

2021 COX SURVEY

A New Generation of Homebodies

A survey of American consumers explores sentiment towards smart home technology.



Smart Tech Through the Generations

Overall, over half of respondents currently use smart home technologies in their homes. But not all generations are equally keen. While nearly three-quarters of Gen Z is using smart tech at home, only roughly one-third of baby boomers do the same.



Please Don't Stop the Music

While a quarter of respondents have a whole lotta love for smart home technologies, some haven't yet met their match. When asked what song best describes their relationship with smart home tech, they said:

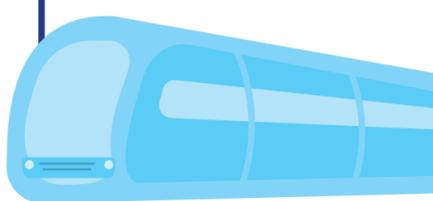
25% Whole Lotta Love
Led Zeppelin

24% Haven't Met You Yet
Michael Bublé

18% Always Be My Baby
Mariah Carey

18% Thank U, Next
Ariana Grande

15% Torn
Natalie Imbruglia



All Aboard the Tech Train?

41% said they purchased smart home technology because of the pandemic

91% said being home more influences their purchase decisions.

The New "P.C." Users

When asked what technologies they used before the pandemic, respondents selected:



70% Voice assistants

49% Smart TVs and speakers

36% Smart home security

32% Smart lighting

24% Video conferencing

23% Smart appliance

22% Smart utilities

14% Connected fitness

The most popular smart tech purchases:

57% Voice assistants
40% Smart entertainment
31% Smart lighting

Only **18%** of baby boomers made a smart home tech purchase due to COVID-19, compared to **49%** of millennials and **55%** of Gen Z-ers.

Easy As 1-2-3

Most respondents who use smart home technology find it to be simple.

94% reported their experiences as "very easy" or "easy"

82% said their Internet connection is doing its job, keeping smart home tech online



The Smart Way to Save

One-fifth (**20%**) of respondents use smart tech to trim down their monthly bills. And of those that do, **68%** reported a decrease in their bill.

SOLD

And... Sold!

52% of respondents would prefer to buy or rent a home that has smart home technologies already installed.

69% would more likely purchase a new home with pre-installed smart technology. Of millennials, over two-thirds (**79%**) are more likely to do so.

Can We Get a Little Privacy Here, Alexa?

Privacy and security are top concerns for smart home tech users. Over half of respondents (**51%**) reported concerns and **68%** of which are most worried about voice assistants.

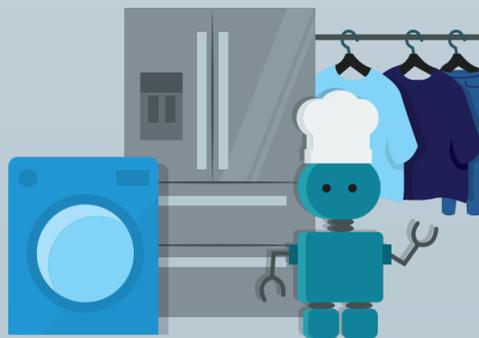
Baby boomers reported the highest level of those concerned (**56%**), but are closely followed by Gen X (**52%**) and millennials (**52%**).



The Future is... Almost Here

We all have our wish list of things tech could take-off of our plate. Here's what futuristic technologies survey respondents would be first in line for:

51% Automatic laundry machine
33% Refrigerator that automatically restocks itself
26% Robot home chef
20% Smart wardrobe that selects outfits for you



About the 2021 Cox Communications Consumer Sentiment Survey on Smart Homes

Cox Communications commissioned a blind survey of American consumers in February of 2021. Respondents to the online survey included a total of 1,075 consumers. The margin of error for this survey is plus or minus 3 percent.

About Cox Communications

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