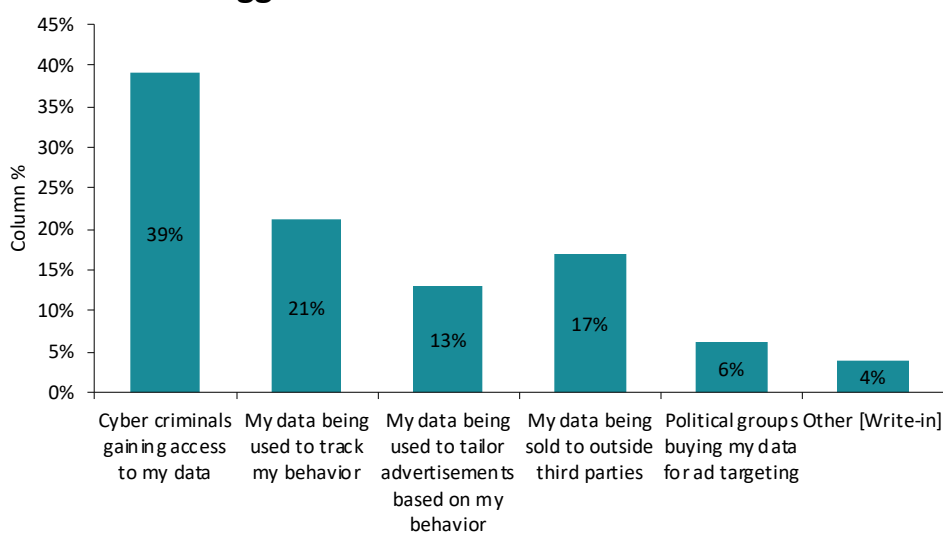


Amdocs announced the findings from its *Consumer Pulse: Digital Experiences in the “New Normal”* survey of 1,000 U.S. consumers*. The data offers a better understanding of how consumer attitudes and view of digital services has changed since the beginning of the COVID-19 pandemic.

1 Consumers crave data transparency in a remote world

The pandemic drove [Congress to rethink its approach to data privacy laws](#), and many businesses are struggling to find the balance between privacy and safety. Privacy is a high priority for many consumers as well: 39% of consumers are most concerned about cybercriminals gaining access to their data; 21% are most concerned about their data being used to track their behavior. As a result, providers need to do a better job of educating consumers on how their data is being used and what they are doing to ensure privacy.

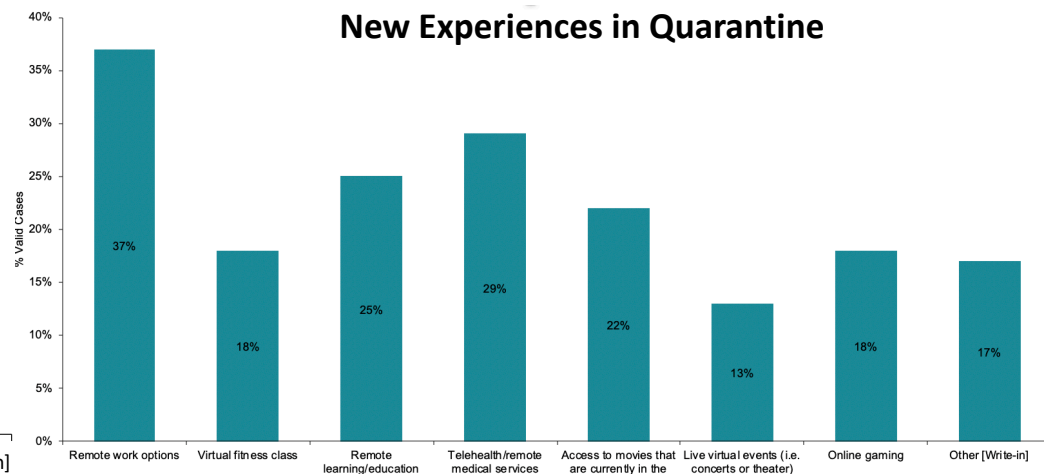
Biggest Concerns about Personal Data



2 Health and wellness are top of mind for consumers

With everyone spending more time in the great indoors and many gyms still closed, health and wellness is a focal point for many Americans. 29% of consumers have had new experiences with telehealth since COVID-19, and 26% will continue to use these services and products after quarantine is over. Of note, 18% of GenZers (18-24) and 31% of Millennials (25-34) have had new experiences with telehealth since COVID-19.

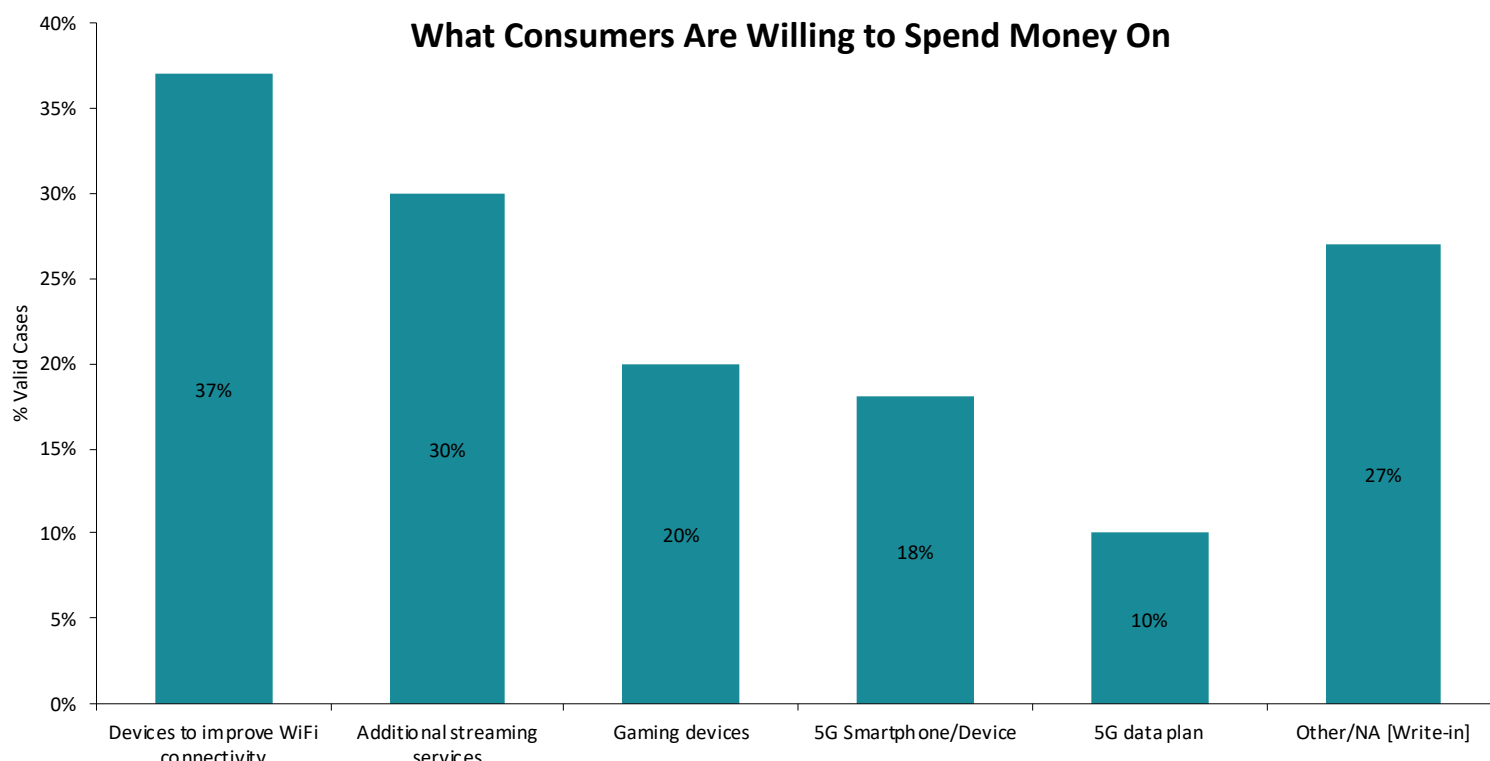
New Experiences in Quarantine



3 Consumers are willing to pay for even better connectivity

Consumers now rely more on a strong WiFi connection for all aspects of their life, everything from work to school to staying in touch with friends and family. For that reason, 37% of consumers said they would consider buying a device that improves WiFi connectivity at home. When asked what would help them have a more successful remote work experience, 22% said a better internet connection. Additionally, 20% say they would share data if it would provide a cost savings to technology that supports their remote experience.

What Consumers Are Willing to Spend Money On



*Source: June 2020 Dynata survey of 1,000 U.S. consumers over the age of 18.