Consumer Technology Adoption Increases

Toluna surveyed 1,000 US consumers on December 4th to understand their attitudes, purchase intent, and adoption of consumer electronics ahead of CES 2020. The Consumer Electronics Show (CES) 2020 takes place between January 7 – 10 in Las Vegas, NV. Findings highlight the importance of consumer insights for brands and businesses when thinking about new product launches and marketing applications for emerging technologies.

Which technologies or devices do you own?

When asked about which of the technologies or devices consumers own, more than 50% report owning at least one of the following.

- Smart home devices: 28%
- Speech recognition: 25%
- Wearable technology: 23%
- Facial recognition technology: 18%
- Interactive devices: 18%
- Smart or foldable displays: 16%
- Virtual reality: 14%

What types of smart home or Internet of Things devices would consumers consider purchasing?

Of the respondents that were interested in purchasing Smart Home or IoT devices, over 60% would consider purchasing home security, smart light bulbs, and connected home devices.

- Home Security: 63%
- Smart light bulbs: 65%
- Connected home: 61%
- Connected appliances: 52%
- Connected home fitness: 36%

58% of the 18-34 age group were interested in connected home fitness while only 13% of those in 55+ age group were interested.

What prevents consumers from purchasing new electronics?

Of those who are not interested in purchasing smart or connected devices, price is the largest reason that is holding them back.

- Price: 63%
- Concerns about privacy: 54%
- Uncertainty of benefits: 47%

How do consumers expect their digital usage habits will change once 5G arrives?

Of those consumers familiar with 5G, most plan to use it to stream more content across their devices.

- Access more streaming content on my mobile device: 44%
- Purchase more smart home products: 38%
- Play more video games via mobile device: 37%

45% of those surveyed indicated they were not familiar with 5G.

Does the majority of the technology consumers own serve entertainment or practical purposes?

Compared to 2018, this year more consumers say most of the technology they own is for entertainment purposes.

- Entertainment: 40%
- Both Practical and Entertainment: 32%
- Practical: 28%