

## Before the coronavirus pandemic...



**96%** felt safe going food shopping  
**66%** shopped a couple of times a week  
**0%** used delivery or friends/family

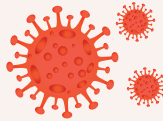


## If food shopping deliveries were more readily available...

**36%** would be more likely to use delivery than visit the shop  
**32%** would use an equal combination of delivery and visiting the shop

Showing **68%** would use a delivery service

## Currently, with the coronavirus measures in place...



**35%** feel safe going food shopping ↓ **64%** reduction  
**49%** shop once a week ↑ **227%** increase and **38%** a couple of times a week ↓ **42%** reduction  
**22%** are using delivery or friends/family ↑ increase from **0%**

## Once we 'return to normal'...

**59%** think they will feel safe going food shopping ↓ **39%** reduction  
**9%** will use delivery or friends/family  
**57%** are likely to shop a couple of times a week again



**72%** would like to see more food shopping delivery options:

**44%** think there should have been more food delivery options available even before the coronavirus pandemic  
**28%** didn't mind that food deliveries were previously limited. However, due to the coronavirus pandemic, think there should be more food delivery options available now



**68%** agree or strongly agree that when food shopping, they still value the experience provided by a physical shop

**68%** think that food shopping retailers customer service/experience has improved during the coronavirus pandemic...

Attentive Hygiene Helpful Friendly Less-crowded Communication Care Safety patient Delivery Not-rushed Community-spirit

“ Online delivery has been a breakthrough - finally Jersey retailers have stopped being lazy and caught up with UK norm ”

“ Staff have been exceptionally helpful and friendly ”

“ Due to safety measures in place and positive staff attitude, it feels like the stores care for their customers safety ”



What might a food shopping retailer do as a result of the coronavirus pandemic that would make you buy from them above anyone else in the future?

Competitive-pricing Online-special-offers Cleanliness Order-online Delivery Friendly Disinfected-trolleys Hygiene Click-&-Collect Stock-availability Great customer service Social-distancing Local-produce Reward/treat-staff