

COVID-19 Impact on Grocery Versus Non-Essential Store Visits.

73.4% of Grocery Locations Saw Increased Visitors from March 1st–21st.

Study Overview

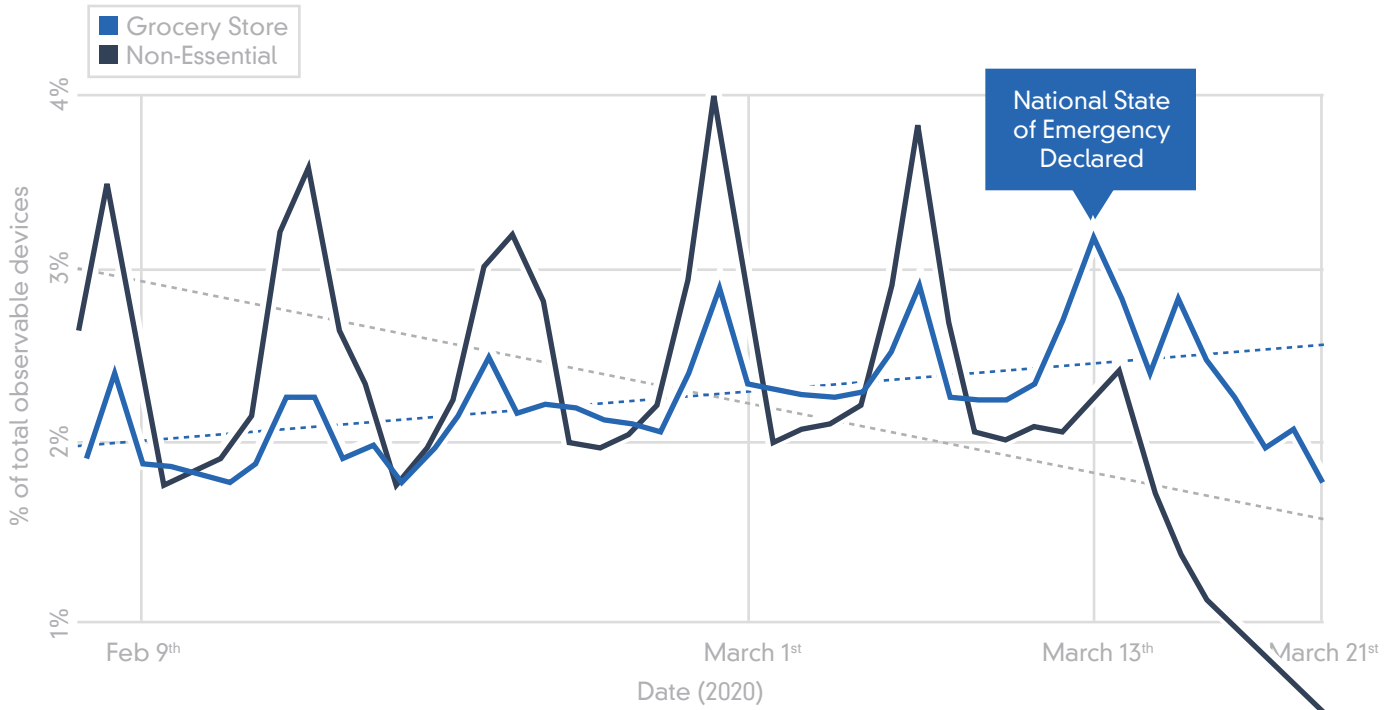
Visits were tracked at grocery stores versus non-essential businesses since the COVID-19 outbreak. Focus was put on new devices. The brand has been redacted for privacy.

METHODOLOGY

- Analyze unique devices during the before and after the COVID-19 outbreak was declared a national state of emergency in the United States (March 13th, 2020).
- Track 158 grocery store chain locations to determine the percent of new devices.
- Track visits to non-essential locations like gyms and dine-in restaurants.
- Exclude workers at these locations from the segment.
- Determine if there is an increase or decrease in devices over time at either location.
- Compare grocery store visits to non-essential locations as a point of comparison.

NEW CUSTOMER ANALYSIS

- Of all devices seen between March 1st and March 21st, 75.4% of them were new devices when compared to the three weeks prior.
- For contrast, of all devices seen February 8th through February 29th, only 5.3% of them were new devices when compared to the three weeks prior.
- 116 of 158 (73.4%) grocery locations in this study saw an increase in visitors.



KEY INSIGHTS

74.5%

INCREASE IN NEW DEVICES
SINCE MARCH 1st.

73.4%

OF GROCERY STORES SAW
AN INCREASE IN VISITORS

There are observable changes in the number of devices seen, corresponding to COVID-19 events. Despite the drop-off in non-essential location visits after March 13th, there is an overall increase at grocery store locations over the study's timeframe. Non-essential locations saw a significant decrease in devices over time, most dramatically after the national state of emergency was declared on March 13th.