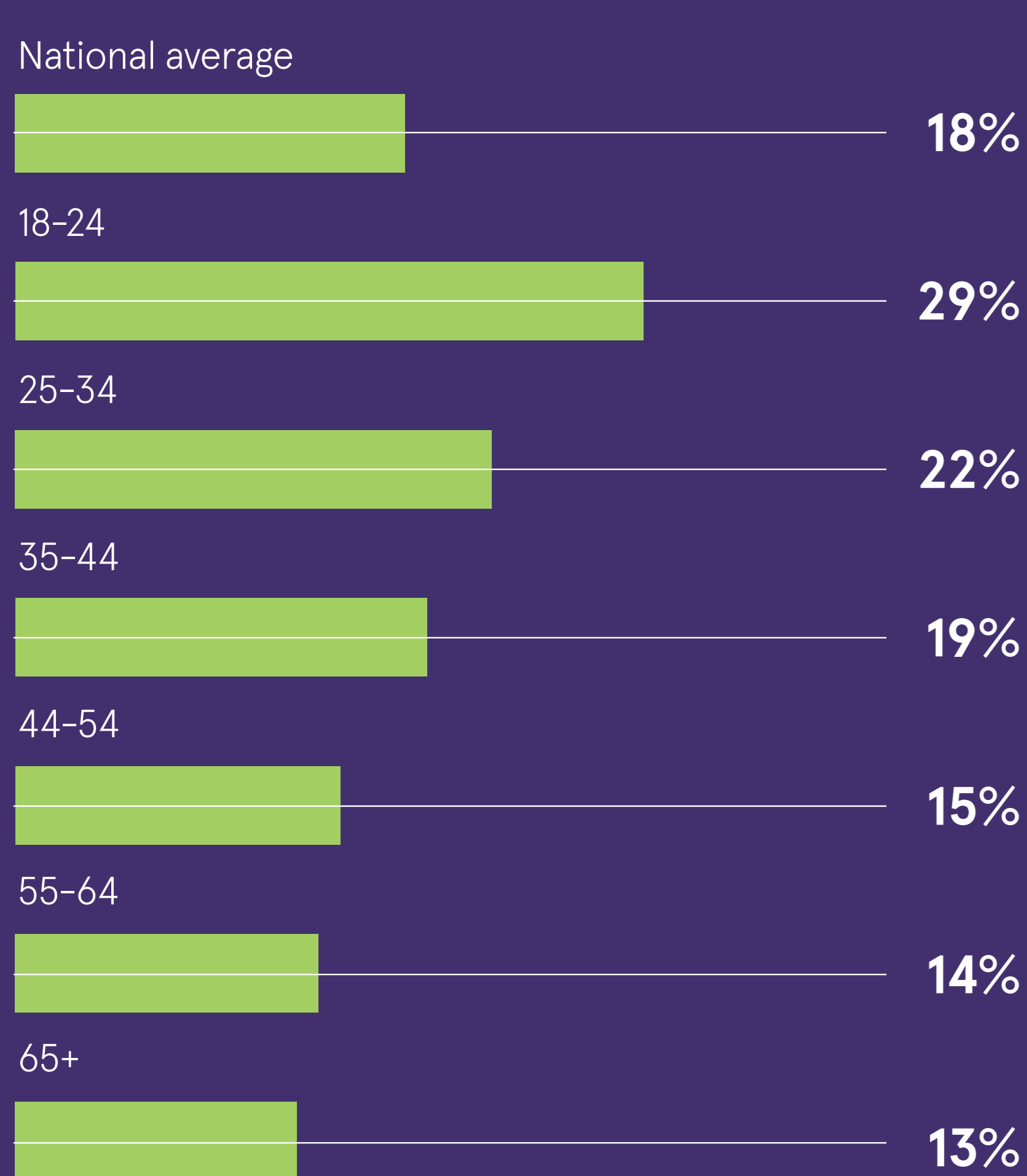


# BUILDING BETTER SHOPPERS?

The COVID-19 pandemic has changed everything, not least the way in which we shop. Along with the necessary transition to buying online, there has been a notable shift in mindset. To understand this, we consulted global and national data on customer behaviour, as well as running our own survey, to get a clearer picture of how our audience is feeling about how they buy. So, what have we learned about ourselves as customers?

## WE PLAN TO STICK WITH ONLINE SHOPPING

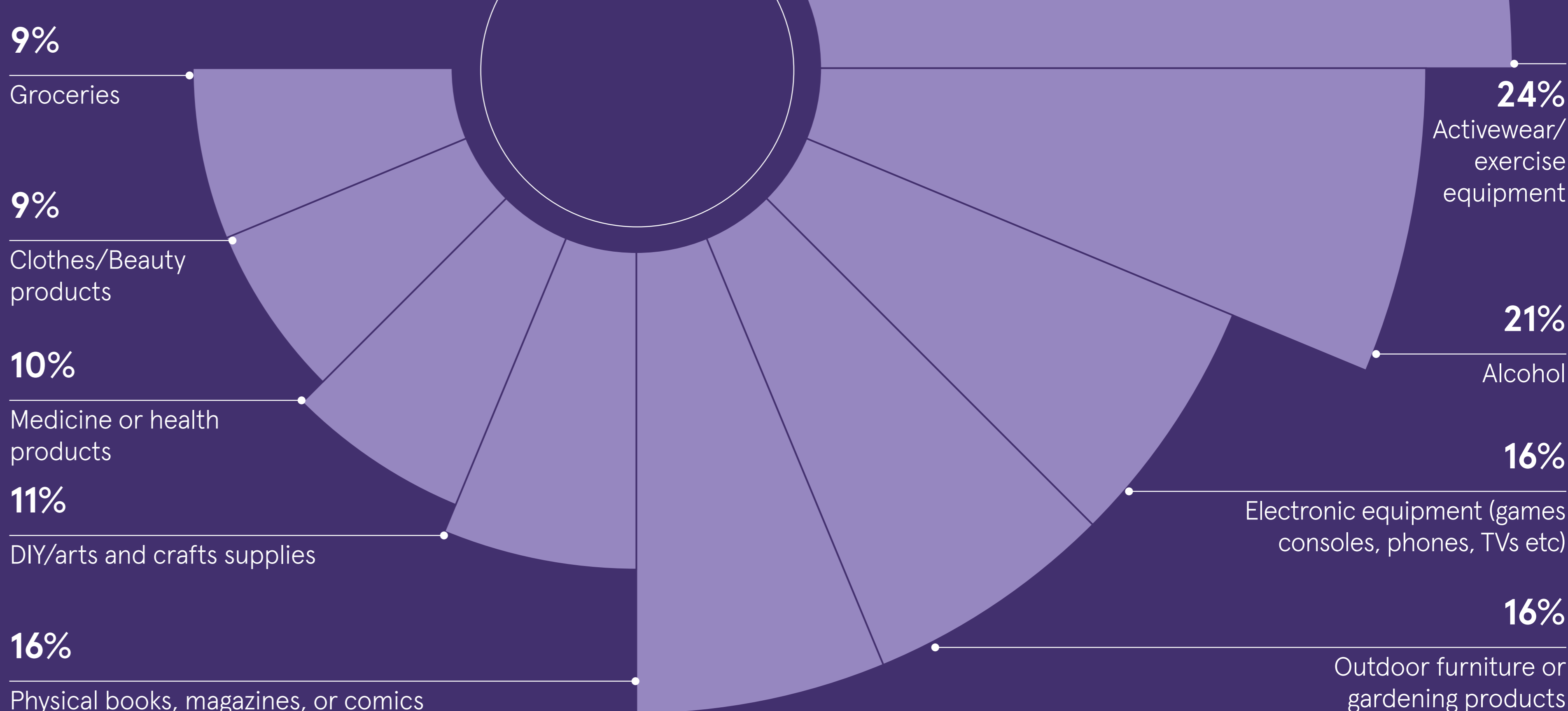
Percentage of UK shoppers of all ages who say they plan to buy more things online after lockdown than they did before.



PwC 2020

## WE'RE BUYING MORE ONLINE THAN EVER

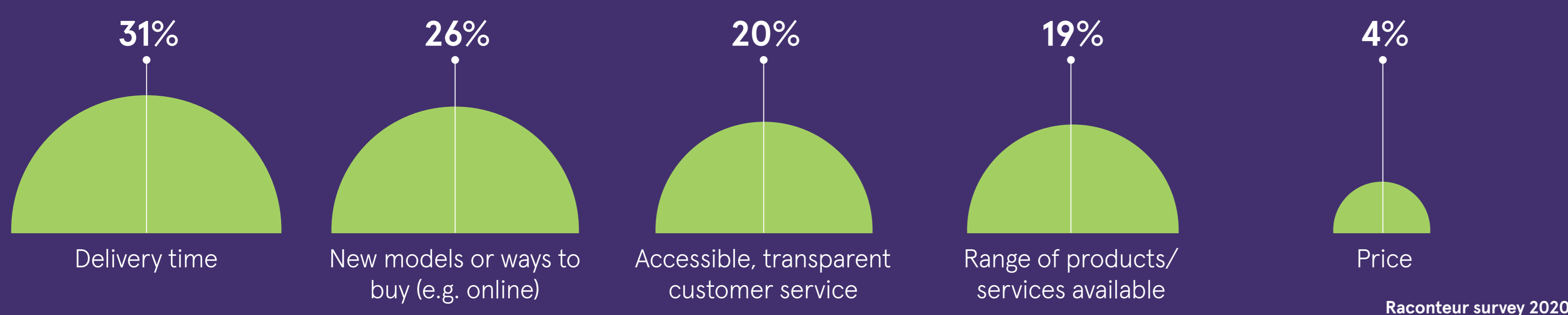
Items which UK consumers have bought more of online since lockdown commenced on March 23, 2020



YouGov 2020

## WE VALUE ADAPTABILITY OVER PRICE

Element of customer experience that have made the biggest positive impact during lockdown, according to Raconteur readers



Raconteur survey 2020

## WE WANT BRANDS TO DO MORE FOR US AND THE PLANET

Raconteur readers' views on what they want brands to be going forward



Raconteur survey 2020

## WE ARE BUYING MORE MINDFULLY

Percentage of UK shoppers who said they are thinking more carefully about how they spend their money



McKinsey 2020

## WE EXPECT OUR SHOPPING HABITS TO CHANGE FOR GOOD

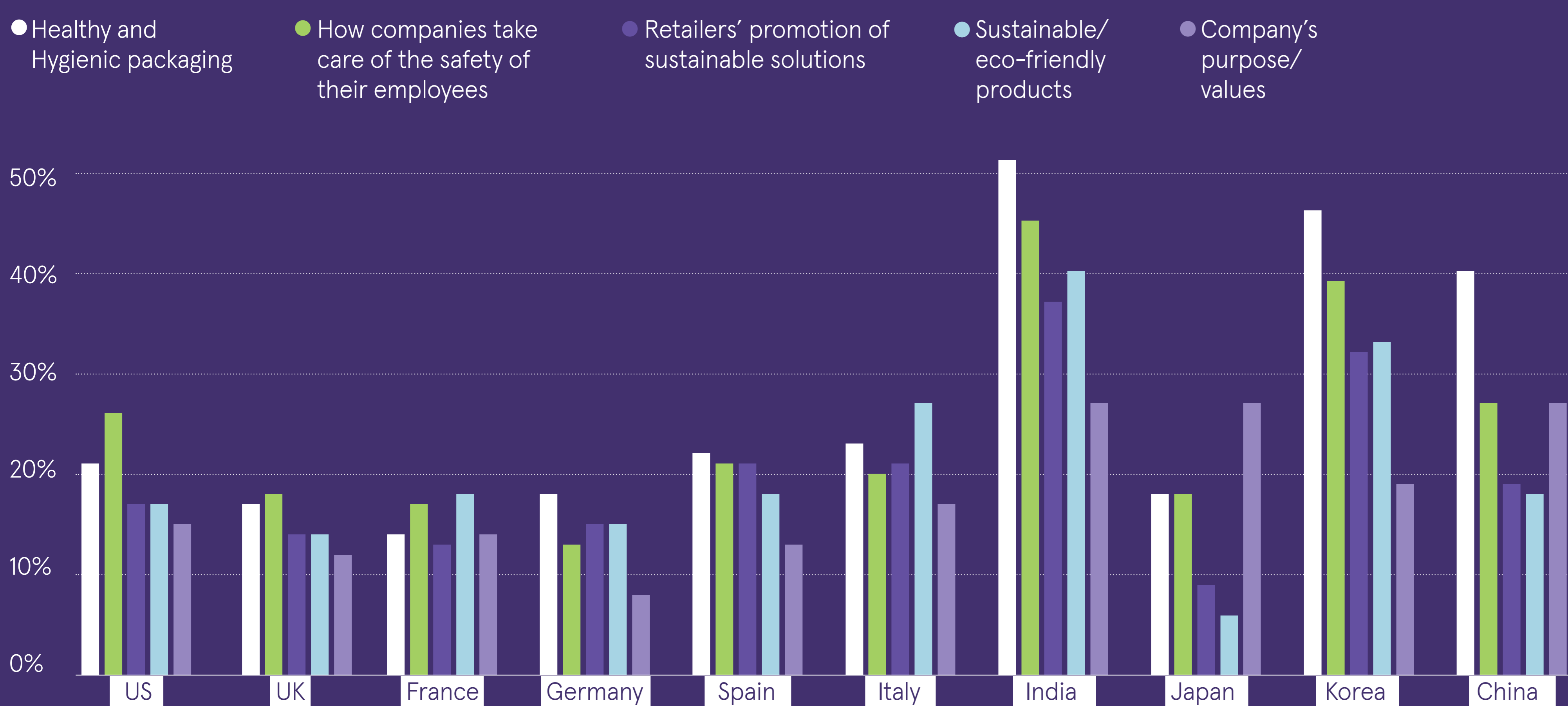
Share of UK consumers who state the following as their top priorities while shopping now, and who say they are likely to sustain this post-outbreak



Accenture 2020

## WE ARE DEMANDING BETTER FROM BRANDS

Percentage of global customers who have said they bought more from a company during the pandemic due to the following factors



McKinsey 2020

21 PER CENT OF RACONTEUR READERS HAD STOPPED SHOPPING FROM CERTAIN BRANDS DUE TO HOW THEY RESPONDED TO THE PANDEMIC. OF THIS GROUP...

19%

stopped shopping at Wetherspoons

13%

stopped shopping at Amazon

8%

stopped shopping at Sports Direct

“I've stopped shopping at too many brands to mention! I won't be buying from companies who treated their staff or suppliers poorly”

20 PER CENT OF RACONTEUR READERS STARTED SHOPPING AT NEW BRANDS SPECIFICALLY BECAUSE OF HOW THEY HAD RESPONDED TO THE PANDEMIC. OF THIS GROUP...

“I've started shopping at local shops who were offering deliveries, like my local cafe. It felt important to support local independent shops over big brands. Getting a cake delivery is something I'd never do in my usual life, but getting that delivery in lockdown felt like a real treat!”

Raconteur survey 2020