

# 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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## Table of Contents

### OVERVIEW

- **What you need to know**
- **Definition**

### EXECUTIVE SUMMARY

- **Market overview**
- **Top takeaways – video summary**
- **The issues**
- **There are widespread concerns over automation and employment**

Figure 1: Attitudes toward technology and the digital world – Automation and jobs, by age and education level, August 2019

- **Apple’s exclusive ecosystem ostracizes non-owners among younger consumers**

Figure 2: Digital communication behaviors – Group texting, by age and smartphone operating system, August 2019

- **The opportunities**
- **Consumers are widely optimistic about various emerging technologies**

Figure 3: Perceptions of emerging technologies, August 2019

- **Younger consumers less shy about their online presence**

Figure 4: Online social behaviors, by gender and age, August 2019

- **Key trends**
- **5G awareness increases, even though coverage still lags**
- **What it means**

Figure 5: 5G awareness and knowledge, January 2019 and August 2019

### KEY TRENDS – WHAT YOU NEED TO KNOW

- **Apple’s appeal among younger consumers reflects shifting priorities for tech**

Figure 6: Smartphone operating system, by age, August 2019

- **5G network coverage extremely limited – for now**

Figure 7: US 5G availability map, July 2019

Figure 8: Verizon 5G acquisition email, August 2019

### WHAT TO WATCH

- **Artificial intelligence brings robots into more non-physical labor spaces**
- **Voice tech rapidly expanding**

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## THE CONSUMER – WHAT YOU NEED TO KNOW

- **iPhone performs well among younger and wealthier consumers**
- **Younger consumers use varied methods to communicate with their peers**
- **Younger iPhone owners more cliquy with who they text with**
- **Anonymity is for old people**
- **Facial recognition technology not a scary thing for consumers**
- **Concerns over automation and abuse of new technology**

## SMARTPHONE OPERATING SYSTEM

- **US smartphone market split between iOS and Android systems**  
Figure 9: Smartphone operating systems, August 2019
- **Android has an aging problem**  
Figure 10: Smartphone operating system, by age, August 2019  
Figure 11: Smartphone operating system, by gender and age, August 2019
- **Wealthier consumers overindex for iPhone ownership**  
Figure 12: Smartphone operating system, by household income, August 2019
- **iPhones popular among Asians and White women – Android wins men and other multicultural segments**  
Figure 13: Smartphone operating system, by race and Hispanic origin, August 2019  
Figure 14: Smartphone operating system, by gender and race, August 2019  
Figure 15: Smartphone operating system, by race and income, August 2019

## DIGITAL COMMUNICATION BEHAVIORS

- **Communication behaviors vary widely**  
Figure 16: Digital communication behaviors, August 2019
- **Younger smartphone owners have more dynamic communication behaviors**  
Figure 17: Digital communication behaviors, by age, August 2019
- **Younger iPhone owners more “cliquy” with group chats**  
Figure 18: Digital communication behaviors – Group texting, by age and smartphone operating system, August 2019
- **Apple’s FaceTime boosts video chatting among users**

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Figure 19: Digital communication behaviors – Video chatting, by age and smartphone operating system, August 2019

### ONLINE SOCIAL BEHAVIORS

- **Most are careful when it comes to what they share**  
Figure 20: Online social behaviors, August 2019  
Figure 21: Online social behaviors – Caution and account management, by gender and age, August 2019
- **Younger people more willing to share with strangers**  
Figure 22: Online social behaviors – Transparency, by age, August 2019  
Figure 23: Online social behaviors, by gender and age, August 2019

### PERCEPTIONS OF EMERGING TECHNOLOGIES

- **5G awareness continues to improve in short order**  
Figure 24: 5G awareness and knowledge, January 2019 and August 2019
- **Consumers are relatively optimistic regarding emerging tech**  
Figure 25: Perceptions of emerging technologies, August 2019
- **Older consumers most negative on self-driving vehicles**  
Figure 26: Perceptions of emerging technologies – Self-driving vehicles, by age, August 2019
- **Men are more enthusiastic than women on emerging technologies**  
Figure 27: Perceptions of emerging technologies, by gender and age, August 2019
- **Lower-income households more worried about advances in AI**  
Figure 28: Perceptions of emerging technologies – Artificial intelligence, by household income, August 2019
- **Apple’s Face ID elevates facial recognition among iOS users**  
Figure 29: Perceptions of emerging technologies – Facial recognition, by smartphone operating system and age, August 2019

### INTEREST IN NEW MODELS

- **Consumers most interested in smartphone upgrades**  
Figure 30: Interest in new models, August 2019
- **Nearly four in 10 interested new models of four or more items**  
Figure 31: Number of devices interested in, August 2019

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Infographic Overview

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Figure 32: Interest in new models, by number of devices interested in, August 2019

- **Parental status impacts interest in new video game consoles**

Figure 33: Interest in new models – Video game console, by gender and age, August 2019

Figure 34: Interest in new models – Video game console, by age and parental status, August 2019

- **Younger women setting the smartwatch trend**

Figure 35: Interest in new models – Smartwatch, by gender and age, August 2019

## ATTITUDES TOWARD TECHNOLOGY AND THE DIGITAL WORLD

- **Age, not education, drives automation and employment concerns**

Figure 36: Attitudes toward technology and the digital world – Automation and jobs, August 2019

Figure 37: Attitudes toward technology and the digital world – Automation and jobs, by age and education level, August 2019

- **Widespread concern over both government and corporate abuse of technology**

Figure 38: Attitudes toward technology and the digital world – Abusing technology, August 2019

- **Strong contingent of consumers willing to exchange info for discounts or more tailored services**

Figure 39: Attitudes toward technology and the digital world – Info and location sharing, August 2019

Figure 40: Attitudes toward technology and the digital world – Info and location sharing, by age, August 2019

- **Social media has redefined “meeting people” for younger consumers**

Figure 41: Attitudes toward technology and the digital world – Social and tech, August 2019

Figure 42: Attitudes toward technology and the digital world – Social and tech, by age, August 2019

## CONSUMER SEGMENTATION – ATTITUDES TOWARD TECHNOLOGY AND THE DIGITAL WORLD

- **One in five consumers are categorized as Technophiles**

Figure 43: Consumer segmentation – Attitudes toward technology and the digital world, August 2019

- **Technophiles (18%)**

- **Characteristics**

Figure 44: Profile of Technophiles, August 2019

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- **Opportunities**

Figure 45: Interest in new models, by consumer segments, August 2019

Figure 46: Attitudes toward technology and the digital world, by consumer segments, August 2019

- **Technophobes (30%)**

- **Characteristics**

Figure 47: Profile of Technophobes, August 2019

Figure 48: Perceptions of emerging technologies, by consumer segments, August 2019

- **Opportunities**

- **Social Tech Users (26%)**

- **Characteristics**

Figure 49: Profile of Social Tech Users, August 2019

- **Opportunities**

Figure 50: Attitudes toward technology – Social, by consumer segments, August 2019

Figure 51: Digital communication behaviors, by consumer segments, August 2019

- **Ambivalent Tech Users (26%)**

- **Characteristics**

Figure 52: Profile of Ambivalent Tech Users, August 2019

Figure 53: Attitudes toward technology and the digital world – Concerns about tech, by consumer segments, August 2019

- **Opportunities**

Figure 54: Attitudes toward technology – Social, by consumer segments, August 2019

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

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