

Despite Vaccinations, Americans Continue to Expect Safety Precautions When Shopping In-Store

Shopkick survey uncovers consumer sentiment toward COVID-19 vaccines and its impact on shopping habits

REDWOOD CITY, Calif. -- Feb. 1, 2021 -- For some, the COVID-19 vaccination program offers a glimmer of hope that life will soon return to normal. However, with many Americans (44 percent) not planning to receive the vaccine, consumers said they would hardly change their current shopping behaviors as a result. In fact, nearly all consumers (96 percent) said they would continue to take personal safety precautions while shopping, while less than half (48 percent) of those who had already received the vaccine reported feeling more comfortable shopping in-store now.

In its ongoing commitment to support brand and retail partners with regular insights during the COVID-19 pandemic, [Shopkick](#), a leading shopping rewards app, surveyed more than 21,000 consumers between Jan. 20-24, 2021, to learn about current shopping behaviors and how the availability of a vaccine impacts those habits.

National Vaccine Insights:

- **Many consumers do not plan to get the vaccine.** While most consumers surveyed had either already received the vaccine (8 percent) or were planning to receive it (48 percent), 44 percent said they were not planning to get vaccinated.
- **Millennials are the least confident in the vaccine.** Millennials made up the largest segment of people not confident in the vaccine (35 percent) and not planning to get vaccinated (51 percent). Comparatively, America's youngest and oldest consumers appeared the most confident in the vaccine, with 71 percent of Gen Zers and 75 percent of Boomers saying they felt some level of confidence.
- **Vaccinations do not mean consumers will flood back indoors.** Of those who had already received the vaccine, less than half (48 percent) reported feeling more comfortable shopping in-store and taking part in other indoor activities, while only 18 percent say they would do so more frequently now. Similarly, of those who planned to get the vaccine, only 15 percent say they would shop in-store or take part in indoor activities more frequently after receiving the vaccination.
- **Personal health and safety habits are here to stay.** Nearly all of those who had already been vaccinated or planned to be vaccinated say they would continue to take personal safety precautions while shopping in-store (96 percent and 97 percent, respectively). Precautions include wearing protective face coverings (93 percent), using disinfectants (87 percent), shopping at less busy times (66 percent), using debit or credit cards to avoid exchanging cash (66 percent), using self-checkout (58 percent), or wearing protective gloves (21 percent).
- **Consumers expect health and safety to remain a priority for retailers.** Even if the majority of Americans are vaccinated, 79 percent of consumers expect retailers to

continue enforcing health and safety restrictions, such as requiring protective face coverings for shoppers and employees (89 percent), offering disinfectants for shoppers (86 percent), enforcing social distancing (80 percent), keeping plexiglass barriers at checkout (74 percent), and limiting the capacity of shoppers allowed inside (62 percent). According to 62 percent of respondents, enforcing these guidelines would influence where they choose to shop.

Additional Insights:

- **More than half of consumers are using BOPIS for essential purchases.** As consumers try out different options for picking up the essentials, 55 percent said they were now using BOPIS (buy online, pickup in-store) to varying degrees, including sometimes (35 percent), often (11 percent), or very often (9 percent).
- **Stockpiling rates are down and consumers are seeing the impact on store shelves.** Forty-nine percent of consumers said they were stocking up on essential items, a decrease from [November 2020 findings, when a whopping 61 percent of shoppers were stockpiling](#). In turn, 41 percent said essential items that were out-of-stock or low-in-stock one month ago are now in-stock, compared to 36 percent who said items were still out-of-stock and 23 percent who had not noticed a difference.

“With evolving news regarding the vaccine, it is becoming increasingly clear to the retail industry that a return to pre-COVID shopping behaviors and expectations is, at best, still far off,” said Dave Fisch, general manager of Shopkick. “These latest findings prove that retailers must remain diligent and dedicated to maintaining health and safety standards in-store, and continue to find ways to meet shoppers in whatever ways make them feel most comfortable.”

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company’s unique pay for performance model has been proven to deliver high ROI while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, TJ Maxx, and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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