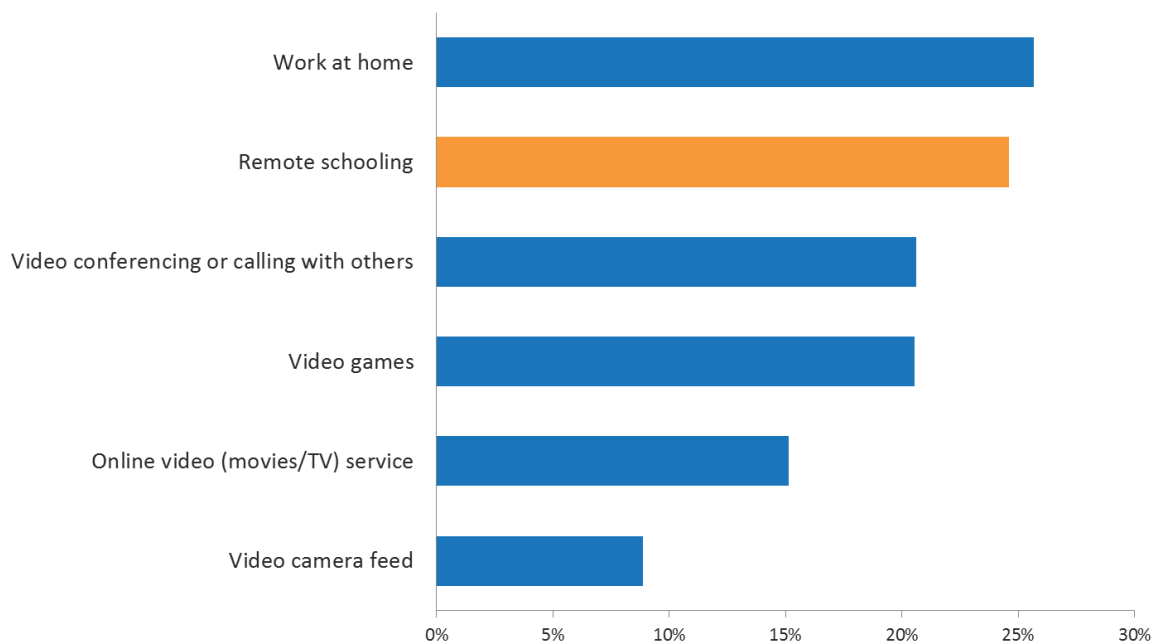


Disruptions Due to Home Network Issues



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SYNOPSIS

This deliverable features consumer data and research from a survey fielded in August 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.”

— Jennifer Kent, *Vice President, Research*, Parks Associates

Number of Slides: 45

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COVID-19: Impact on Consumer Behavior and Spending—September

SERVICE:
CONSUMER
ANALYTICS

4Q 2020

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