



# THE ONGOING IMPACT OF COVID-19 AND WHAT IT MEANS FOR TECHNOLOGY

# STATE OF TECHNOLOGY

# STREAMING SERVICES TOP THE LIST OF NEW TECHNOLOGIES ADOPTED, THOUGH AT A SLOWER RATE THAN EARLY IN THE PANDEMIC, SUGGESTING WE COULD BE NEARING MARKET SATURATION.



## NEW TECHNOLOGIES ADOPTED DURING COVID-19

Source: Burke COVID-19 June R&D, sample sizes: March n=303, June n=303

Q: Please think about any new technologies you may have started using since the start of the coronavirus (COVID-19) pandemic / within the past month. Into which of the following categories do those new technologies fall?

Even in June, about half of American households adopted yet another TV streaming service, though the rate of new streaming adoption has slowed. According to an April report by the Los Angeles Times, the average American now utilizes 4 streaming services, with nearly four-in-ten utilizing five or more. Following a large uptick in new subscriptions as a result of the pandemic, many American households now subscribe to most – or in some cases all – of the dominant on-demand service players, and we might expect the rate of new subscribers to continue to slow.

Conversely, the rate at which technology users are opting into online ordering is up over March, suggesting greater openness to e-commerce as a result of months without access to brick and mortar.



# THOUGH THE RATE OF NEW SUBSCRIPTIONS HAS SLOWED, CONSUMERS TELL US THEY DO PLAN TO CONTINUE USING THEIR NEW ON-DEMAND SERVICES POST-PANDEMIC; TELEHEALTH AND VIRTUAL LEARNING MAY BE TEMPORARY.



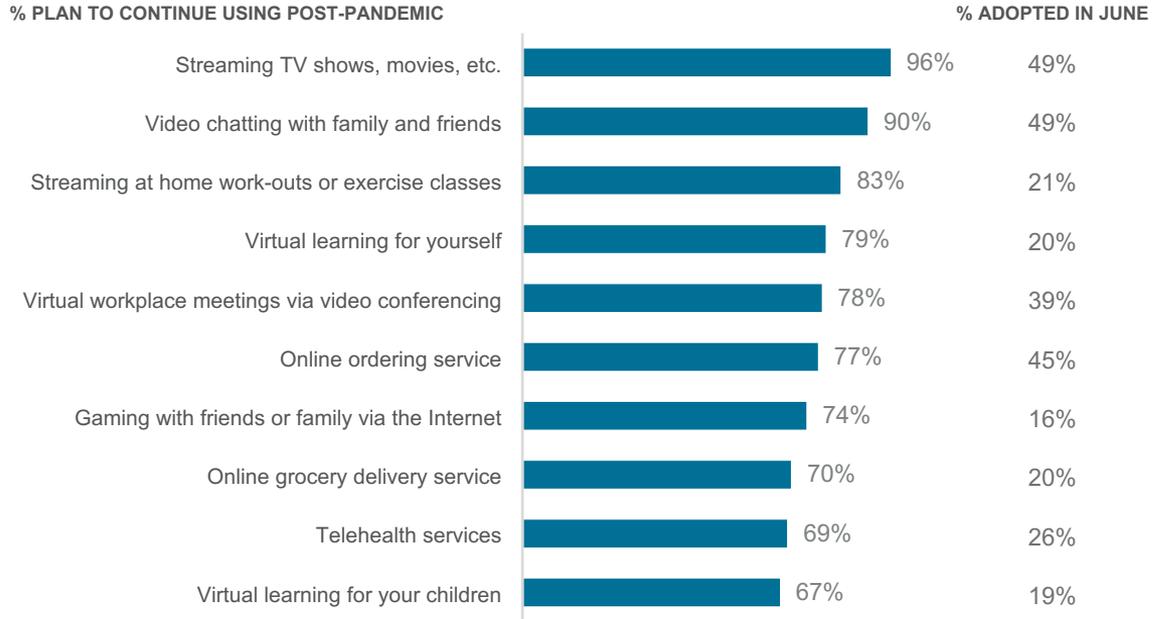
Plans to continue using newly adopted streaming and video-chatting services are near-universal, suggesting the growth seen by Netflix, Disney+, Zoom, and the like is expected to be sustained.

Fewer Americans – though still a sizeable portion – plan to continue with virtual learning and telehealth post-pandemic. And given the smaller number of consumers who have adopted these technologies to begin with, it's likely that their prevalence may quickly dissipate after the COVID-19 crisis. However, as states grapple with a re-emergence of COVID-19 cases and the possibility of a second shutdown, telehealth and virtual learning may be fixtures of the American reality for a more extended period of time.

## TECHNOLOGIES PLANNED TO CONTINUE USING POST-COVID AMONG THOSE WHO STARTING USING

Source: Burke COVID-19 June R&D, sample sizes differ by technology: min n=47, max n=149

Q: Thinking about any new technologies you may have started using during the coronavirus (COVID-19) pandemic, which of those technologies do you expect to continue using after the pandemic is over?



# TOP BENEFITS REFLECT ADOPTION OF NEW TECHNOLOGIES: EVEN AS STATES REOPEN, TECHNOLOGY PLAYS AN IMPORTANT ROLE IN KEEPING AMERICANS CONNECTED, INFORMED, AND ENTERTAINED.

The majority of Americans have leveraged technology to stay connected to family and friends during quarantine, with platforms like Zoom being heroes of the pandemic. And even in states fully reopened as of June, this remained the top-stated benefit of technology use, suggesting that even in a post-pandemic reality, Americans are likely to leverage technology to connect with others in the new ways they've discovered during Quarantine.

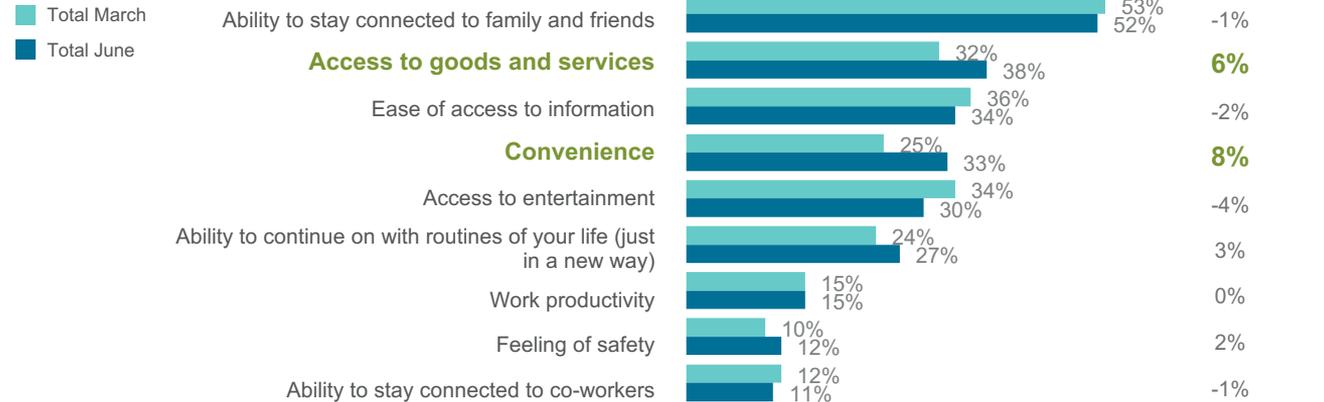
However, since March, technology users across all states cited access to goods and services and convenience more often and entertainment slightly less often. Though connection and entertainment remain top benefits of technology, users' priorities may be shifting as the novelty of quarantine wears off, and more needs-driven technology use-cases – such as online ordering – become habitual.

Additionally, as states open, consumers more often look to technology to help them navigate the uncertainty of an ever-changing reality as they more often leverage technology for information and feelings of safety.

## TOP BENEFITS OF TECHNOLOGY DURING COVID-19 PANDEMIC

Source: Burke COVID-19 June R&D, sample sizes: March n=303, June n=303

Q: Please think about your usage of technology since the beginning of the coronavirus (COVID-19) pandemic. What do you see as the top-3 benefits technology has provided you?



## DIFFERENCES IN THE TOP BENEFITS OF TECHNOLOGY EMERGE BASED ON STATES' REOPENING STRATEGIES.

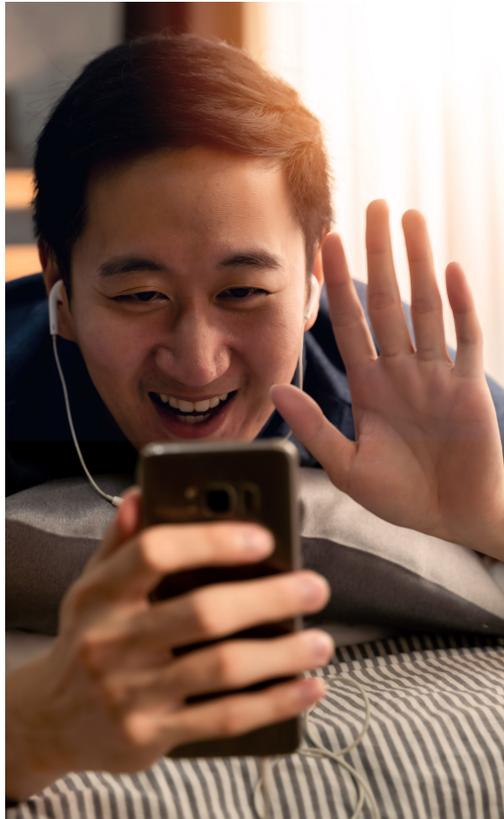
Source: Burke COVID-19 June R&D, sample sizes: June n=303, Early Openers n=88, Limited Openers = 114

Americans in **early opening states** were **2x more likely** to cite feelings of **safety** as a primary benefit of technology.

Americans in **limited opening states** were **1.3x more likely** to cite **access to information** as a primary benefit of technology, making this the second-most cited benefit.

Technology users *across America* cited access to goods and services and convenience as benefits more often in June than March.

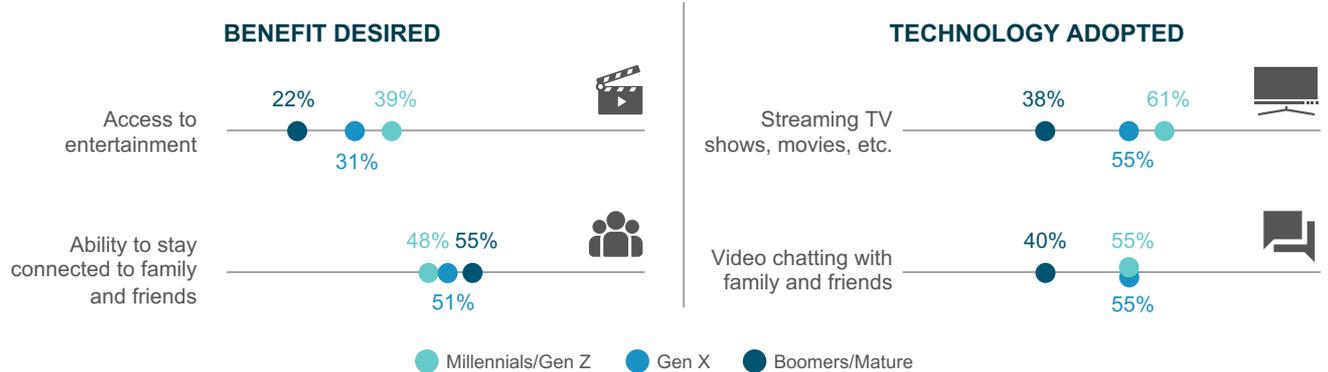
# TECHNOLOGIES ADOPTED MIRROR DESIRED BENEFITS BY GENERATION: DESIRE TO CONNECT IS UNIVERSAL WHILE MILLENNIALS DRIVE THE RISE FOR ENTERTAINMENT-BASED TECHNOLOGY.



## BENEFITS OF TECHNOLOGY AND RELATED NEW TECHNOLOGIES ADOPTED

Source: Burke COVID-19 June R&D, sample sizes: June n=303, Millennials/Gen Z n=102, Gen X n=65, Boomers/Mature n=136

Q: Please think about your usage of technology since the beginning of the coronavirus (COVID-19) pandemic. What do you see as the top-3 benefits technology has provided you? Please think about any new technologies you may have started using since the start of the coronavirus (COVID-19) pandemic / within the past month. Into which of the following categories do those new technologies fall?



## SUSTAINED TECHNOLOGY USE POST-PANDEMIC IS SEEN ACROSS GENERATIONS, LED BY MILLENNIALS.

Source: Burke COVID-19 June R&D, sample sizes: June n=303, June n=303, Millennials/Gen Z n=102, Gen X n=65, Boomers/Mature n=136

Q: which of those technologies do you expect to continue using after the pandemic is over?



# IN THE TECHNOLOGY SECTOR, AS IN OTHERS, COVID-19 HAS ACCELERATED THE MOVE TOWARD E-COMMERCE, AND A REMOVAL OF IN-STORE LEVERS IN TECH RETAIL SUGGESTS ONLINE SHOPPING IS HERE TO STAY POST PANDEMIC.

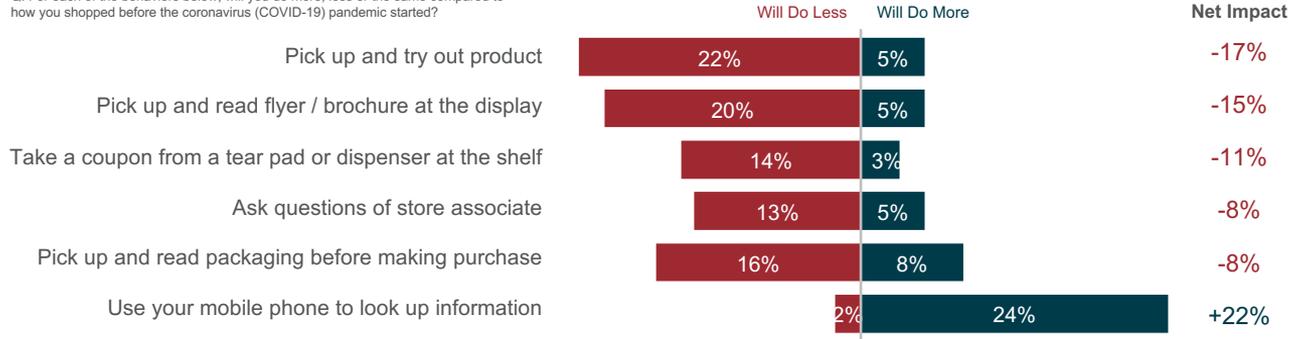
**This less frequent physical interaction in the store could be an early signal of the removal of e-commerce barriers** – namely, the desire to shop in-store in order to tactilely interact with items before purchase. The removal of these in-store levers is evidence that e-commerce in tech retail may remain post-pandemic.

**Still, large portions of consumers cite no change to these behaviors** – especially asking questions of store associates – suggesting that while the pandemic may have expedited online tech retail trends, large-scale shopper transformation may still be a long-term phenomenon, and there may be continued opportunity to optimize the in-store experience.

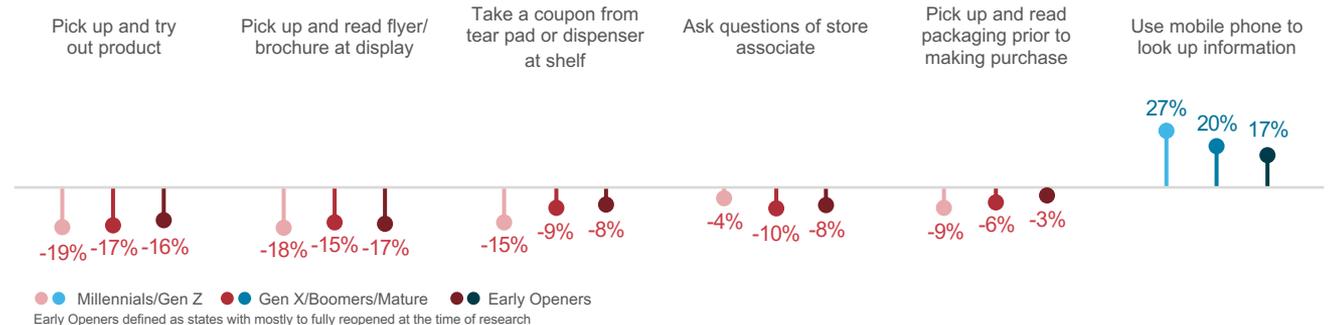
Additionally, when consumers do shop in-store, they are more likely to use their mobile phone for information lookup. As consumers return to brick and mortar retail, there is opportunity to **enhance the experience through technology.**

## IN-STORE BEHAVIOR CHANGES VS. PRE-COVID

Source: Burke COVID-19 June R&D, sample size: June n=303  
 Q: For each of the behaviors below, will you do more, less or the same compared to how you shopped before the coronavirus (COVID-19) pandemic started?



## IN-STORE BEHAVIOR CHANGES VS. PRE-COVID: NET IMPACT



# KEY TAKE-AWAYS AND OPPORTUNITIES

## TAKE-AWAY

01.

Uncertainty about the length of the pandemic, the trials of balancing re-opening the economy with controlling outbreaks, and the difficulty in divining the long-term impact COVID-19 will have on consumer and social behavior makes it difficult to plan for both the short- and the long-term.

02.

Staying connected with friends and family is by far the biggest job to be done for technology. The technology solutions that facilitate connection (i.e. video chat, etc.) have gained adoption during lockdown, and will likely continue to serve this role throughout the pandemic and into the future.

03.

The pandemic has expedited the already-in-motion trend toward e-commerce in technology retail. What's more, when consumers *do* shop in-store, they're moving away from in-the-moment, physical product assessment through touch and toward pre-trip research and planning while still leveraging key touchpoints with retail associates.

## OPPORTUNITY



***Hope for the best but plan for the worst.*** Strategize what changes need to be in place to best manage and even thrive in the ongoing crisis. Rather than look at these measures as temporary, consider what pandemic-based behaviors could be here to stay in the “new normal” (social distancing, more time at home, explosive growth of online) and be prepared to lean into and even leverage those behaviors.



***Develop new solutions and prioritize messaging to address consumers' need to connect.*** While tech such as video chat and video games are thriving due to connection, there is an opportunity for hardware devices such as smart speakers, phones, computers and tablets to tap into the human desire to connect with others.



***Ramp up investment in pre-trip planning, store associate training, and engage through mobile experiences.*** Comfort with touching and trying out products in-store will continue to be a difficult challenge so getting on the list is more critical than ever. Shoppers will likely continue to engage with retail associates' knowledge, but brands and retailers should focus on creating new experiences on mobile devices to help re-engage.