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

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

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

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

The coronavirus pandemic has affected consumers' approach to shopping.

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

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 the following options more often:
- BOPIS: 12%
- Grocery delivery: 19%
- 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

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CREATED NEW BEHAVIORS
- Grocery delivery: 14%
- Restaurant delivery: 10%
- Restaurant carry-out: 12%
- BOPIS (Buy Online Pick Up In Store): 10%

AMPLIFIED EXISTING BEHAVIORS
- Increased frequency in which they are using the service:
  - Grocery delivery: 13%
  - Restaurant delivery: 16%
  - Restaurant carry-out: 19%
  - BOPIS: 13%

HAS NOT YET IMPACTED SOME
- Grocery delivery services:
  - Have not used: 25%
  - Don’t plan to: 25%
- Restaurant delivery services:
  - Have not used: 25%
  - Don’t plan to: 25%
- Carry-out from restaurants:
  - Have not ordered: 16%
  - Don’t plan to: 24%
- BOPIS:
  - Have not used: 24%
  - Don’t plan to: 24%

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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

8% shopping online less

4% shopping online more

7% spending more time watching streaming TV

7% using social media more

8% using social media less

12% have increased the frequency in which they are using it

19% have increased the frequency in which they're using it

13% have increased the frequency in which they're using the service

14% have increased the frequency in which they are using the service

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