

# COVID-19 IMPACT

## on Consumer Behavior



This week's insights were collected on Friday, April 3 - Sunday, April 5 among a general population of n=300 U.S. consumers age 18+.

### COVID-19 is changing consumer behavior and will continue to have an influence even when the pandemic subsides.

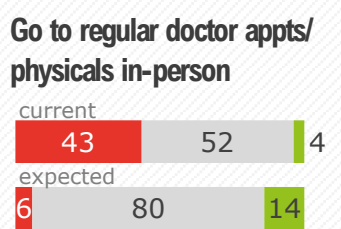
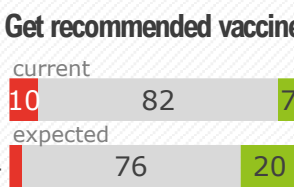
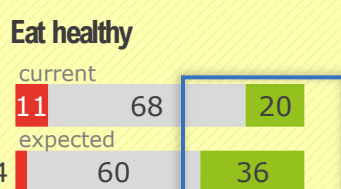
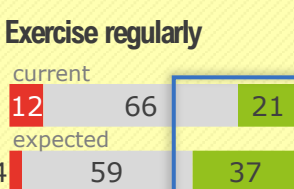
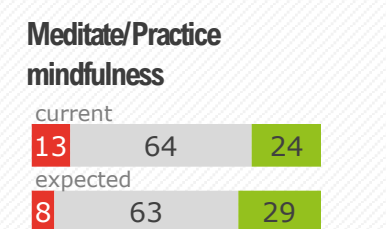
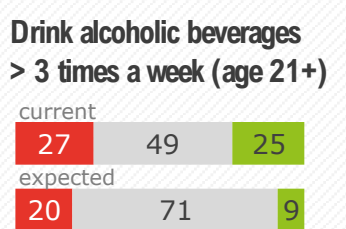
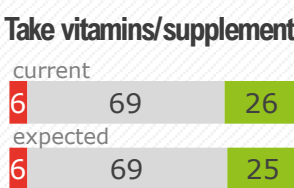
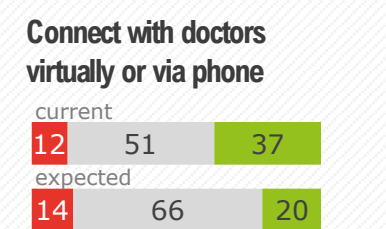
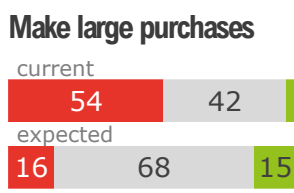
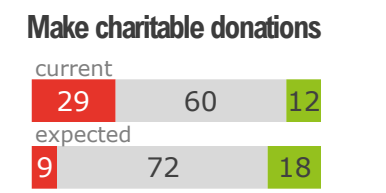
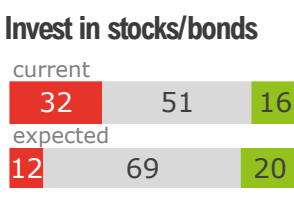
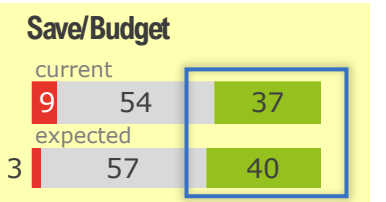
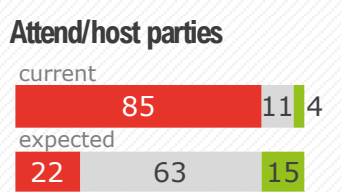
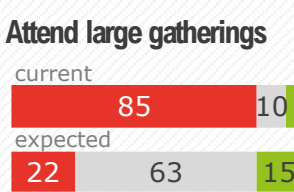
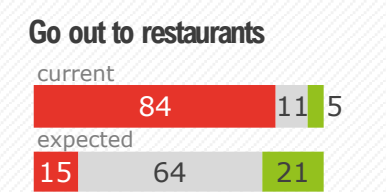
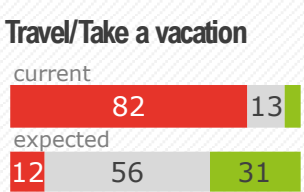
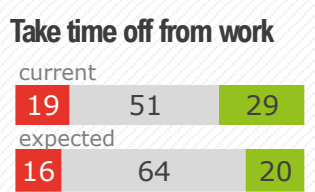
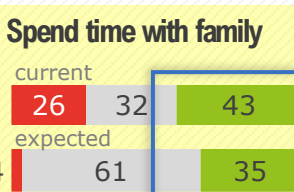
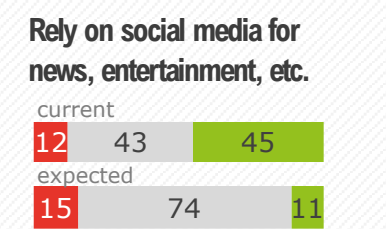
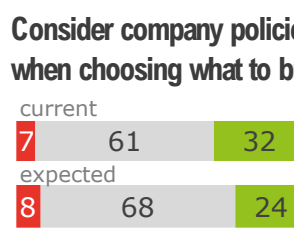
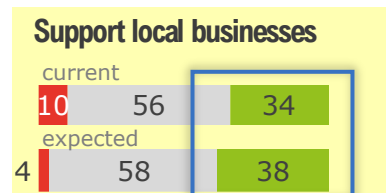
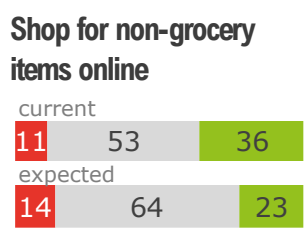
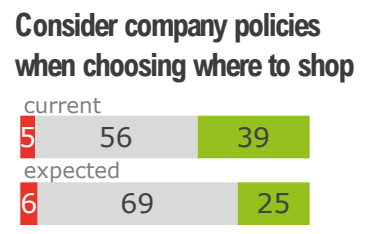
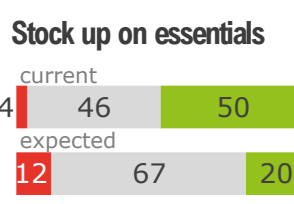
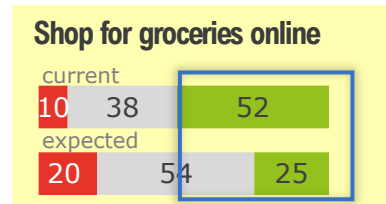
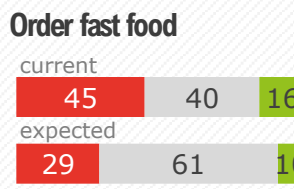
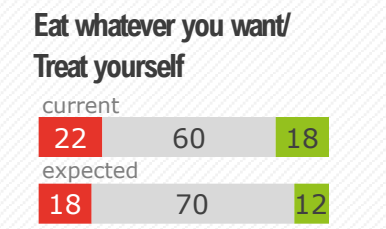
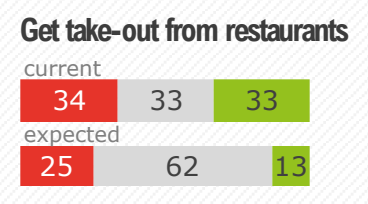
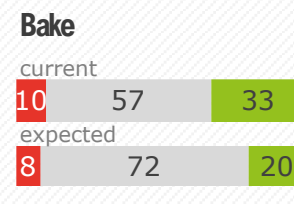
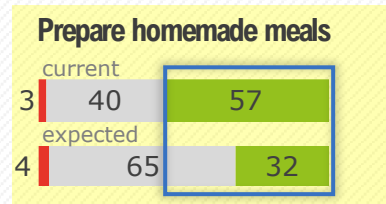
New behaviors that are most likely to continue after the pandemic include saving/budgeting, supporting local businesses, spending time with family, and preparing homemade meals vs. eating out/take-out.

Additionally, given the current health crisis, many consumers will be striving for a healthier lifestyle in the future with aspirations to exercise regularly and eat healthy.

As for shopping behaviors, consumers are currently increasing online grocery shopping, but expect to go back to shopping in-store after the pandemic subsides.

## Changes in Behavior [among those currently | expecting to do this activity]

■ Less than before COVID-19 / Less in the future    ■ Same as before COVID-19 / Return to pre-COVID-19 level    ■ More than before COVID-19 / More in the future



Q1. How has the COVID-19 pandemic impacted your behavior, if at all? I currently . . . / Q2. And, how do you expect that your behavior will change in the future after the COVID-19 pandemic is considered over and we move into our new normal? I expect I will . . .