

NEW CONSUMER SURVEY FINDINGS

CHANGES IN
CONSUMER
BEHAVIOR
AND MEDIA
CONSUMPTION
AMID COVID-19

Based on a Valassis survey of 1,000 US adult consumers during the week of March 30, 2020 as a follow-up to the survey conducted the week of March 16, 2020



90% of consumers appreciate brands that go out of their way to deliver **relevant and timely information** during the coronavirus pandemic

42%
strongly agree

48%
somewhat agree

INTEREST IN CONVENIENCE & TOUCH-FREE SERVICES CONTINUES TO CLIMB



Shopping Online More

42%
on March 16

53%
on March 30



Using Streaming TV More

43%
on March 16

57%
on March 30



Using Social Media More

39%
on March 16

50%
on March 30

THE CORONAVIRUS PANDEMIC HAS ALTERED
CONSUMERS' APPROACH TO SHOPPING

Grocery delivery and Buy Online Pick up In Store (BOPIS) have seen **slight increases** (compared to the survey the week of March 16, 2020), potentially due to logistical difficulties with more people using those systems

GROCERY
DELIVERY

17% are increasing the frequency of use (+31%)

BOPIS

14% are increasing the frequency of use (+8%)

Restaurant delivery and carry-out have seen **significant increases** (compared to the survey the week of March 16, 2020) as more states and localities issue stay-at-home orders, essentially closing dining rooms

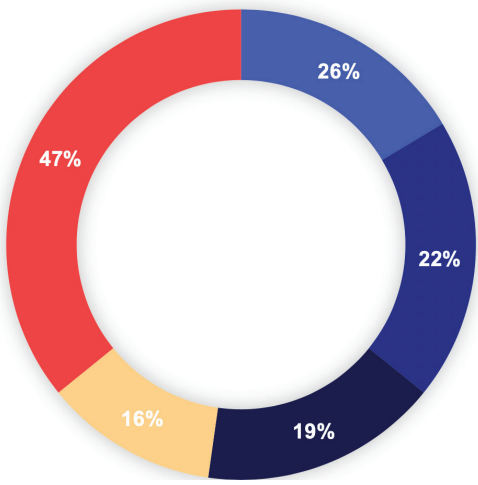
RESTAURANT
DELIVERY

20% are increasing the frequency of use (+43%)

RESTAURANT
CARRY-OUT

29% are increasing the frequency of use (+53%)

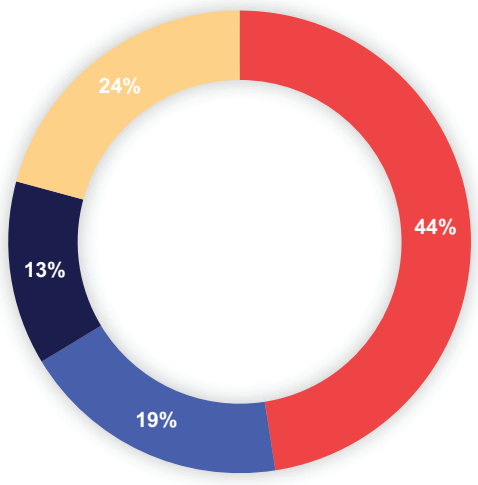
Just over half of consumers expect to **adopt new shopping behaviors** as part of their routine in the future, after the threat of coronavirus clears



Breakdown of using the following options more often:

- BOPIS: 16% (+33%)
- Grocery delivery: 19% (+6%)
- Carry-out from restaurants: 26% (no change)
- Restaurant delivery: 22% (no change)
- 47% of consumers don't expect to adopt new shopping behaviors following the pandemic (-2%)

While the coronavirus pandemic isn't completely upsetting **brand loyalty**, some buying behaviors have shifted



- 24% are purchasing a mix of their usual brands, as well as new brands (+14%)
- 13% are taking the opportunity to discover new brands (no change)
- 19% are feeling less brand loyal and purchasing whatever brand is available (no change)
- 44% are continuing to purchase the same brands they always do (-8%)

*Percentage increase or decrease from prior reported numbers

To learn how we help brands connect with consumers and understand what they need at any given moment through the Valassis Consumer Graph™, visit: valassis.com/consumer-graph

