Learning how consumers are using their money to find value demonstrates that consumers could change their shopping and spending behaviors.

**How we see the worst of the economic decline?**

![Graph showing economic decline]

- 45% Online Shopping
- 49% Consumer Delivery
- 48% Grocery Delivery

Saving online continue to grow, but not for back.

**Consumer Loyalty**

**COVID-19 Has our Lifestyles Evolving at Home.**

- Average Planned Time per Activity, in hours, over the next week
  - Watching TV: 22%
  - Exercising: 11%
  - Gardening: 7.1%
  - Baking: 5.4%
  - Reading: 3.9%
  - Phone: 26%
  - Virtual happy hour: 21%
  - Movies: 20%
  - YouTube: 15%

Parents are starting new hobbies...

- Significantly more 18-34 year-olds are starting new hobbies...
- Parents are spending more... and spending 3x more time than Non-Parents

Parents are more likely to say...

- “I plan to spend more time on the following:
  - Watching TV vs. exercising.
  - Baking vs. planting a garden.
  - Watching TV vs. exercising.
  - Watching TV vs. making something to eat.
  - Watching TV vs. exercising.

COVID-19 has our Lifestyles Evolving at Home.

Parents socializing virtually.

**How are Loyalty and Credit Card Reward Programs responding? Not great.**

- Only 23% of members who agree
  - Helping you could feel secure
  - Helping you could feel connected

How consumers may tune in is important, but how are Loyalty and Credit Card Reward Programs responding? Not great.

- 53% I plan to spend more online
- 39% I plan to spend more on non-essentials
- 38% I plan to spend more on grocery
- 37% I plan to spend more on delivery

**Who’s comfortable and ready to return?**

- Who’s ready to return?
  - Hotels: 23%
  - Restaurants: 20%
  - Retailers: 19%
  - Fitness: 18%
  - Automotive: 15%
  - Specialty Retailers: 10%

But less than half are comfortable returning in May. Uber, Airlines and Airbnb will have to wait. Younger customers are even more comfortable returning to other categories.

**Beyond Saving Money to Gain Their Loyalty.**

- Members also value great service, saving time and security. Brands that respond in combination are unparalleled.

**Saving relevant perks and demonstrating they are helping local communities.**

**COVID-19 and the State of Consumer Loyalty.**

- March 16th (n=1,512); March 20th (n=1,512); April 22 (n=1,124)
- % Active Members who Agree:
  - Loyalty Programs providing relevant perks
  - Loyalty Programs connected and demonstrate that they are helping local communities

- **For more information please visit**: bondbrandloyalty.com