

A LOOK AT

# CONSUMER BEHAVIORS IN A COVID-19 WORLD

## THE UNTAPPED OPPORTUNITY OF THE MOMENT



Consumers are **increasingly** seeking value from and anticipating interactions with brands

Being at home, receiving the mail is something consumers look forward to – a prime opportunity for brands to **increase engagement**

**46%** of consumers are more interested in deals, coupons, or promotions since before the coronavirus threat began<sup>1</sup>

**31%** of consumers are more excited to receive their mail each day, compared to before the coronavirus pandemic<sup>2</sup>

**34%** of consumers are spending more time reading marketing or promotions that arrive in their home mailbox compared to before the coronavirus pandemic began<sup>2</sup>

**84%** of consumers appreciate the way some brands have changed their advertising tone due to the coronavirus pandemic<sup>1</sup>

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](https://valassis.com/consumer-graph)

1. Valassis survey conducted during the week of April 27, 2020, n = 1,000 respondents

2. Valassis Consumer Study 2020, n = 1,868 respondents