

# COVID-19 Impact on Consumer Behavior

## A monthly look at trips and basket-level data in convenience retail.

Powered by PDI Insights Cloud, our monthly report provides consumer trip and basket-level data and analysis that will enable essential businesses around the country to deliver what their customers want and need right now.



### Key Insights This Report:

During the last four weeks, **convenience store dollars** have seen an increase, from **+2.0% 4WE 1/3/21 to +10.0% 4WE 1/31/21**.

This increase was **driven by both trips (up -10.2% from -13.2%) and spend (up +22.5% from +17.5%)**.

On a dollar basis, almost every category saw an increase in YoY dollars, with **lottery/gaming being the greatest contributor due to record-breaking lottery jackpots**.

Morning rush (7-9:59am) trips remained unchanged at 85% of prior year trips; however, **all other key dayparts saw 4-6 pt increases**, with late evening (7pm-10:59pm) seeing the greatest (6.3 pts).



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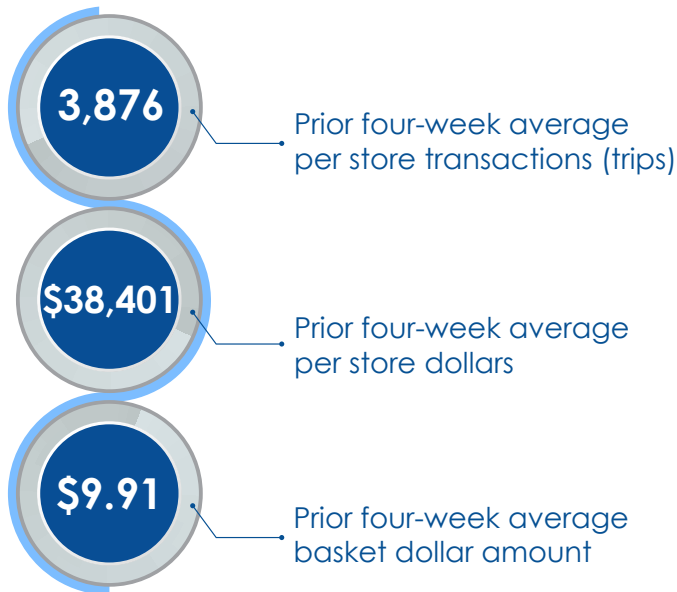
PDI Report: Week Ending 1.31.21

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# Weekly Trip & Basket Spend Behavior

Over the last several weeks, dollar sales at convenience stores increased around the country. Both spend and trips contributed to the improvement, with spend per transaction seeing a considerable increase over the previous period. With the exception of the morning rush, all key dayparts saw increased consumer traffic.

In addition, most categories improved in year-over-year dollars and trips. Lottery/gaming saw the largest increase with a double-digit jump that was likely due to record-breaking jackpots.



## Per Store Transactions (Trips) Weekly % Change vs Year Ago



## Dollars per Transaction Weekly % Change vs Year Ago



## Per-Store Dollars Weekly % Change vs Year Ago



**Week Ending  
1/31/21**

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