

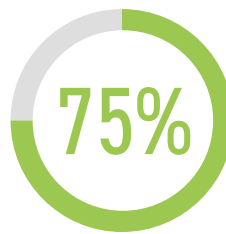
Local retailers, restaurants and grocers

score big > as consumers prepare for their Big Game party needs



#1 FAN

When it comes to party purchasing, the in-store experience dominates online shopping.



Prefer to shop in-store when purchasing Big Game party supplies (food, paper goods, etc.)



Over **43%** primarily shop at **Local, small retailers and grocers**

SCORE!

Beat the competition. Proximity and convenience are key factors, especially with so many last-minute shoppers.

STRATEGY (RUN PROXIMITY PATTERNS)

More than half of shoppers – 52% – are only willing to travel less than four miles to make their purchases. Local retailers and grocers rejoice!

Half of relevant consumers are planning to order from restaurants that are just five miles away or less.

When planning to shop in-store

14% willing to travel less than one mile

38% willing to travel 1-4 miles

For restaurant delivery and pick-up

17% prefer businesses within one mile of home

33% prefer businesses within 2-5 miles of home