

NEW CONSUMER SURVEY FINDINGS

CHANGES IN CONSUMER BEHAVIOR AND MEDIA CONSUMPTION AMID COVID-19

Based on a Valassis survey of 1,000 U.S. adult consumers during the week of March 16, 2020



87% of consumers appreciate brands that go out of their way to deliver **relevant and timely information** during the coronavirus pandemic

46% strongly agree

41% somewhat agree



Half of consumers have reported changing their **online shopping behavior** during the coronavirus pandemic

42%

shopping online more

8%

shopping online less



**Streaming TV** is showing up in a big way as consumers adapt their viewing habits

43%

spending more time watching streaming TV



Nearly half (46%) of consumers have changed their **social media usage** during this time

39%

using social media more

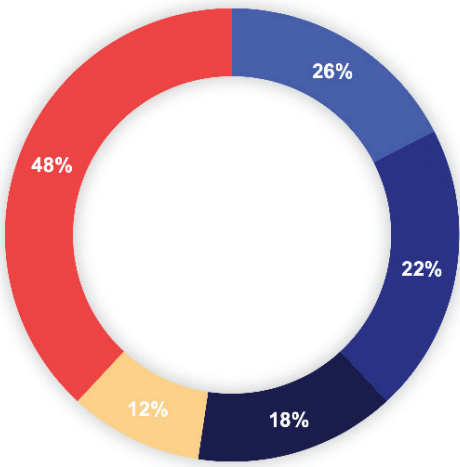
7%

using social media less

THE CORONAVIRUS PANDEMIC HAS AFFECTED CONSUMERS' APPROACH TO SHOPPING

	CREATED NEW BEHAVIORS	AMPLIFIED EXISTING BEHAVIORS	HAS NOT YET IMPACTED SOME
GROCERY DELIVERY	14% have used grocery delivery services for the first time	13% have increased frequency in which they are using the service	25% have not used grocery delivery services and don't plan to
RESTAURANT DELIVERY	10% have used restaurant delivery services for the first time	14% have increased the frequency in which they are using the service	25% have not used restaurant delivery services and don't plan to
RESTAURANT CARRY-OUT	12% have ordered carry-out from a restaurant for the first time	19% have increased the frequency in which they are using it	16% have not ordered carry-out from a restaurant and don't plan to
BOPIS (BUY ONLINE PICK UP IN STORE)	10% have tried BOPIS for the first time	13% have increased the frequency in which they're using it	24% have not used BOPIS and don't plan to

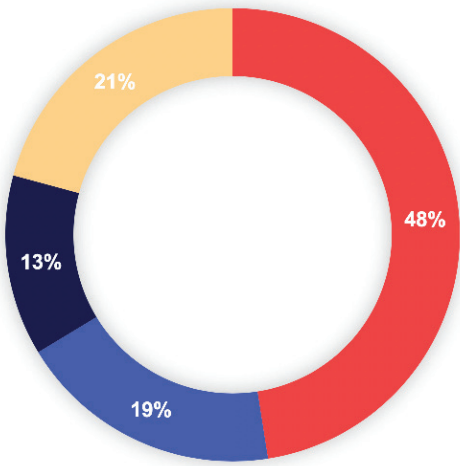
Just over half of consumers expect to **adopt new shopping behaviors** as part of their routine in the future, after the threat of coronavirus clears



Breakdown of using the following options more often:

- BOPIS: 12%
- Grocery delivery: 18%
- Carry-out from restaurants: 26%
- Restaurant delivery: 22%
- 48% of consumers don't expect to adopt new shopping behaviors following the pandemic

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



- 21% are purchasing a mix of their usual brands, as well as new brands
- 13% are taking the opportunity to discover new brands
- 19% are feeling less brand loyal and purchasing whatever brand is available
- 48% are continuing to purchase the same brands they always do

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)

