

Online Meetings: Participant Perceptions

January, 2021

Preliminary Insights
From a bird's eye view

Additional insights with analysis pending

Use of online meeting technology – Zoom, Teams, etc. – has skyrocketed as a result of COVID-19.

When “Zoom Fatigue” became a hashtag, *Burkhardt & Co.* started considering public perceptions about online meetings.

We have now conducted a preliminary, exploratory survey (i.e., not enough surveys to be statistically representative) to look into how fatigued people may be. Results suggest that while there's enough “*Zoom Fatigue*” to warrant a hashtag, a majority of people currently participating in online meetings will likely continue to do so.

In a question about people's overall view of online meetings, 66.67% of respondents “accept the usefulness of online meetings” while less than 5% responded with “Zoom fatigue! I'm sick of online meetings!” (the 66.67% may not be indicating that they feel *no* “Zoom Fatigue” – this question is about their overall view). A majority of respondents – 51.85% - said that if it were up to them they “may continue to use online meetings with people or groups who are geographically distant” after COVID is over. To a lesser extent, people expressed a willingness to continue participating in online meetings in other contexts as well.

These exploratory insights can direct further study.

Survey Respondent Demographics:

Survey respondents include a range of men and women whose ages span from “18 – 24” to “65+.” Respondents variously self-described their computer skills from “highly skilled computer users” (“technology geeks”) to being one who calls their geek friends for computer assistance (no one self-identified at the lowest level of “where’s the computer on button?”); 51% self-identified “in the middle” as “a competent computer user who actively uses computers and devices with ease.”

Respondents included individuals using online meetings for a range of purposes both professional and personal – for work, to participate in community groups (civic organizations, school or social clubs, personal appointments (banking, doctor appointments, etc.), to keep in touch with friends or family, and “other.” None of the respondents self-reported using online meetings to participate in politics (clearly, Zoom meetings are used within politics; the people doing so didn’t appear in this exploratory survey).

Frequency of participation in online meetings (Zoom, Teams, etc.)

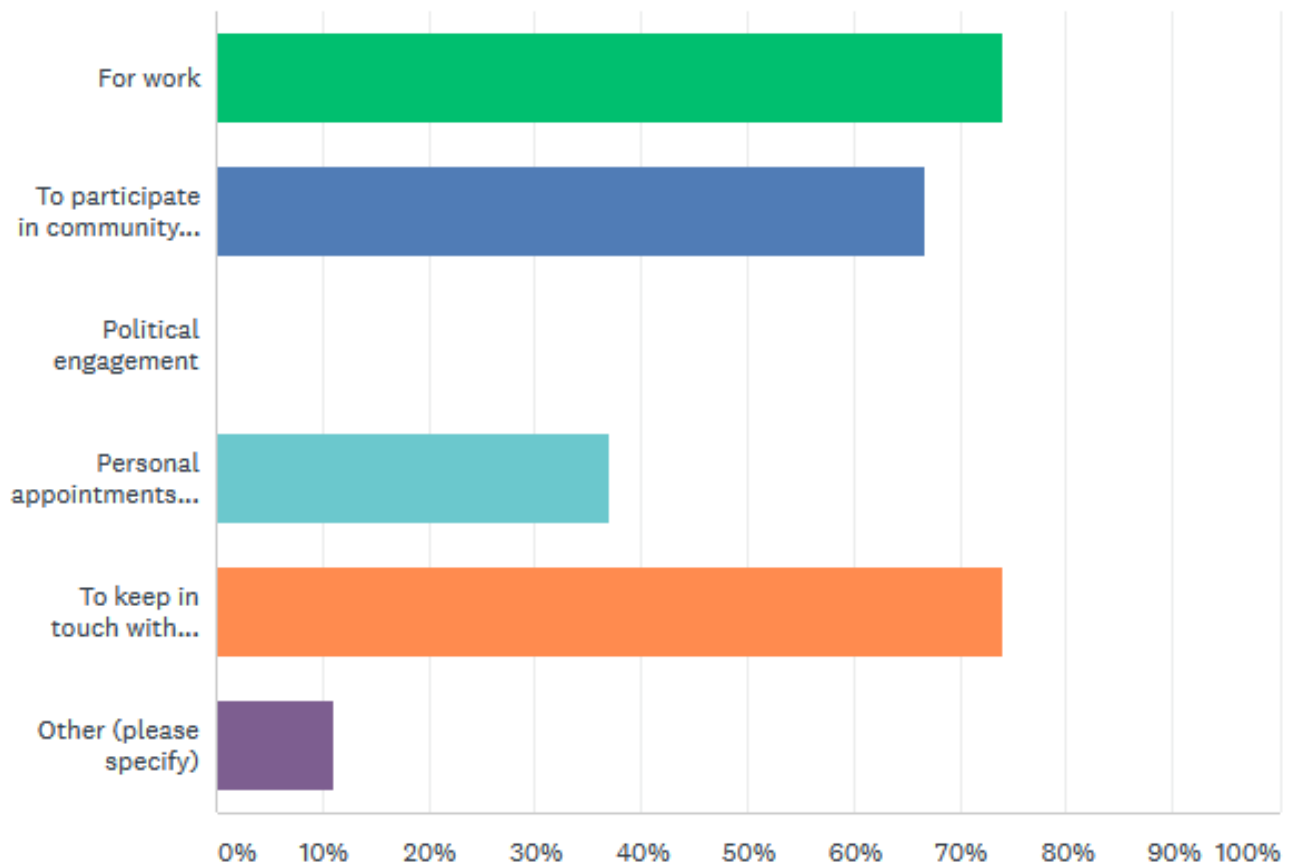
Survey participants included people whose participation in online meetings is frequent enough for them to have views about online meetings.

- All participants participate in at least 1 – 3 online meetings per month
- Over 90% of respondents are participating in at least one online meeting per week
- 30% of respondents are participating in about one online meeting per week
- 30% of respondents are participating in 2 – 4 online meetings per week
- 33% of respondents are participating in 5+ online meetings per week

“I participate in online meetings for (check all that apply)*:”

▼ For work	74.07%
▼ To participate in community groups (civic organizations, school or social clubs, volunteer activities, religious events, etc.)	66.67%
▼ Political engagement	0.00%
▼ Personal appointments (banking, doctor appointments, etc.)	37.04%
▼ To keep in touch with friends and/or family	74.07%
▼ Other (please specify)	Responses 11.11%

Shown as chart percentages:



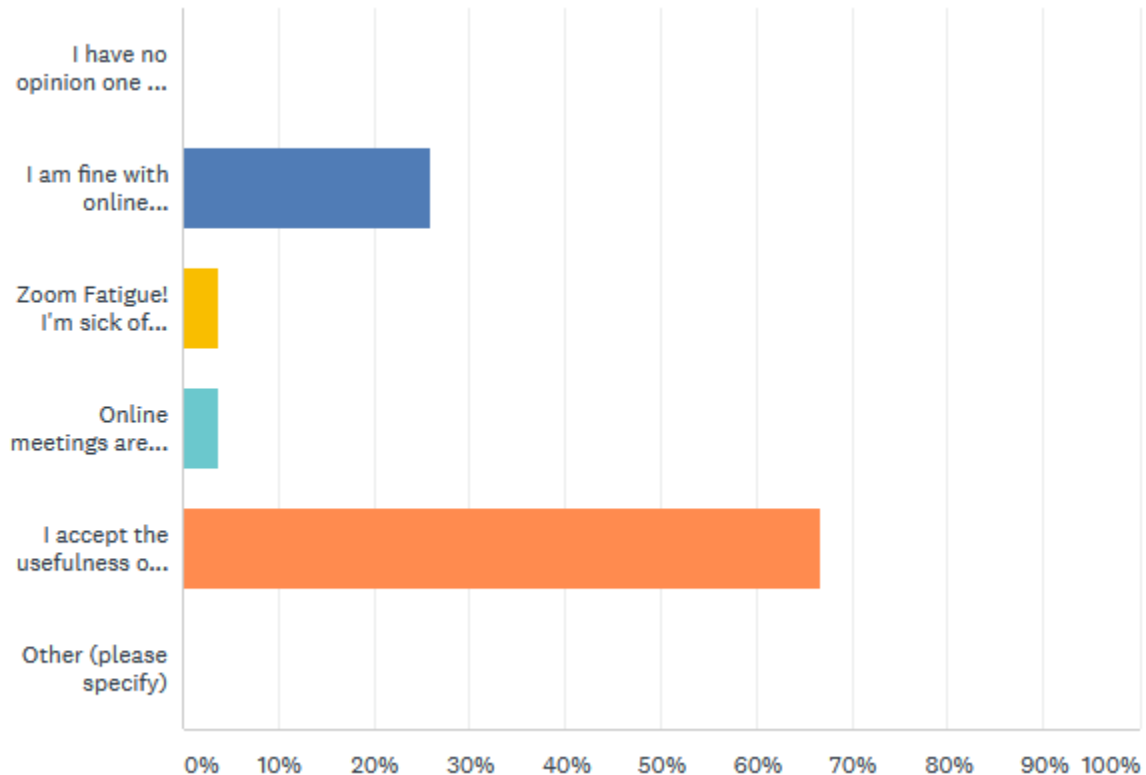
* These percentages may or may not be statistically representative of the purposes for which online meetings participants overall participate in online meetings.

Survey Responses: *Preliminary Insights*

My current feeling about online meetings can best be described as:

ANSWER CHOICES	RESPONSES
▼ I have no opinion one way or another about online meetings.	0.00%
▼ I am fine with online meetings.	25.93%
▼ Zoom Fatigue! I'm sick of online meetings!	3.70%
▼ Online meetings are great!	3.70%
▼ I accept the usefulness of online meetings. Online meetings meet a need - due to the pandemic, geographic isolation, my own health restrictions, etc.	66.67%
▼ Other (please specify)	Responses 0.00%

Shown as chart percentages:

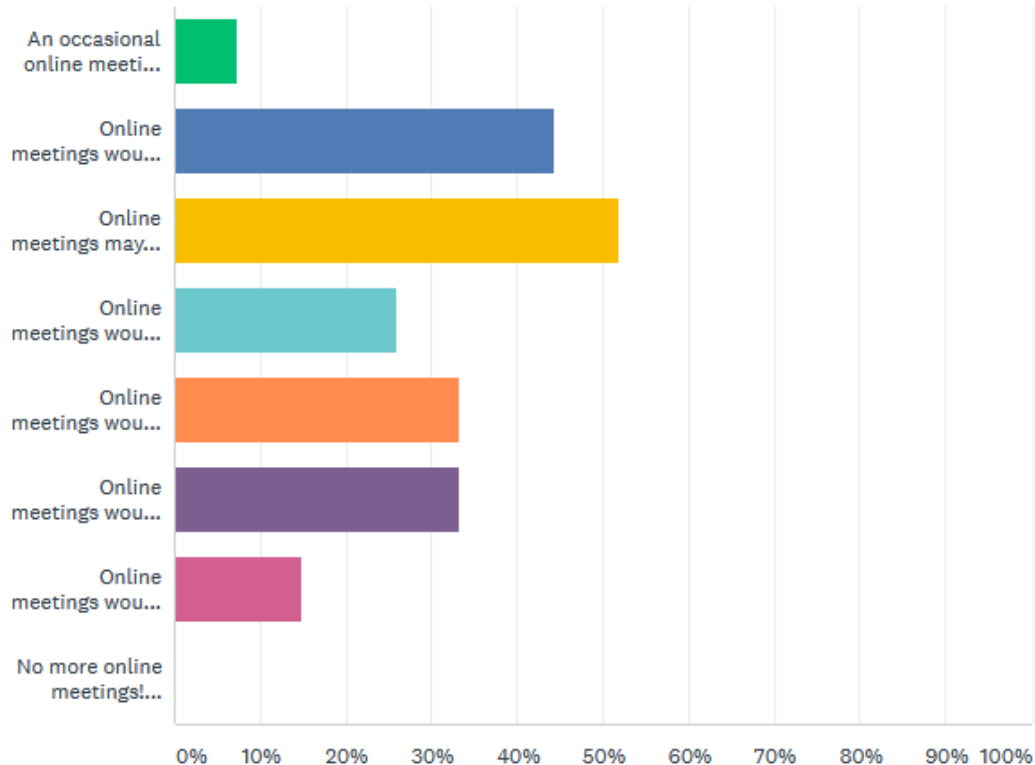


Key finding for this question: 66.67% of respondents “accept the usefulness of online meetings.”

If it were up to me, I would choose the following about online meetings when the COVID pandemic ends (check all that apply):

▼ An occasional online meeting would be okay, but I wouldn't want to participate in online meetings regularly.	7.41%
▼ Online meetings would continue to be a regular part of how I communicate at work, both locally and with people geographically distant from me.	44.44%
▼ Online meetings may continue to be how I communicate with people or groups who are geographically distant from me, but not for local meetings, appointments, or social events.	51.85%
▼ Online meetings would continue to be one way I participate in personal appointments (banking, doctor appointments, etc.)	25.93%
▼ Online meetings would continue to be a regular part of how I communicate with civic groups (community groups, volunteer activities, religious events, etc.)	33.33%
▼ Online meetings would continue to be a regular part of how I communicate with friends and family.	33.33%
▼ Online meetings would continue to be a regular part of how I communicate ONLY with people who are geographically distant from me.	14.81%
▼ No more online meetings! Enough already!	0.00%

Shown as chart percentages:



Burkhardt & Co.: Market Research Solutions

***Burkhardt & Co.** is a market research firm located in Seattle, Washington. We conduct market research and competitive intelligence and generate insights so you don't have to. *We have a track record of delivering results so you achieve more.**

Burkhardt & Co.

414 NE Ravenna Blvd. Ste. A #1066

Seattle, Washington 98115

Phone: (206) 525-5056

Website: <http://www.burkhardtbusiness.com>