



## CHECK BREAKDOWN: ZM

### TREND CHECKS

#### **VIDEO CALLS ENGAGEMENT: SEQUENTIAL SOFTENING CONTINUES**

The percentage of consumers self-reporting participating in video calls during the past month declined q/q. This trend has been in-tact over the past year with notable drops in July and October of 2021 relative to January and April of 2021. Consumers who participated in video calls in the past month still self-report using video calls more often than “normal”, but the share of respondents reporting more/much more has been declining with each quarterly survey.

#### **REASONS FOR TAKING VIDEO CALLS**

Among those who have taken video calls in the past month, the percentage who report having taken them for personal, business, and education reasons has been in decline. This quarter, however, the % who took video calls for personal reasons increased q/q while business and education fell again q/q.

#### **GOING FORWARD EXPECTATIONS STABILIZING**

Among respondents who have participated in Zoom calls in the past month, expectations for video call usage / zoom call usage going forward have stabilized. On balance, these respondents think they will continue using Zoom for video calls after Covid concerns and social distancing measures are relaxed.

Video Calls

# VIDEO CALLS

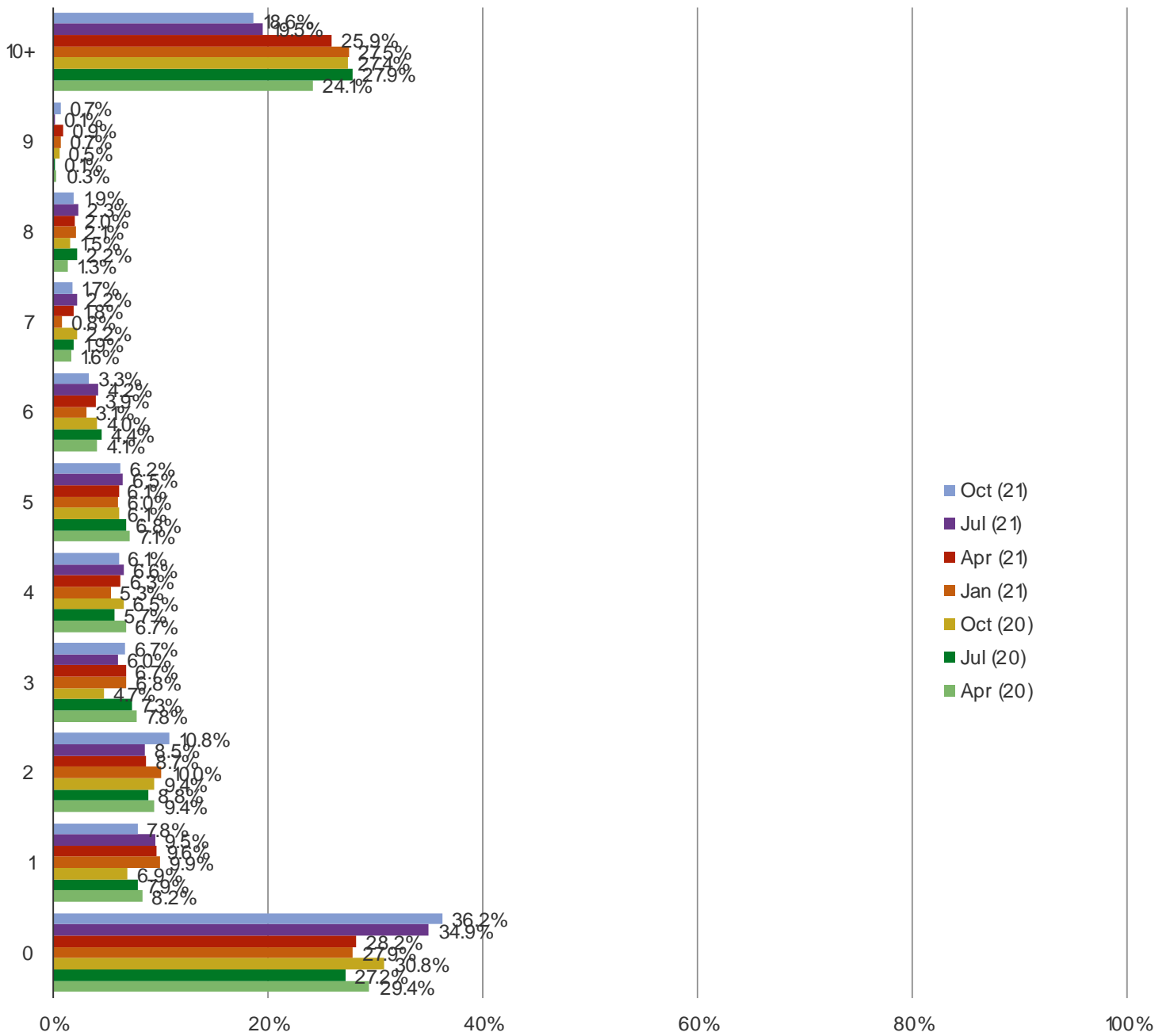
Video Calls

Audience: 1,000 US Consumers

Date: October 2021

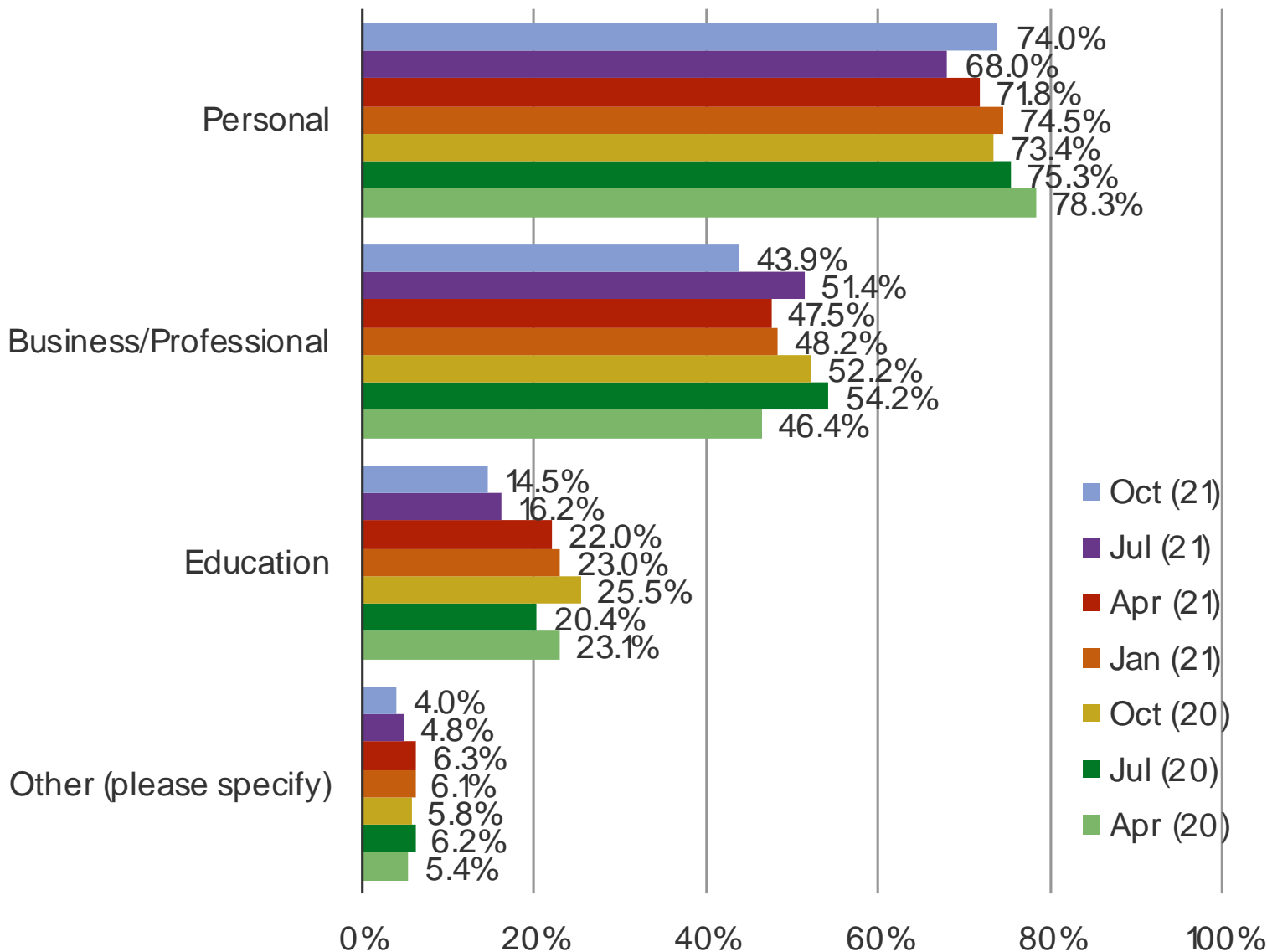
HOW MANY VIDEO CALLS HAVE YOU PARTICIPATED IN DURING THE PAST MONTH?

Posed to all respondents



FOR WHAT REASONS HAVE YOU USED VIDEO CALLS IN THE PAST MONTH? (SELECT ALL THAT APPLY)

Posed to respondents who have participated in video calls in the past month.



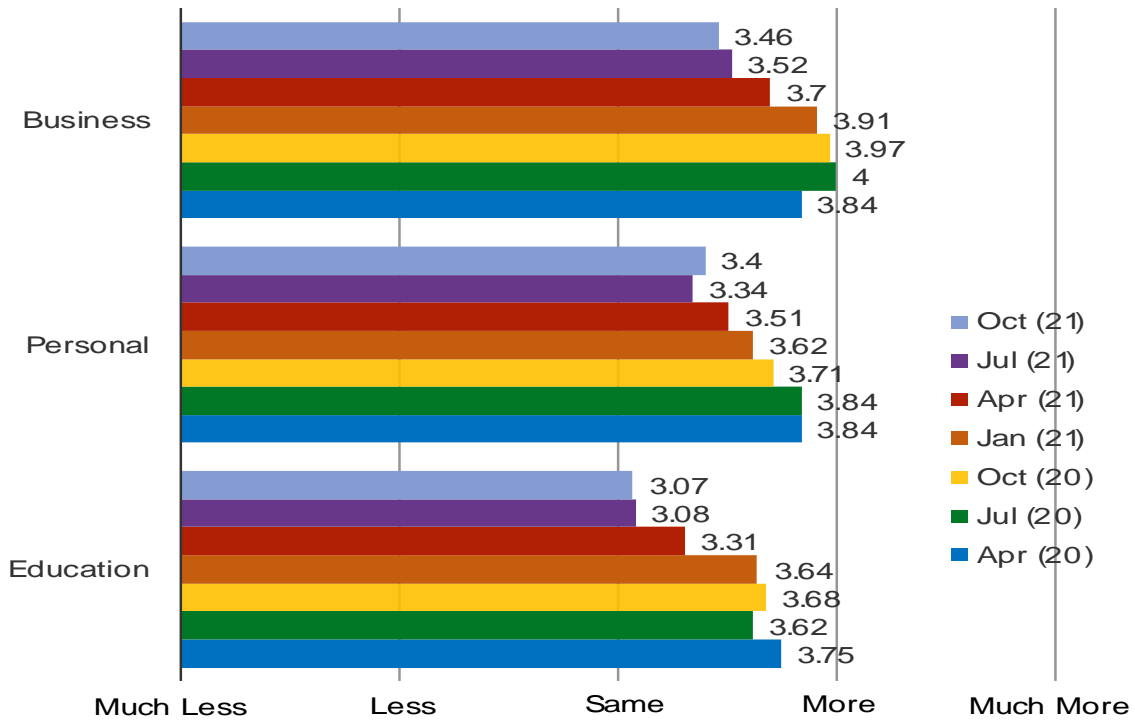
Video Calls

Audience: 1,000 US Consumers

Date: October 2021

ARE YOU CURRENTLY USING VIDEO CALLS MORE OR LESS OFTEN THAN NORMAL?

Posed to respondents who have participated in video calls in the past month.



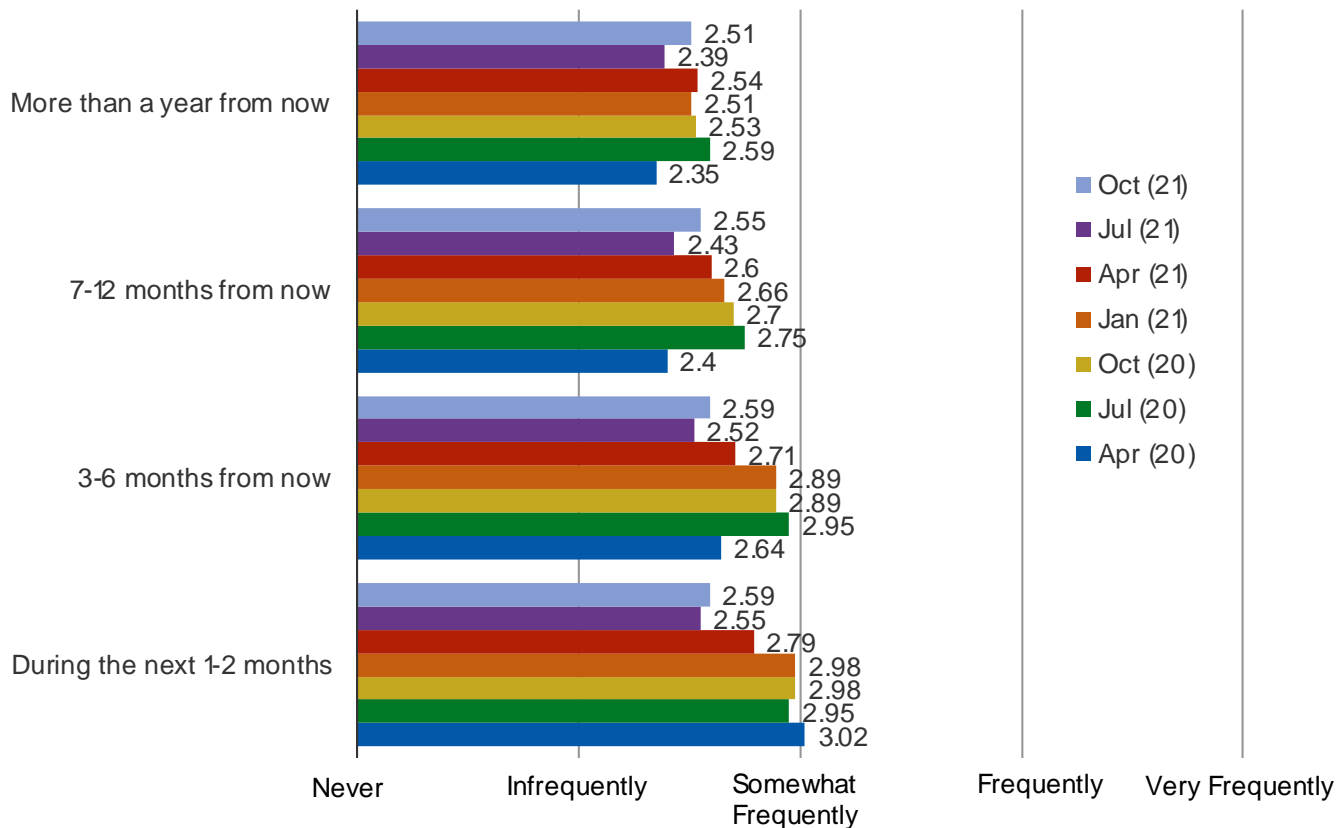
Video Calls

Audience: 1,000 US Consumers

Date: October 2021

LOOKING FORWARD, HOW OFTEN DO YOU EXPECT TO PARTICIPATE IN VIDEO CALLS DURING THE FOLLOWING TIME PERIODS?

Posed to all respondents

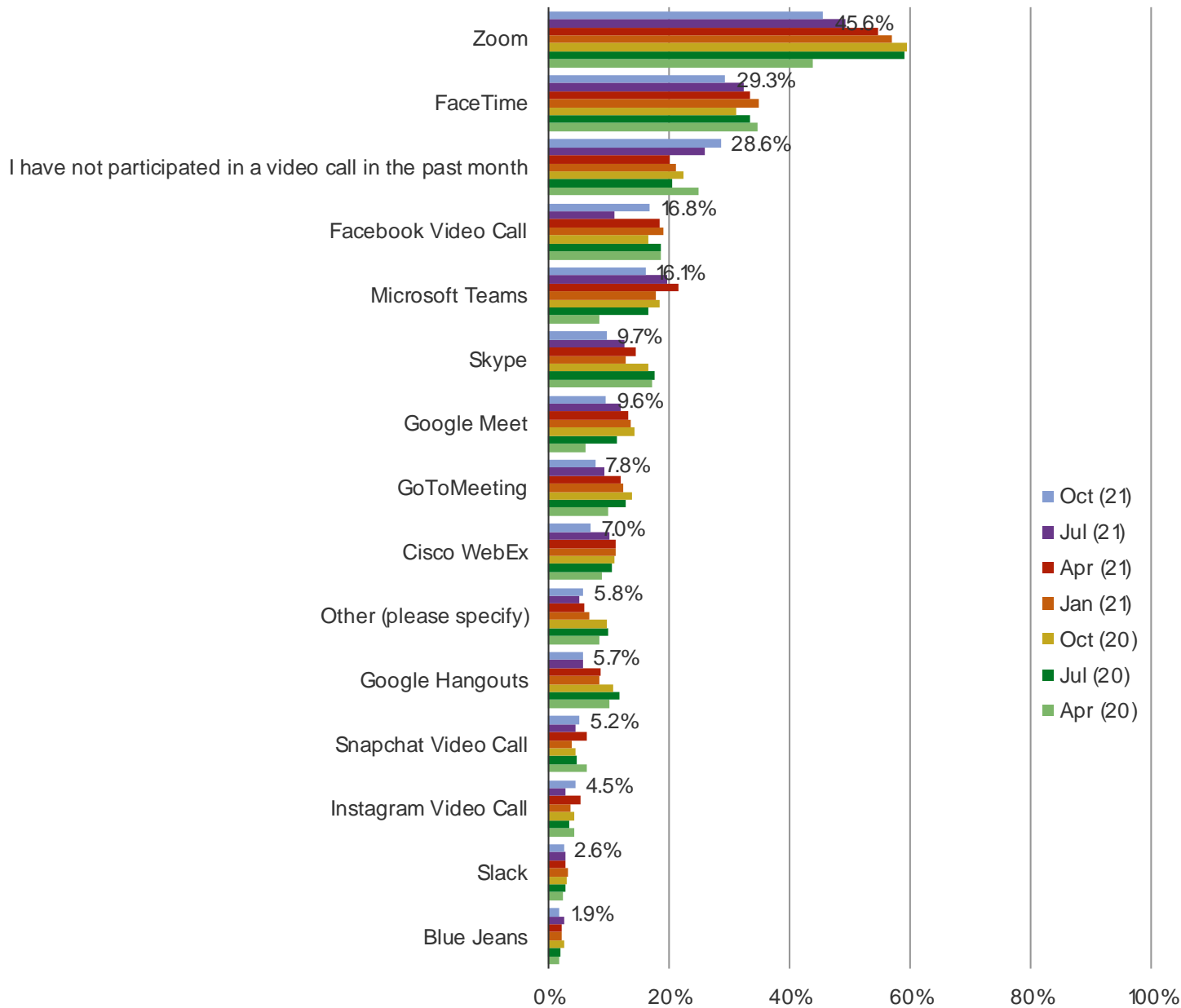


Video Calls

Audience: 1,000 US Consumers  
Date: October 2021

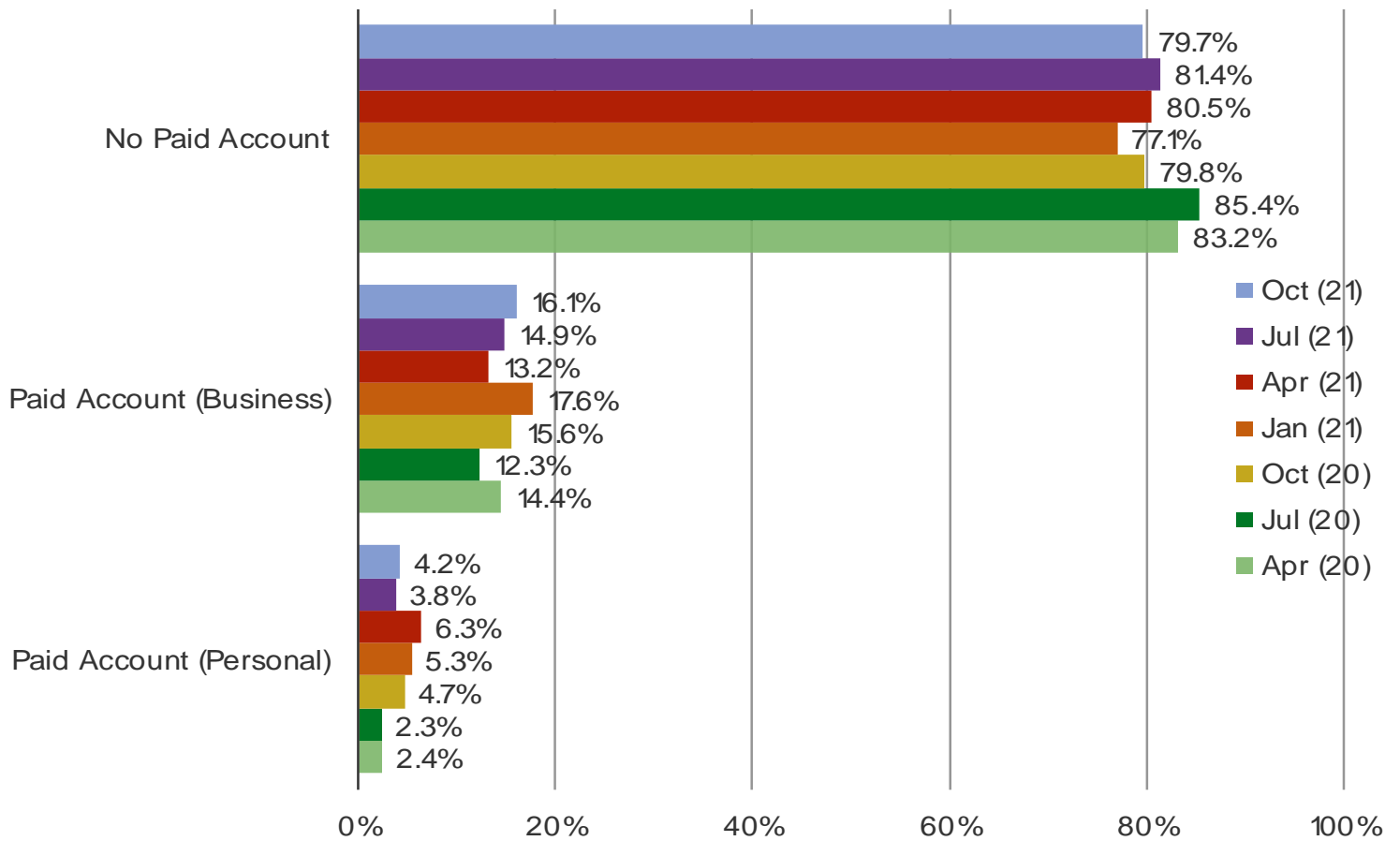
HAVE YOU USED ANY OF THE FOLLOWING TO PARTICIPATE IN A VIDEO CALL IN THE PAST MONTH?  
(SELECT ALL THAT APPLY)

Posed to all respondents



**DO YOU HAVE A PAID ACCOUNT ACTIVE WITH ZOOM?**

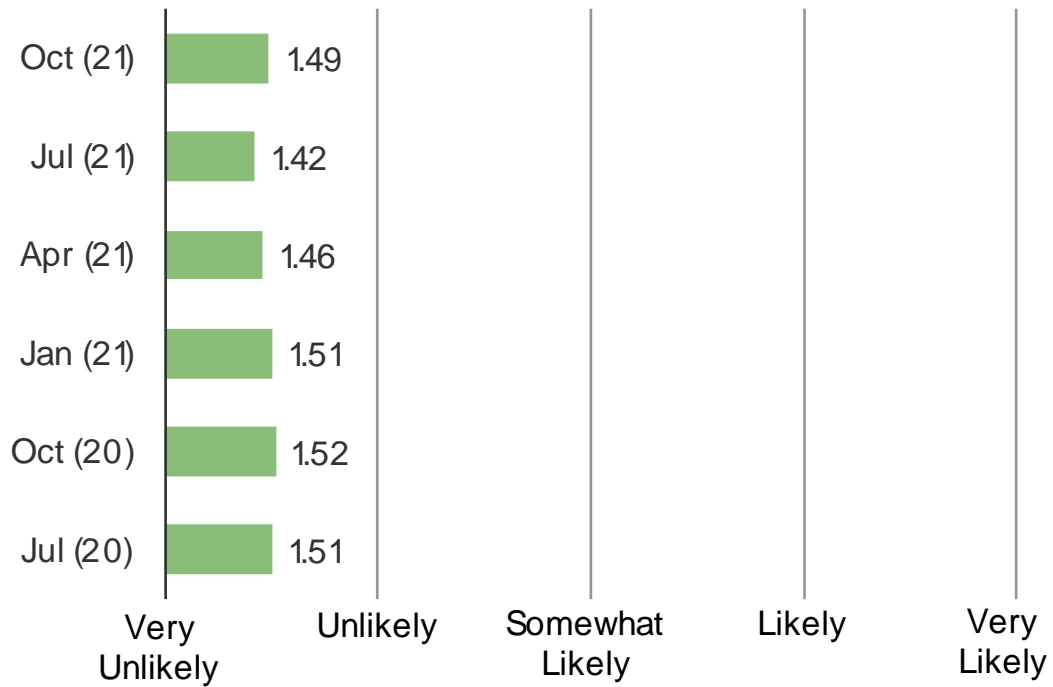
Posed to respondents who have participated in Zoom video calls in the past month.





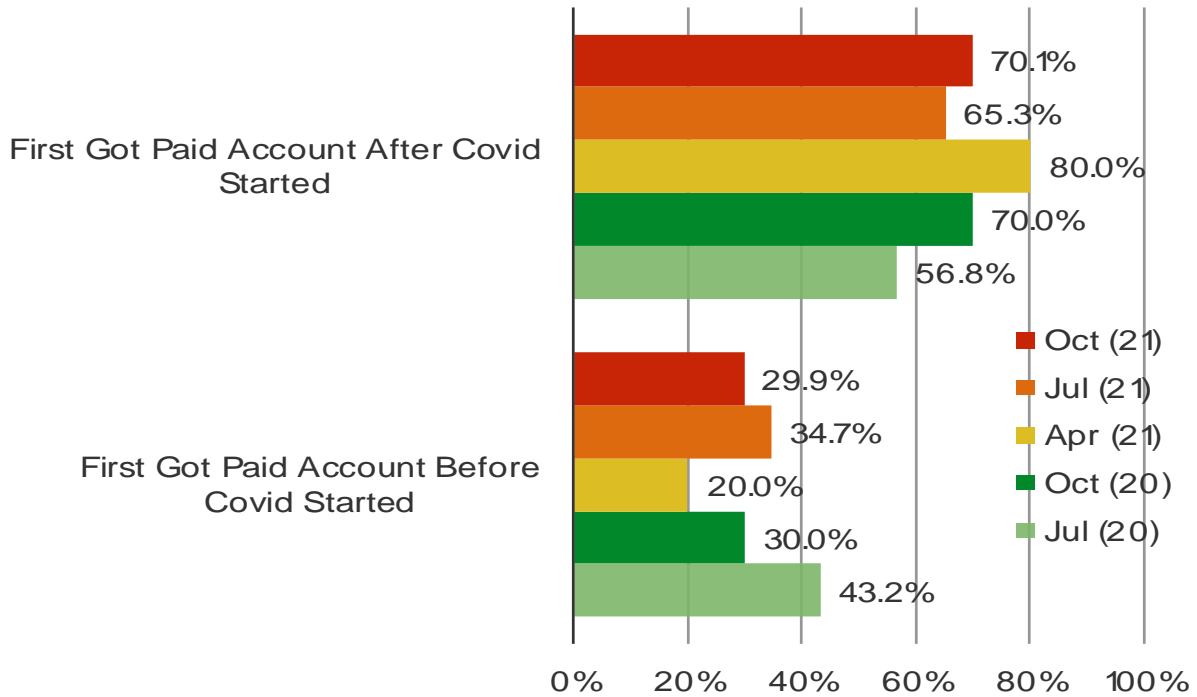
HOW LIKELY ARE YOU TO SWITCH TO A PAID ACCOUNT IN THE FUTURE WITH ZOOM?

Posed to respondents who have participated in video calls on Zoom in the past month.



DID YOU GET ACCESS TO YOUR PAID ACCOUNT VIA WORK BEFORE OR AFTER THE START OF THE PANDEMIC/COVID?

Posed to respondents who have a paid account with Zoom.



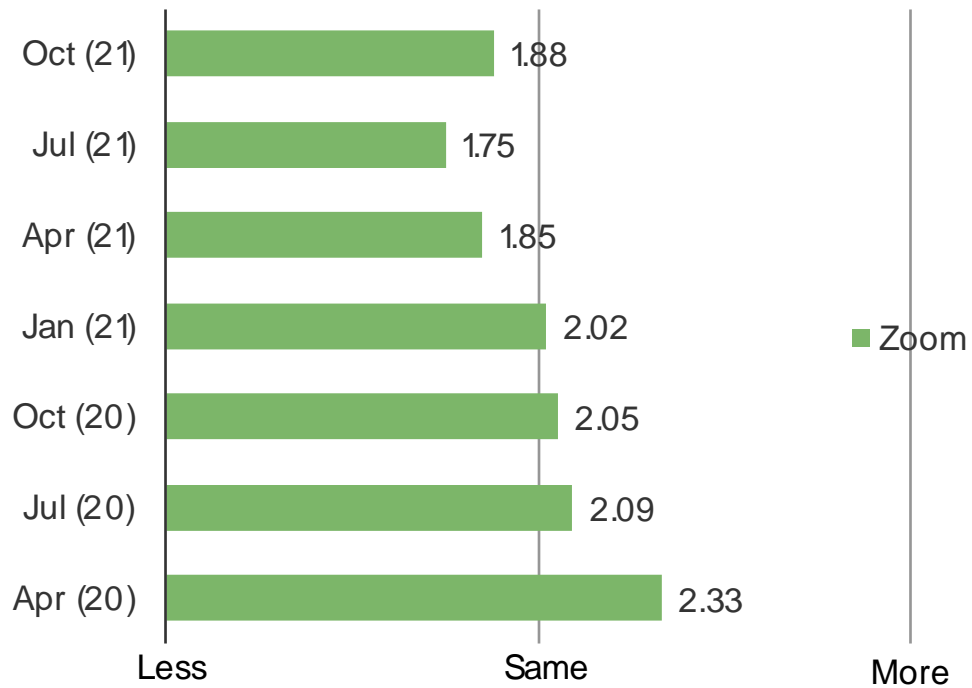
Video Calls

Audience: 1,000 US Consumers

Date: October 2021

DO YOU EXPECT TO USE ZOOM MORE OR LESS FOR VIDEO CALLS IN THE NEXT 3-6 MONTHS?

Posed to respondents who have participated in video calls on Zoom in the past month.



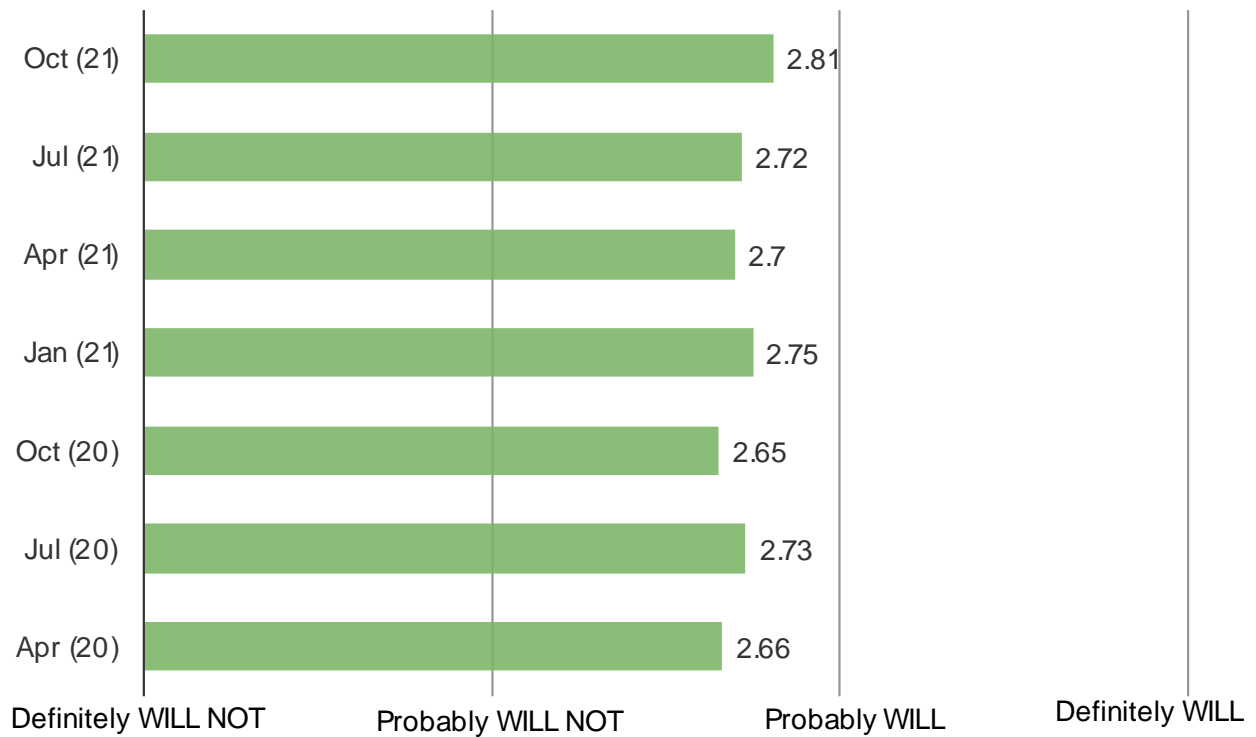
Video Calls

Audience: 1,000 US Consumers

Date: October 2021

WILL YOU CONTINUE USING ZOOM FOR VIDEO CALLS AFTER CORONAVIRUS CONCERNS AND SOCIAL DISTANCING MEASURES ARE RELAXED?

Posed to respondents who have participated in video calls on Zoom in the past month.



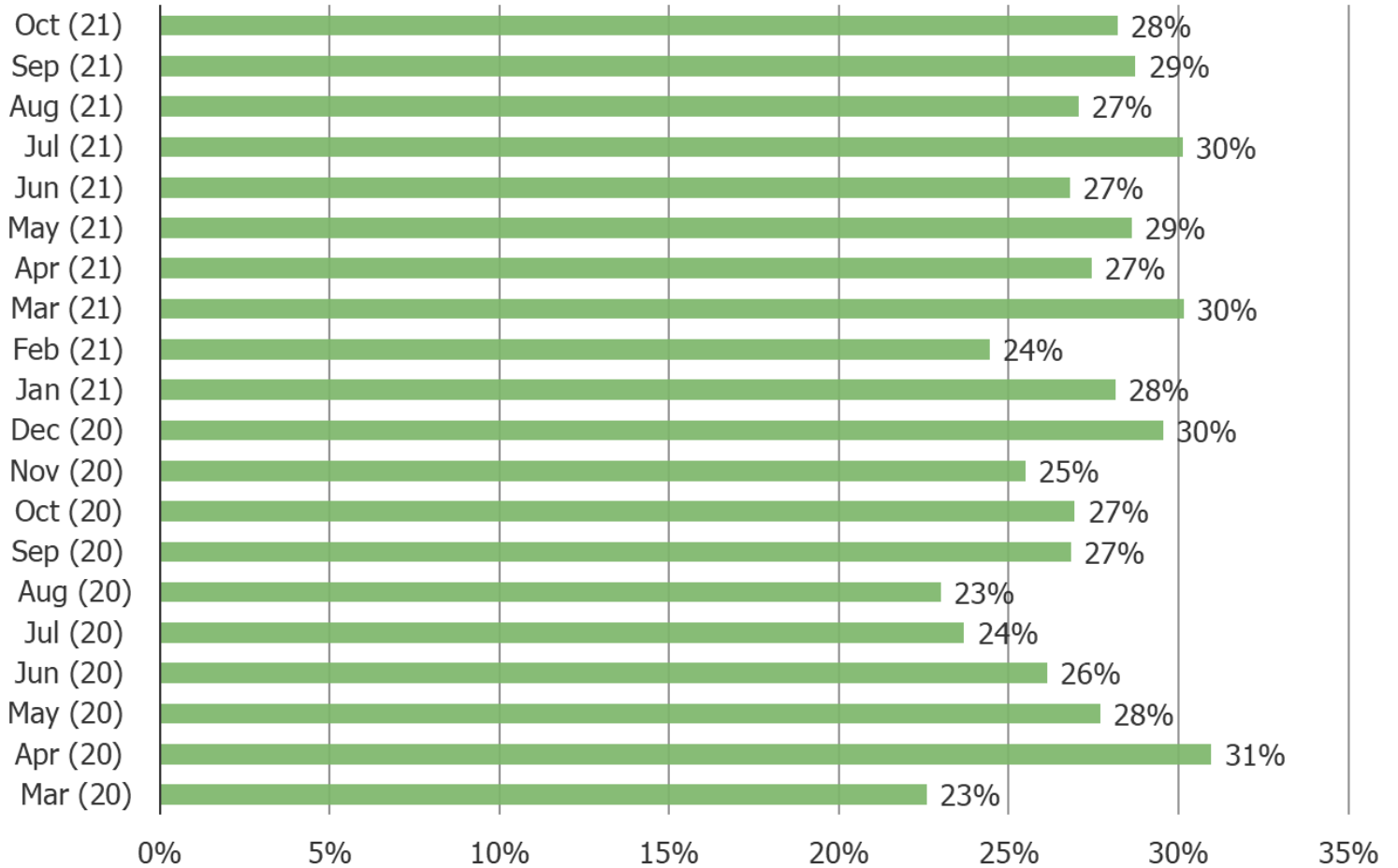
Video Calls

# WORKING FROM HOME AND SOCIAL DISTANCING MEASURES

HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:

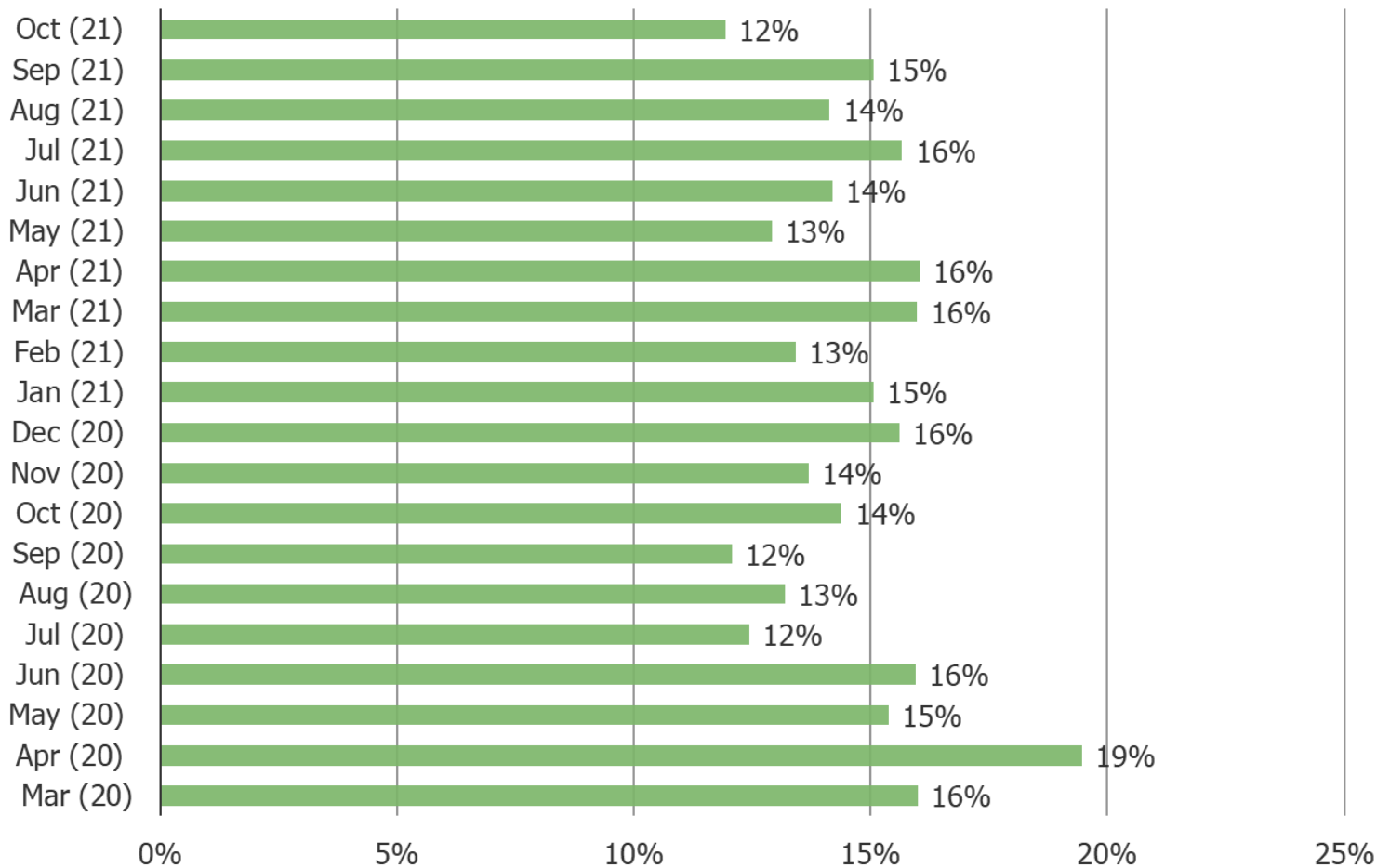
Working from home



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:

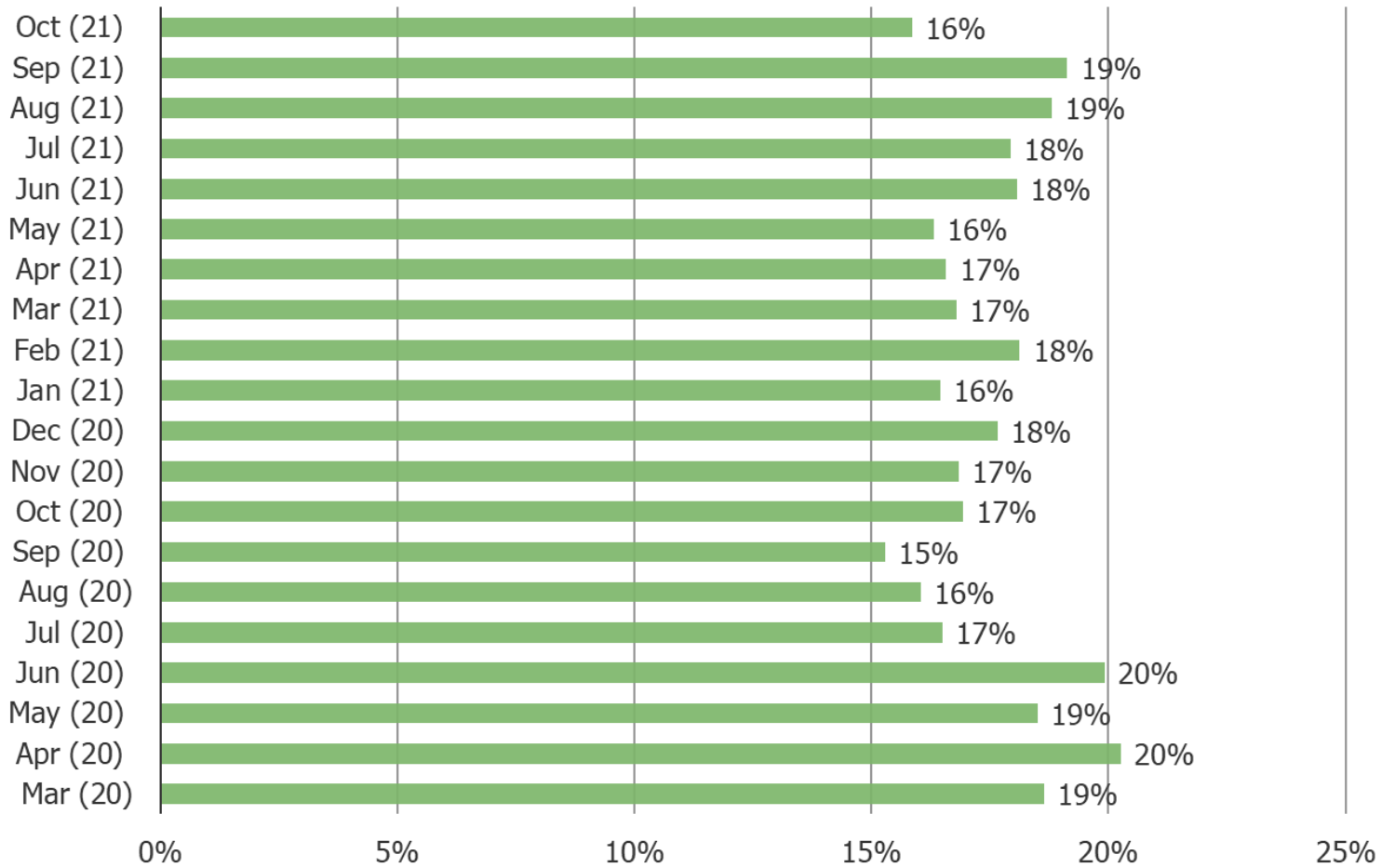
Cancelling or postponing business meetings or conferences



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:

Keeping children home from school

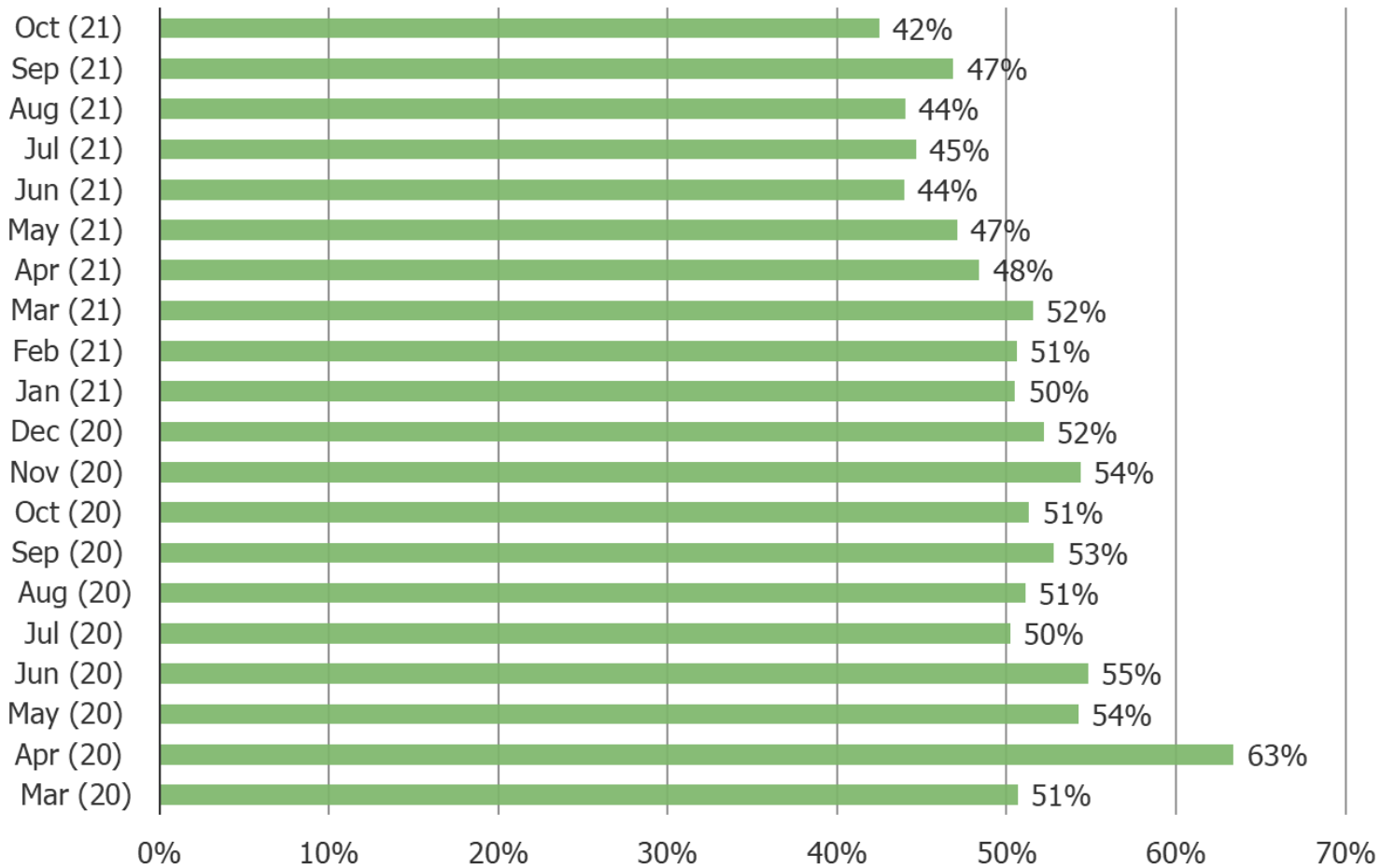




HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:

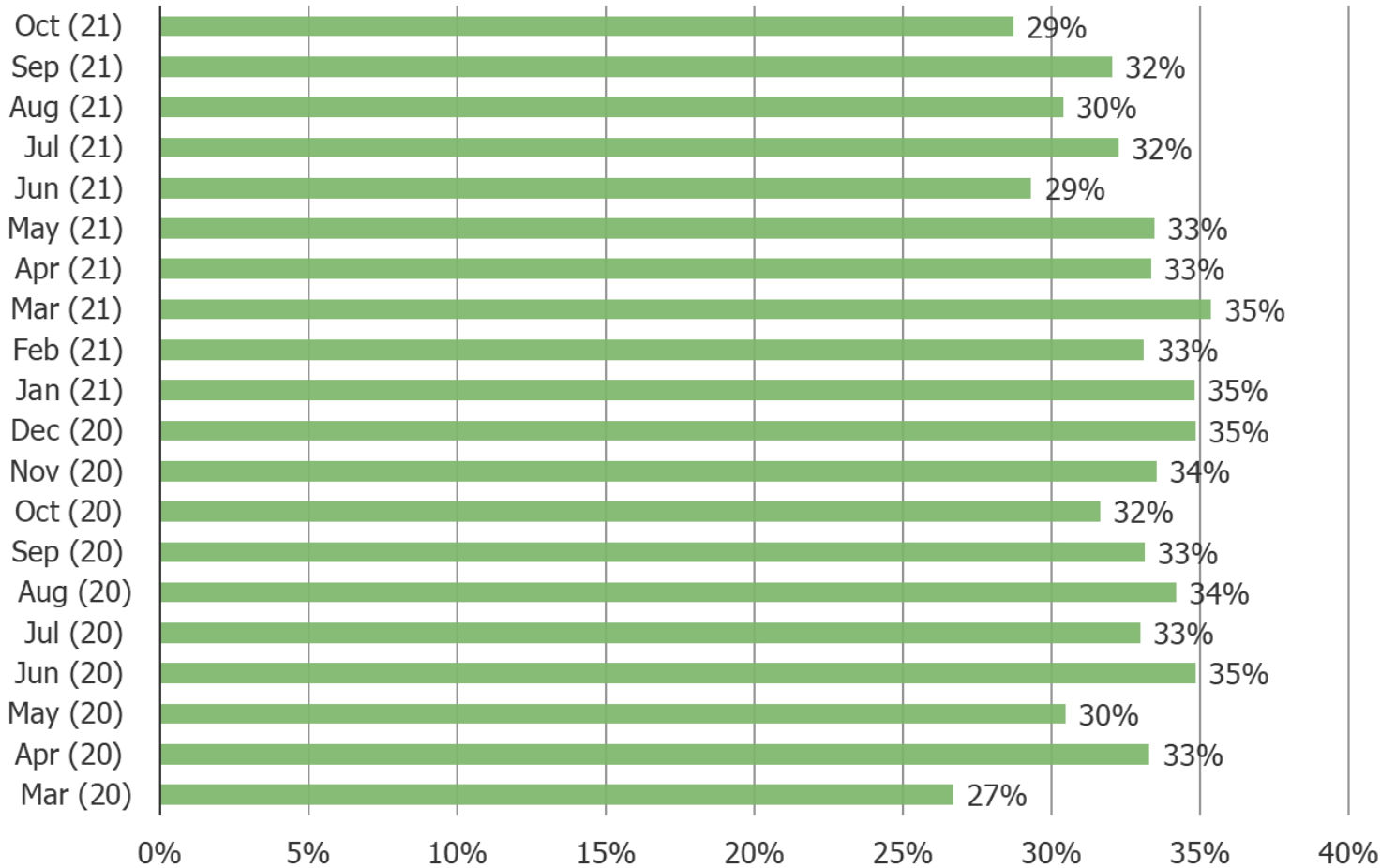
Avoiding large events/gatherings



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

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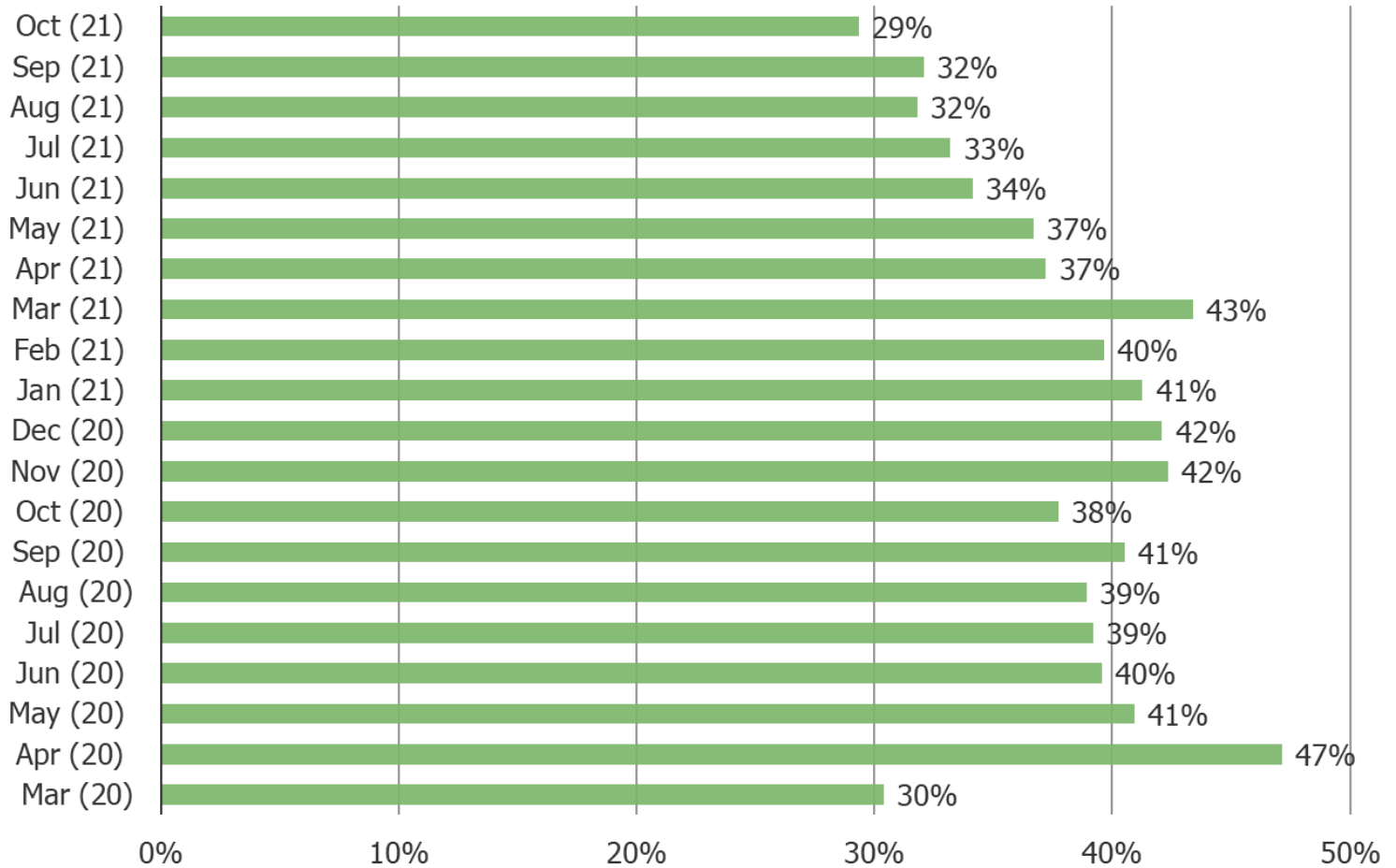
Avoiding public transportation



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

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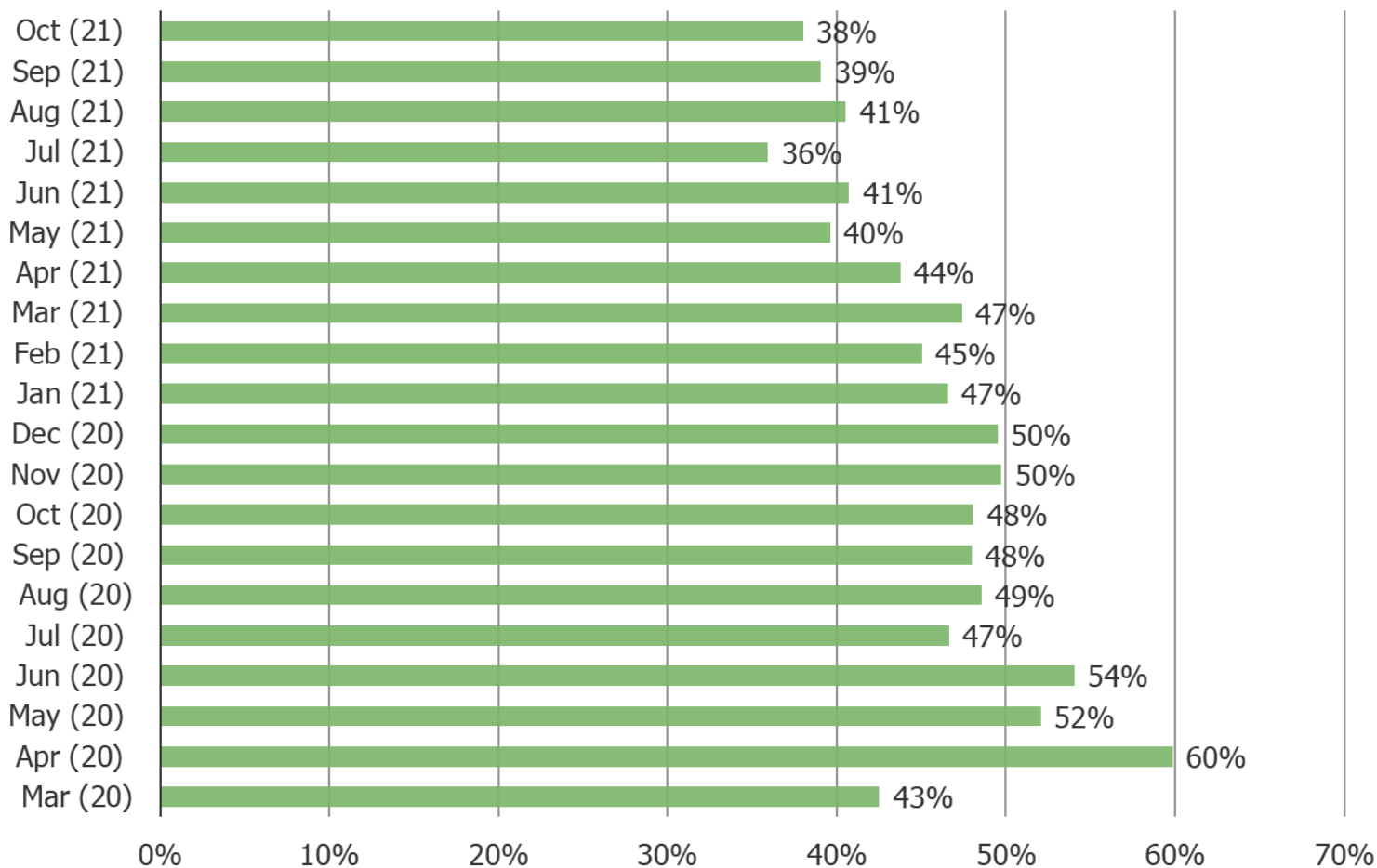
Cancelling or postponing travel



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

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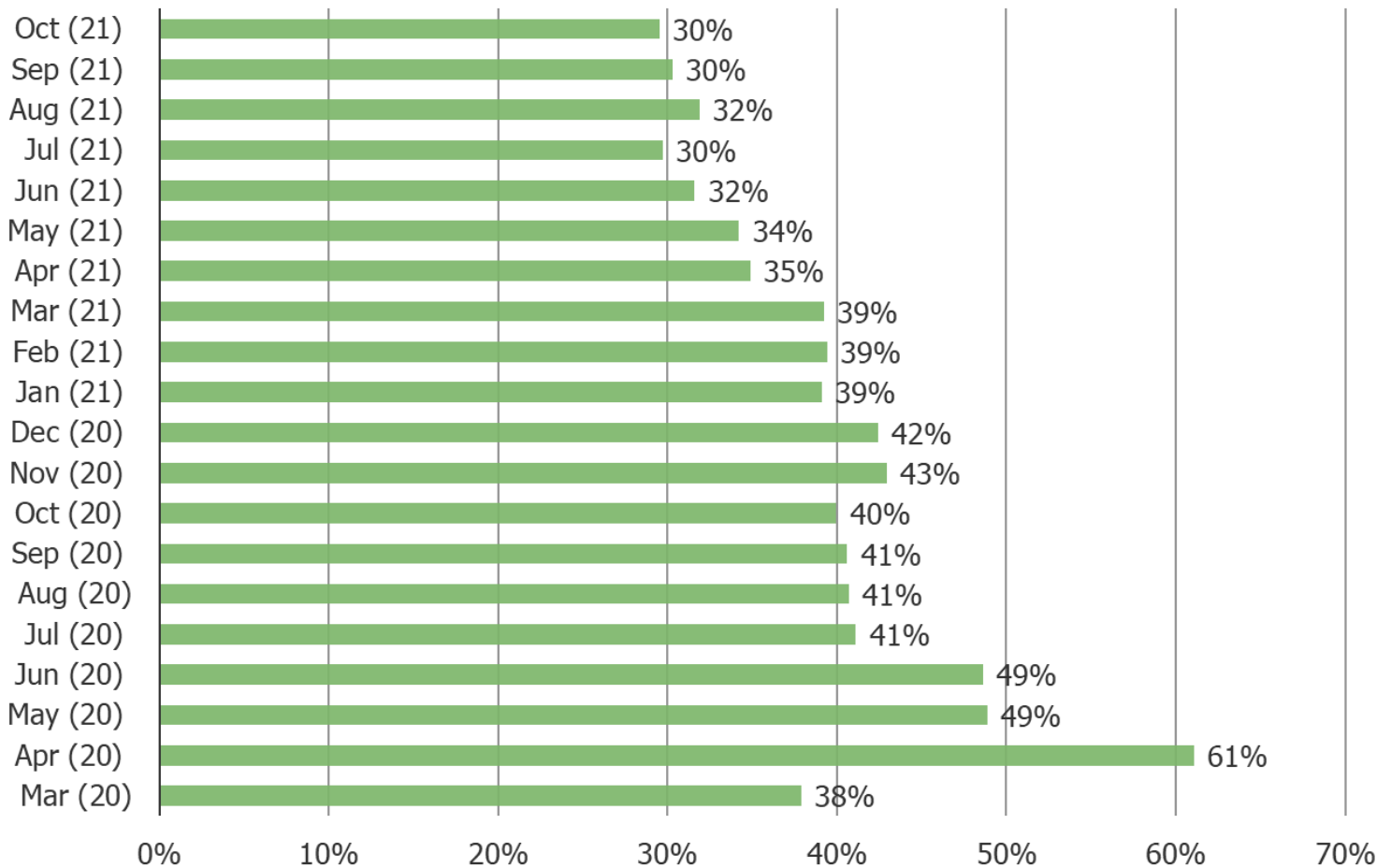
Reducing restaurant visits



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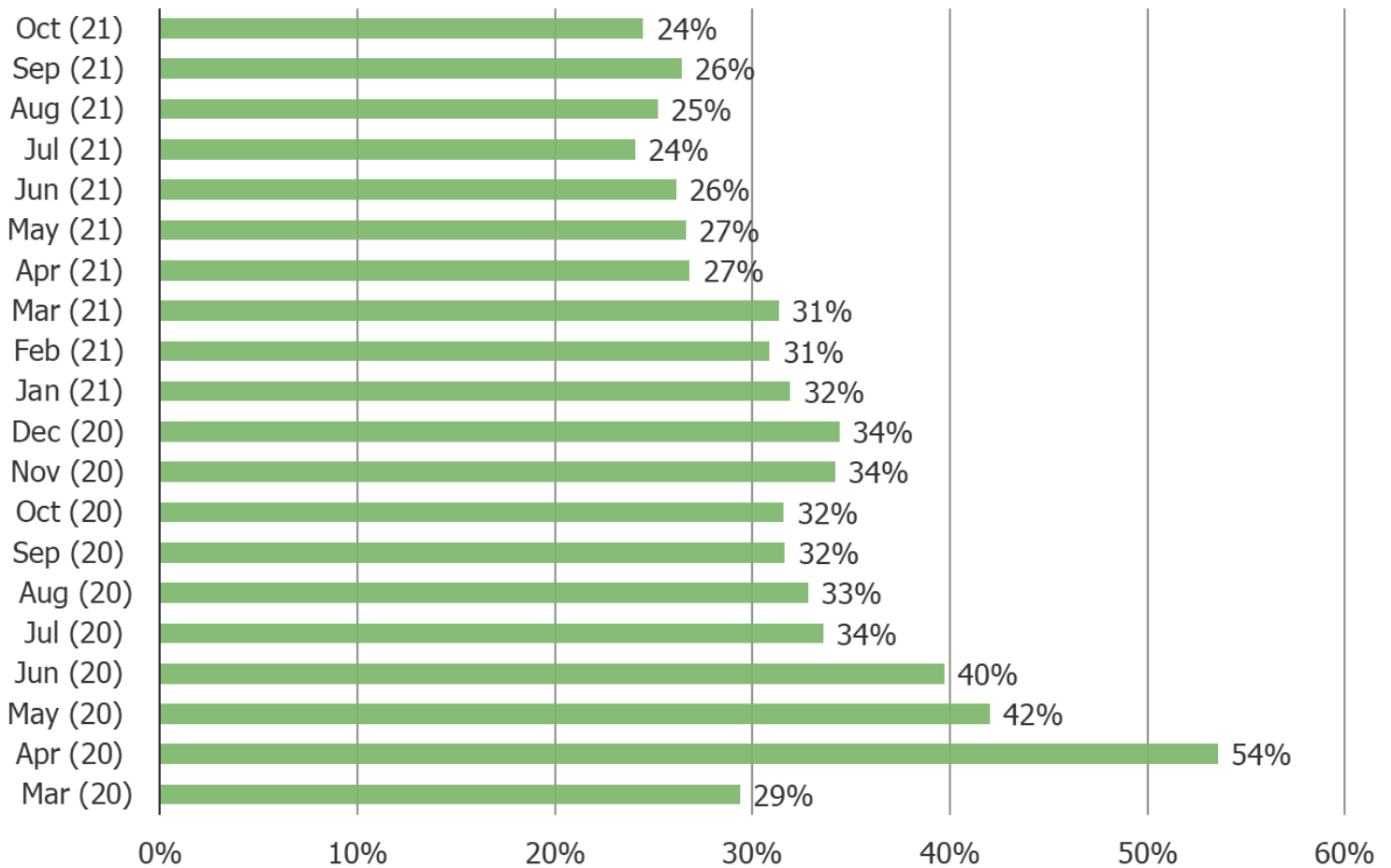
Reducing visits to stores for non-essential items



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

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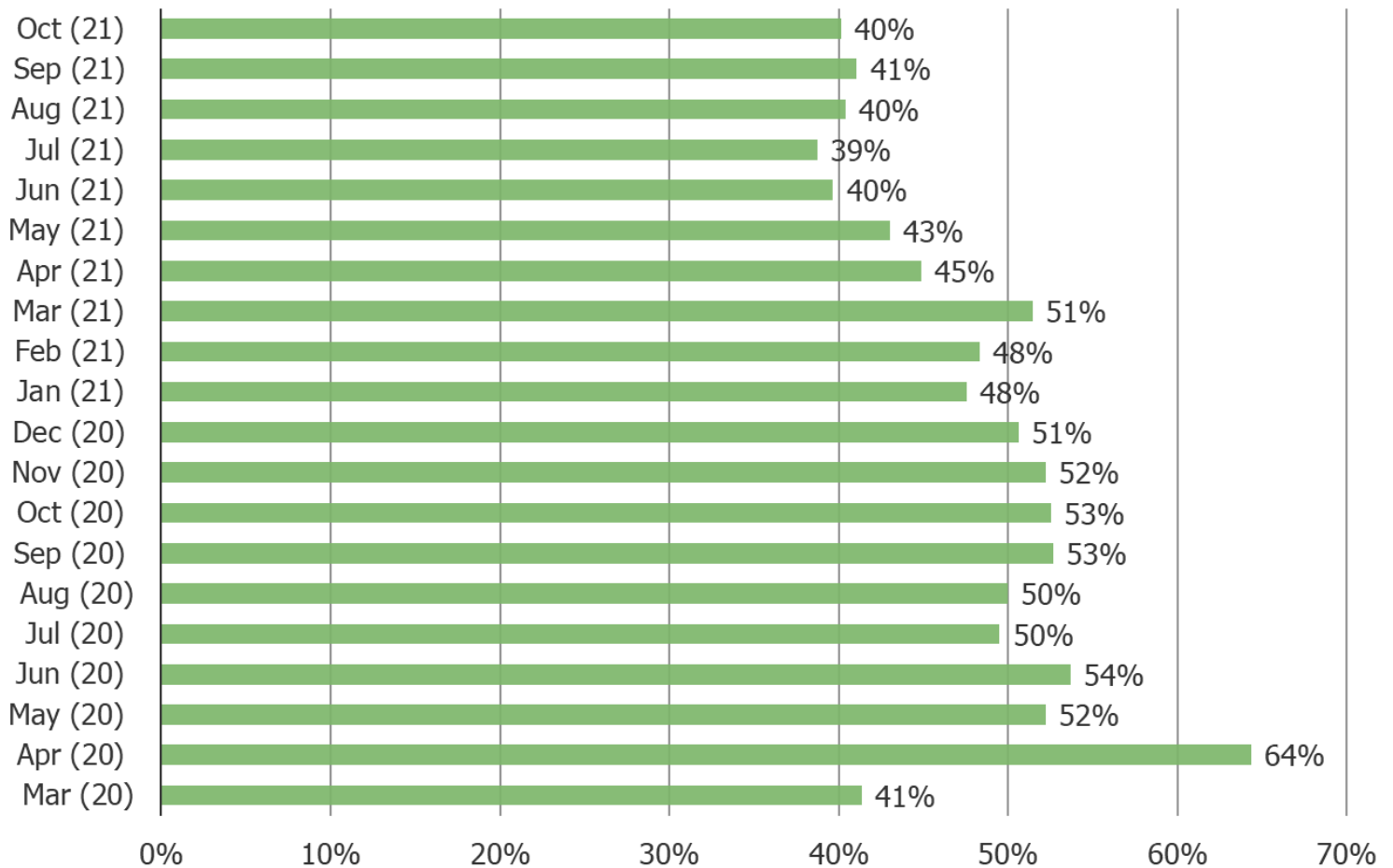
Reducing visits to stores for everyday items



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:

Social distancing (ie, not shaking hands or hugging others)



HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:

No changes at all to my daily routine

