



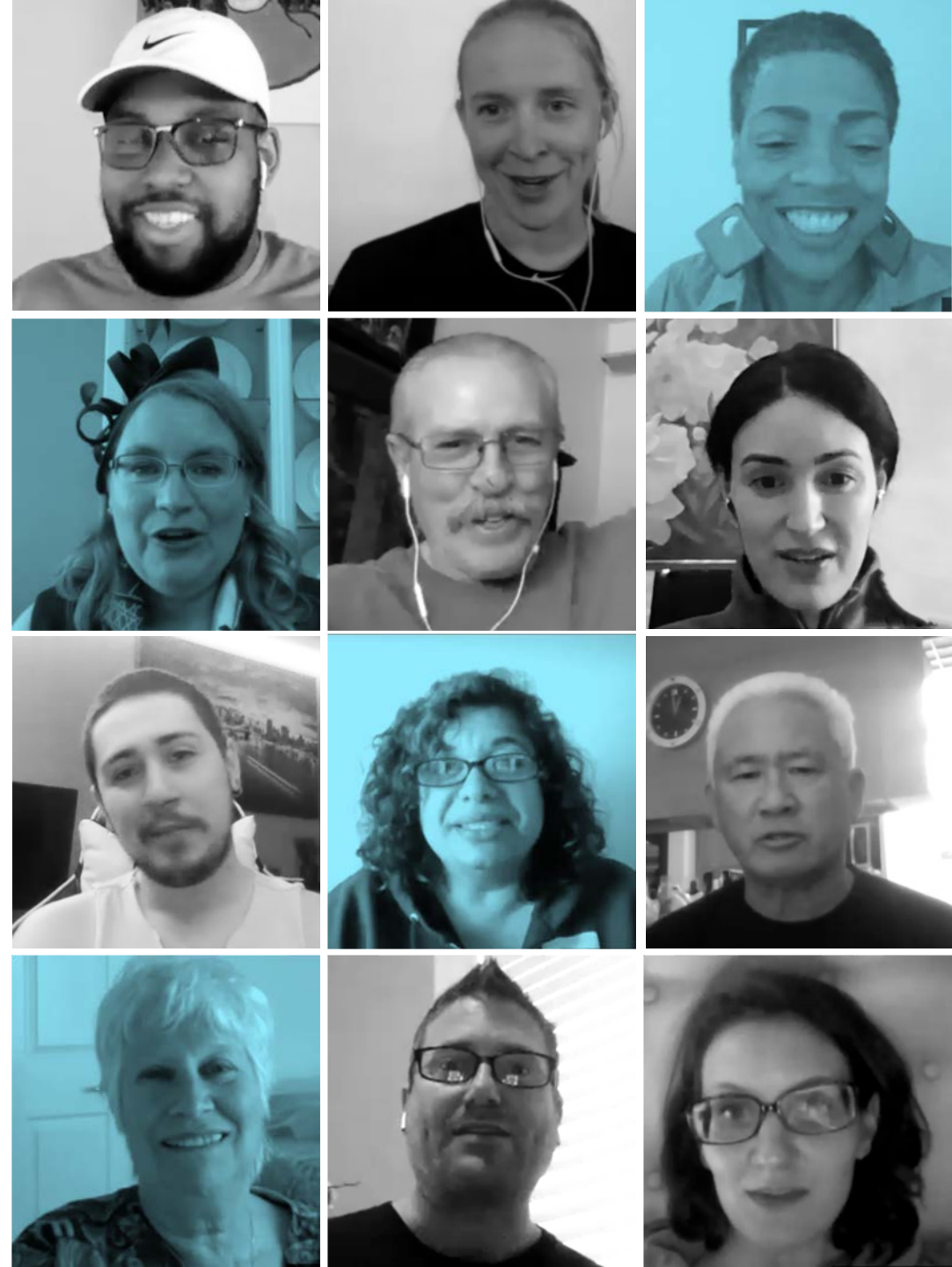
Finding the **New Consumer**

IGNITE360

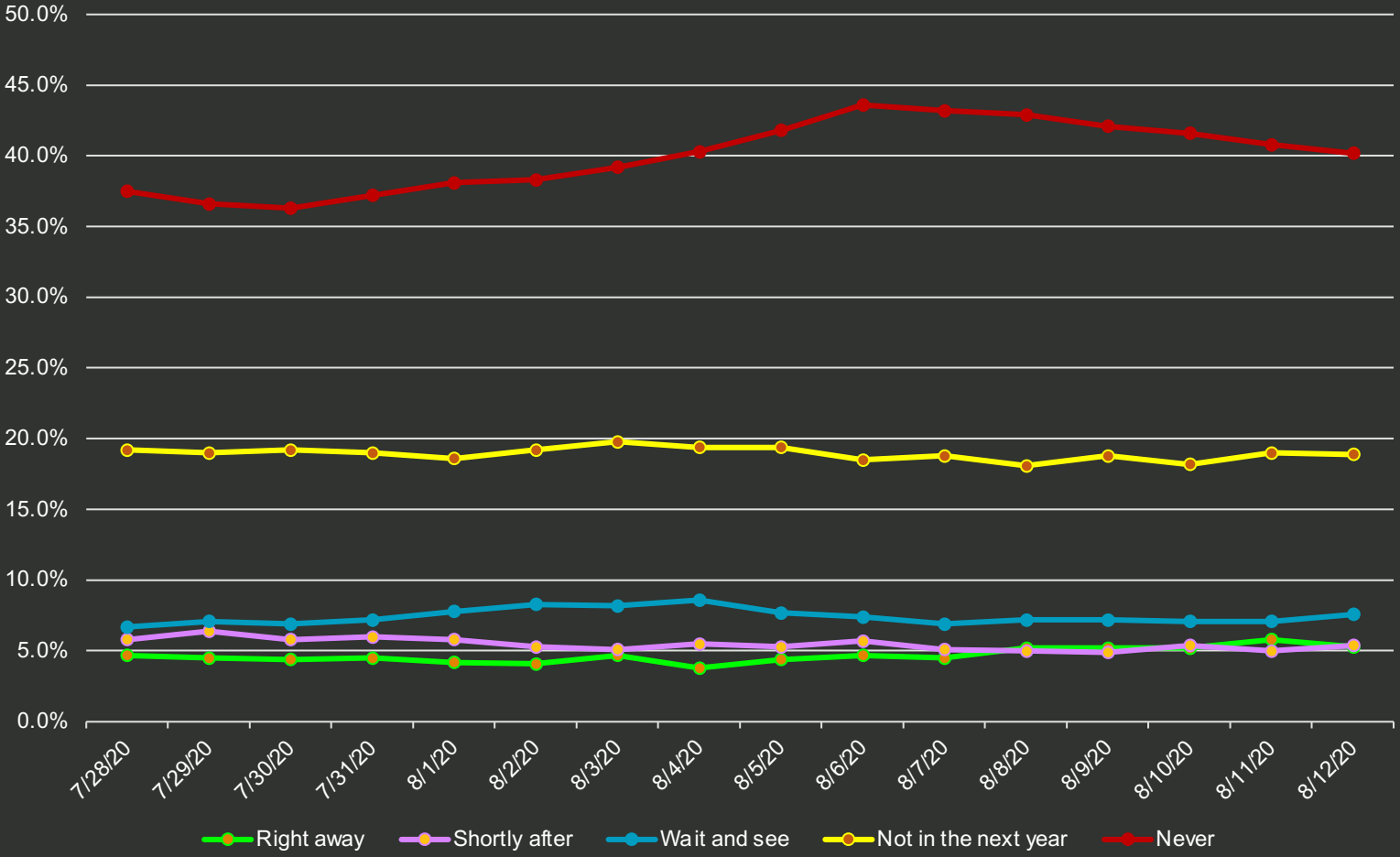
August 14, 2020

Navigating to a New Normal

- Ignite 360's **ongoing longitudinal qual/quant study** exploring the journey consumers are on through pandemic, recession and election toward a new normal.
- Comprised of **16 weekly IDIs** with the same respondents, a cross-geographic and demographic sampling of everyday Americans
- Married with **dynamic 25-minute quant survey**, with **daily data** arriving on 1, 3 and 7-day basis of n=1,250 per week including Spanish-language augment. Representative of US adult population, cross-geography, generations and ethnicity. Powered by delineate's always-on audience intelligence.



Return to Focus Groups



(From July 28 to August 12, N = 2,857)



Return to Focus Groups



Click to watch
the interviews

Provide Certainty in an Uncertain World

- **Be clear and direct** – issue clear guidelines, including masks, hygiene and cleaning – before and after
- **Provide ventilation** – fresh air is viewed as ‘safer’
- **Reconsider your incentives** – money motivates
- **Smaller group sizes** to allow for distancing
- **Shorter time frame** to minimize exposure risk
- **Friendship recruits** to make respondents more comfortable

Who's Saying *Never* to Focus Groups?



40%

of people saying

“never”
to focus
group



19%

of people saying

**“not in the
next 1 year”**

Barriers Exist Around Health Concerns



35%

**of Not in the Next Year
who say “health/safety”**

(concerned about my health safety
during the pandemic)

**Other top 2 barriers
for Not in the Next Year**



**I prefer to keep
my views private
(24%)**



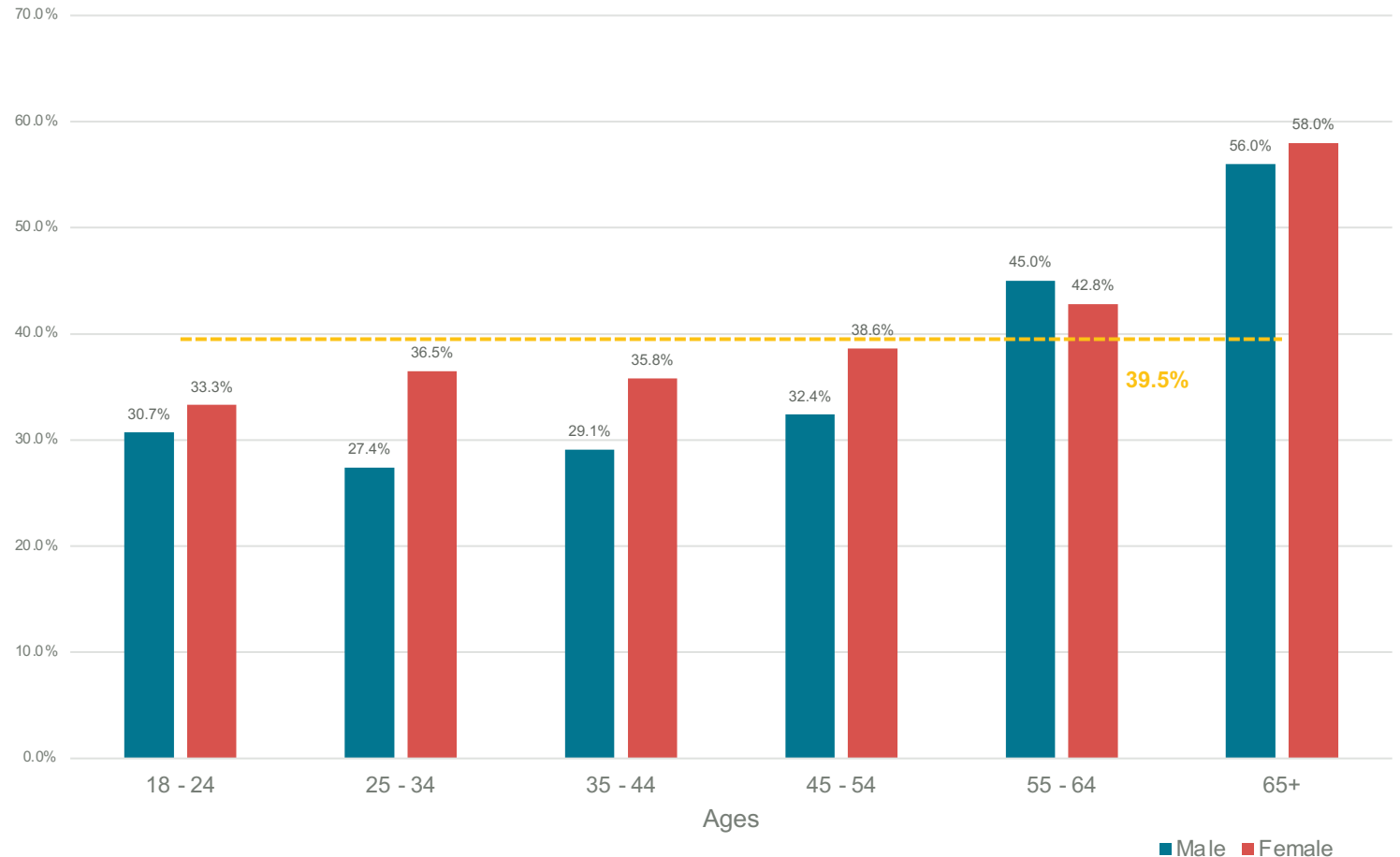
**I am not familiar
with focus group
(22%)**

Who is Saying *Never* to a Focus Group?

Top 3 barriers for people who say “never”

1. I'm not familiar with focus group (33%)
2. I am concerned about my health safety during the pandemic (30%)
3. I don't believe there is a focus group facility near me (29%)

Never to be part in a focus group by genders and ages



People Saying *Never* Create Opportunity



Top reasons for 65+ older men *never* want to attend

1. I am concerned about healthy safety during the pandemic (33%)
2. I prefer to keep my views private (29%)
3. I don't believe there is a focus group facility near me (26%)



Top reasons for 65+ older women *never* want to attend

1. I am concerned about healthy safety during the pandemic (40%)
2. I don't believe there is a focus group facility near me (27%)
3. I am not familiar with focus groups (26%)

Other demographics of people who make up the "never" group



High School or less education
50%



Rural
49%



Not working
49%



Lower income
(\$45,000↓)
46%



Midwest
42%

Questions?

Thank you!

rob@ignite-360.com

For more expert insights
follow Ignite 360 on LinkedIn

[linkedin.com/company/ignite-360](https://www.linkedin.com/company/ignite-360)





IGNITE360

**Thank you
for joining us**