

UP TO SPEED LIVE
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>> Hey, thanks for starting your week with us on Up to Speed live on this Monday. We are taking a closer look today at some of our habits, specifically how society's habits have changed over the past year, how folks believe they will continue to change and why our network remains at the heart of those habits. We've got a few guests joining us including first time guest today on Up to Speed. So exciting conversation coming up. Before we get to that, we would like to recognize our V-teamers for coming to the aid of neighbors in Newnan, Georgia. E-F4 tornado devastated the tornado. The local high school took a direct hit. Volunteers from our team set up charging stations at the high school. Our thanks to our team of volunteers that are back at it today as we continue to send our thoughts to the people at Newnan, Georgia.

>> The Verizon -- the data and the opinions of Americans captured in a survey conducted in partnership with the group morning consult to examine which pandemic related habits will be gone a year from now, which ones are going to be here to stay and helping us break down the numbers are a few of our communications teammates that collaborated on this study, our good friend David Weissmann and Libby Jacobson. As you are listening to this conversation feel free to drop in with your own thoughts about some of these topics in the live stream chat on periscope or send us a reply on Twitter as wellup.

Without further adieu, a closer look at our study

>> A big congrats to both of you on the release of the study A lot of great information for everyone. Before we dive into the stats, let's start with some of your key takeaways. What struck you the most about this data. Libby, we will start with you.

>> For me I think one of the key most mind blowing takeaways was remote work is really going to be here to stay in some form whether it's fully remote or hybrid. And in our results actually something that really jumped out at me is just the break down between people who look forward

to getting back in the office and the people who look forward to just being remote only. We asked respondents a year from now would you like to be working and it was about equal numbers. A pretty strong plurality of 45 people who were in the middle who said they wanted a hybrid, some days in and some days out.

One other interesting thing that surprised me, parents were more likely to want to be back in the office full time versus remote. Non-parents were more likely to say I'm good. Keep me remote a year from now.

>> Interesting. I know you are both parents so we will talk about your kids in a bit. David, your thoughts. What struck you the most?

>> Flexibility to me was the key word in all of the categories that we looked at. People want flexibility in work and the way they shop and the way they consume content. They tasted it. Digital innovation has taken the leaping from and they aren't going back and -- leap frog and they want it their way.

>> And I'm glad you mentioned retail. Obviously there is a lot of sort of not going back when it comes to getting back on track in terms of recovery. If we take a look at the numbers here, you know, when we think about how many people are shopping in person versus now and what they would like to do in the future. David, we will start with you. What are the thoughts on these retail numbers?

>> Well, in addition to the proportion of people who are shopping on-line and say they aren't going back is the number of folks who had their first ever experiences with contact with the credit card, contact with mobile payments and grocery delivery services. This isn't just about do you go to a Verizon show or go to Verizon.com. This is about the way that we transact business and the way that people pay for things, pick up things. It's a wholesale change and people are ready to embrace it. And they are going to need the networks to make that stuff work and that's what we are here for.

>> Libby, what's kind of interesting about this is that I know this is data we collected but we are living this, too. Your thoughts on retail and the shopping experience.

>> So as our study finds, people are planning to make a shift like in-person shopping will still be here. In fact, more people said they expect to do more of an even mix of shopping, both on-line and in-person after the pandemic. But if you look at the way it breaks down among

generations, this is maybe not surprising, but gen Z, that's people born between 1997 and 2012, they are moving more towards a mostly on-line shopping experience. They more of them said they will be doing their shopping mostly on-line, 26%, versus mostly in-person, 21%. And across the generation, that kind of equal in-person on-line is pretty consistent. But gen Z is leading the way in embracing mostly E-commerce.

>> And Libby, we will stay with you on the issue of work. You mentioned off the top here but no surprise folks are using our network for video conferencing at huge levels here. Your thoughts on some of these numbers and what it means for a company like ours.

>> Certainly. So we mentioned earlier that flexibility, remote, hybrid roles are probably going to be around. People expect them a year from now after the pandemic subsides. Another key takeaway that we found is that a lot of people who are working remote right now say that they will plan to be kind of more mobile as they a year from now as they are still working in some kind of remote fashion. They won't necessarily be working from home. They might be working from the road or from some third place, a coffee shop or wherever they might be.

>> Absolutely. And that's something that all of our leaders are thinking about as we sort of look at our next chapter is something that our own HR leader Christy Pambianchi shared in a Linked-in article.

David, how are you feel being remote work. I'm juggle, I miss our team and I would love to see you guys -- would love to see you guys face to face. But getting comfortable working from home

>> Some days I feel I'm more productive and some days I'm less productive. I've gotten two hours back into my day from my compute. Some days work at that time, some days family gets that time and most day the a mix. It's time that feels a lot more useful than sitting in the car. I'm enjoying the setup and looking forward to reading more about -- well, looking forward to hearing the next steps from Christy.

>> I'm glad you mentioned family and that's a big one here and a lot of the data talked about where we believe our families should be in all the of this as we recover. As you take a look at the numbers pretty fun numbers to think about here when it comes to kids and learning and I know both of you are parents, but, boy, no more snow days. That's kind of nuts. Is that a topic of conversation in the your house there?

>> It's actually more than a topic of conversation. The first snow day this year was a full snow day, but the second snow day this year was a Zoom day for my kids. And it was not met with a lot of love and acceptance. So while most Americans think it's going to be the new norm, no more snow days, we may have a child uprising on our hands.

>> I know Libby has some insight here growing up in a place where there has been a lot of snow. What do you think, Libby?

>> As somebody who grew up in Minnesota, I will say that it needed to be a very big snow event I feel like for them to actually cancel school. Medium snow events, I was walking uphill both ways through the snow there and back.

>> No shoes.

>> If there is an option for me when I was a child to stay home and maybe do my classes on-line and save my fingers and my toes from freezing, that might have been worthwhile.

>> Tell that to those Gen Z shoppers there. Let's talk about what it means for our kids when it comes to screen time. I know this is something that both of you are thinking about, but David, how has screen time been affected in your household and you take a look at the numbers here. It's pretty incredible.

>> Yes, so Kyle was actually on chatter the other day and made a great point I hadn't thought about is that for older kids they are getting more screen time but that screen time is more productive. It's not just about video games and watching TV or the streamers anymore. They are actually using the screen time to learn and to do classes and to do homework. I can see the point on all of the kids. For younger kids, when my girls were turning three years old they watched a combined four hours of TV since their birth. My youngest, my son, has just turned three last week and he has watched -- 564 times. There is no doubt that -- and no turning back. Like you can't un-zombie him at this point.

>> It's a tricky place to manage for sure. Libby, same deal here, as this screen time thing something you are thinking about?

>> My daughter is two and a half and I think by the time she is three she would have caught up with your son, David. Closing in on maybe 500 with frozen. Yeah. You know, screen time. Screens are part of

our lives. I think it is what it is. I would say probably a lot more good content available to us on demand than there was when I was growing up. And we are not alone. We know that other parents are kind of navigating this new uncertain world with screens everywhere. And anybody is welcome to visit. We pulled together a hub on-line on Verizon.com so resources for parents trying to make sense of this world and figure out how to set boundaries and rules with their kids around things like screen time and you can find that at Verizon.com/parenting. A lot of really good research there and resources.

>> I want to keep my job so I will throw in there that my son is watching frozen on Disney Plus and thank you for entire marketing team for including the employees. It has changed our life maybe for the better.

>> If we are doing Disney Plus, plus, my father is a huge plan of the show blew on Disney Plus. Great for kids. Parents will enjoy it, too.

>> Maybe send her a box of toys and can become a influencer.

>> This is interesting. So perfect segue into streaming. Let's take a look at the streaming numbers here. Yes, you look at pre-pandemic levels we were streaming quite a bit. Obviously this is changed and the idea of sort of binge watching has sort of redefined the way we view content. Your thoughts on that, David.

>> Yeah, so binge watching is the only watching. It has broken me for episodic television. I can't remember content from a week previous if I haven't been re-enforced by 40 other episodes between that. So I'm a binge watch guy all the way. Don't get to do it as much as I want because I am a parent. But it's here to stay. And, you know, you need that reliable network connection to do that and you need the streamers like the discovery plus in order to do that. So I'm just happy to work here and have access to all of that.

>> It's hard to remember that shows once were like catch us next week on this show. Nobody ever watches shows any more like that Libby, what are you binge watching these days?

>> I'm largely a binge watcher. We are big fans of the great British brakeoff. But my husband and I did tune -- bakeoff but my husbands and I did tune in every week to watch the Mandalorian. To be able to catch up with friends over the weekend. Did you see what happened

this week? There is a little bit of fun in the episodic. But, yeah, we are 90% binge watch here.

>> As we conclude our thoughts here, I know we had some stats about staying connected which is something that obviously are near and dear to our hearts as we continue to stay connected like this. But just wanted to get your final thoughts on how important it is to stay connected and what the world thinks about that sentiment. Libby, we will start with you.

>> From my personal experience I was not a big phone call person, but I have spoken to my grandmother on the phone more in the last year than I probably had in the previous five years. And we do have like nice long conversations. And I think a lot of us maybe have older relatives who are living alone, it's just -- we feel like we need to check in on them. Hi, grandma. Love you, I'll call you this weekend.

>> Nice. Up to Speed shout out to grandma. David, how are you going to top that?

>> I'm not going to top that. I will give it my best shot. The phone and video calls have really transformed it. My kids didn't see their grandparents for many months in person and video calls did save the day. Early in the pandemic I was getting calls from reporters weekly saying how is the Verizon network doing? Can Verizon network handle all this? And it was really interesting to see them come out with a stats early on about just how much traffic was traversing the network. That was sort of the inspiration for this study. We wanted to look at what was going on then and what's happening now. More importantly what do Americans expect from the networks of the future? And this study has given us an insight into somewhat how to prepare for usage but also sort of a mirror for America to look and see, hey, these are the pandemic behaviors. We are predicting many of these will stick. An opportunity to look at yourself and decide make your own decision about what you want to stick a year from now and what changes you can make now in terms how you are consuming and how you are living every day.

>> Everything we talked about today proves that whatever happens, how this recovery unfolds our company and our network will be at the corner stone of every facet of change here. David, Libby, it's great to connect with you today. Thank you for sharing your wisdom and thoughts and all of these great stats we can continue to take a look at on-line. We really appreciate your time.

>> Thank you for having us.

>> Thank you.

>> And there you have it. Our conversation with Libby and David on the look forward survey. I love what David said at the end there. This is a mirror on the habits we engage in and what's so important about this is that as we continue our growth mind set for 202 -- our growth mind set for 2021, it's critical that we know these habits not only internally with ourselves and loved ones but with our customers and the people with our partners and with the folks that are in our date-to-day lives as well as our professional and personal lives. So thank you very much to David and, yes, we will continue counting here that's 564 for David's son on the frozen count. And a shout out to Libby's grandma. I love that. So grandma, if you are watching, thanks for watching.

Before we go, we do have a few events to call your attention to. So tomorrow happening tomorrow at 11:00 a.m. eastern, Tami will be moderating a conversation with six courageous women veterans during a women's history month fireside chat. We will link all of the details in the copy of this episode. And also happening tomorrow, WAVE is hosting a women's history event and is that happening at noon eastern. It's called men as allies and a number of our leaders are participating in this panel including WAVE co-global lead Elise Neel and Craig Silliman. Again, details about this event will be included in today's story.

And there you have it, folks. Great way to start Monday as we take a look at our habits and how we can continue to stay locked into those habits as we continue to recover. Hope you have a great rest of the week. Thank you so much again for starting your week with us and until next time, you are Up to Speed.