



provoke
insights

Technology:
The Growing Importance of The Fastest
Growing Industry



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

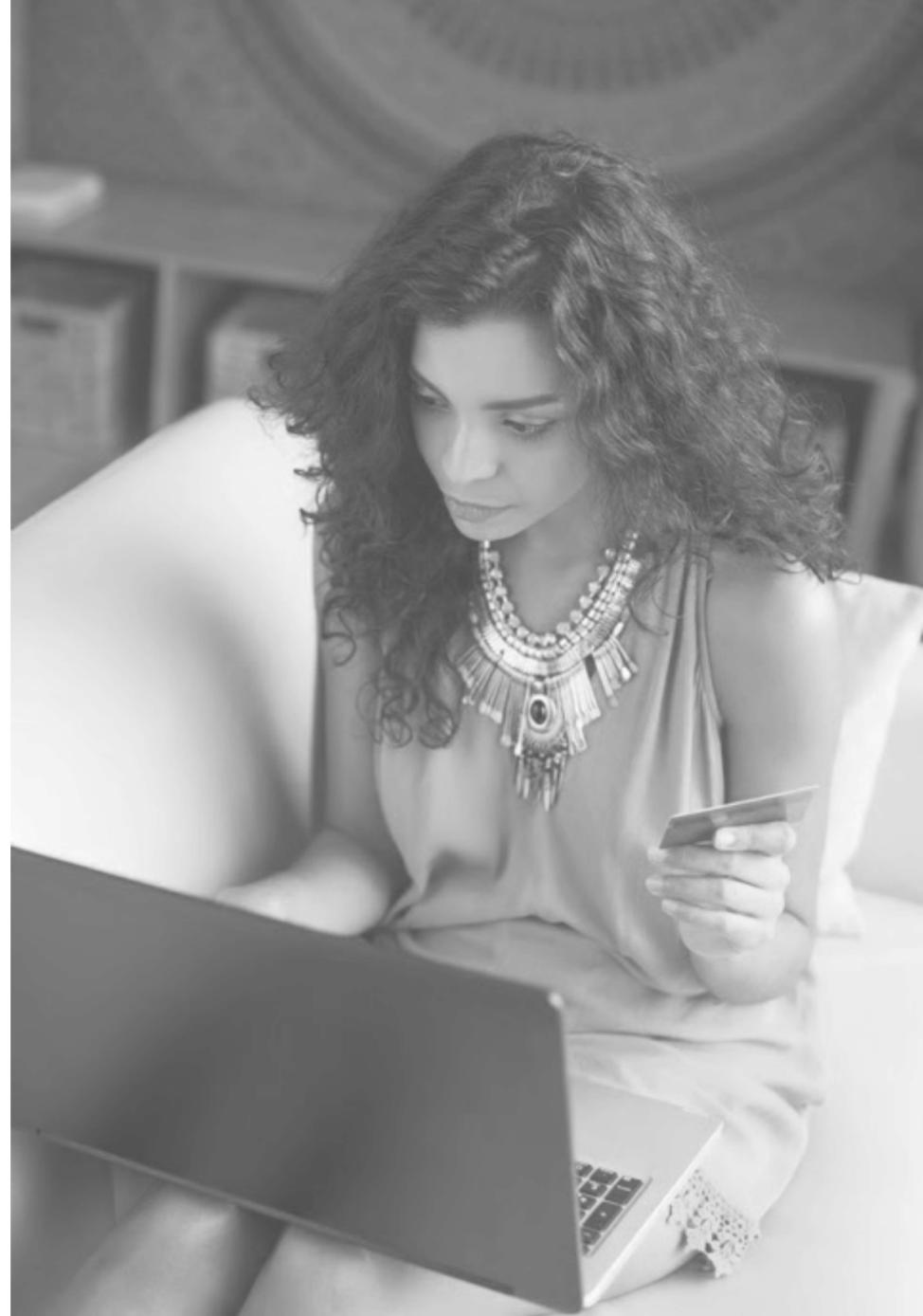
Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?q=general%20population&tid=ACSDP1Y2018.DP05&vintage=2018>



Overview



During the pandemic, Americans are relying on working and shopping from home more so than ever. As a result, people are using technology more than ever, and the usage of work software has skyrocketed. Given the high usage of technology, there is a new focus on internet and even security. While most people believe that their internet speed has met expectations, there is increased worry about cybersecurity.



Zoom and other video conference software usage has increased during the pandemic. 39% of all Americans are using video chat/conference software at least once a week. Those employed, the majority (78%) are using the software for work, and two-thirds say usage of video conferencing software has increased since the pandemic.



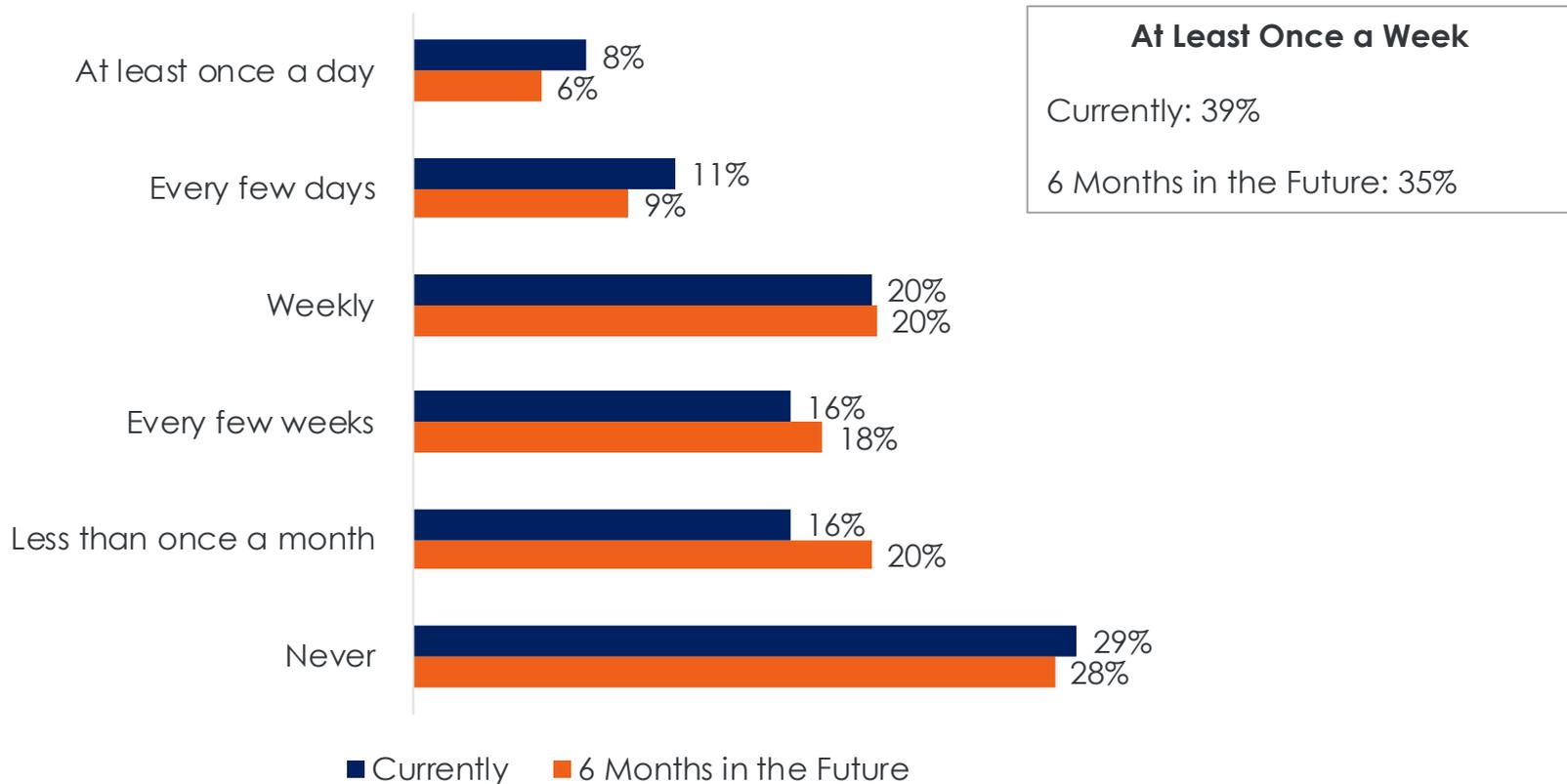
Other work software consumption has increased as well, including team collaboration software and share drives.



Employees are also enjoying the time away from the office, as 61% prefer working from home. Sixty-four percent also feel as productive virtually as they were while working on-site. Eighty-five percent even believe that companies will be working more virtually.

Frequency Video Chat/Conferencing

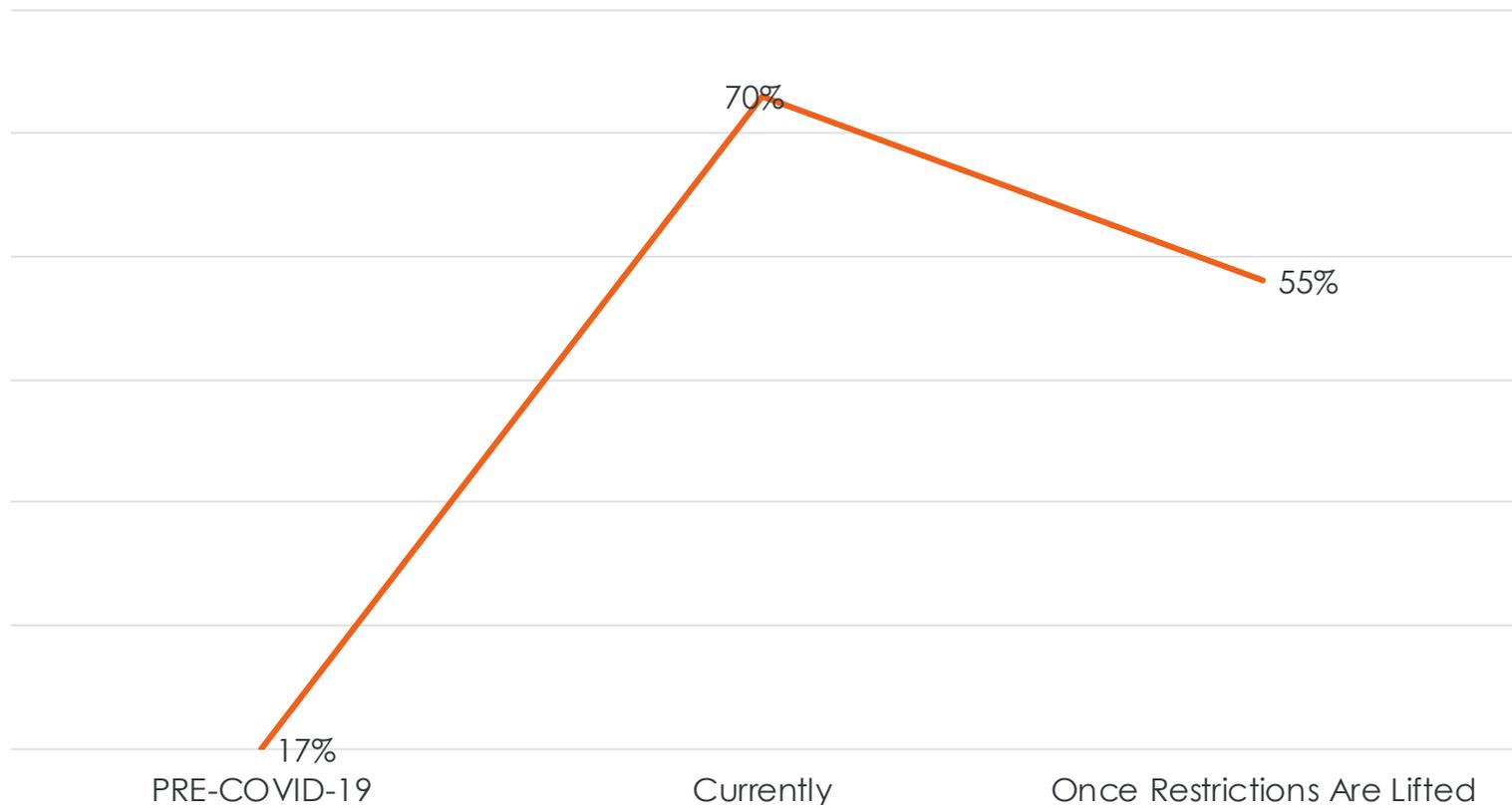
The frequency of video chat is expected to remain high even after the pandemic.



Q. How frequently do you currently use video chat/conferencing (e.g. Facetime, Zoom) with friends or family?
Q. Thinking six months in the future, how frequently do you expect to use video chat/conferencing with friends or family?

Percent of People who Work At Least Partially From Home

Working from home will remain more prevalent.

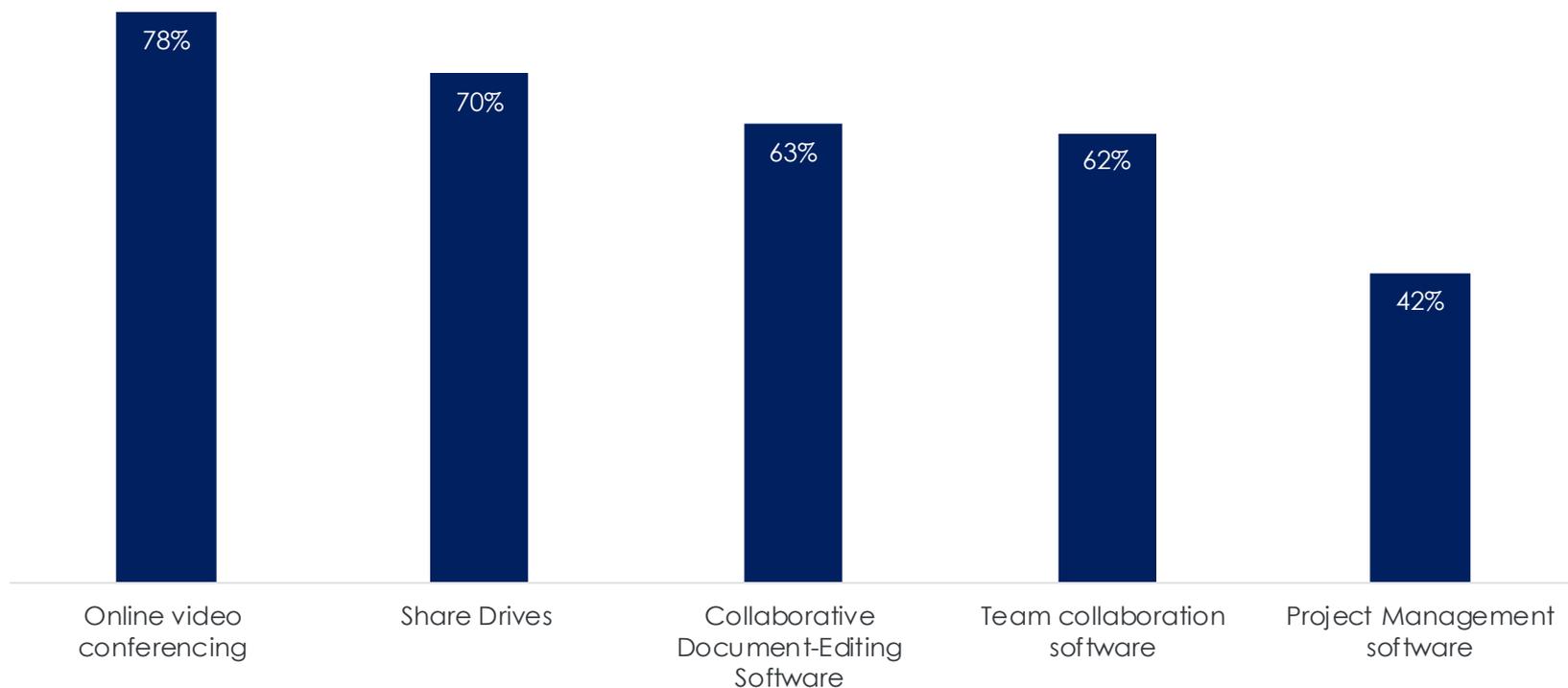


Q.Pre-COVID-19, where did you work?

Q.What percent of the time did you work from home? (Please insert a whole number)

Type of Software Used For Work

The majority of companies use online video conferencing and share drive for business.



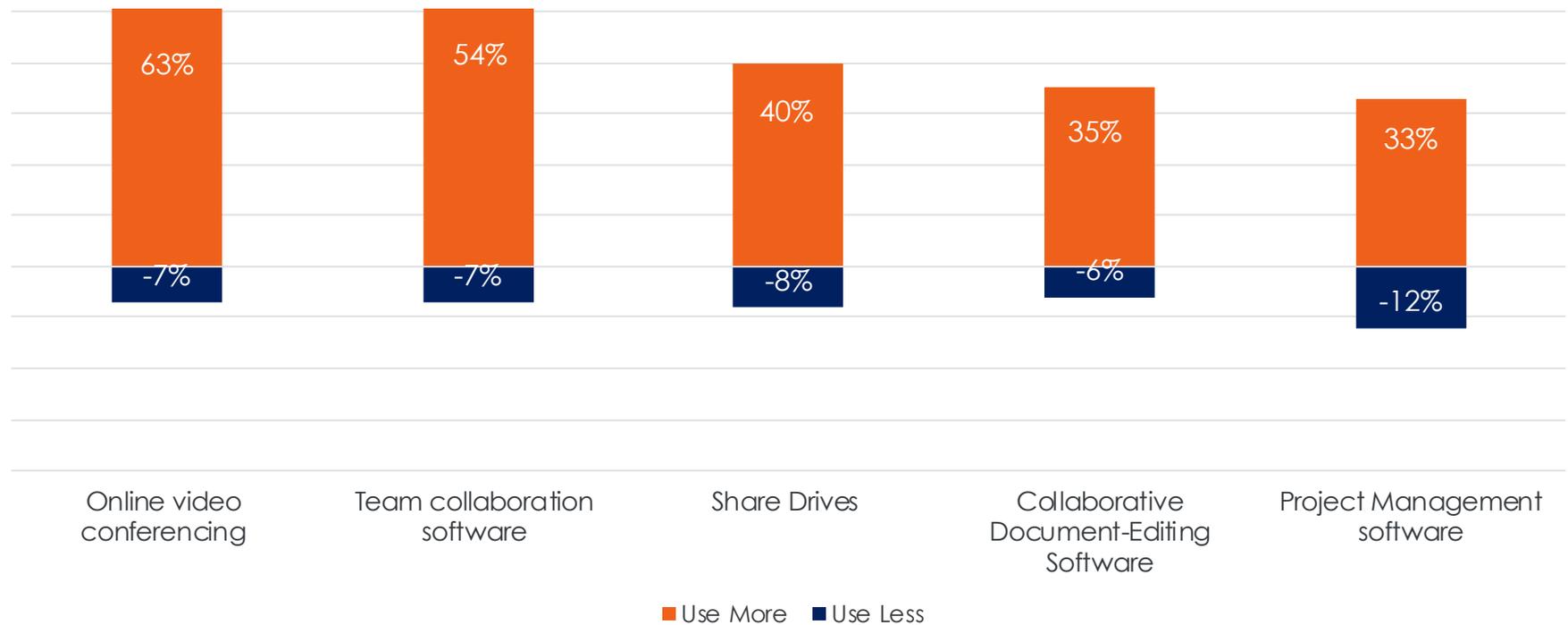
Impact of COVID on Software Usage

Usage of online video conferencing and team collaboration software skyrocketed since COVID-19.

Usage by those Who Use Software

Top 2 – Much more/slightly more vs.

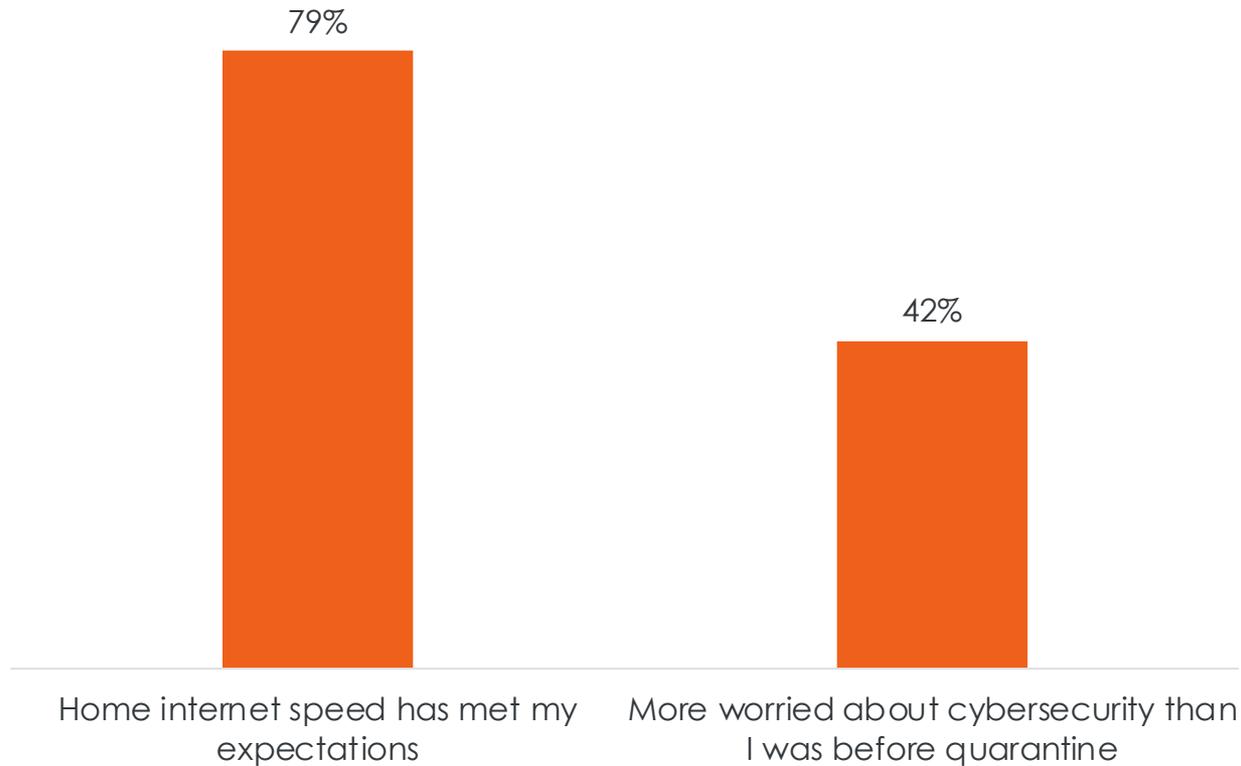
Bottom 2 – Much less/slightly less



Attitudes Towards Technology

While most people believe that their internet speed has met expectations, there is increased worry about cybersecurity.

Top 2: Strongly Agree/Agree



Attitudes Towards Working From Home

Most employees are convinced that the way we work will be changed forever and that companies will work more virtually now. Two-thirds are just as productive working from home as they are in the office. A sixth prefer working from home.

Top 2 – Strongly agree/Agree



85%

Companies will now be working more virtually



64%

Find that I am just as productive working virtually as I am in the office



61%

Prefer working from home

Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future