THE IMPACT OF COVID-19

"STAY AT HOME" HAS BROUGHT GROWTH TO KEY TECHNOLOGY SECTORS, AND THAT GROWTH IS HERE TO STAY POST-PANDEMIC

A Burke-conducted survey from April 1-April 5, 2020 captures an early snapshot of behaviors and concerns among US Adults and Technology Users

SINCE THE START OF THE PANDEMIC, KEY TECH SECTORS LIKE STREAMING, VIDEO CHATTING, REMOTE WORK, AND VIRTUAL LEARNING HAVE SPIKED

Usage of these tech services is here to stay, with ***more than two-thirds of new users planning to continue using them*** once things return to normal.

	USING NEW TECH WITHIN CATEGORY SINCE START OF PANDEMIC	EXPECTED RETENTION POST-PANDEMIC AMONG NEW USERS
Stream TV, movies, etc. at home, any device	60%	96%
Video chat with family/friends	50%	92%
Virtual workplace meetings (video conference)	38%	76%
Order online/pick up at store, restaurant, etc.	37%	87%
Online grocery delivery service	25%	72%
Virtual learning for your children (all levels)	24%	70%
Stream at home work-outs/exercise classes	24%	74%
Virtual learning for self (education/work)	23%	86%
Telehealth services	19%	68%
Internet Gaming with friends/family	19%	81%

KEY TAKEAWAYS

Stay at Home has been a boon to Technology as consumers have needed virtual alternatives for connecting with family/friends, filling time/mental escape, working/learning, and doing everyday tasks.

The extended shutdown has given these virtual alternatives an ***opportunity to prove themselves***, potentially ***jump-starting acceptance*** for a "new normal": more working/playing at home, more virtual time spent with family/friends. With a captive audience, this is an ***excellent time for tech companies to build loyalty and retain new users***.

As society returns to "normal", Technology companies will be charged with keeping the "new" in front of the "normal"; to ***remind everyone of the benefits that Technology can continue to bring***. This is especially true for the more universal benefits of in-home entertainment and connecting with family/friends.

SO, WHERE CAN TECHNOLOGIES REINFORCE THE "NEW NORMAL" AND BUILD ON THE LONG-TERM POTENTIAL?

MALES	vs.	FEMALES
Virtual workplace meetings, virtual learning for kids		Streaming at home workouts/exercise classes, online grocery delivery, order online/pick up at stores or restaurants, telehealth

YOUNGER (18-44)	vs.	MORE MATURE (45+)
Virtual learning for kids, streaming at home work-outs/exercise classes, internet gaming		Telehealth services, video chatting, virtual learning for self, virtual workplace meetings, online grocery delivery

RECENT FINANCIAL DIFFICULTY	vs.	NO RECENT FINANCIAL DIFFICULTY
Virtual learning for kids/ self, internet gaming, virtual workplace meetings, online grocery delivery, order online/pick up at stores or restaurants		Telehealth services, streaming at home work-outs/exercise classes

Categories listed are those where the group has higher expected retention than its counterpart. For the More Mature group, categories listed are those where expected retention is at least as strong as its Younger counterpart.

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