

# Consumer Connections Live Panel

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RESEARCH

Five Key Takeaways | March 26, 2020

**1** Staying at home means more meal preparation and creativity to use what's available, but consumers are less picky at the grocery store.



3 Meals/day at Home



Grocery Delivery



Shop Shelf-life



Increased Spending on Groceries

“ I used to buy and eat fresh fruit and meat, now I buy frozen berries. I can't find eggs anywhere. It was my son's birthday; it was like back on the prairie, we had eggs on a special day. I never thought we'd live in this mindset. ”

**2** Spending on “non-essential” items isn't at a halt.



“Quarantine Ice Cream”



Craft Supplies



Streaming Services



Fitness Equipment

“ I ordered Hulu, Netflix and there's 2000 hours of TV we haven't seen. Now I can watch The Price is Right. Every movie I didn't get to see, I'm going on Netflix to see. ”

**3** Celebrations & events like birthdays and graduations are being missed, but new ways of connecting virtually are helping in some cases.



Missed Graduations



Parade Birthday Party



Virtual Happy Hour

“ We did a complete Zoom birthday party, local family and friends, distant family, we had 15 people through Zoom. A few people did a drive-by drop present off and wave hi from the street. He said it was his best birthday yet. ”

# 4

## Comfort with future travel varies.



Wait for Fall



Wait for Vaccine



Mixed Opinions for Cruises



I went on a cruise right before and they were so good about cleaning every place we went. I'm hoping the cruise industry continues the practices they started. The first thing they did was take temperatures, there were hand sanitizers everywhere. I feel it's safer than it ever was.



# 5

## Consumers see the silver lining in this time of crisis: togetherness on multiple levels.



Family/ Pet Time



Buy Local



Societal Support



Good for Environment



We're walking more as a family. We're active in other sports and scouting, but as a family we don't have the time to do that. Now every day we're going on a walk or bike through our neighborhood.



## What does this mean?

Consumers are adaptive and taking control of their lives in this brave new world, but it's not always easy. They welcome help with new ideas to create, connect, and stay healthy – both physically and mentally. What is their next “quarantine ice cream”? How can they get more creative in the kitchen using what they have on hand? What can help them keep up their social life safely at a distance? How can they keep themselves and their kids sane? Think about how your brand can provide a solution to consumers' evolving needs.

Curious to hear more? We're hosting another consumer panel on Thursday, April 2, at 12pm CT. Sign up [here](#).

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