COVID WATCH

Bermuda Research Findings Presentation

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Executive Summary

Background

Due to government connections in Bermuda, there is an opportunity to roll out Covid Watch. In order to gauge Bermudian attitudes towards apps like Covid Watch, their likelihood to use exposure notification apps, and if there is a desire to use this method as a way to keep infection rates low, it was identified that foundational research should be conducted with people living in Bermuda.

Methodology

A member of the Covid Watch team was traveling to Bermuda for 3 weeks. He conducted 7 in-person interviews to probe about:

1. Their feelings about apps like Covid Watch
2. Their comfort level in using different types of these apps
3. Whether they would self-report if they received a positive Covid-19 test result
4. How their lives have changed since the Covid-19 pandemic began

Using the data from the interview, an affinity map was created in order to analyze it for findings and insights.
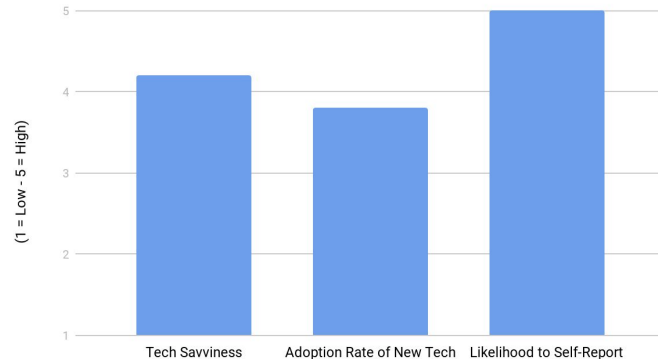

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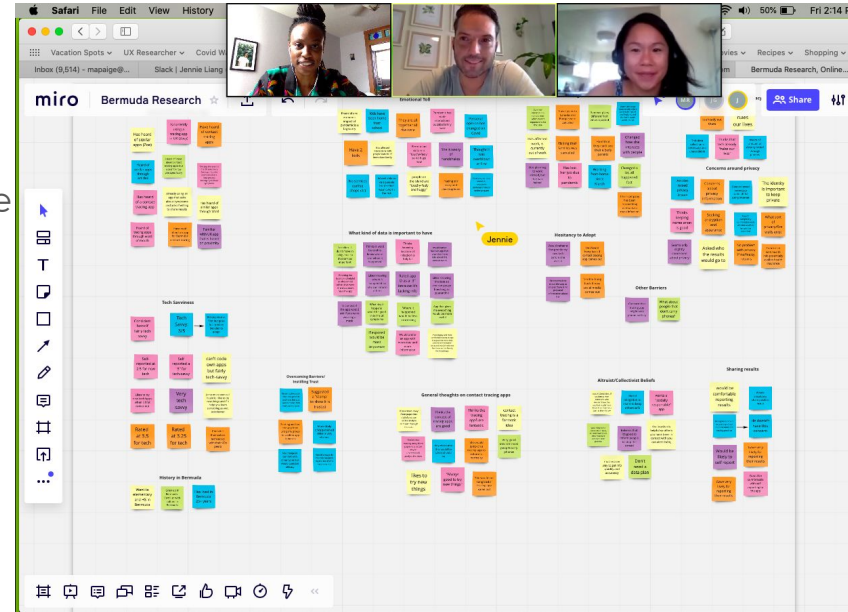
Demographics

- Participants' ages covered multiple generations
  - 4 participants: 20s (Gen Z)
  - 2 participants: 40s (Gen X)
  - 1 participant: 50s (Baby Boomer)
- Majority of participants grew up Bermuda, while others moved there for work

Summary of Key Insights

- Covid-19 has taken an emotional toll on the island community of Bermuda
  - Having a tight-knit community may drive interest in exposure notification apps
- Participants prefer apps that capture more information
- Gen Zers saw an altruistic and collectivist service in apps, while Gen X and Baby Boomer participants had concerns with their data being either collected or shared with 3rd party groups
- Despite differences in tech-savviness, all participants were willing to self-report

Participants' self-rating on various attributes

Interest in different types of exposure notification apps
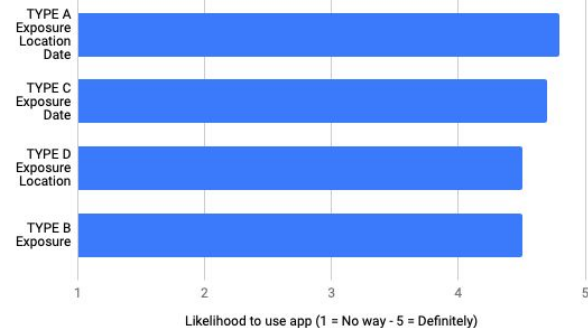
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Summary of Recommendations

- Overall, Bermuda is an ideal target market for Covid Watch
- Because Gen Zers feel more of a social responsibility, we may want to prioritize targeting this demographic to drive initial utilization rates
- We may want to consider research into the way we market to Boomers/Gen X'ers
- There is room to modify some messaging or prioritize certain message to alleviate some privacy concerns that participants had
- Suggest conducting a large survey of Bermuda residents, to see if the findings here are validated on a quantitative level

Key Findings & Insights

Covid-19 has taken an emotional toll on this close island community

Participants talked about how people in Bermuda are close and the culture is "touchy-feely huggy." While people have been social distancing, this means no handshakes and non-immediate family members are treated more distantly, which has been tough.

They have all either had trips canceled, jobs/internships put on hold or virtual, and have not been able to see elderly parents.

Bermudians have about a 2-3 degrees of separation, so the likelihood of knowing someone with Covid-19 or someone who knows someone is quite likely.
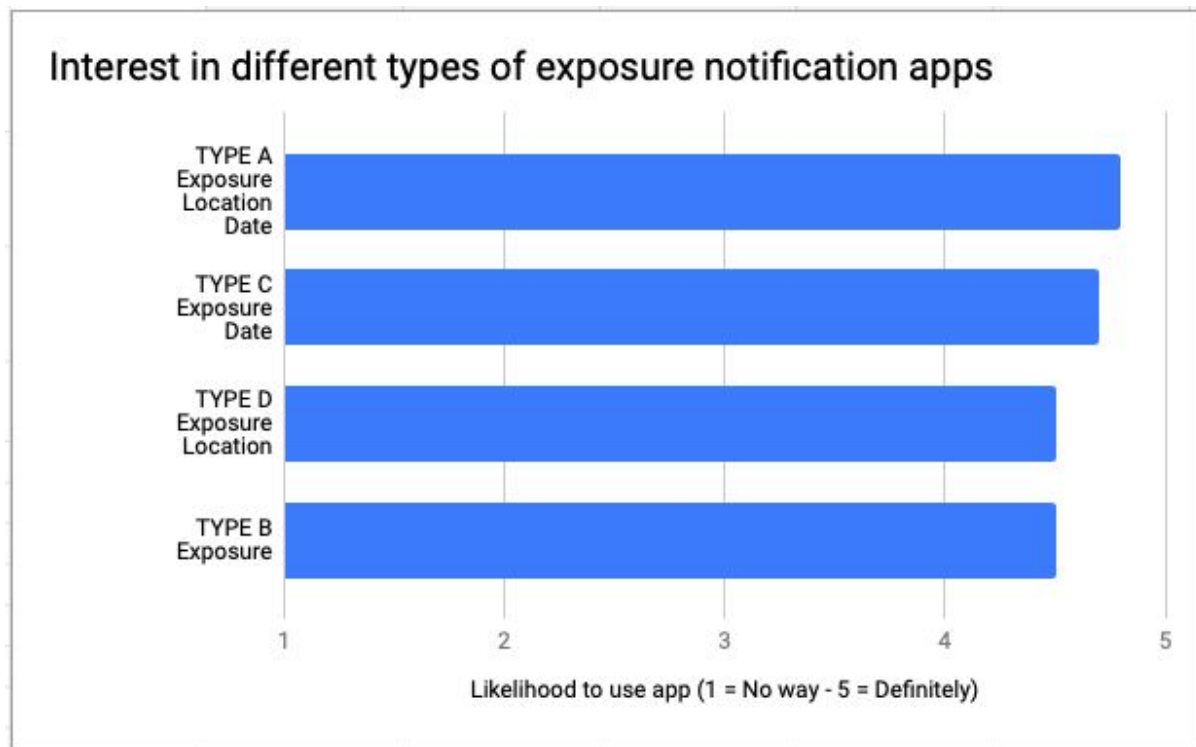
Having a tight-knit community may drive interest in apps like Covid Watch

All participants had heard of apps like Covid Watch, and some had used ones in the UK. They knew about them either through word of mouth or reading about them.

They all felt that these apps are important to help limit the spread of Covid-19, and a helpful method to do so because most people have phones. Some also suggested that moving away from paper tracing and using a digital platform would be more accurate.

Participants also described a willingness to use apps like Covid Watch because they are "willing to try new things" and have a desire to "return to normalcy."

Participants prefer apps that capture more information

Interest in different types of exposure notification apps

TYPE A
Exposure
Location
Date

TYPE C
Exposure
Date

TYPE D
Exposure
Location

TYPE B
Exposure

Likelihood to use app (1 = No way - 5 = Definitely)

Would rather have an app that provided more info about the contact event

Would prefer an app with more data and more information

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Gen Zers saw an altruistic and collectivist service in apps like Covid Watch…

Consistently throughout the interviews, participants in the Gen Z segment mentioned wanting more information from the app in terms of contact location and/or date so that they could tells others who might have been at the same place/time but didn't have the app. They wanted a "socially responsible" app. They were also very comfortable with self-reporting and some mentioned that not self-reporting would be one-sided while using the app.

Moral obligation to share to keep others safe

Believes that it's good to inform people to stop the spread

the location is helpful so others you have been in contact with you can alert them

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# …While Gen X and Baby Boomer participants had concerns with their data

Everyone agreed that it was important to keep identity private. However, some of the Gen X and Boomer participants were hesitant about what information of theirs the app could be collecting and might be shared with others. These interviews had more discussion about what personal information would be stored in the app and potentially sold to 3rd parties. Gen Zers already perceive that their data is constantly being collected already, summed up by one: "tech rules our lives."

However, there were a few solutions suggested to overcome these barriers and build trust:

- Having a 3rd party audit conducted and including a "stamp" to show that it is trusted
- Knowing the work put into the app to keep users anonymous
- Convey that app is open-source

Despite differences in tech-savviness, all participants would self-report a positive diagnosis

Participants' self-rating on various attributes

(1 = Low - 5 = High)

Tech Savviness	Adoption Rate of New Tech	Likelihood to Self-Report
4.2	3.6	5.0

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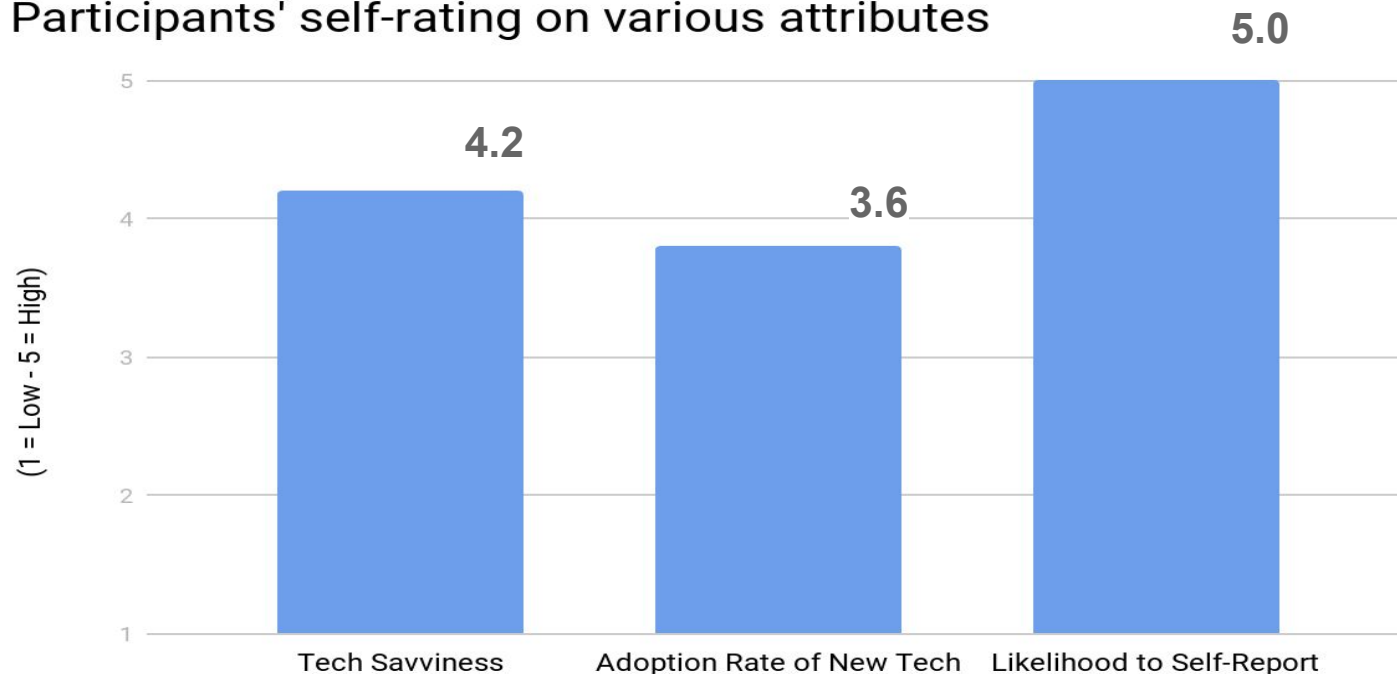
Participants' comfort with sharing positive Covid-19 test results

Participants consistently shared that they were comfortable and likely to register their positive Covid-19 test results in the app to alert others they had been around.

This popular mindset possibly ties back to the tight-knit community culture amongst Bermudians, because they rely on each other and would see the immediate impact of their decisions.

Participants are willing to give up a bit of privacy for efficacy

We found a strong correlation that indicated that participants who reported comfort with Type D apps (exposure and location) were more likely to be comfortable with the other types of apps as well (Types A-C).

Data also suggests that the lower participants rated themselves in tech-savviness the more likely they were to be okay with the types of apps that asked for more information.

	Type A Exposed Location Date	Type B Exposed	Type C Exposed Date	Type D Exposed Location	Self-Report	Tech-savvy	Adoption
Type A	1						
Type B	0.29277002	1					
Type C	1	0.29277002	1				
Type D	0.87831007	0.71428571	0.71428571	1			
Report					1		
Tech-savvy	-0.4964034	-0.1147358	-0.4964034	-0.420698		1	
Adoption	0.3436717	-0.0335389	0.3436717	0.23477246		-0.3860943	1

*Correlation matrix can show correlations between variables in a data set. Scores can range from -1 to 1. The closer to 1, the more positively related the two variables are; the closer to -1, the more likely it is that they are not correlated.

No problem with privacy if normalcy returns

Seems only slightly concerned about privacy

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Recommendations

Bermuda is an optimal community to target because of the collectivist mentality, which encourages adoption and self-reporting

Based on our foundational research interviewing with Bermudians, we think that Bermuda is a strong target demographic to expand and rollout Covid Watch. Their desire to help their community, and collectivist mindset set them up for success in download and using the Covid Watch app.

Because Gen Zers feel more of a social responsibility, we may want to prioritize targeting this demographic to drive initial utilization rates.

There may also be an opportunity to test a version of Covid Watch that gives the "client" (in this case Bermuda) the option for the app to collect more types of data (still anonymized), which would benefit their Public Health department.

Suggested content changes to overcome audience barriers

While the app was generally well received, there is room to modify some messaging or prioritize certain message to alleviate some privacy concerns that participants had. Conveying that the app is non-profit, and not a private company, can reassure users that their data is not being collected for sale or other uses at a later date. We could also communicate how the app ensures that personal data is not shared or stored.

We may want to also consider further research into the way we market to Boomers/Gen X'ers. Another suggestion from this audience was to consider is a 3rd party audit conducted and including a "stamp" to show that the app is trusted for protecting privacy. We might be want to gauge how desirable this feature is across the demographic. The Covid attitudes research may provide more insights about this demographic as well.

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