



COVID-19 Impact on Communications and Entertainment

Methodology

Online Survey of 5,000 US Broadband Households, Fielded in April 2020

COVID-19 is impacting everyone's business. In the coming weeks, companies will be inundated with quick but questionable data points about how this incident impacts consumers' behavior and spending priorities.

Consumer technology industries, especially the entertainment/communications services, content, and devices, need thoughtful, strategic research that quantifies the impact of COVID-19 on the market *for the next several quarters*. As with previous public health incidents, the majority of economic impacts will come from changes and aversions in consumer behaviors. Their behavior and spending priorities will shift now and in the future, and this research will help address short- and long-term questions.

Key Focus: Entertainment and Communication

- **Quantify the impact** on consumers and children isolated at home (potentially with less income) and which entertainment and communication services will be cancelled, added, downgraded, or upgraded
- **Identify key information sources and the offerings** that encourage adoption or discourage cancellation
- **The entertainment and computing electronics purchases** that will be accelerated, delayed, or dropped as result of recent events — identify the offerings and conditions that encourage buying and impact of social distancing on choice of purchase channels
- **Identify what households are doing** with their time and their money in the COVID-19 environment
- Broadband speed: **calculate the time spent working at home** and the impact on broadband speed and home

Deliverables

Analysis & Survey Results PPT with 50-60 Slides

Banners with Final Survey Data

Access to Analysts



About Consumer Analytics

The Parks Associates Consumer Analytics team surveys more than 40,000 consumers in the U.S. and around the world each year to measure adoption, attitudes, and future purchase intentions for advanced products and services.