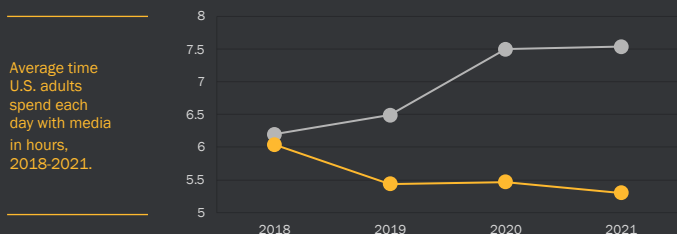


Consumer Habits During the Pandemic That Will Shape the Next Normal

Digital First

According to eMarketer, digital media took an overwhelming share of new time spent in 2020 compared to traditional media. U.S. adults spent an average of 7 hours, 50 minutes per day with digital in 2020, a 15.0% increase from 2019. Most digital time spent categories will maintain their gains in 2021—partially because the pandemic is not over yet and partially because of the stickiness of new consumer behaviors.



TIME SPENT CATEGORY BIG WINNERS



Digital Shifters Want to Stay Digital Post-Pandemic

ONLINE BEHAVIORS



65% of consumers surveyed said they have been online a lot more since the pandemic.



More than **1/2** said they will keep some if not all online habits they've adopted during the pandemic.

Mashable, 2021

DIGITAL MEDIA CONSUMPTION



40% of consumers surveyed have tried a new digital activity or subscription for the first time.



More than **2/3** said they are likely to continue their new activity or subscription.

Deloitte, 2020

"With vaccines rolling out, our latest shopper research shows COVID-19 concern levels may finally be waning, with current concern at 7.5 out of 10 — the lowest level reported since early March 2020. Even still, consumers realize there is a long road ahead. Thirty-five percent of shoppers think 'normal' is more than a year away,"

Colin Stewart, EVP, Business Intelligence at Acosta

"Post-crisis, the speed with which brands, media sellers & agencies can transform will determine their success."

Gregory Aston, Global CRO, Kantar Media

Habits That Will Endure

With vaccines moving forward and new treatments emerging, a new normal is on the horizon. Here are a few changes that might just stick around.



75%

Maintain all or some changes



78%

Maintain all or some changes



80%

Maintain all or some changes

Payments.com, 2021

Additionally: Mask Wearing, Personal Approach to Wellness, Telehealth, Home Fitness, Working From Home, Comfy Fashion