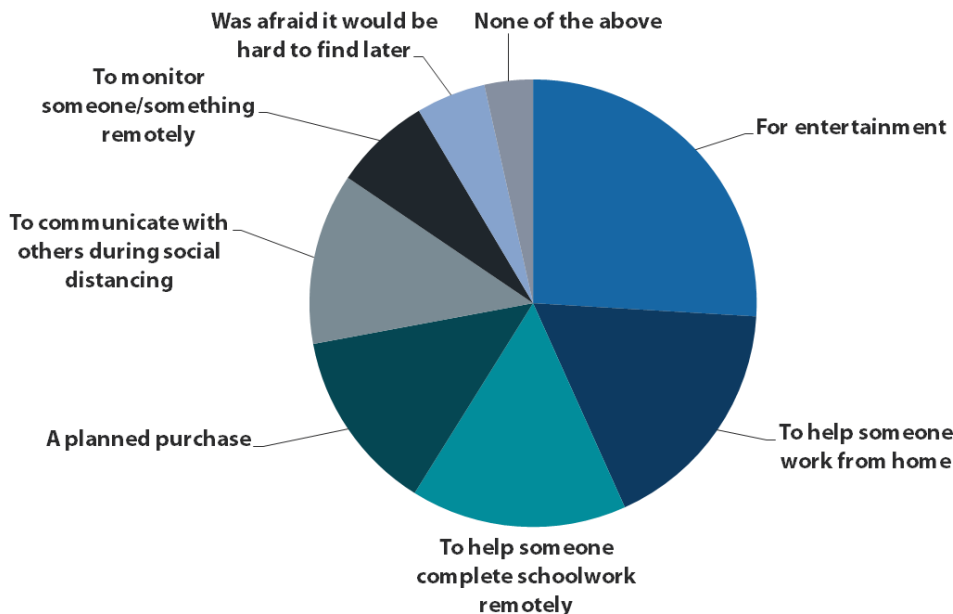


## Reasons for Purchasing Electronics During COVID-19 Crisis (May 2020)

US Broadband Households Purchasing Electronics Since COVID-19 Crisis



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### SYNOPSIS

This deliverable features consumer data and research from a survey fielded in May 2020. The landmark research 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

“While spending cuts affect most product categories, consumers continue spending on technology for productivity and entertainment. CE and computer purchases have increased for the first time since 2011; households also report higher usage of services.”

— David Drury, *Research Director*, Parks Associates

Number of Slides: 74

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# COVID-19: Impact on Consumer Behavior and Spending—May

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# COVID-19: Impact on Consumer Behavior and Spending—May

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