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| --- | --- | --- | --- | --- | --- |
|  | Pre COVID | | During COVID | | Intention |
|  | Past Year | Jan/Feb |  | |  |
| Non-shopping trips |  | * Working hour * TelecommutingDays   # of trips   * TripMode (change) * TripDistance (change) * LivingInSamePlace ( * DifferentTravelPatterns | * May-Working hour * May-TelecommutingDays * # of trips: May-Trips-Place * May-TripDistance * May-TripMode | |  |
| Shopping trips | Ecommerce-frequency-cat | * Share shopping responsibility:   + ShareShopping   + JanFeb-Shared-Cat * **Change** -cat:   Instore:   * + TripsToStore   + TripModeToStore   + InStorePurchaseSize   + InStoreForSomeoneElse   + TripdDistanceToStore   Ecommerce:   * # purchase * ForSomeoneElse * DeliveriesToHome * PickupNumber * PickupMode * # Curbside * # DeliveriesToNonHome * JanFeb-Ecommerce:   + Pickup-Mode | * NumberInHousehold * LiveWithWho1 * Share shopping responsibility:   + ShareShopping   + May-Shared-Cat * ShoppingOnBehalf   + ShoppingForWho2   + Who2 live where * May-InStore:   + May-InStore-Trips-cat   + May-Instore-Frequency-cat   + May-Instore-Items-cat   + May-Instore-Mode-cat   + May-Instore-Distance-cat * May-Ecommerce:   + May-Ecommerce-Orders-cat   + May-Ecommerce-Frequency-cat   + May-Ecommerce-Items-cat   + # May-purchaseMethod-cat   + # May-receiveMethod-cat   + May-Pickup-Mode   + May-Pickup-Distance * Ease to obtain cat | |  |
| Groceries |  | * JanFeb-Grocery:   + shareGroceries   + GroceriesForWho2   + Frequency, MultipleStore, otherErrands, tofromwork, dayofWeek |  | |  |
| Shopping Opinions | * Rewards (amazon prime, target, shipt, shoprunner, wine club.) / Subscription for delivery service (food, clothing, personal care, household)   + Current Membership   + Subscription length   + Annual cost   + Signup due to COVID   + $ willing to pay for carbon offset   Online-ease  One click  Track order | | | | |
| Package receiving method | Tried prior to SIP | | | Tried since SIP | DoInStage23 |
| Behavior and attitudinal data | * Behavior (Buy only list, not mind grocery/restaurant online), in person is chore, excuse to get out) * Attitude Toward ecommerce -food/ nonfood * General attitude towards COVID (satisfied with life, zoom fatigue, socially isolated, stressed, have time food…) * Trust towards delivery/driver * COVID measures (PPE, social distancing) | | | | |
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Place: commuting, medical, gym, toschool, fromschool, bar, movietheater, friends, family, other

Cat: preparedFood, groceries, otherfood, papercleaning, clothing, homeoffice. Medication, childcareitems, other

Who1: spouse, children, siblings, parents, grandparents, relatives, roommates

Who2: ImediateFamily, extendedfamily, nonfamily, colleagues, other

Where: household, neighborhood, city, outsideRegion

Purchase method: browser, mobile app, call-in phone

Receive method: curbside, instore, to home, to non-home