

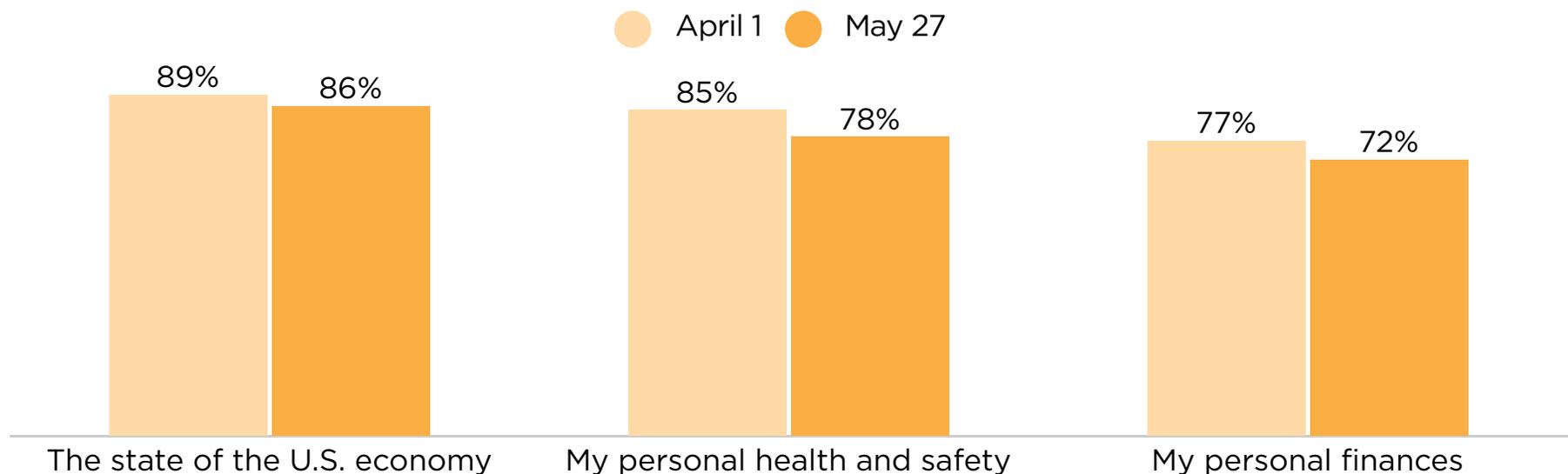
Consumer attitudes toward store reopenings and shopping

NRF has been regularly polling consumers on their shopping expectations and experiences throughout the coronavirus pandemic, also known as COVID-19. The latest survey, conducted on May 27, 2020, illustrates how consumers feel about store reopenings and what impacts their willingness to resume normal shopping behaviors.

[Visit NRF's resources page](#) for more information and updates.

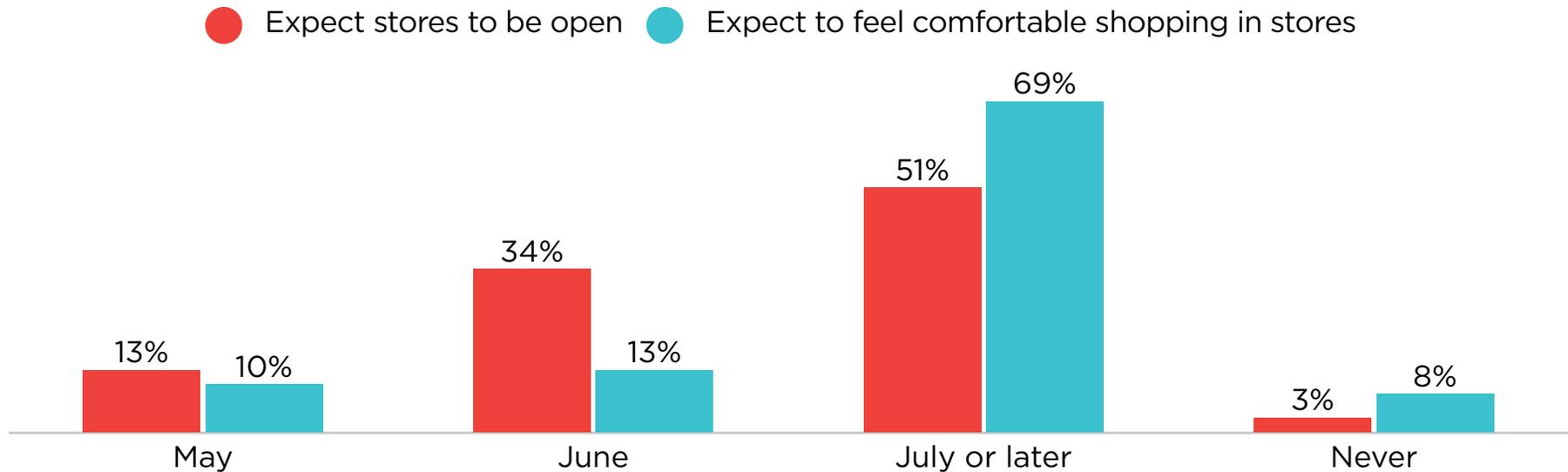
Consumer concern remains high but there are some positive trends in May

Percent of consumers who are concerned about COVID-19's impact on:



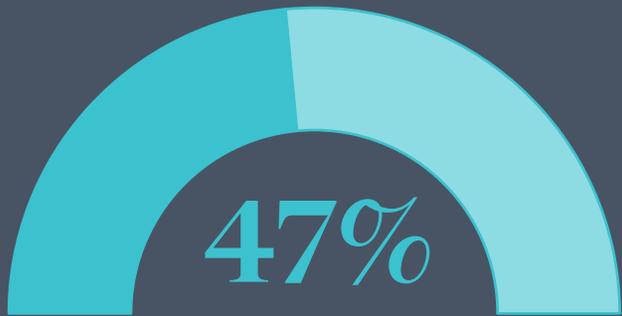
Consumers remain concerned about COVID-19's impact on the state of the U.S. economy, their own personal health or that of their families and their finances. However, they are showing signs of being slightly less concerned compared to early April.

Consumer expectations around store reopenings



Even as states and localities look to lift stay-at-home mandates, consumers are cautious about when they believe things will return to normal. More than one-third expect stores will be open again in June. However, the majority say it will be July or later before they feel comfortable shopping in stores again.

Even as they consider shopping, consumers expect a different environment



of consumers **feel comfortable with the idea of shopping** in stores again compared to 33 percent who feel comfortable dining out.

94%

But nearly all consumers (94%) say stores need to have **at least some health or safety measures in place** to ensure they feel comfortable shopping again.

Consumers are looking for common sense cleaning and safety precautions

Top health and safety measures

Please rank the following in terms of making you feel comfortable shopping in physical stores again (top 5)

- 1 Require employees to wear protective gear such as masks and/or gloves
- 2 Enforce social distancing while shopping
- 3 Conduct regular deep cleans
- 4 Provide hand sanitizer or hand washing stations at store entrances
- 5 Have an employee cleaning surfaces throughout the day

Having employees wear PPE has become more important to consumers. In early May, shoppers ranked it as the 3rd most important health measure to them. By the end of the month it moved to number one.

Attitudes toward wearing masks and protective gear

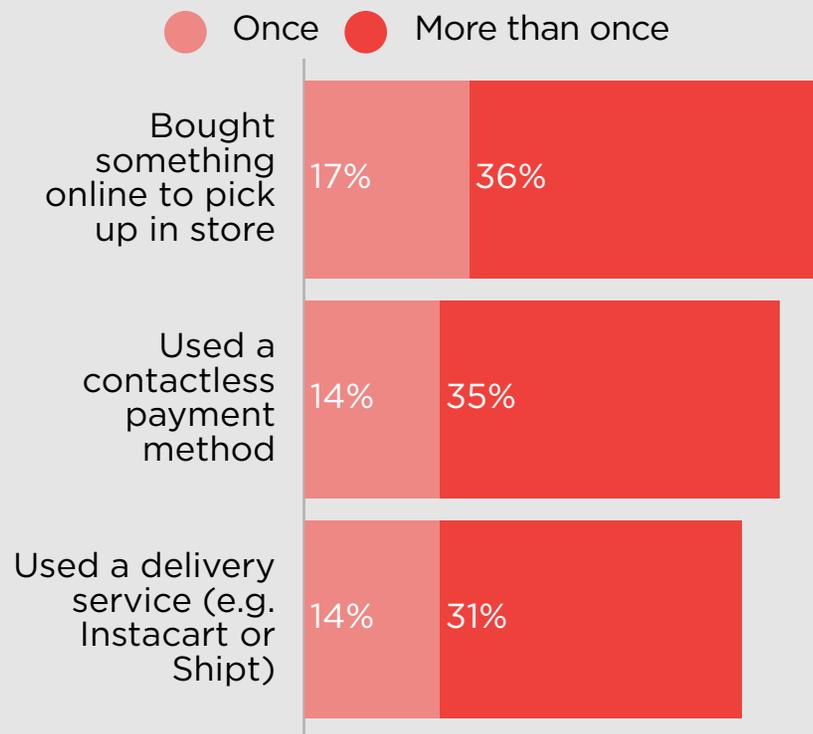
Consumers' feelings about requiring shoppers to wear PPE are mixed. Half (49%) say these measures are necessary. However, it ranks far below requiring employees to wear such items in terms of making customers feel safe while shopping.

Please rank the following in terms of making you feel comfortable shopping in physical stores again (top 7)

- 1 Require employees to wear protective gear
- 2 Enforce social distancing while shopping
- 3 Conduct regular deep cleans
- 4 Provide hand sanitizer or hand washing stations at store entrances
- 5 Have an employee cleaning surfaces throughout the day
- 6 Limit number of people in store at one time
- 7 Require customers to wear protective gear

COVID-19 has also impacted usage of other shopping methods

Percent who have done the following as a result of the pandemic



Approximately half of consumers say they have used **buy online, pick up in store (54%)** or a **contactless payment method (49%)** such as tap-to-pay or Apple pay at least once as a result of the coronavirus pandemic.

ABOUT THE SURVEY

NRF surveyed 1,517 U.S. consumers, aged 18+, on May 27, 2020, using Toluna Analytics. The survey has a margin of error of +/- 2.5%.

ABOUT NRF

The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$2.6 trillion to annual GDP and supporting one in four U.S. jobs — 42 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.