

Connection and Communication in a Digital Age: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- How COVID-19 has impacted communication and socializing behaviors.
- How consumers' preferred communication can be leveraged by marketers to maximize reach and appeal.
- Emerging behaviors in video chatting and smartphone location practices that can guide brands on how to navigate the changing landscape.
- Attitudes consumers hold toward digital communication, and how marketers can leverage those attitudes.



"Technology's role in communication today is driven largely by rapid improvements in personal device hardware (ie smartphones) and connectivity. New communication behaviors are emerging in this rapidly evolving category."

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

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