



Brand Keys

PRESS RELEASE
FOR IMMEDIATE RELEASE

The First Thing People Are Going To Do When Social-Distancing Rules Are Lifted

Survey Finds Top 3: Dining, Shopping, Getting a Haircut

NEW YORK, NY May 7, 2020 – As states “open up,” consumers are envisioning activities for the time social-distancing rules get lifted.

“I’ve been telling friends that after three months of social-distancing,” said Robert Passikoff, president of Brand Keys, “The first thing I want is to sit at a restaurant table and have someone serve me a turkey club and fries.”

Apparently, a majority of coronavirus captives agree. Sixty-two percent (62%) of 1,000 survey respondents indicated the first thing they’ll do is eat in a restaurant. This was the top craving identified in the sixth wave of the Consumer Coronavirus Behavior research conducted by TheCustomer (www.thecustomer.net), Brand Keys (www.brandkeys.com), the New York-based brand loyalty and customer engagement consultancy, and Suzy (www.suzy.com) the on-demand research software platform.

“It’s both a social release and a domestic relief from having to prepare your own meals or ordering in,” noted Mike Giambatista, publisher of TheCustomer, the weekly newsletter covering intelligence from the customer insight universe. “Three months ago, cooking and baking were both a novelty and a necessity. Now they’ve become a chore. People are reminiscing about eating out, which is great news for the restaurant industry since, next to the Federal government, restaurants are the second-largest employer in the United States.

After a Meal, Shopping and the Beauty Salon

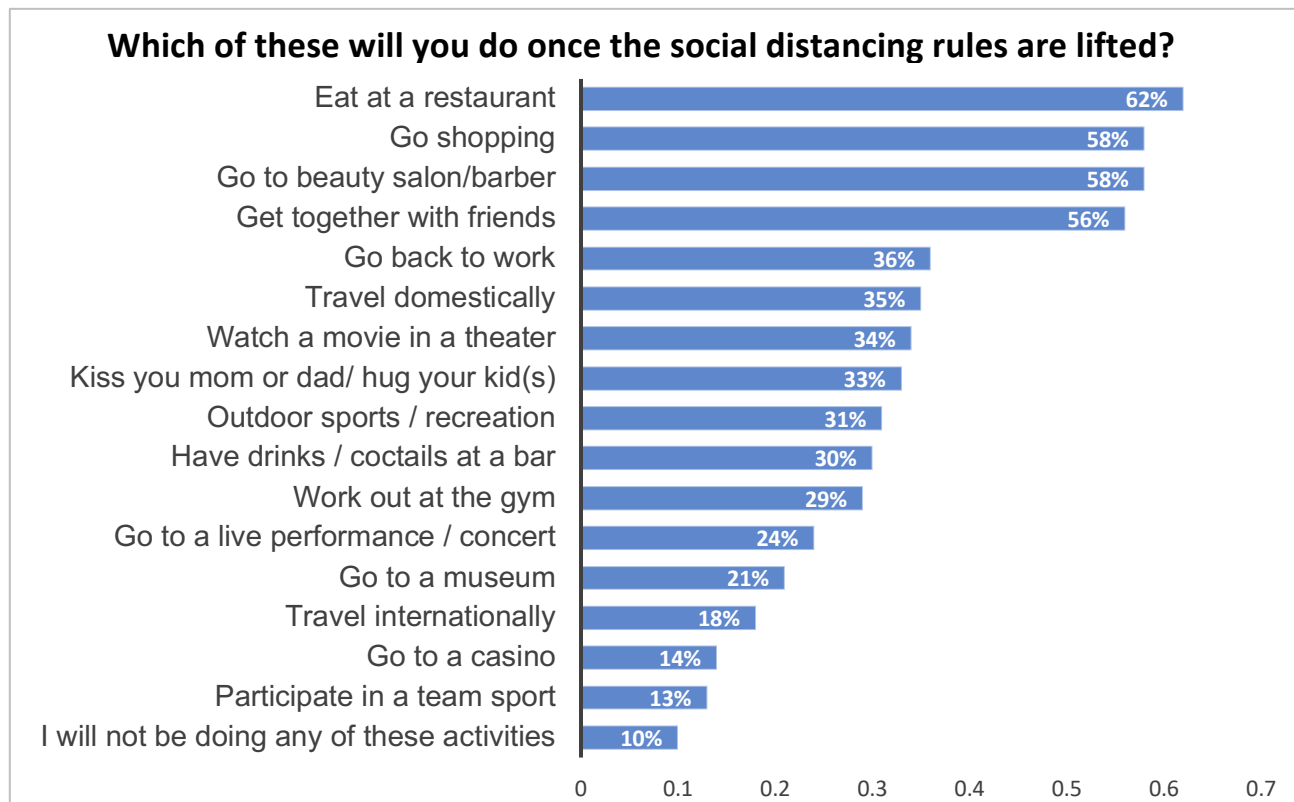
After a meal out, 58% of the sample expressed a desire to visit a barber shop or beauty salon, with an equal number of respondents wanting to go shopping. “There’s been an enormous jump in DIY haircut videos on the Internet,” said Passikoff. “And an equal number of posts with people sharing some truly awful amateur home-cuts. As to shopping, with virtually every closed down, consumers just want to go somewhere that’s not a pharmacy or grocery store.”

What Consumers Are Twice as Likely To Do

“The trade-offs are interesting,” said Giambatista. “Although some are self-evident, given the circumstances, they are completely comprehensible.” Consumers are twice as likely to do the following:

- Eat at a restaurant (62%) versus participating in outdoor sports or recreational activities (31%)
- Visit a barber or beauty salon (58%) versus working out at a gym (29%)

- Go shopping (58%) versus having drinks or cocktails at a bar (30%)
- Travel domestically (35%) versus travel internationally (18%)
- Get together with friends (56%) versus going to a live performance or concert (24%)



Americans Show An Affinity For Working From Home

“While eating out at a restaurant is the most hungered for activity,” said Giambattista, “We thought it was interesting that after sheltering-in, only 35% of the respondents wanted to go back to work. Nearly 60% of currently-employed Americans indicated that they have worked from home during the coronavirus crisis and nearly half of them (29%) indicated they would prefer to continue to work remotely.”

Methodology

The survey and analysis were conducted the week of May 3, 2020. This week’s Wave Six findings are based on 1,000 total responses from a U.S. panel population, ages 17-70 with a 50/50 gender split. The survey is being conducted on a weekly basis.

About Brand Keys

Brand Keys specializes in customer loyalty and engagement research, providing brand equity metrics that accurately predict future, in-market consumer behavior that correlates with sales and profitability.

www.brandkeys.com

About Suzy

Suzy helps you make better, faster, more data-driven decisions. Their platform combines advanced research tools with the highest quality audience to deliver trusted insights in minutes. www.suzy.com

About TheCustomer

Launched in mid-2019, TheCustomer covers all of the disciplines within the customer engagement ecosystem, exploring the latest research, technologies and personalities driving the customer revolution.

www.TheCustomer.net