

Analysing consumer use of and attitudes towards smart devices, services and technology in 2021



Foreword from David Jones

Connected devices and smart technology have increasingly played a pivotal role for businesses and their customers in helping to keep their lives running smoothly.

The Covid-19 global pandemic also resulted in consumers spending even more time in their homes and being pushed towards digital channels.

At Assurant, we're always looking at ways to evolve and innovate the products and services we provide, to continually enhance the experience and interactions customers have with their devices and technology.

In 2021, in partnership with Harris Interactive, we conducted extensive research to establish consumer appetite, use and perceptions of existing and upcoming smart devices, services and technologies.

The customer is always at the heart of the business decisions we make, and the findings are now helping to ensure we continue to meet their needs both now and in the future.

This document provides an overview of the key market trends and consumer behaviour.

To talk to us more about our product development activity email hello@assurant.com



Consumers are overwhelmingly most likely to want to use technology to help save money. To be more environmentally friendly is in a distant second place.

Money Saving

"Help me Save Money"



42%

(484)

Green

Allow me to reduce my household's energy consumption and live a greener life"



16%

(185)

Connected on the go

"Help me stay connected on the go"



11%

(130)

Entertainment

"Improve how I use entertainment"

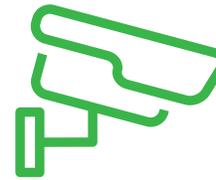


10%

(118)

Home Security

"Improve my home security"



10%

(116)

Health & Wellbeing

"Allow me to improve my health and wellbeing"

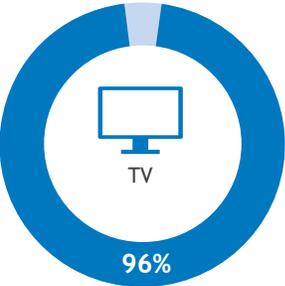


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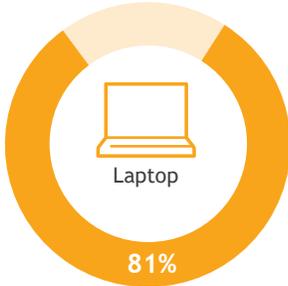
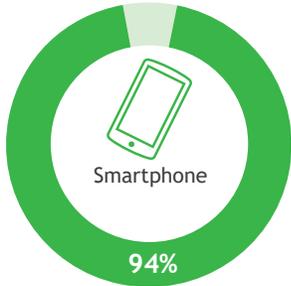
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Ownership and usage is highest for TV and Smartphones, with Smart device usage consistently lower amongst Baby Boomers.

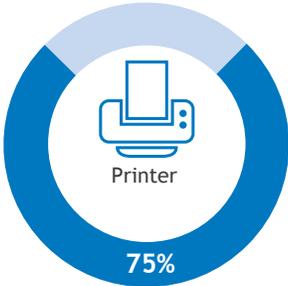
Which of these do you own and use?



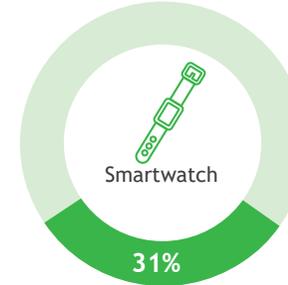
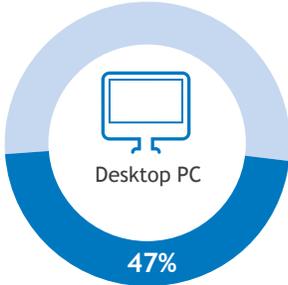
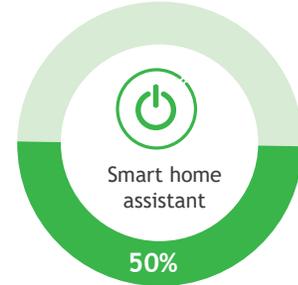
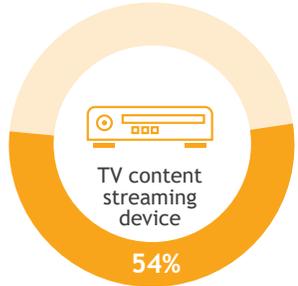
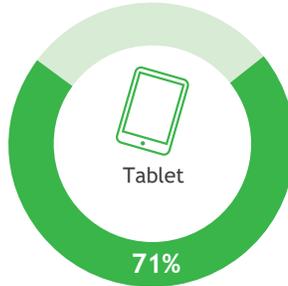
Millennials - 98%
Gen X - 97%
Baby Boomers - 87%



Millennials - 65%
Gen X - 71%
Baby Boomers - 86%



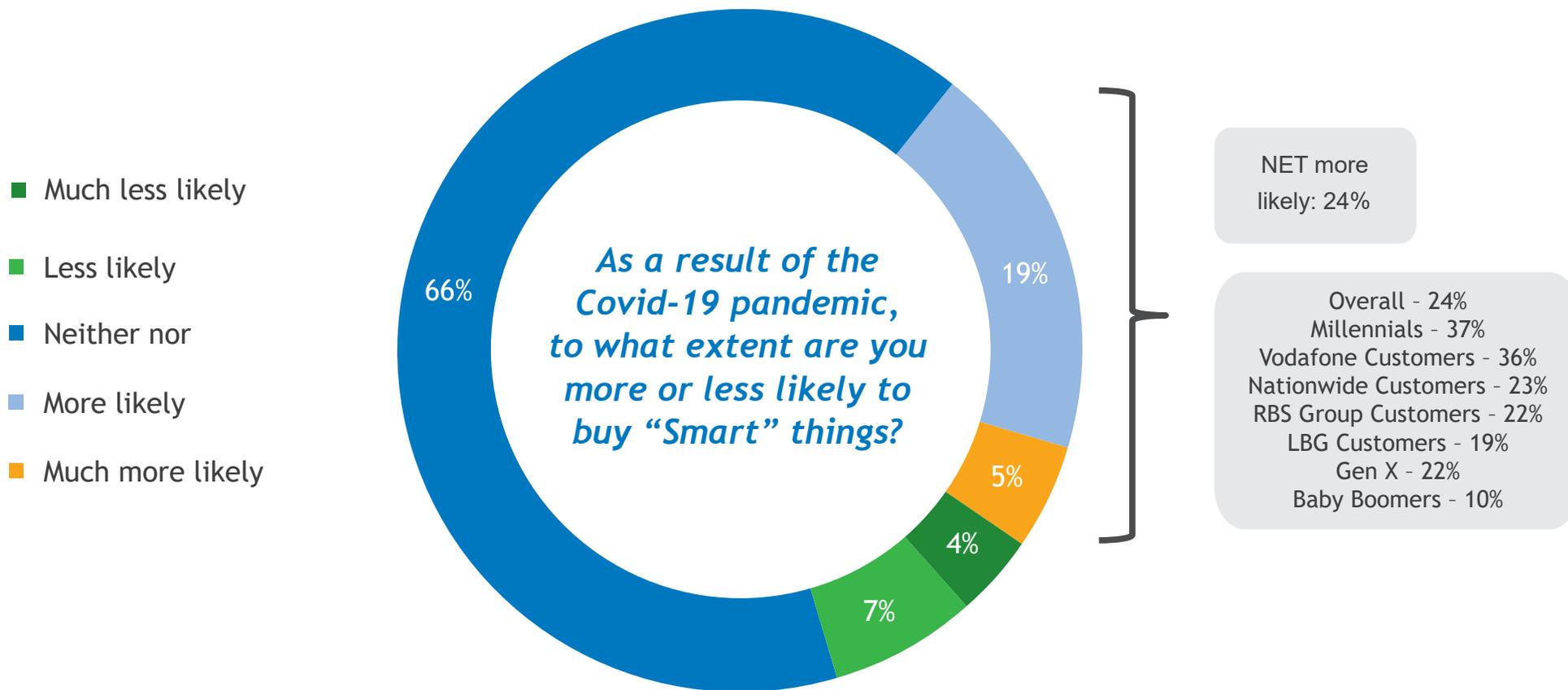
Millennials - 68%
Gen X - 56%
Baby Boomers - 37%



Millennials - 63%
Gen X - 51%
Baby Boomers - 38%

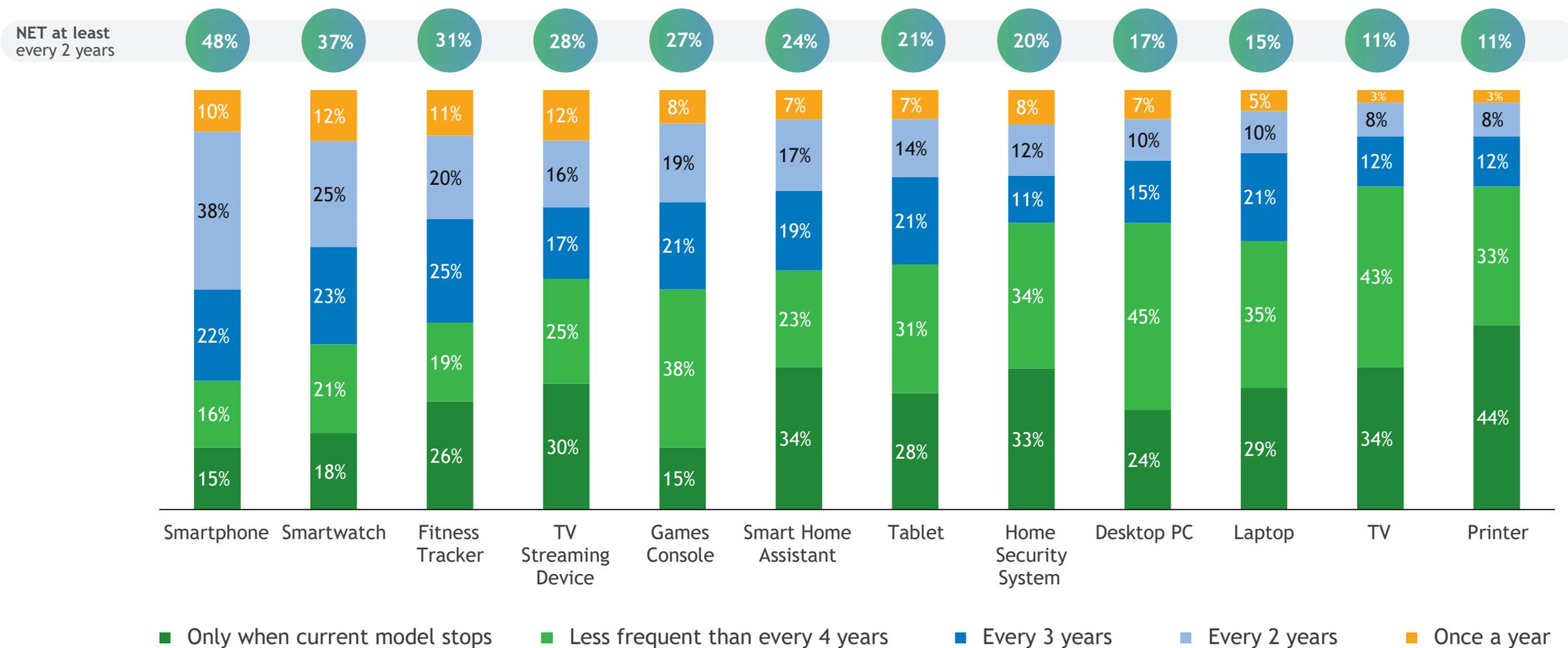
Millennials - 48%
Gen X - 31%
Baby Boomers - 12%

A quarter state they are more likely to buy Smart things as a result of COVID-19 (peaking amongst Millennials), compared to 1 in 10 saying they are less likely.



Acquisition of new models is most common for smaller, portable devices that can be used in and out of home (e.g. Smartphone, Smartwatch, Fitness Tracker).

How frequently would you normally look to acquire a new model of these?



Convenience and making life easier are the key drivers for using Smart things. This view is particularly prevalent amongst Baby Boomers.

Please think about the “Smart” things you already use or plan to use. Why do you already use or plan to use products like these?

	%	
They are convenient	58%	→ Millennials - 52% Gen X - 61% Baby Boomers - 64%
They make/will make my life easier	46%	→ Millennials - 40% Gen X - 45% Baby Boomers - 55%
They make/will make my life more organised	33%	
They will save me time in the long run	29%	
They put me more in control of my life	24%	
They are cool	22%	→ Millennials - 30% Gen X - 21% Baby Boomers - 9%
They free up/will free up time to do other things	21%	
They make/will make me feel more secure	21%	
They will save me money in the long run	20%	
They are a necessity nowadays	18%	
They are good for the environment	15%	
They were recommended by somebody	13%	
I saw other people using them	12%	
I like to be first to have new things	9%	→ Millennials - 15% Gen X - 9% Baby Boomers - 3%
They will help me live longer	7%	
Other	3%	



Privacy concerns are the biggest barrier to using Smart things, with a third of Baby Boomers not seeing the need for them and a quarter of these not having the technical knowledge for them.

Please think about the “Smart” things you don’t already use or plan to use. Why do you not already use or plan to use products like these? What puts you off?

	%
Privacy concerns	33%
I will never have a need for them	28%
They will not make any difference to my life	27%
They will cost me more money in the long run	26%
I do not know enough about this area to say	25%
They're just a gimmick	24%
I'm not convinced they would work well	19%
I am not technically advanced to do this	16%
They are more inconvenient to deal with than what I do now	14%
They would make me feel less secure	11%
I don't like to be first to have new things	8%
I was recommended not to use them	5%
Other	5%

Millennials - 27%
Gen X - 31%
Baby Boomers - 39%

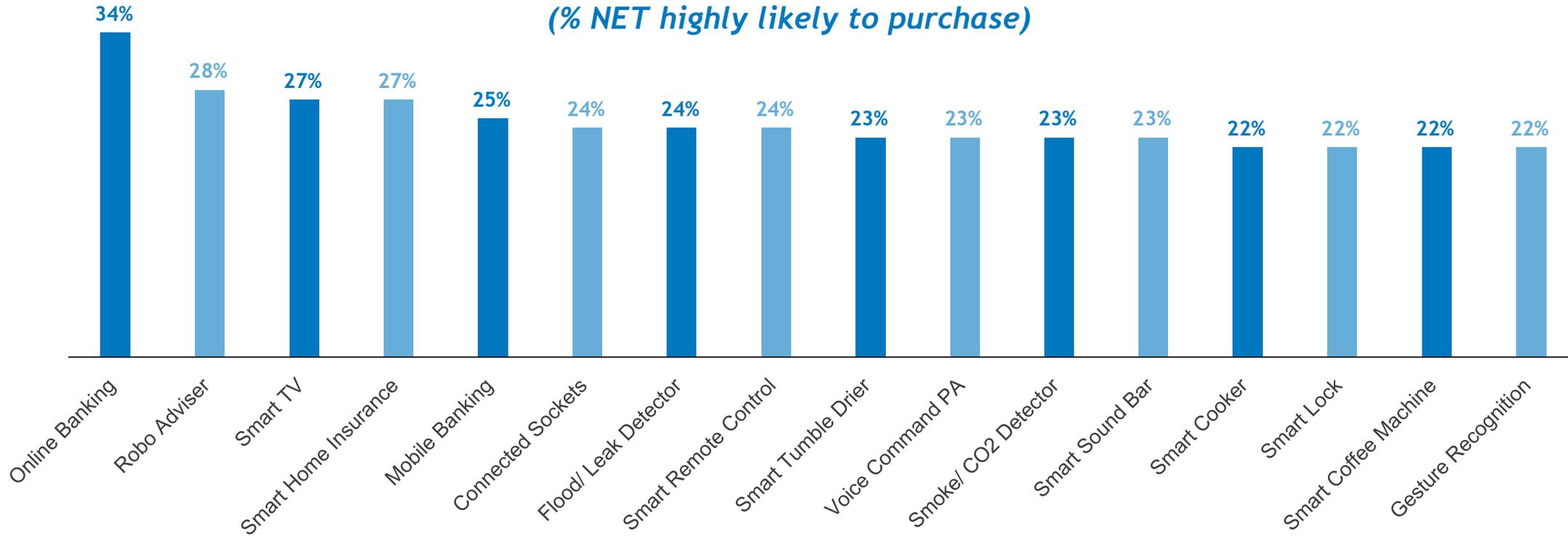
Millennials - 17%
Gen X - 28%
Baby Boomers - 35%

Millennials - 12%
Gen X - 11%
Baby Boomers - 24%



Amongst those familiar, but not using or owning an item, take-up in the next year is likely to be highest for online banking, followed by robo advisers, Smart TVs and Smart home insurance.

**How likely, if at all, are you to acquire and personally use these in the next 12 months?
(% NET highly likely to purchase)**



We hope you found the research insightful. To talk to us about how we're developing our products and services in response to these findings email hello@assurant.com



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