The Tech Lifestyle Report 2024

Making sense of the relationships between people and devices

asurion

INSIDE: *Data-driven insights, trends, and projections exploring the actions and beliefs of real people grappling with real tech*

The Tech Lifestyle Report 2024

asurion

Why we need a tech lifestyle survey and report

The mainstream tech narrative likes to transport regular people to an irregular world filled with futuristic, shiny objects like robots that think, 3D-printed food, and smart prosthetics—not to mention entire armies of AI tools plotting to take our jobs.

While these storylines are undoubtedly engaging, usually they amount to little more than a fun distraction from our day-to-day. The vast majority of tech consumption is crammed into the hectic schedules of regular people who are just trying to make their devices—and their lives—work a little better.

With that in mind, welcome to the 2024 tech lifestyle report, the first edition of an annual publication that will explore and unpack the everyday relationships between people and their devices.

The backbone of this report is an extensive, original survey that looks beyond the mainstream narrative and into the daily lives of real people grappling with real tech. We collected responses from more than 1,000 people in the U.S., focusing on 21 different smart devices, which we sorted into five tech groups (right).

We then parsed that data and pulled out six original stories full of insights and trends. First, we paint a detailed picture of consumer tech, covering device ownership, intent to buy and replace, motivations, actions, beliefs, and other dynamics. Then we present five additional storylines, each generated from an exhaustive analysis of the data.

What we learned along the way both surprised and delighted us. We hope you feel the same way.

Technology Key

Personal connectivity
Smartphone
Tablet
Smart watch
Fitness tracker

Entertainment systems
Smart TV
Streaming device
Gaming console
Home audio
Gaming PC
Home theater
VR/AR headset

Home office tech
Desktop/laptop
Router
Display/monitor

Smart home devices
Smart speaker/voice asst.
Security device
Automation device

Smart appliances
Smart oven/stove
Smart refrigerator
Smart washer/dryer
Smart dishwasher

asurion

Executive summary

Five profound and surprising takeaways from the first tech lifestyle survey

asurion

Five profound and surprising takeaways

**The tech lifestyle report dives into how people actually use tech every day, drawing on exclusive, new data to uncover patterns and trends.
Here are five of this year's most profound and surprising insights.**

1		**Households with children buy and use far more tech than those without them**	People with kids don't tend to wait until new tech is popular—they're among the first to try it. They're also far more likely to own smart devices, smart appliances, and entertainment systems. From keeping their families safe to improving their mental health, parents are more likely to want to use new tech to help manage their lives.
2		**The number one reason people buy tech has little to do with features, functions, or brands—they buy tech for entertainment and fun.**	Research has shown that when people evaluate brands for buying decisions, they primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts). Our research backs this up. By far the top reason for buying tech overall is for entertainment and fun, followed by it being cool, exciting, and new. These are both emotional drivers. Even in the home office category, incredibly, entertainment and fun narrowly beat out supporting work and livelihood. When we look at the different positive emotions that tech evokes, we see that the most exciting device is the gaming PC, the trendiest are virtual reality (VR) and augmented reality (AR) headsets, the happiest is the gaming console, and the most empowering is the fitness tracker.
3		**Reaching out to people who are not comfortable with technology is no longer an opportunity—it's an imperative.**	When we asked people whether they are comfortable with technology, only one-third of respondents said they were tech savvy. More than half (54%) of the *not*-savvy majority, however, are *still* the primary tech decision makers for their households. And these people don't seem to know where to go for help. It might be time to reach out to them in a different way.

asurion

Five profound and surprising takeaways

The tech lifestyle report dives into how people actually use tech every day, drawing on exclusive, new data to uncover patterns and trends. Here are five of this year's most profound and surprising insights.

4		**People want future tech products to help them take care of their homes and loved ones ahead of their own needs.**	We asked people in what areas of their lives they need tech to help them the most. The top answer, cited by almost half of our respondents, is to keep their homes and loved ones safe. In fact, three of the top four responses relate to getting help running their households and looking after their families. Much further down the list of tech priorities are more familiar topics like health, finances, and careers.
5		**People aren't rushing out to buy smart appliances … yet.**	Smart appliances (refrigerators, ovens, washers and dryers, and dishwashers) are fairly new, and so their ownership rates are relatively low. We wanted to know why. The most surprising result: Many respondents worry that smart appliances "will break and need fixing." Around twice as many people cited this reason for not purchasing smart appliances than for any other type of device (except smartphones). Manufacturers might do well to emphasize the reliability and durability of their products and offer clarity around warranties and protection plans. This might help reassure the growing number of people upgrading old appliances with smart products

asurion

Part 1

Let's talk about tech

What devices people own and use, which ones they plan to buy soon, and how they make decisions

asurion

How people are buying, using, and thinking about devices

To paint an accurate picture of the trends in consumer tech, Asurion deployed a large survey designed to uncover what devices people currently own and use, what they plan to buy in the next 12 months—and what's driving people's decisions and underpinning their expectations.

We asked more than 1,000 consumers to share details of their daily interactions with technology, and the insights they gave us range from pretty obvious to beautifully obscure.

We focused on 21 different devices, which we sorted into five broad tech categories: personal connectivity, entertainment systems, home office tech, smart home devices, and smart appliances. For the full details of the devices and categories, see "Overview," page 3. All insights in this report are drawn from data at the 95% confidence interval.

Overall ownership and intent to buy

Let's start with the obvious (Fig 1.1): 93% of U.S. adults own a smartphone. Two-thirds also own a tablet, while around one-third own a smart watch, with a similar number owning a fitness tracker. The one surprise here is that just 5% of consumers say they are planning to replace their phone in the next 12 months. This seems surprisingly low, given the upgrade culture prevalent among consumers in the U.S.

Fig 1.1
Personal connectivity
Ownership and intent to purchase among all consumers
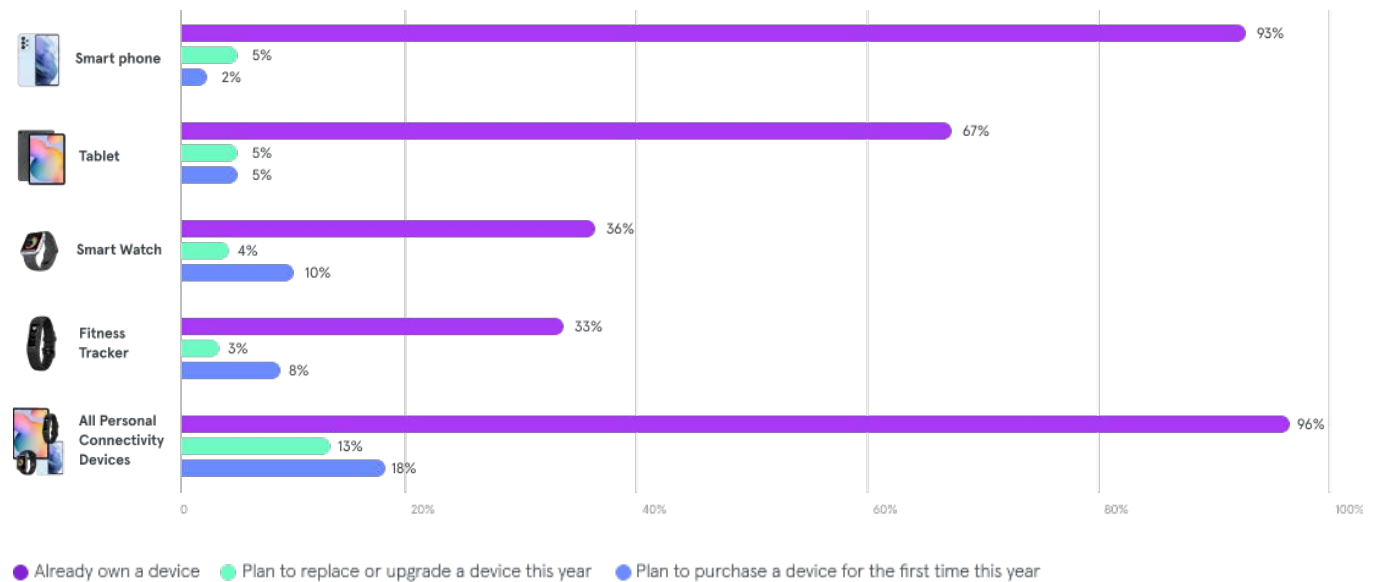
● Already own a device   ● Plan to replace or upgrade a device this year   ● Plan to purchase a device for the first time this year

Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you.

asurion

How people are buying, using, and thinking about devices

As for entertainment systems (Fig 1.2), it is perhaps unsurprising that smart TVs are the most-owned devices (77% of all respondents have one), followed by streaming devices (64%) and gaming consoles (48%). What's interesting is that although VR/AR headsets are the least-owned entertainment devices (17%), when you factor in that 8% are planning to buy one for the first time in the next 12 months, the result is an impressive 1 in 4 consumers will own a VR/AR headset within a year.

That's a healthy ownership rate for such an expensive and relatively new device. Plus, we closed this survey before the release of the Apple Vision Pro™ headset, which analysts predict will sell between 400,000 and 1.5 million units in its first year—despite the hefty starting price of $3,499.

The ownership rates for home office tech (Fig 1.3) are fairly unremarkable, with 70%–80% owning a desktop/laptop and a router, and four in 10 owning a computer monitor. Smart home devices are more interesting (Fig 1.4). The first thing that stands out: The market for smart speakers/voice assistants appears to have reached some semblance of maturity, with around half of all consumers owning one of these devices. Smart home security devices are not far behind, with around one-third of respondents owning one and another 14% planning to buy one for the first time this year. Even smart home automation devices, which includes items like thermostats, locks, and curtains, are becoming more popular, with 38% of people expected to own one within the next 12 months. It's unclear how extensively owners of smart home tech are using the features these gadgets offer. But maybe it doesn't matter so long as the devices meet people's expectations.

Fig 1.2

Entertainment systems
Ownership and intent to purchase among all consumers

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

Part 1 – Let's talk about tech

Fig 1.3
Home office tech
Ownership and intent to purchase among all consumers

Legend:
- Plan to replace/upgrade a device this year
- Plan to purchase a device for the first time this year
- Already own a device

Category	Plan to replace/upgrade	Plan to purchase first time	Already own
Desktop/laptop	6%	4%	79%
Router	2%	5%	73%
Display/monitor	5%	6%	41%
All home office tech	10%	10%	89%

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
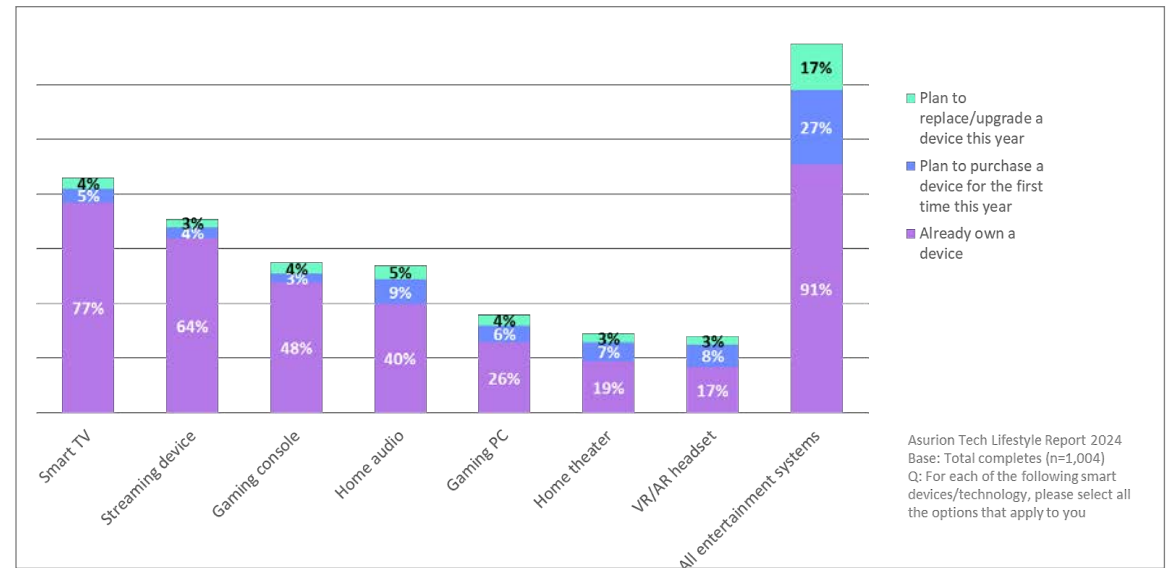Q: For each of the following smart devices/technology, please select all the options that apply to you

Fig 1.4
Smart home devices
Ownership and intent to purchase among all consumers

Legend:
- Plan to replace/upgrade a device this year
- Plan to purchase a device for the first time this year
- Already own a device

Category	Plan to replace/upgrade	Plan to purchase first time	Already own
Smart speaker/voice assistant	3%	7%	49%
Security device	4%	14%	34%
Automation device	3%	10%	28%
All smart home devices	8%	21%	62%

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

How people are buying, using, and thinking about devices

No kitchen sync

The smart appliance category is clearly the most new-fangled, with only about 1 in 4 people currently owning one (Fig 1.5). That said, 16% plan to buy one for the first time in the next 12 months, which will take ownership to 42% overall. It's likely that people will need to replace traditional versions of these items with newer options that increasingly feature smart technology. So, before long, it might become difficult to replace an appliance with one that isn't smart.

Variations by gender, age, household composition, and income

Once we delve a little deeper into the data, interesting patterns start to emerge. For example, looking at gender* within personal connectivity devices, we find that although more women than men currently own a smart watch (40% vs. 32%) and fitness tracker (36% vs. 29%), more men than women say they plan to buy these devices in the next 12 months (13% of men intend to buy a smart watch for the first time vs. 8% of women, and 9% of men plan to buy a fitness tracker vs. 6% women).

Once we delve a little deeper into the data, interesting patterns start to emerge. For example, looking at gender* within personal connectivity devices, we find that although more women than men currently own a smart watch (40% vs. 32%) and fitness tracker (36% vs. 29%), more men than women say they plan to buy these devices in the next 12 months (13% of men intend to buy a smart watch for the first time vs. 8% of women, and 9% of men plan to buy a fitness tracker vs. 6% women).

* Most respondents self-identified as male or female, but we did not restrict responses to this binary classification.

One of our major findings is that households with children are far more likely to own a number of smart devices than households without children. This includes a home audio system, gaming console, gaming PC, smart home security device, streaming device, tablet, smart TV, smart speaker/voice assistant, smart watch, and VR/AR headset. In fact, they are twice as likely to own the latter. For more on these insights, see "Part 3: Child's play," page 29.

Fig 1.5
Smart appliances
Ownership and intent to purchase among all consumers

Legend:
- Plan to replace/upgrade a device this year
- Plan to purchase a device for the first time this year
- Already own a device

	Smart washer/dryer	Smart oven/stove	Smart refrigerator	Smart dishwasher	All smart appliances
Plan to replace/upgrade	3%	3%	4%	3%	9%
Plan to purchase first time	7%	7%	9%	8%	16%
Already own	17%	10%	10%	10%	26%

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

How people are buying, using, and thinking about devices

Another consistent predictor of consumption is whether people are comfortable with tech. By responding to the question, "Do tech projects come naturally to you," only about one-third (34%) of respondents said they were comfortable with tech (we'll call these folks "tech savvy" and the remainder "not tech savvy"). The two groups differ greatly in terms of ownership and buying patterns. Tech-savvy consumers are far more likely than not tech savvy people to own 13 of the 21 smart devices. For more on these insights, see "Part 2: The tech-savvy phenomenon," page 22.

Two other particularly interesting patterns of device ownership and purchasing intent concern generation (Fig 1.6) and income levels (Figs. 1.7 and 1.8).

It is perhaps expected that members of Gen Z and Millennials are at least three times as likely as Boomers to own a gaming PC and a gaming console, and they're more than twice as likely to own a VR/AR headset (Fig 1.6). Most of the intent to buy smart home appliances in the next 12 months is also coming from these two youngest generations.

Yet Boomers are still interested in new tech: 7% are planning to buy a smart watch in the next 12 months, meaning around one-third of all Boomers would own one. And don't forget, more Boomers than members of Gen Z currently own fitness trackers. Boomers also dominate desktop computer and laptop ownership at 85%, with 6% planning to replace their computer this year. Finally, 3 in 10 Boomers already own a smart home security device, with an additional 9% planning to buy one for the first time over the next 12 months.

For the purposes of this study, we categorized respondents' income levels as lower (<$50K a year), mid ($50K–$100K a year) and higher (>$100K a year). Along the way, we uncovered some fascinating patterns of ownership and intent to buy new tech.

Current tech ownership by category (Fig 1.7) mirrors the income bracket for all three levels, with ownership getting progressively higher with income. Not only that, for all 21 smart devices, we find current ownership is highest for the higher income bracket (Fig 1.8).

However—and this is where things get interesting—the higher income bracket only tops two of the 21 devices when it comes to plans to buy a device for the first time in the next 12 months. So there appears to be an element of "catch-up" at play with the people in the higher income bracket racing to get new tech first but those in the lower and mid income levels making up more of the future plans to buy.

asurion

Part 1 – Let's talk about tech

Fig 1.6
Current device ownership and plans to buy
By generation/age group

	Already own				Plan to purchase for the first time this year				Plan to replace this year			
	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer
Smartphone	91%	91%	91%	96%	3%	2%	2%	1%	4%	7%	6%	3%
Tablet	56%	74%	69%	63%	7%	6%	4%	4%	5%	6%	6%	4%
Smart watch	43%	46%	35%	26%	13%	12%	10%	7%	7%	5%	4%	2%
Fitness tracker	26%	38%	32%	32%	12%	10%	8%	4%	5%	4%	2%	2%
Smart TV	73%	83%	75%	74%	4%	7%	6%	4%	7%	4%	3%	3%
Streaming device	70%	69%	68%	54%	5%	5%	2%	3%	3%	1%	2%	2%
Gaming console	67%	68%	46%	21%	4%	4%	3%	2%	4%	7%	7%	1%
Home audio	39%	46%	42%	35%	7%	11%	10%	6%	6%	7%	7%	3%
Gaming PC	42%	36%	22%	13%	13%	10%	5%	1%	4%	7%	7%	0%
Home theater	13%	23%	22%	16%	4%	14%	9%	2%	4%	3%	3%	2%
VR/AR headset	23%	25%	15%	9%	11%	13%	8%	3%	5%	1%	1%	2%

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

Fig 1.6 (cont'd)
Current device ownership and plans to buy
By generation/age group

	Already own				Plan to purchase for the first time this year				Plan to replace this year			
	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer
Desktop/laptop	76%	75%	78%	85%	7%	7%	3%	1%	6%	5%	7%	6%
Router	68%	75%	74%	74%	4%	5%	1%	2%	3%	4%	2%	1%
Display/monitor	34%	40%	42%	45%	10%	8%	6%	1%	4%	6%	7%	2%
Smart speaker/ voice assistant	50%	55%	51%	41%	9%	7%	8%	4%	2%	6%	3%	1%
Security device	30%	40%	37%	29%	16%	17%	15%	9%	5%	4%	4%	2%
Automation device	29%	32%	27%	26%	9%	13%	11%	6%	2%	3%	4%	3%
Washer/dryer	26%	21%	14%	13%	8%	12%	6%	4%	4%	4%	4%	2%
Oven/stove	18%	15%	5%	6%	6%	11%	5%	4%	3%	4%	3%	1%
Refrigerator	18%	12%	9%	5%	13%	16%	5%	4%	3%	4%	6%	2%
Dishwasher	19%	11%	6%	7%	10%	15%	4%	2%	5%	1%	4%	2%

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

Part 1 – Let's talk about tech

Fig 1.7
Tech categories
Ownership by income bracket

Personal connectivity
- 92%
- 97%
- 99%

Entertainment systems
- 85%
- 92%
- 98%

Home office tech
- 83%
- 92%
- 93%

Smart home devices
- 48%
- 63%
- 77%

Smart appliances
- 20%
- 23%
- 35%

■ Lower (<$50K)　■ Mid ($50K–$100K)　■ Higher (>$100K)

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select
all the options that apply to you

asurion

Part 1 – Let's talk about tech

Fig 1.8
Current device ownership and plans to buy
By income bracket

	Already own			Plan to purchase for the first time this year			Plan to replace this year		
	Lower (<$50K)	Mid ($50k–$100K)	Higher (>$100K)	Lower (<$50K)	Mid ($50k–$100K)	Higher (>$100K)	Lower (<$50K)	Mid ($50K–$100K)	Higher (>$100K)
Smartphone	88%	94%	96%	2%	2%	2%	6%	5%	3%
Tablet	54%	71%	78%	6%	6%	2%	8%	5%	3%
Smart watch	26%	36%	50%	8%	12%	10%	4%	6%	2%
Fitness tracker	22%	34%	45%	6%	9%	8%	4%	3%	2%
Smart TV	67%	79%	86%	8%	6%	2%	5%	4%	5%
Streaming device	57%	66%	70%	4%	4%	3%	2%	5%	1%
Gaming console	41%	48%	55%	3%	3%	3%	6%	5%	2%
Home audio	30%	40%	54%	10%	11%	5%	5%	5%	5%
Gaming PC	22%	27%	30%	8%	6%	5%	6%	3%	3%
Home theater	14%	18%	28%	7%	7%	8%	3%	5%	3%
VR/AR headset	12%	18%	21%	7%	10%	8%	4%	2%	3%

Asurion Tech Lifestyle Study 2024
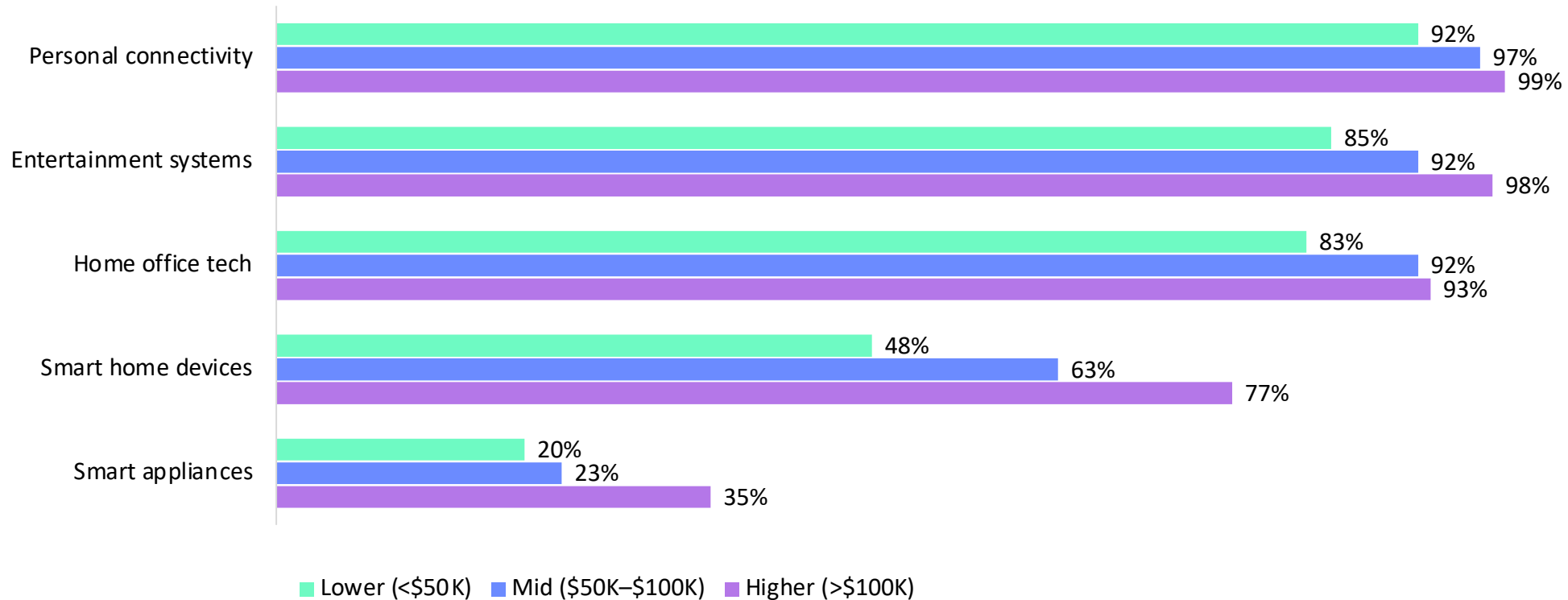Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

Part 1 – Let's talk about tech

Fig 1.8 (cont'd)
Current device ownership and plans to buy
By income bracket

	Already own			Plan to purchase for the first time this year			Plan to replace this year		
	Lower (<$50K)	Mid ($50k–$100K)	Higher (>$100K)	Lower (<$50K)	Mid ($50k–$100K)	Higher (>$100K)	Lower (<$50K)	Mid ($50K–$100K)	Higher (>$100K)
Desktop/laptop	70%	83%	84%	5%	5%	3%	8%	5%	6%
Router	65%	78%	78%	4%	2%	3%	2%	3%	1%
Display/monitor	30%	43%	51%	7%	5%	5%	6%	3%	4%
Smart speaker/ voice assistant	38%	52%	59%	7%	7%	5%	2%	4%	3%
Security device	24%	34%	49%	14%	14%	12%	4%	4%	3%
Automation device	15%	31%	41%	7%	10%	12%	3%	3%	3%
Washer/dryer	14%	14%	25%	6%	9%	6%	4%	4%	3%
Oven/stove	7%	10%	14%	5%	6%	10%	1%	4%	3%
Refrigerator	6%	8%	17%	7%	11%	9%	5%	3%	4%
Dishwasher	8%	7%	15%	5%	9%	9%	2%	2%	5%

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

How people are buying, using, and thinking about devices

What's prompting consumers to buy tech?

In general, the top three reasons people are buying gadgets across all categories (Fig 1.9) are for entertainment and fun (cited by 43% of respondents), because it's cool, exciting, and new tech (27%) and a tie for third between a product upgrade and because I/we can't live without it (both 22%).

More men than women buy tech because it's cool, exciting, and new (31% vs. 24%). Also, more consumers in the Northeast purchase tech for entertainment and fun than those in the West, South, and Midwest (47% vs. 41% vs. 42% vs. 42%). Meanwhile, more tech-savvy people buy tech on a trusted recommendation than not tech savvy people (16% vs. 13%).

As for age groups, more members of Gen Z buy tech to support work and livelihood than Boomers (23% vs. 15%), whereas more Boomers than members of Gen X buy tech for safety and security (19% vs. 15%). More Gen Zers purchase tech for school than do Millennials, Gen Xers, and Boomers (17% vs. 12% vs. 5% vs. 3%), while more members of Gen Z and Millennials buy tech for environmental reasons than members of Gen X and Boomers (8% vs. 9% vs. 4% vs. 6%).

When we look at our five main tech categories (Fig 1.10), the results get even more interesting. For the personal connectivity category, to support health and wellness is tied for second (with I/we can't live without it) in reasons for buying tech. This appears to be the result of another gender split; more women than men report that they buy tech to support health and wellness (36% vs. 28%), and more women than men currently own tablets, smart watches, and fitness trackers.

Fig 1.9

Top 3 reasons for buying tech
Across all consumers and all devices
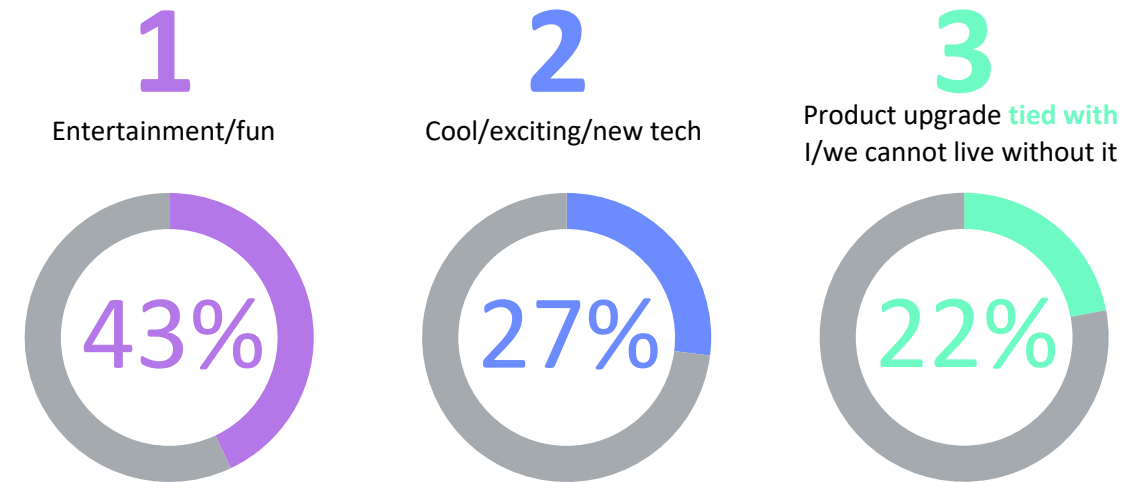
1
Entertainment/fun

43%

2
Cool/exciting/new tech

27%

3
Product upgrade **tied with** I/we cannot live without it

22%

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q: For each of the following smart technology categories, what were your reasons for buying/using it

asurion

Fig 1.10
Motivation to buy new devices
By tech category

	Personal connectivity	Entertainment systems	Home office tech	Smart home devices	Smart appliances
Entertainment/fun	43%	40%	**66%**	38%	**32%**	**11%**
Cool/exciting/new tech	27%	30%	30%	**20%**	32%	25%
I/we cannot live without it	22%	**32%**	**17%**	27%	**12%**	**14%**
Product upgrade	22%	26%	21%	24%	**14%**	**30%**
Support my work/livelihood	19%	**24%**	**7%**	**35%**	**9%**	**10%**
Safety/security	17%	20%	**6%**	**11%**	**40%**	**10%**
Support my health/wellness	14%	**32%**	**7%**	**7%**	**8%**	**10%**
Trusted recommendation	14%	16%	13%	14%	15%	14%
Automate tasks to free up time	13%	13%	**6%**	12%	**18%**	**26%**
Save money	13%	12%	11%	13%	12%	**25%**
For school	8%	7%	**4%**	**17%**	**5%**	**4%**
Environmental benefits	7%	7%	**5%**	**5%**	7%	**15%**

Note: the first data column (no header) corresponds to "Entertainment/fun" etc. overall (grey bars); subsequent columns are category-specific.

asurion

How people are buying, using, and thinking about devices

That's entertainment

While entertainment and fun is the number one reason for buying tech in three of the five categories, it grabs a whopping 66% of the vote in the entertainment systems category—as you might expect. Using a similar logic, you might also assume that supporting work and livelihood would top the home office tech category. But the winner is, again, entertainment and fun (38%), with work and livelihood a close second (35%). Perhaps the lesson here is that even laptops, routers, and monitors are entertaining and fun, on some level.

Rounding out the five categories, safety and security (40%) is the top prompt for making a purchase in smart home devices, which makes sense. Meanwhile, product upgrade (30%) is the top motivation in smart appliances, adding further weight to the theory that people are increasingly replacing conventional appliances with smart ones (whether they intend to or not).

For each of the 21 featured devices, we asked our respondents whether they are using these products more, less, or about the same as they had been expecting to use them (Fig 1.11).

This is an arbitrary measure, but the responses are interesting. For every device, a greater number of people reported they were using it more than they expected than the number who said they were using it less than they expected.

The highest disparity? The smartphone. To our surprise, 66% of users said they were using it more than expected vs. just 3% who are using it less. Equally surprising, 60% said they were using their smart refrigerator more than expected vs. only 14% who said they were using it less. (It's unclear whether they are referring to the smart functionality of the fridge or its ability to keep food fresh. We suspect it might be a bit of both.)

Polarizing patterns of use

The most mixed results were with VR/AR headsets (39% using more, 35% using less) and gaming consoles (39% more, 27% less). Both are the kinds of devices that have the potential to become addictive or to just sit there unused, in near equal measure.

We also see a slew of interesting differences according to factors such as age, income, and location.
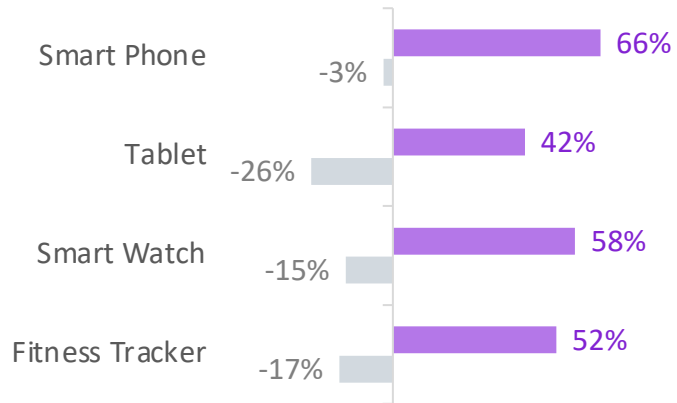
Let's start with age. Far more members of Gen Z than Gen X and Boomers report they are using their home audio more than they expected (75% vs 41% vs 27%). Far more Millennials than members of Gen X and Boomers say they are using their streaming device more than they expected (82% vs 40% vs 57%).

Fig 1.11
Actual use vs. expected use of devices
By tech category

Personal connectivity

Device	Using more than expected	Using less than expected
Smart Phone	66%	-3%
Tablet	42%	-26%
Smart Watch	58%	-15%
Fitness Tracker	52%	-17%

Entertainment systems

Device	Using more than expected	Using less than expected
Smart TV	52%	-12%
Streaming Device	56%	-14%
Gaming Console	39%	-27%
Home Audio	43%	-14%
Gaming PC	48%	-18%
Home Theater	40%	-14%
VR/AR Headset	39%	-35%

Home office tech

Device	Using more than expected	Using less than expected
Computer or Laptop	43%	-14%
Router	51%	-3%
Display/ Monitor	45%	-15%
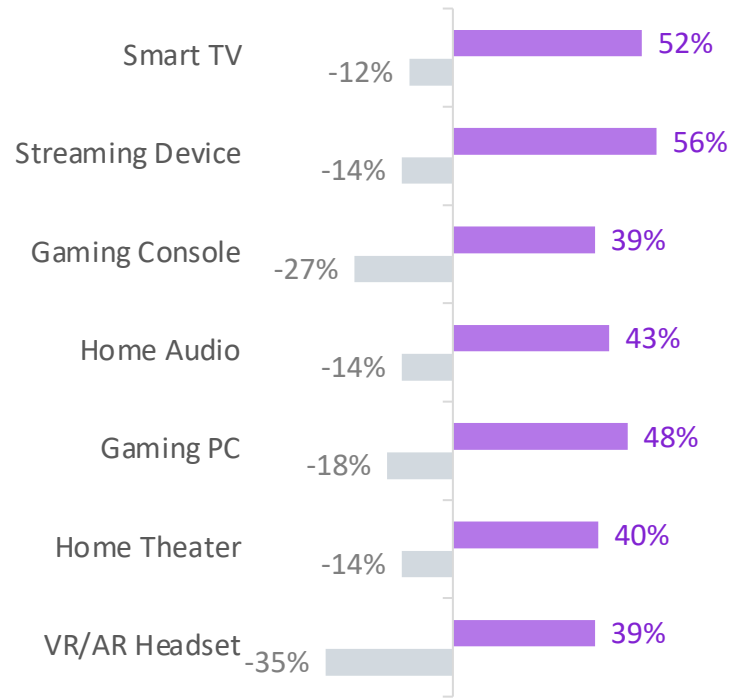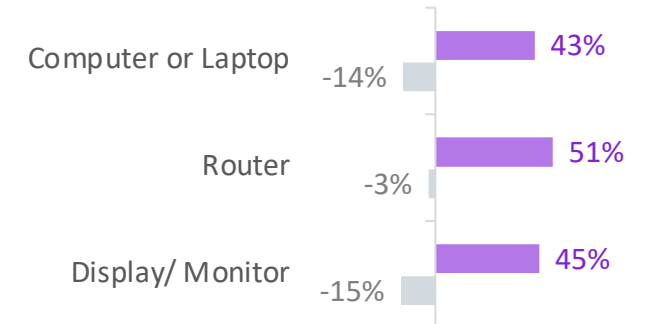
Asurion Tech Lifestyle Study 2024
Base: Total category evaluations (n=3,776)
Category evaluations – personal connectivity (n=972);
entertainment systems (n=940); Home Office Tech (n=925)
Q: How would you describe your usage of each of the
following smart device(s)/technology?

■ Using more than expected
■ Using less than expected

asurion

21

Fig 1.11 (cont'd)
Actual use vs. expected use of devices
By tech category

Smart home devices
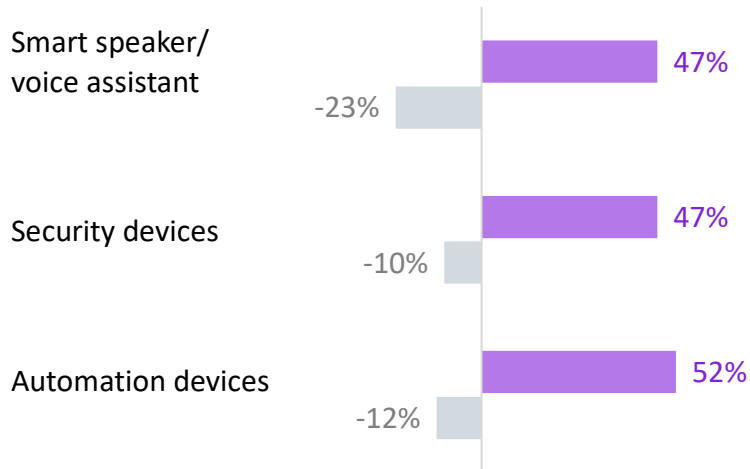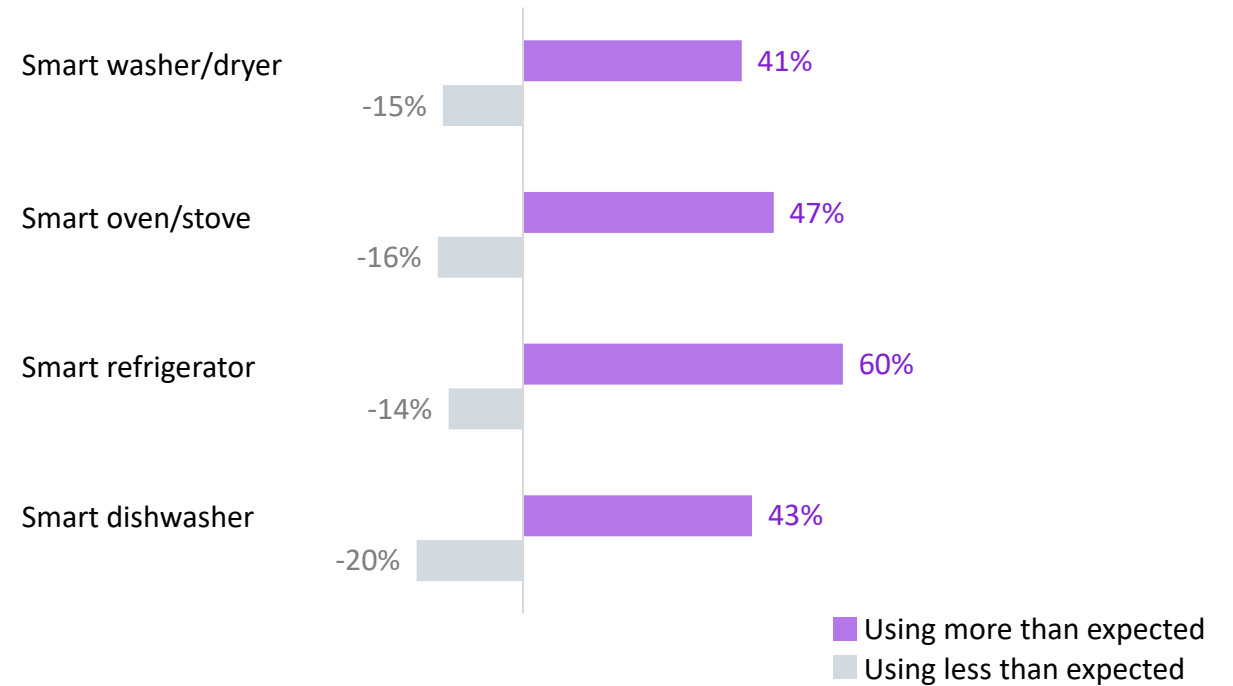
Smart speaker/ voice assistant	
-23%	47%

Security devices	
-10%	47%

Automation devices	
-12%	52%

Smart appliances

Smart washer/dryer	
-15%	41%

Smart oven/stove	
-16%	47%

Smart refrigerator	
-14%	60%

Smart dishwasher	
-20%	43%

■ Using more than expected
□ Using less than expected

Asurion Tech Lifestyle Study 2024
Base: Total category evaluations (n=3,776)
Category evaluations – personal connectivity (n=972);
entertainment systems (n=940); Home Office Tech (n=925)
Q: How would you describe your usage of each of the
following smart device(s)/technology?

asurion

How people are buying, using, and thinking about devices

And significantly more Boomers than members of Gen Z say they are using their smart watch more than they expected (65% vs 43%). (As we previously mentioned, 1 in 4 Boomers owns a smart watch and a further 1 in 10 plan to buy one this year.) Meanwhile, more Millennials than Boomers report they are using their tablet less than expected (33% vs 18%).

Significantly more mid income than higher income people are finding they are using their smart TV more than they expected (62% vs 37%). More Midwesterners than Northeasterners say they are using their fitness tracker more than they expected (62% vs 40%). Finally, around twice as many people who live in cities than those who live in the suburbs or rural areas report they are using their home theater more than they expected (64% vs 32% vs 36%). Who knew?

Who's in charge of the household tech?

More than 6 in 10 of our respondents (62%) categorized themselves as the primary tech decision maker for their household. Here are a few of the key characteristics of this role:

- Men are more likely than women to be the primary tech decision maker in their household (72% of men vs. 55% of women).

- Millennials and members of Gen X are more likely to be the primary tech decision maker in their household than members of Gen Z and Boomers (70% vs. 68% vs. 49% vs. 56%). That means Gen Zers, widely considered to be the most tech-savvy people,

are the least likely to be making their household's tech decisions. There is a logical reason for this: A higher number of Gen Zers live with a parent, so it is likely the parent who makes most of the tech decisions.

- Of course, self-described tech savvy people are far more likely to be the primary tech decision maker in their household than self-described not tech-savvy consumers (78% vs. 54%).

- People who live in cities are more likely to be the primary tech decision maker in their household than those who live in the suburbs or rural areas (72% vs. 59% vs. 57%).

asurion

The tech-savvy phenomenon

Two-thirds of all consumers report they are not comfortable with tech, yet most of them are the primary tech decision maker for their household

asurion

What it is, what it looks like, and what it means

In Part 1, we touched on a number of interesting patterns of tech consumption within and between different demographics. One of these focuses on peoples' self-assessed levels of comfort with technology in response to the question, "Do tech projects come naturally to you?" (paraphrased). Only about one-third (34%) of our respondents said yes, they did feel comfortable with tech projects (we'll call these folks "tech savvy"), which means that the remaining two-thirds are less than comfortable with tech (or "not tech savvy") (Fig 2.1).

You could argue that, for most people, tech savvy is a state of mind. And, of course, there are bound to be one or two folks claiming to be tech experts whose knowledge is limited to "try turning it off and on again." Likewise, others who say they're not tech savvy will be quietly adept at researching and setting up new devices. It doesn't really matter, though, because the tech-savvy classification is a fairly accurate indicator of tech consumption, ownership, purchasing patterns, and beliefs.

So, what do we know about these tech savvy folks? Well, there is a major gender split, with 50% of men saying they are tech savvy and only 22% of women (Fig 2.2). We also find a significant generational gap, with twice as many tech-savvy Millennials as tech-savvy Boomers (44% vs. 22%).

As previously mentioned, households with children also appear to consume more tech than those without kids—40% of those living with kids say they are tech savvy compared to 32% of people without kids who say they are tech savvy.

Fig 2.1

Tech savvy vs. not tech savvy
Consumers who say they are comfortable (or not) with tech

34%

66%
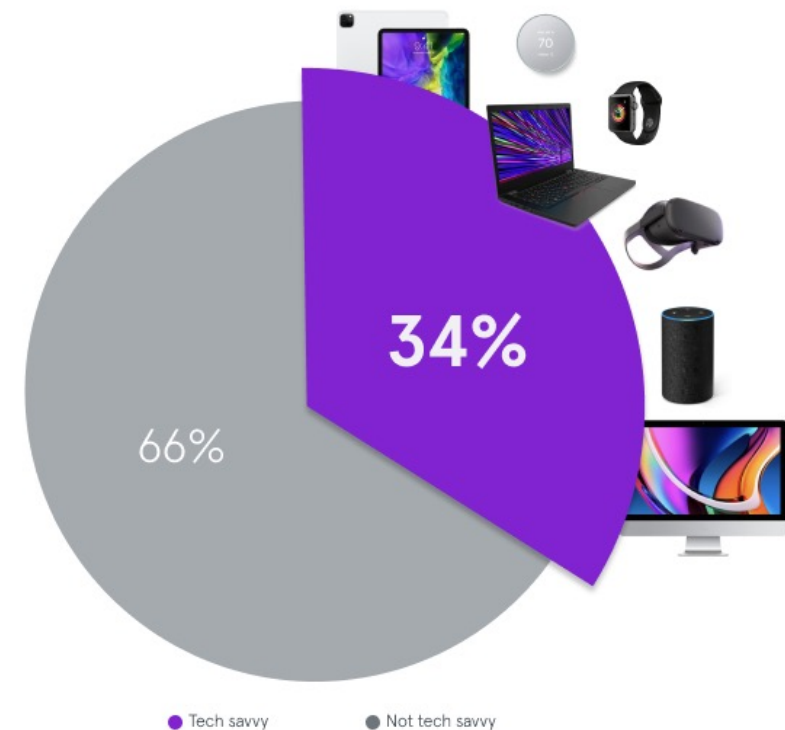
● Tech savvy   ● Not tech savvy

asurion

Fig 2.2
What tech savvy looks like
People who are most comfortable using tech

Gender

50%

of men say
they are tech savvy

22%

of women say
they are tech savvy

Age

44%

of Millennials say
they are tech savvy

22%

of Boomers say
they are tech savvy

Kids

40%

of people with kids say
they are tech savvy

32%

of people without kids say
they are tech savvy

Urbanicity

42%

of urban dwellers say
they are tech savvy

28%

of rural dwellers say
they are tech savvy

Primary tech decision maker

78%

of those who are tech savvy are
primary tech decision makers

54%

of those who are not tech savvy are
primary tech decision makers

asurion

26

What it is, what it looks like, and what it means

We also see a sizable split between people who live in cities and those who live in rural areas—42% who live in cities say they are tech savvy vs. just 28% who live in more rural parts of the country.

Of all those claiming to be tech savvy, 8 out of 10 (78%) are also the primary tech decision maker for their household. What's more interesting, however, is that more than half of those who are not tech savvy (54%) are also the primary tech decision maker for their household.

What does it mean to be tech savvy?

For starters, it greatly increases the likelihood of owning 13 of the 21 smart devices we focused on in this study (Fig 2.3). Tech-savvy consumers are more likely to own a tablet, smart watch, fitness tracker, smart TV, streaming device, gaming console, home audio system, gaming PC, home theater system, VR/AR headset, voice assistant, home security device, and home automation device. Notice that a lot of these devices fall into the realm of cool, contemporary tech.

In the next 12 months, the tech-savvy group plans to buy (for the first time) significantly more smart devices within four of our five tech categories (Fig 2.4): personal connectivity, entertainment systems, smart home devices, and smart appliances. Only in the home office category are there few differences between the buying plans of the two groups.

In addition, the tech-savvy group plans to replace or upgrade more devices in the next 12 months in four of the five categories, including the home office one (Fig 2.5). And in terms of handheld devices, twice as many tech-savvy as not-tech-savvy consumers plan to replace or upgrade their smartphone in the next 12 months.

Increased likelihood of owning 13 smart devices
Tech savvy vs. not tech savvy

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you
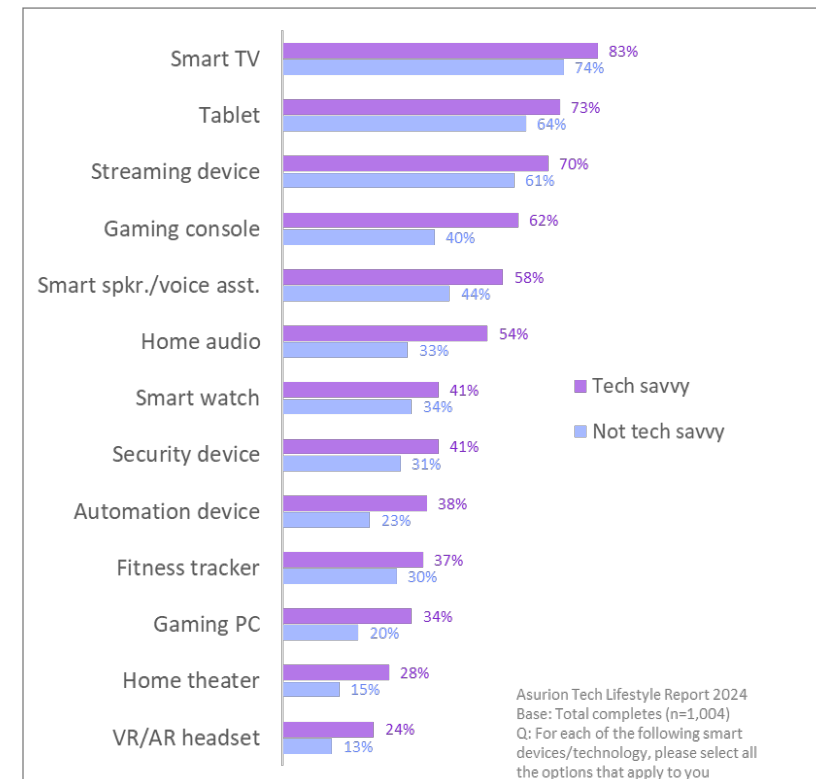
asurion

Fig 2.4

Plans to purchase for the first time in the next 12 months
Tech savvy vs. not tech savvy by tech category

Personal connectivity	Tech savvy 24% / Not tech savvy 15%
Entertainment systems	Tech savvy 37% / Not tech savvy 22%
Home office tech	Tech savvy 10% / Not tech savvy 10%
Smart home devices	Tech savvy 30% / Not tech savvy 17%
Smart appliances	Tech savvy 26% / Not tech savvy 11%

■ Tech savvy
■ Not tech savvy

Asurion Tech Lifestyle Report 2024
Base: Total Completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you
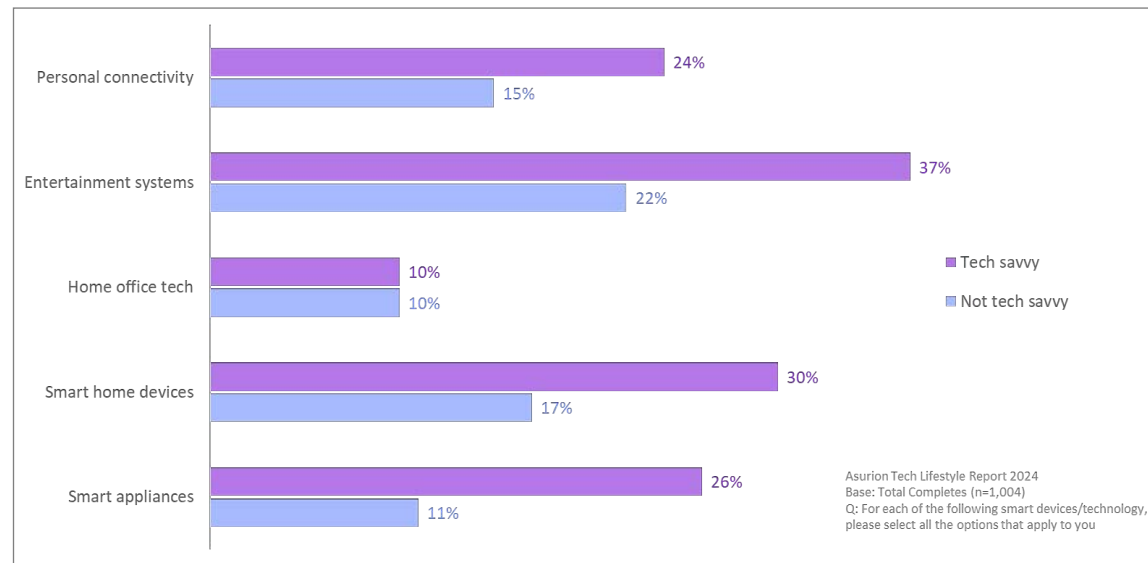
Fig 2.5

Plans to replace/ upgrade in the next 12 months
Tech savvy vs. not tech savvy by tech category (plus smartphone)

Personal connectivity	Tech savvy 16% / Not tech savvy 11%
Entertainment systems	Tech savvy 21% / Not tech savvy 14%
Home office tech	Tech savvy 14% / Not tech savvy 8%
Smart home devices	Tech savvy 9% / Not tech savvy 7%
Smart appliances	Tech savvy 13% / Not tech savvy 7%
Smartphone	Tech savvy 8% / Not tech savvy 4%

■ Tech savvy
■ Not tech savvy

Asurion Tech Lifestyle Report 2024
Base: Total Completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

28

What it is, what it looks like, and what it means

What is motivating these people? There are 10 reasons for purchasing technology in which being tech savvy makes a difference (Fig 2.6). For example, one-third of tech-savvy consumers will buy tech because it's cool, new, and exciting vs. just 1 in 4 not tech-savvy people.

Similarly, significantly more tech-savvy consumers than not-tech-savvy ones will buy devices for the following reasons:

- To upgrade a product
- To support their work and livelihood
- For safety and security reasons
- To automate tasks and save time
- To support health and wellness
- Based on a trusted recommendation
- As part of a smart home transformation
- To upgrade a brand
- For environmental reasons

In terms of how people actually use their devices, tech-savvy people reported using these five devices more than they had expected, and significantly more than not-tech-savvy people (Fig 2.7): gaming consoles, gaming PCs, computer monitors, speaker and voice assistants, and smart ovens and stoves. So, again, it's a wide variety.

Fig 2.6
Reasons for buying tech
Tech savvy vs. not tech savvy (significant variations only)
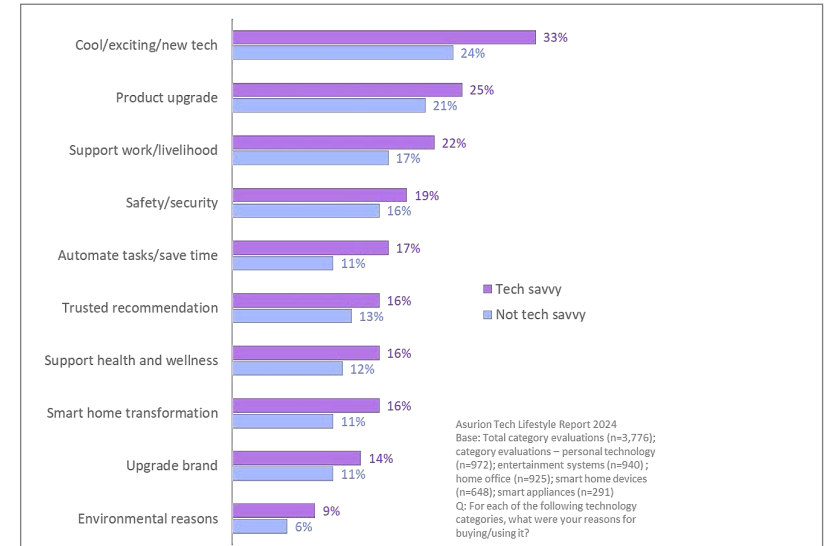
Asurion Tech Lifestyle Report 2024
Base: Total category evaluations (n=3,776); category evaluations – personal technology (n=972); entertainment systems (n=940); home office (n=925); smart home devices (n=648); smart appliances (n=291)
Q: For each of the following technology categories, what were your reasons for buying/using it?

Fig 2.7
Devices that consumers are using more than they expected
Tech savvy vs. not tech savvy

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: How would you describe your usage of each of the following smart devices/technology?

asurion

29
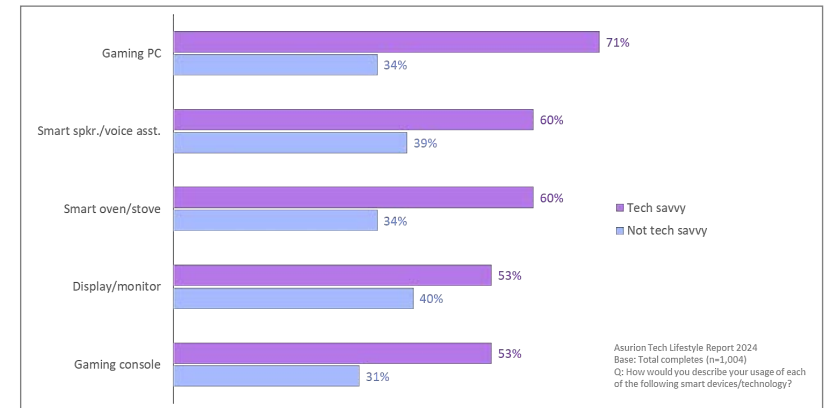
What it is, what it looks like, and what it means

Conversely, for both gaming PCs and VR/AR headsets, considerably more not-tech-savvy people than tech savvy people said they are using these products less than they expected (Fig 2.8).

Another question we asked respondents is how long does it take them to adopt new technology (Fig 2.9). The answer: Most people wait until new tech is popular before they try it. But within the tech-savvy group, the majority claim to be either the very first (30% vs. 16% for all consumers) or among the first (38% vs. 23%) to try new devices.

Fig 2.8
Devices that consumers are using less than they expected
Tech savvy vs. not tech savvy

- Tech savvy
- Not tech savvy

Gaming PC: 2% (Tech savvy), 28% (Not tech savvy)
VR/AR headset: 25% (Tech savvy), 45% (Not tech savvy)

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: How would you describe your usage of each of the following smart devices/technology?
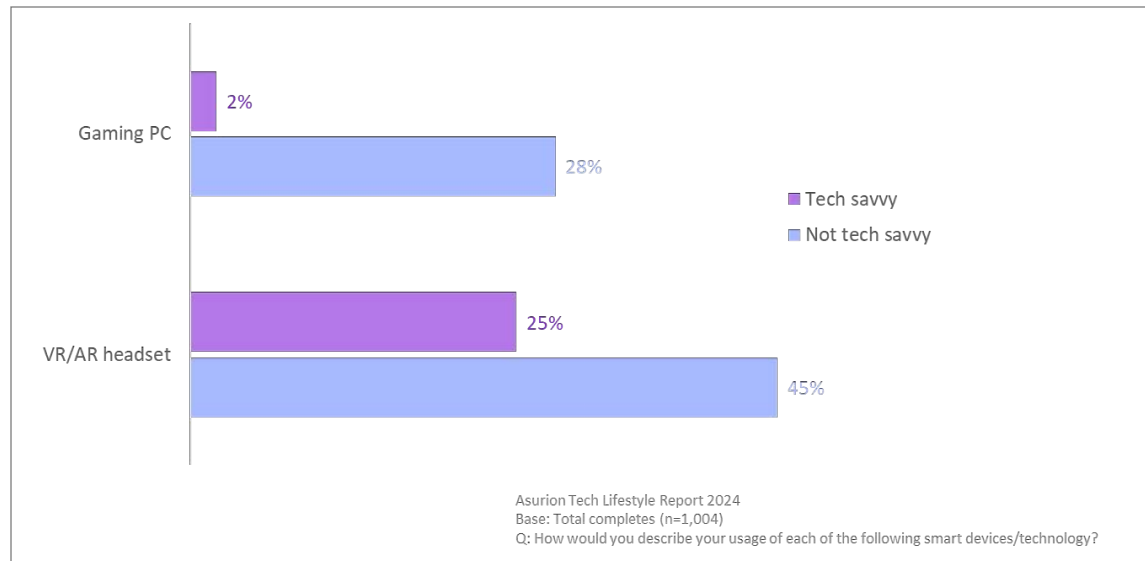
Fig 2.9
Speed of tech adoption
All people vs. tech-savvy people

16% · 30% · 3% · 2% · 14% · 27% · 38% · 39% · 23%

- Very first to own tech
- Among first to try new tech, but not very first
- Wait to try new tech until popular
- Among last to try new tech
- Very last to try new tech

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q: Which of the following best describes you?

asurion
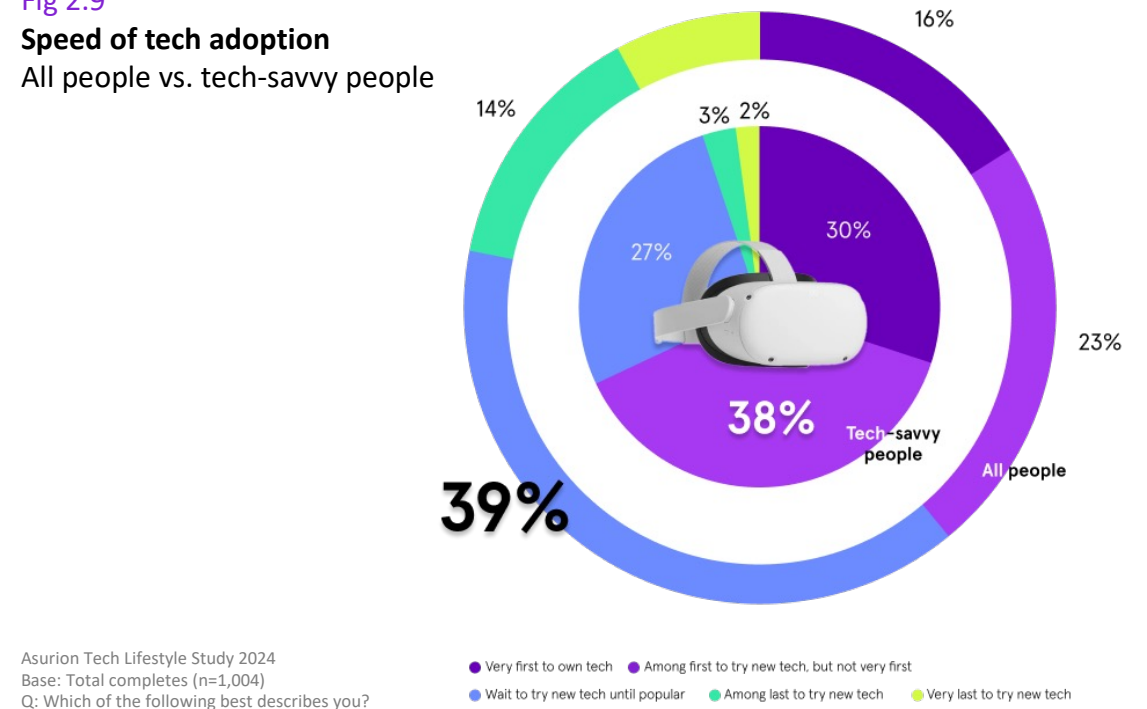
Child's play

Households with children buy and consume more tech than those without—why?

asurion

How kids drive the tech-buying behaviors of adults

One of the most surprising and accurate predictors of what tech people buy that we uncovered is whether respondents live with children. Households with kids tend to buy more tech than those without kids. There are a few reasons why this might be the case, but let's first look at this phenomenon.

Around 3 in 10 of our respondents are living with children (Fig 3.1) and the remainder without. The former's patterns of buying tech often mirror those of the tech-savvy consumers we just explored in Part 2. One reason for this: Parents and caretakers tend to adopt new tech quickly (Fig 3.2). Most people tend to wait until new tech is popular before they try it, but those with children are often either the very first (22% vs. 16% for all consumers) or among the first (29% vs. 23%) to it.

People with kids are far more likely to own a number of smart devices—like tablets, smart watches, smart TVs, streaming devices, home audio equipment, gaming PCs, and home security devices—than those without kids (Fig 3.3). They are also twice as likely to own a gaming console and a VR/AR headsets.

Looking at what they plan to buy over the next year, far more people with kids intend to make a first-time purchase of an entertainment system, a smart home device, or a smart appliance than those without children (Fig 3.4). In fact, 1 in 4 consumers with kids will buy a smart appliance in the next 12 months.

People who have children living with them
Across all demographics and all tech

29%

71%

■ With kids   ■ Without kids

29%
of people
have children
living with them

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: Which of the following project types do you feel
are easy or come naturally to you?

asurion
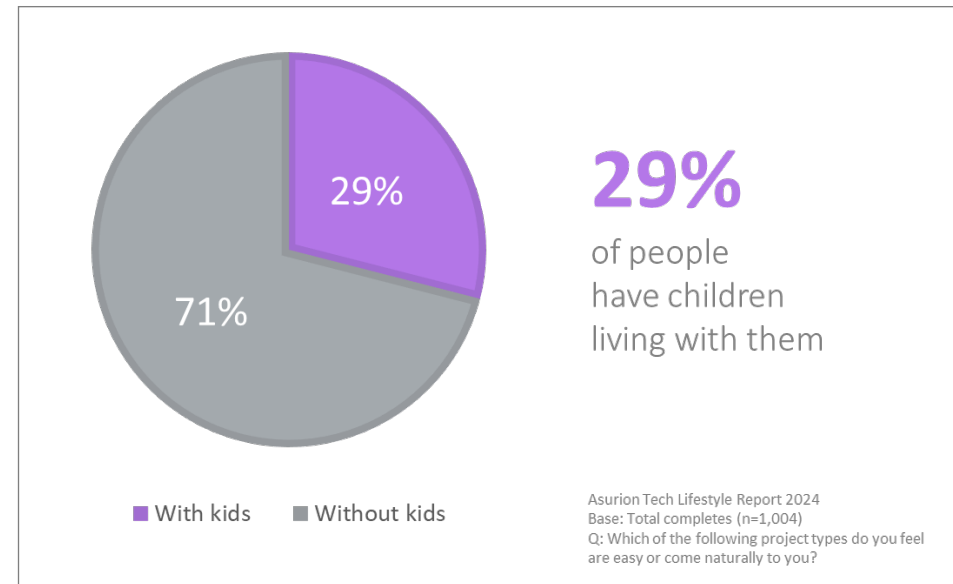
Fig 3.2
Speed of tech adoption
All people vs. people with kids

All people

People with kids

All people	People with kids
16%	22%
23%	29%
39%	34%
14%	11%
8%	3%

Very first to try new tech

Among first to try new tech, but not very first

Wait to try new tech until popular

Among last to try new tech

Very last to try new tech

asurion
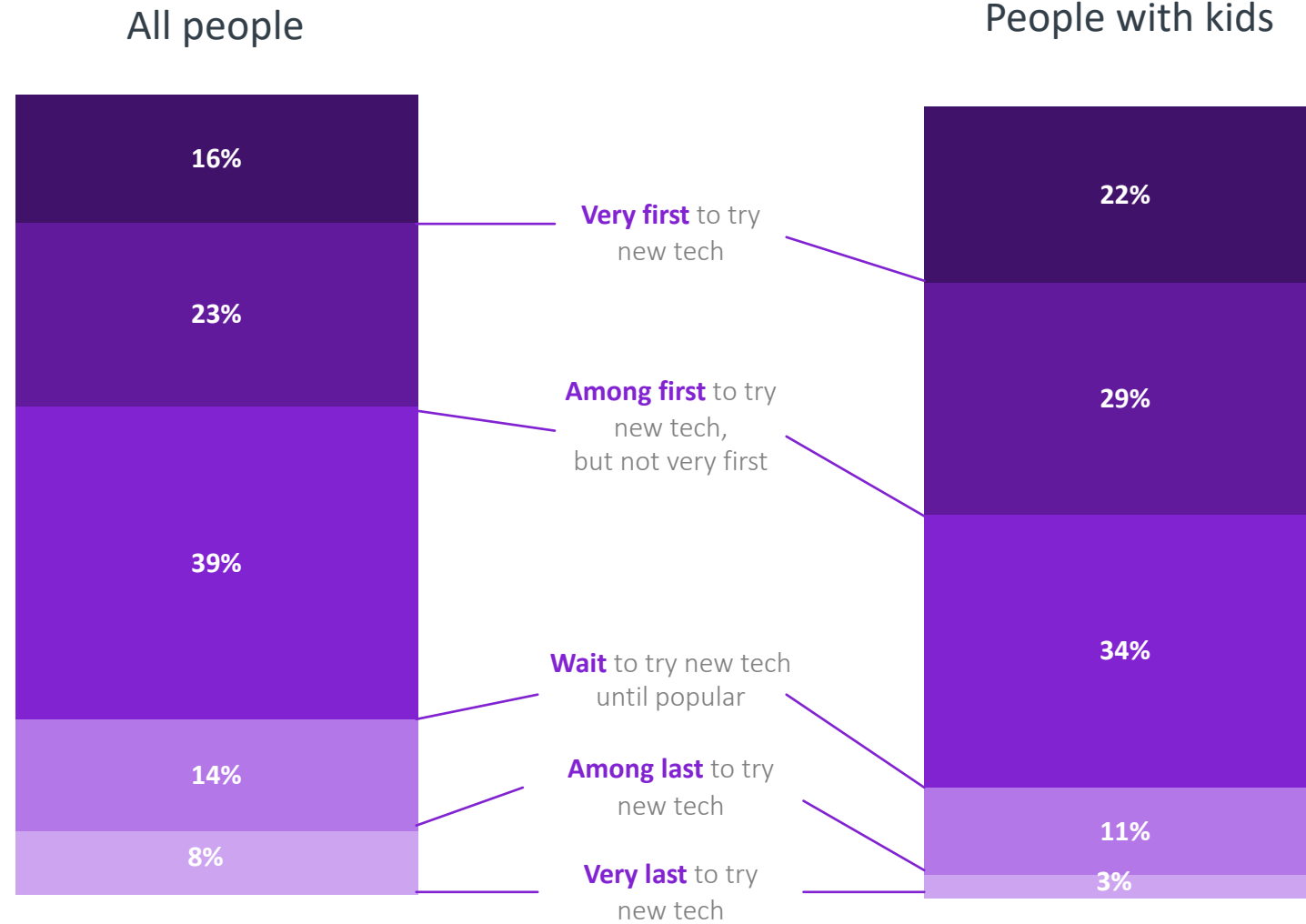
Fig 3.3

Increased likelihood of owning 10 smart devices
With kids vs. without kids

Smart TV — With kids 86%, Without kids 73%
Tablet — With kids 79%, Without kids 62%
Streaming device — With kids 76%, Without kids 59%
Gaming console — With kids 72%, Without kids 38%
Smart spkr./voice asst. — With kids 61%, Without kids 44%
Home audio — With kids 51%, Without kids 36%
Smart watch — With kids 49%, Without kids 32%
Security device — With kids 42%, Without kids 31%
Gaming PC — With kids 36%, Without kids 22%
VR/AR headset — With kids 27%, Without kids 13%

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

Fig 3.4

Plans to purchase for the first time in the next 12 months
With kids vs. without kids

Entertainment systems — With kids 32%, Without kids 25%
Smart home devices — With kids 27%, Without kids 19%
Smart appliances — With kids 25%, Without kids 13%

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion

How kids drive the tech-buying behaviors of adults

In addition, significantly more households with kids are planning to replace or upgrade an entertainment system or device in the year ahead than those without kids (Fig 3.5). What's possibly more surprising is that they also intend to replace an above-average amount of smart appliances in the next year.

As we mentioned in Part 1, this insight may be skewed by the semantics around upgrading and replacing household appliances and that some respondents may be referring to merely replacing a conventional appliance with a smart version, not replacing smart with smart—although those with kids may intend to do just that.

When it comes to motivation for buying tech, there are statistically significant differences between the two groups (kids vs. no kids) within five key reasons (Fig 3.6). More people with kids buy tech as part of a smart home transformation, for school, and for environmental reasons, than those without kids. While these are three different motivations, each makes sense: A tech-embracing demographic is likely to turn their household to a smart home; households with kids need tech for schoolwork; and, as we saw with the tech savvy folks in Part 2, the heavier tech consumers seem to consider environmental concerns more prominently in their buying decisions.

Turning the tables

In contrast, there are two buying motivation categories that consumers without kids outscore those with children: product upgrade and I/we can't live without it. Perhaps these are related to having potentially higher levels of disposable income.

Moving on, there are five devices that people with kids say they're using more than they expected (Fig 3.7). Around two-thirds or more report they are using their gaming PC, home audio system, router, and smart refrigerator more than they expected, and more than they expected.

Fig 3.5

Plans to replace or upgrade in the next 12 months
With kids vs. without kids

- Entertainment systems: With kids 20%, Without kids 15%
- Smart appliances: With kids 11%, Without kids 8%

■ With kids
■ Without kids

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: For each of the following smart devices/technology, please select all the options that apply to you

asurion
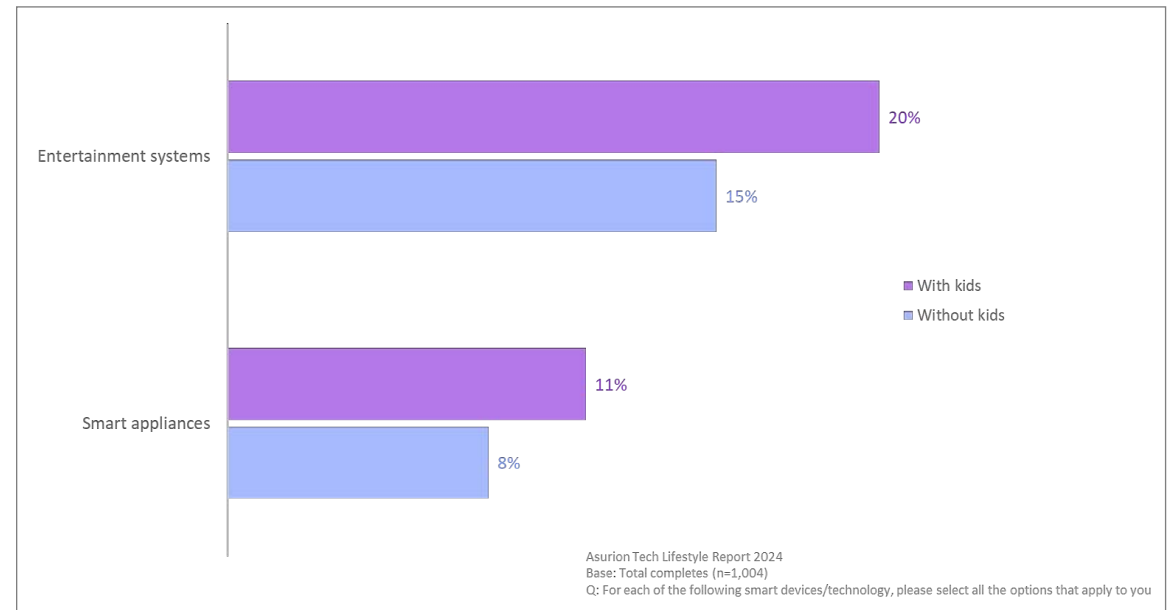
Part 3 – Child's play

Fig 3.6
Reasons for buying tech
With kids vs. without kids (significant variations only)''

	With kids	Without kids
Product upgrade	20%	24%
I/we cannot live without it	20%	23%
Smart home transformation	15%	12%
For school	13%	6%
Environmental reasons	9%	6%

Asurion Tech Lifestyle Report 2024
Base: Total category evaluations (n=3,776); category evaluations – personal technology (n=972); entertainment systems (n=940) ; home office (n=925); smart home devices (n=648); smart appliances (n=291)
Q: For each of the following technology categories, what were your reasons for buying/using it?

Fig 3.7
Devices that consumers are using more than expected
With kids vs. without kids

	With kids	Without kids
Smart refrigerator	73%	50%
Home audio	66%	35%
Gaming PC	65%	35%
Router	63%	46%
Security device	55%	43%

Asurion Tech Lifestyle Report 2024
Base: Total completes (n=1,004)
Q: How would you describe your usage of each of the following smart devices/technology?
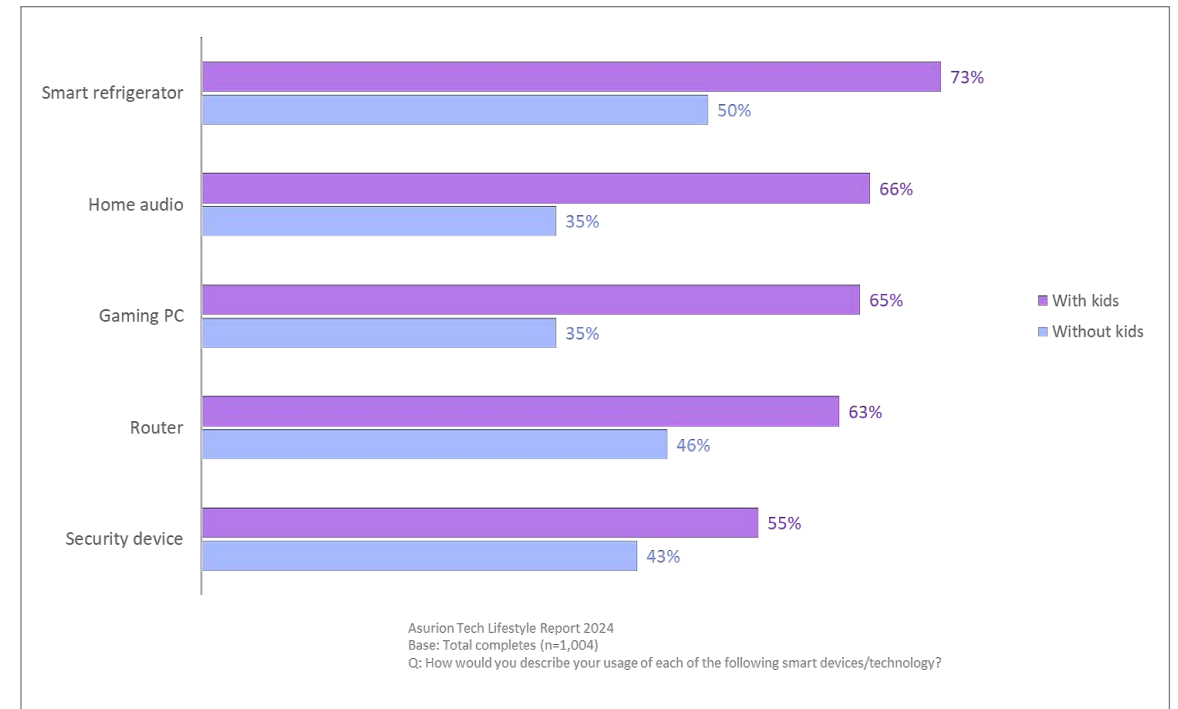
How kids drive the tech-buying behaviors of adults

than half say they're using a smart security device more than they expected. For each of these five device categories, significantly more consumers with kids are reporting an unexpected, additional use than those without children. Again, this is an eclectic group of devices and some of the responses were a bit perplexing, such as a surprisingly higher use of routers (Fig 3.7).

Conversely, more than a quarter of people without kids say they're using their gaming PC less than they expected vs. just 5% for those with kids.

As for the key demographics of this segment, here's what we found (Fig 3.8):

- Around one-third of women say they live with children, compared to one-fourth of men.

- Almost half of Millennials live with children, while one-third of both Gen Z and Gen X—and only 5% of Boomers—live in households with kids.

- Around 34% of tech-savvy consumers and 26% of not-tech-savvy ones live with children.

- The likelihood of kids being part of a household seems to increase with level of earnings: 36% of higher income consumers are living with kids, vs. 29% of mid income, and just 22% of lower income.

- Geographically, there's a disparity between the South and the Northeast, with around one-third of Southerners living with children compared to just 1 in 5 Northeasterners.

Why are kids driving tech consumption?

There are a few possible reasons why having children in your household often predicts the way you buy and use tech:

- Living with children helps adults stay up to date with the latest devices. The kids demand it.

- Adults are looking to technology to help them both "entertain" and "educate" their kids, which would explain the higher ownership of devices like tablets and gaming consoles.

- Adults are determined to keep up with tech to give their children what they will see as an essential strong grounding in tech fluency.

- Adults are tasking their children with either influencing, or wholly making, tech decisions in the household. As part of its 2018 US Monitor, data insights and consulting company Kantar highlighted the increasing influence of children in tech buying decisions (Fig 3.9).

- Adults are turning to tech to give them back a little time from their hectic daily schedules via automated smart home products that control household functions, like lighting, thermostats, and curtains.

- In most households with children, the parents will likely be Millennial-age or younger, so there is a skew toward a younger, more tech-centric demographic.

asurion

Fig 3.8

People who are most/least likely to live with children
Within five population segments

Gender

32%

of women
live with children

25%

of men
live with children

Age

49%

of Millennials
live with children

33%

of Gen Zers and Gen Xers
live with children

5%

of Boomers live with children

Tech savvy

34%

of tech-savvy people
live with children

26%

of not tech savvy people
live with children

Income

36%

of higher-income households
have children

29%

of mid-income households
have children

22%

of lower-income households
have children

Region

32%

of people in the South
live with children

21%

of people in the Northeast
live with children

asurion

Fig 3.9
Children increasingly influence tech decisions
Kantar 2018 US Monitor

I have input when it comes to deciding …
Among those 18 and younger

Decision	Percentage
Where to go out to eat	90%
What movies to see	89%
Where to shop for clothes	86%
What groceries to buy	79%
What type of mobile phone to buy	76%
Where to go on vacation	73%
What health and beauty products to buy	70%
What brand of other electronics (TV, Blu-ray, etc.) to buy	68%
What brand of computer to buy	67%
How much to save for college tuition	54%
What type of car to buy	48%
Where to live	48%

Legend:
- ■ Experience purchases
- ■ Retail purchases
- ■ Technology purchases
- ■ Major purchases and expenses

asurion

39

Kantar 2018 US Monitor—Download on Parenting, June 2018

Human hurdles

What's stopping people from adopting tech—and are their concerns legitimate?

asurion

Exploring people's concerns about buying and using technology

We've spent a bit of time looking at peoples' motivations for buying tech, but what are some of the barriers—perceived and otherwise—to using new tech? What's stopping people from embracing new devices? What are their pain points and fears? And are their concerns justified?

As part of our tech lifestyle survey, we prompted our respondents with a list of potential reasons why they might hesitate to buy or use different types of smart devices and technologies. The deeper we probed, the more insights we uncovered.

Let's start with what you might expect. The top barrier to people buying and using new tech for each of our five categories (Fig 4.1) is "I don't need it." Other top reasons are largely made up of similar concerns such as "I won't use it enough," "it doesn't interest me," "it's too expensive," and "the tech will go out of date soon." The only other responses to break into the top five reasons are concerns over a "short product life" (home office tech), data security and privacy (smart home devices), and that the products will break and need repairing (smart appliances). More on that last one in a moment.

What we're seeing is how people naturally think about the value of tech. If you think you don't need something or you're not interested in the technology, then you will probably think it's too expensive and cannot see yourself using it much. It's about how much a person is willing to pay for the value they perceive, and that's especially true of technology.

Research has shown there is also a strong link between "thinking" and "feeling," so when people evaluate brands (for buying decisions), they primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts).

Why smartphones are different

If we look at the device level (Fig 4.2), we see a little more variation. As you might expect, the "I don't need it" claims are less prevalent for smartphones (although still present), with people instead voicing concerns over the potentially short shelf life of the tech, data security and privacy issues, the break and fix cycle, and of course, the expense associated with buying a new phone. The rest of the personal connectivity category follows the more familiar refrain of people who are into tablets, smart watches, and fitness trackers vs. those who are very much not. The polarization continues across most devices for similar reasons.

It gets more interesting when we study a few of the potential barriers lurking just outside of the top 5—and look at our 21 devices through the lens of each individual concern.

asurion

Part 4 – Human hurdles

Fig 4.1

Top 5 barriers to adoption by tech category
Percent of people who perceive these concerns
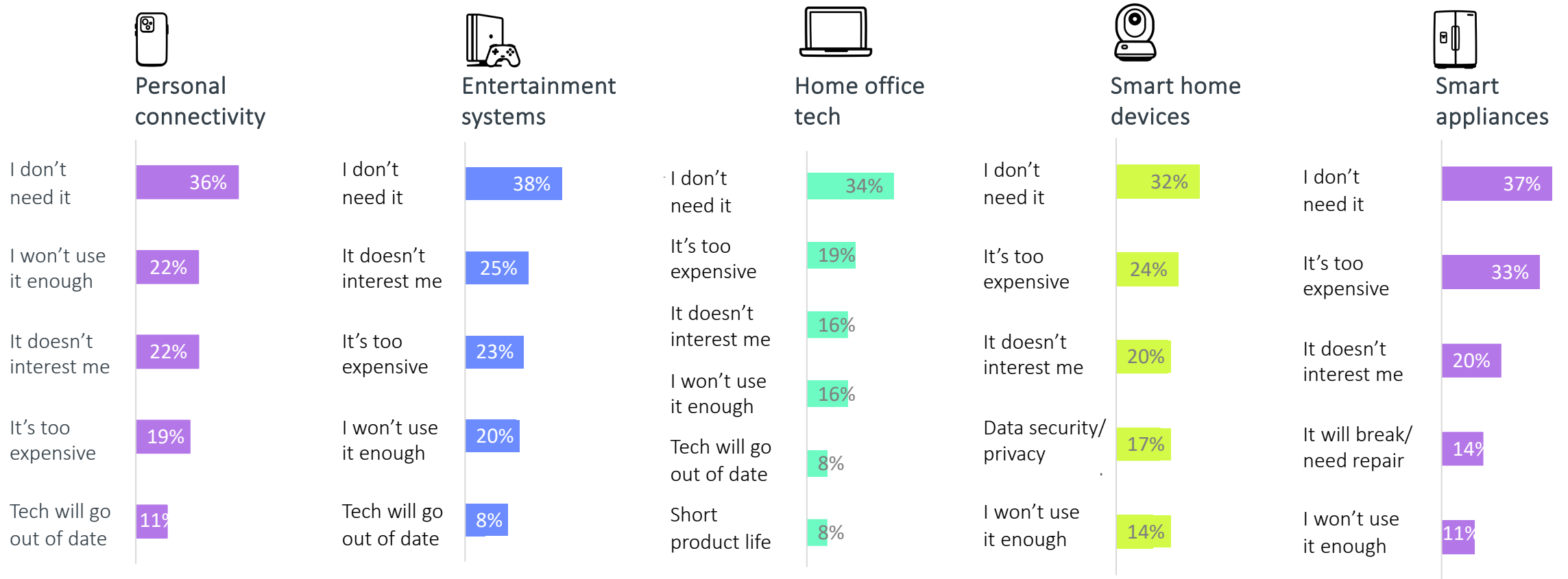
Personal connectivity

I don't need it	36%
I won't use it enough	22%
It doesn't interest me	22%
It's too expensive	19%
Tech will go out of date	11%

Entertainment systems

I don't need it	38%
It doesn't interest me	25%
It's too expensive	23%
I won't use it enough	20%
Tech will go out of date	8%

Home office tech

I don't need it	34%
It's too expensive	19%
It doesn't interest me	16%
I won't use it enough	16%
Tech will go out of date	8%
Short product life	8%

Smart home devices

I don't need it	32%
It's too expensive	24%
It doesn't interest me	20%
Data security/ privacy	17%
I won't use it enough	14%

Smart appliances

I don't need it	37%
It's too expensive	33%
It doesn't interest me	20%
It will break/ need repair	14%
I won't use it enough	11%

asurion

Fig 4.2

Barriers to adoption of different devices
Within the five tech categories

Personal
connectivity

	Smartphone	Tablet	Smart watch	Fitness tracker
Tech will go out of date too soon	23%	14%	10%	9%
Concerned about data security/privacy	21%	8%	10%	8%
Too expensive	20%	16%	25%	14%
Will break/need repairing	17%	9%	8%	8%
Don't need it	16%	36%	39%	37%
Too complicated	15%	4%	9%	7%
Short product life (will need replacing)	13%	6%	8%	6%
Want to simplify the technology I have	12%	7%	6%	6%
Won't work/I don't trust it	12%	3%	5%	5%
Doesn't interest me	11%	17%	24%	24%
Don't/won't know how to use it properly	11%	5%	8%	8%
Won't use it enough	9%	23%	18%	25%
Don't trust brand options available for device	9%	3%	3%	3%
Other	3%	1%	1%	1%
Don't know what this even is	1%	2%	2%	3%

asurion

Asurion Tech Lifestyle Study 2024
Base: Do not currently own device—Smart phone (n=75), Tablet (n=333), Smart watch (n=638), Fitness tracker (n=676)
Q: What are your biggest concerns with owning/using each of the following smart device(s)/technology?
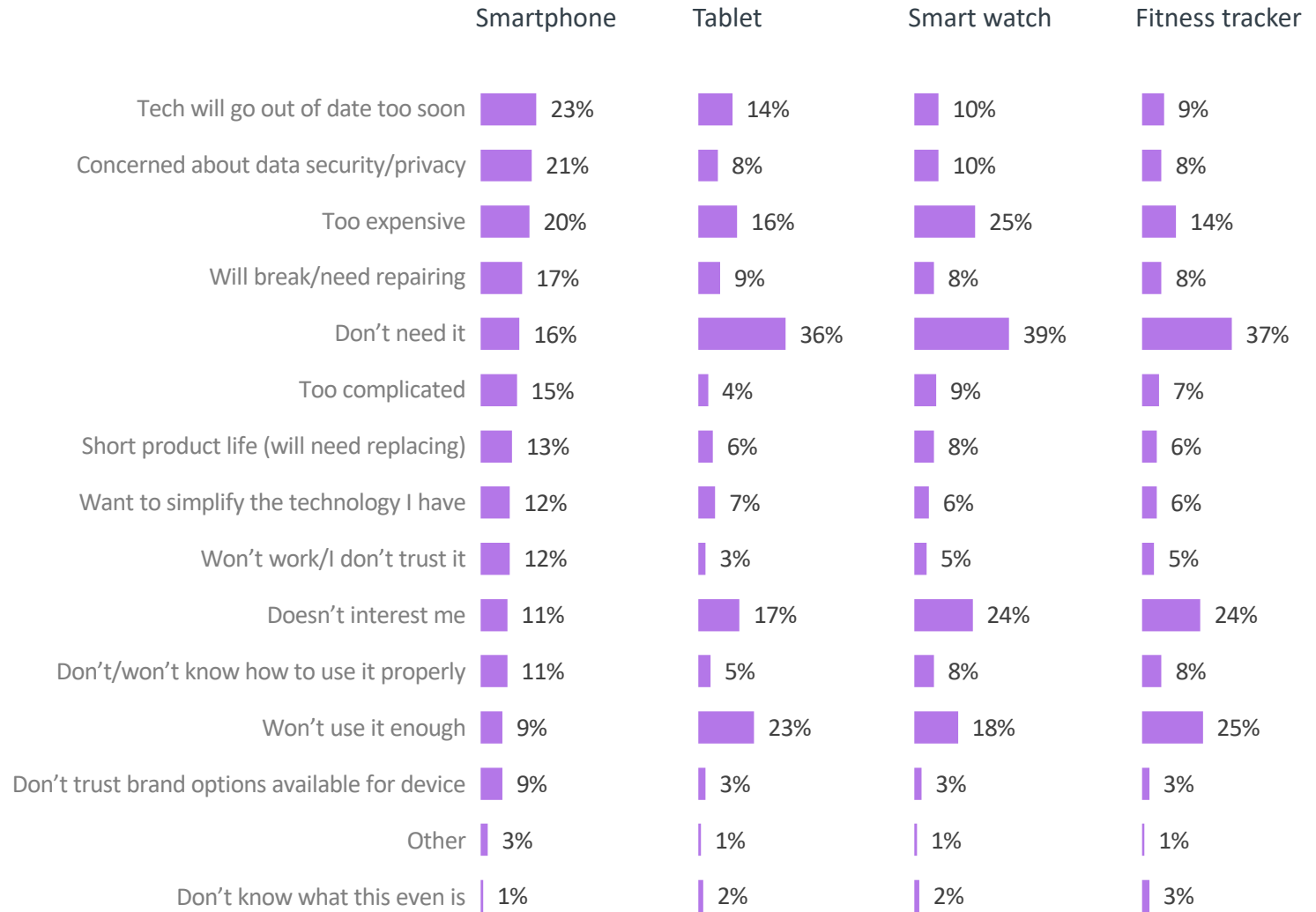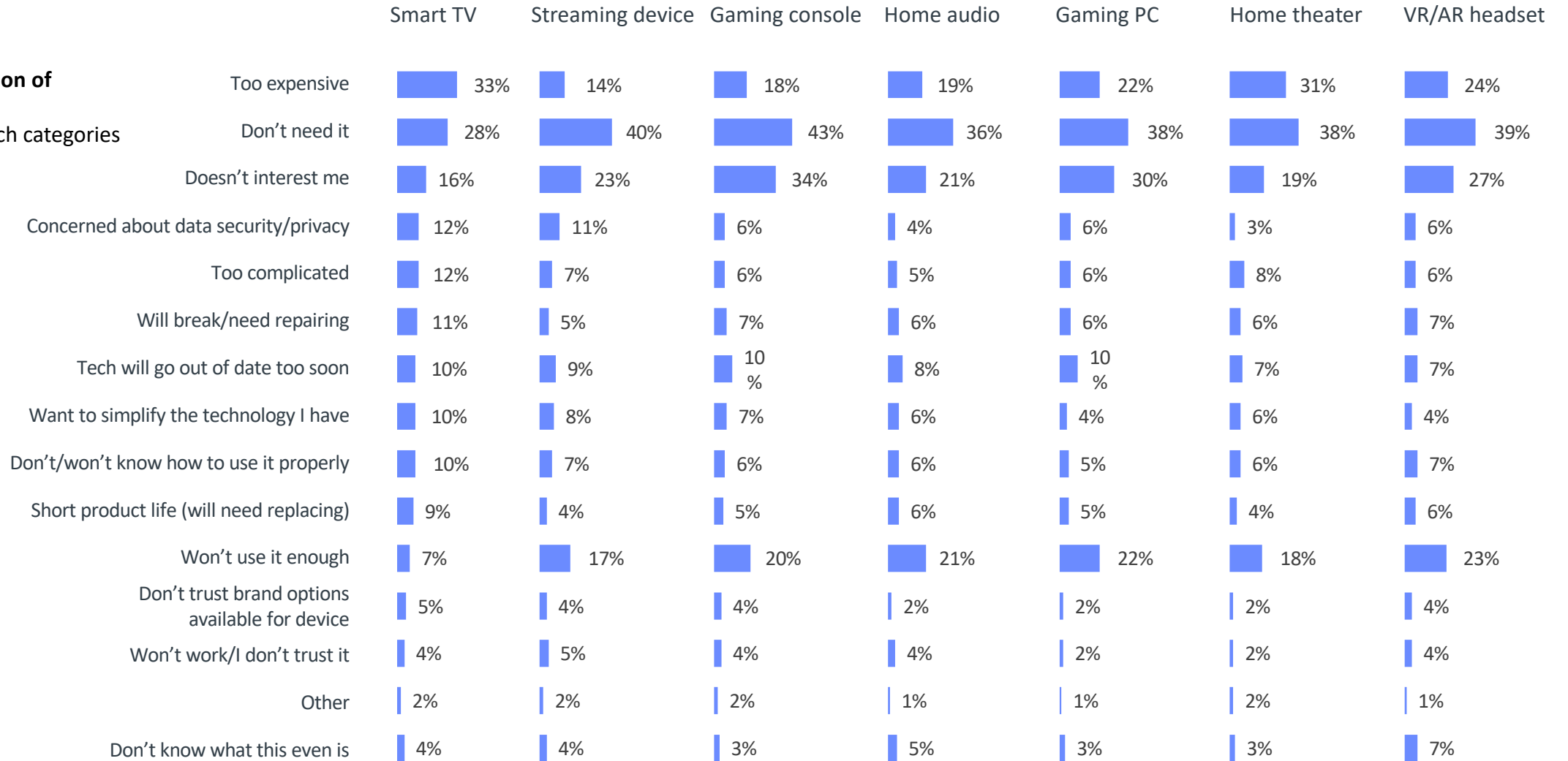
43

Part 4 – Human hurdles

Fig 4.2 (cont'd)

Barriers to adoption of different devices

Within the five tech categories

Entertainment systems

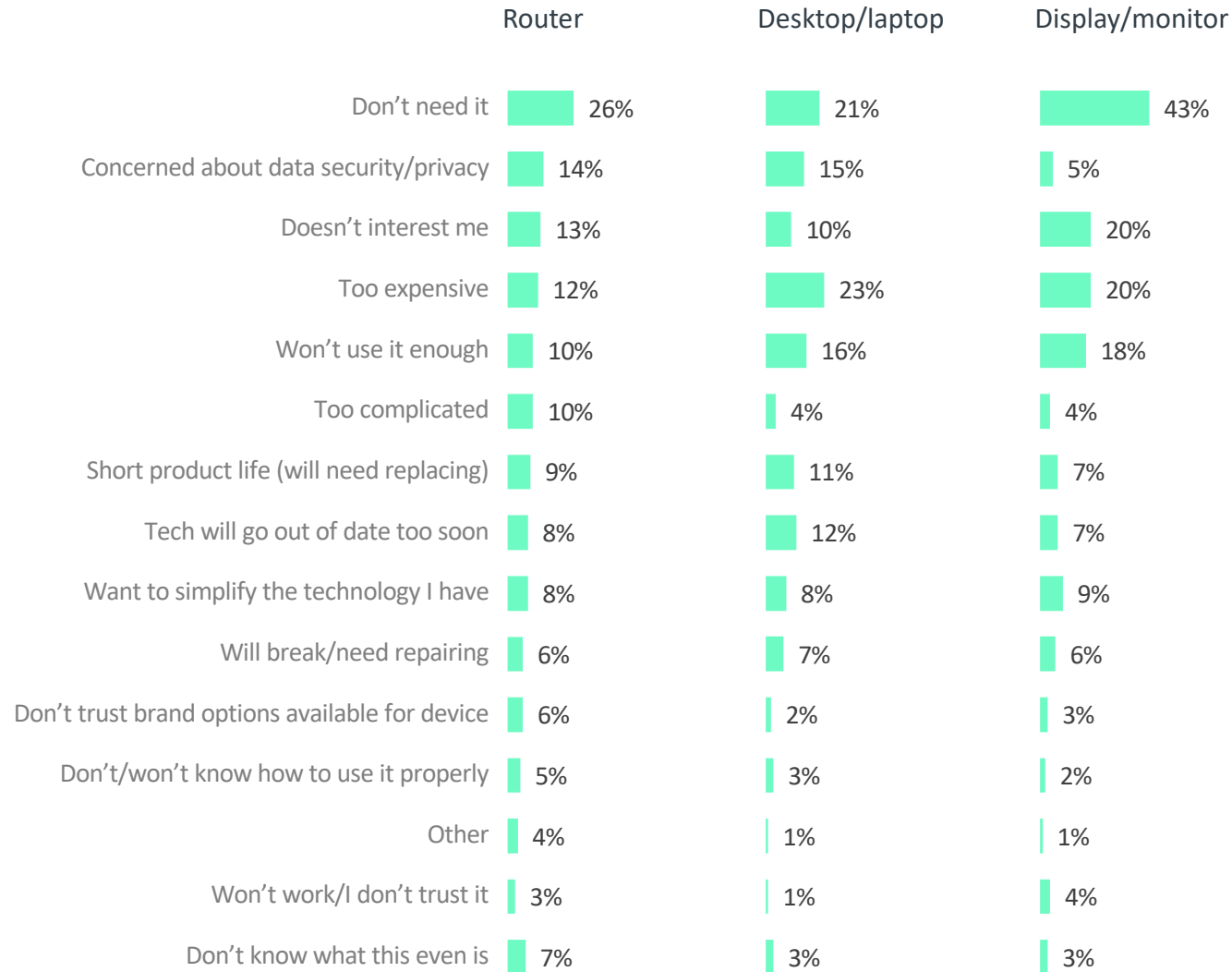|	Smart TV	Streaming device	Gaming console	Home audio	Gaming PC	Home theater	VR/AR headset
Too expensive	33%	14%	18%	19%	22%	31%	24%
Don't need it	28%	40%	43%	36%	38%	38%	39%
Doesn't interest me	16%	23%	34%	21%	30%	19%	27%
Concerned about data security/privacy	12%	11%	6%	4%	6%	3%	6%
Too complicated	12%	7%	6%	5%	6%	8%	6%
Will break/need repairing	11%	5%	7%	6%	6%	6%	7%
Tech will go out of date too soon	10%	9%	10%	8%	10%	7%	7%
Want to simplify the technology I have	10%	8%	7%	6%	4%	6%	4%
Don't/won't know how to use it properly	10%	7%	6%	6%	5%	6%	7%
Short product life (will need replacing)	9%	4%	5%	6%	5%	4%	6%
Won't use it enough	7%	17%	20%	21%	22%	18%	23%
Don't trust brand options available for device	5%	4%	4%	2%	2%	2%	4%
Won't work/I don't trust it	4%	5%	4%	4%	2%	2%	4%
Other	2%	2%	2%	1%	1%	2%	1%
Don't know what this even is	4%	4%	3%	5%	3%	3%	7%

asurion

Fig 4.2 (cont'd)

Barriers to adoption of different devices
Within the five tech categories

Home office tech

	Router	Desktop/laptop	Display/monitor
Don't need it	26%	21%	43%
Concerned about data security/privacy	14%	15%	5%
Doesn't interest me	13%	10%	20%
Too expensive	12%	23%	20%
Won't use it enough	10%	16%	18%
Too complicated	10%	4%	4%
Short product life (will need replacing)	9%	11%	7%
Tech will go out of date too soon	8%	12%	7%
Want to simplify the technology I have	8%	8%	9%
Will break/need repairing	6%	7%	6%
Don't trust brand options available for device	6%	2%	3%
Don't/won't know how to use it properly	5%	3%	2%
Other	4%	1%	1%
Won't work/I don't trust it	3%	1%	4%
Don't know what this even is	7%	3%	3%

Part 4 – Human hurdles

Barriers to adoption of different devices
Within the five tech categories

Smart home devices

	Smart spkr./voice asst.	Security devices	Automation devices
Don't need it	37%	23%	35%
Doesn't interest me	25%	18%	18%
Concerned about data security/privacy	23%	19%	12%
Won't use it enough	19%	10%	15%
Too expensive	13%	28%	26%
Tech will go out of date too soon	9%	9%	7%
Too complicated	8%	10%	12%
Won't work/I don't trust it	8%	7%	6%
Want to simplify the technology I have	8%	6%	10%
Don't/won't know how to use it properly	7%	10%	9%
Will break/need repairing	5%	9%	10%
Short product life (will need replacing)	5%	7%	7%
Don't trust brand options available for device	5%	5%	4%
Other	1%	2%	1%
Don't know what this even is	4%	3%	3%

asurion

Asurion Tech Lifestyle Study 2024
Base: Do not currently own device—Smart phone (n=75), Tablet (n=333), Smart watch (n=638), Fitness tracker (n=676)
Q: What are your biggest concerns with owning/using each of the following smart device(s)/technology?

46

Fig 4.2 (cont'd)

Barriers to adoption of different devices
Within the five tech categories

Smart appliances

	Smart washer/dryer	Smart oven/stove	Smart dishwasher	Smart refrigerator
Don't need it	35%	36%	39%	37%
Too expensive	34%	31%	30%	37%
Doesn't interest me	21%	21%	19%	20%
Will break/need repairing	15%	14%	13%	14%
Won't use it enough	11%	12%	13%	9%
Too complicated	10%	10%	9%	8%
Don't/won't know how to use it properly	8%	9%	8%	7%
Tech will go out of date too soon	8%	8%	8%	10%
Want to simplify the technology I have	8%	7%	8%	8%
Short product life (will need replacing)	7%	6%	7%	7%
Concerned about data security/privacy	7%	6%	5%	7%
Won't work/I don't trust it	5%	5%	4%	4%
Don't trust brand options available for device	3%	3%	3%	4%
Other	1%	1%	2%	2%
Don't know what this even is	4%	5%	5%	4%

asurion

Exploring people's concerns about buying and using technology

Respondents viewed data security and privacy (Fig 4.3) as a significant concern for smart speakers and voice assistants as well as smart home security devices. They also worried about these issues with their smartphones along with their computers and laptops.

There was one particularly interesting insight: How respondents viewed the potential threat of their tech breaking and the subsequent need for repairs (Fig 4.4). Unsurprisingly, people had this concern the most about smartphones (17%), but they also expressed it more about all smart appliances—refrigerators, ovens and stoves, washers and dryers, and dishwashers—than for any other smart device.

This is a common reaction to tech that's still new. That said, it does seem as if people really do think these items are vulnerable to breaking and are worried about the cost and hassle of getting them fixed. Manufacturers might want to focus on conveying the reliability and durability of these appliances as well as providing clear reassurances via warranties and protection plans.

As we have already discussed, cost is a common gripe across the board. However, when looking at all the devices together through that lens (Fig 4.5) we can see that it's the nice-to-have items—smart TVs and home theater equipment—along with many of the newer technologies—home security devices, home automation tech, and smart appliances—that people seem most worried about in terms of price. VR/AR headsets would likely have scored higher if our survey hadn't closed a few days before the launch the Apple Vision Pro™, which sells for $3,499 and up.

Gender and other variations

Women are more likely than men to think personal connectivity tech is too complicated (9% vs. 6%). They are also more likely to say they don't need an entertainment system (39% vs. 36%), that it doesn't interest them (26% vs. 24%) and that it's too complicated (8% vs 5%). Men are more likely to worry that the entertainment system's technology will go out of date soon (10% vs 8%) and that it will break and need repairing (8% vs 5%). Be aware that, while these margins may look slim, they are statistically significant at the 95% interval due to the large sample sizes.

When it comes to smart appliances, this time it's women who are more worried the tech will break and need repairing (15% vs 13%). More women than men are also worried these devices are too expensive (35% vs 31%). And this time, men are more likely to say they don't need them (39% vs 35%) and that they don't interest them (22% vs. 19%).

Meanwhile, for all five tech categories, Boomers are far more likely than the three other generations to say they don't need a device. Similarly, rural consumers are more likely than urban ones to say they don't need tech, and again, this is true across all categories.
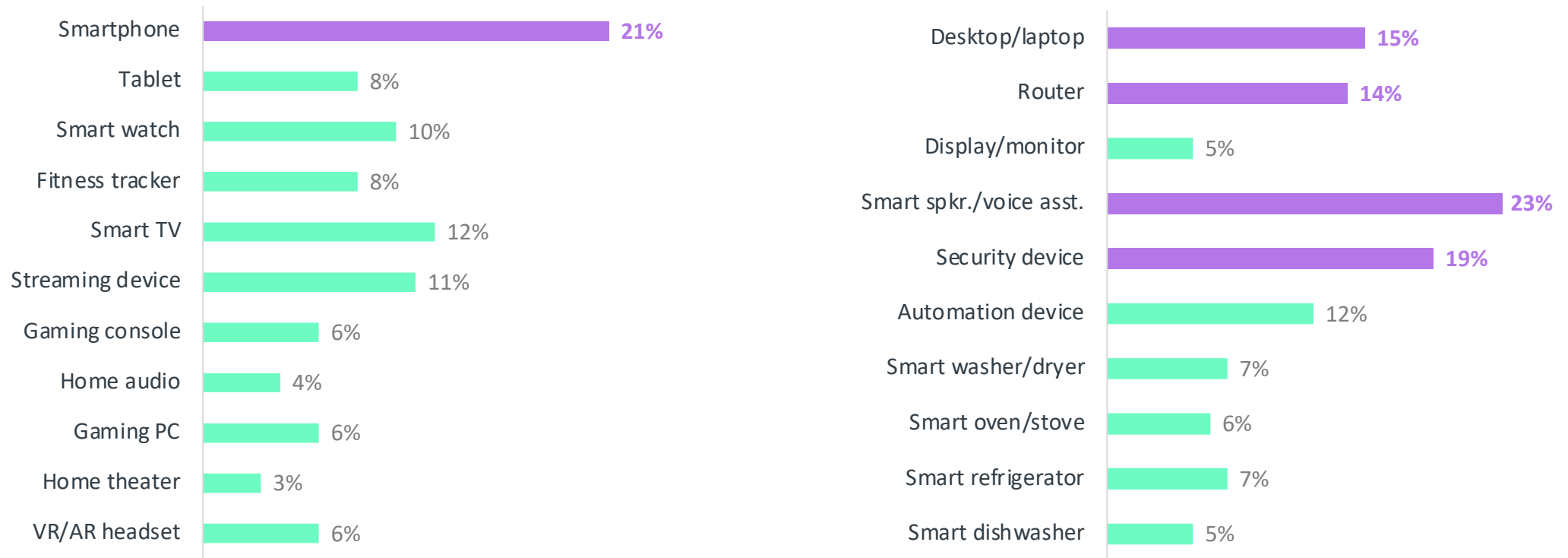
asurion

Fig 4.3
Data security/privacy concerns as a barrier to tech adoption
For people who don't own these devices

Device	%
Smartphone	**21%**
Tablet	8%
Smart watch	10%
Fitness tracker	8%
Smart TV	12%
Streaming device	11%
Gaming console	6%
Home audio	4%
Gaming PC	6%
Home theater	3%
VR/AR headset	6%

Device	%
Desktop/laptop	**15%**
Router	**14%**
Display/monitor	5%
Smart spkr./voice asst.	**23%**
Security device	**19%**
Automation device	12%
Smart washer/dryer	7%
Smart oven/stove	6%
Smart refrigerator	7%
Smart dishwasher	5%

Asurion Tech Lifestyle Study 2024
Base: Do not currently own device (n=12,335) | Device evaluations—smartphone (n=75); tablet (n=333); smart watch (n=638); fitness tracker (n=676); smart TV (n=232); streaming device (n=360); gaming console (n=526); home audio (n=598); gaming PC (n=745); home theater (n=812); VR/AR headset (n=833); router (n=267); desktop/laptop (n=212); display/monitor (n=591); smart speaker/voice assistant (n=514); security device (n=658); automation device (n=722); smart washer/dryer (n=829); smart oven/stove (n=902); smart dishwasher (n=908); smart refrigerator (n=904)
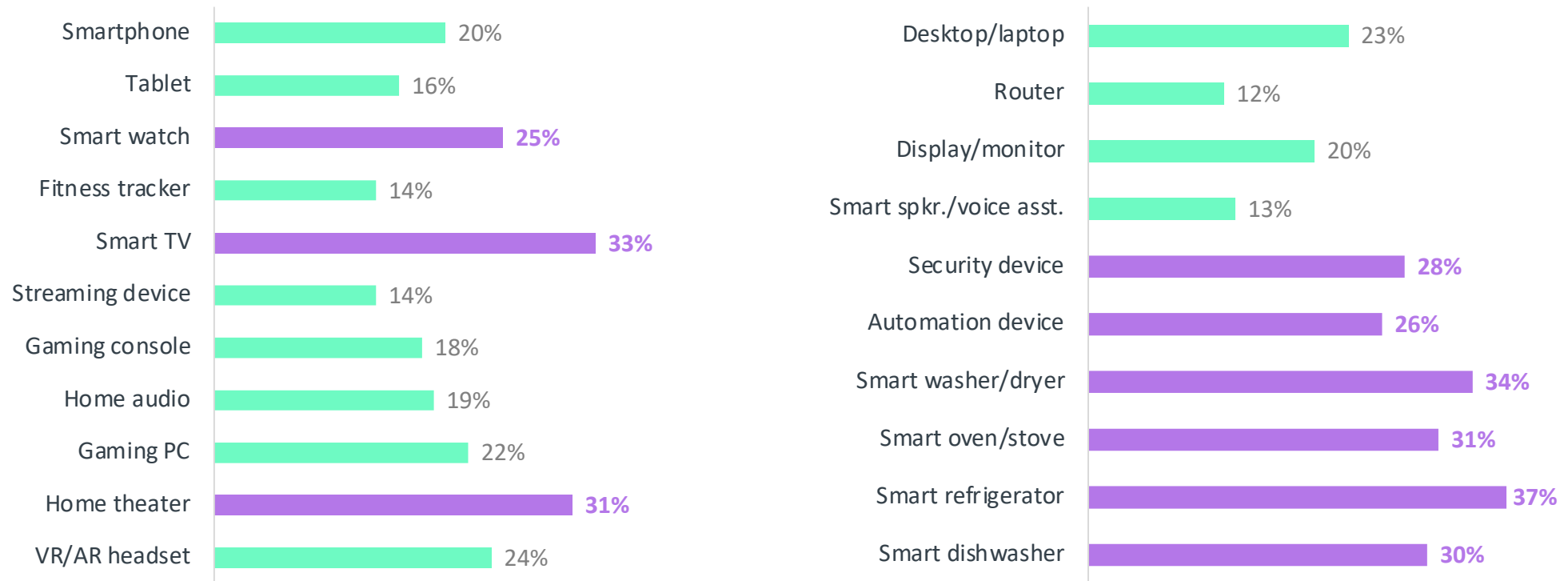Q: What are your biggest concerns with owning/using each of the following smart device(s)/technology?

asurion

Fig 4.4
Perceived threat of breakage/repair as a barrier to adoption
For people who don't own these devices

Device	%
Smartphone	**17%**
Tablet	9%
Smart watch	8%
Fitness tracker	8%
Smart TV	11%
Streaming device	5%
Gaming console	7%
Home audio	6%
Gaming PC	6%
Home theater	6%
VR/AR headset	7%

Device	%
Desktop/laptop	7%
Router	6%
Display/monitor	6%
Smart spkr./voice asst.	5%
Security device	10%
Automation device	9%
Smart washer/dryer	**15%**
Smart oven/stove	**14%**
Smart refrigerator	**14%**
Smart dishwasher	**13%**

asurion

Fig 4.5
Cost as a barrier to tech adoption
For people who don't own these devices

Device	%
Smartphone	20%
Tablet	16%
Smart watch	**25%**
Fitness tracker	14%
Smart TV	**33%**
Streaming device	14%
Gaming console	18%
Home audio	19%
Gaming PC	22%
Home theater	**31%**
VR/AR headset	24%

Device	%
Desktop/laptop	23%
Router	12%
Display/monitor	20%
Smart spkr./voice asst.	13%
Security device	**28%**
Automation device	**26%**
Smart washer/dryer	**34%**
Smart oven/stove	**31%**
Smart refrigerator	**37%**
Smart dishwasher	**30%**

asurion

What the people want

Where consumers think tech could work harder—and smarter— to help improve their lives

asurion

Where consumers think their tech could be working harder—and smarter

In part 4, we saw that the biggest potential barrier to using new tech across every category is "I don't need it." This does not mean, of course, that there is necessarily a lack of demand for any particular device. Nor does it mean that consumers have very few tech needs and wants. Far from it. So, what do people need help with in their lives?

We asked our respondents a few questions related to this topic and got some fairly telling responses. First, we asked in what areas of their lives they need more tech solutions, from the dozen or so options we offered. Next, what enhancements could be made to their tech experience. And finally, which tech-help channels they have used in the past 12 months.

Family first

Let's look first at the areas in which people would like more tech solutions (Fig 5.1). The top answers overall were centered around the family and the household: "keeping the home and loved ones safe" (chosen by 48% of respondents) and "keeping the home and loved ones comfortable" (41%).

As you can see, the remaining answers focused on hobbies, finances, health, career, communication, education, and faith. It seems the majority of people are prioritizing care of the family unit over their individual wants.

Other interesting insights emerged when we looked at the differences in responses between various demographics.

The way we need tech now

If we look at the different generations, there is very little difference in their views about the importance of tech in keeping their loved ones safe. However, we can immediately see that members of Gen Z are far more focused on tech to help in many areas of their lives, especially in maintaining and improving their mental health—43% of Gen Z vs. 28% of Millennials, 26% Gen Xers, and only 20% of Boomers.
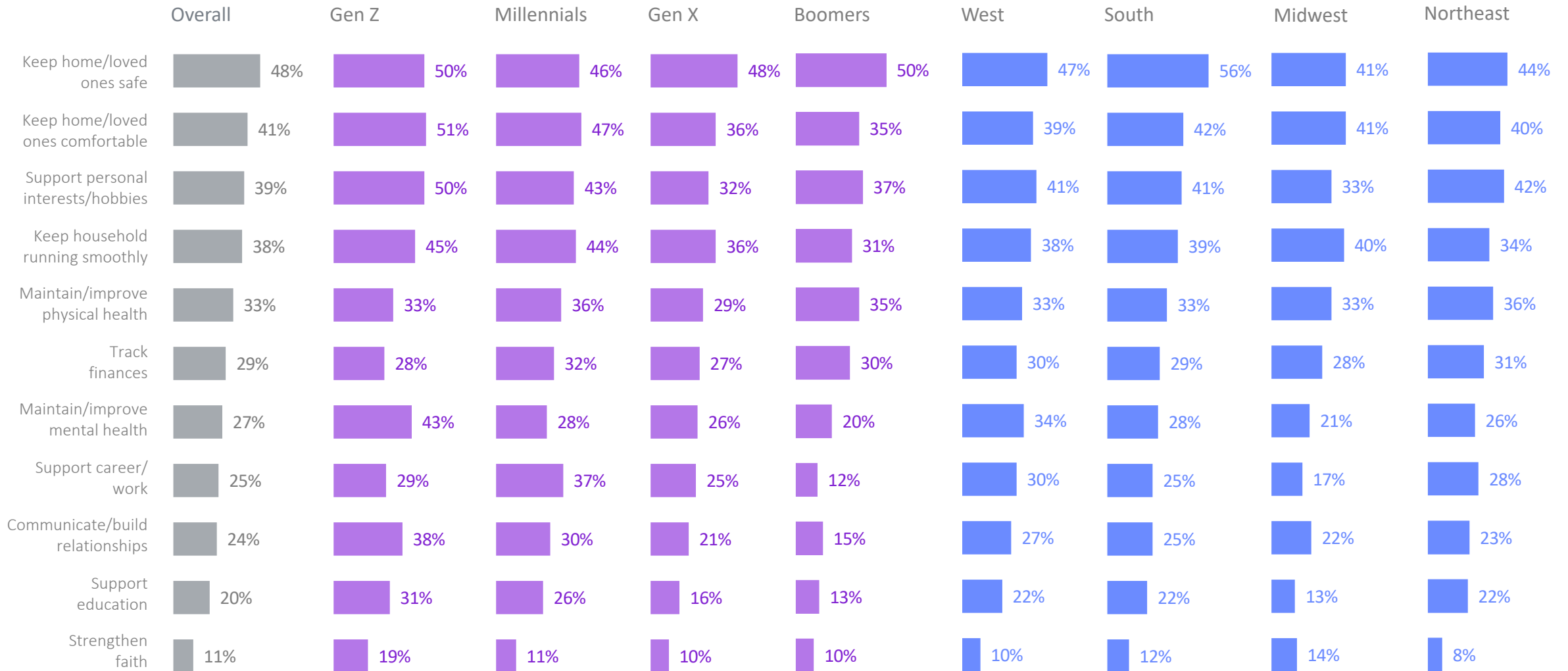
Gen Z also reports a significantly greater need for tech to support their personal interests and hobbies (50% vs. 39% of everyone else), keep household operations running smoothly (45% vs. 38%); communicate with others and build relationships (38% vs. 24%); and support education (31% vs. 20%).

Further variations are evident in the regional data. People in the South rely heavily on tech when it comes to keeping their household and loved ones safe (56% vs 48% for all consumers).

Meanwhile, those living in the West are more focused on maintaining and improving their mental health (34% vs. 27% for everyone else).

asurion

Fig 5.1

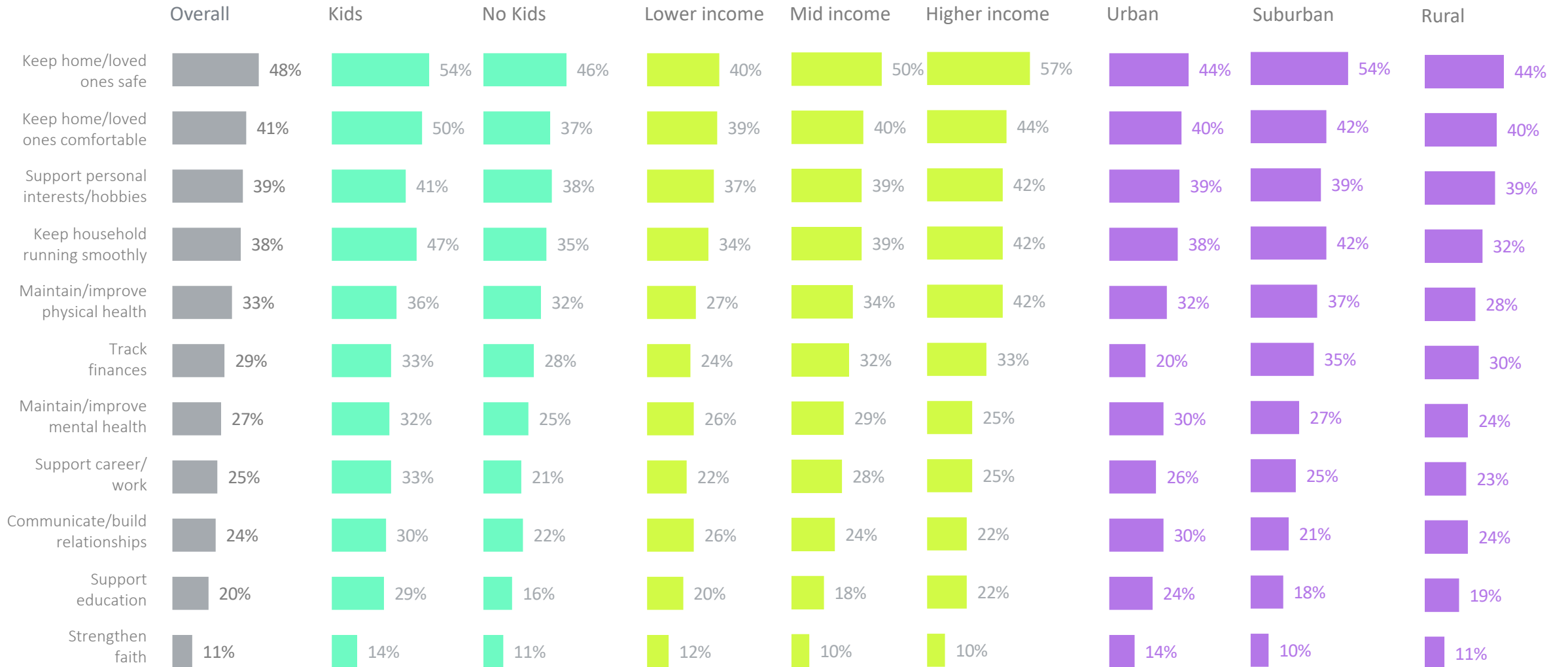**Life areas needing tech support** - By demographic group

	Overall	Gen Z	Millennials	Gen X	Boomers	West	South	Midwest	Northeast
Keep home/loved ones safe	48%	50%	46%	48%	50%	47%	56%	41%	44%
Keep home/loved ones comfortable	41%	51%	47%	36%	35%	39%	42%	41%	40%
Support personal interests/hobbies	39%	50%	43%	32%	37%	41%	41%	33%	42%
Keep household running smoothly	38%	45%	44%	36%	31%	38%	39%	40%	34%
Maintain/improve physical health	33%	33%	36%	29%	35%	33%	33%	33%	36%
Track finances	29%	28%	32%	27%	30%	30%	29%	28%	31%
Maintain/improve mental health	27%	43%	28%	26%	20%	34%	28%	21%	26%
Support career/work	25%	29%	37%	25%	12%	30%	25%	17%	28%
Communicate/build relationships	24%	38%	30%	21%	15%	27%	25%	22%	23%
Support education	20%	31%	26%	16%	13%	22%	22%	13%	22%
Strengthen faith	11%	19%	11%	10%	10%	10%	12%	14%	8%

asurion

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q. When you think about all the technology you could add, which area of your life do you need technology/electronics to help you or those who live in your home make progress?

54

Part 5 – What people want

Life areas needing tech support - By demographic group

	Overall	Kids	No Kids	Lower income	Mid income	Higher income	Urban	Suburban	Rural
Keep home/loved ones safe	48%	54%	46%	40%	50%	57%	44%	54%	44%
Keep home/loved ones comfortable	41%	50%	37%	39%	40%	44%	40%	42%	40%
Support personal interests/hobbies	39%	41%	38%	37%	39%	42%	39%	39%	39%
Keep household running smoothly	38%	47%	35%	34%	39%	42%	38%	42%	32%
Maintain/improve physical health	33%	36%	32%	27%	34%	42%	32%	37%	28%
Track finances	29%	33%	28%	24%	32%	33%	20%	35%	30%
Maintain/improve mental health	27%	32%	25%	26%	29%	25%	30%	27%	24%
Support career/work	25%	33%	21%	22%	28%	25%	26%	25%	23%
Communicate/build relationships	24%	30%	22%	26%	24%	22%	30%	21%	24%
Support education	20%	29%	16%	20%	18%	22%	24%	18%	19%
Strengthen faith	11%	14%	11%	12%	10%	10%	14%	10%	11%

asurion

Asurion Tech Lifestyle Study 2024
Base: Total completes (n=1,004)
Q. When you think about all the technology you could add, which area of your life do you need technology/electronics to help you or those who live in your home make progress?
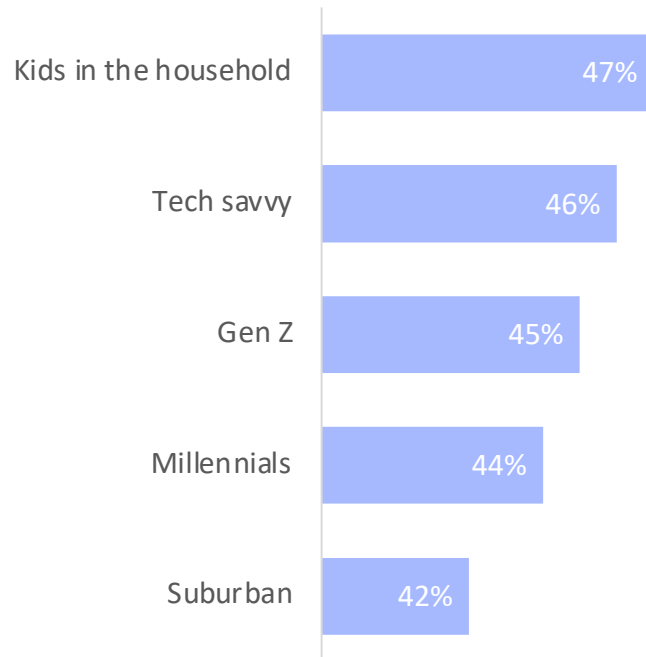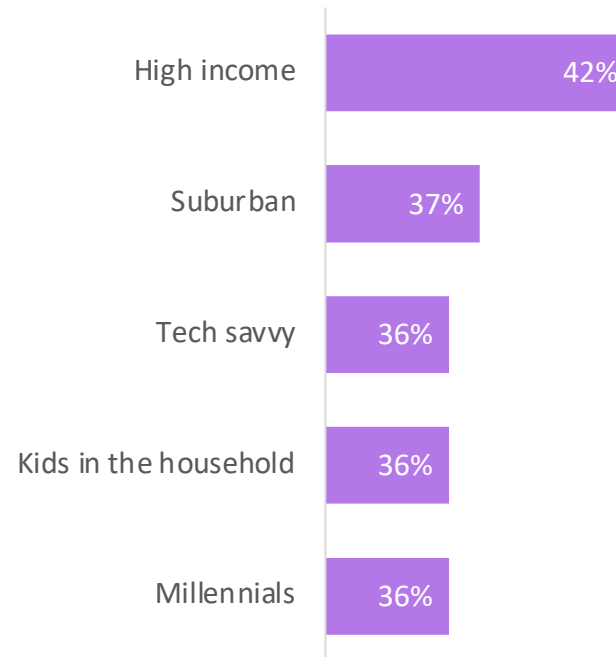
55

Where consumers think their tech could be working harder— and smarter

Once again, we see a strong showing from people with kids (see Part 3 for a deep dive), who outscore people without kids in multiple lifestyle areas, including keeping loved ones safe (54% vs. 46% without kids), maintaining and improving mental health (32% vs. 25%), keeping the household running smoothly (47% vs. 35%), supporting their career (33% vs. 21%), and supporting education (29% vs. 16%).

Higher income people rely more on tech than their lower income counterparts in most lifestyle categories, including tracking finances (33% vs. 24% for lower income). They also have a strong tech-led focus on physical health (42% vs. 27%) but mental health is more evenly spread (25% vs. 26%).

Finally, it appears that people in the suburbs have a stronger hold on categories relating to the household and family unit (keeping loved ones safe, keeping the house running smoothly, tracking finances, etc.) than both those who live in cities or rural areas. People in cities do, however, look to tech solutions more for communicating with others and for supporting education.

Diving further into the data, we looked at all our segments through each of these lifestyle areas, one at a time, revealing the top 5 tech-focused demographics within each life category (Fig 5.2a and Fig 5.2b). These lists offer an alternative guide to targeting specific demographics within different tech lifestyle categories, according to the needs of these groups.

And while the lists do vary, it's interesting that people with kids appear in every single one of them. This group really is committed to buying more tech on almost every level. The overall winner, however, would have to be Gen Z, which tops six of the 11 lifestyle categories.

asurion

Fig 5.2a
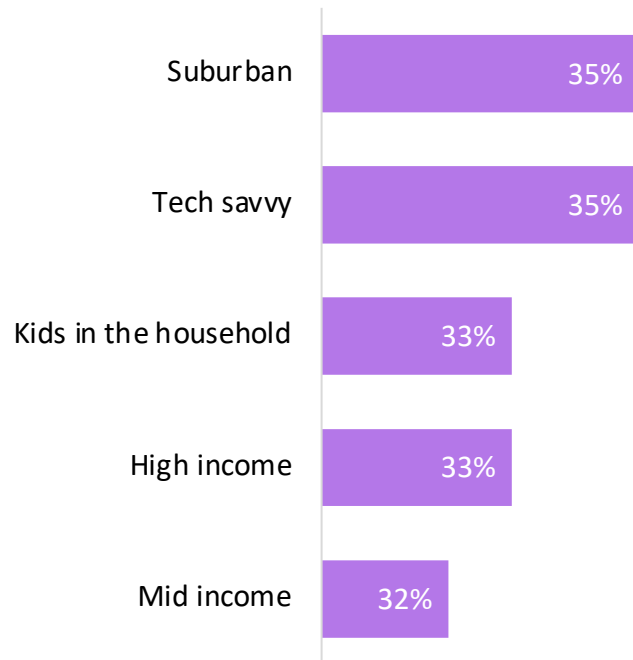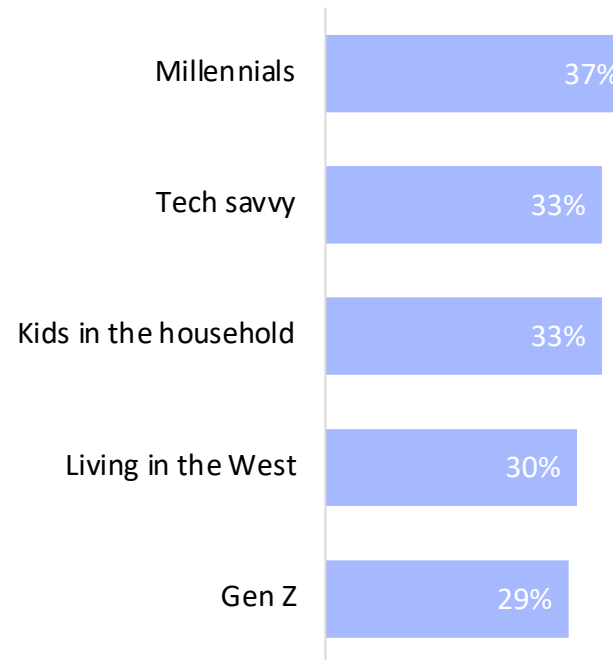**Top 5 types of people asking for more tech solutions within each life area**
All respondents

Keep home and loved ones safe
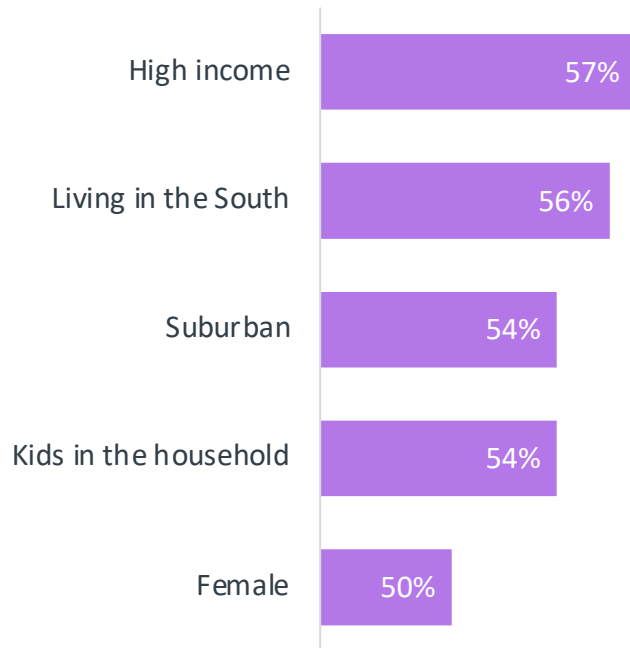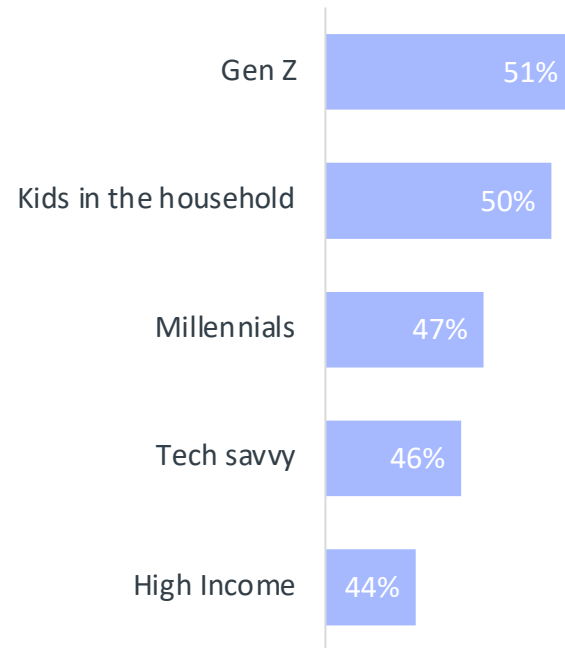
High income	57%
Living in the South	56%
Suburban	54%
Kids in the household	54%
Female	50%

Keep home and loved ones comfortable

Gen Z	51%
Kids in the household	50%
Millennials	47%
Tech savvy	46%
High Income	44%

Support personal interests and hobbies

Gen Z	50%
Tech savvy	45%
Millennials	43%
High income	42%
Living in the Northeast	42%
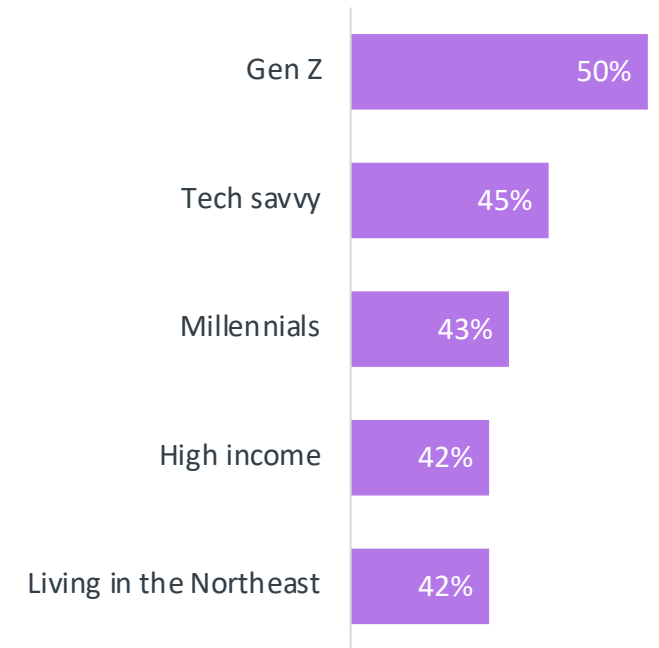
Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
Q9. When you think about all the technology you could add, which area of your life do you need technology/electronics to help you or those who live in your home make progress?
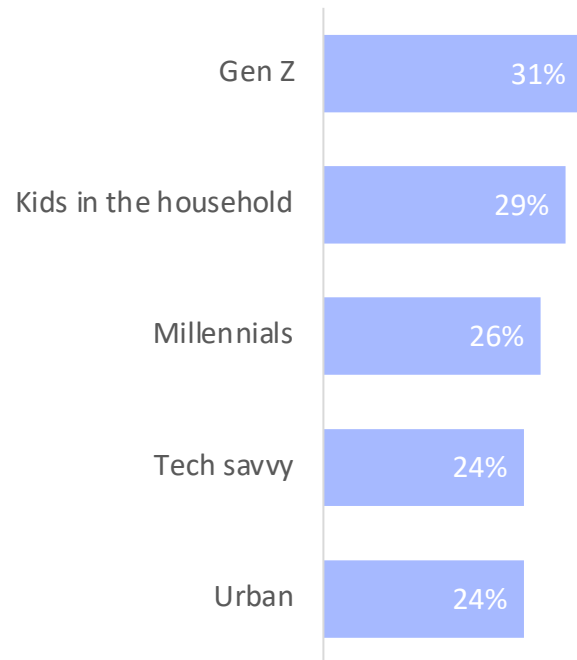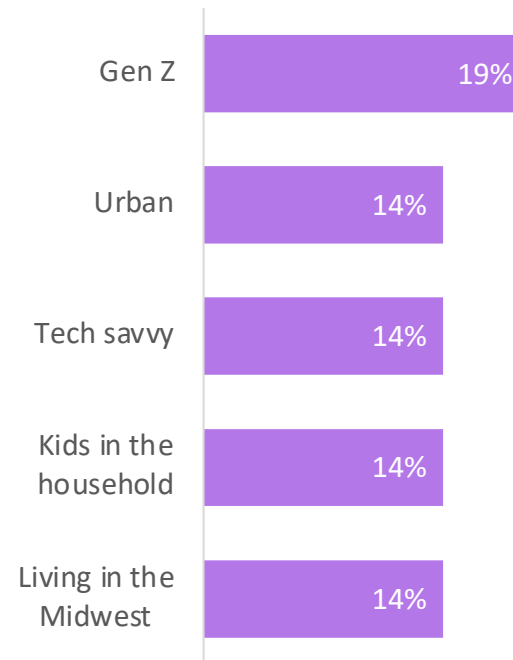
asurion

Fig 5.2a (cont'd)

Top 5 types of people asking for more tech solutions within each life area
All respondents

Keep household running smoothly

Kids in the household	47%
Tech savvy	46%
Gen Z	45%
Millennials	44%
Suburban	42%

Maintain/improve physical health

High income	42%
Suburban	37%
Tech savvy	36%
Kids in the household	36%
Millennials	36%

Maintain/improve mental health

Gen Z	43%
Living in the West	34%
Tech savvy	32%
Kids in the household	32%
Urban	30%
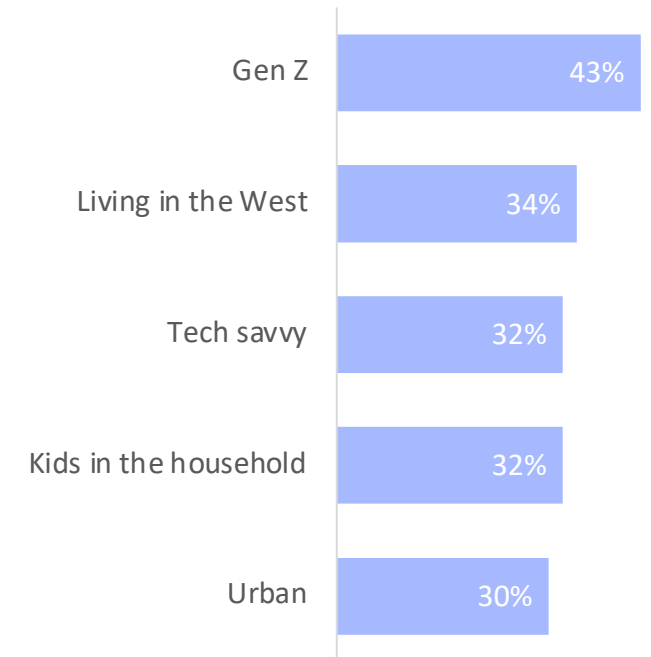
Asurion Tech Lifestyle Study 2024Q2
Base: Total Completes (n=1,004)
Q9. When you think about all the technology you could add, which area of your life do you
need technology/electronics to help you or those who live in your home make progress?

asurion

Fig 5.2b
Top 5 types of people asking for more tech solutions within each life area
All respondents

Track finances

Suburban	35%
Tech savvy	35%
Kids in the household	33%
High income	33%
Mid income	32%

Support career and work

Millennials	37%
Tech savvy	33%
Kids in the household	33%
Living in the West	30%
Gen Z	29%

Communicate and build relationships
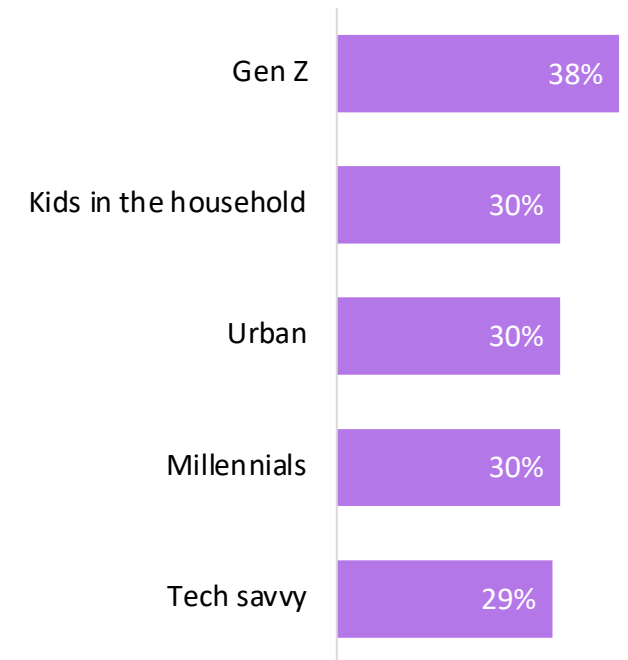
Gen Z	38%
Kids in the household	30%
Urban	30%
Millennials	30%
Tech savvy	29%

Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
Q9. When you think about all the technology you could add, which area of your life do you
need technology/electronics to help you or those who live in your home make progress?

asurion

59

Fig 5.2b (cont'd)
Top 5 types of people asking for more tech solutions within each life area
All respondents

Support education

Gen Z	31%
Kids in the household	29%
Millennials	26%
Tech savvy	24%
Urban	24%

Strengthen faith

Gen Z	19%
Urban	14%
Tech savvy	14%
Kids in the household	14%
Living in the Midwest	14%

Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
Q9. When you think about all the technology you could add, which area of your life do you
need technology/electronics to help you or those who live in your home make progress?

asurion

Where consumers think their tech could be working harder— and smarter

Making tech work better for people

Fig 5.3 examines the different ways in which people think tech could work better for them and how their overall tech experience might be improved. Responses revolve around familiar themes of simplifying technology, making it more affordable, valuable, and useful, providing clearer instructions, increasing reliability and durability, and ramping up security and privacy measures.

We also asked respondents in what ways they had asked for help with their tech in the past year (Fig 5.4). Google™ takes the top two positions with both its search engine (used for tech help by 60%) and its YouTube® video empire (55%), followed by "other" websites and apps (42%), and various versions of asking actual people, both in a professional capacity and via personal relationships. (Interestingly, around 1 in 6 respondents reported that they have never required tech help.)

Even this relatively straightforward question offers several interesting variations between the demographics. Significantly more men than women have searched for a YouTube® video to solve a tech problem (60% vs. 52%). As have far more Gen Zers than Boomers (62% vs. 45%), more people with kids than without (66% vs. 51%), and far more tech-savvy than not tech-savvy people (66% vs. 49%).

In the suburbs, people tend to use the Google search option (66%) compared to their urban (59%) and rural (51%) counterparts. Higher income people, meanwhile, tend to use websites and apps other than YouTube for tech help, posting far higher rates (51%) than either mid-income (43%) or lower-income (33%) consumers. And it won't surprise anyone to learn that the tech-savvy set uses every tech-help option more than the not tech savvy group. Given that more than half of the latter are still the primary decision makers for their households, the tech industry might want to focus on providing better access to help for some of the less tech-savvy people.

asurion

Part 5 – What people want

Fig 5.3
How people would like the tech experience to be enhanced
All respondents

Make it easier to use — 16%
Make it more affordable or useful — 15%
Provide clearer direction — 10%
Increase reliability/durability — 7%
Better privacy/security measures — 6%
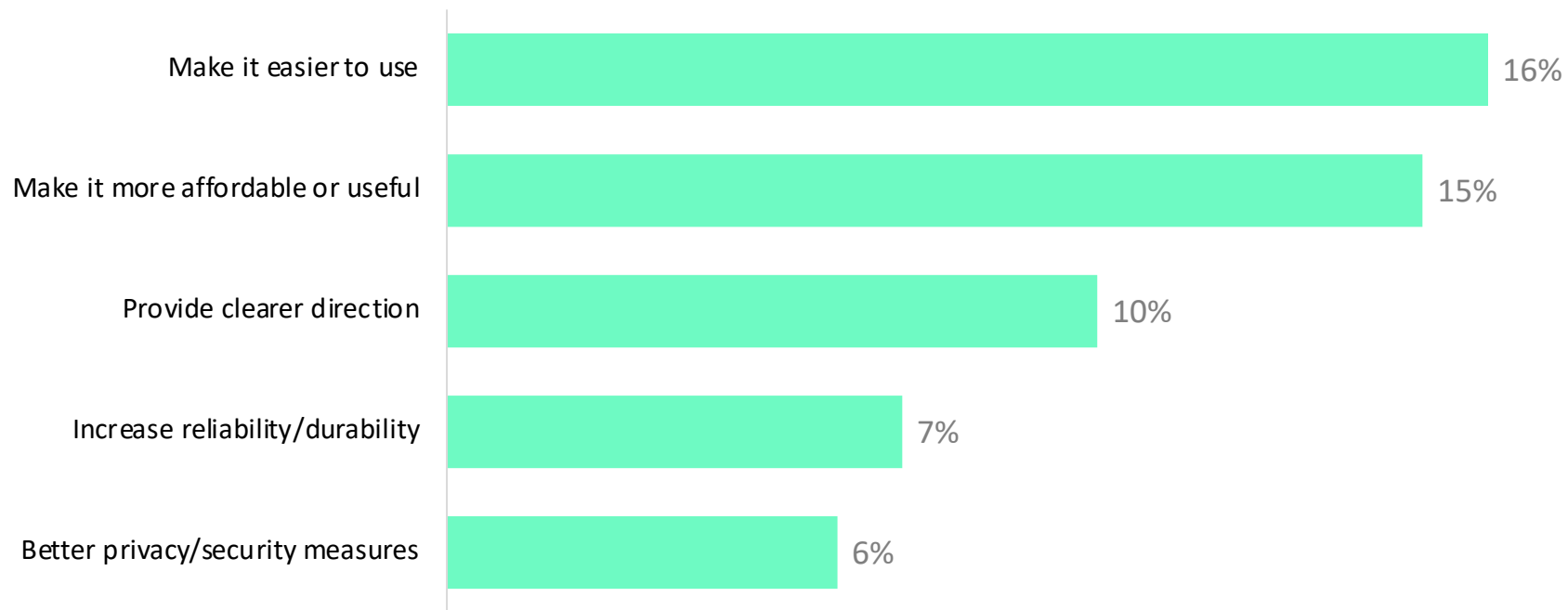
Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
Q: What, if any, improvements could be made to make your technology experience better?

asurion

Fig 5.4
Most-used tech-help channels in the past 12 months
All respondents

Channel	%
Completed a Google Search	60%
Looked for a YouTube video	55%
Used a website/app other than YouTube	42%
Got free help from a nonprofessional	27%
Hired an expert	7%
Hired a nonprofessional	5%
I have never needed tech assistance	17%
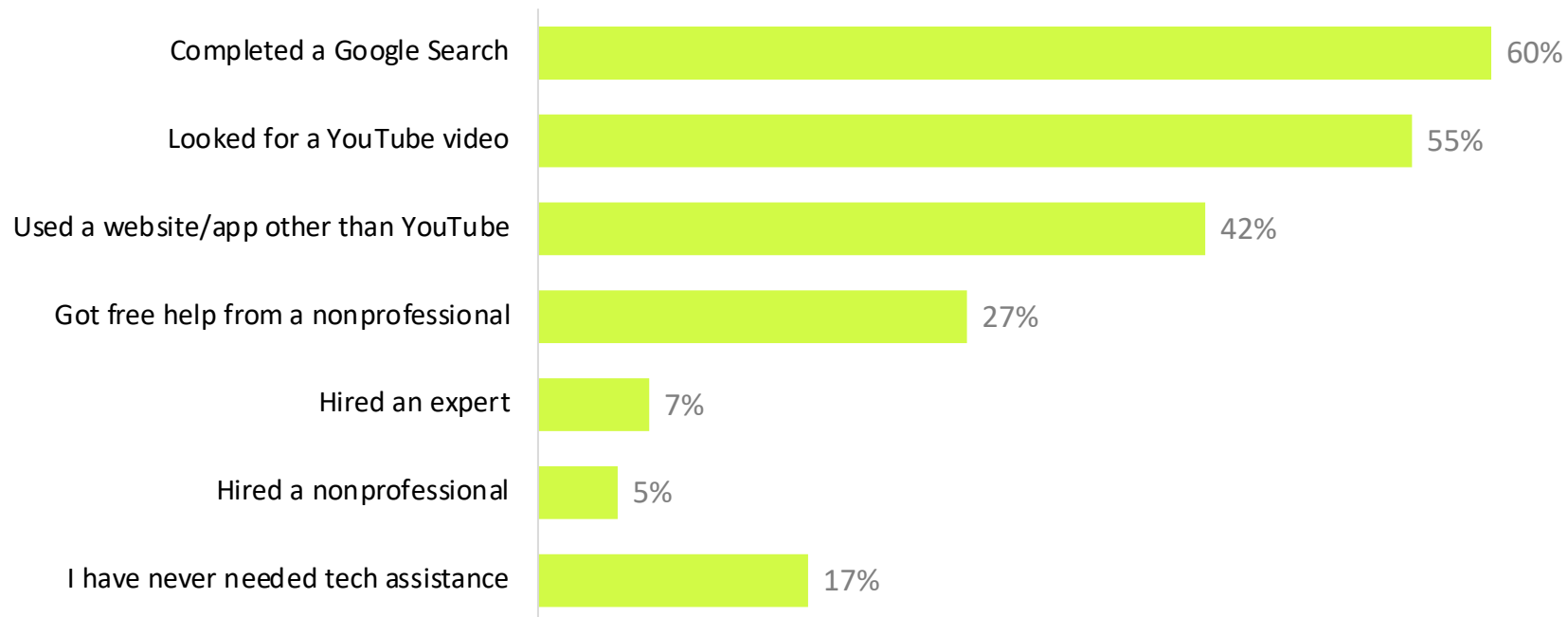
Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
P3. Which, if any, of the following have you done in the past 12 months?

asurion

Shiny toys and happy people

How tech makes us feel and why these emotions are important

asurion

How tech makes us feel and why these emotions are important

Everybody has their own idea of how thrilling it is to chase, tame, and set up new technology. And you certainly don't have to be a "tech person" to appreciate the beauty and intricacy of electronics. While it's not easy to pin down and define the precise magic at play, we've seen plenty of evidence in this report that, when it comes to buying tech, "wants" trump "needs," while "emotion" tends to drown out "information."

For example, while we were exploring peoples' motivations to buy tech, it became clear that the most popular reason for making a purchase was "entertainment and fun," and not only in the entertainment category—it topped the home office category too. We also came across a couple of demographic segments—the tech-savvy set and the households-with-kids crowd—both of whom are consistently buying more and more devices.

Meanwhile, we see that already half of all consumers own a smart speaker or voice assistant device, and by the end of the year, more than four in 10 will own a smart appliance.

In addition, as part of our tech lifestyle survey, we asked respondents to evaluate statements about using tech at home (Fig 6.1). The vast majority agreed that tech ownership has a positive impact on their lives. But let's go further and break down exactly how tech makes us feel, the various emotions it evokes, and why this is so important.

Fig 6.1

Most people agree tech ownership positively impacts their lives
Across all consumers

Statement	Agree	Disagree	Statement
Tech in my home gives me **more peace of mind**	73%	27%	Tech in my home gives me less peace of mind
Tech makes my home **easier to live in**	74%	26%	Tech makes my home more complicated to live in
At home I use tech more for **fun and personal tasks**	81%	19%	At home I use tech more for work-related tasks
Tech helps me be **more efficient** with my time	77%	26%	Tech slows down my day
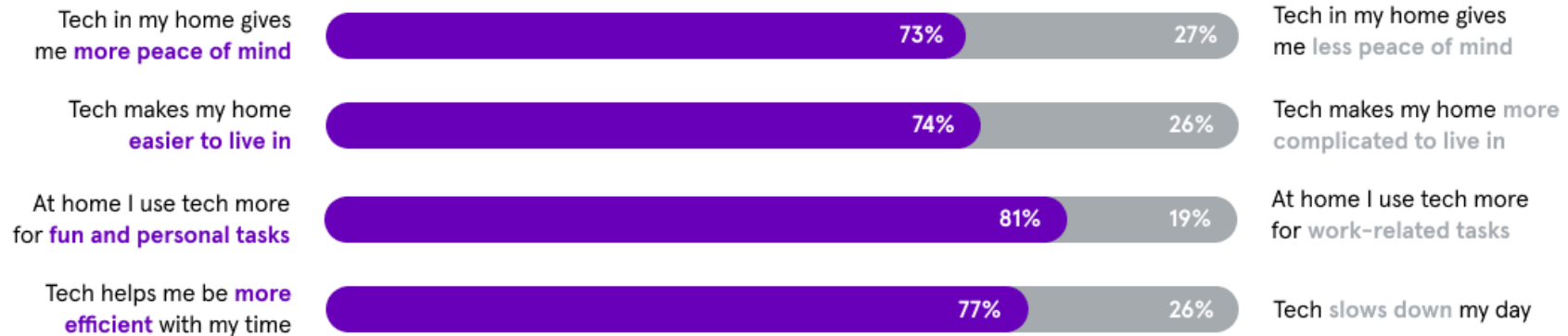
Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
Q: For each pair, please indicate which statement you agree with more strongly. Answers on both sides comprise agree and strongly agree responses.

asurion

How tech makes us feel and why these emotions are important

Fig 6.2 documents the magnitude and mix of positive emotions evoked by each of the 21 devices in our study—according to the experiences of our respondents. Note that although 13 positive emotions are listed for each device, we have marked up the top 5 for each with green shading, which should make it a little easier to navigate.

For the personal connectivity category, we see that the dominant emotions are feeling satisfied, productive, happy, in control, and confident—the types of reliable, drama-free responses that people would expect to associate with productivity tools like smartphones, tablets, watches, and fitness trackers.

Feeling trendy

For the entertainment systems category, while satisfaction, happiness and control largely remain, we see that productivity and confidence are replaced by excitement and relaxation—as you might expect in a category featuring gaming and TV-watching activities. Note that for the VR/AR headset, we see the first appearance of feeling trendy in the top 5.

On the second half of the table, we see a highly productive and satisfying mix of emotions for the home office category, presumably underlining a reliable, hassle-free experience for our business environments.

Trendy returns in the smart speaker and voice assistant category before security device posts high numbers for making people feel both safe (59%) and in control (44%).

The smart appliances category sees a weaker emotional response that is consistent with new products, the uncertainty associated with them, and the difficulty of making large kitchen appliances seem cool. Nevertheless, the smart refrigerator does get some positive reaction for making users feel "trendy."

The device that makes us happiest

While it's good to chart the emotional patterns and trends in this way, it's far more interesting if we compare the different devices through the lens of a single emotion, one at a time. For each positive emotion, we compiled a list of high-performing products, such as the top 5 devices for evoking happiness or the top 5 devices for empowering people.

You can find all of these Top 5 lists in Fig 6.3, revealing that:

- The most productive device is a desktop computer or laptop.
- The device that makes people the happiest is the gaming console.
- The most confidence-creating gadget is a smart security device.
- The most empowering device is the fitness tracker.
- The most relaxing device is the smart TV.

We fielded this question with options for both positive and negative emotions, however, because the negative ones yielded only very small numbers, we elected not to use them here. (Fig 6.4).

asurion

Fig 6.2

Positive emotions evoked by tech

21 devices in 5 categories

	Personal connectivity				Entertainment systems						
	Smartphone n=292	Tablet n=289	Smart watch n=272	Fitness tracker n=356	Smart TV n=137	Streaming device n=138	Gaming console n=135	Home audio n=134	Gaming PC n=131	Home theater n=135	VR/AR headset n=130
Satisfied	50%	42%	39%	31%	46%	47%	42%	46%	34%	43%	24%
Productive	35%	31%	29%	38%	12%	9%	11%	7%	19%	4%	12%
Happy	35%	29%	32%	23%	39%	38%	47%	35%	43%	44%	35%
In control	31%	26%	33%	30%	28%	28%	16%	19%	20%	20%	16%
Confident	27%	20%	25%	26%	17%	14%	16%	16%	13%	15%	15%
Empowered	23%	15%	23%	27%	13%	9%	7%	5%	12%	9%	15%
Safe	21%	10%	19%	12%	15%	9%	10%	3%	5%	4%	13%
Excited	20%	14%	23%	17%	18%	13%	26%	24%	37%	33%	35%
Relaxed	19%	22%	17%	12%	34%	28%	34%	23%	27%	24%	19%
Trendy	15%	11%	24%	15%	13%	12%	15%	14%	15%	13%	29%
Optimistic	15%	15%	13%	20%	13%	12%	9%	8%	13%	11%	10%
Proud	13%	6%	16%	18%	14%	8%	8%	17%	15%	16%	12%
Hopeful	11%	8%	11%	18%	8%	7%	4%	4%	11%	11%	7%

NOTE: Top 5 emotions for each device shaded green

Asurion Tech Lifestyle Study 2024
Base: Varies for each device
Q6. How does each of the following smart device(s)/technology make you feel?

asurion

Fig 6.2 (cont'd)
Positive emotions evoked by tech
21 devices in 5 categories

	Home office tech			Smart home devices			Smart appliances			
	Desktop/ laptop n=309	Display/ monitor n=307	Router n=309	Smart speaker/ voice assistant n=219	Security device n=215	Automation device n=214	Smart oven/ stove n=70	Smart refrigerator n=72	Smart washer/dryer n=79	Smart dishwasher n=70
Satisfied	40%	42%	34%	33%	36%	35%	17%	28%	34%	34%
Productive	52%	36%	24%	27%	15%	16%	24%	15%	37%	27%
Happy	28%	28%	16%	32%	21%	27%	23%	14%	19%	26%
In control	26%	19%	21%	27%	44%	34%	11%	18%	20%	17%
Confident	24%	21%	15%	17%	32%	19%	16%	14%	18%	23%
Empowered	22%	17%	10%	19%	23%	16%	11%	14%	6%	10%
Safe	11%	7%	12%	11%	59%	22%	10%	13%	6%	11%
Excited	14%	17%	9%	22%	9%	17%	11%	22%	10%	21%
Relaxed	15%	17%	14%	16%	22%	18%	10%	10%	16%	21%
Trendy	10%	10%	7%	24%	10%	18%	11%	25%	11%	13%
Optimistic	12%	10%	10%	16%	11%	12%	14%	10%	6%	9%
Proud	10%	13%	6%	10%	10%	14%	17%	8%	6%	14%
Hopeful	11%	9%	6%	13%	13%	9%	9%	7%	3%	9%

NOTE: Top 5 emotions for each device shaded green

asurion

How tech makes us feel and why these emotions are important

The device that makes us happiest

While it's good to chart the emotional patterns and trends in this way, it's far more interesting if we compare the different devices through the lens of a single emotion, one at a time. For each positive emotion, we compiled a list of high-performing products, such as the top 5 devices for evoking happiness or the top 5 devices for empowering people.

You can find all of these Top 5 lists in Fig 6.3, revealing that:

- The most productive device is a desktop computer or laptop.
- The device that makes people the happiest is the gaming console.
- The most confidence-creating gadget is a smart security device.
- The most empowering device is the fitness tracker.
- The most relaxing device is the smart TV.

We fielded this question with options for both positive and negative emotions, however, because the negative ones yielded only very small numbers, we elected not to use them here. (Fig 6.4).

Least effective devices, emotionally

That said, along with the top 5 lists it is also possible to pull up the least-effective devices for evoking particular emotions. While these lists are not a substitute for the original negative emotions, and have not made it into a chart of their own, a few stand out:

- The least-effective device for spreading happiness is the smart refrigerator.
- The least-empowering device is the home audio system.
- The worst product for instilling pride is the smart washer and dryer.
- The device with the least ability to make users feel cool and trendy is, of course, the router.

asurion

Fig 6.3
Top 5 devices for evoking different positive emotions
13 emotions, 21 devices

Satisfied

Smartphone	**1** 50%
Streaming device	**2** 47%
Smart TV	**3** 46%
Home audio	**4** 46%
Home theater	**5** 43%

Productive

Desktop/laptop	**1** 52%
Fitness tracker	**2** 38%
Smart washer/dryer	**3** 37%
Display/monitor	**4** 36%
Smart phone	**5** 35%

Happy

Gaming console	**1** 47%
Home theater	**2** 44%
Gaming PC	**3** 43%
Smart TV	**4** 38%
Streaming device	**5** 38%

In control

Security device	**1** 44%
Automation device	**2** 34%
Smart watch	**3** 33%
Smartphone	**4** 31%
Fitness tracker	**5** 30%

Confident

Security device	**1** 32%
Smartphone	**2** 27%
Fitness tracker	**3** 26%
Smart watch	**4** 25%
Desktop/laptop	**5** 24%

Empowered

Fitness tracker	**1** 27%
Smartphone	**2** 23%
Smart watch	**3** 23%
Security device	**4** 23%
Desktop/laptop	**5** 22%

Safe

Security device	**1** 59%
Automation device	**2** 22%
Smartphone	**3** 21%
Smart watch	**4** 19%
Smart TV	**5** 15%

asurion

Asurion Tech Lifestyle Study 2024
Base: varies for each device (see Fig 6.2)
Q. How does each of the following smart device(s)/technology make you feel?

70

Fig 6.3 (cont'd)
Top 5 devices for evoking different positive emotions
13 emotions, 21 devices

Excited

Gaming PC	1 37%
VR/AR headset	2 35%
Home theater	3 33%
Gaming console	4 26%
Home audio	5 24%

Relaxed

Smart TV	1 34%
Gaming console	2 34%
Streaming device	3 28%
Gaming PC	4 27%
Home theater	5 24%

Trendy

VR/AR headset	1 29%
Smart refrigerator	2 25%
Smart watch	3 24%
Smart spkr./voice asst.	4 24%
Automation device	5 18%

Optimistic

Fitness tracker	1 20%
Smart spkr./voice asst.	2 16%
Smartphone	3 15%
Tablet	4 15%
Smart oven/stove	5 14%

Proud

Fitness tracker	1 18%
Home audio	2 17%
Smart oven/stove	3 17%
Smart watch	4 16%
Home theater	5 16%

Hopeful

Fitness tracker	1 18%
Smart spkr./voice asst.	2 13%
Security device	3 13%
Desktop/laptop	4 11%
Smart phone	5 11%

Asurion Tech Lifestyle Study 2024
Base: varies for each device (see Fig 6.2)
Q. How does each of the following smart device(s)/technology make you feel?

asurion

71

Fig 6.4

Category-level perceptions are overwhelmingly positive
Smart appliances the only potential frustration

	Personal connectivity	Entertainment systems	Home office tech	Smart home devices	Smart appliances
% Positive emotion descriptors	88% (driven by satisfaction, productivity, happiness)	86%	83%	89% (driven by feeling safe and in control)	82%
% Negative emotion descriptors	15%	14%	11%	16%	20% (driven by annoyance, frustration, skepticism)

asurion

Conclusion

What we learned and
what it means

asurion

What we learned and what it means

The conventional wisdom of tech tends to revolve around a couple of major themes: the lifestyle culture of products that almost everybody uses, namely the smartphone, and the promises of future tech, like AI.

The typical customer is often painted as an early adopter of all things tech, perhaps even a devoted fan of a particular brand or category. Manufacturers invariably feed these narratives with promises that owning their gadgets will lead to life-changing benefits.

Whether or not these claims hold true, we know that the majority of tech consumption takes place in the lives of real people, who lack the time and inclination to use their devices in the ways shown in product ads—making it less likely that they will reach the levels of self-empowerment they'd been promised.

Keeping it real

With this report, we wanted to unpack and make sense of the day-to-day relationships people have with tech in terms of their behaviors, experiences, and beliefs.

After surveying 1,004 people, we looked closely at patterns in current ownership, plans to buy, reasons for buying, who makes the decisions, actual use vs. expected use, emotional responses, barriers to adoption, unmet needs—and how these things vary between different types of people and for different types of tech.

One overarching and arguably surprising theme is that people report being happy in their relationships with tech. They are generally satisfied with their devices, they are using them more than they thought they would, and their emotional responses to different types of tech are overwhelmingly positive.

You might assume that the reality of owning a device could not possibly live up to the promise. Perhaps you don't need to be using every function to have a great experience? In our chaotic world of multiple screens, multitasking, and crammed calendars, maybe what we really need is a faster horse and a slower life?

Regardless of whether they are using a device to do two or 200 things, our survey shows that people tend to adapt quickly to newer tech. For instance, almost half of consumers already own a smart speaker or voice assistant, despite concerns over security and data privacy; 36% wear a smart watch, with 10% planning to buy their first one this year; 6 in 10 already own a smart home device, with another 1 in 5 plotting to buy one; and 1 in 4 say they will own a VR/AR headset in the next 12 months.

In our chaotic world of multiple screens, multitasking, and crammed calendars, maybe what we really need is a faster horse *and* a slower life?

asurion

What we learned and what it means

Only the smart appliances category is showing any sluggishness, with ownership around 10%–15%. People perceive these products to be too expensive in greater numbers than any other devices—even the *actually expensive* VR/AR headsets—while we also see significantly higher concerns that they will break and need repairing. Smart appliances also evoke far fewer positive emotions than other categories. They may gain traction as people eventually replace conventional appliances with smart versions. In the meantime, manufacturers would do well to address concerns around price and reliability.

The kids are alright

Among many other fascinating insights the data uncovers, we see that households with children consume significantly more tech than those without; they own more, they are planning to buy more, and they want future tech solutions to help them with more things, particularly in caring for their homes and loved ones.

We also find that two-thirds of people feel they are not tech savvy, and yet, despite not consuming as much tech as their savvier counterparts, more than half of them are the primary tech decision-makers for their households. The help channels are, of course, dominated by the tech-savvy minority, so there appears to be an urgent need to find new ways to reach out to the not-tech-savvy majority.

 Another data-driven revelation concerns the reasons why people buy new tech. The leading motivation by far has little to do with functionality, features, or brand

attributes—it's good, old-fashioned *entertainment and fun*. And the number-two reason? *The urge to own cool, exciting, new tech*. These emotional drivers endorse [neuroscientific research](#) showing that when people evaluate brands for buying decisions, they primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts). Of course, the latter is also an important component in making buying decisions, but it's rarely the most prevalent in tech.

> **People perceive smart appliances to be too expensive in greater numbers than any other devices, while we also see significantly higher concerns that they will break and need repairing.**

Finger on the pulse

So what happens next? The tech media talks excitedly about the emergence of futuristic categories, like AI, self-driving cars, sand batteries, e-skin, brain-reading robots, smelly VR, 3D-printed food, and necrobiotics (yes, turning dead things into robots).

As engaging as these storylines are, it is unlikely that they will impact the daily lives of regular people anytime soon. We will, however, continue to explore the behaviors, experiences, and beliefs of real people interacting with technology—including the types that make them feel the happiest (gaming console) and the most empowered (fitness tracker).
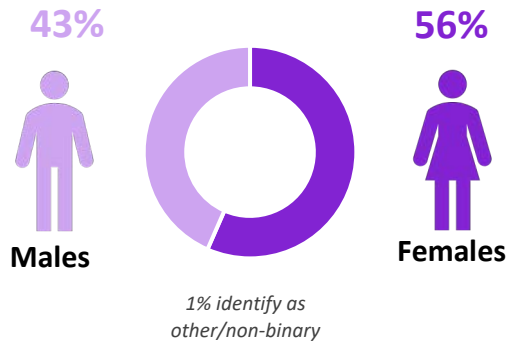
asurion

Appendix

asurion

Note: Respondents were assigned to evaluate a device based on usage/ownership and the following priority:
1. *Smart appliances*
2. *Smart home devices*
3. *Fitness trackers*
4. *Entertainment systems*
5. *Home office*
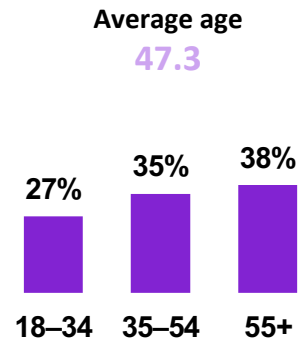6. *Personal technology (other than fitness tracker)*

Personal technology		Entertainment systems		Home office tech		Smart home devices		Smart appliances	
	# of evaluations		*# of evaluations*		*# of evaluations*		*# of evaluations*		*# of evaluations*
Fitness tracker	356	Streaming device	138	Router	309	Smart speaker/ voice assistant	219	Smart washer/ dryer	79
Smartphone	292	Smart TV	137	Desktop/laptop	309	Security device	215	Smart refrigerator	72
Tablet	289	Gaming console	135	Large computer monitor	307	Home automation device	214	Smart dishwasher	70
Smart watch	272	Home theater	135					Smart oven/stove	70
		Home audio	134						
		Gaming PC	131						
		VR/AR headset	130						

Demographics

Gender

43%

Males

56%

Females

1% identify as other/non-binary

Age

Average age
47.3

27%	35%	38%
18–34	35–54	55+

Self-defined urbanicity

Urban — 29%

Suburban — 46%

Rural — 25%

Region

West 21%

Midwest 24%

Northeast 18%

South 38%

Ethnicity*

Caucasian — 75%

Black/AA — 12%

Hispanic — 10%

Other — 5%

Income

34%	37%	27%
Less than $50K	$50K–$99.9K	$100K+

1% preferred not to answer
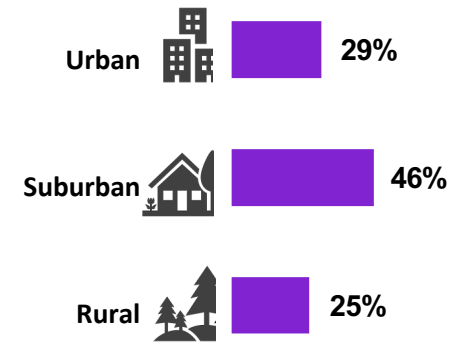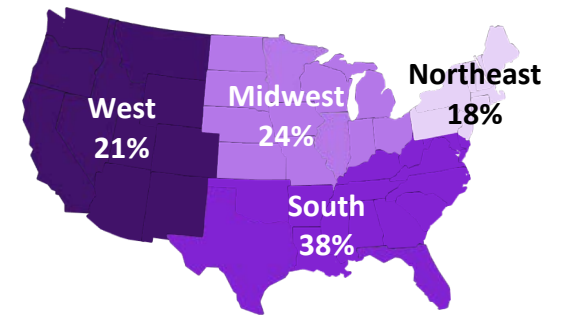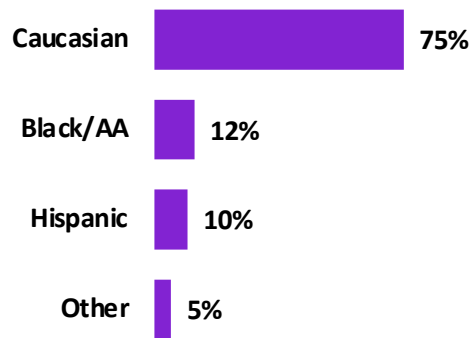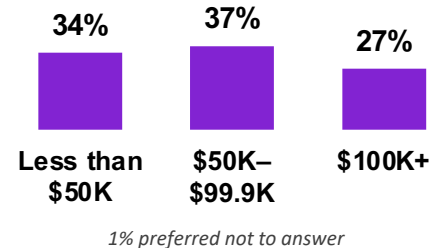
Employment

57% employed

Education
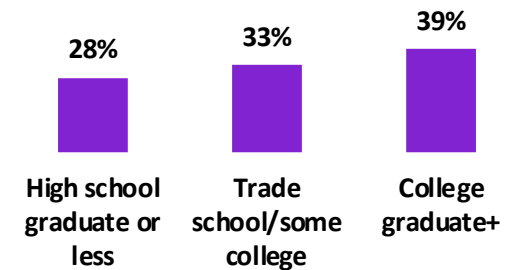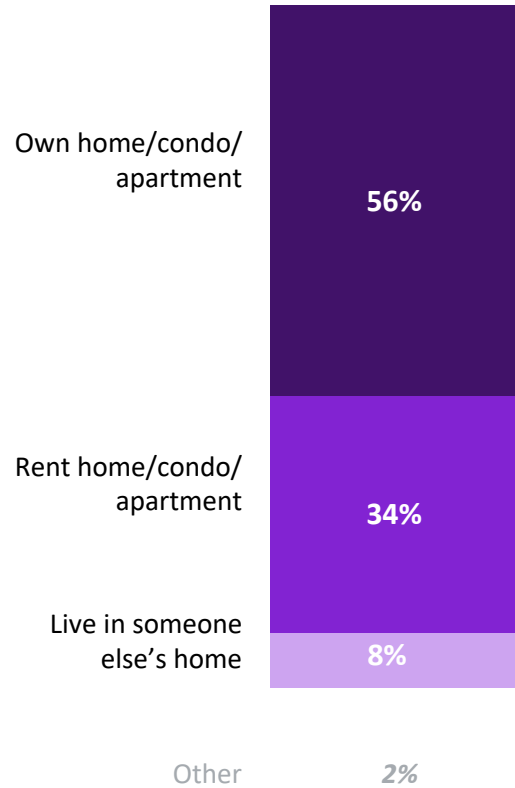
28%	33%	39%
High school graduate or less	Trade school/some college	College graduate+

asurion

Home ownership

- Own home/condo/ apartment — **56%**
- Rent home/condo/ apartment — **34%**
- Live in someone else's home — **8%**
- *Other* — *2%*

Household composition

Average household size
2.8

Live alone	17%
Spouse/Partner	56%
Child(ren) under 18	29%
Child(ren) 18 and over	15%
Parent(s)	13%
Grandchild(ren)	2%
Grandparent(s)	1%
Other immediate family	4%
Other extended family	4%
Roommate(s)	5%
Other	2%

Marital status

Married

43%
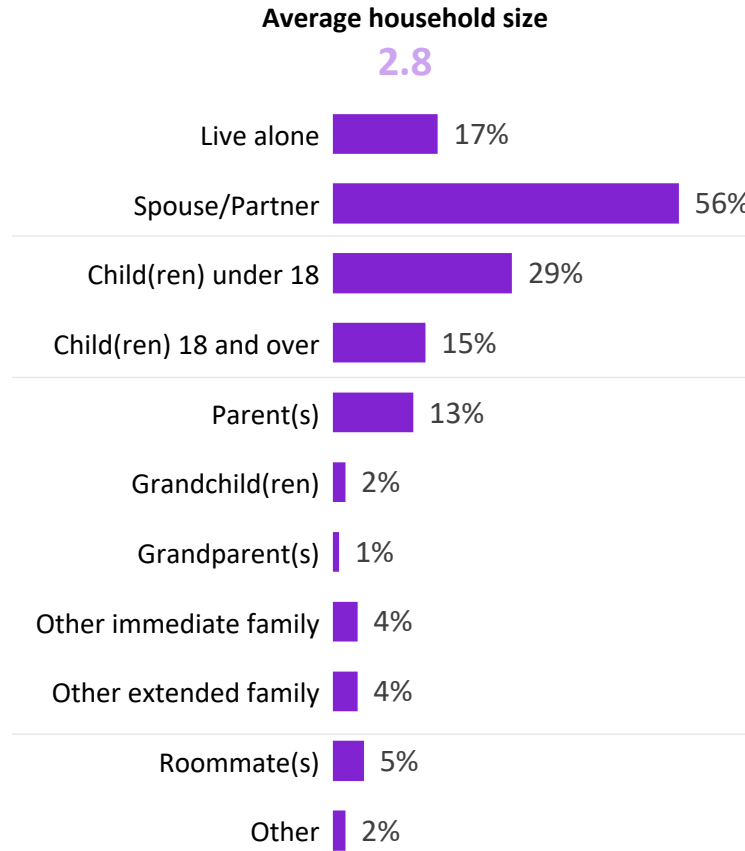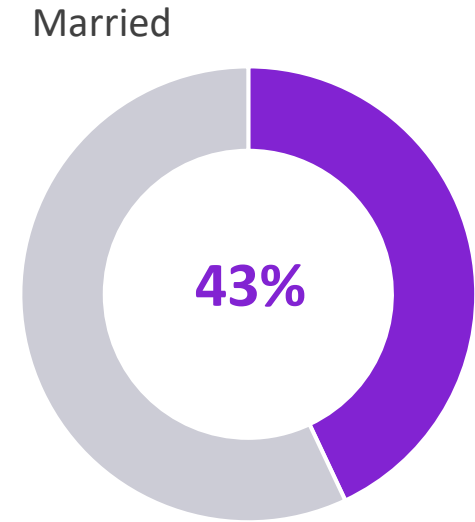
Asurion Tech Lifestyle Study 2024
Base: Total Completes (n=1,004)
D1 Home Ownership | D2 Number of People in HH | D3 HH Composition | D4 Marital Status

asurion