

Technology Habits of Generation X - UK - March 2019

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Influencers lacking influence in this generation
- For a generation pressed for time, technology has to prove its worth

Generation X is technologically engaged, and ownership of some established devices is the same as that of their younger counterparts. Their technology habits can be limited by a busy schedule and adult responsibilities, but they are willing to use technologies and digital services that can streamline their lives, improve connectivity with others, and provide clear value for money. They are slowly migrating their digital activities to the smartphone, but there is a reluctance to move some of the most sensitive tasks away from the relative comfort of a laptop. Meanwhile, social network use is high and therefore presents an opportunity for targeted advertising, though the level of engagement suggests marketing tactics such as the use of influencers will see little success here.



“Generation X grew up without access to many of the devices commonly found today, but they did live through a revolution of technology that included home console gaming, the mobile phone, and the internet. They represent a group that is technologically engaged, owning smartphones and laptops and regularly accessing social networks.”

– Andrew Moss, Consumer

Technology Analyst
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