

# Keeping consumers connected

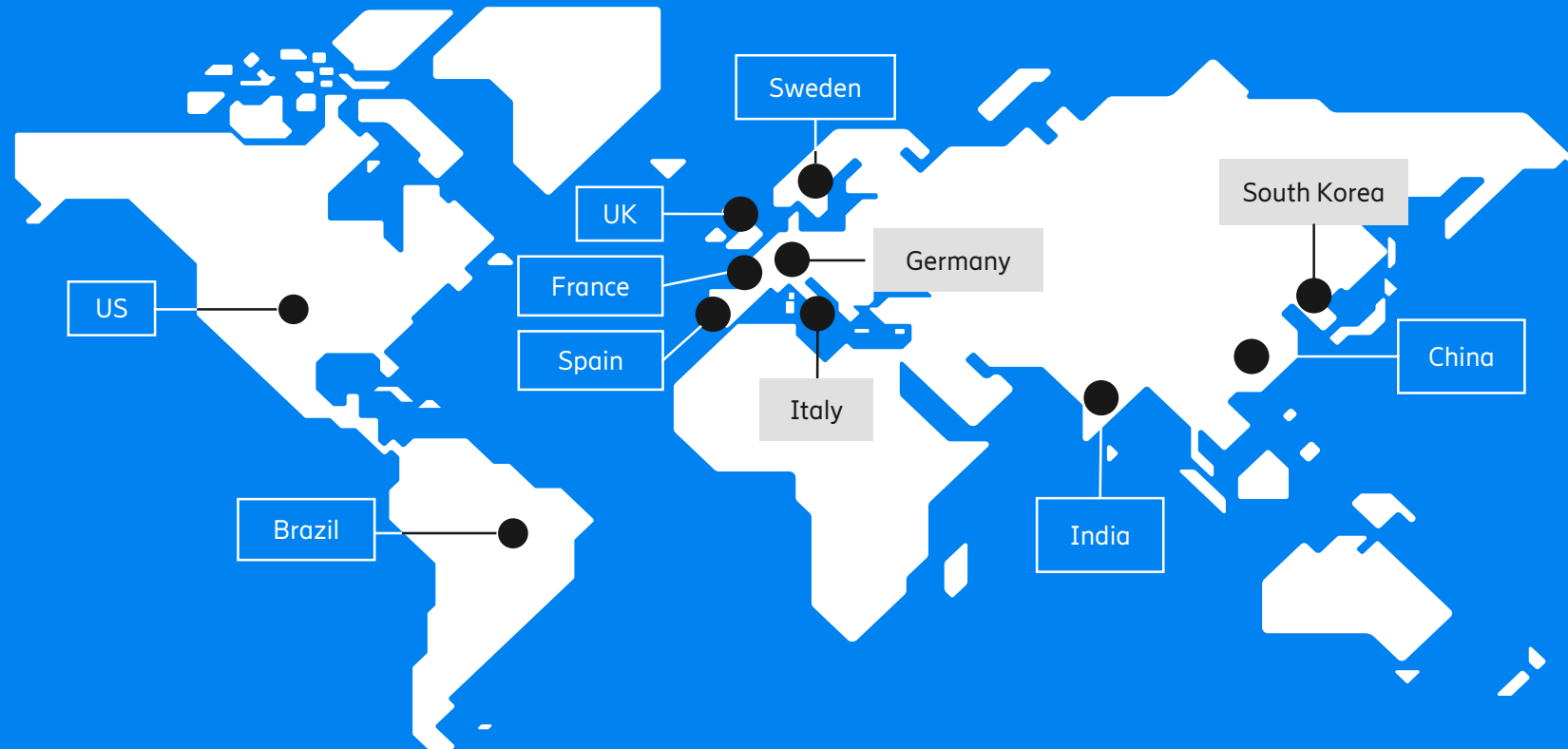
Understanding consumer ICT behaviors and attitudes due to the COVID-19 crisis



# Representing 700 million in 11 countries



Smartphone users aged 15–69 years old using the internet were the target group.



11,500

The quantitative study looked at 11,500 consumers, equating to 1,000 across each of 11 countries, except for the US.

04/2020

The data collection period ran from April 8–24, 2020.

# Key messages



## The crisis and its impact

- In Spain and India, 8 in 10 perceive the restrictions of a severe lockdown to be hampering their daily lives.
- Just 4 in 10 in Sweden and Germany say their daily lives have been impacted, as restrictions were perceived more like recommendations.
- Generation Z are relatively more concerned about the financial implications of the crisis for their household, as well as about fake news and rumors over social media.

## Increased time being spent online

- Globally, 9 in 10 increased their usage of internet activities, while 1 in 5 started new online activities during the crisis, such as e-learning and video conferencing.
- The average time spent connected to fixed broadband increased by 2.5 hours per day while, for those connected to 4G networks, there was an average increase of 1 hour a day.

# Key messages



## ICT resilience has helped consumers navigate the crisis

- Of those aged 60+ and highly impacted by the COVID-19 outbreak, 74 percent agree reliable video calling helped them stay in touch with family and friends during the crisis.
- Three in four parents say that ICT is helping to continue children's education from home.
- Consumers see telcos as more trusted entities than internet tech giants in using mobility data for the "common good".

## Despite the traffic surge, networks stayed strong

- Six in 10 were very satisfied with fixed broadband performance, while 75 percent say mobile broadband networks performed the same or better compared to before the crisis.
- Despite fixed networks seeing most of the traffic increase, 6 in 10 globally consider mobile broadband to be as important as Wi-Fi.
- During the pandemic, 15 percent in Italy, 17 percent in South Korea and 47 percent in India only or most often connected using the mobile network.



# Key messages



Consumers are optimistic about 5G adoption despite the pandemic.

Six in 10 consumers have a very positive view of the role 5G could play during such a crisis, meaning the fake news hasn't had much of an impact. From better broadband to 5G-enabled healthcare robots, consumers say 5G could have helped.

Although 57 percent will save money for financial security, one-third still plan to invest in 5G and improved broadband at home to better prepare for the next wave of the crisis.

More than half of consumers in Spain, Brazil, India and China wish 5G had been rolled out much faster to help them deal with the crisis, while one-third in the US, Germany and Italy also agree.

# Key messages



Consumers predict five broad trends for a post-COVID-19 world that will accelerate technologies such as 5G, AI and automation, Edge Cloud and XR.

**Networks redefined:** Network resilience is valued by three in four, who say internet connectivity is most critical during not only this crisis but also future crises.

**Autonomous commerce:** 6 in 10 believe automated delivery drones or fleets of driverless cars might replace delivery people as demand for contact-free interactions increases.

**Borderless workplaces:** 6 in 10 workers say working remotely will be the new normal and expect employers to encourage remote working as a fundamental business practice.

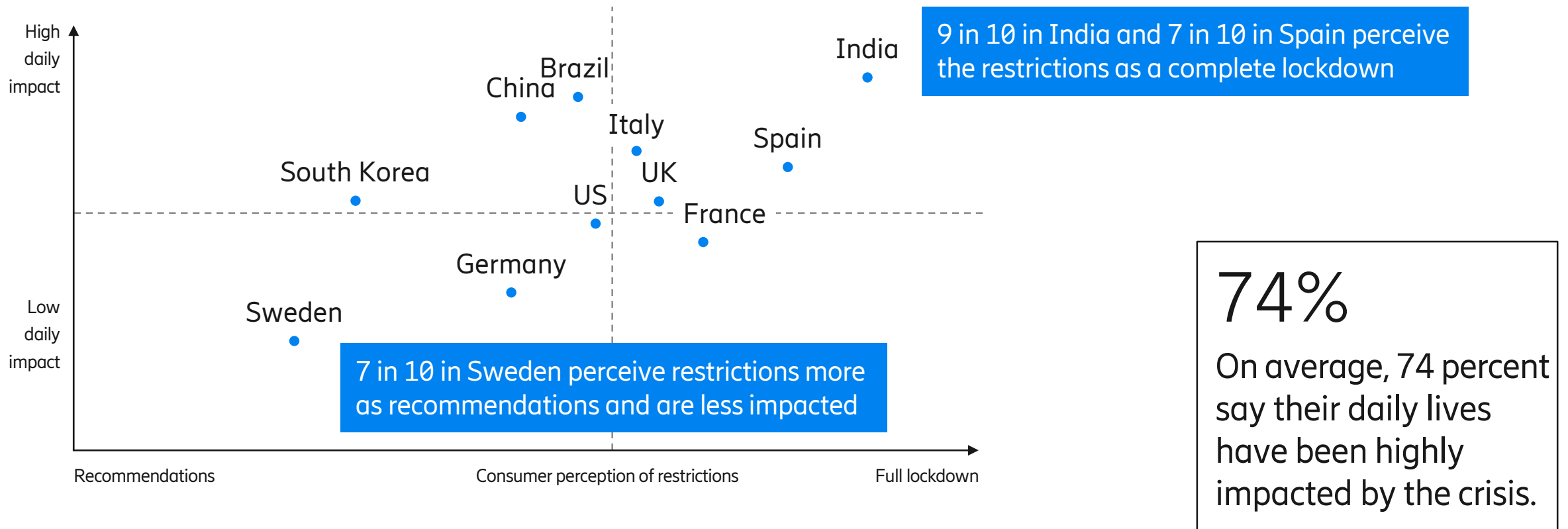
**Synchronous care:** Six times more consumers in the US are expected to use real-time online health consultations than during 2019.

**Virtual experience economy:** 7 in 10 VR users say, with more time spent online, virtual symbols will drive status rather than physical ownership of goods. Half of consumers predict they will turn to AI-powered online virtual companions to entertain, educate and befriend them during isolation.

# The COVID-19 pandemic has impacted the daily lives of consumers



Average claimed situation when interviewed mid-April 2020

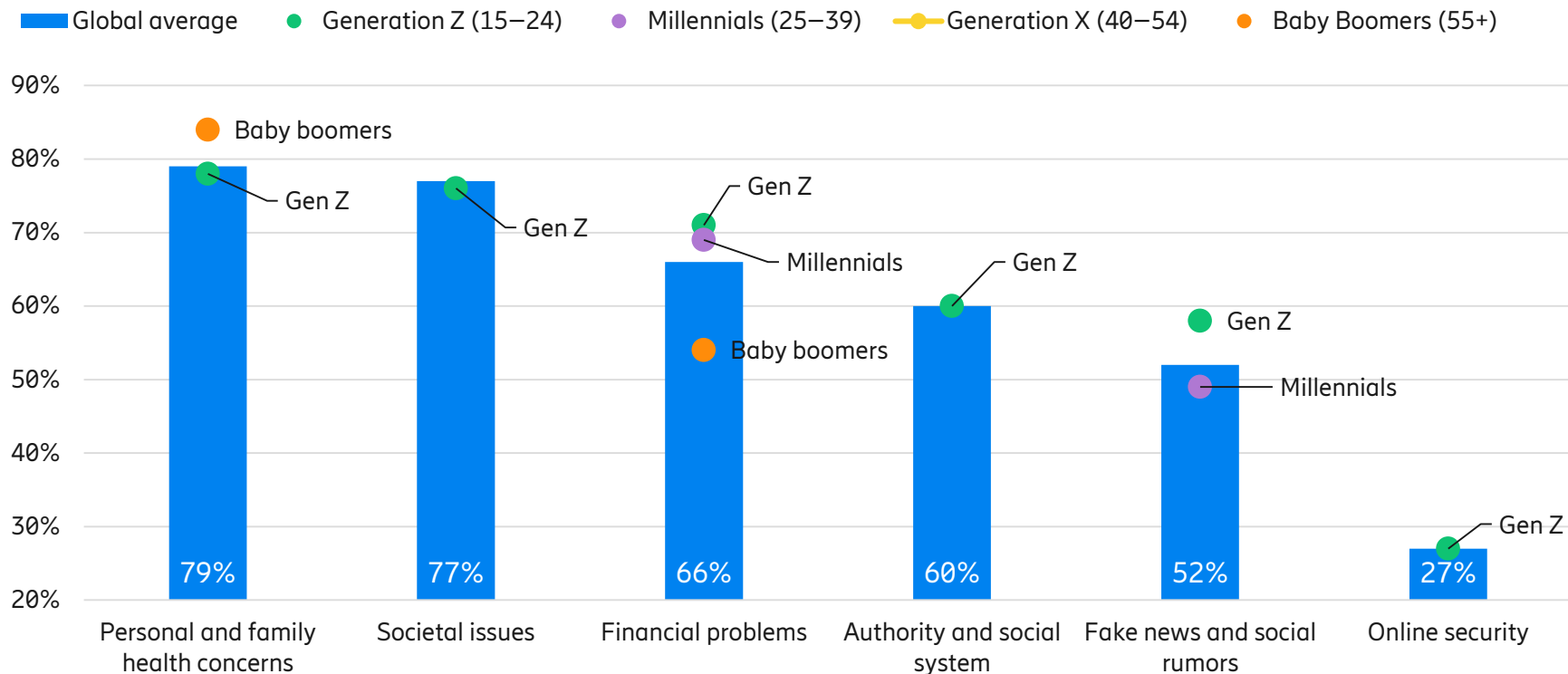


Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US  
Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic (June 2020)

# Rethinking the future and financial concerns following COVID-19



## Worries due to the COVID-19 crisis



Generation Z are more concerned about COVID-19's impact on their family's financial situation and the spread of fake news and rumors.

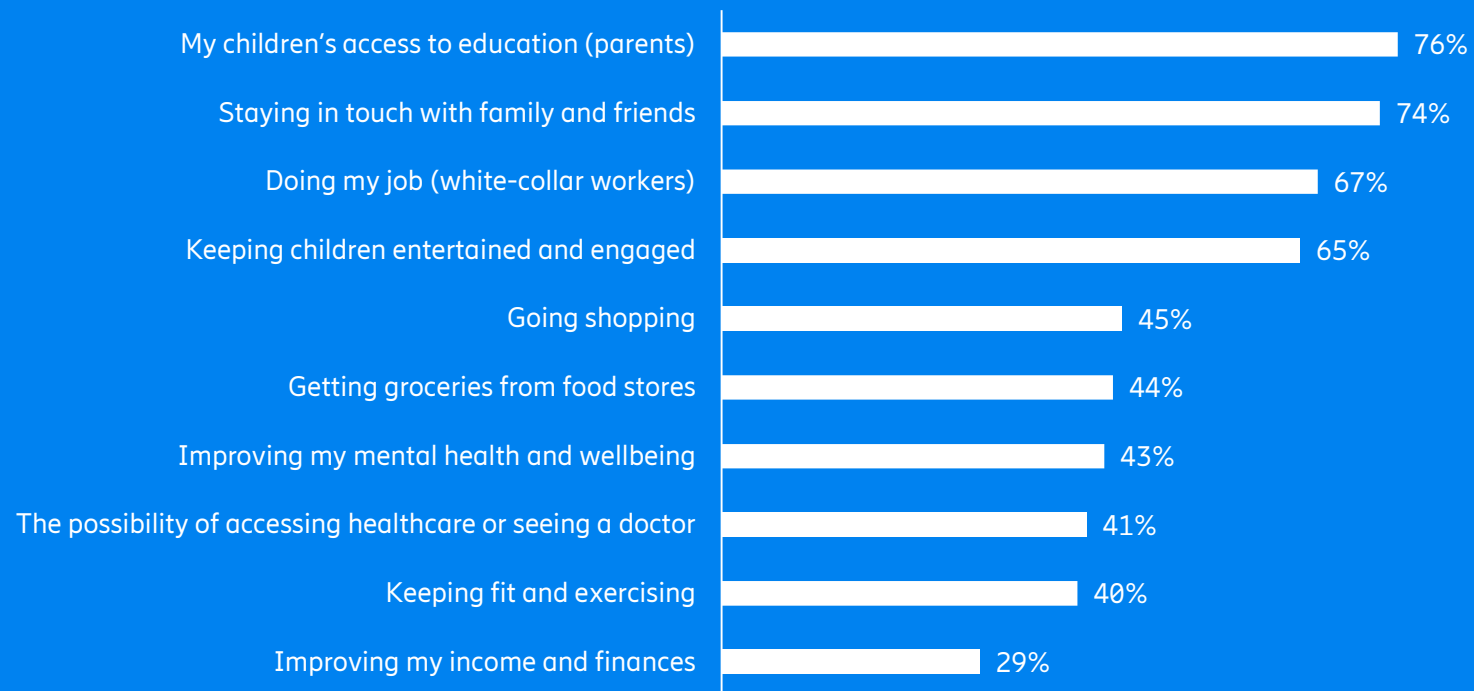
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# ICT has helped consumers navigate the crisis



Percentage of consumers highly impacted by the COVID-19 outbreak and that think connectivity and devices have helped them a lot in daily life



74%

Of those aged 60+, 74 percent agree that ICT helped them stay in touch with family and friends during the crisis.

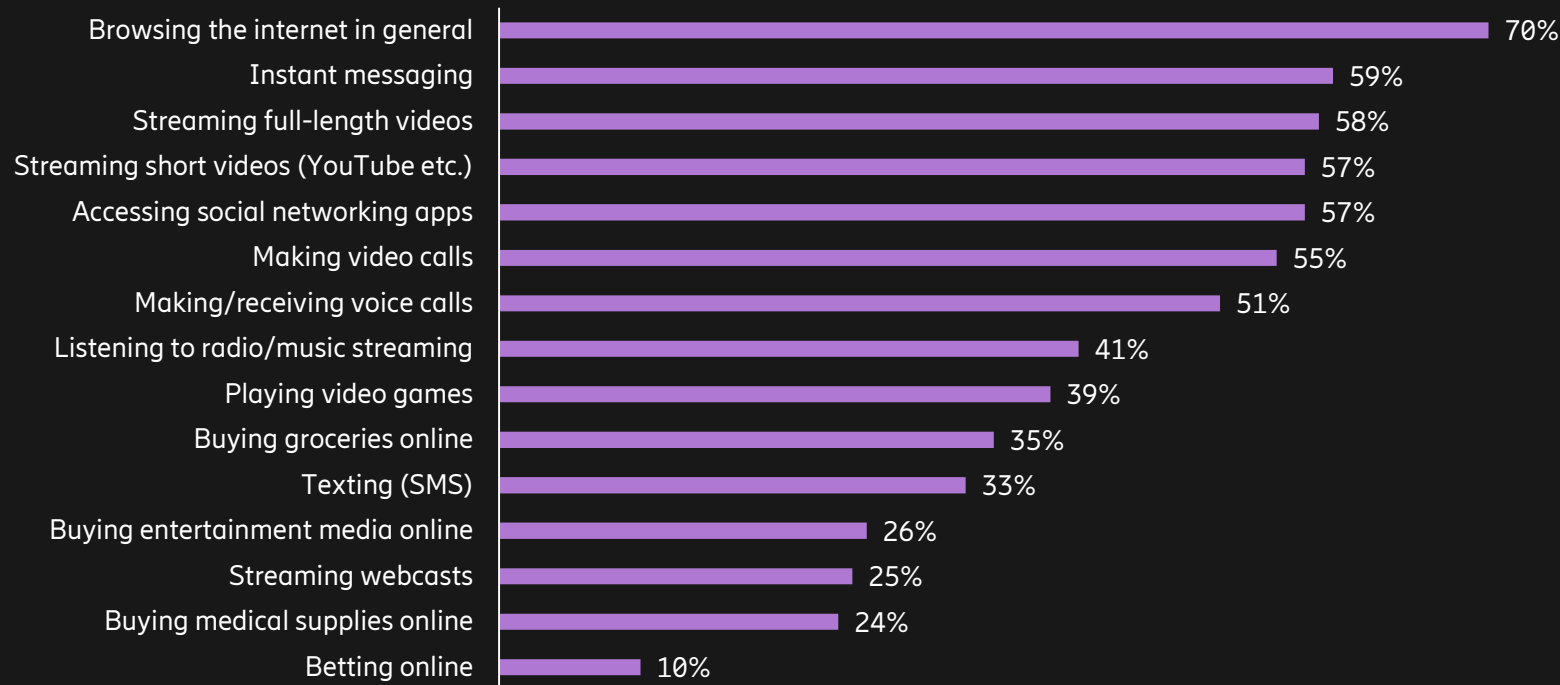
2 in 3

Two in three consumers claim that ICT is easing the burden on the work situation.

# With more done online, connectivity is integral to daily life



How many started or increased their usage of the following activities on any device due to the COVID-19 crisis



~1 in 5

The internet has been used for new activities by one in five.

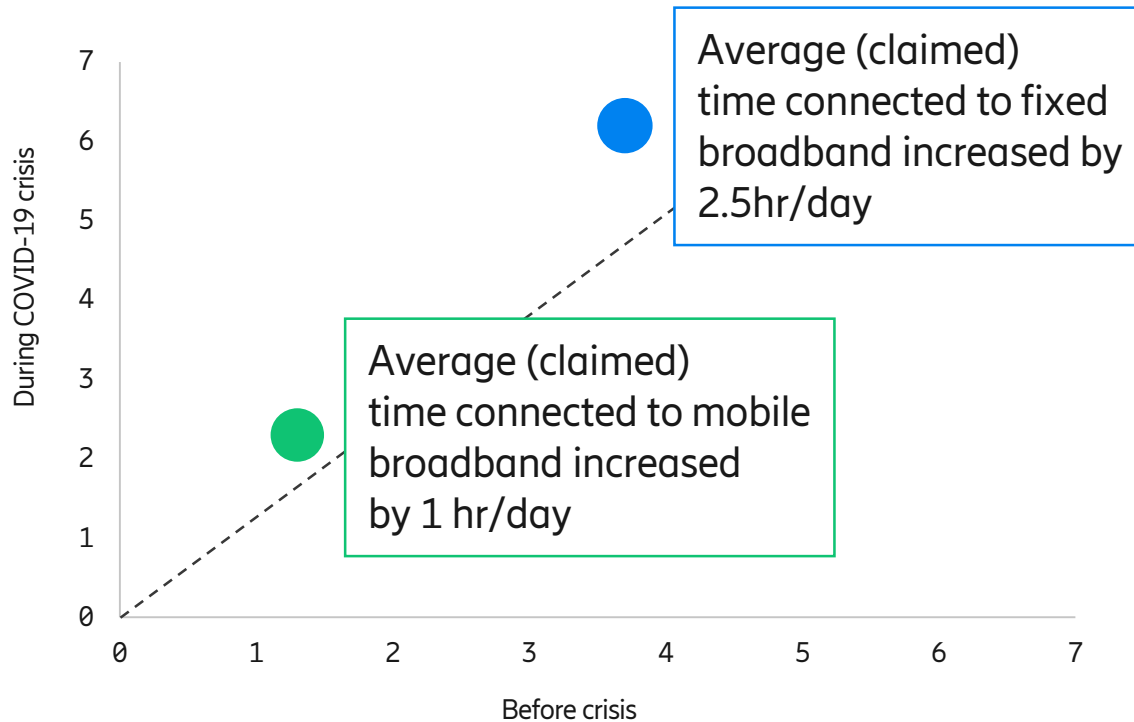
~9 in 10

Internet activities have increased for 9 in 10, with half having increased their usage of 6 or more activities.

# Significant time spent online during the crisis

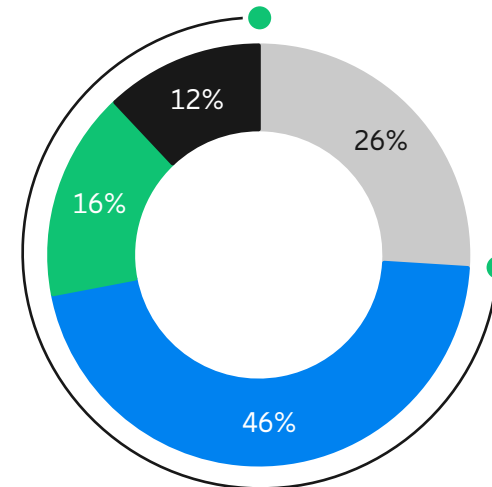


## Change in time spent connected to broadband



## Percentage of consumers with increased internet usage

- No major usage change
- Added significant time via fixed usage
- Added significant time via mobile usage
- Added significant time via both fixed and mobile usage



74%

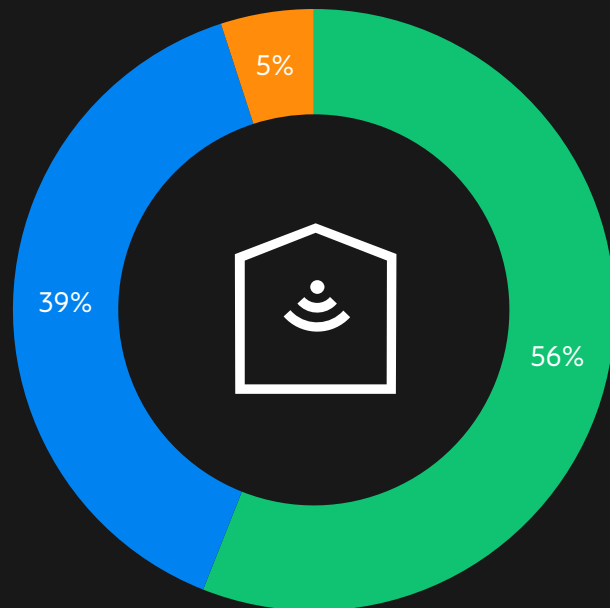
Seventy-four percent of consumers have increased their internet usage significantly.

# Networks generally coping well during the pandemic



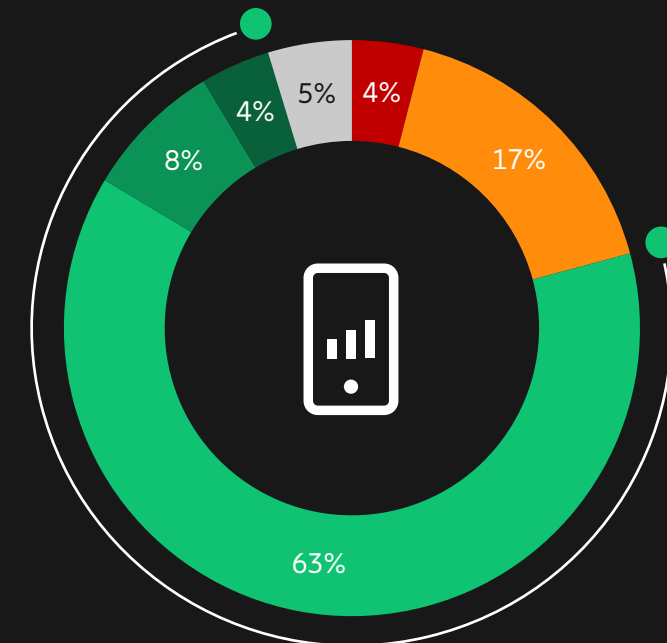
## Satisfaction with fixed broadband at home during the COVID-19 crisis

■ Very satisfied (top 2) ■ Mid 3 ■ Not satisfied (bottom 2)



## How did your mobile network perform during the crisis compared to before?

■ Much worse ■ Somewhat worse ■ The same  
■ Somewhat better ■ Much better ■ Don't know

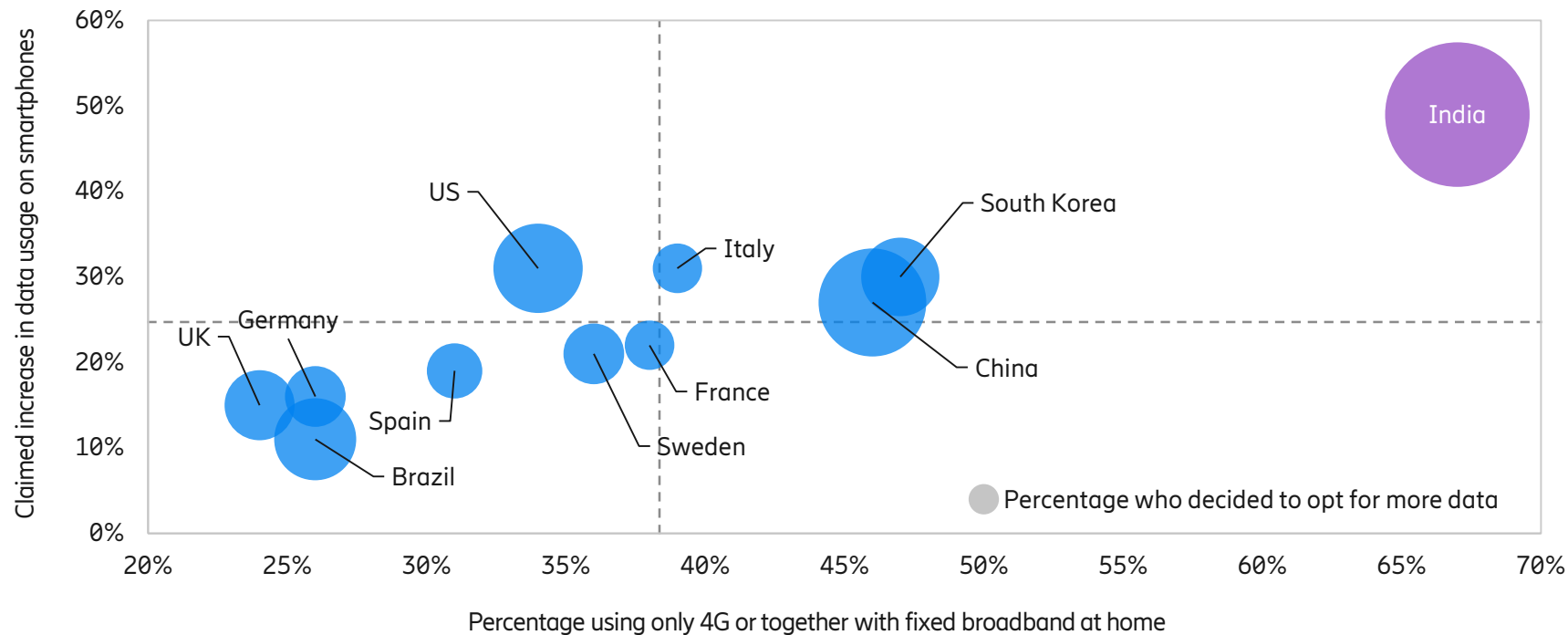


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Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic (June 2020)

# Mobile broadband performance tested as data usage increased



Claimed level of change in monthly data usage on your smartphone vs. how do you connect to the internet at home during the COVID-19 crisis



25%

Globally, consumers claim a 25 percent increase in data usage on their smartphones.

49%

Indian smartphone users claim mobile data usage has increased by 49 percent during the crisis.

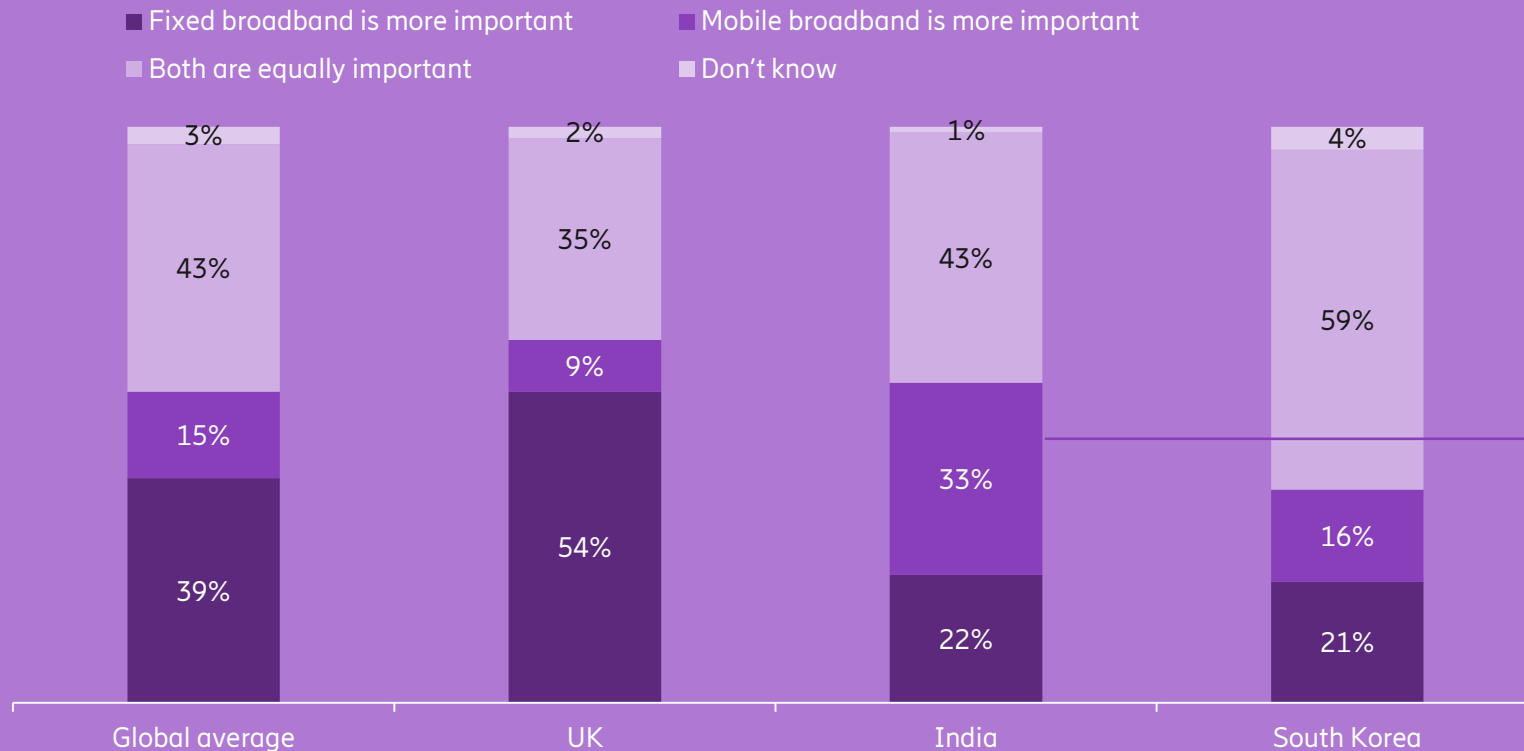
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# Mobile broadband plays a crucial role alongside Wi-Fi



## Importance of networks during the crisis



6 in 10

Mobile broadband is considered to be as important as Wi-Fi by 6 in 10 globally.

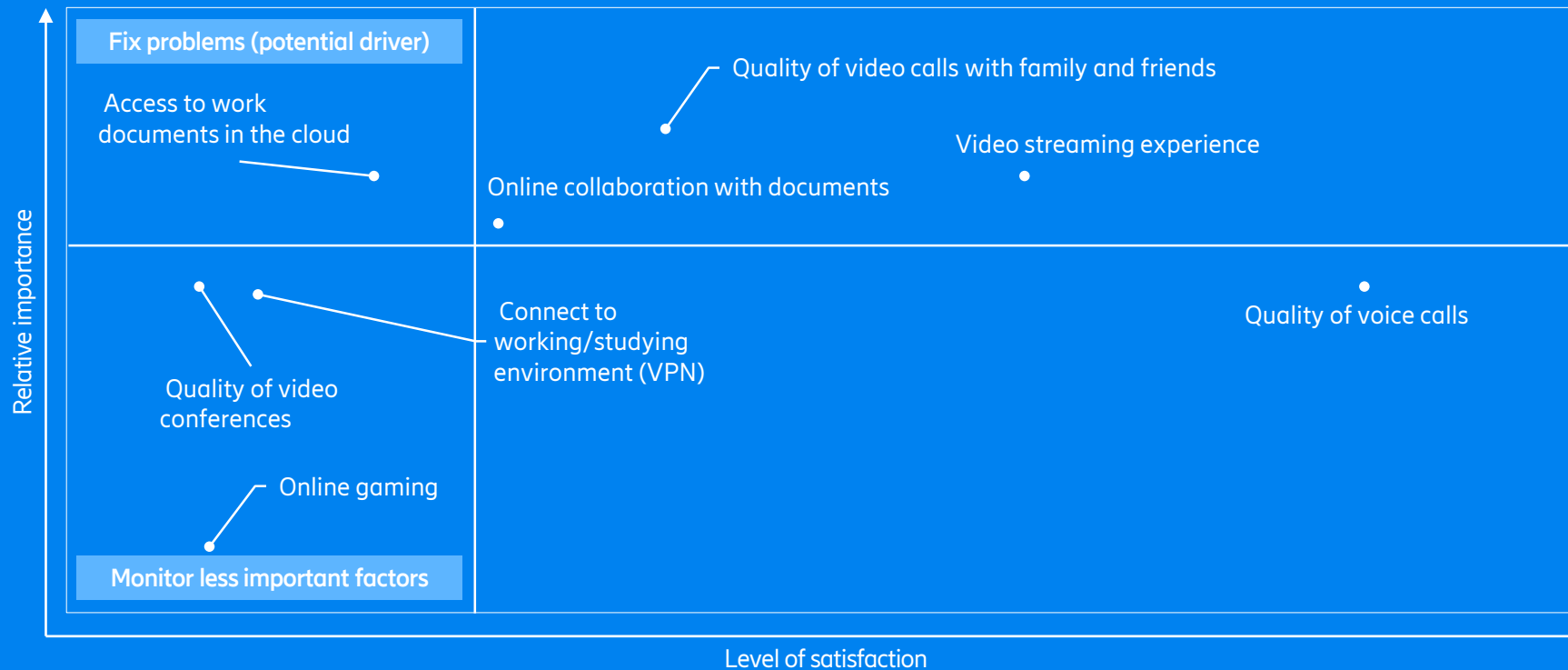
1/3

In India, one-third consider mobile broadband to be more important.

# Quality of video calls with family and friends is key



Satisfaction and importance of services in driving network operator performance during the COVID-19 crisis



Having access to work documents in the cloud is most important to white-collar workers.

The video streaming experience is most important to Generation X and Millennials.

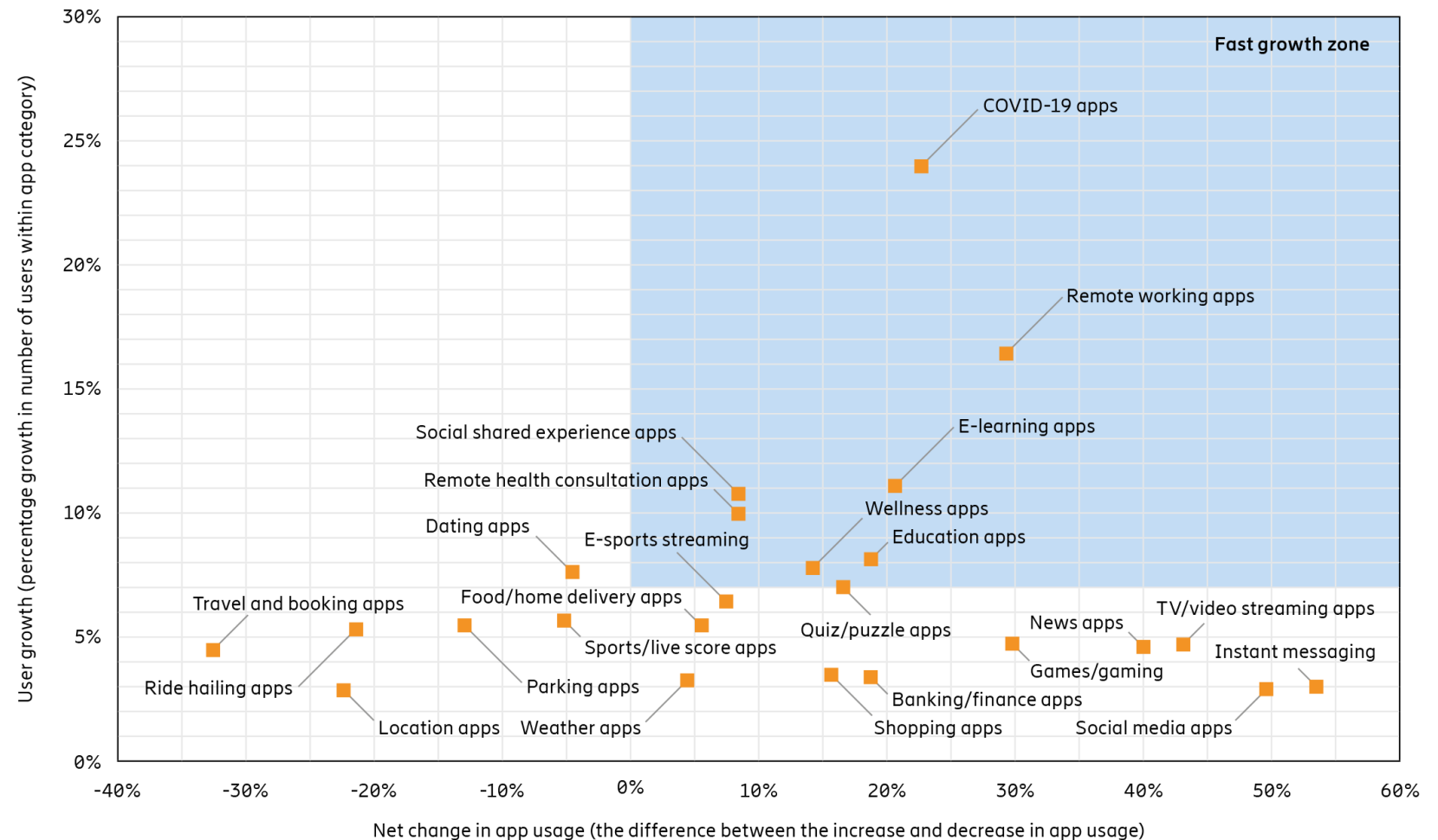
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# Changes in smartphone app usage during the crisis



## User growth and net change in usage during COVID-19 lockdown restrictions

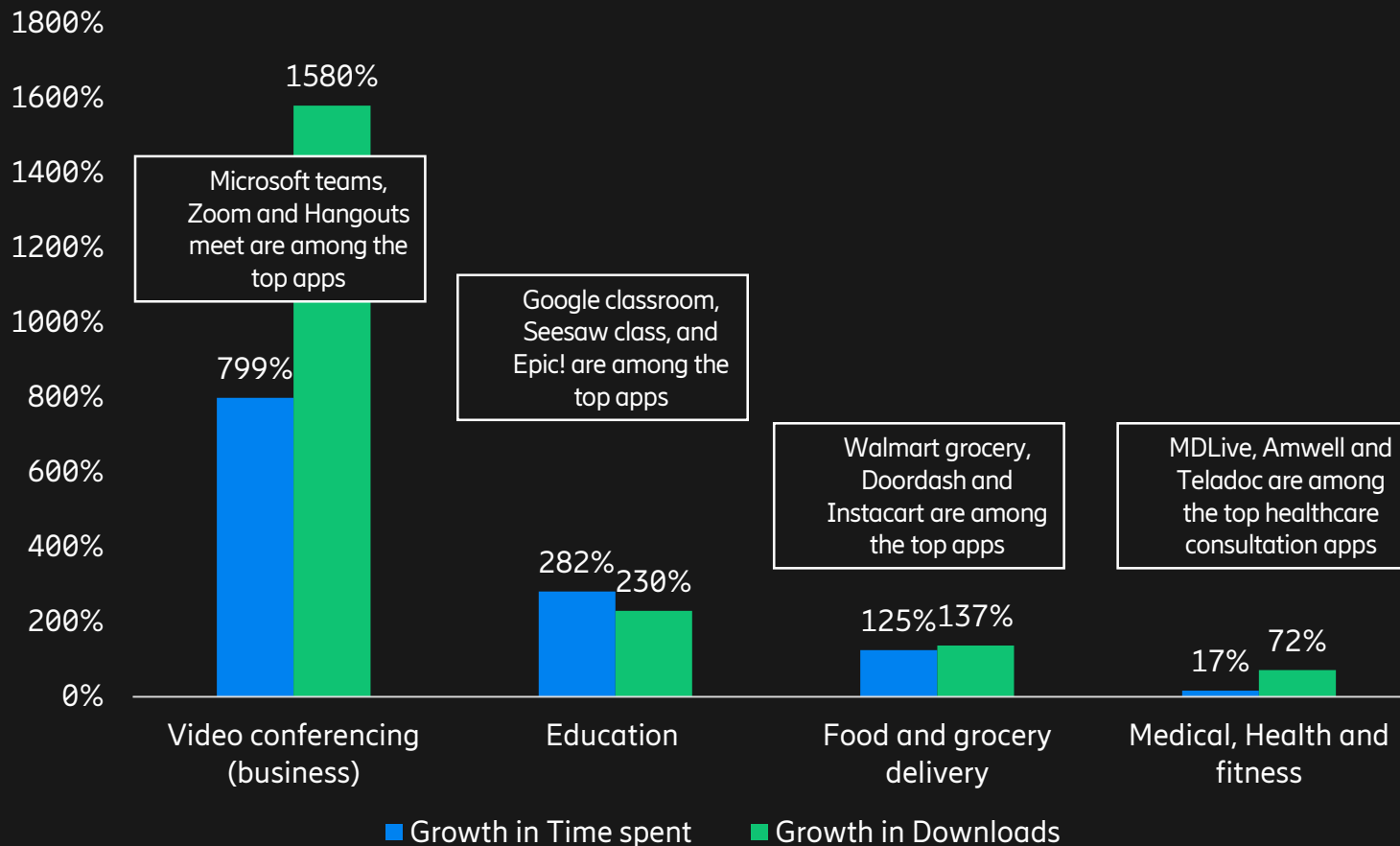
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# App usage evolves to new behaviors (US)



Fast growing app categories (April 2020 vs. Q4 2019 Average)



6 in 10

Working people in US will switch to video-based conferences after the crisis.

4 out of 10

Students will continue taking courses and learning things online in US.

6 in 10

US believe online healthcare consultations will become more popular than physicals visit to the doctor.

Base: Smartphone users aged 15–69 in US

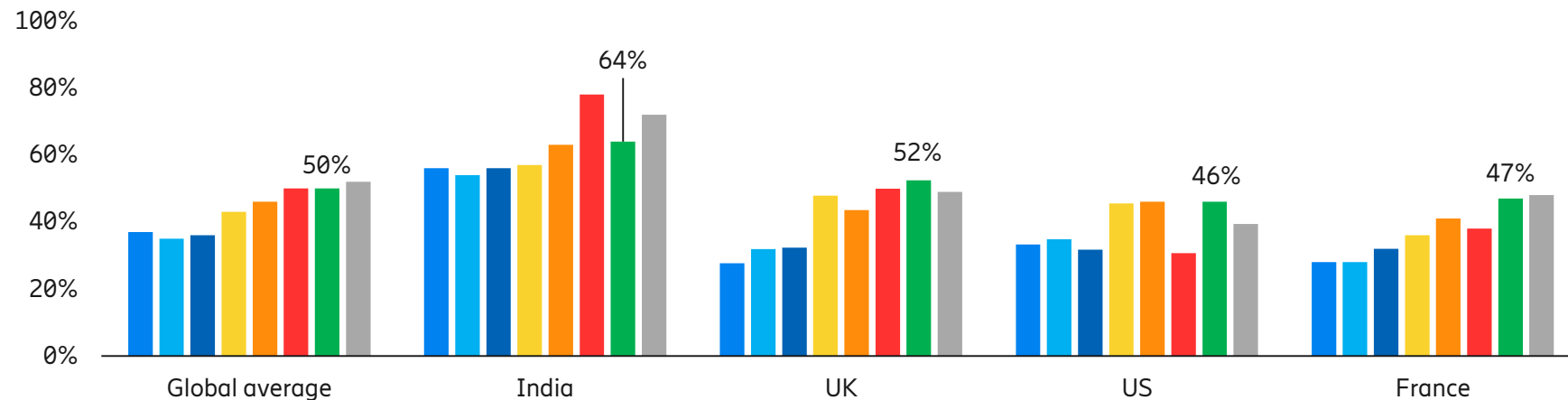
Source: Ericsson Consumer & IndustryLab analysis on App Annie data, Keeping consumers connected during the COVID-19 pandemic, June 2020

# Telcos now trusted most with consumer personal data even in developed markets



How many trust the following entities with access to their personal data (e.g. location) to fight the COVID-19 crisis

- Internet tech giants
- App providers
- Device manufacturers
- Mobile network providers
- IT companies
- Security solution providers
- Government/authorities
- International organizations (WHO, Red Cross)



Telcos are trusted more than internet tech giants to use mobility data for the “common good”.

Concerns are felt by 3 in 10 that governments could use, retain and harvest their personal data even after the crisis.

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Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic (June 2020)

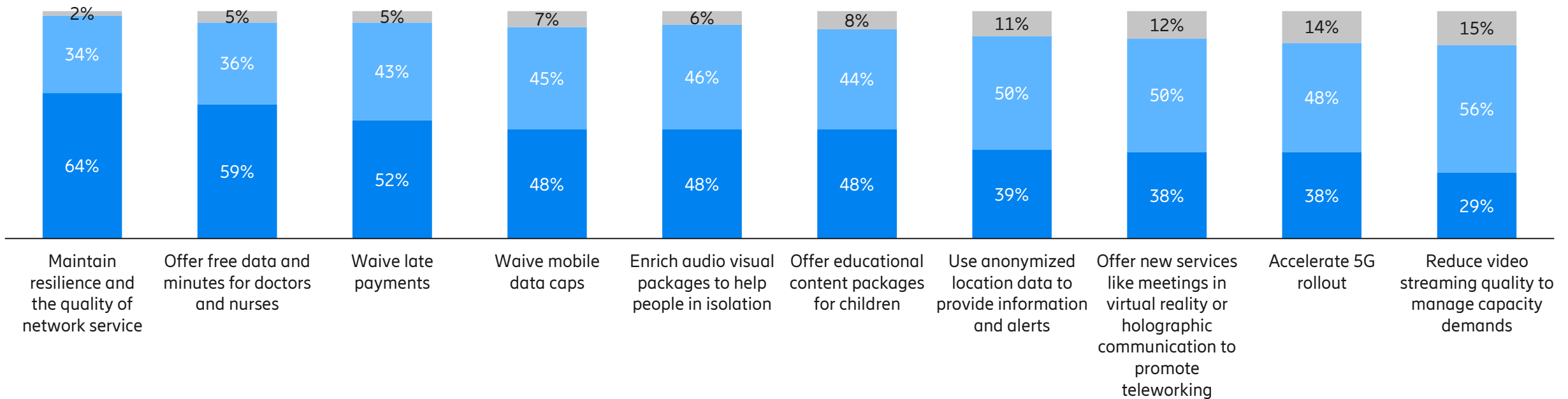


# Level of importance of service provider actions



How consumers ranked the following actions during the COVID-19 crisis

■ Not important ■ Somewhat important ■ Very important

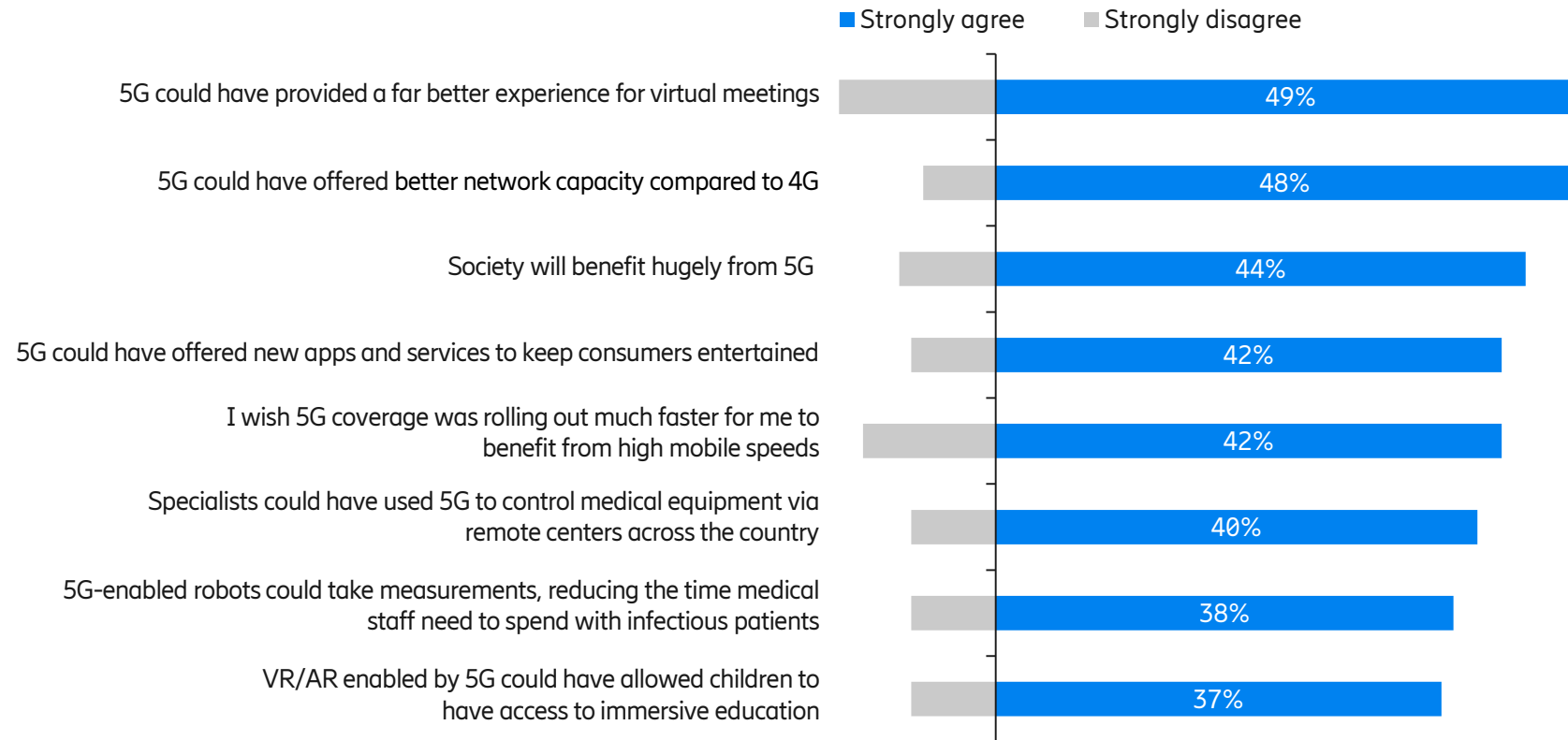


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# The role of 5G during the crisis



## Attitudes towards 5G during the COVID-19 crisis



63%

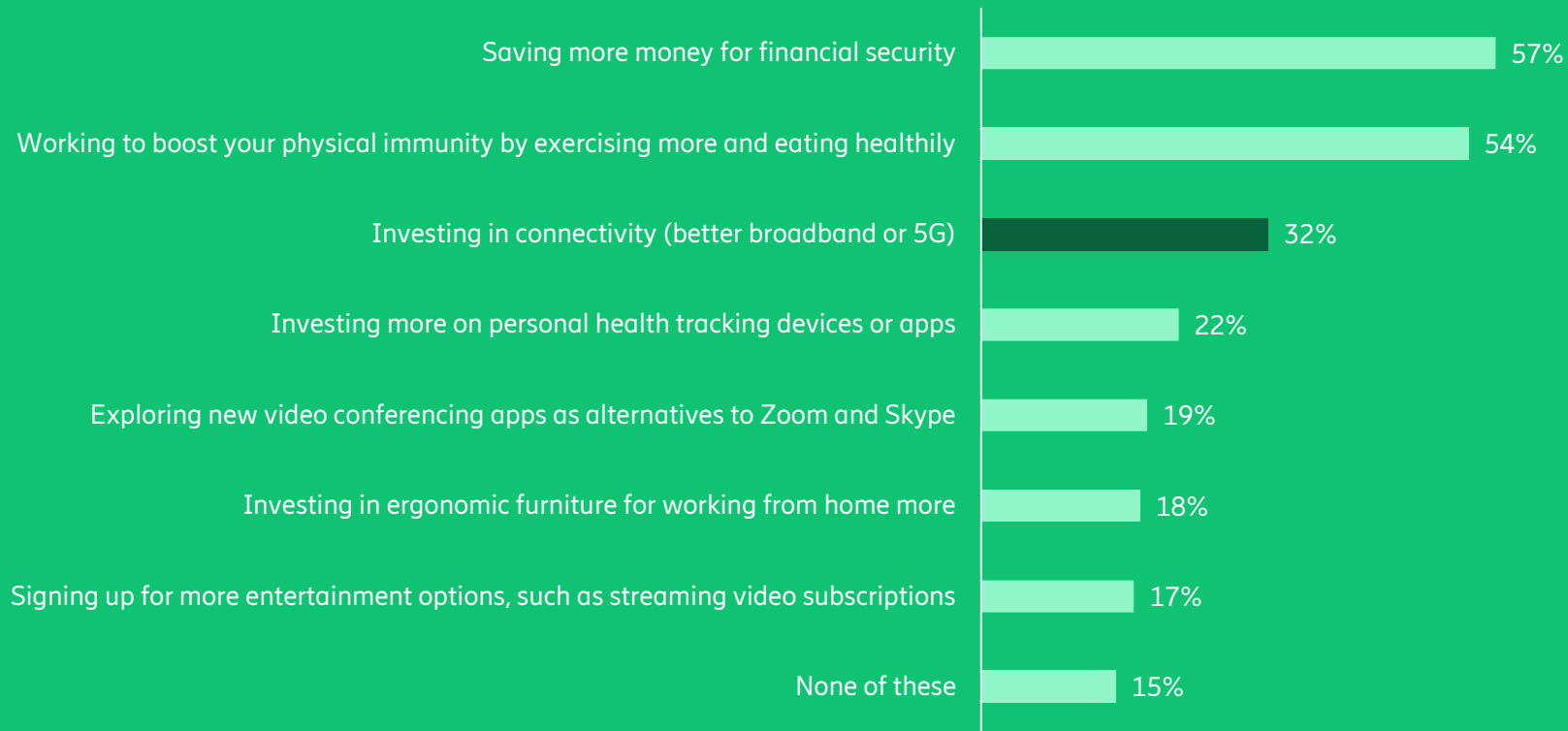
Despite all conspiracy theories, 63 percent are positive towards the role 5G could have played during the crisis.

Faster rollout of 5G coverage was wished for by 4 in 10 respondents, and 6 in 10 early 5G users.

# Consumers plan to pull back on spending, but ICT to remain resilient



## Percentage of consumers and actions to prepare for the next crisis



40%

In India and China, 40 percent plan to upgrade to 5G after the crisis.

16%

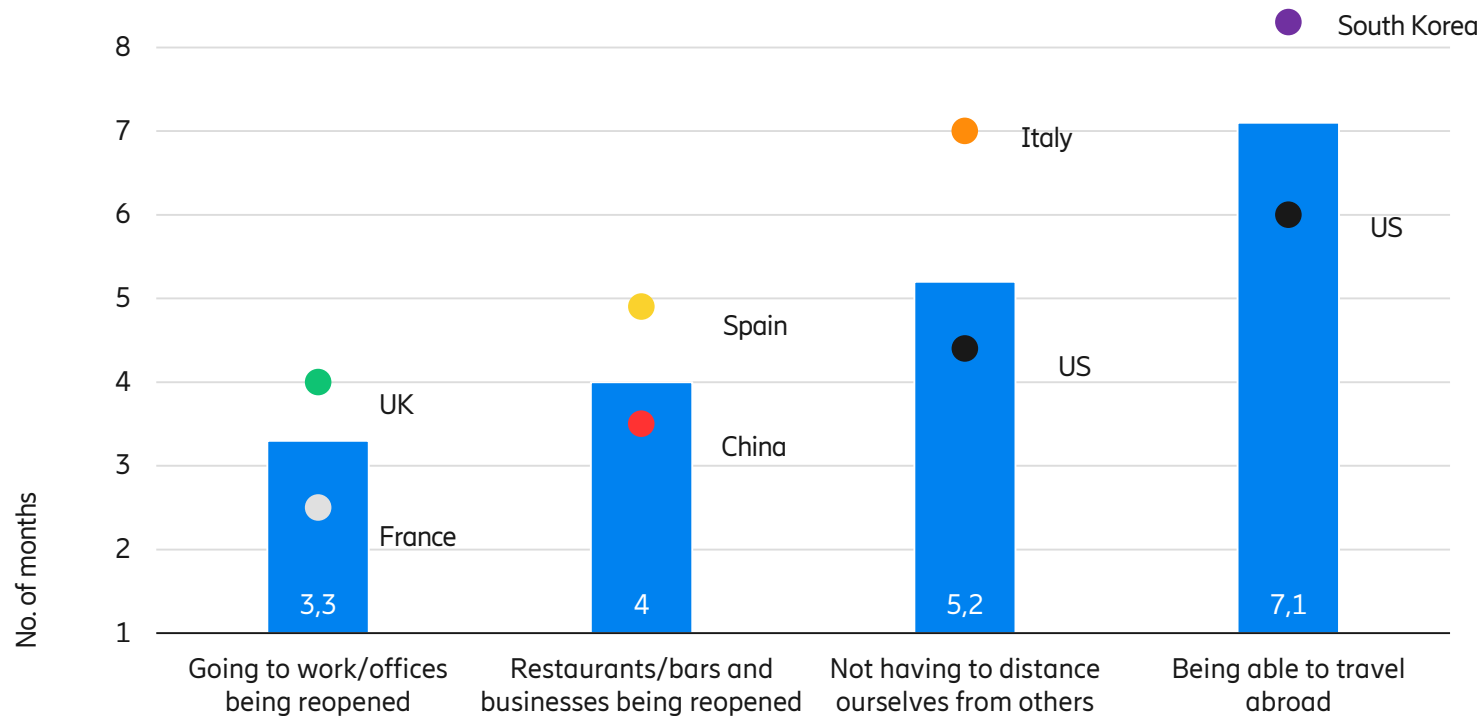
Across Sweden, France, Germany, Italy and Spain, an average of 16 percent wish to upgrade.

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Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic (June 2020)

# Consumers' timeline for easing the restrictions



Consumers' timeline on the easing of restrictions (months)



Note: Data collected from mid-end April 2020

Base: Smartphone users aged 15–69 within Brazil, China, France, Germany, India, Italy, South Korea, Spain, Sweden, the UK and the US

Source: Ericsson Consumer & IndustryLab, Keeping consumers connected during the COVID-19 pandemic, June 2020

- 3 months  
For returning to the workplace
- 4 months  
For restaurants and businesses being reopened
- 5 months  
For no longer having to socially distance
- 7 months  
For being able to travel abroad

# Five predictions for a post-COVID-19 world



## Networks redefined

Three in four value network resilience and say internet connectivity is most critical during such a crisis.



## Autonomous commerce

Six in 10 believe automated delivery drones or fleets of driverless cars might replace delivery people.



## Borderless workplace

Working remotely will be the new normal, according to 6 in 10 workers.



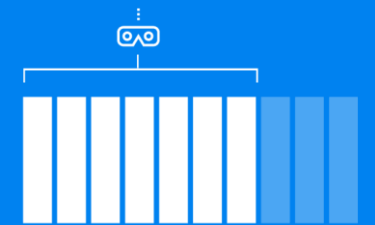
## Synchronous care

Six times more consumers in the US expect to use real-time online health consultations than during 2019.



## Virtual experience economy

Of VR users, 7 in 10 think that virtual symbols will drive status rather than physical ownership of goods, and that social VR will help ease isolation.







[ericsson.com/consumerlab](https://ericsson.com/consumerlab)