

WHAT NOW:

**RETAIL'S NEW
NORMAL POST
COVID-19**

**CUSTOMER
RESPONSES**

COMPILED BY:

axis
display group

89% of consumers polled are optimistic that non-essential retailers will begin opening up their doors again before July 31st
- ARE YOU READY?

A vaccine will make a difference but what people really want is the ability to SANITIZE THEIR HANDS.

Store cleanliness, fair pricing, reward programs, and genuinely friendly employees lead the way in customer expectations moving forward
- HOW WILL YOU MEET THE DEMANDS?

OBJECTIVE & INTENTION

Retail has been through a lot in the past decade. Each year brings a new headline, a new narrative that shapes our opinions, actions, hopes, and fears.

What COVID-19 has done to our industry is truly unprecedented, and the impact it will have on all of us is somewhat unfathomable. There are things we know and things we don't know. Things we are excited about and things we lose sleep over. As a general guiding principle, we believe that forever going forward we will be called to embrace change – *really* embrace it. After all, time and time again it is the only constant.

As retail designers and display/fixture producers, we are only as successful as the brands and retailers we serve. As our businesses begin to open back up, the processes to ensure safe operating will necessitate new needs.

We all know this. They tell us we'll be in a "new norm." So, let's build it together.

Since every great idea starts with a person, we developed this survey to gauge how people plan to shop and use stores post COVID-19. We wanted to understand how they have rearranged their purchasing patterns, what their top expectations are for in-store safety, how the course of the virus' transmission is affecting their decision-making, and more.

Before we can parade around claiming to know what our consumers need, we have to understand them – not as a cohort, not as a demographic bracket – but as individuals. We hope some of the takeaways within this survey will help you do that and will complement, start, or foster additional conversations on how we as an industry can do our part to make this "new norm" a better one for all.

KEY TAKEAWAYS

89% of consumers polled are optimistic that non-essential retailers will begin opening up their doors again before July 31st, with 34% believing those openings will begin before May 31st.

Once non-essential retailers are open, 40% of respondents said they are highly likely to return within the first month. By six months of reopening, that number jumps to 68%.

Most respondents (48%) believe that overall retail traffic in the next 18 months will be less than pre COVID-19 levels. Additionally, 51% believe true traffic levels will vary and be determined by industry type and products sold.

Respondents report mixed views on whether or not having an accessible COVID-19 vaccine would impact their decision to return to stores. 56% claim a vaccine would help them feel more comfortable shopping in stores, whereas 14% said it would not and 29% said they were unsure.

What seems to be a bigger factor than the vaccine, is the course of the overall disease itself. Throughout the comment areas of the survey, many respondents reported that they are waiting to see what the virus does before they plan to make decisions on how and when to shop. People have questions. They are worried about second waves and resurgences. They're confused about antibodies and concerned with immunities. Science and retail will go hand in hand moving forward.

The top three safety and sanitation measures retailers can implement to make their customers feel safe in the **short-term** are:

- Hand sanitizing dispensers
- Enhanced cleaning practices by employees (carts, counters, checkouts, etc.)
- Wipe dispensers

Respondents marked these same three items for top **long-term** implementation as well.

Consumers also expressed heightened interest in having stores implement more BOPIS/curbside pickup options to ensure adequate safety and sanitation for the long-term.

Further, in another question, 51% of respondents also reported that it is extremely or very important to them that stores put more effort and attention in creating easy in-store and/or curbside pickup services moving forward.

In regard to picking up, testing, and touching products, 40% of respondents report a high degree of wariness. In the comment section, conversations about eliminating testers, promoting more packaged or sealed samples, and heightened sanitation practices were present.

Respondents were asked to write a couple of words on what they believe the most important thing retailers can do to make them feel (1) safe, (2) valued, and (3) loyal, respectively. All comments are available for you to browse in the next section, but **store cleanliness, fair pricing, rebates/value programs, and a kind, genuine, human-centric attitude** rose to the top of the lists.

When asked what part of non-essential shopping respondents were missing most right now, 60% reported the convenience of being able to buy something and take it home right away.

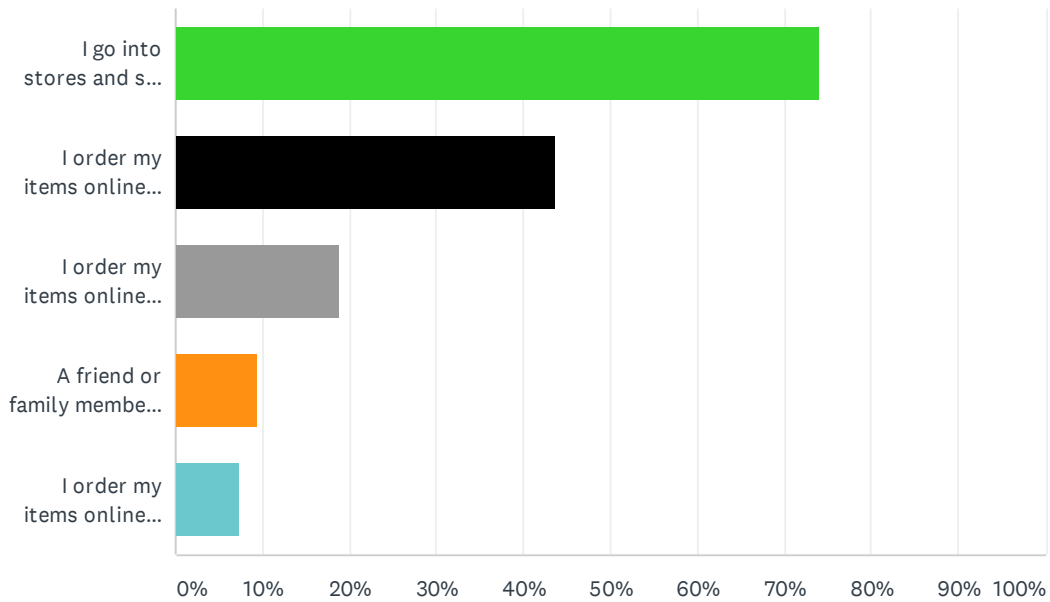
METHODOLOGY

Open Dates	April 16, 2020 - April 23, 2020
Responses	96
Survey Completion Rate	97%
Avg. Time Spent	8m:44s
Delivery	-Custom Web Link - shared through AXIS eblast to clients and industry leaders -Organic social media – professional and personal
Audience Demographics	<p>Gender:</p> <ul style="list-style-type: none"> • Male: 43% • Female: 57% <p>Age:</p> <ul style="list-style-type: none"> • 25 -34:17% • 35-44: 17% • 45-54: 25% • 55-64: 28% • 65+: 14% <p>Locale:</p> <ul style="list-style-type: none"> • 23/50 US States represented <p>Industry Occupation</p> <ul style="list-style-type: none"> • Non-retail = 75% • Retail = 25%

POST COVID-19
SURVEY

Q1 With many quarantine measures still in place, how are you doing most of your essential shopping right now? Check all that apply.

Answered: 96 Skipped: 0

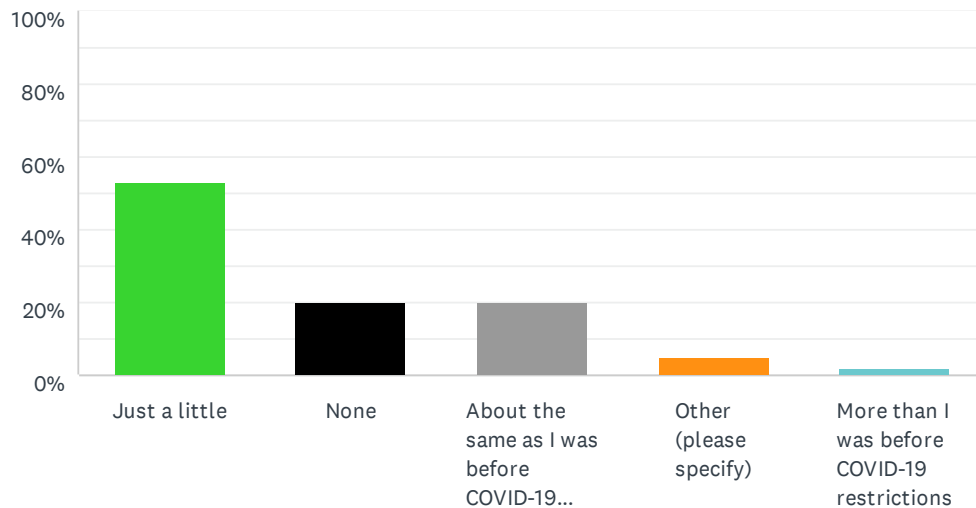


ANSWER CHOICES	RESPONSES	
I go into stores and shop for my items myself.	73.96%	71
I order my items online and get them delivered to my home.	43.75%	42
I order my items online and pick them up curb-side.	18.75%	18
A friend or family member brings me my items.	9.38%	9
I order my items online and pick them up in-store.	7.29%	7
Total Respondents: 96		

#	OTHER (PLEASE SPECIFY)	DATE
1	I shop for myself and others that can not get out. Usually every other week. I wear a mask and gloves to protect those that are there working to be open for us.	4/18/2020 8:49 AM

Q2 Since mid-March, how much non-essential shopping have you done (either in-store or online)?

Answered: 96 Skipped: 0

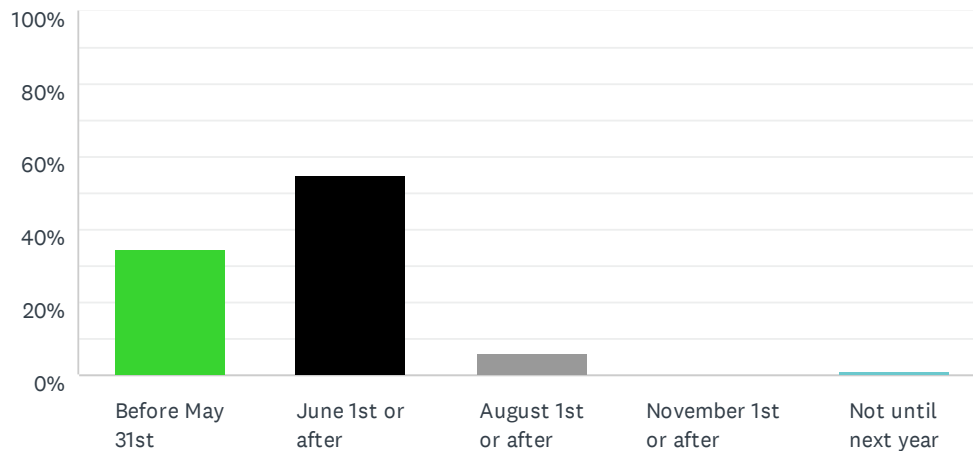


ANSWER CHOICES	RESPONSES	
Just a little	53.13%	51
None	19.79%	19
About the same as I was before COVID-19 restrictions	19.79%	19
Other (please specify)	5.21%	5
More than I was before COVID-19 restrictions	2.08%	2
TOTAL		96

#	OTHER (PLEASE SPECIFY)	DATE
1	Really scaled back	4/20/2020 12:51 PM
2	Only non essential shopping while shopping for essentials. Did not go out to shop if I didn't red essentials too.	4/18/2020 3:20 PM
3	About same. I order online then let sit in garage for a week or two before bringing into house/using.	4/18/2020 9:24 AM
4	Probably a little less than before	4/17/2020 2:42 PM
5	A lot more online, try to keep store visit to a minimum 1 a week or less.	4/17/2020 11:45 AM

Q3 Non-essential retailers will likely begin reopening their stores on a state-by-state basis according to regional virus control data and local regulations. When do you anticipate these re-openings to begin?

Answered: 96 Skipped: 0

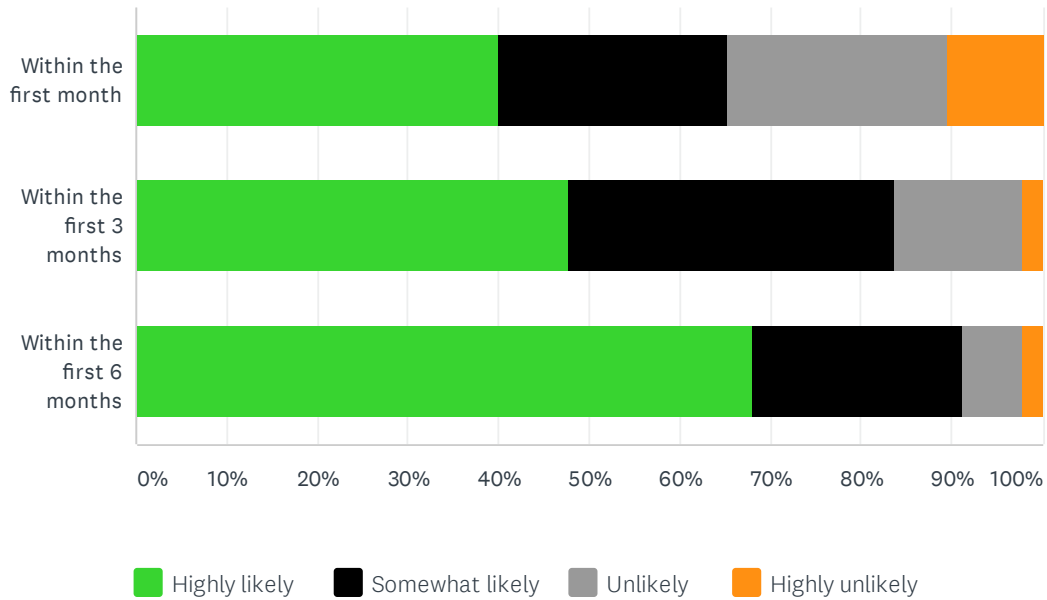


ANSWER CHOICES	RESPONSES	
Before May 31st	34.38%	33
June 1st or after	55.21%	53
August 1st or after	6.25%	6
November 1st or after	0.00%	0
Not until next year	1.04%	1
TOTAL		96

#	OPTIONAL COMMENT AREA:	DATE
1	I don't know. I'd like to be optimistic but what I've read has been bleak.	4/21/2020 3:47 PM
2	Hopefully not until said 'virus' is just about gone!!!! and there are no NEW cases in said State..... All it will take is 1 person to travel wherever.. and leave the virus on the run again...	4/21/2020 12:34 AM
3	Hoping we don't rush into this and start another wave of illness.	4/20/2020 11:45 AM
4	it better be May 1st	4/20/2020 10:46 AM
5	With newer, stricter guidelines on sanitizing requirements. Not sure why all stores don't periodically sanitize their shopping carts/baskets but that should be become the new normal in all essential and non essential business as well as offering hand sanitizer on the way in and out of the stores/businesses.	4/18/2020 12:30 PM
6	have all states closed? Thinking of AZ in particular? Maybe check the map of the states with the lowest number of infections.	4/18/2020 8:45 AM
7	We need to get the economy going, and quickly get back to people relationships .	4/18/2020 8:38 AM
8	Depends on if the health system can keep things under control and if transmissions stay level or less.	4/17/2020 11:45 AM
9	I think it will be done by hotspot .. The tri state area being last to open.	4/17/2020 10:58 AM

Q4 Once non-essential retailers get the green light to reopen, how likely are you to visit one within the first month, 3 months, and 6 months of its reopening?

Answered: 96 Skipped: 0

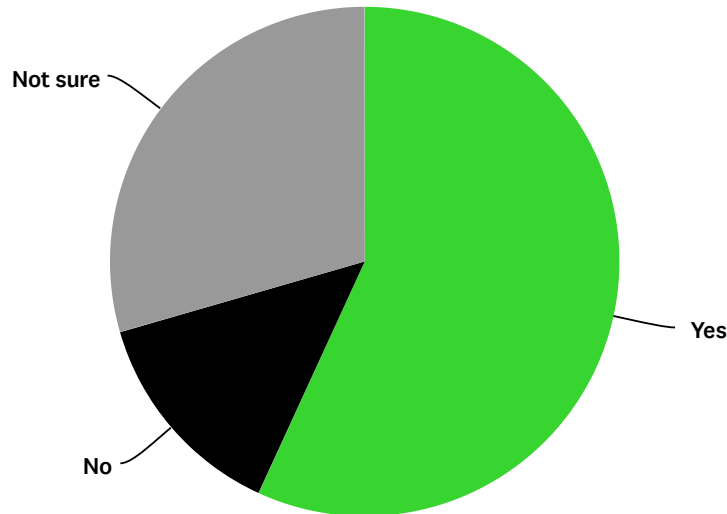


	HIGHLY LIKELY	SOMEWHAT LIKELY	UNLIKELY	HIGHLY UNLIKELY	TOTAL	WEIGHTED AVERAGE
Within the first month	40.00% 38	25.26% 24	24.21% 23	10.53% 10	95	2.05
Within the first 3 months	47.83% 44	35.87% 33	14.13% 13	2.17% 2	92	1.71
Within the first 6 months	68.13% 62	23.08% 21	6.59% 6	2.20% 2	91	1.43

#	OPTIONAL COMMENT AREA:	DATE
1	I miss my "non-essential" retailers. They're comforting.	4/21/2020 3:47 PM
2	Only when community has said 'no new virus detected in two weeks' also, none present in hospital...	4/21/2020 12:34 AM
3	I do most (90%) of my shopping online anyway	4/20/2020 10:25 PM
4	Limited on what stores and what times to go. Not going when peak times with others	4/18/2020 3:20 PM
5	I will be paying careful attention to disease rates, and when I do start shopping, I will be taking precautions (mask, gloves) and will shop only at places where employees are taking precautions, especially during the first 3-6 months.	4/18/2020 9:32 AM
6	if I can order online that will be my first option from now on. At some point I will need to go into a retailer to find new clothes but I will push it off as long as possible.	4/18/2020 9:24 AM
7	Mainly garden and flower shops so I can work in my yard and get outside. Flowers make us smile and we all need fresh vegetables.	4/18/2020 8:49 AM
8	certainly all will change some, and some will do most shopping on line. That however is no good for a recovery	4/18/2020 8:38 AM
9	It will all depend on income honestly.	4/17/2020 3:58 PM
10	Depends on how the summer changes the virus hopping that it's seasonal so we can plan around it if possible.	4/17/2020 11:45 AM
11	I didn't do much non-essential shopping before COVID-19, either	4/17/2020 9:51 AM

Q5 Would access to a COVID-19 vaccine play a factor in your decision to resume shopping in stores?

Answered: 96 Skipped: 0

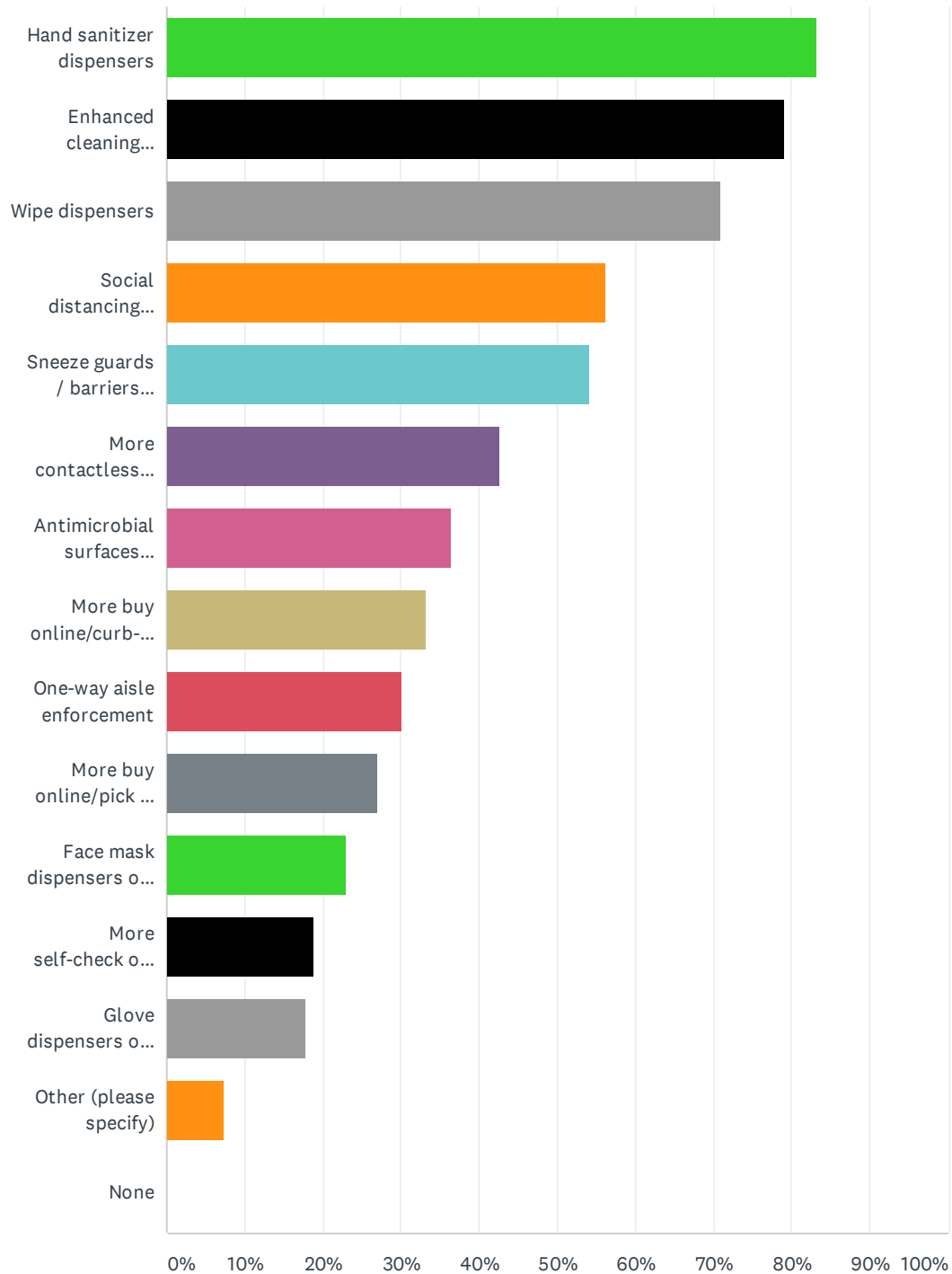


ANSWER CHOICES	RESPONSES	
Yes	56.25%	54
No	13.54%	13
Not sure	29.17%	28
TOTAL		96

#	OPTIONAL COMMENT AREA:	DATE
1	Yeah, a vaccine would help make everything feel normal again. I don't want to kill my old people. Then who would I argue with?	4/21/2020 3:47 PM
2	i dont want the Vaccine	4/20/2020 10:46 AM
3	I think practicing healthy lifestyles and being considerate of other people and their space is always good. I probably would not get the vaccine but would go out & about as I did in the past. Stay away from others if you're not feeling well	4/19/2020 6:35 AM
4	Not going to live in fear.	4/18/2020 3:20 PM
5	Only time will tell about the efficacy of the vaccine and any side-effects.	4/18/2020 9:32 AM
6	Would prefer to understand why certain people are immune to this virus. Is it blood type?	4/18/2020 8:49 AM
7	A vaccine doesn't matter to me because I'd have no idea who took it or not anyway.	4/18/2020 8:33 AM
8	A vaccine would most likely not affect my decision to shop in stores one way or another.	4/17/2020 4:46 PM
9	Not sure I would get it, I don't believe in flu shots.	4/17/2020 3:58 PM

Q6 In order for retailers to make you feel safe when you return, what kinds of safety and sanitation measures should be present in stores in the short-term? Check all that apply.

Answered: 96 Skipped: 0

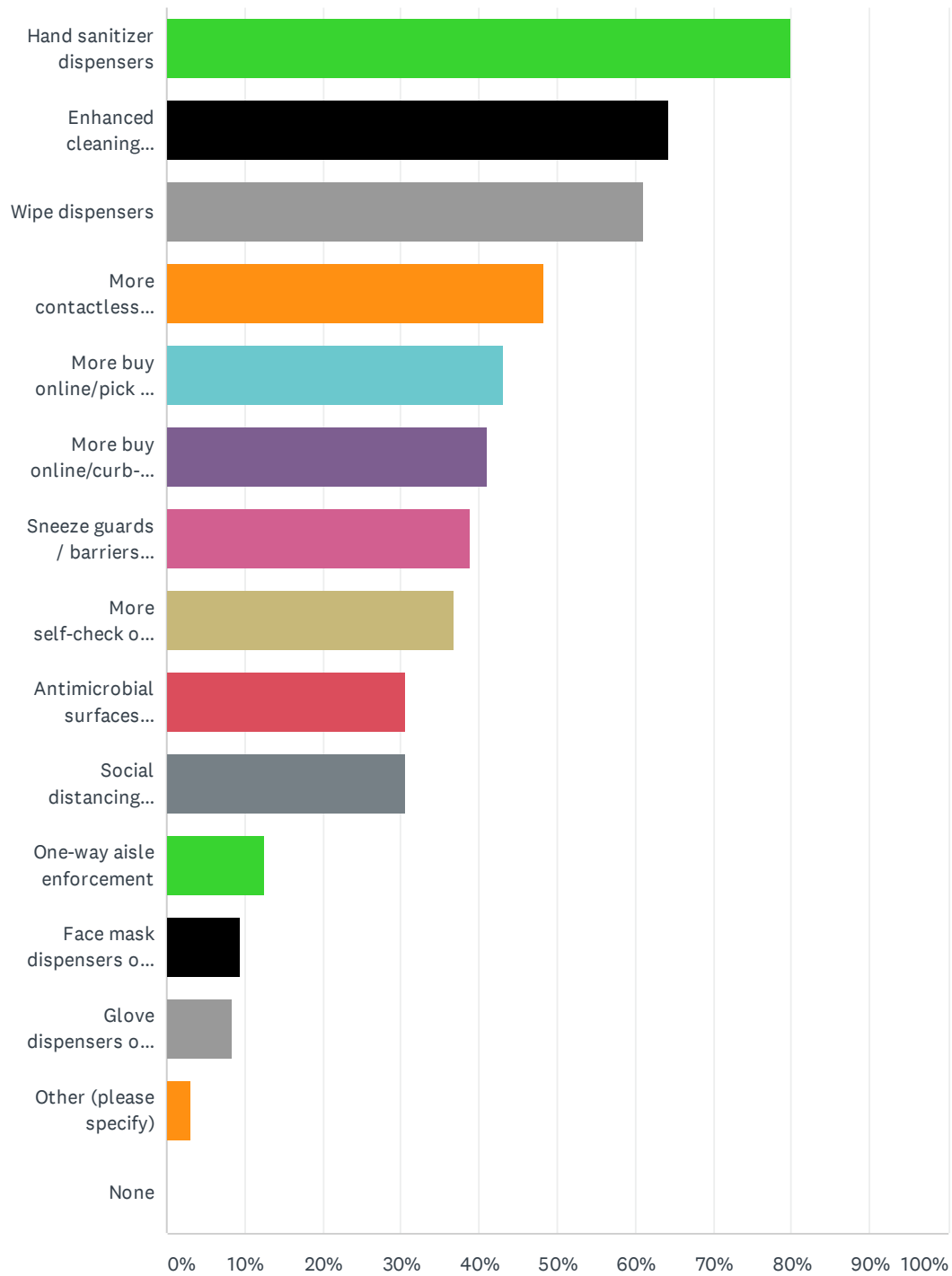


ANSWER CHOICES	RESPONSES	
Hand sanitizer dispensers	83.33%	80
Enhanced cleaning practices by employees (carts, counters, checkouts, etc.)	79.17%	76
Wipe dispensers	70.83%	68
Social distancing reminders (floor stickers, cones, posters, etc.)	56.25%	54
Sneeze guards / barriers between cashiers and employees in checkout areas	54.17%	52
More contactless payment options	42.71%	41
Antimicrobial surfaces (counters, shelves, etc.)	36.46%	35
More buy online/curb-side pick up options	33.33%	32
One-way aisle enforcement	30.21%	29
More buy online/pick up in store options	27.08%	26
Face mask dispensers or vending machines	22.92%	22
More self-check out options	18.75%	18
Glove dispensers or vending machines	17.71%	17
Other (please specify)	7.29%	7
None	0.00%	0
Total Respondents: 96		

#	OTHER (PLEASE SPECIFY)	DATE
1	Self checkout is super gross to me right now and talking to cashiers has been a highlight, even within 6 feet. I strongly dislike stores that I've installed actual guards and will probably not return to the stores in the future.	4/21/2020 3:47 PM
2	See question 3:) Clearly sanitation is big for me:)	4/18/2020 12:30 PM
3	Thermo/temperature check scanning at entrances...sort of like the sensor tag alarm machines in apparel stores. Sounds if you have a fever...especially on airlines...at sporting events.. large arenas where social distancing may be difficult	4/18/2020 8:49 AM
4	Reasonable and prudent awareness	4/18/2020 8:38 AM
5	Store employees wearing masks, Requiring customers to wear masks	4/17/2020 12:08 PM
6	Laser thermometer for places like restaurants and salons	4/17/2020 12:02 PM
7	Also the check out folks should be wearing gloves	4/17/2020 11:13 AM

Q7 Which of the following do you expect to see implemented in stores on a long-term basis? Check all that apply.

Answered: 95 Skipped: 1

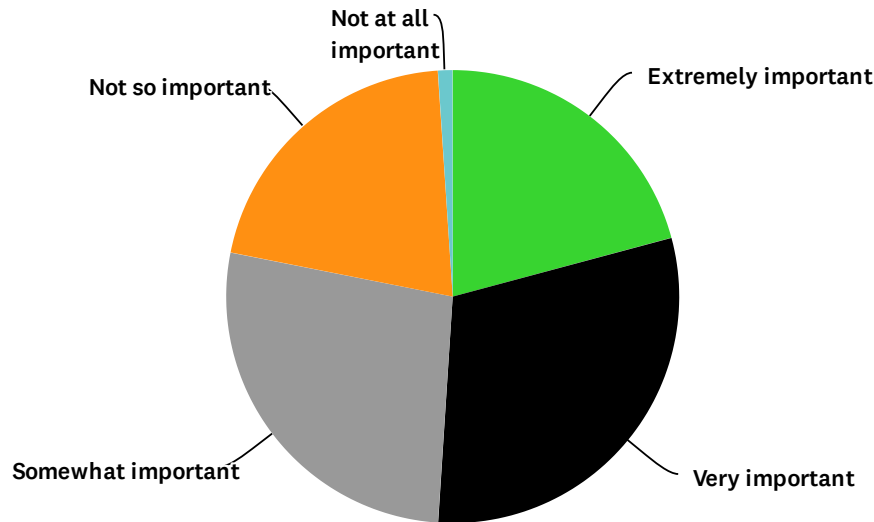


ANSWER CHOICES	RESPONSES	
Hand sanitizer dispensers	80.00%	76
Enhanced cleaning practices by employees (carts, counters, checkouts, etc.)	64.21%	61
Wipe dispensers	61.05%	58
More contactless payment options	48.42%	46
More buy online/pick up in store options	43.16%	41
More buy online/curb-side pick up options	41.05%	39
Sneeze guards / barriers between cashiers and employees in checkout areas	38.95%	37
More self-check out options	36.84%	35
Antimicrobial surfaces (counters, shelves, etc.)	30.53%	29
Social distancing reminders (floor stickers, cones, posters, etc.)	30.53%	29
One-way aisle enforcement	12.63%	12
Face mask dispensers or vending machines	9.47%	9
Glove dispensers or vending machines	8.42%	8
Other (please specify)	3.16%	3
None	0.00%	0
Total Respondents: 95		

#	OTHER (PLEASE SPECIFY)	DATE
1	even though i checked "more self-check options, i believe retailers will use self check rather than an employee for cost a cutting action and use it as an excuse to do so	4/21/2020 9:50 PM
2	Once there is a vaccine and time has passed for people to actually get it, I would feel comfortable going back to how stores have been in general. I have always liked when places have handsanitizer available and would be happy if that stayed the same.	4/21/2020 3:47 PM
3	Also the check out folks should be wearing gloves	4/17/2020 11:13 AM

Q8 Moving forward, how important is it to you that stores put more effort and attention in creating easy in-store and/or curbside pickup services?

Answered: 96 Skipped: 0

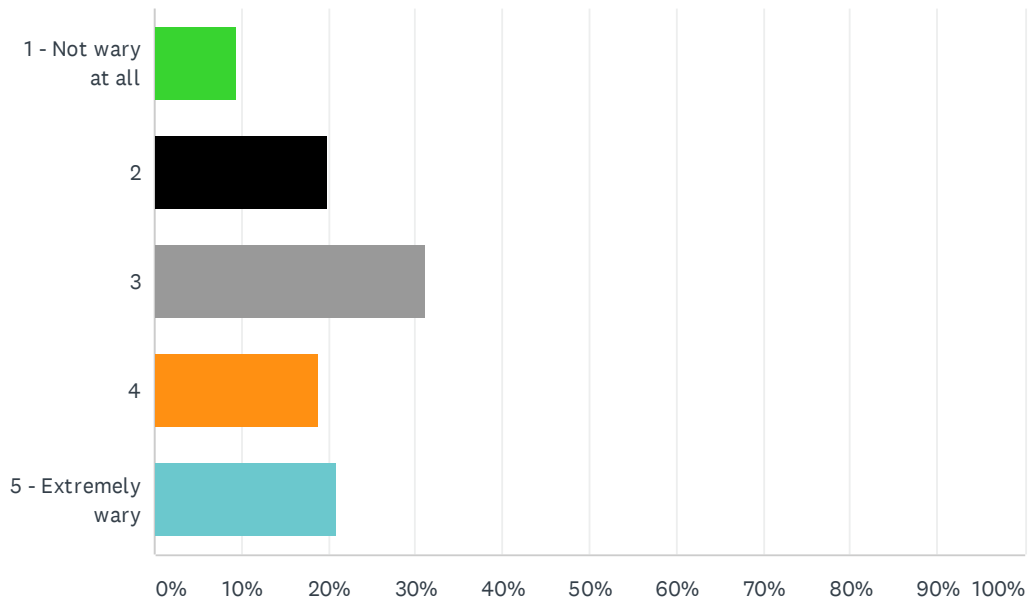


ANSWER CHOICES	RESPONSES	
Extremely important	20.83%	20
Very important	30.21%	29
Somewhat important	27.08%	26
Not so important	20.83%	20
Not at all important	1.04%	1
TOTAL		96

#	OPTIONAL COMMENT AREA:	DATE
1	depends on where we are at with the virus(es)	4/21/2020 9:50 PM
2	Even before this, my mom had started exclusively shopping for groceries with curbside pickup. She has limited mobility and serious health issues and I can't imagine her wanting to do any kind of special shopping while the virus is still an issue unless serious care were taken.	4/21/2020 3:47 PM
3	cannot emphasize extremely important enough	4/18/2020 9:24 AM
4	In store ease may we'll be important. Grocery stores that do not continually change locations of items...no necessarily an issue only for virus	4/18/2020 8:38 AM
5	I didn't use this service before and I don't expect to start.	4/18/2020 8:33 AM
6	The stores I shop at already have east in store and curbside pickup services	4/17/2020 11:13 AM
7	I think it's important for the elderly.	4/17/2020 10:14 AM

Q9 On a scale from 1-5 (5 being the most) how wary are you of touching and testing products in-stores post COVID-19?

Answered: 96 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 - Not wary at all	9.38%	9
2	19.79%	19
3	31.25%	30
4	18.75%	18
5 - Extremely wary	20.83%	20
TOTAL		96

#	OPTIONAL COMMENT AREA:	DATE
1	Neutral	4/20/2020 9:20 PM
2	I will sanitize hands on a cosistent basis	4/20/2020 2:22 PM
3	We sanitize everything that comes into out home and sanitize our hands and door etc everything we touch. When we enter our cars.	4/18/2020 3:20 PM
4	I rarely did this before COVID-19 so, moving forward, I will more than likely not be it doing after.	4/18/2020 12:30 PM
5	I think some testers should be eliminated totally as they have never been sanitary. More sample sizes packages items could he handed out. Totally sealed.	4/18/2020 8:49 AM
6	If by testing, you mean samples, I would be very wary of prepared food samples, but less so of packaged, and sealed samples.	4/17/2020 12:08 PM
7	Even coming from a CPG company that does testers in Mass retail I always found it gross. Going forward I think it's irresponsible to test as there is no way to ensure sanitation	4/17/2020 12:01 PM

Q10 Moving forward, what will be the most important thing retailers can do to make their customers feel (fill in the blank):

Answered: 69 Skipped: 27

ANSWER CHOICES	RESPONSES	
Safe:	100.00%	69
Valued:	91.30%	63
Loyal:	81.16%	56

#	SAFE:	DATE
1	following recommended CDC protocol	4/22/2020 9:21 AM
2	clean, well staffed	4/21/2020 9:50 PM
3	Cleaning procedures	4/21/2020 9:23 PM
4	Enhanced frequent cleaning	4/21/2020 8:27 PM
5	cleanliness	4/21/2020 2:37 PM
6	Enhanced sanitation	4/21/2020 7:24 AM
7	Cleanliness	4/21/2020 2:44 AM
8	Same as they are doing now/mandate face masks/employees and shoppers	4/21/2020 12:34 AM
9	barriers between check out attendants/ customer	4/20/2020 11:30 PM
10	Communicate what they are doing	4/20/2020 10:25 PM
11	Safeguard their employees	4/20/2020 9:20 PM
12	Post the measures the stores are taking for customer safety	4/20/2020 8:54 PM
13	Testing employee before work	4/20/2020 8:10 PM
14	Go slow when reopening. Show you value your employees.	4/20/2020 7:28 PM
15	Have hand sanitizer dispenser, have staff cleaning frequently	4/20/2020 6:54 PM
16	Sanitizing	4/20/2020 2:22 PM
17	Enhanced safety measures	4/20/2020 12:51 PM
18	Sanitizing carts, card machines and surfaces	4/20/2020 12:30 PM
19	Cleanliness	4/20/2020 11:47 AM
20	The items you have listed above	4/20/2020 11:45 AM
21	Provide hand sanitizer, etc.	4/20/2020 10:55 AM
22	Clean environment with clean associates	4/20/2020 10:18 AM
23	proactive and visible disinfecting by retail employees, eliminate the checkout line	4/19/2020 10:58 PM
24	Cleanliness	4/19/2020 1:30 PM
25	Cleanliness	4/19/2020 5:36 AM
26	Electric doors. No touch bathrooms and checkout.	4/18/2020 3:20 PM
27	Cleanliness of the stores and practicing personal hygiene (ie: learning to cover your mouth while coughing/sneezing). It seems to have become a lost art:(4/18/2020 12:30 PM
28	more delivery options	4/18/2020 11:29 AM
29	Deep cleaning	4/18/2020 11:12 AM
30	PPE for store personnel	4/18/2020 10:58 AM
31	Cleanliness	4/18/2020 9:53 AM
32	they need some sort of cart sanitation like us over the carts while they are stored in the cart area waiting for customers to pick up	4/18/2020 9:24 AM
33	Keep things clean	4/18/2020 9:04 AM
34	Clean displays	4/18/2020 9:02 AM
35	Continue to practice safe distancing..cleanliness...reminder signs throughout the stores.	4/18/2020 8:49 AM
36	Be visibly cleaning heavily touched surfaces	4/18/2020 8:45 AM

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SurveyMonkey

37	sanitizer stations	4/18/2020 8:42 AM
38	Cleanliness	4/18/2020 8:38 AM
39	Cleanliness	4/18/2020 8:33 AM
40	Provide Hand Sanitizer	4/18/2020 8:29 AM
41	Curbside pickup	4/18/2020 7:10 AM
42	Signs describing (succinctly) what measures they are taking,have implemented and will continue to reinforce.	4/18/2020 5:01 AM
43	Ongoing sanitization best practices, wipes/register sanitizer bottle/contactless options	4/17/2020 4:49 PM
44	Ways to sanitize	4/17/2020 4:46 PM
45	Cleanliness	4/17/2020 3:58 PM
46	Social distancing	4/17/2020 2:42 PM
47	Hand sanitizer. No more salad bar or immediate consumption food open to being touched	4/17/2020 1:48 PM
48	Wipes, actively cleaning	4/17/2020 1:37 PM
49	Clean carts, enforce social distancing	4/17/2020 12:16 PM
50	I want to see that they keep hygiene measures in place. A clean store, carts, plastic shields by checkers. Even after we have dealt with this virus, there will be other things in the future, and of course, the common cold.	4/17/2020 12:08 PM
51	Security systems in place	4/17/2020 11:45 AM
52	Provide extra self sanitizing products AFTER a trained employee wipes down carts.	4/17/2020 11:42 AM
53	Keep cleaning	4/17/2020 11:25 AM
54	Always visible cleaning touch surfaces (cart's counters)	4/17/2020 11:25 AM
55	see Question #7	4/17/2020 11:13 AM
56	Clean	4/17/2020 10:58 AM
57	Postings of there efforts moving forward	4/17/2020 10:48 AM
58	Social distancing markings on floors	4/17/2020 10:35 AM
59	stringent cleaning	4/17/2020 10:21 AM
60	Keep the stores clean	4/17/2020 10:14 AM
61	Clean	4/17/2020 10:13 AM
62	Disinfect	4/17/2020 10:12 AM
63	Emphasize cleanliness	4/17/2020 9:58 AM
64	Cleaning	4/17/2020 9:55 AM
65	Face mask dispensers	4/17/2020 9:51 AM
66	Make sure stores are clean, and employees are safe. Washing hands often, using hand sanitizer.	4/17/2020 9:47 AM
67	Maintain persistent and thorough cleaning	4/17/2020 9:47 AM
68	Sanitizer	4/17/2020 9:19 AM
69	sanitize carts and frequently touched surfaces	4/17/2020 9:08 AM

#	VALUED:	DATE
1	Saying thank you sincerely	4/22/2020 9:21 AM
2	acknowledge me, invite me	4/21/2020 9:50 PM
3	Try it on. It's worth the stores time to clean the item so the customer can have the opportunity to try it on.	4/21/2020 9:23 PM
4	Continued services like curbside pickup and delivery	4/21/2020 8:27 PM
5	personal communication	4/21/2020 2:37 PM
6	Discounts, rewards programs	4/21/2020 7:24 AM
7	Polite, nice people	4/21/2020 2:44 AM
8	Same as they are doing now/mandate face masks/employees and shoppers	4/21/2020 12:34 AM
9	Discounts	4/20/2020 11:30 PM
10	Personalized touches	4/20/2020 10:25 PM
11	Value the business	4/20/2020 9:20 PM
12	Incentives for online shopping	4/20/2020 8:54 PM
13	Rewards system for returning costumers	4/20/2020 8:10 PM
14	Efficient curbside service til we can shop again. Do your best to stay stocked on essential items	4/20/2020 7:28 PM
15	Have extra measures in place to keep shoppers safe	4/20/2020 6:54 PM
16	Enhanced shopping methods	4/20/2020 12:51 PM
17	offering sales	4/20/2020 12:30 PM
18	Cleanliness	4/20/2020 11:47 AM
19	Communicate via posters & emails	4/20/2020 10:55 AM
20	Clean Environment with clean associates	4/20/2020 10:18 AM
21	wipes, sanitizer, gloves, available to customers. Most importantly... eliminate queuing in the checkoutline	4/19/2020 10:58 PM
22	Fair pricing	4/19/2020 1:30 PM
23	Proactive measures and notification of them	4/19/2020 5:36 AM
24	Sanitizing items available at entrance and exit	4/18/2020 3:20 PM
25	More personal communication skills. Instead of just a "hello" and a "thank you" how about an actual conversation for a change?	4/18/2020 12:30 PM
26	Continued deep cleaning	4/18/2020 11:12 AM
27	Wipes, sanitizers for customers, touch less payment options	4/18/2020 10:58 AM
28	Rebates/discounts	4/18/2020 9:53 AM
29	Idk. Festival foods does good at communicating to customers through social media. They connect with what's in the news and tie that into their marketing. Like stuck st home with the kids during quarantine? Try out out donought decorating kits to keep everyone occupied and have a sweet treat. The tie into what you are going through and give ideas of things to try out during those times.	4/18/2020 9:24 AM
30	Bounce back programs..% of every sale to be given to charities..food banks daily..just not at time of need.	4/18/2020 8:49 AM
31	Keep prices fair. Have enough staff to accommodate shoppers.	4/18/2020 8:45 AM
32	Proper pricing- no price gouging	4/18/2020 8:42 AM

What Now: Retail's New Normal Post COVID-19

SurveyMonkey

33	Do not try to eliminate human interaction	4/18/2020 8:38 AM
34	Options for the people with concerns	4/18/2020 8:33 AM
35	Friendly Associates	4/18/2020 8:29 AM
36	Visible cleaning efforts	4/18/2020 7:10 AM
37	Same as above.	4/18/2020 5:01 AM
38	Discounts for wearing masks, discounts for ordering online	4/17/2020 4:49 PM
39	Unsure	4/17/2020 4:46 PM
40	Knowing me by name if I frequent often/ more so a small business	4/17/2020 3:58 PM
41	No touch card readers	4/17/2020 2:42 PM
42	Kinder attitude. More attention if I want it	4/17/2020 1:48 PM
43	Taking measures to ensure safety	4/17/2020 1:37 PM
44	Helpful pleasant employees	4/17/2020 12:16 PM
45	A smile, willingness to be helpful, fair prices.	4/17/2020 12:08 PM
46	Up keeping the sanitary environment	4/17/2020 11:42 AM
47	Communicate what they are doing to help	4/17/2020 11:25 AM
48	Welcome you back	4/17/2020 11:25 AM
49	Have enough checkers	4/17/2020 11:13 AM
50	Fully staffed	4/17/2020 10:58 AM
51	quality of service provided	4/17/2020 10:48 AM
52	Putting guidelines in place that are posted	4/17/2020 10:35 AM
53	extend expiration dates for promotions	4/17/2020 10:21 AM
54	Keep the stores clean	4/17/2020 10:14 AM
55	Appreciated	4/17/2020 10:13 AM
56	Sales	4/17/2020 10:12 AM
57	Still focus on the customer experience	4/17/2020 9:58 AM
58	Great customer service	4/17/2020 9:55 AM
59	Friendly staff	4/17/2020 9:51 AM
60	Not just expect people to start shopping again, but make customers feel welcome and appreciated for shopping.	4/17/2020 9:47 AM
61	Provide discounts or promotions for returning customers	4/17/2020 9:47 AM
62	Employees practicing good sanitary practices	4/17/2020 9:19 AM
63	respond quickly to what my new needs/expectations are	4/17/2020 9:08 AM

#	LOYAL:	DATE
1	Acknowledge my return	4/22/2020 9:21 AM
2	just appreciate my effort to be there	4/21/2020 9:50 PM
3	Personal shopper. Loyal customers can come in at off hours or always work with the same retail associate they're comfortable with.	4/21/2020 9:23 PM
4	quality experience that respects a post-COVID world	4/21/2020 2:37 PM
5	Rewards programs	4/21/2020 7:24 AM
6	rewards, coupons, discounts, thank you's	4/21/2020 2:44 AM
7	Same as they are doing now/mandate face masks/employees and shoppers	4/21/2020 12:34 AM
8	Safety procedures	4/20/2020 11:30 PM
9	Rewarding patronage	4/20/2020 10:25 PM
10	Higher levels of customer service	4/20/2020 8:54 PM
11	N/s	4/20/2020 8:10 PM
12	Offer curbside pickup, extra reward programs and other perks	4/20/2020 6:54 PM
13	Keeping items in stock/limiting amounts	4/20/2020 2:22 PM
14	Rewarding the use of new methods	4/20/2020 12:51 PM
15	providing discounts/coupons	4/20/2020 12:30 PM
16	Cleanliness	4/20/2020 11:47 AM
17	Unsure	4/20/2020 10:55 AM
18	One on one attention from qualified associates	4/20/2020 10:18 AM
19	loyalty program facemasks so the world knows how important I am. blue, silver, gold, platinum, 1K...	4/19/2020 10:58 PM
20	Quality brands	4/19/2020 1:30 PM
21	Options to feel safe.	4/19/2020 5:36 AM
22	Enough staff and wide isles	4/18/2020 3:20 PM
23	Continue to offer great coupons, deals and being and making you feel like you want to be shopping in their store and not like you have to be shopping there. There is a difference.	4/18/2020 12:30 PM
24	Delivery	4/18/2020 10:58 AM
25	Rebates/discounts	4/18/2020 9:53 AM
26	idk.	4/18/2020 9:24 AM
27	Set up free delivery programs to those that can not get out. Be consistent. Dont say you are going to so something then once this virus eases up..drop all of the best practices that have been put into place.	4/18/2020 8:49 AM
28	Thank me for my business.	4/18/2020 8:45 AM
29	Practice the above	4/18/2020 8:38 AM
30	Doing what they say they're going to do	4/18/2020 8:33 AM
31	Same as above.	4/18/2020 5:01 AM
32	VIP or loyalty programs promoting online ordering	4/17/2020 4:49 PM
33	Unsure	4/17/2020 4:46 PM
34	Rewards program for all your purchases no matter how you pay	4/17/2020 3:58 PM

What Now: Retail's New Normal Post COVID-19

SurveyMonkey

35	Ease of checkout	4/17/2020 2:42 PM
36	Loyalty reward system that does not reward the retailer. That always feels disingenuous	4/17/2020 1:48 PM
37	Have enough employees on hand to implement safe, clean transactions in a timely manner.	4/17/2020 1:37 PM
38	Good sales, well stocked	4/17/2020 12:16 PM
39	Offer discounts on goods or services.	4/17/2020 12:08 PM
40	Not letting things go once they are at that standard	4/17/2020 11:42 AM
41	Communicate what they are doing	4/17/2020 11:25 AM
42	Always well stocked	4/17/2020 11:25 AM
43	Make a personal human connection	4/17/2020 10:58 AM
44	Reward programs	4/17/2020 10:48 AM
45	Clear plan for the holiday season	4/17/2020 10:35 AM
46	extend expiration dates on point programs	4/17/2020 10:21 AM
47	Good sales if possible	4/17/2020 10:14 AM
48	Yes	4/17/2020 10:13 AM
49	Discounts	4/17/2020 10:12 AM
50	Earn the trust back through messaging, execution, etc.	4/17/2020 9:58 AM
51	Points, discounts	4/17/2020 9:55 AM
52	Price	4/17/2020 9:51 AM
53	Frequent buyers card, points, or random discounts for shoppers	4/17/2020 9:47 AM
54	Honor program rewards programs that may have expired during the shut-down	4/17/2020 9:47 AM
55	Showing that the care.	4/17/2020 9:19 AM
56	follow-through on promises	4/17/2020 9:08 AM

Q11 On a scale from 1 - 5 (being being most) mark how important the following items will be to your overall in-store shopping experience post COVID-19:

Answered: 96 Skipped: 0

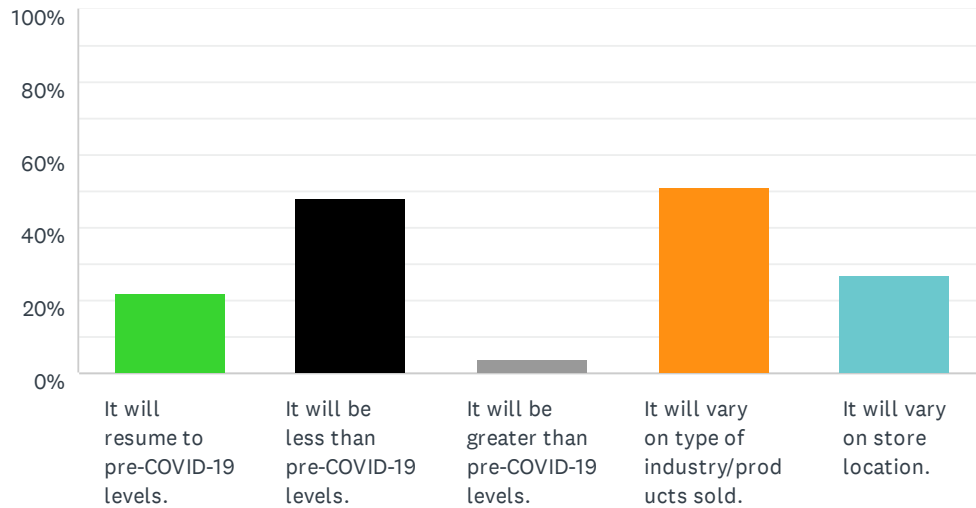


	1 - LEAST	2	3	4	5 - MOST	TOTAL
Store cleanliness	1.04% 1	2.08% 2	8.33% 8	17.71% 17	70.83% 68	96
Evidence of store safety practices	0.00% 0	6.32% 6	13.68% 13	25.26% 24	54.74% 52	95
Stocked merchandise	3.13% 3	2.08% 2	35.42% 34	33.33% 32	26.04% 25	96
Helpful employees	3.16% 3	9.47% 9	17.89% 17	34.74% 33	34.74% 33	95
Ease of digital integrations within stores	8.42% 8	8.42% 8	34.74% 33	28.42% 27	20.00% 19	95

#	OPTIONAL COMMENT AREA:	DATE
1	i want to see touch, feel, try product, not just accumulate and return items	4/21/2020 9:50 PM
2	<p>What do you mean by digital integration? Online shopping and orders? Then my answer is 5. I want things from the hardware store down the street but, even though they are actually still open, I won't get the non-essential stuff I want because it feels selfish to potentially pass a virus to them or their loved ones. Helpful employees... I don't know about that. Sure. We all want great customer service but a lot of workers are clearly traumatized. I would like to know that retailers are taking care of their people. I talked with a couple of cashiers at a pharmacy/convenience store a couple of weeks ago (which only shared because we know each other from years of seeing each other in the store) and they were clearly not doing well. The store reeked of disinfectant, so everything was sanitized probably, but that's not a great environment to be stuck in for hours on end, and they still had customers coming in in big groups to buy beer and go to the park, and customers who were being generally rude/entitled. That's a big enough challenge under normal circumstances but extra terrible now. One cashier has a son who is in a vulnerable group and would most likely be hospitalized if he got the virus. The other doesn't have kids or very elderly parents but was super stressed. I feel terrible for them and it doesn't make me think much of their management team. They might be checking off the right boxes for their customers but not for their employees. Employees ARE the business.</p>	4/21/2020 3:47 PM
3	Have no idea what last one above means	4/21/2020 12:34 AM
4	I get the whole digital, social media, curb-side pick up, and ordering on line world in which we live but I'm all about making personal connections with people. As long as it's safe and healthy to be in a store, talking to people, I think I'd rather feel safe and still be able to interact with people on a genuine level.	4/18/2020 12:30 PM
5	it would be nice to have a list of what is out of stock online if its something everyone is wanting, like lysol. And it may be good to have an estimated time of restock. Or it would be nice to be able to place an order for an item out of stock online and get in que for when the next items come in. This way if there is enough demand stores don't have to even stock it on the shelves they just start giving it to the customers in order of who ordered it. Prevents long lines and people hoarding essential items.	4/18/2020 9:24 AM
6	Poorly worded question. Reads like you're expecting us to rate 5 in order? I answered as not important - very important.	4/17/2020 1:48 PM
7	Holiday procedures for brick and mortar stores should be on everyone's mind!	4/17/2020 10:35 AM

Q12 If you had to guess, what do you think overall non-essential in-store retail traffic will look in the next 18 months? Check all that apply.

Answered: 96 Skipped: 0

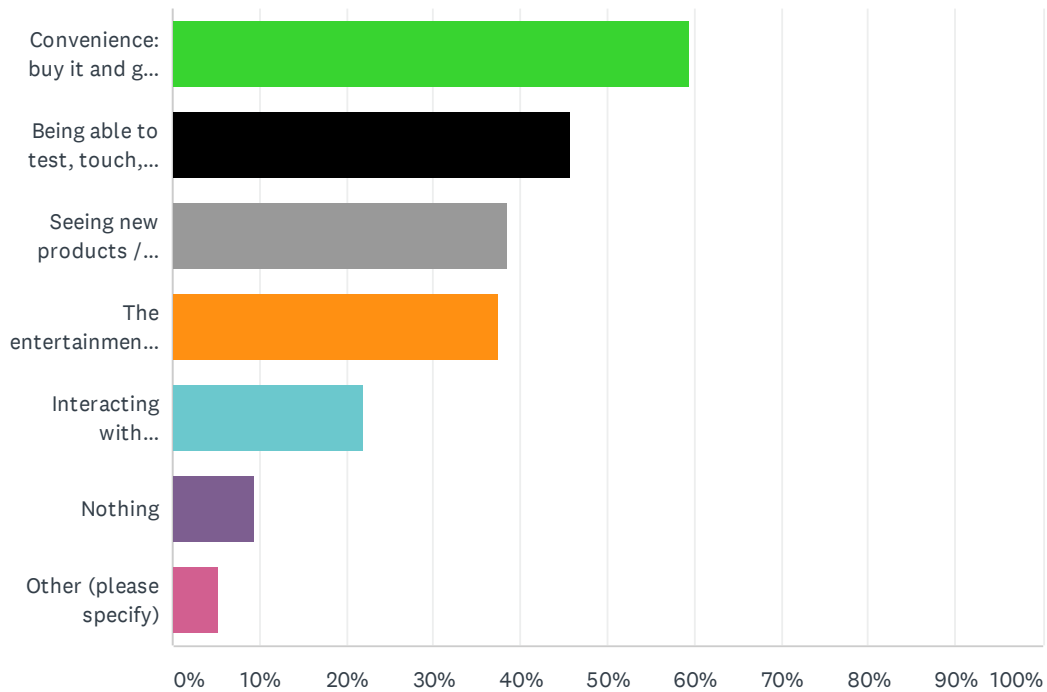


ANSWER CHOICES	RESPONSES	
It will resume to pre-COVID-19 levels.	21.88%	21
It will be less than pre-COVID-19 levels.	47.92%	46
It will be greater than pre-COVID-19 levels.	4.17%	4
It will vary on type of industry/products sold.	51.04%	49
It will vary on store location.	27.08%	26
Total Respondents: 96		

#	OPTIONAL COMMENT AREA:	DATE
1	i think there will be some pent up demand, kinda like the "snow storm effect" where as people want to get out and mingle, socialize	4/21/2020 9:50 PM
2	I think retailers who offer online purchases and curbside pickup will do better than others. I'll have a hard time dining out after this and I'm developing a more serious plastic aversion than I've had in the past.	4/21/2020 3:47 PM
3	Unfortunately it will try to resume pre-covid-19 levels!!!	4/21/2020 12:34 AM
4	It may or may not be mass influx of people who not only need things but they also need a change of scenery. I think it will be mayhem and then slowly taper off to what every day life use to be.	4/18/2020 12:30 PM
5	Assuming no resurgence in cases (or another outbreak of a different novel disease, fairly likely to happen given the destruction of the natural world.)	4/18/2020 9:32 AM
6	Retail clothing/Cell Phone companies/hair and nail salons will have a surge as these businesses and services are the small luxuries people have missed. Hard to buy a phone when you can't test it first hand. Too many questions..people want to learn more now than ever all of the technical capabilities/functions their phones and tablets have that will allow them to 'connect' with their family and friends...many like me are technically challenged and would have loved to have been proficient at all of these things.	4/18/2020 8:49 AM
7	The constant bombardment by media will have long term affects....not all are good for society.	4/18/2020 8:38 AM
8	Wish I had a crystal ball to answer this!!	4/18/2020 8:33 AM
9	I think people will be thinking thru their needs in a deeper way allowing them to consolidate trips and/or plan ahead to allow time to order online. I think there is an opportunity for local business in same day/hour delivery—similar to restaurant models like pizza	4/17/2020 1:48 PM
10	I believe that people have time now to reassess their priorities of what is actually essential to their lives. This shut down will also leave an economic impact. Many will not have disposable income to do nonessential shopping for a while. I think that people also will miss the human connection, and (hopefully) have greater respect for retail workers.	4/17/2020 12:08 PM

Q13 Finally, what (if anything) have you missed most about being able to go into non-essential stores at will? Check all that apply.

Answered: 96 Skipped: 0



ANSWER CHOICES	RESPONSES	
Convenience: buy it and get to take it home immediately	59.38%	57
Being able to test, touch, and interact with products before purchasing	45.83%	44
Seeing new products / merchandising displays	38.54%	37
The entertainment factor of it / shopping is just something to do	37.50%	36
Interacting with employees/sales associates	21.88%	21
Nothing	9.38%	9
Other (please specify)	5.21%	5
Total Respondents: 96		

#	OTHER (PLEASE SPECIFY)	DATE
1	Retail therapy. I want to buy some almost useless little trinkets that make me happy for a day. I'm not kidding. Re: seeing merchandise displays, my brain is still in survival mode. I'm not looking at upgrades or gadgets, I'm trying to feel normal and safe and like I can have my basic needs met.	4/21/2020 3:47 PM
2	Socialization/exercise	4/21/2020 12:34 AM
3	Missed going out to dinner or drinks to bust with friends	4/18/2020 3:20 PM
4	open my damn dive bars	4/17/2020 4:49 PM
5	I haven't been in non essential store	4/17/2020 2:42 PM



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ABOUT AXIS DISPLAY GROUP:

Axis Display Group is an award-winning retail design, display, and store fixture company offering a unique approach to retail marketing. We pair decades of display company experience with the strategic know-how and creative capacities of a full-service advertising agency, resulting in big-picture solutions that are practical, scalable, and mass-customizable. From concept to implementation, product merchandising to associate training, our hybrid business model enables us to build, elevate, and manage retail programs far beyond the physical fixture.