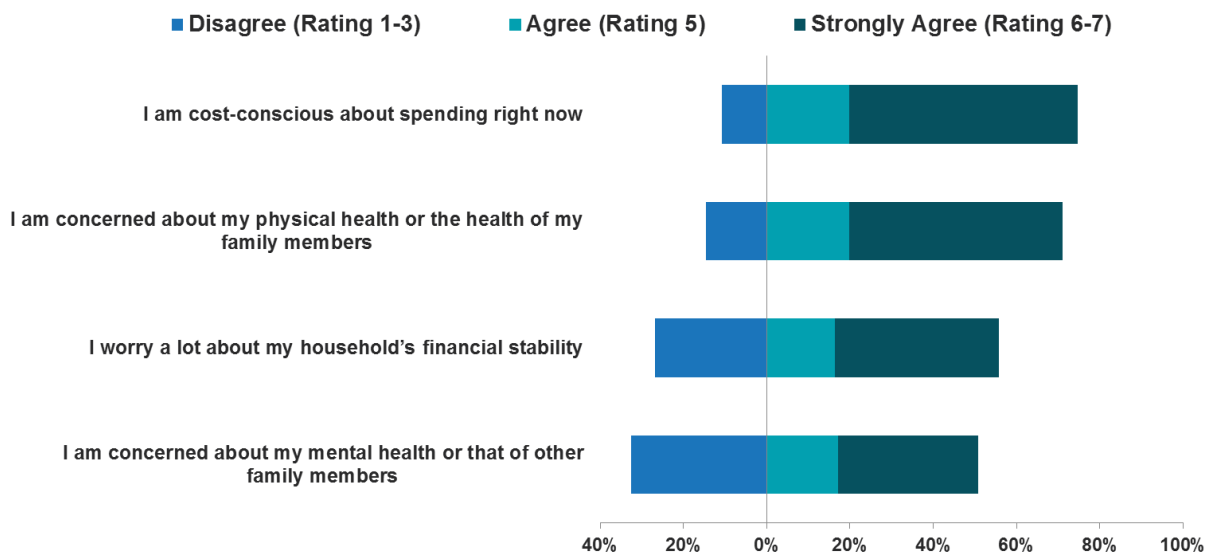


Consumer Concerns Due to COVID-19

US Broadband Households



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SYNOPSIS

This landmark research, based on a nationwide survey fielded March-April 2020, provides insight into how consumers are responding to COVID-19, including the impact to market fundamentals and product purchases, impact to service subscriptions and usage, and impact to streaming video services. The research also highlights generational differences as well as social distancing measures by consumer segment.

ANALYST INSIGHT

“Over half of households with children under the age of 18 now have their children at home instead of at school, and over one-third of US broadband households now have at least one household member working remotely. Never before have US consumers relied so heavily upon household technology and upon their home broadband connections in order to go about their daily lives.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

Number of Slides: 45





COVID-19: Impact on Consumer Behavior and Spending

SERVICE:
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2Q 2020

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Appendix



COVID-19: Impact on Consumer Behavior and Spending

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2Q 2020

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