

A LOOK AT

CONSUMER BEHAVIORS IN A COVID-19 WORLD

Based on Valassis survey of 1,000 consumers during the week of April 27, 2020
as a follow-up to surveys conducted the weeks of March 16 and March 30, 2020

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

37% of consumers are more excited to receive their mail each day, compared to before the coronavirus pandemic

30% of consumers are spending more time reading marketing or promotions that arrive in their home mailbox compared to before the coronavirus pandemic began

84% of consumers appreciate the way some brands have changed their advertising tone due to the coronavirus pandemic

CONSUMERS CONTINUE TO BUY FROM HOME FOR NOW

GROCERY DELIVERY

18% have used grocery delivery services for the first time **(+38% versus 3/30)**

19% have increased the frequency of which they are using the service **(+12% versus 3/30)**



ONLINE SHOPPING

57% are increasing the frequency of use **(+8% versus 3/30)**

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