



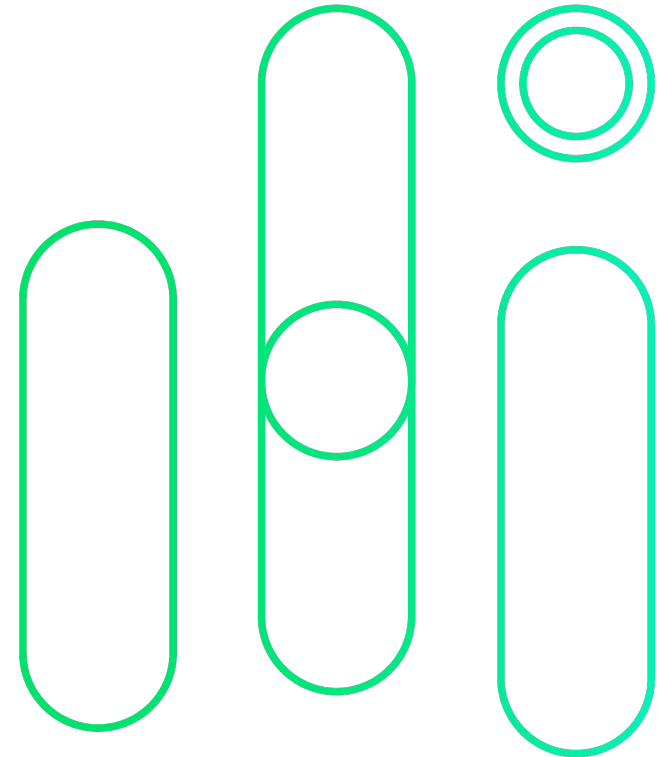
An Unexpected Vaccine Side Effect: Retailer Loyalty

Numerator Insights • Survey



What's Covered

- As of July 1, **57%** of American adults have been fully vaccinated against COVID-19. Retailers that have been providing vaccinations now have the time and data needed to understand how vaccinating shoppers against COVID-19 at their stores will affect those shoppers' longitudinal behavior.
- To help retailers understand the impact of serving as a vaccination site, we've analyzed the behavior of vaccinated shoppers, looking at:
 - **Demographic Insights:** Who are vaccinated shoppers? How do they behave, and how can retailers engage them?
 - **Survey Insights:** How do shoppers feel about the retailer where they were vaccinated? Has there been a shift in sentiment?
 - **Purchase Trends:** Which retailers have seen the biggest impact from offering vaccines to shoppers?





Demographic Insights

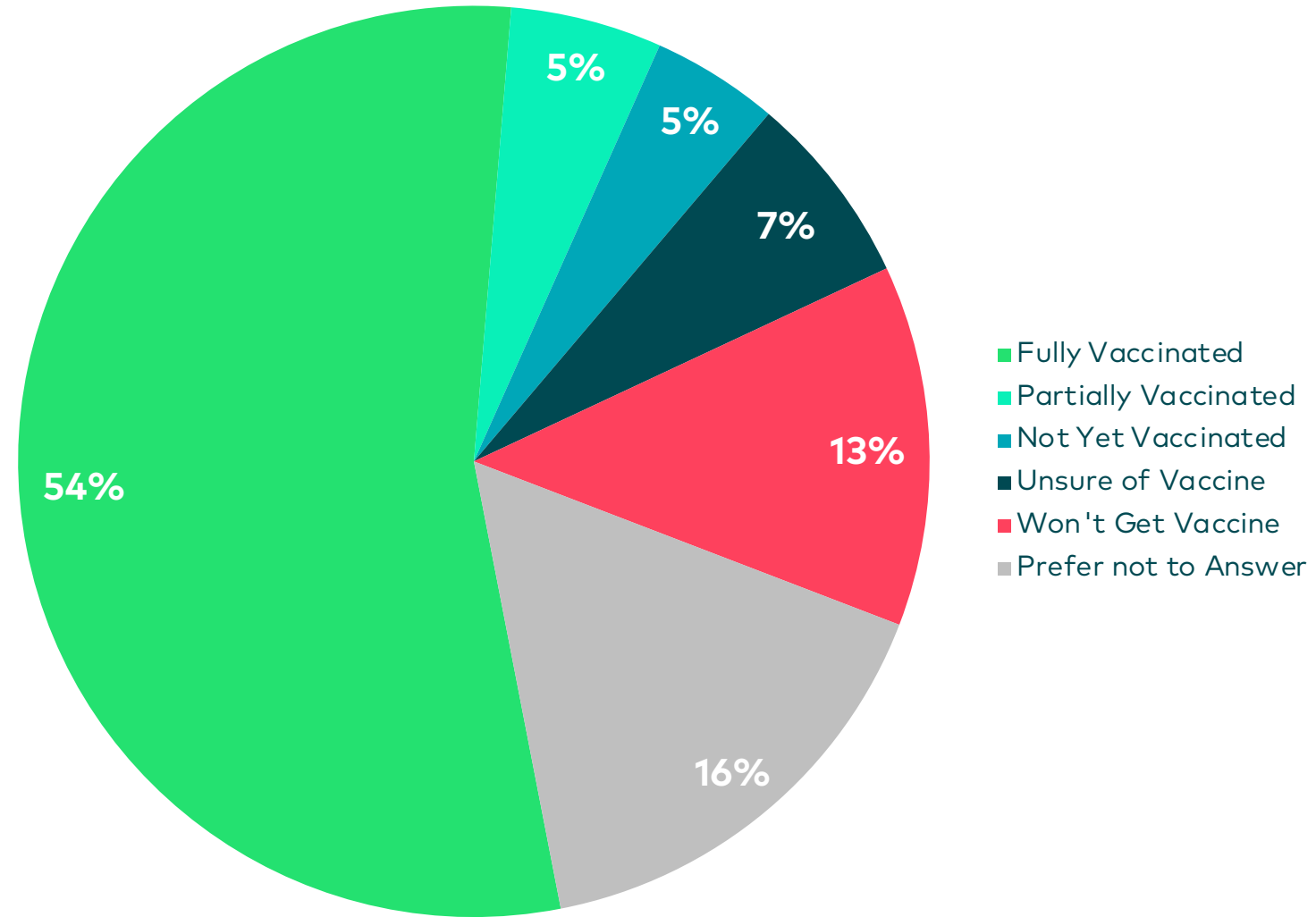
Who are vaccinated shoppers? How do they behave, and how can retailers engage them?



Current COVID-19 Vaccine Status

59% of consumers have received 1+ dose, **64%** intend to be Vaccinated.

Only **5%** intending to get the vaccine remain unvaccinated.



Demographic data confirms commonly held beliefs about vaccinated vs. anti-vax shoppers

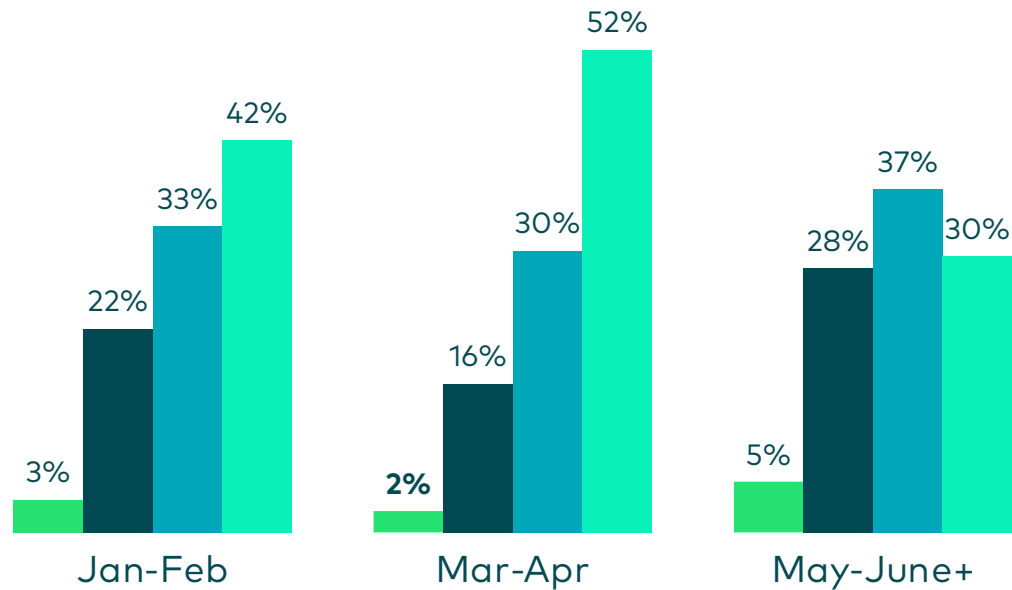
	FULLY/PARTIALLY VACCINATED (59% of US)	NOT YET VACCINATED, BUT PLAN TO (5% of US)	WON'T GET (13% of US)
AGE	Boomers+ 43% (123)	Gen Z Millennials 8% (170) 35% (135)	Millennials Gen X 33% (124) 38% (110)
INCOME	High Income 48% (109)	Low Income 36% (126)	Low Middle Income 32% (114) 30% (106)
EDUCATION	4-year Degree+ 45% (114)	Some College or less 49% (113)	2 Year/Tech Degree No Degree 21% (122) 52% (119)
ETHNICITY	Asian Caucasian 8% (119) 68% (102)	African American Hispanic 17% (140) 18% (139)	White/Caucasian 77% (115)
URBANICITY	Urban Suburban 36% (105) 49% (103)	Urban 38% (112)	Rural 40% (141)
TOP CHANNELS	Club Drug Food 8% (109) 3% (107) 22% (105)	Dollar C-Store Fast Food 3% (125) 6% (117) 3% (112)	Dollar C-Store Mass 3% (133) 6% (128) 21% (116)

Source: Numerator Vaccine Premium People Groups, n=91,596 collected between 5/1/21 – 5/31/21
What is your current COVID-19 Vaccination Status?

Recently vaccinated shoppers skew younger and are less likely to be high income than those who received their vaccine earlier

% of Vaccinated Shoppers by Generation

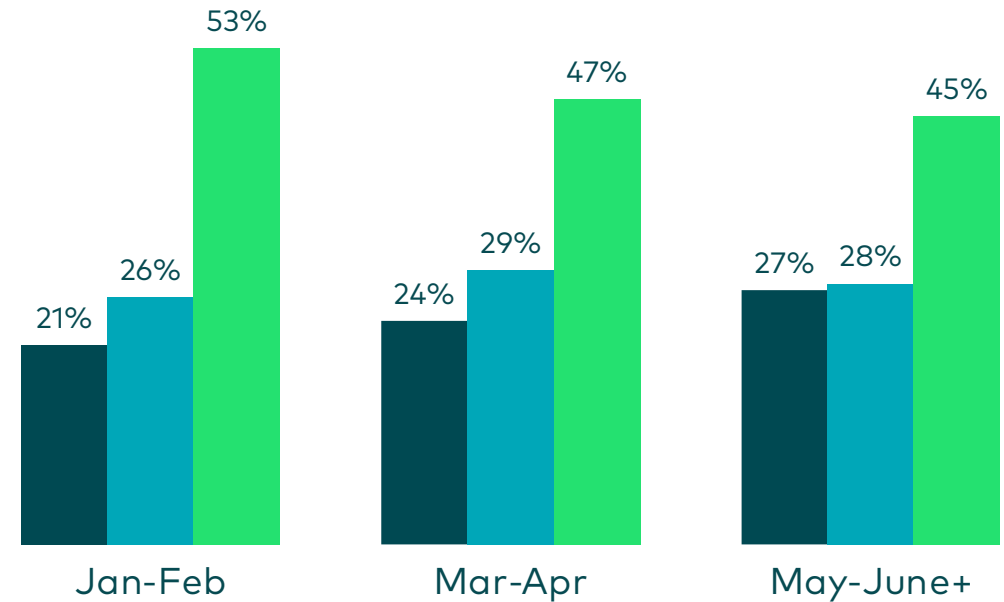
■ Gen Z ■ Millennials ■ Gen X ■ Boomers+



Fully Vaccinated Date

% of Vaccinated Shoppers by Income

■ Low Income ■ Middle Income ■ High Income

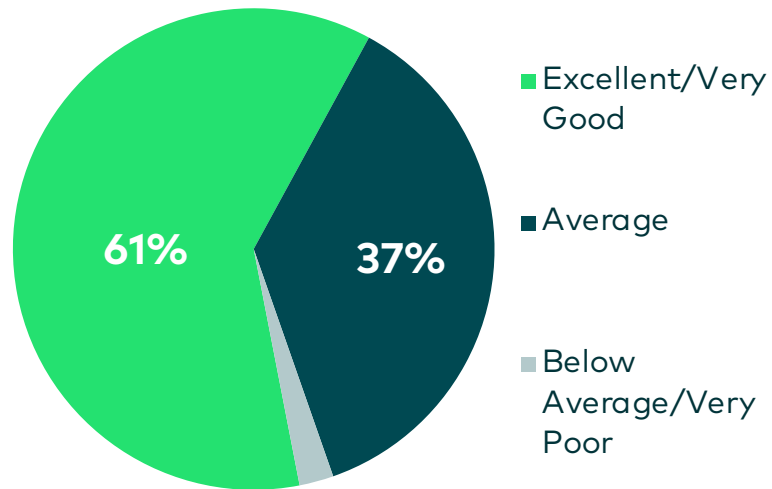


Fully Vaccinated Date

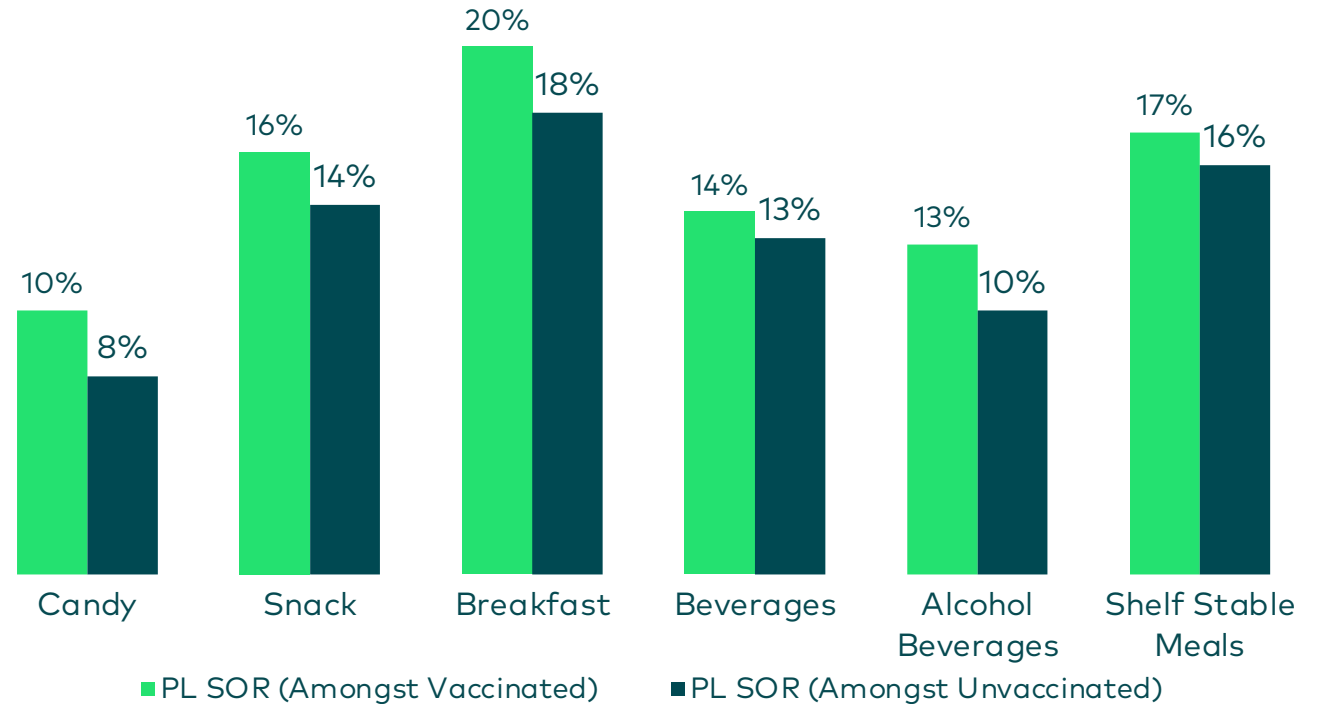
Vaccinated shoppers perceive Private Label brands as high quality – and over-index on certain categories

The top categories skew towards convenience options traditionally consumed away from home

Private Label Quality Perception % of Vaccinated Shoppers



Private Label Brand SOR Vaccinated vs. Unvaccinated



Source: Numerator Insights, Vaccinated (n=55,951) vs. Unvaccinated Shoppers (n=20,023)

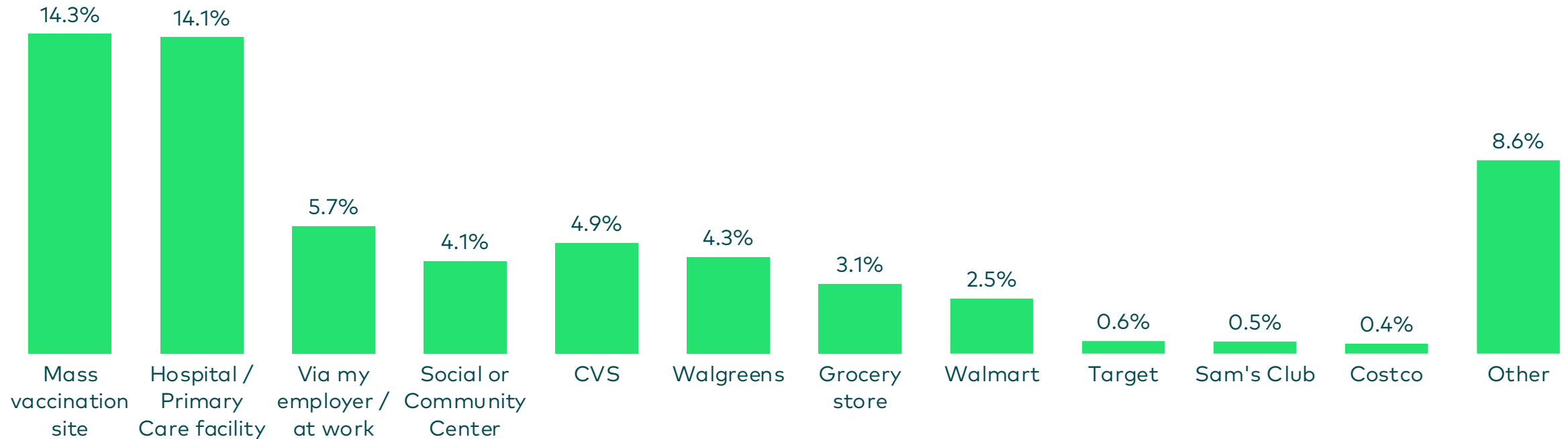


Survey Insights

How do shoppers feel about the retailer where they were vaccinated? Has there been a shift in sentiment?

Panelist Vaccination Sites

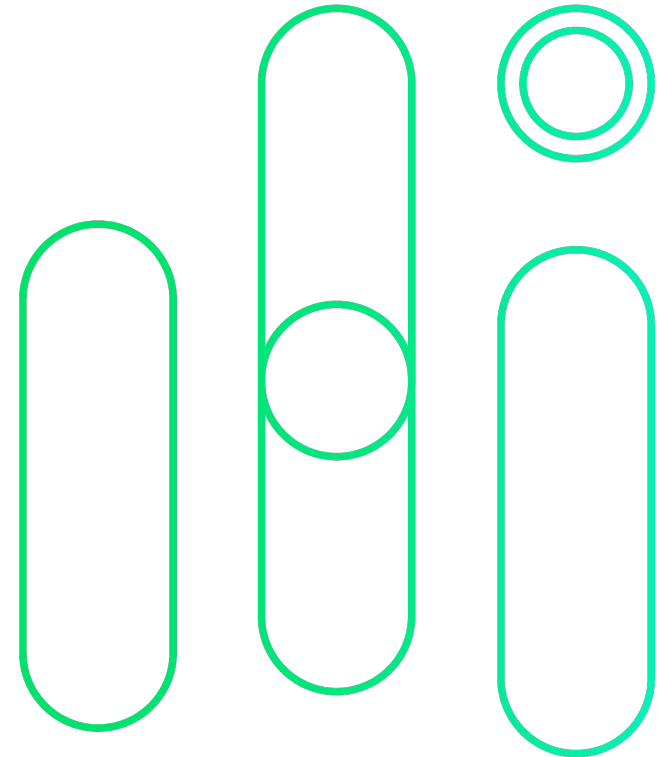
Most shoppers received their vaccinations at mass vaccination sites or healthcare facilities. 1 in 6 shoppers received their vaccine at retail sites.



Source: Numerator Vaccine Premium People Groups, n=91,596 collected between 5/1/21 – 5/31/21
Where did you get your shot(s)? (Select all that may apply)

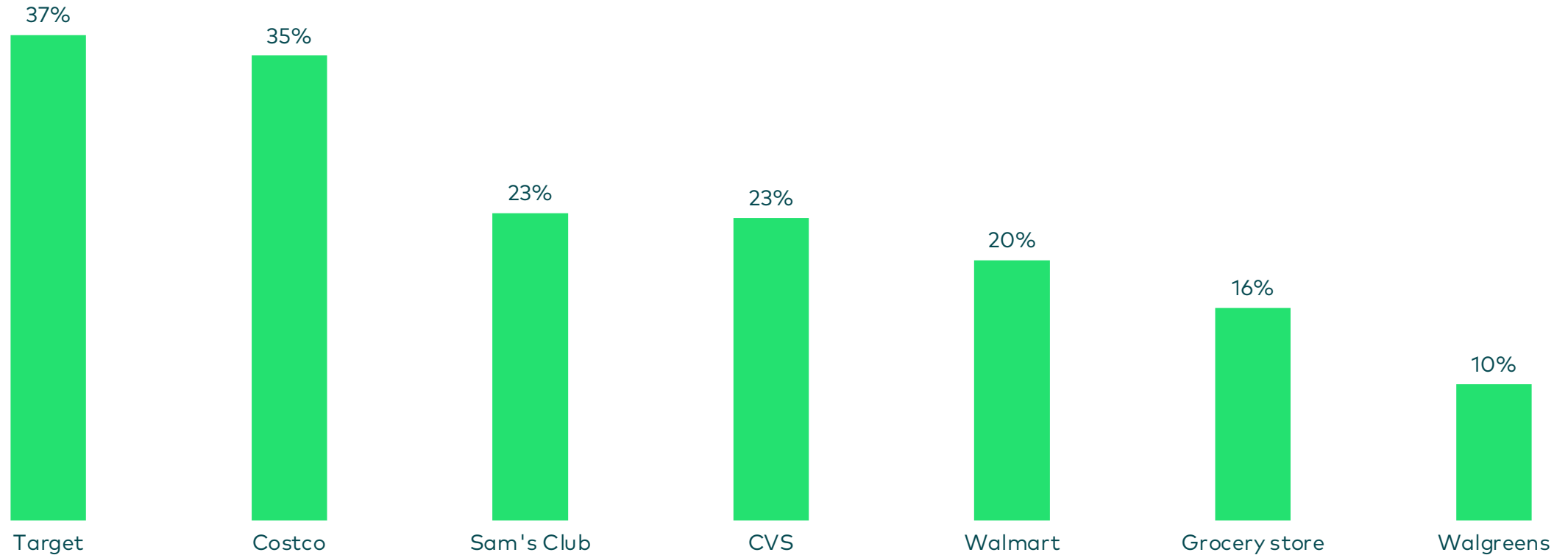
Methodology

- To better understand how the behavior and sentiment of shoppers vaccinated at retail vaccination sites have changed, we asked **589** of those shoppers these questions:
 - Were you incentivized to shop when you received the COVID vaccine at [store]?
 - Did you purchase anything on the occasion(s) you visited [store] to get the COVID vaccine?
 - Which of the following describe the purchase(s) you made on the trip(s) you received the COVID vaccine at [store]? Select all that apply.
 - Why did you go to [store] for the COVID vaccine?
 - How was your experience getting the COVID vaccine at [store]?
 - Have you changed your shopping behavior at [store] since receiving your COVID vaccine there?
 - Since your COVID vaccination at [store], how has your likelihood to recommend [store] to others changed?
- Shoppers that selected CVS as their vaccination site might have been vaccinated at a CVS location or at a CVS pharmacy in Target.



Loyal Target and Costco shoppers were more likely to choose to be vaccinated at their preferred retailer

Q: Reasons for getting vaccinated at selected retailer, select all that apply
'It's my preferred place to shop'

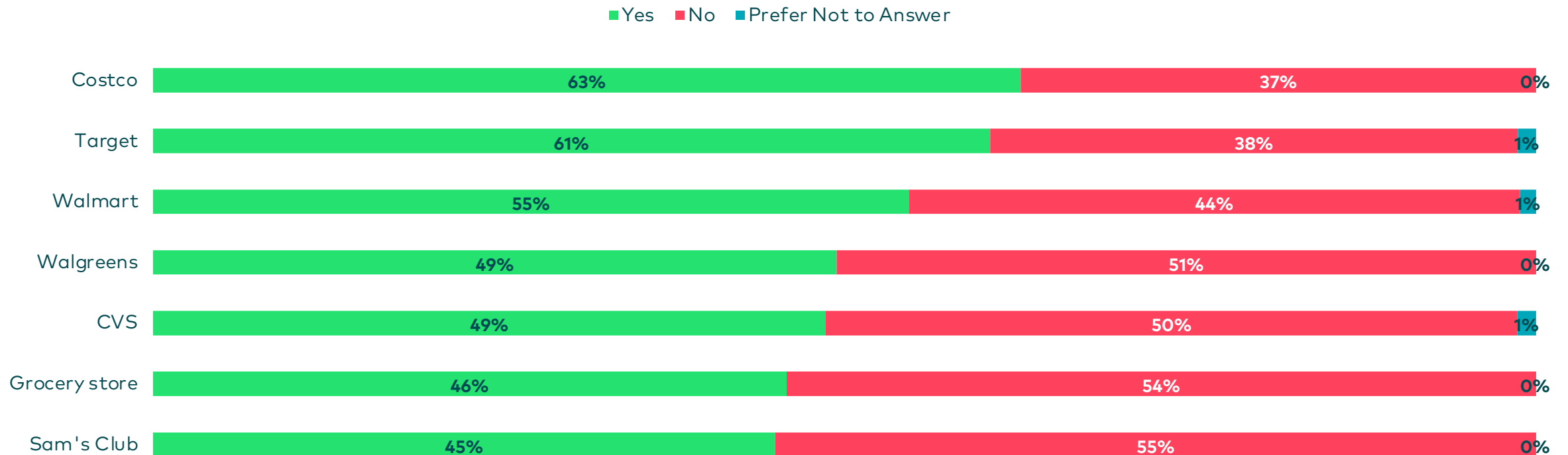


Source: Numerator Instant Survey, Vaccine Premium People Group, Shoppers that were vaccinated at a retailer; n= 589
Q: Reasons for getting vaccinated at selected retailer, select all that apply

Mass and Club retailers were more likely to capture purchases at the time of vaccination

Shoppers vaccinated at Costco, Target, and Walmart were more likely to make a purchase, perhaps due to a wider range of available products

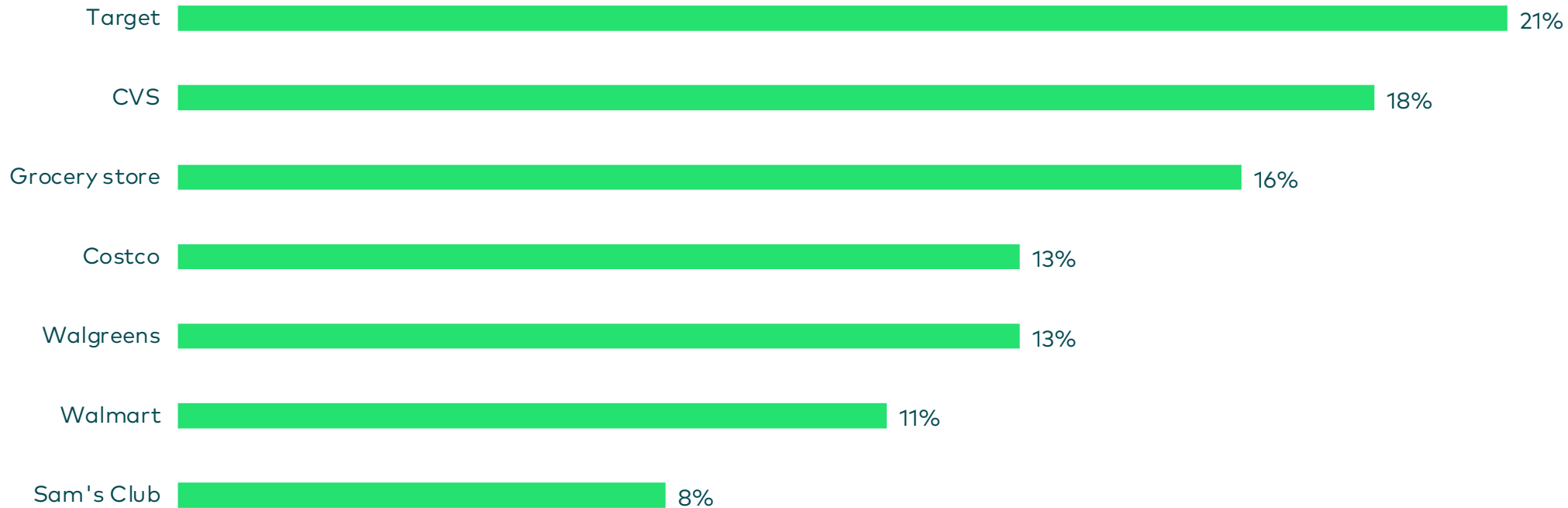
Q: Did you buy anything at the time of your vaccination at that retailer?



Retailers that provided coupons or other incentives to shoppers awaiting vaccination were successful

32% of shoppers reported receiving an incentive → 76% of those who received an incentive made a purchase

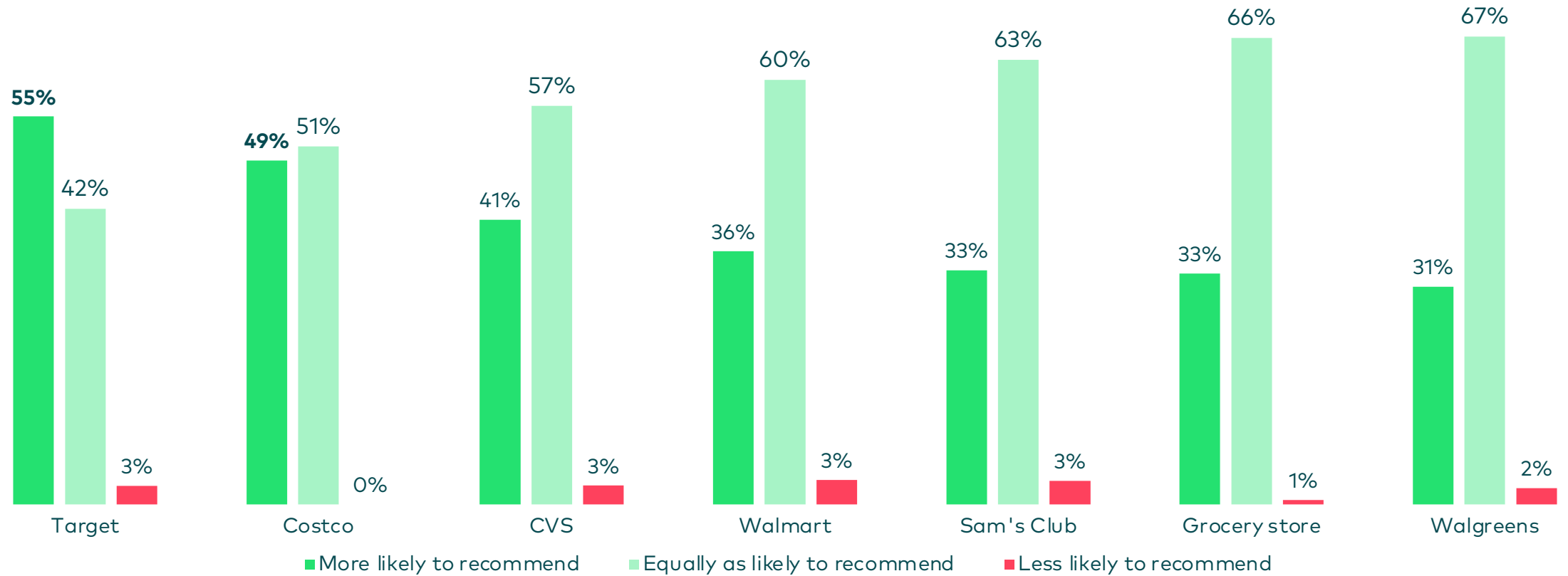
Percent of Retailer's Shoppers That Reported Receiving an Incentive and Making a Purchase



Target saw the biggest boost in shopper sentiment post-vaccination

Serving as a vaccination site did drive more positive shopper sentiment for every retailer analyzed

Q: Are you more, less, or as likely to recommend this retailer to others as you were prior to vaccination?



Source: Numerator Instant Survey, Vaccine Premium People Group, Shoppers that were vaccinated at a retailer; n = 589
Q: Are you more, less, or as likely to recommend this retailer to others as you were prior to vaccination?



Purchase Trends

Which retailers have seen the biggest impact from offering vaccines to shoppers?

Most retailers acquired new shoppers from the group vaccinated at their stores during the beginning of 2021

% of Shopper Group Purchasing at Retailer Where They Received Their Vaccine

Jan-Apr 2021 vs. YAG

	% of Shopper Group (Prev)	% of Shopper Group	Percent Change
Costco	53%	61%	7%
Walgreens	68%	75%	7%
CVS	66%	71%	5%
Sam's	55%	61%	5%
Target	71%	75%	3%
Walmart	97%	97%	0%

Validating the survey insights, Target saw the greatest increase in buy rate and purchase frequency among shoppers vaccinated there

Walmart and CVS saw the greatest decrease in purchase frequency; Walgreens, Sam's, and Costco saw increases in buy rate

Shopper Metrics at Retailer Where Shopper Received Vaccination

Jan-Apr 2021 vs. YAG

	% of Shopper Group	Percent Chg.	Buy Rate	Percent Chg.	Purchase Frequency	Percent Chg.
Grocery Store	99%	0.0%	\$ 1,256.63	-8.2%	39.1	-2.7%
Walmart	97%	0.5%	\$ 1,313.66	-3.7%	31.0	-13.1%
Walgreens	75%	6.9%	\$ 137.67	4.0%	7.4	-1.3%
Target	75%	3.1%	\$ 495.55	21.6%	13.4	18.5%
CVS	71%	5.4%	\$ 105.41	-17.3%	7.4	-7.3%
Sam's	61%	5.4%	\$ 675.40	9.6%	10.1	-2.3%
Costco	61%	7.2%	\$ 1,023.36	3.0%	11.8	6.0%

By offering vaccines, Target has successfully engaged younger shoppers of color

These shoppers make nearly **2x** more trips to Target than the average vaccinated shopper, and they spend **68%** more per trip

Numerator Shopper Profile, Shoppers Vaccinated at Target vs. All Vaccinated Shoppers



AGE

Gen Z & Millennial

HHs: 14.6%, Index: 383
HHs: 44.9%; Index: 191



INCOME

Under \$40k

HHs: 30.3%, Index: 160



ETHNICITY

Hispanic & Asian

HHs: 17%, Index: 290
HHs: 17%, Index: 290



MARITAL STATUS

Living with Partner

HHs: 7.7%, Index: 149



HOUSEHOLD SIZE

6 People

HHs: 8.0%, Index: 216



EDUCATION

Some Graduate School

HHs: 6.6%, Index: 156



GENDER (APP OWNER)

Male & Other

HHs: 31.5%, Index: 133
HHs: 4.7%, Index: 716



URBANICITY

Urban

HHs: 52.8%, Index: 130



EMPLOYMENT

Employed Part-Time

HHs: 14.4%, Index: 184

Costco engaged a more varied group, but some demographics – gender, ethnicity, and urbanicity – tracked similarly to Target

Shoppers vaccinated at Costco make **1.4x** more trips to Costco than the average vaccinated shopper, and they spend **33%** more per trip

Numerator Shopper Profile, Shoppers Vaccinated at Costco vs. All Vaccinated Shoppers



AGE

Millennial

HHs: 26.6%, Index: 131



INCOME

Under \$40k

HHs: 20.1%, Index: 122



ETHNICITY

Asian

HHs: 25.0%, Index: 172



MARITAL STATUS

Separated

HHs: 1.3%, Index: 111



HOUSEHOLD SIZE

4 People

HHs: 21.7%, Index: 158



EDUCATION

Some College or University

HHs: 27.1%, Index: 139



GENDER (APP OWNER)

Male & Other

HHs: 30.3%, Index: 115

HHs: 1.4%, Index: 261



URBANICITY

Urban

HHs: 51.6%, Index: 117



EMPLOYMENT

Homemaker

HHs: 9.9%, Index: 240

Takeaways



Retailers have engaged new shoppers by offering vaccinations.

Monitor the behavior of shoppers vaccinated at your stores and at competitive stores. Identify the categories and brands driving leakage for both groups to maintain shopper loyalty and win back lapsed shoppers.



In-store promotions for shoppers awaiting vaccination prove effective.

Determine which brands and categories over-index with vaccinated shoppers to orient your merchandising and trade strategies for future waves of vaccinations.



Optimize your in-store experience to drive positive shopper sentiment as younger Americans get vaccinated.

Survey shoppers that were more or less satisfied with your stores post-vaccination to understand the sentiment drivers.



There's more to know.

For custom insights, reach out to us at hello@numerator.com

