

# UNcovered:

## How Coronavirus Pandemic Is Changing Consumer Behaviour

- **Surge in content consumption on mobile phones and CTV devices**
- **Increase in time spent on home improvements and exercise**
- **More being spent on home and garden, health and beauty, and fashion**


The COVID-19 pandemic and the UK government's introduction of a social lockdown is causing a seismic shift in online content consumption, everyday behaviour, and spending habits.

Mobile and CTV device usage is on the up; cooking and home improvements have increased in popularity; and consumers are spending more on health and beauty products and fashion.

The magnitude of change requires brands to adapt their advertising strategies in order to maintain connections with consumers, provide support, and minimise disruption to campaign performance.

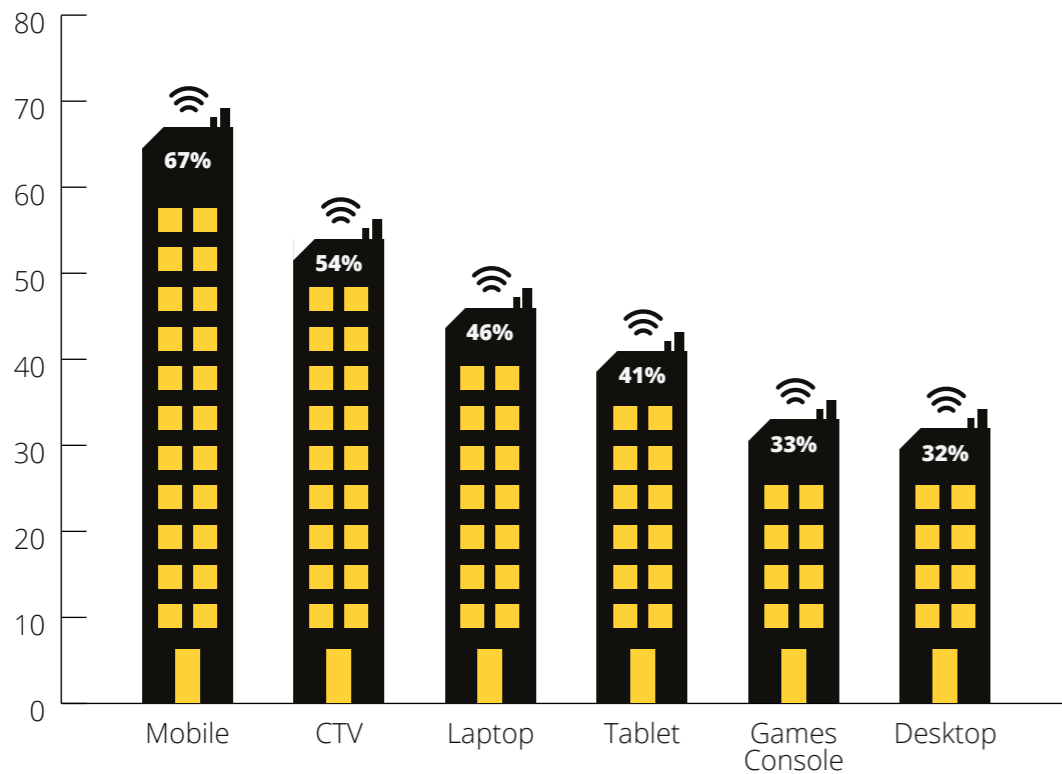
To help brands adapt to this uncharted territory, Unruly has conducted a survey of 2500+ consumers from around the world.



 Key findings

How is COVID-19 affecting online activity?

**Increased time within the home means more time online across all devices,** particularly mobile (67%) and CTV (54%).



Percentage of consumers spending more time online by device

**Mobile phones, CTV and laptops account for the biggest increase in time spent online across all age groups,** with 18 to 24-year-olds also reaching for games consoles and 25 to 34-year-olds favouring tablets.

Age Group	Top 3 devices by % increase among the group		
18-24	Mobile	Laptop	CTV & Games console
25-34	Mobile	CTV	Tablet
35-44	Mobile	CTV	Laptop
45-54	Mobile	CTV	Laptop
55+	Mobile	CTV	Laptop

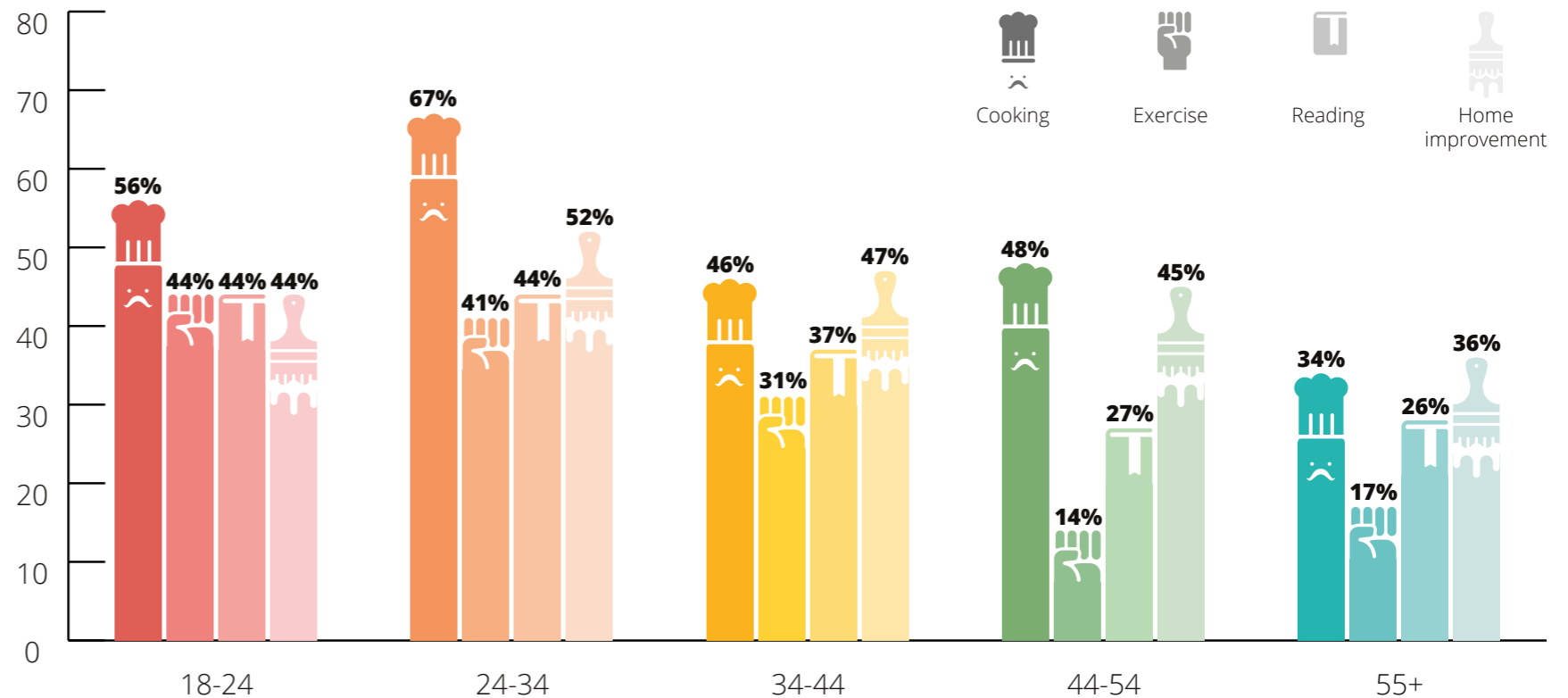
Unruly proprietary data from a survey of 2,556 consumers across the UK, Germany, US, Canada, Singapore, and Japan during March 2020.

## Key findings

### How is COVID-19 affecting offline activity?

When they're not online, UK consumers are turning to several different forms of entertainment.

**Our data shows that as a result of the COVID-19 pandemic there has been a significant upward trend in cooking across all age groups;** 18 to 24-year-olds are spending their time evenly between exercise, reading and home improvement. Those over 35 are spending more time on home improvement.



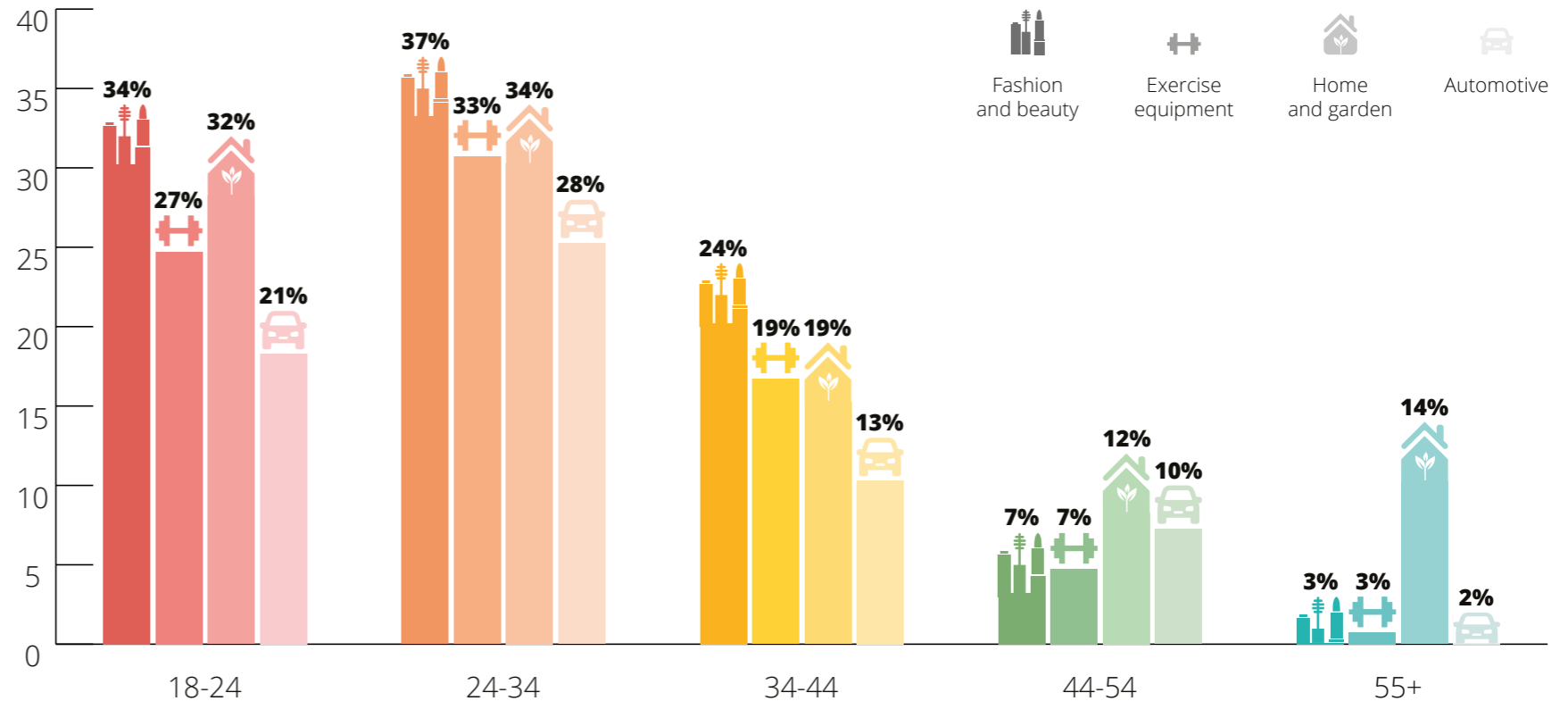
What are UK consumers doing at home?

## Key findings

### What are people spending money on?

**Following the outbreak of the COVID-19 pandemic, UK consumers are spending more money online on fashion and beauty products, exercise equipment, home and garden items, and automotive products.**

Overall, those aged between 18 and 34 are spending more across all categories compared to older consumers. Among those aged 45 and above there is a clear preference for spending their money on home and garden products.

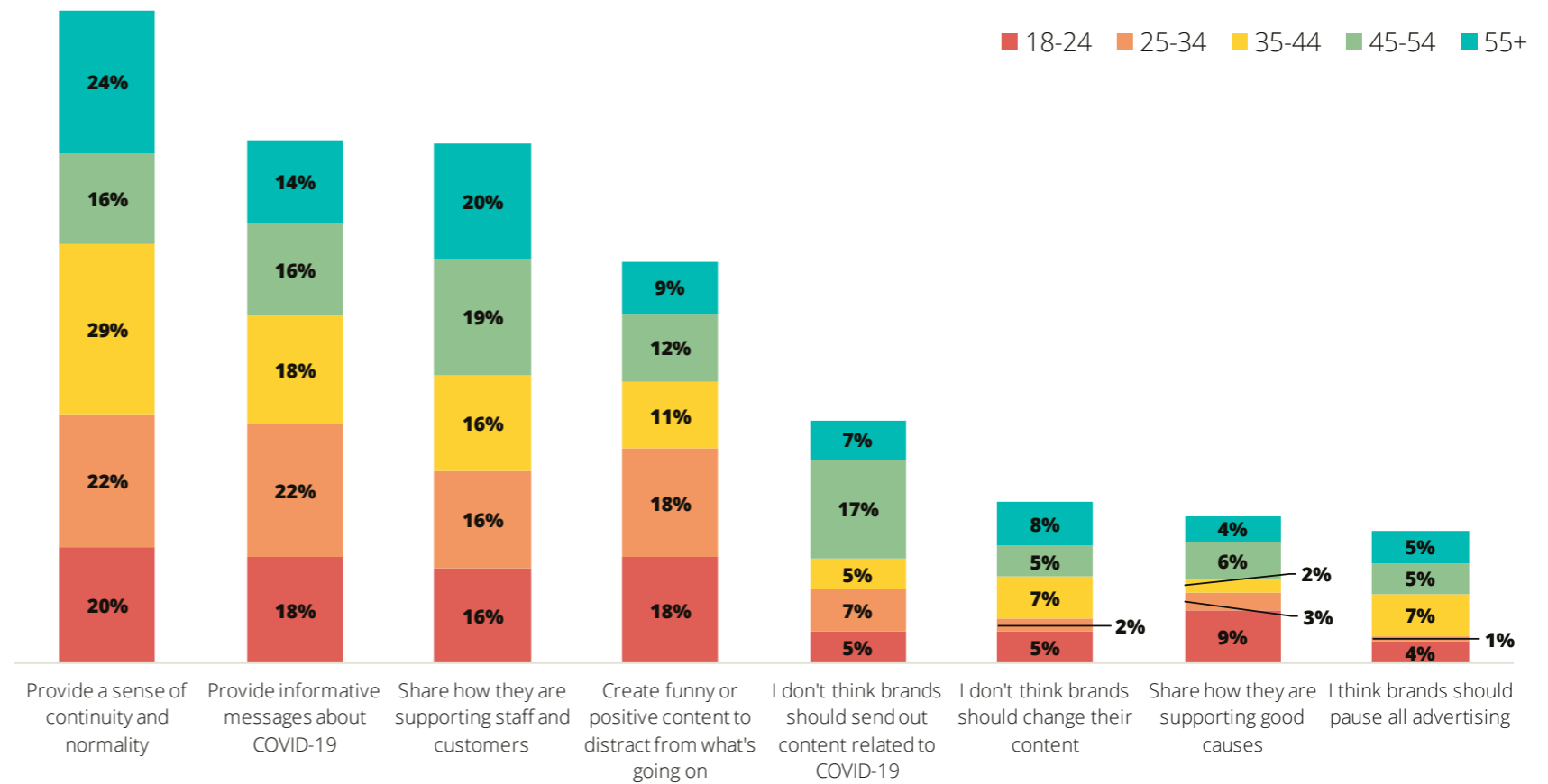


What are UK consumers spending their money on online?

# Key findings

## What should brands be doing?

Consumers want brands to continue to advertise during the pandemic, with only 5% expressing a desire for a halt in advertising and **there is a clear desire across all age groups for brands to provide a sense of continuity and normality.** This reveals an opportunity for brands to engage audiences without reinventing their messaging.



What do consumers want to hear from brands?

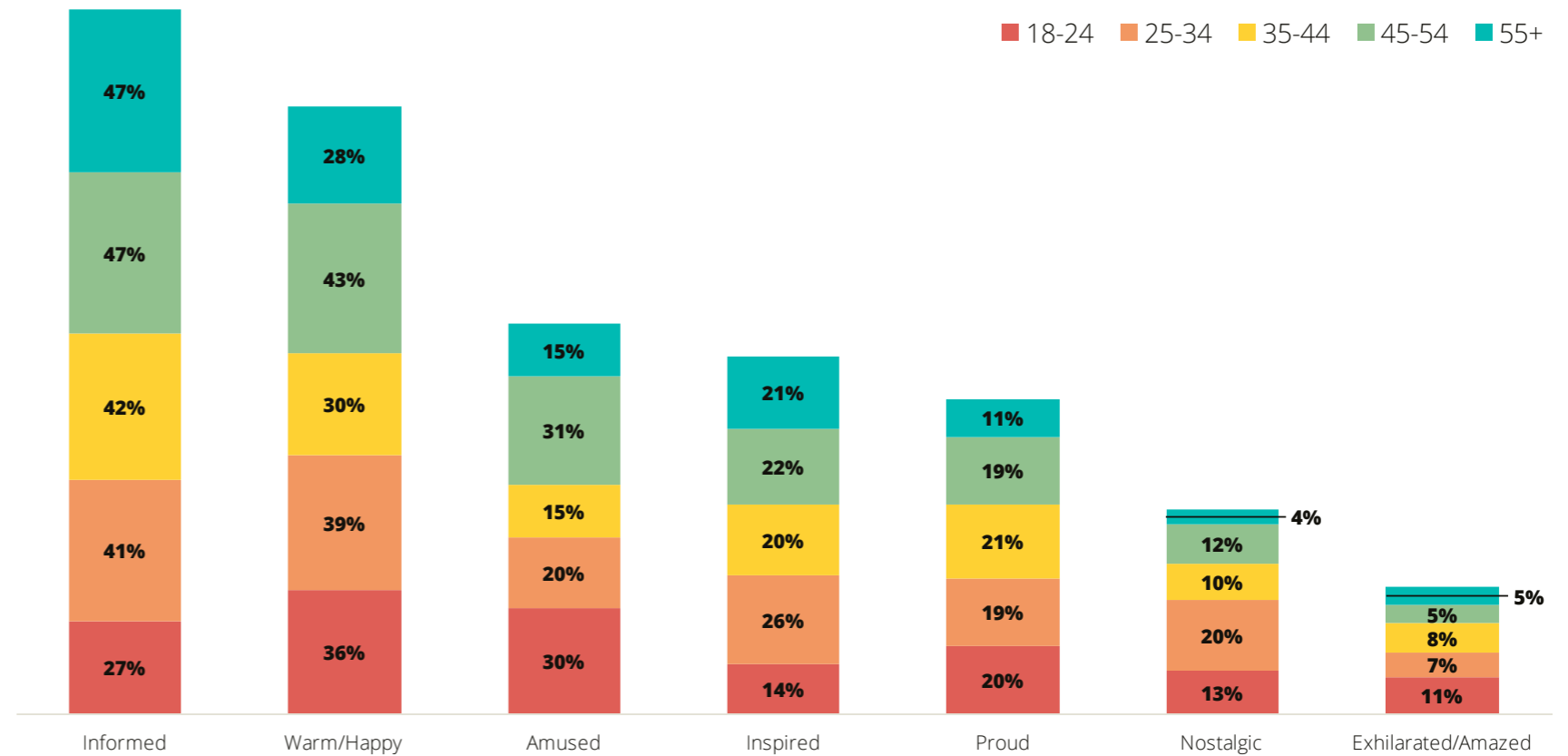
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## Key findings

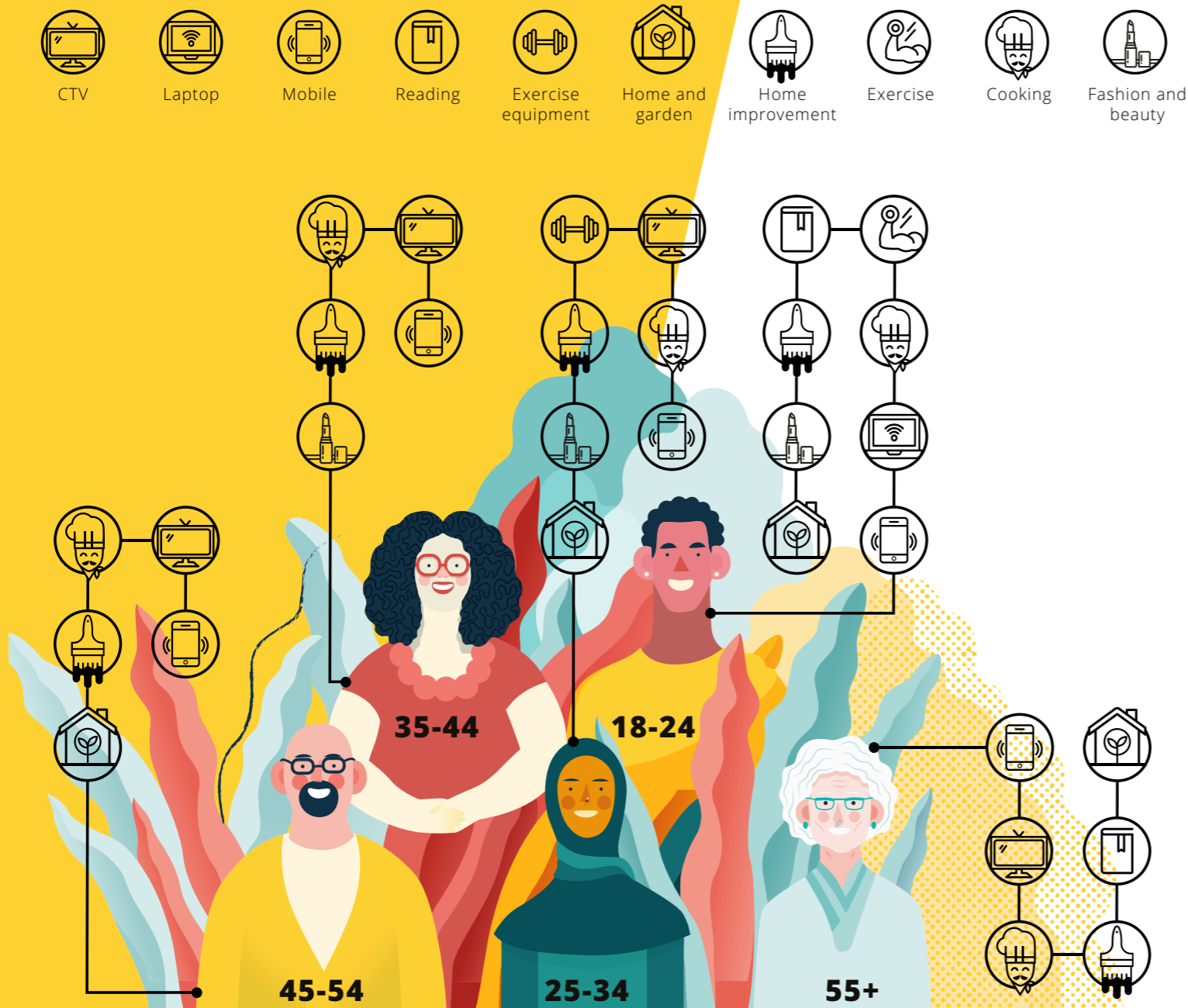
### What should brands be doing?

#### Emotionally, consumers want brands to make them feel informed, warm and happy.

There are subtle differences across age groups - the desire for information is highest among those aged 55+ (47%), whereas 18 - 24 year olds typically seek warmth over information (36% vs. 27%). The desire for amusement also varies between these two age groups 55+ 15% vs. 18 - 24 30%).



How do consumers want ads to make them feel?



With consumer emotions running high and marketing budgets under more intense scrutiny than ever before, it has never been more important to evaluate media spend and performance.

In order to build your brand during the coronavirus pandemic, it's vital to ensure your message is eliciting positive reactions across the right audience - keeping in mind that changes in society may have caused shifts in interest across different audiences.

**Contact us to find out how Unruly can help you understand:**

- **Shifts in audience behaviour**
- **Emotional responses to your online advertising**
- **How to make the most of your marketing budget**

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