

Survey:

COVID-19 & Consumers' New Remote Reality



Overview

A survey of 1000 consumers taken online on March 15, 2019 demonstrates the impact of COVID-19 on consumer's new 'remote' life, digital expectations and business implications. Consumers need digital solutions now and companies must be as digital equipped to provide those service remotely as soon as possible.

Key Results

- Consumers are concerned for their health and financial future
- Digital/remote interaction is far more important now than before COVID-19
- 2/3 are more inclined to try new digital offerings now
- The vast majority of consumers expect companies to provide digital/remote offerings
- Lower income individuals are 2.5x more concerned about their financial future than high-income earners
- Nearly half would avoid taking a bank loan if it required physically going to the bank

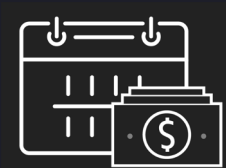
People are very Concerned



82% are concerned about going to their local bank or grocery store

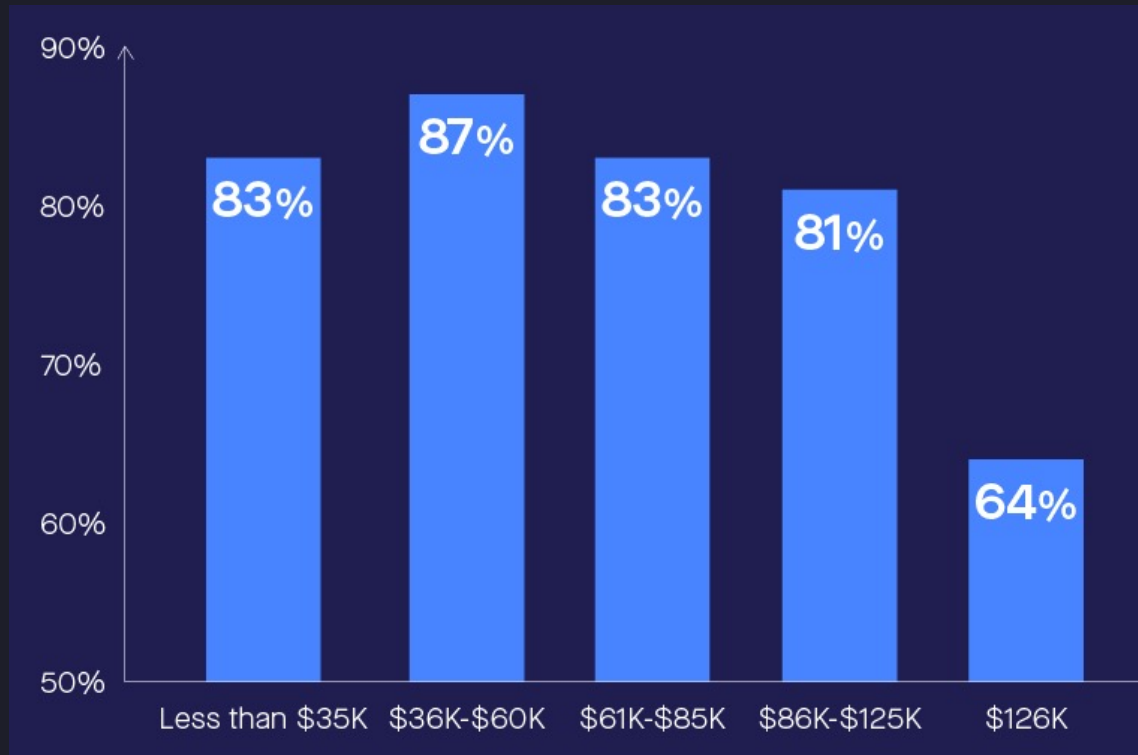


49% are less likely to take a loan from the bank if it requires going to a physical branch

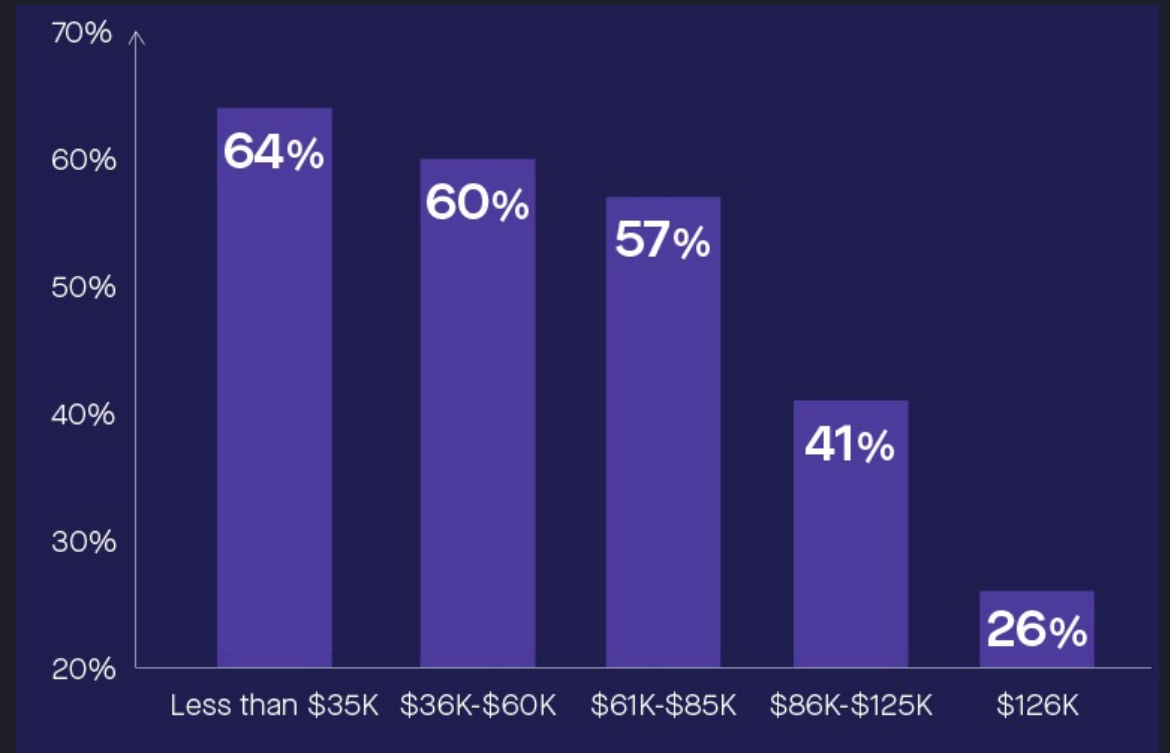


56% are concerned about their ability to pay back loans (mortgage, car, etc.) in the coming months

Higher Income Individuals are less Concerned



Are **concerned** about going to their local bank or grocery store



Are **concerned** about their ability to pay back loans (mortgage, car, etc.) in the coming months

Consumers have Moved to a Digital/Remote Mode



70%

of consumers are using digital channels such as apps or websites to get things done more due to the coronavirus



73%

of consumers are doing more remote work or remote errands due to the coronavirus



63%

of consumers are more inclined now to try a new digital app or website than before the coronavirus

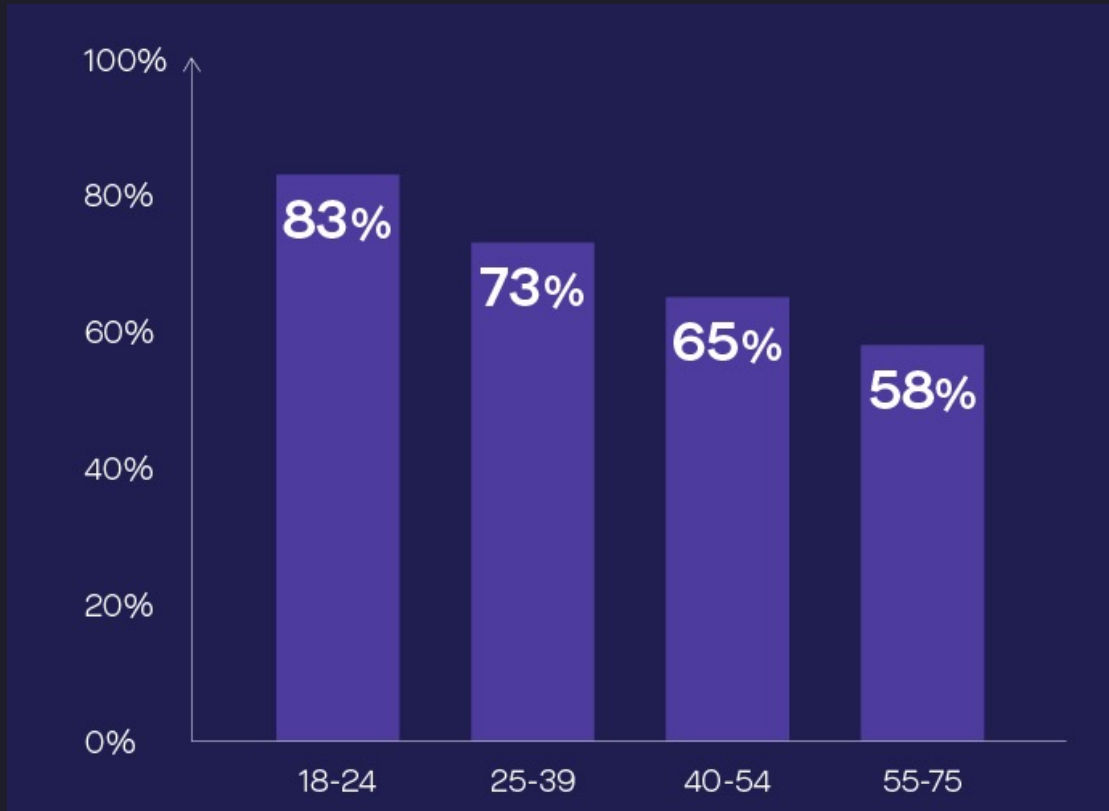
“My company picked up a new account with Zoom. Announcements from public coming through Slack. My team members are now wanting video conferences on Monday instead of meeting in person.” – respondent, NY

zoom

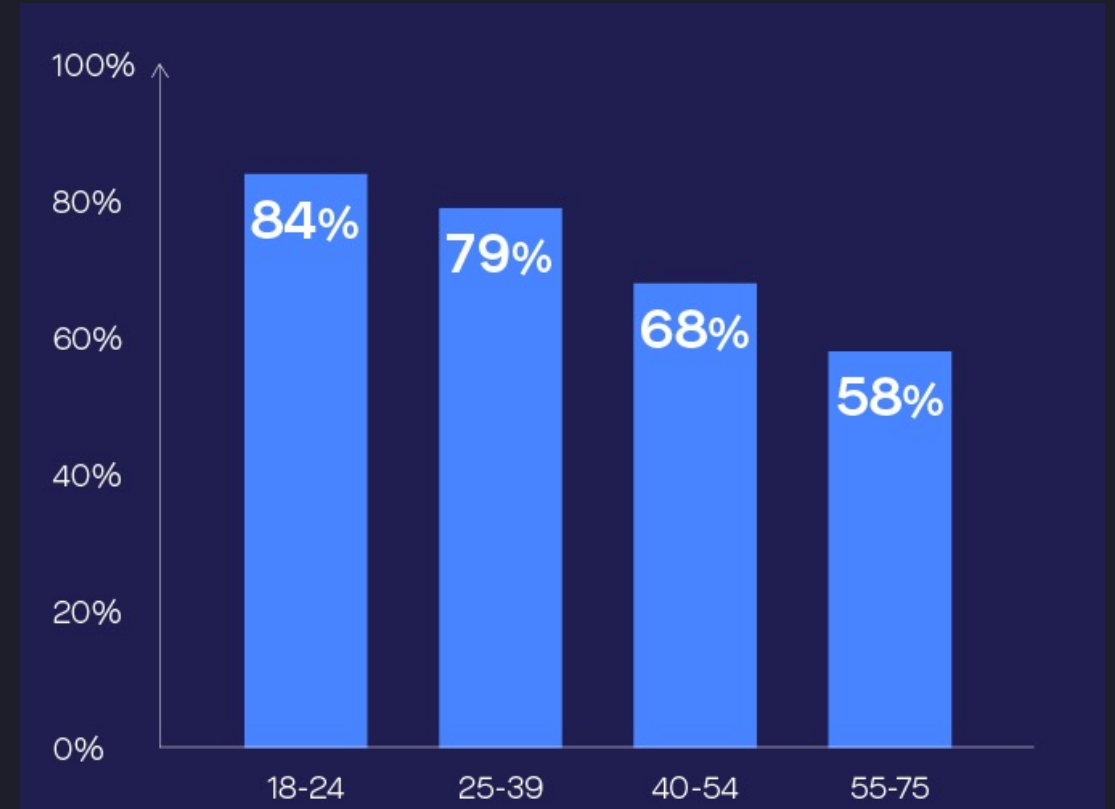
slack

monday.com

All are Adopting Tech and Remote Tools - Even the Elderly



Yes, I have used digital channels such as apps or websites to get things done more due to the coronavirus
(by age)



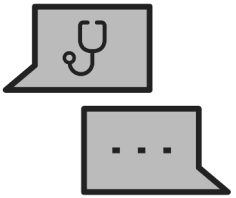
Yes, as a result of the coronavirus, are you doing more remote work or remote errands?
(by age)

Customers Demand Remote, Digital Service



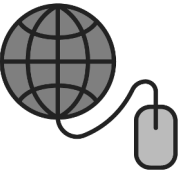
84%

expect brands to find ways to maximize digital interactions to keep us safe



67%

would like to receive a virtual health consultation before going to a physical facility



72%

believe that companies need to invest in long-term digital solutions to minimize physical interactions

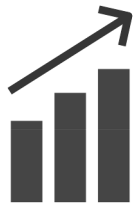


Some Companies are doing it Right



74%

have noticed an increase in digital interaction/transaction options from the companies with which they interact



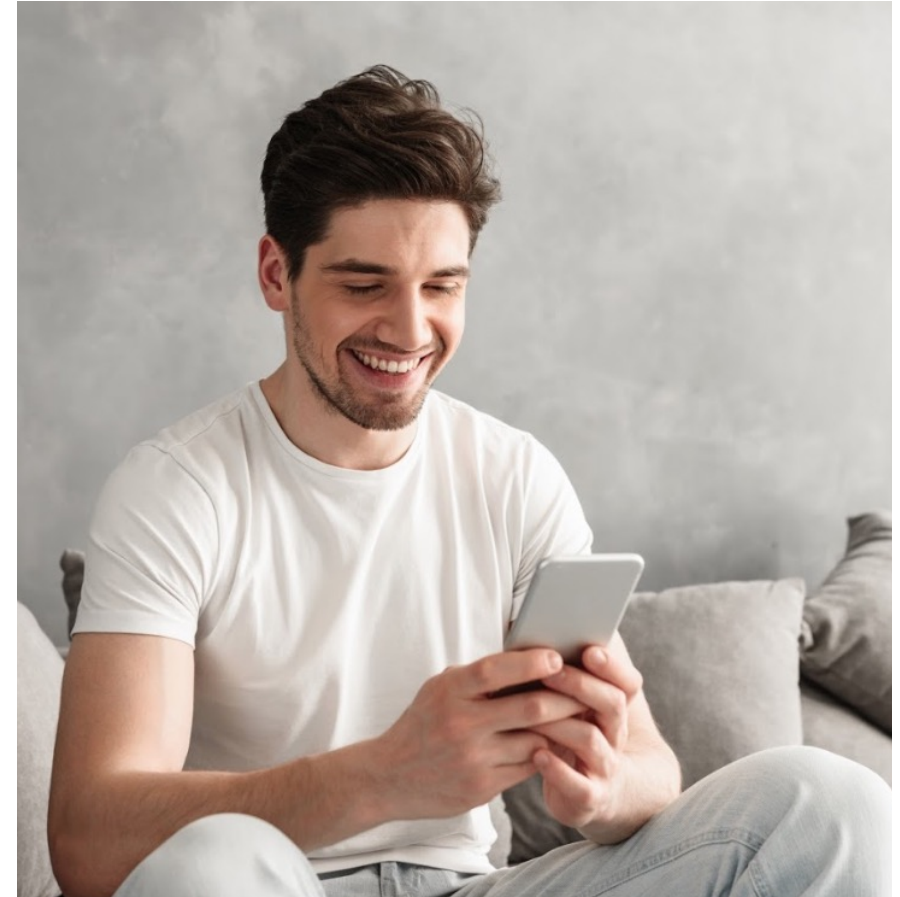
74%

think the transition to a more digital environment will be a lasting trend even after coronavirus is defeated



35%

have had a bank, lender or auto loan provider reach out to you with offers to ease payments temporarily





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