

BESPOKE SURVEYS

## Video Calls Vol 9

1000+ US Consumers Balanced to Census



## CHECK BREAKDOWN: ZM

### TREND CHECKS

#### RECENT VIDEO CALLS ENGAGEMENT

Overall video call frequency was flat q/q but is lower relative to the highs of the pandemic.

#### FUTURE EXPECTATIONS

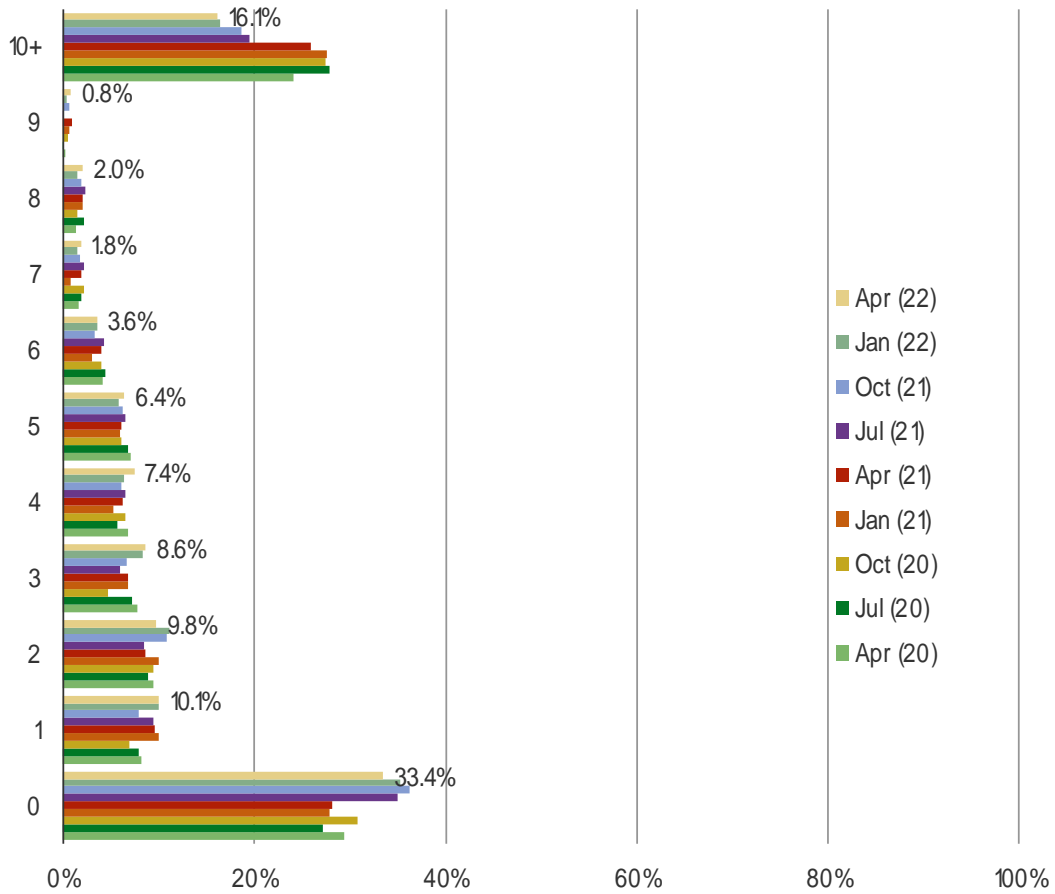
Consumer expectations around video calls regressed from series highs, but the data is still stronger relative to pre-pandemic levels.

Video Calls

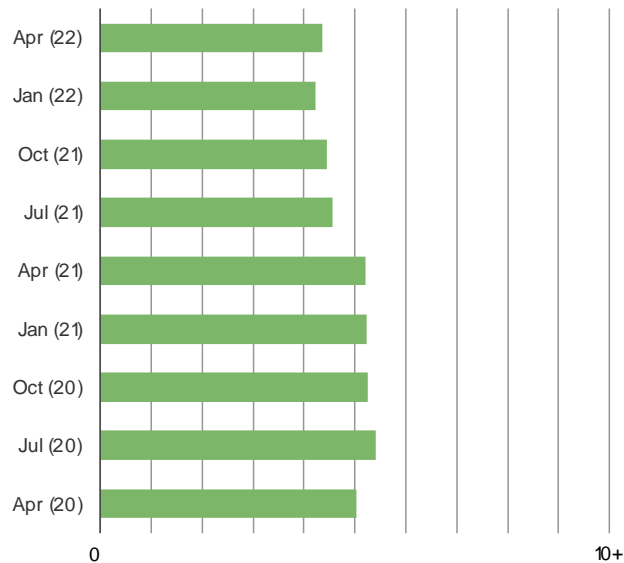
## VIDEO CALLS

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

Posed to all respondents

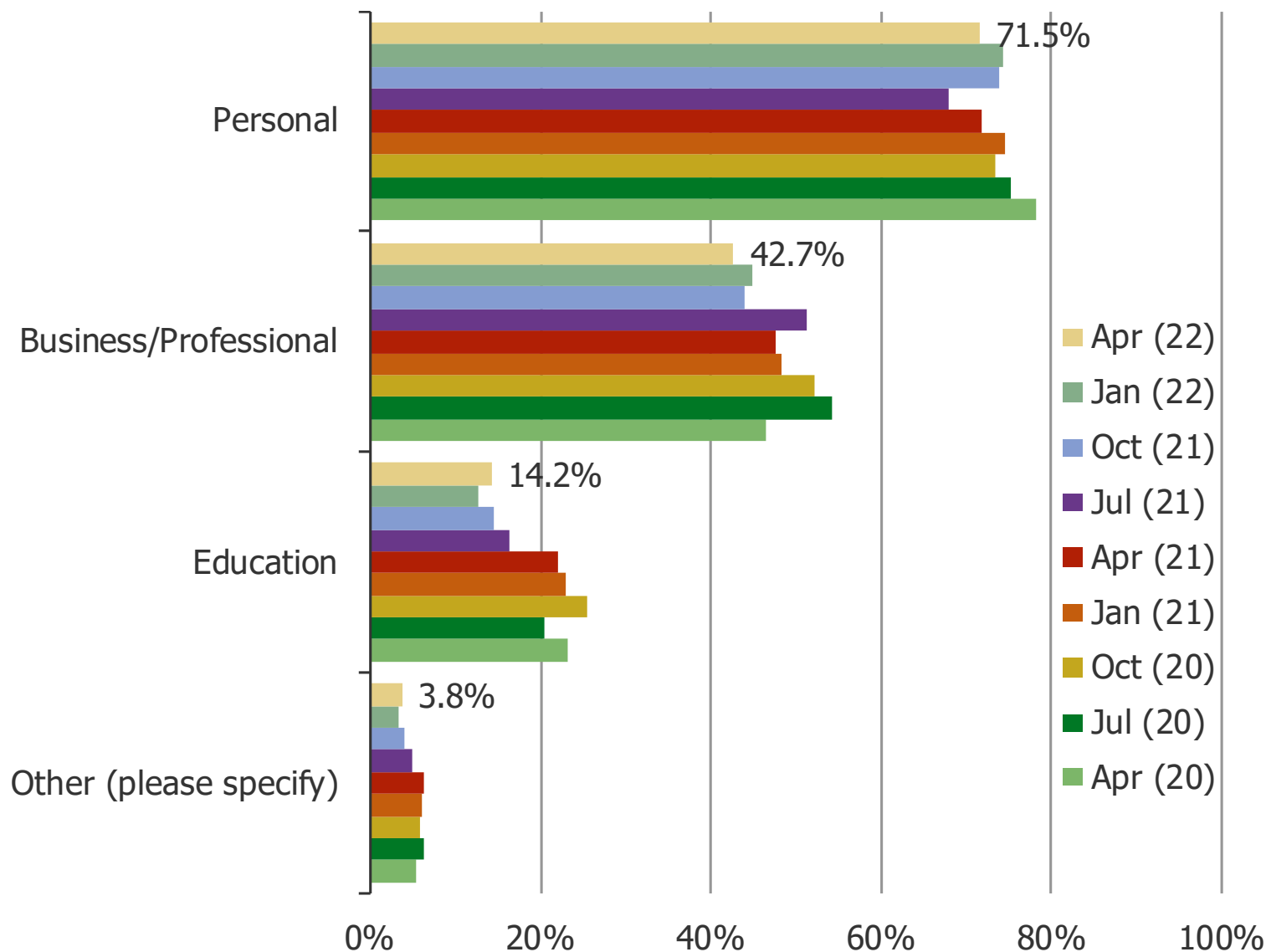


Weighted Average of Chart Above



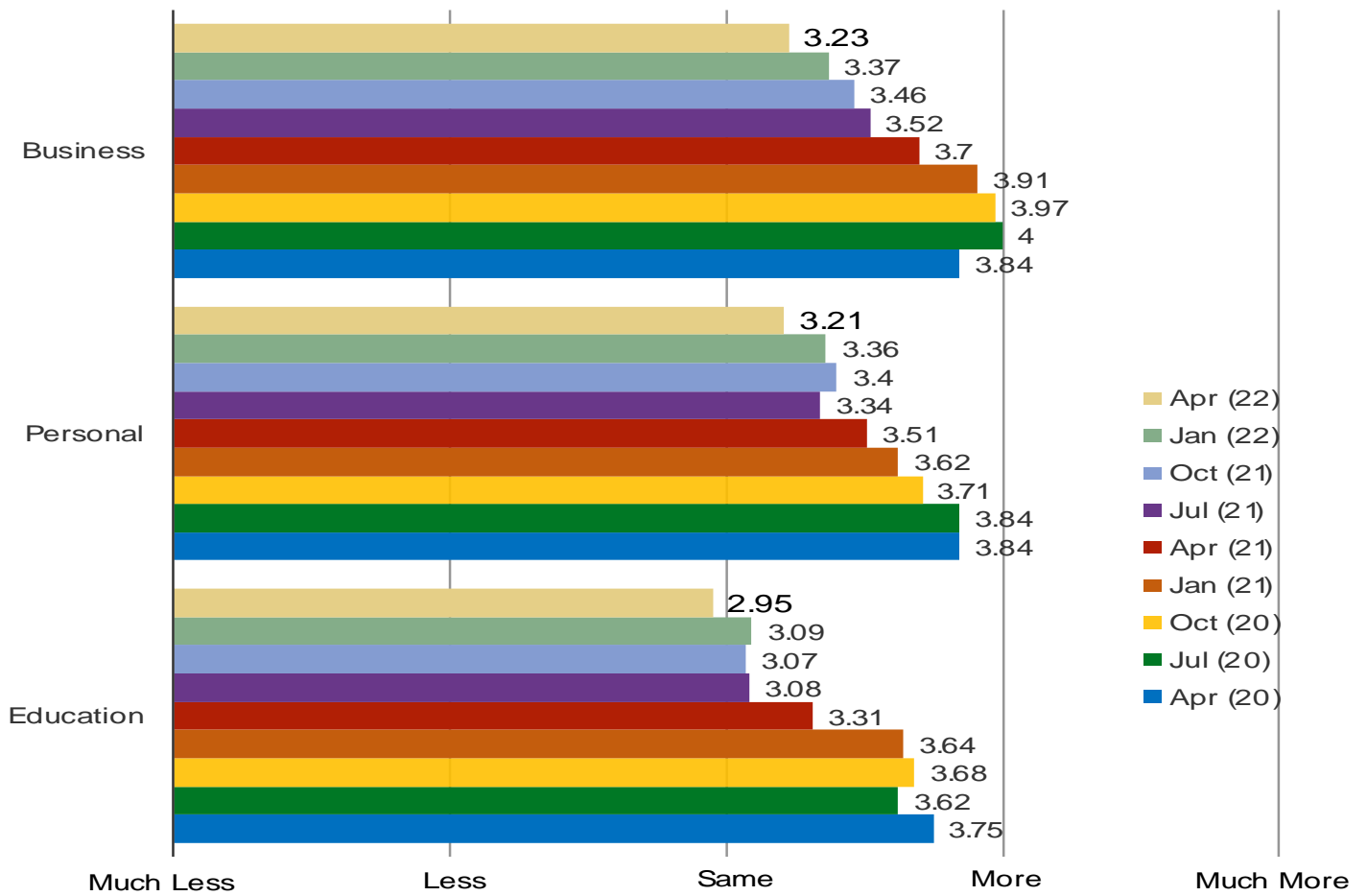
FOR WHAT REASONS HAVE YOU USED VIDEO CALLS IN THE PAST MONTH? (SELECT ALL THAT APPLY)

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



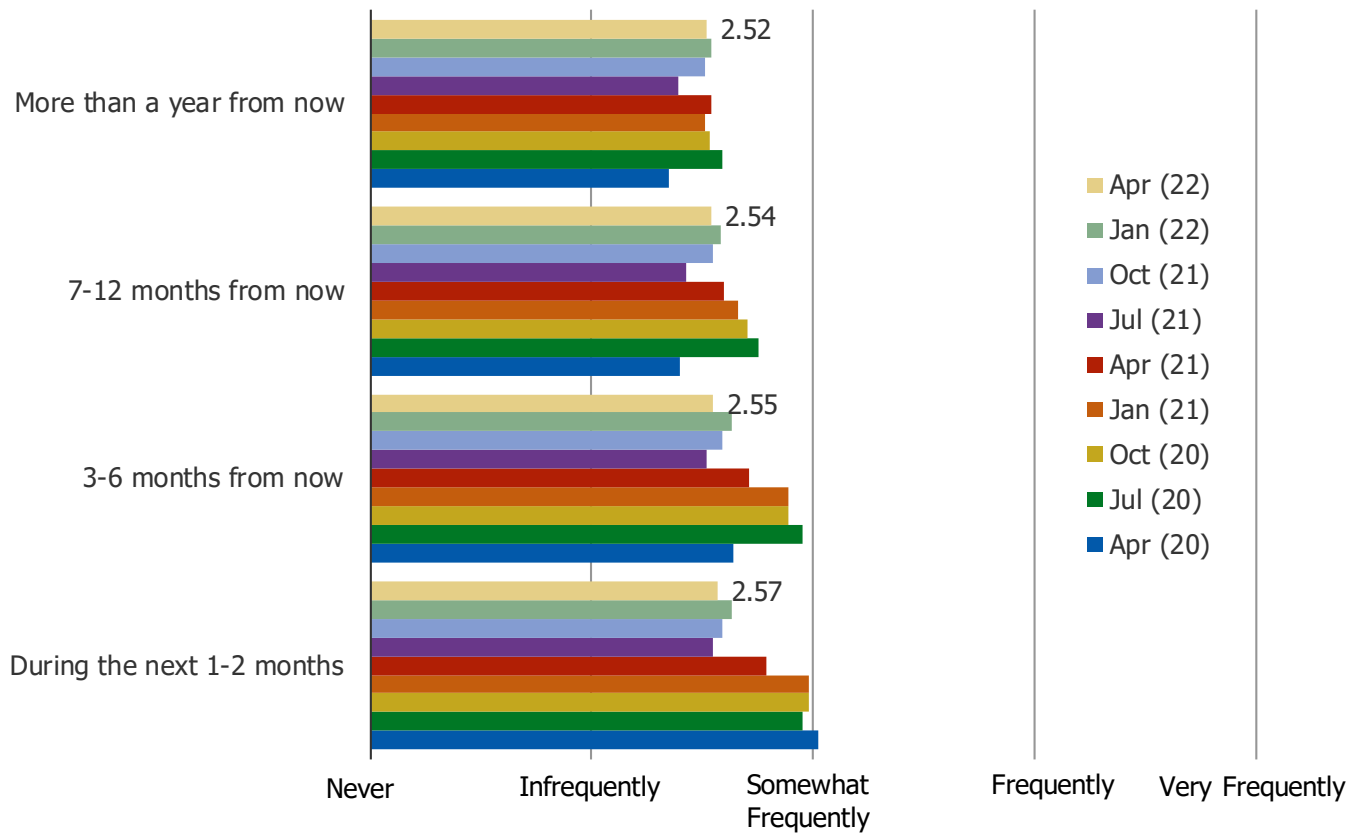
ARE YOU CURRENTLY USING VIDEO CALLS MORE OR LESS OFTEN THAN NORMAL?

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



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

Posed to all respondents



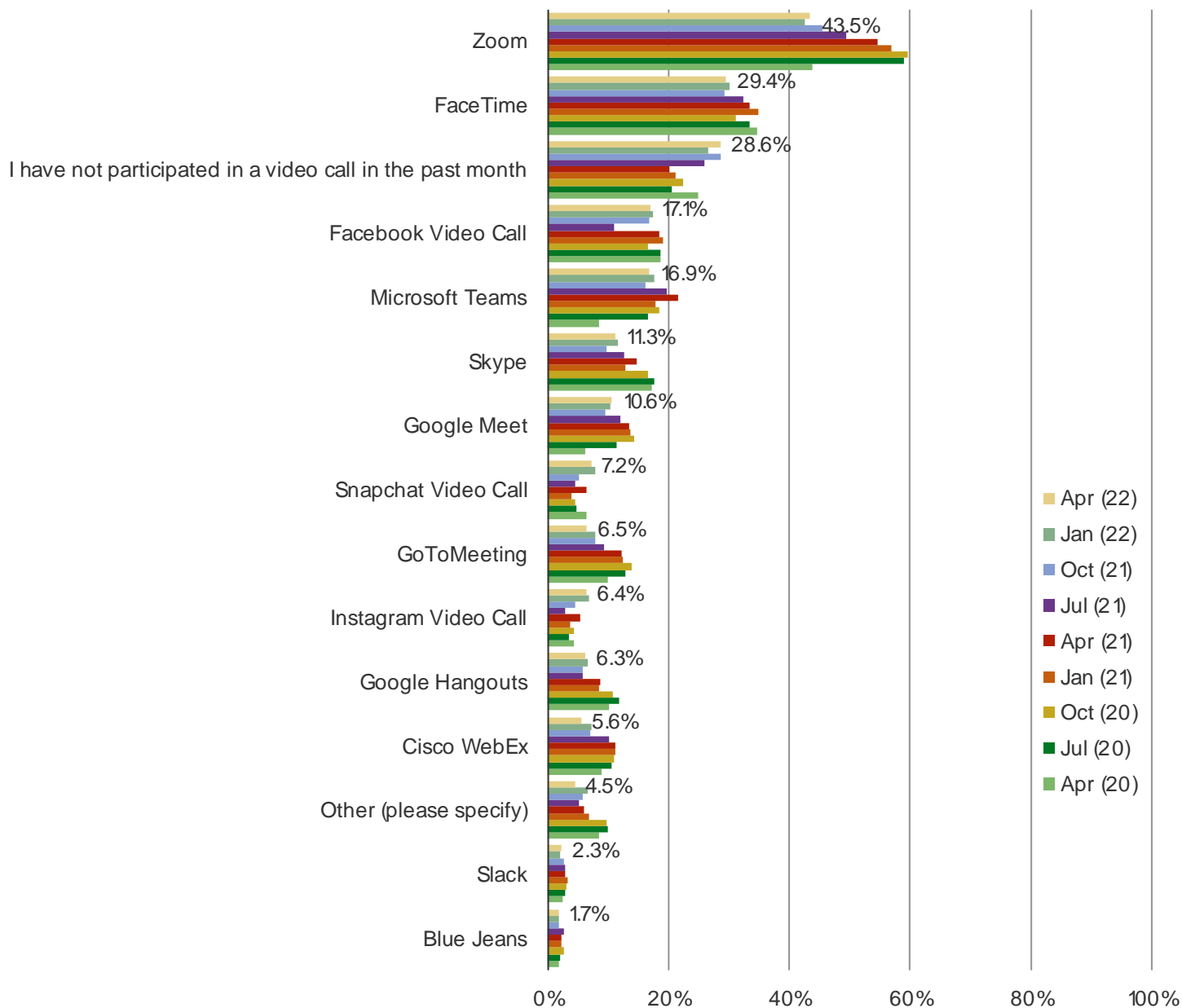
Video Calls

Audience: 1,000 US Consumers

Date: April 2022

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

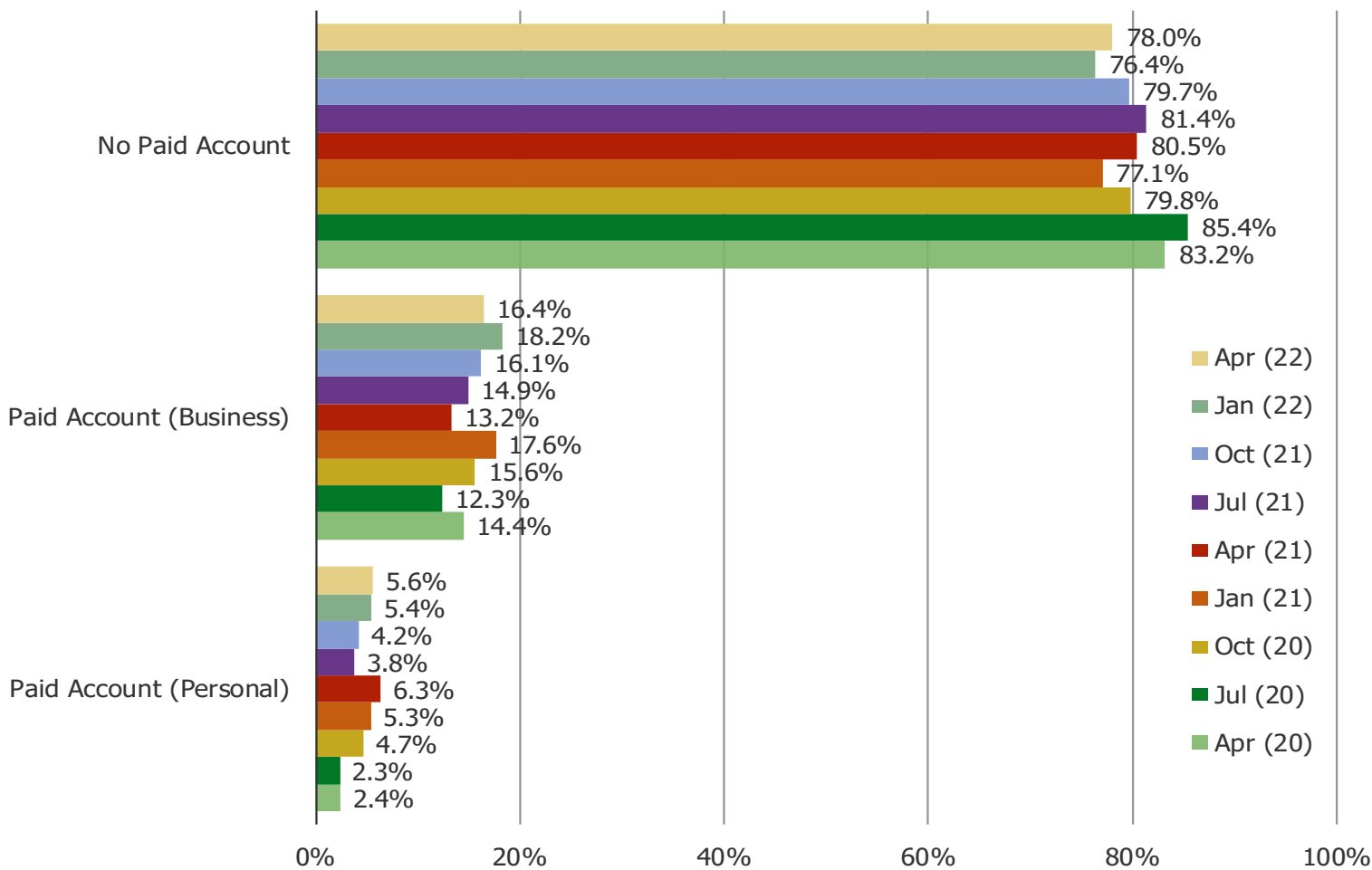
Posed to all respondents





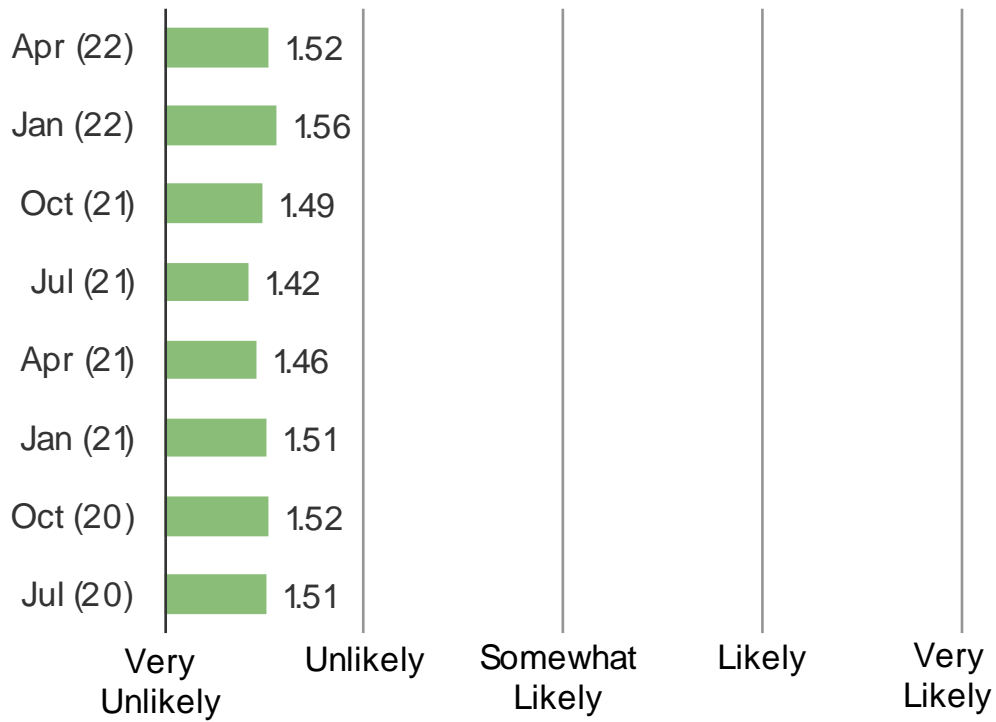
DO YOU HAVE A PAID ACCOUNT ACTIVE WITH ZOOM?

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



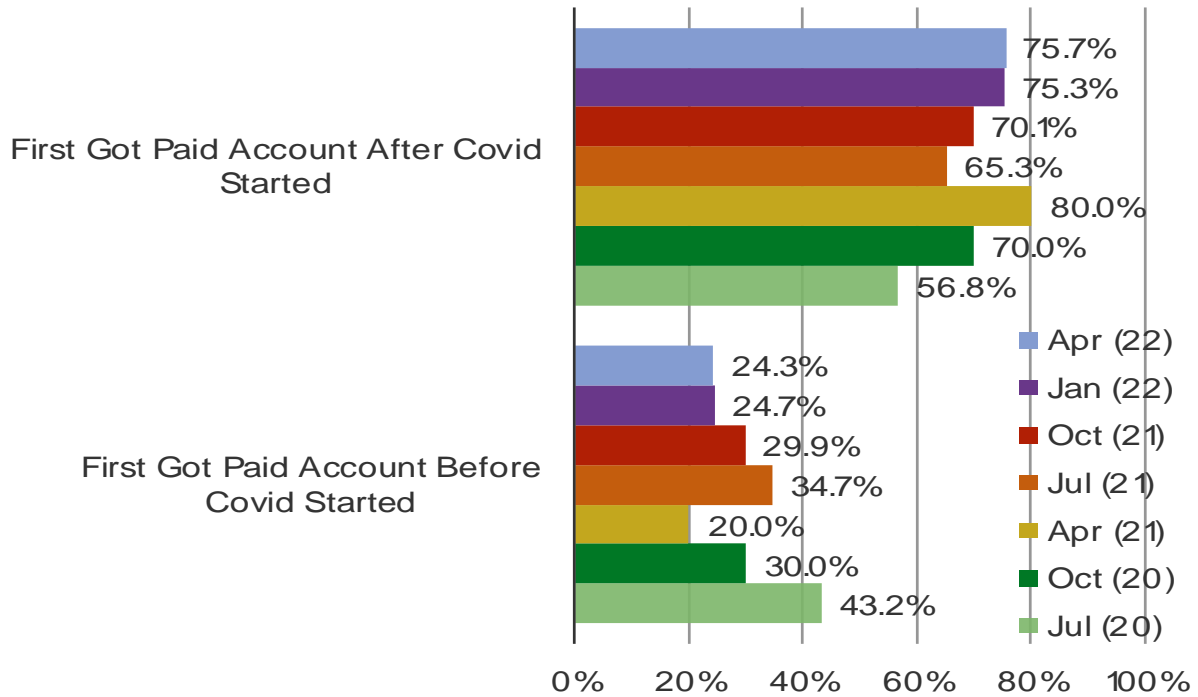
HOW LIKELY ARE YOU TO SWITCH TO A PAID ACCOUNT IN THE FUTURE WITH ZOOM?

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



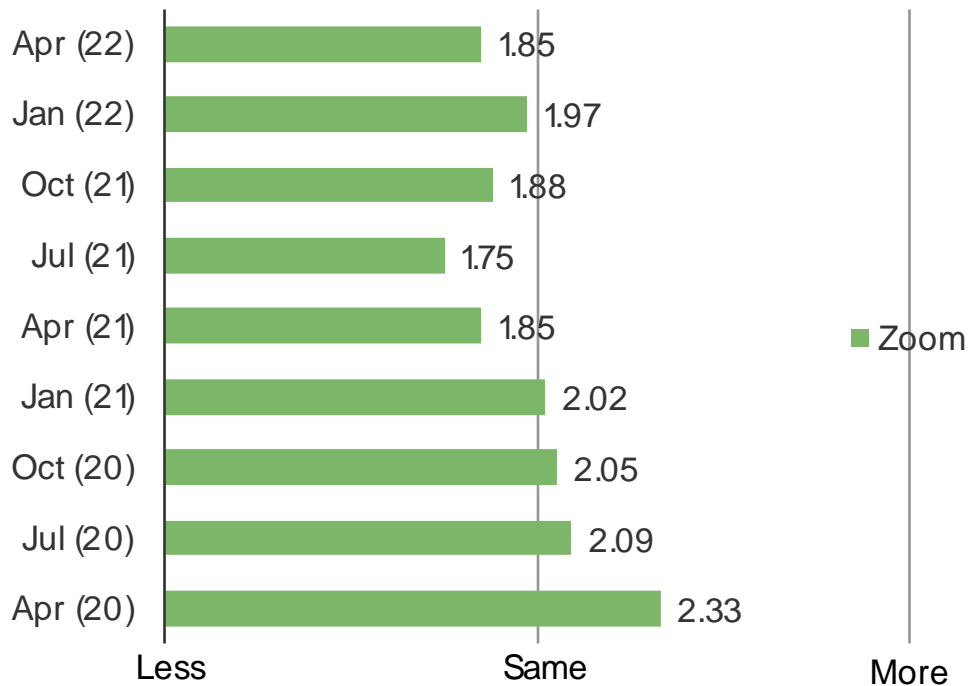
**DID YOU GET ACCESS TO YOUR PAID ACCOUNT VIA WORK BEFORE OR AFTER THE START OF THE PANDEMIC/COVID?**

Posed to respondents who have a paid account with Zoom.



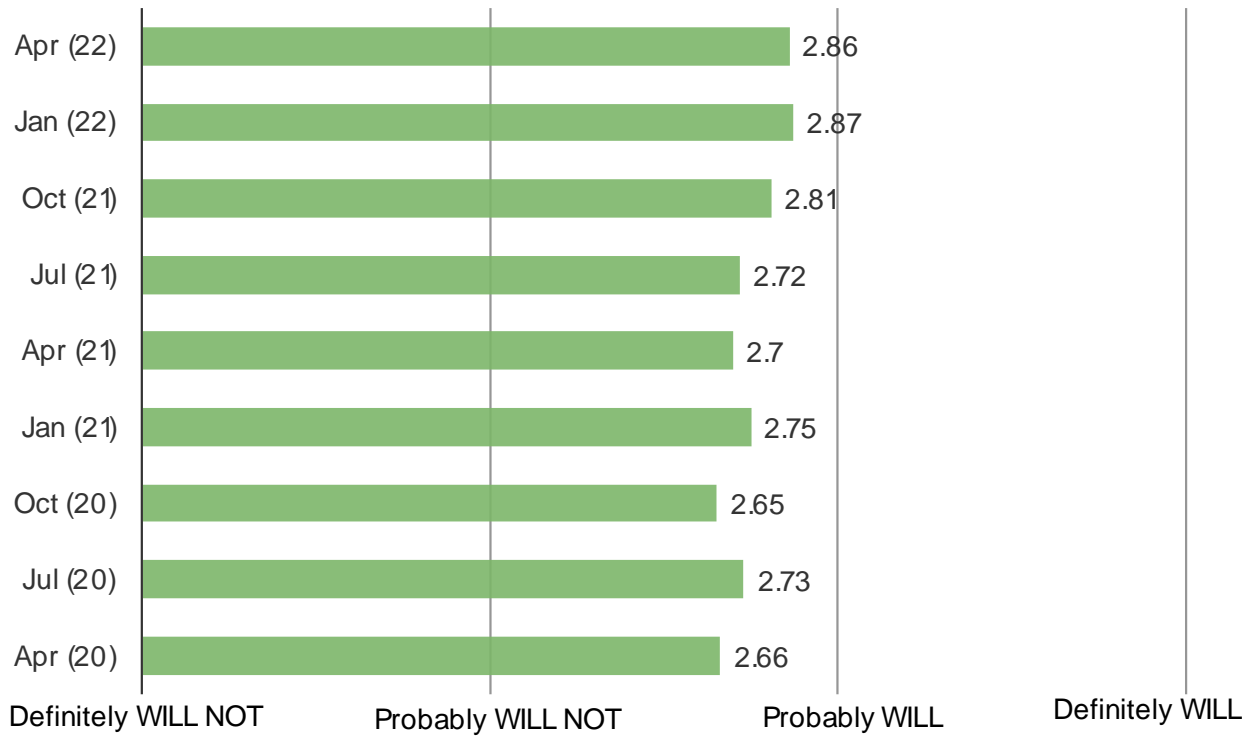
DO YOU EXPECT TO USE ZOOM MORE OR LESS FOR VIDEO CALLS IN THE NEXT 3-6 MONTHS?

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



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.

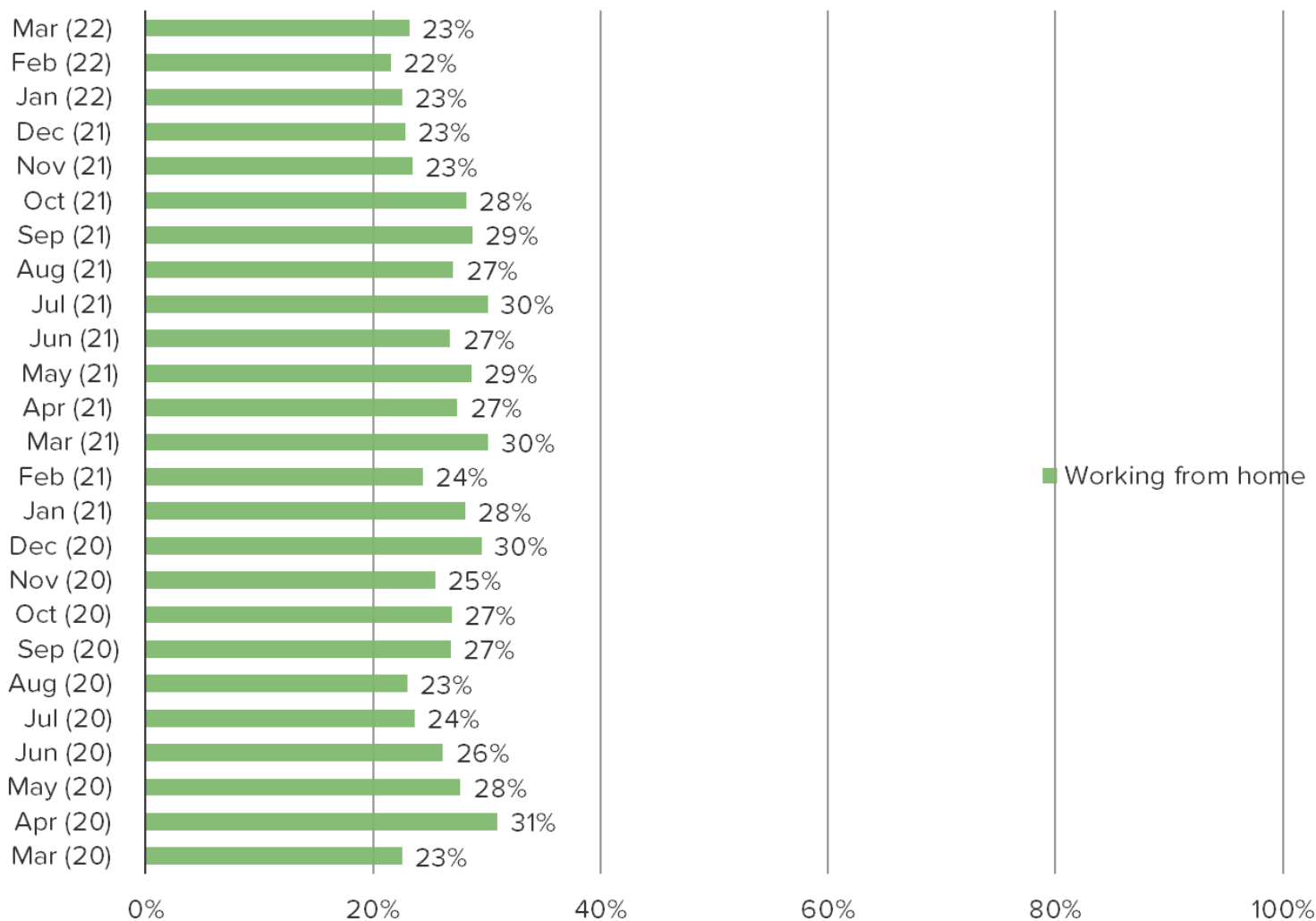


Video Calls

# WORKING FROM HOME AND SOCIAL DISTANCING MEASURES

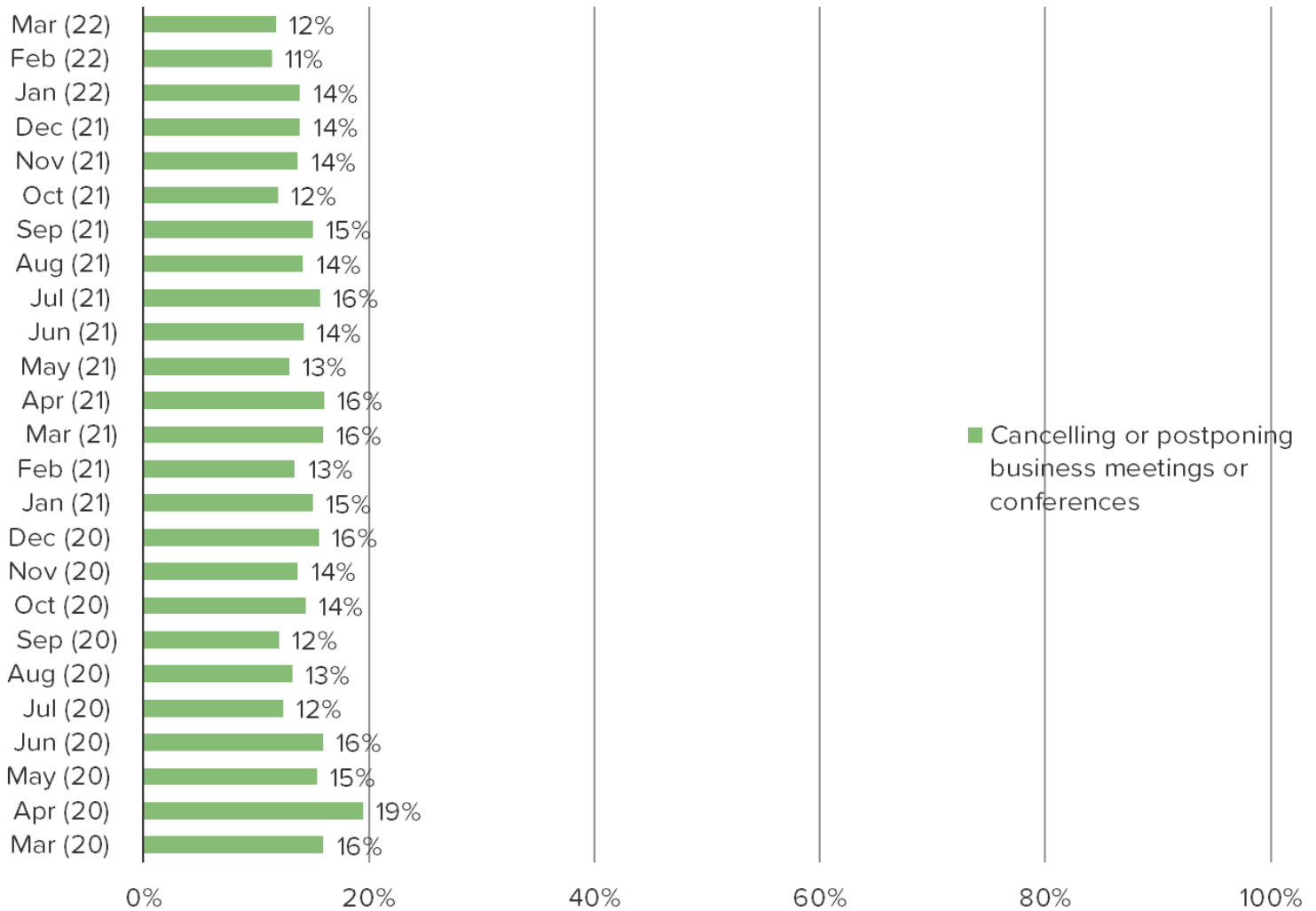
HAVE YOU MADE ANY CHANGES AT ALL TO AVOID CATCHING THE CORONAVIRUS?

Posed to all respondents, % who selected the following:



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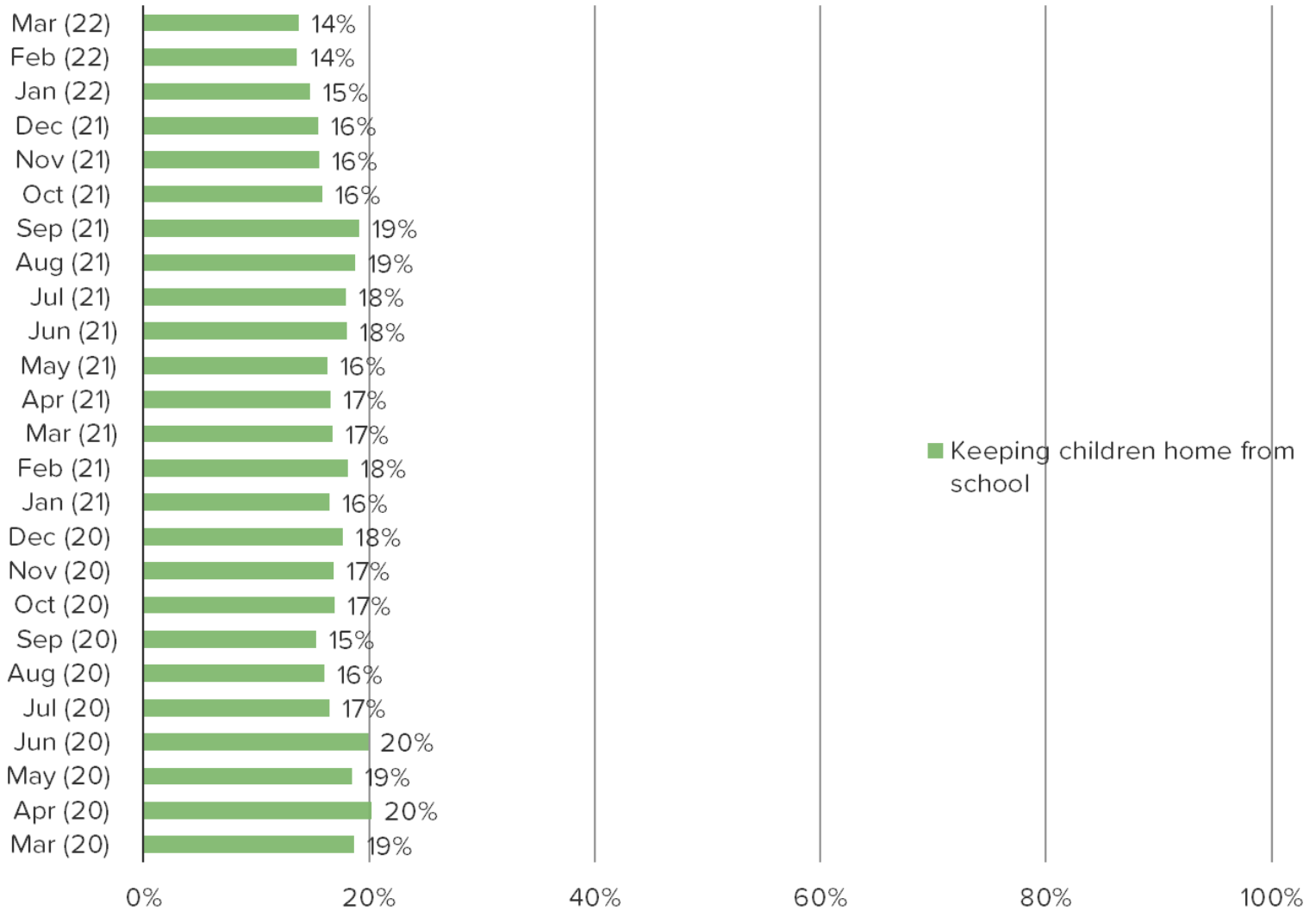
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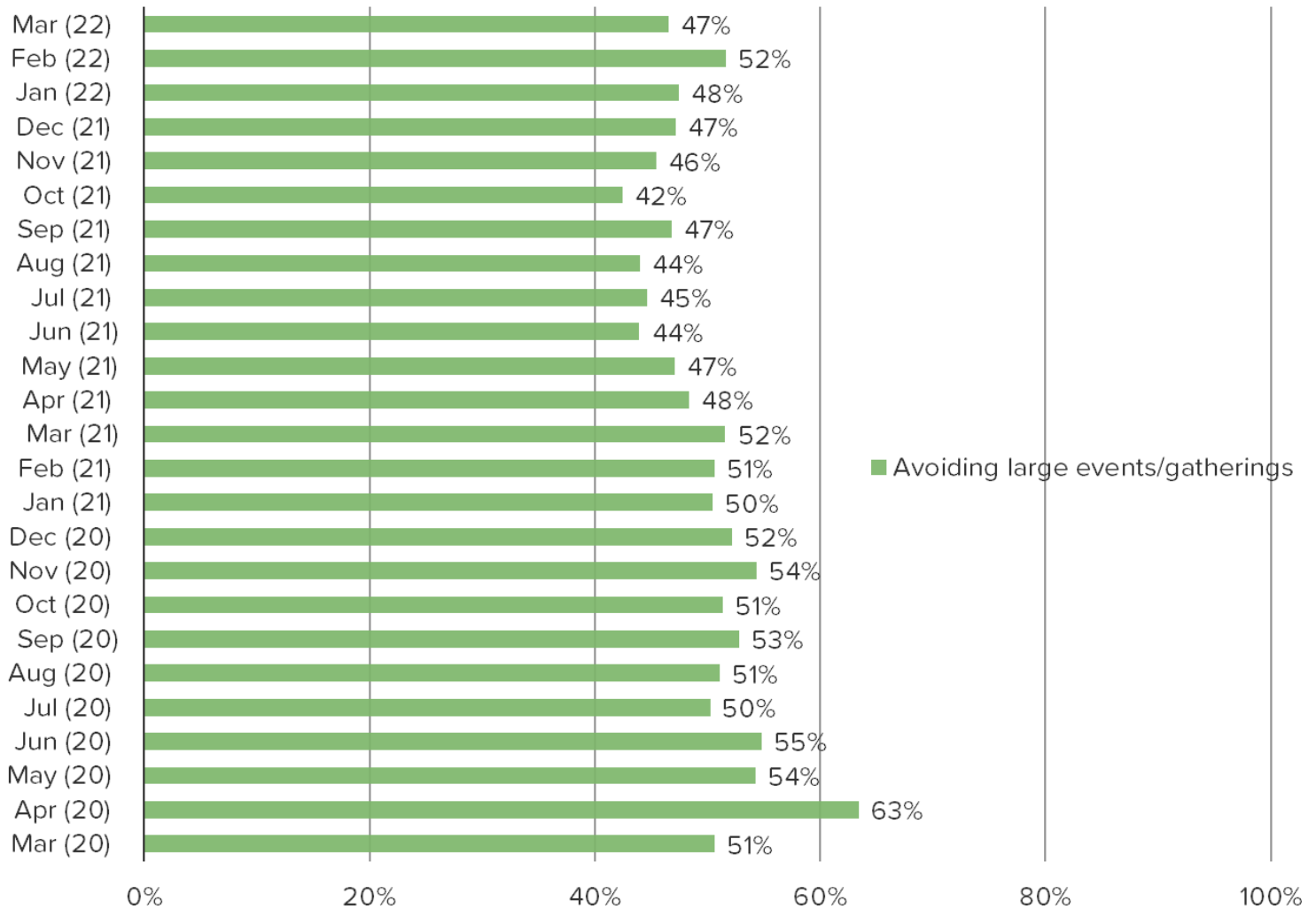
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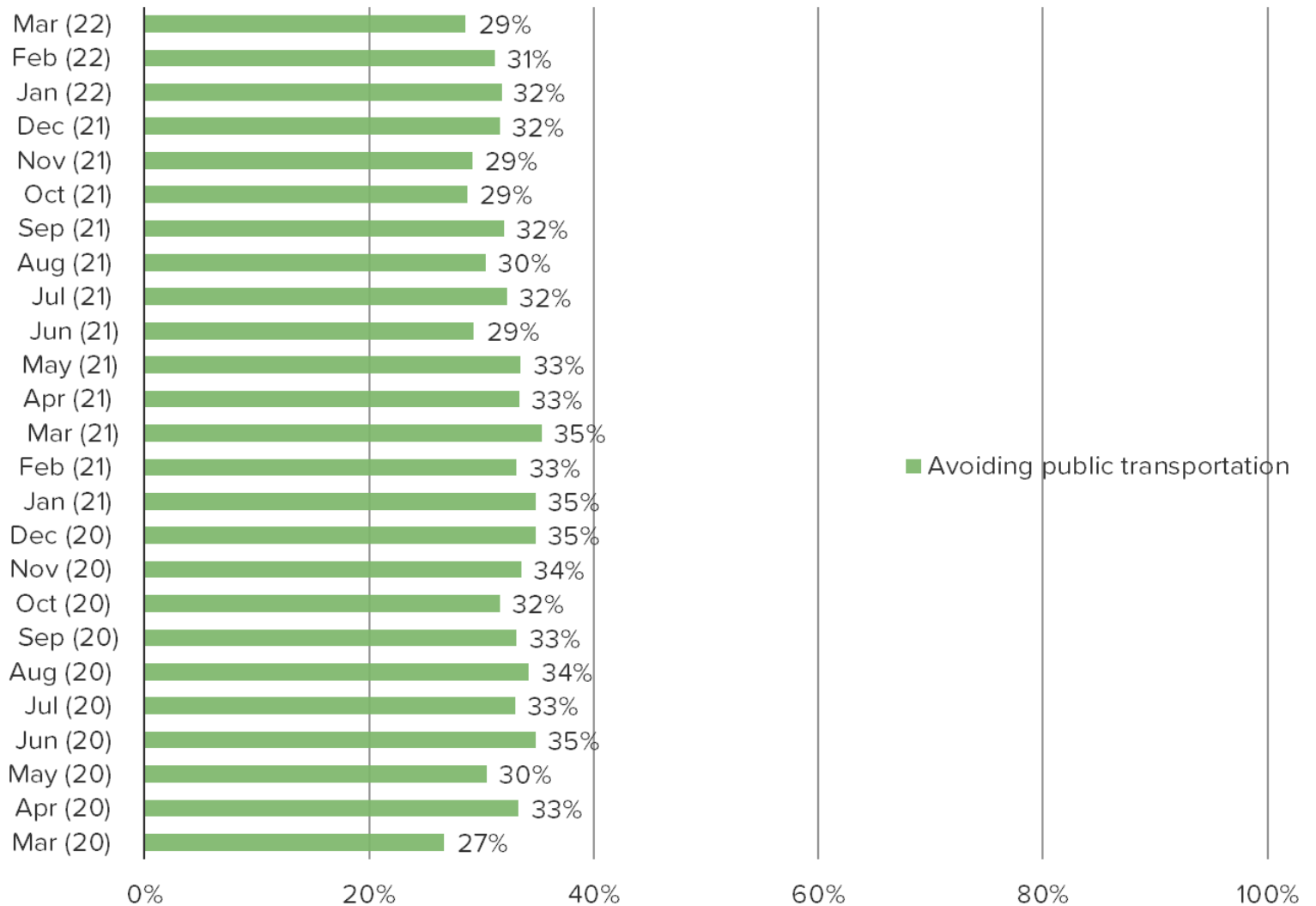
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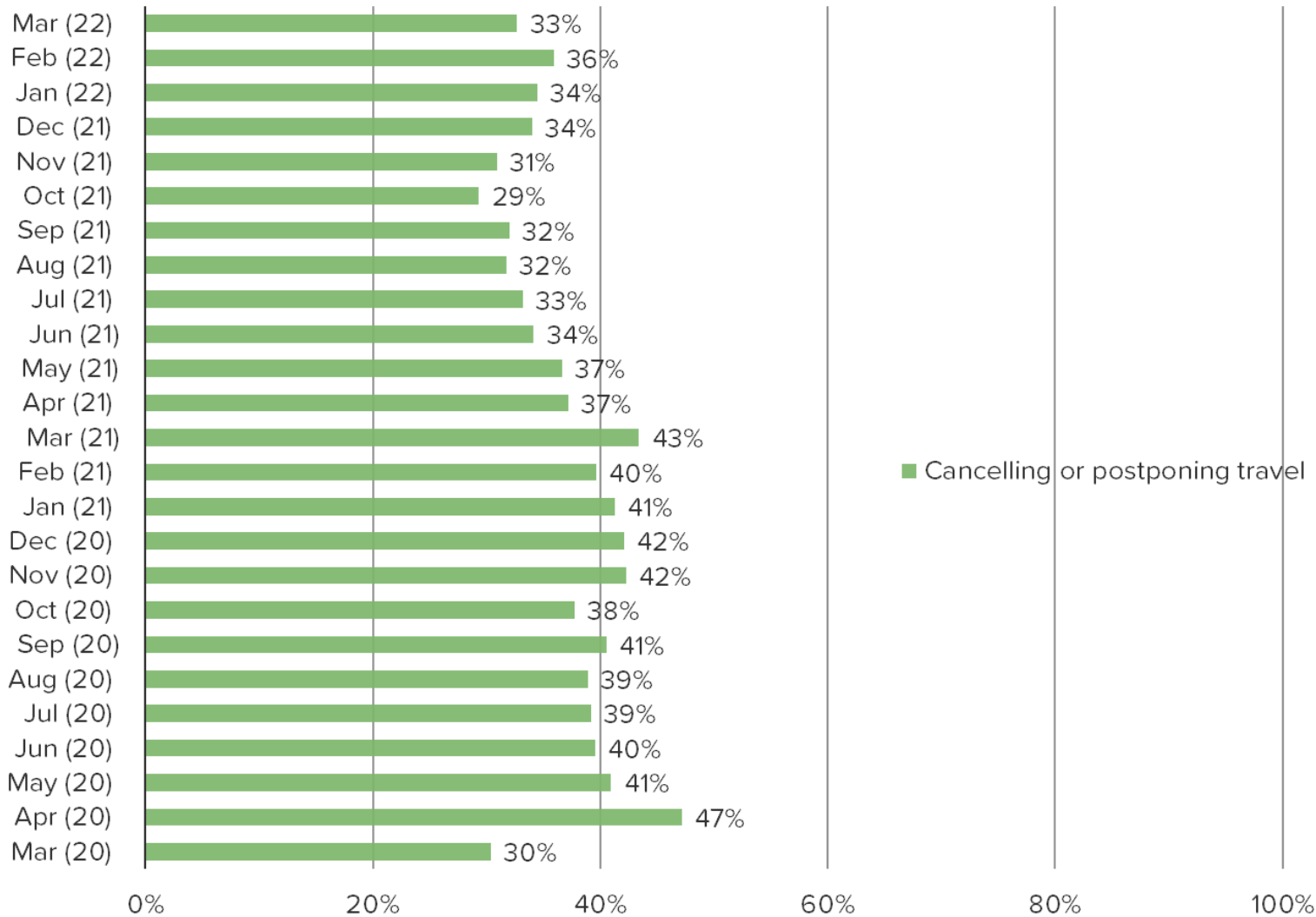
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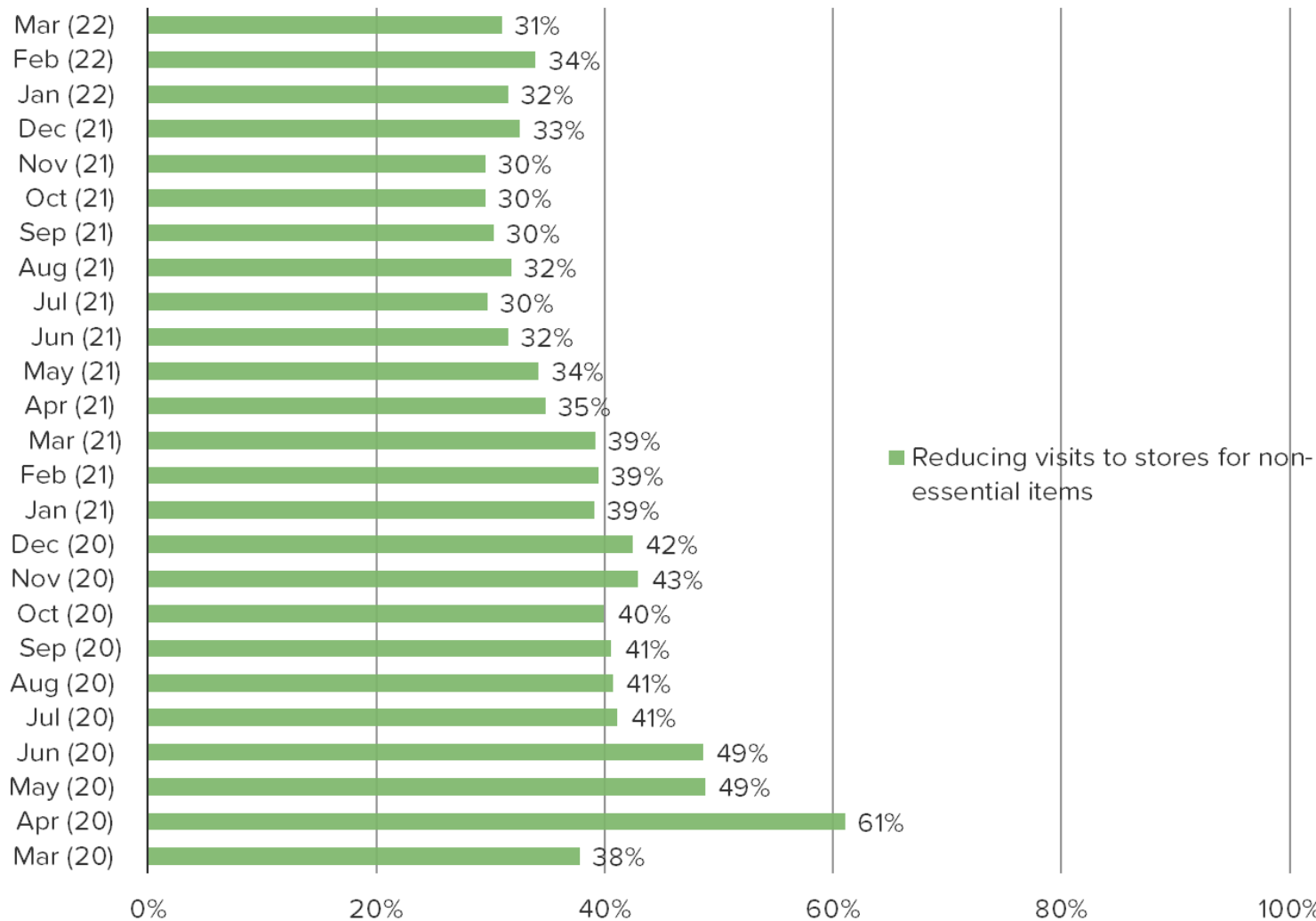
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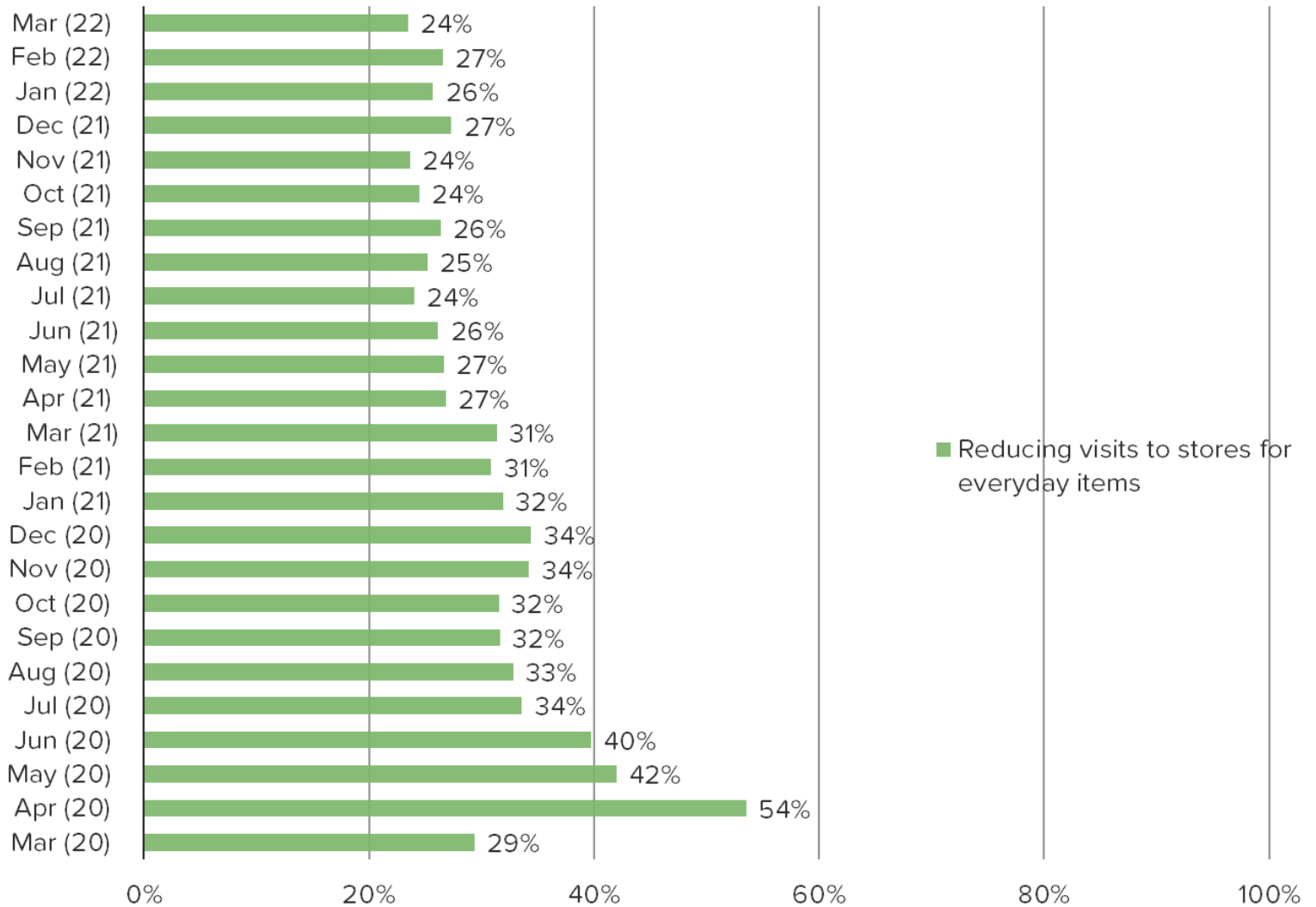
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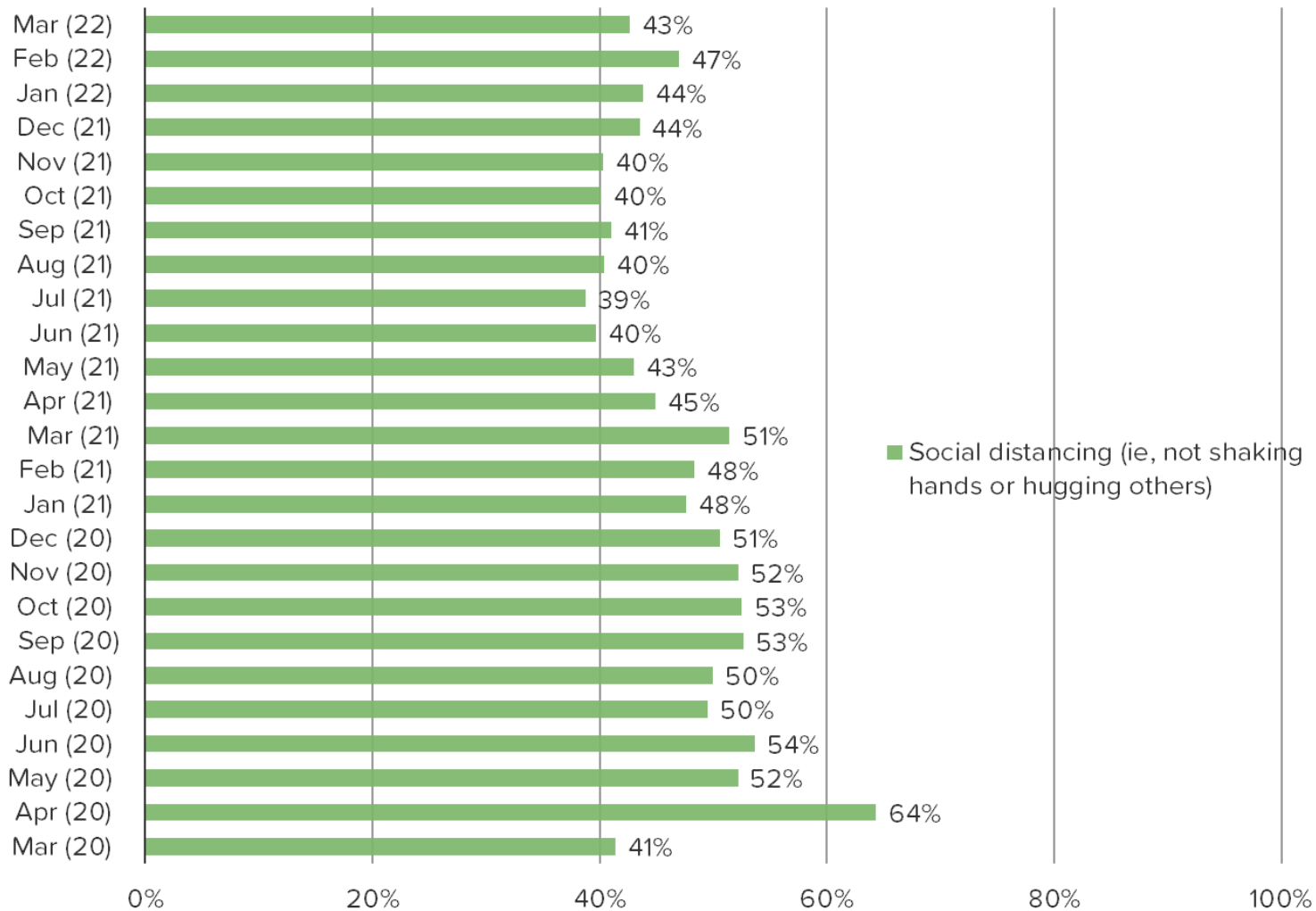
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