

“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

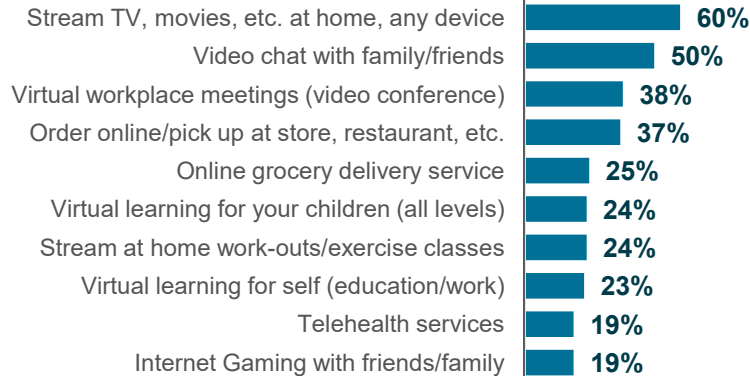


SINCE THE START OF THE PANDEMIC, KEY TECH SECTORS LIKE STREAMING, VIDEO CHATTING, REMOTE WORK, AND VIRTUAL LEARNING HAVE SPIKED

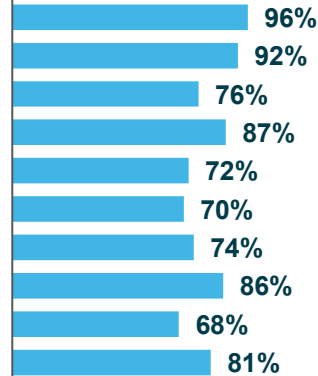
Usage of these tech services is here to stay, with **more than two-thirds of new users planning to continue using them** once things return to normal.



USING NEW TECH WITHIN CATEGORY SINCE START OF PANDEMIC



EXPECTED RETENTION POST-PANDEMIC AMONG NEW USERS



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.