

Attitudes toward Technology and the Digital World - US - November 2019

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This report looks at the following areas:

- There are widespread concerns over automation and employment
- Apple's exclusive ecosystem ostracizes non-owners among younger consumers

Brands that can understand how consumers view various technology devices and services throughout their lives can best place themselves in a position to connect with their audience and provide relevant marketing materials to increase engagement and sales.



"Technology is rapidly advancing and changing society as we know it. Technology has had a tremendous impact on the way people work, socialize and get entertainment, and in myriad other ways as well. This increased adoption of technology into everyday life has molded attitudes toward technology."

- **Buddy Lo, Senior Technology Analyst**

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