**Of women have consulted Product Reviews before deciding to buy**

**92%**

**92 percent of consumers trust recommendations from people even if they don't know them personally\***

**60%**

**Have searched for Product Reviews in-aisle**

**1 in 3**

**Women would spend at least 10% more on Products with a good Review**

**3 in 4**

**Women watch online videos of product reviews**



# What do people miss the most?

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1. Seeing friends and/or family in person



2. Going out to eat



3. Shopping



4. Going to public places



## What people NOT missing?

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1. School/Daycare



2. My kids' activities,  
i.e., sports, shows, classes



3. Work

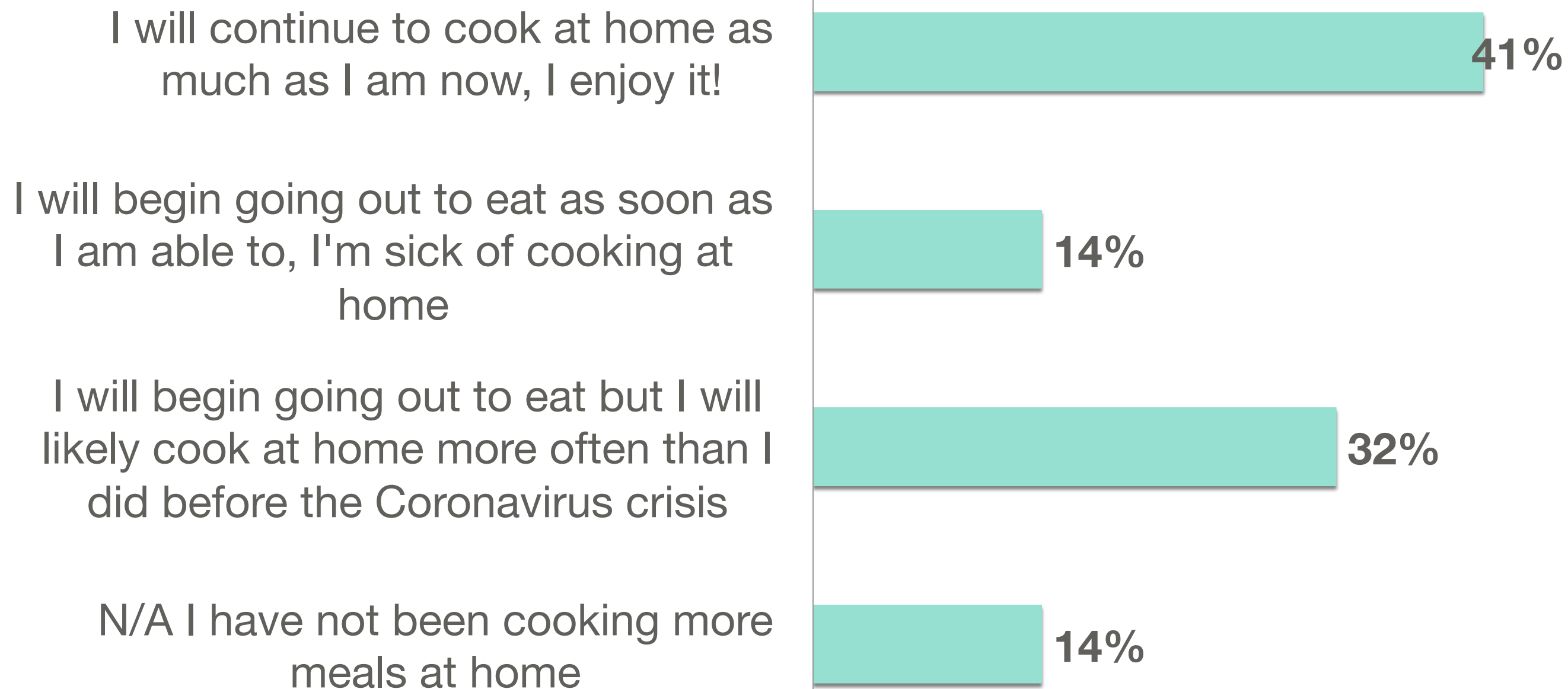


4. Physical activity, i.e., exercising,  
going to the gym, playing sports



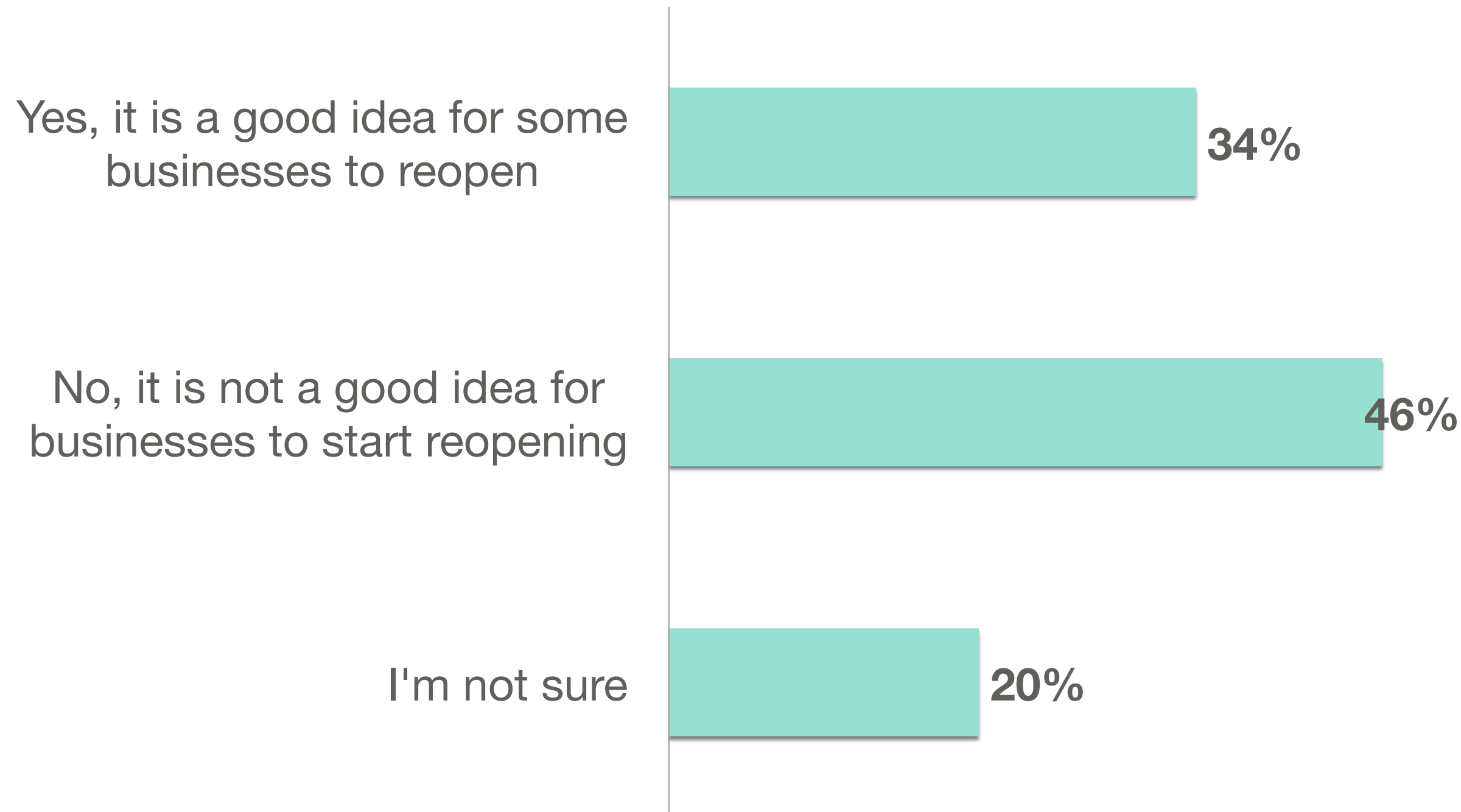


## If you have been cooking more meals at home due to Coronavirus stay at home orders, how will this change after the Coronavirus crisis is over?



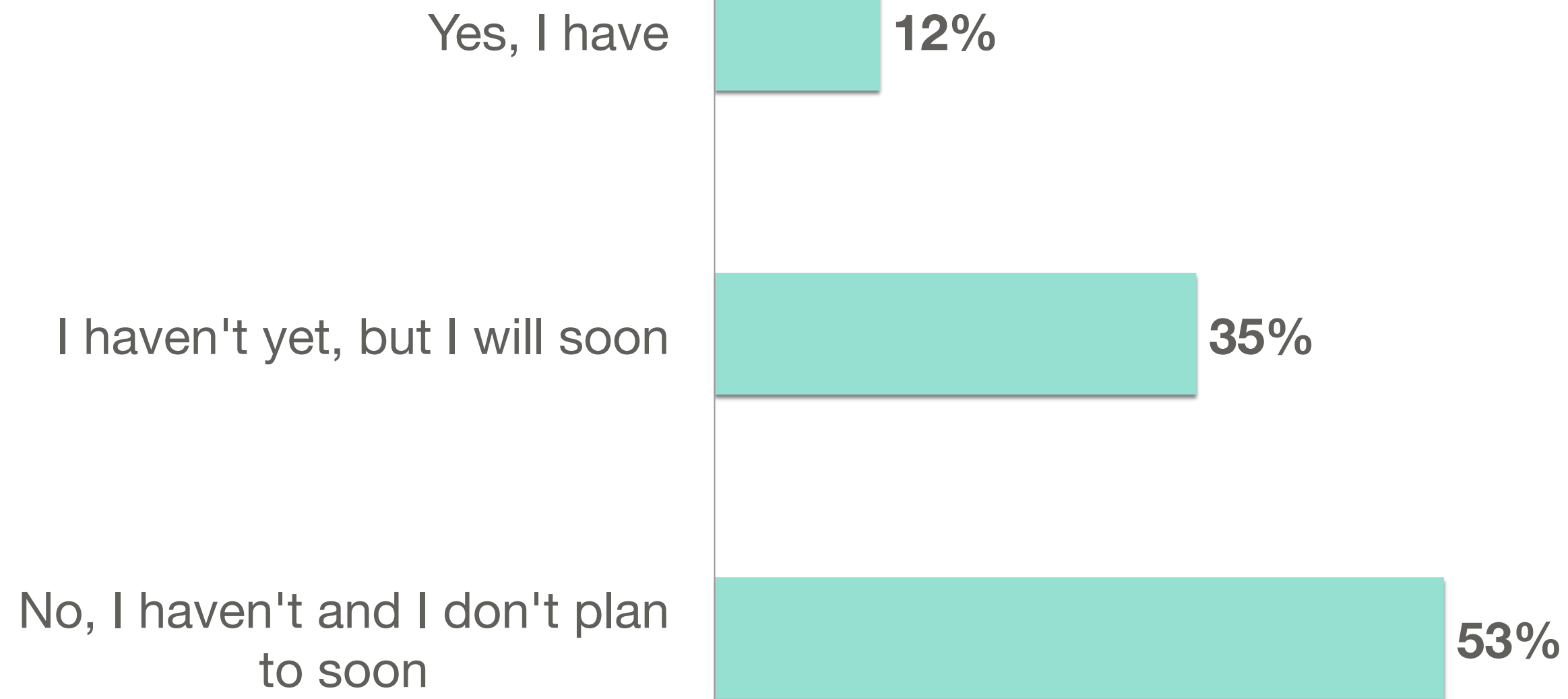


## Some parts of the country are starting to allow some businesses and stores to reopen. Do you think this is a good idea?





## Have you gone (or will you go) into the businesses and/or stores that have reopened?





**On a scale of 1 to 5, how likely are you to do the following once you feel comfortable that the Coronavirus crisis is over?**

**(1 = Not Very likely, 5 = Very Likely)**

	Top 2 Box	Bottom 2 Box	Top 2 Change vs. 4/17
Go to friends' and/or families' homes	75%	9%	-6%
Go to a public park	69%	12%	-3%
Go back to a work office	68%	18%	-6%
Go to a public beach	58%	21%	-7%
Going Out to Eat	55%	22%	-21%
Stay at a hotel	41%	35%	-17%
Go to a movie theater	41%	36%	-24%
Go to a show	38%	37%	-24%
Go to a concert	36%	41%	-26%
Take a flight	36%	40%	-20%
Visit Another Country	27%	56%	-14%









## Brands Are Content Creators – Provide Helpful Information

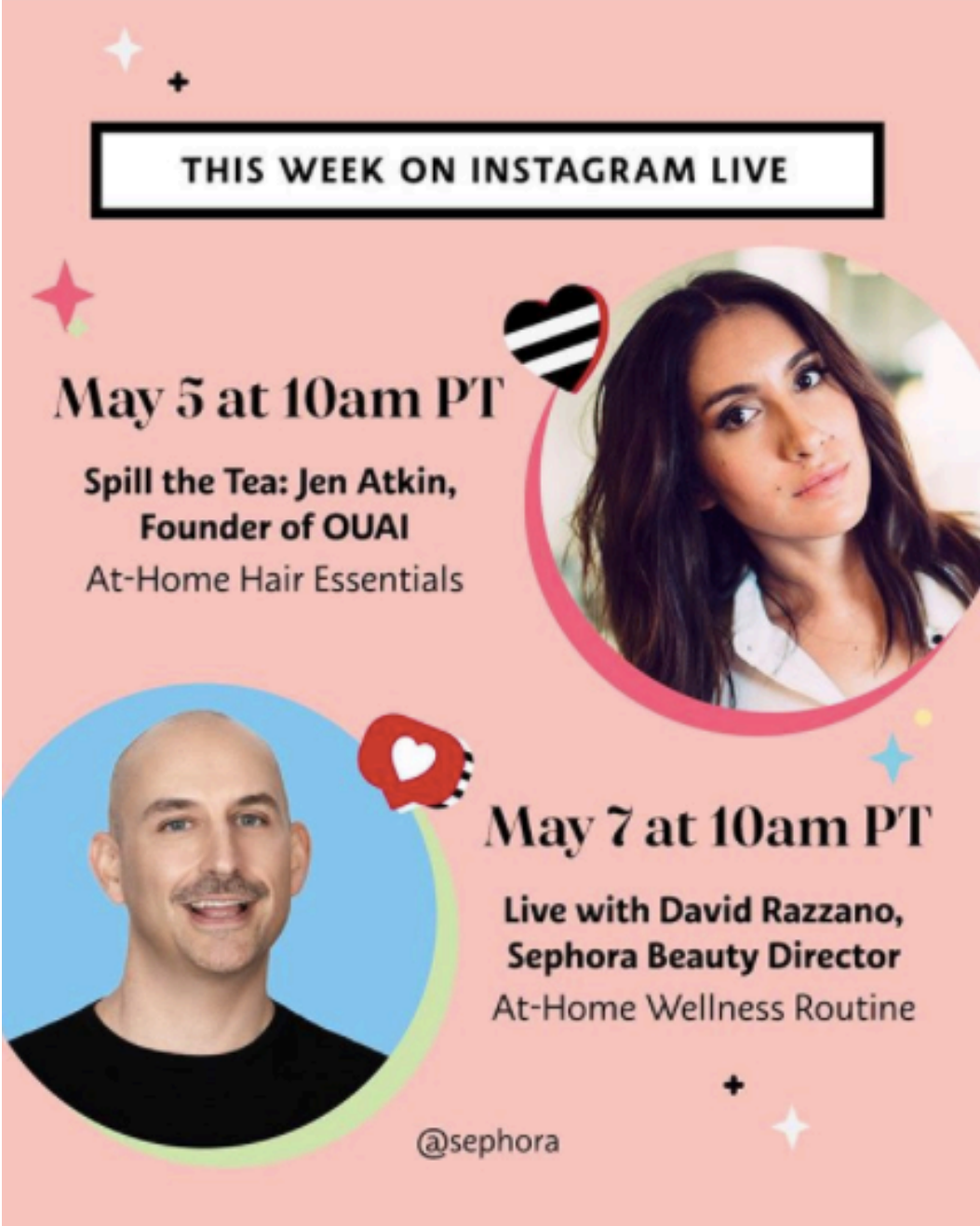
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**Eva Longoria  
for L'Oreal**



## Brands Are Getting Creative & Going LIVE!



THIS WEEK ON INSTAGRAM LIVE

May 5 at 10am PT  
Spill the Tea: Jen Atkin,  
Founder of OUA  
At-Home Hair Essentials

May 7 at 10am PT  
Live with David Razzano,  
Sephora Beauty Director  
At-Home Wellness Routine

@sephora

sephora • Follow

sephora We're going all in on our at-home hair care and wellness routines right now, so if @jenatkinhair and @davidrazzano are sharing tips, we're very much here for it 🙌🙌 What do you hope to see during these special live chats?

2d

davidrazzano I'm so ready !!💕💕💕

2d 5 likes Reply

View replies (1)

tamkir59 I am shocked at delivery delays- May 18 delivery for order placed on April 23? My Ulta order

8,399 likes

2 DAYS AGO

Add a comment... Post

## Sephora Goes Live!





## Brands Are Getting Creative & Going LIVE!



## American Eagle Gives Shoppers a Virtual Prom





# Brands Are Content Creators – Brand as Ingredient

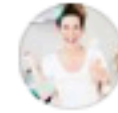


**Chef Art Smith**

6 hrs · 🌐



"Danger Will Robinson, this Mac & Cheese is coming in H🔥T!!" 🧀🧀  
Join me as I show you how to make my famed Mac & Cheese along with special guest, [Maxwell Jenkins](#) (AKA Will Robinson) of [Netflix's Lost in Space](#)!!

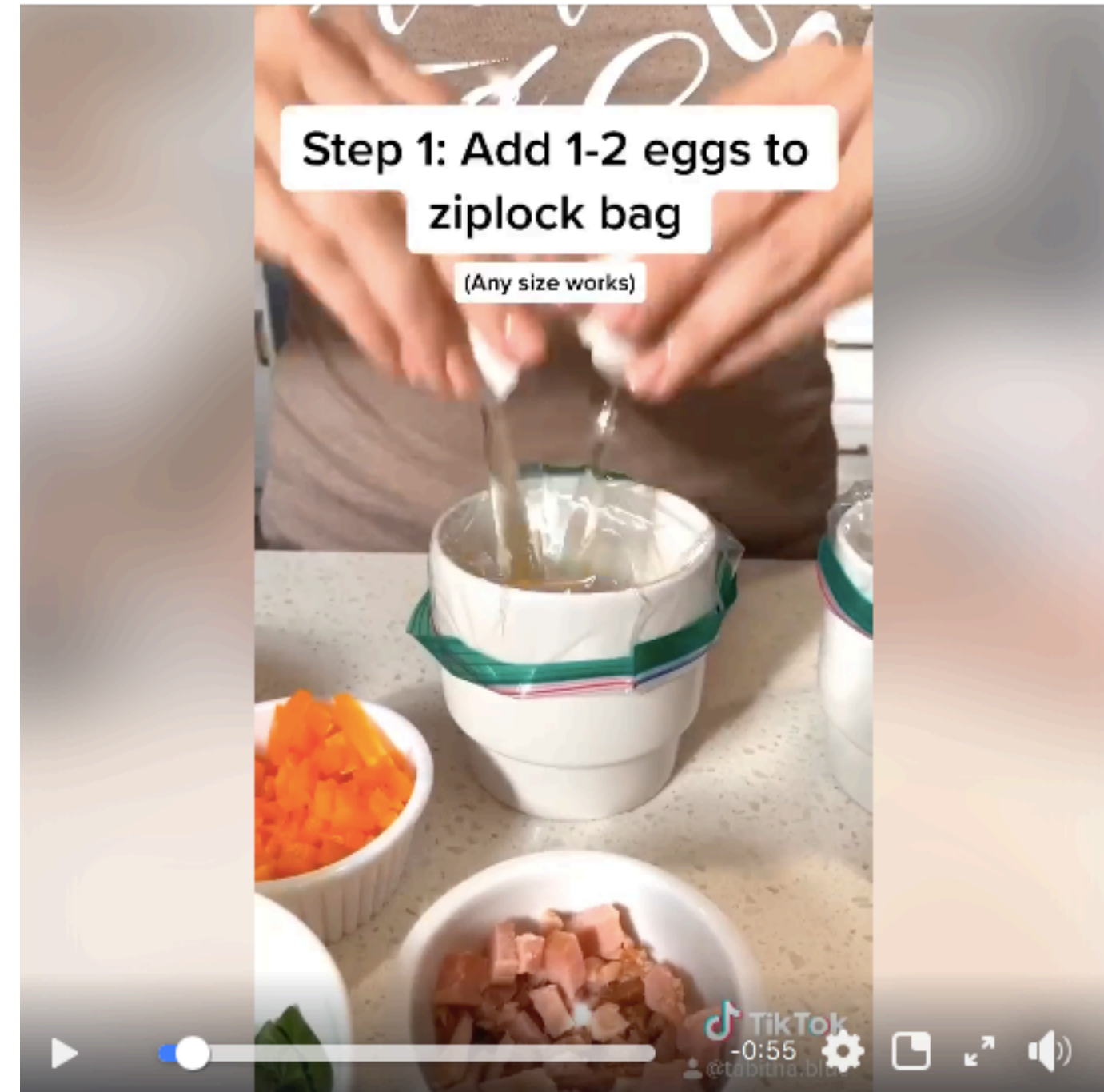


**Tabitha Blue**

April 15 at 3:55 PM · 🌐



Have you made omelets like this before?! Mind-blowing... and fun too!







## Brands Are Content Creators – Provide Helpful Information



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The Vesper

 rocthevesper QUARANTINE COOKING with the VESPER airs next week, every night Monday through Friday at 7 p.m. on FB Live!

- We'll drop 4 MYSTERY ingredients off to our contestants the morning of their "show," then they must make a meal using those ingredients along with anything they can scrounge up from their own pantries/fridges.
- Check out the trailer in our story + thank you for all of your love and support at this time! [#rocthevesper](#)
- 
- 
- [#quarantinecooking](#) [#coronacrazy](#) [#cookingchallenge](#) [#rocooking](#)

70 likes  
MARCH 21

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## Restaurants Get Creative!

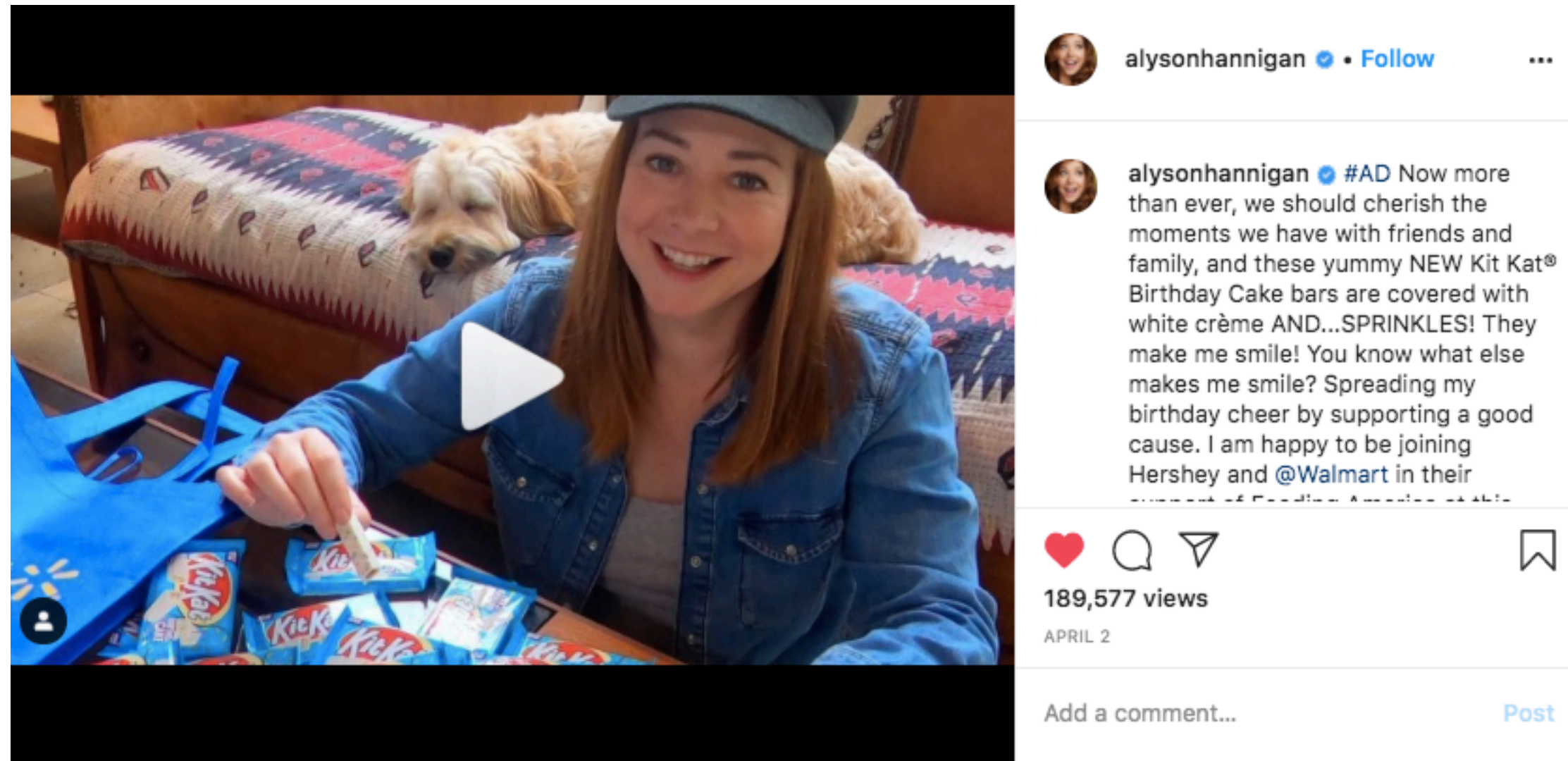




# Tips for Working with Influencers Now

The post has earned a 25% engagement rate representing a 1,500% increase over the typical 2% celebrity engagement rate on Instagram.

- 1) **Influencer Product Relevance**: The post makes clear a direct connection between Alyson and the product
- 2) **Recognizes the Current Environment**: Alyson references that we can all use some cheer right now and sometimes that means a chocolate treat.
- 3) **Feel Good**: Alyson references the brand and retailer's commitment to Feeding America and her participation with the Organization.





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