

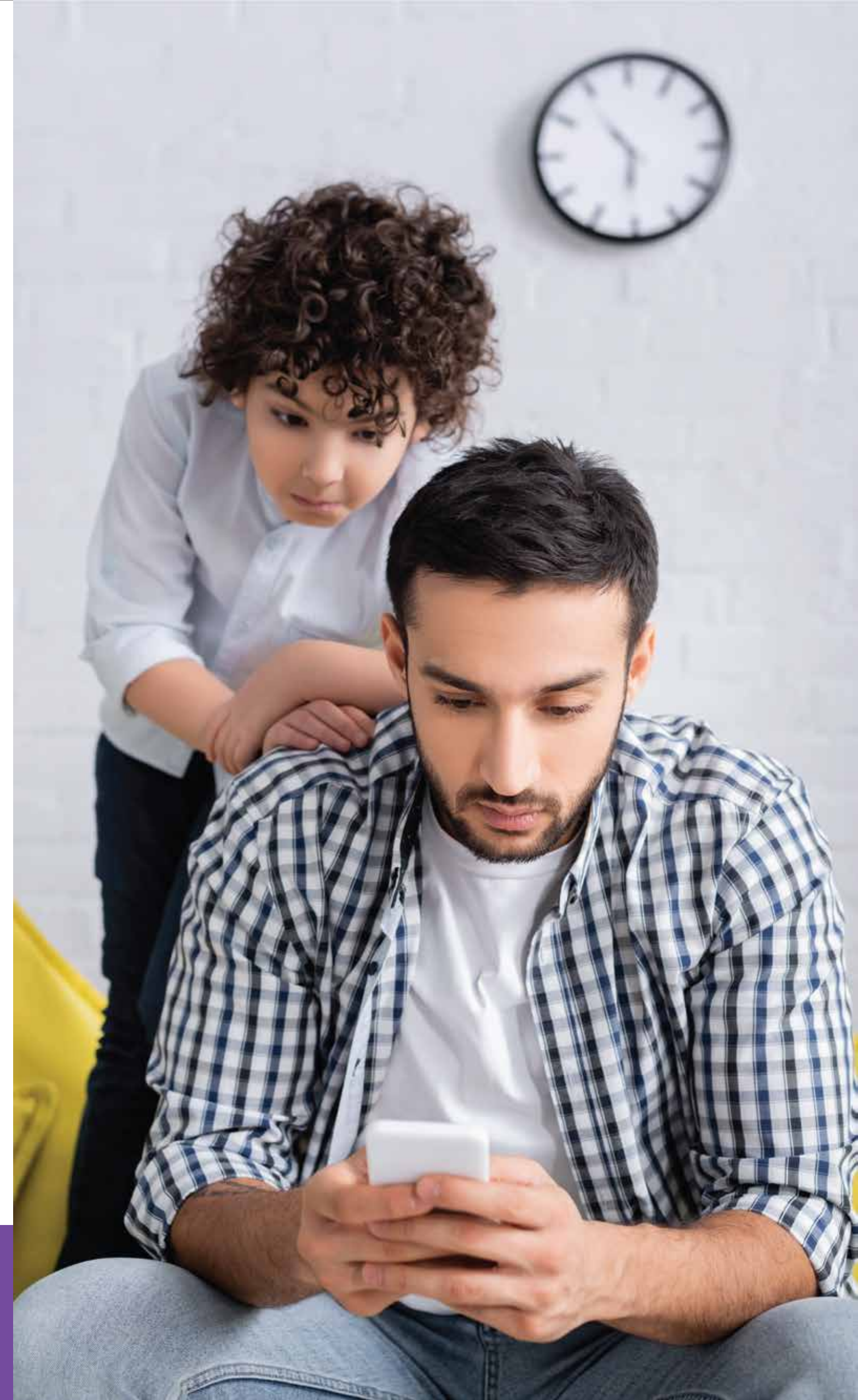
asurion

Tech Terrors

Consumers seeking unitary support to combat tech failure & drive investment confidence in home electronic devices

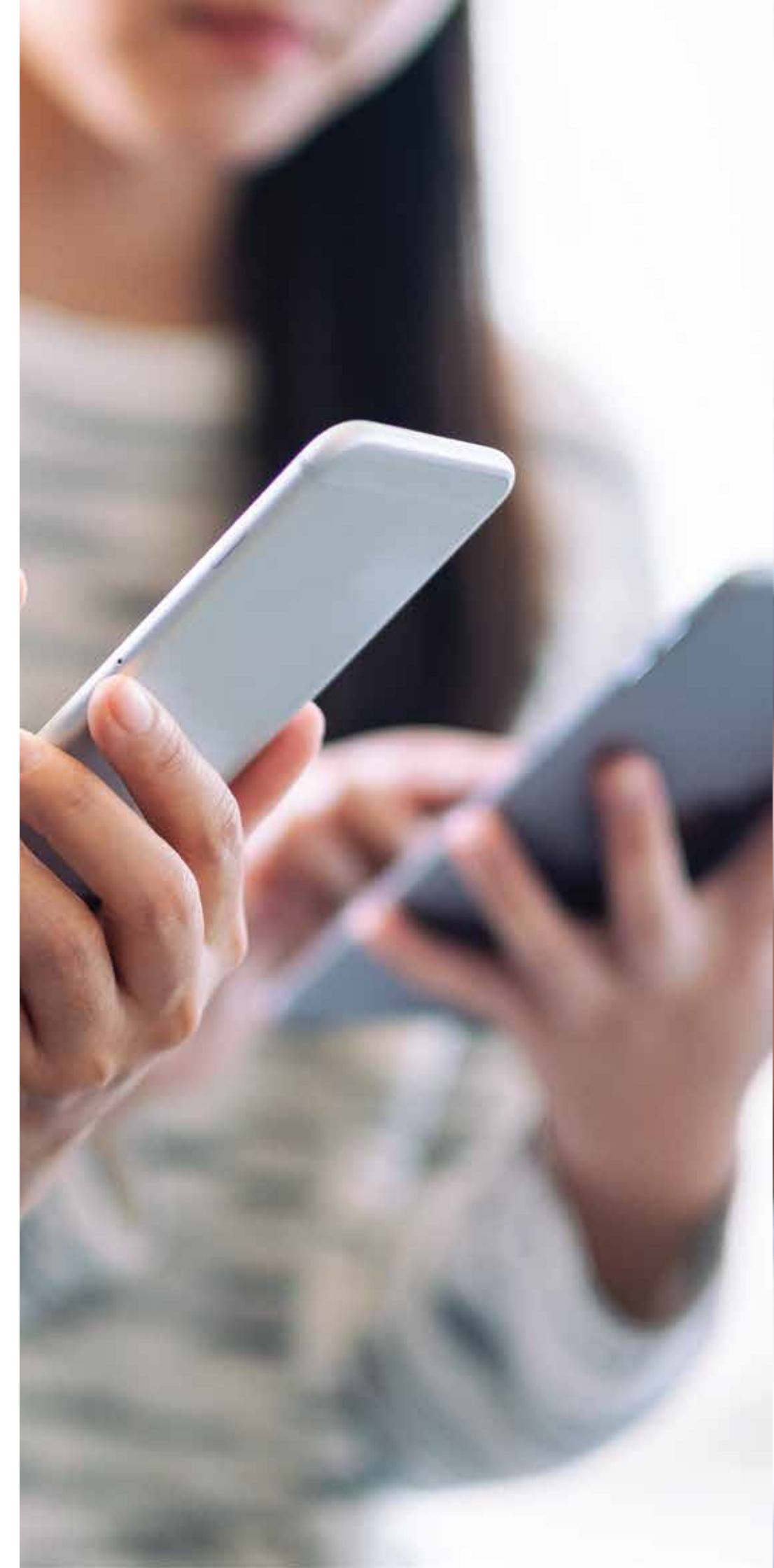
A research note from Asurion Europe

2024



Report summary

- **55% of 18-34 year olds** are experiencing a quarterly tech meltdown in the home – whether laptop, mobile, gaming or connected home devices & platforms.
- Potential tech problems are the reason **46%** of us are not investing more in tech in our homes.
- Yet **60% of UK consumers** would be willing to invest more money on connected devices if we knew we could connect them easily and get the most reliability and performance out of them.
- But the solution needs to be simple and easy to manage.
- **66%** of us say we would really like to have a single insurance and tech support package to support all the electronic devices in our home, no matter when or where we bought them.



Tech reliance and the growth of digital dependency

There can be no question that the connected home is going from strength to strength. Latest data from Tech UK, the UK's technology trade association, notes that, "The UK connected home market continues to comfortably outperform pre-pandemic figures, suggesting a more lasting uplift in consumer interest in connected home devices."¹

Most of us are now into home-working too. Data tells us that almost 25% of the Irish usually work from home, compared to nearly 18% of Germans.² Hybrid working (some at home, some in then office) has soared even further – 46% of UK employees work in a hybrid arrangement.³ In Europe as a whole, it is much the same, at 45%.

Adoption of some form of smart, connected device across all age groups averages at around 80%. When analysing multi-device ownership however, there is a clear skew towards young adults. Those in the 16-34 ranges are more likely to own over three devices, at 44%.⁴

Failures with my home electronics are wasting more and more of my time

Respondents aged 18-34



Outside of smartphones, laptops and gaming consoles, the whole of our home environment is becoming inexorably digitized and connected. 2023 saw an estimated 75m smart homes in Europe, expected to rise to almost 180m in 2028.⁵

In short, our ‘digital dependency’ is increasing every year, as revealed in a recent Asurion Europe research report on the subject.⁶ Yet with growing digital dependency comes an increasing need for home tech to be reliably up and running.

To assess the inter-relationship between tech reliability and growing dependency, Asurion Europe commissioned new research to see how UK citizens were finding the digital dependency experience in their homes, and what they needed to be comfortable as that dependency grew. After all, no-one wants to waste time with technology that isn’t operating reliably.

Hybrid working has soared even further – 46% of UK employees work in a hybrid arrangement.³

Don't waste my time

The issue of electronic device problems and failures in my home is **wasting** increasing amounts of **my time**.

TOTAL	18-34	35-54	55+
33.2%	53%	37%	15%

Reliability is key in the digital home

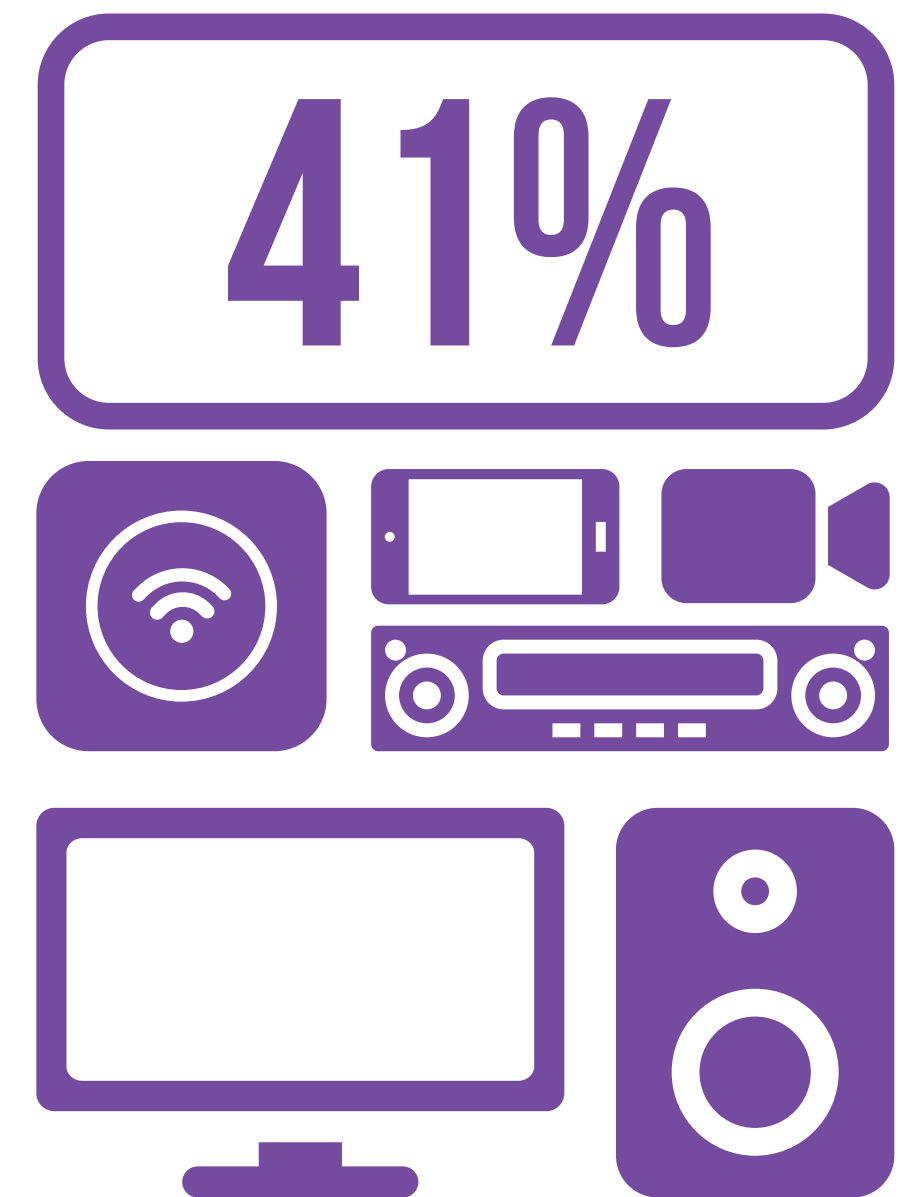
The Asurion Europe research first looked at the occurrence and frequency of technical breakdown in home digital tech.

Almost half associated growing digitalization with increasing technical issues and problems. Around one third of respondents were experiencing a serious breakdown every three months, and almost a quarter of respondents had a significant event occurring monthly!

For younger people, over 50% say they experience tech meltdown at least four times a year – possibly because their device ownership is greater than their older counterparts. Yet the feelings of frustration are also experienced by half of the older cohort too. Clearly, the problem is widespread – both in fact and in perception.

My tech troubles are piling up with every new device.

Respondents aged 55+



It's all going wrong!

The more connected devices I have, the **more tech issues and complications** I seem to get!

I experience a significant issue (hardware failure, software failure, connection outage, etc) with one of my electronic devices in the home at least **once a quarter**.

I experience a significant issue with one of my electronic devices in the home at least **once a month**.

	TOTAL	18-34	35-54	55+
The more connected devices I have, the more tech issues and complications I seem to get!	47.8%	55%	50%	41%
I experience a significant issue (hardware failure, software failure, connection outage, etc) with one of my electronic devices in the home at least once a quarter .	33.8%	55%	37%	16%
I experience a significant issue with one of my electronic devices in the home at least once a month .	23.9%	40%	27%	9%



Digital growth and the importance of technical support

So much for the frustrations of technical failure.

How is this affecting growth in the digitally connected home, and what can be done about it?

To test this question, the Asurion Europe research also asked about respondents' further investment intentions. Almost half declared that worries over technical reliability and uptime were preventing them from investing further in their digital devices and platforms. In other words, with growing digital dependency comes a growing need for reliable operation of those devices and systems. And while attitudes varied somewhat between age groups, these concerns show a broad consistency between younger and older cohorts.

I want a single insurance and tech support package for all my devices.

Respondents aged 18-34



Turning to the positive, most respondents were clear about the solution. Just over 60% stated that they would invest more in connectivity in the home if they could be sure their devices connected and worked reliably – both in terms of reliability and performance.

Finally, when looking at the tech support that would ensure this reliability, performance and rapid recovery from any technical issues, there was a clear desire for a single point of contact. As consumers, none of us wants the administrative nightmare of dealing with multiple tech support connections or hotlines. Two thirds of us, according to the Asurion research, are keen to have a single point of technical support and cover, wherever and whenever we bought our digital devices.



Stay up and running

	TOTAL	18-34	35-54	55+
Potential tech issues and problems is the main reason I'm not yet investing in connected home devices.	46.3%	56%	47%	39%
I would be willing to invest more of my money on connected devices if I knew I could connect them easily and get the most reliability and performance out of them.	60.4%	73%	62%	50%
I would really like to have a single insurance and tech support package to support <u>all</u> the electronic devices in my home, no matter when or where I bought them .	66.6%	82%	71%	52%

Asurion Europe's research and thought-leadership content, along with the company's own activities, can be found [here](#).

References

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