

Technology Habits of Generation X - UK - March 2019

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“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**

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.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Generational definitions

Executive Summary

The market
A generation neglected by advertisers
Figure 1: Generational structure of the UK population (projected), 2019
Children and family life increases tech exposure
A high-income generation with a lot of responsibilities
Dealing with pressures on time
Figure 2: Activities Gen X don't have time to do, November 2018
The consumer
Becoming "smartphone first"
New digital engagement platforms offered by voice control and wearables
Figure 3: Personal ownership of technology devices, by generation, November 2018
The phone upgrade cycle
A group keen to try before they buy
Favouring established social media platforms
Figure 4: Social media use, by generation, November 2018
Comfortable shopping online, but not on all devices
Media consumption continues move towards streaming
Figure 5: Activities performed on devices in the last three months, September 2018
An opportunity for wearable technology
What we think

Issues and Insights

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

The Market – What You Need to Know

At the forefront of a digital revolution
A generation neglected by advertisers
A high-income generation with a lot of responsibilities
Dealing with pressures on time

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Market Background

At the forefront of a digital revolution

A generation neglected by advertisers

Figure 6: Generational structure of the UK population (projected), 2019

Children and family life increases tech exposure

Figure 7: Proportion of Gen X with children in household, by age of child, November 2018

A high-income generation with a lot of responsibilities

Figure 8: How respondents would describe their financial situation, by generation, November 2018

Dealing with pressures on time

Figure 9: Activities Gen X don't have time to do, November 2018

The Consumer – What You Need to Know

Becoming "smartphone first"

Static games consoles – a nostalgia market?

New digital engagement platforms offered by voice control and wearables

Manufacturer websites key for product research

A group keen to try before they buy

Favouring established social platforms

Comfortable shopping online, but not on all devices

An opportunity for wearable technology

Device Ownership

Becoming "smartphone first"

Abandoning the desktop

Static games consoles – a nostalgia market?

New digital engagement platforms offered by voice control and wearables

Figure 10: Personal ownership of technology devices, by generation, November 2018

Technology Purchasing and Discovery

The phone upgrade cycle

Figure 11: Purchase history of smartphones by Generation X, November 2018

New laptop form factors on the cusp of mass appeal

Figure 12: Purchase history of laptops by Generation X, November 2018

Figure 13: Purchase history of tablets by Generation X, November 2018

Manufacturer websites key for product research

A group keen to try before they buy

Advertising doesn't resonate with this generation

Figure 14: Methods of researching new technology products, by generation, November 2018

Social Media Platforms

Gen-Xers caught up in the social network revolution

Favouring established platforms

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Not so influenced by influencers

Figure 15: Social media use, by generation, November 2018

Figure 16: Number of social networks accessed at least once a week, by generation, November 2018

Digital Activities

Correspondence analysis

Methodology

Media consumption continues move towards streaming

Social networking isn't just a Millennial pastime

Comfortable shopping online, but not on all devices

Chatbots and messaging payments systems may prove a step too far

Figure 17: Words associated with digital activities, November 2018

Figure 18: Words associated with technology, November 2018

Figure 19: Activities performed on devices in the last three months, January 2019

Figure 20: Activities performed on devices in the last three months, September 2018

Preferred Media Formats

Gen Xers prefer physical music but are still warm targets for digital

Prepared to pay for video streaming

Figure 21: Generation X format preferences for purchased media, November 2018

Digital Behaviours

An opportunity for wearable technology

Some reluctance to share data, but no more than other generations

Wellbeing the next frontier of digital tracking

Figure 22: Devices for monitoring health and fitness amongst Generation X, November 2018

Shopping and banking moving online

Over half "up to date"

Digital detox

Figure 23: Digital behaviours amongst Generation X, November 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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