

# CONSUMER TECH PREFERENCES FOR 2021

GroupM research demonstrates the importance of new technology in consumers' lives.

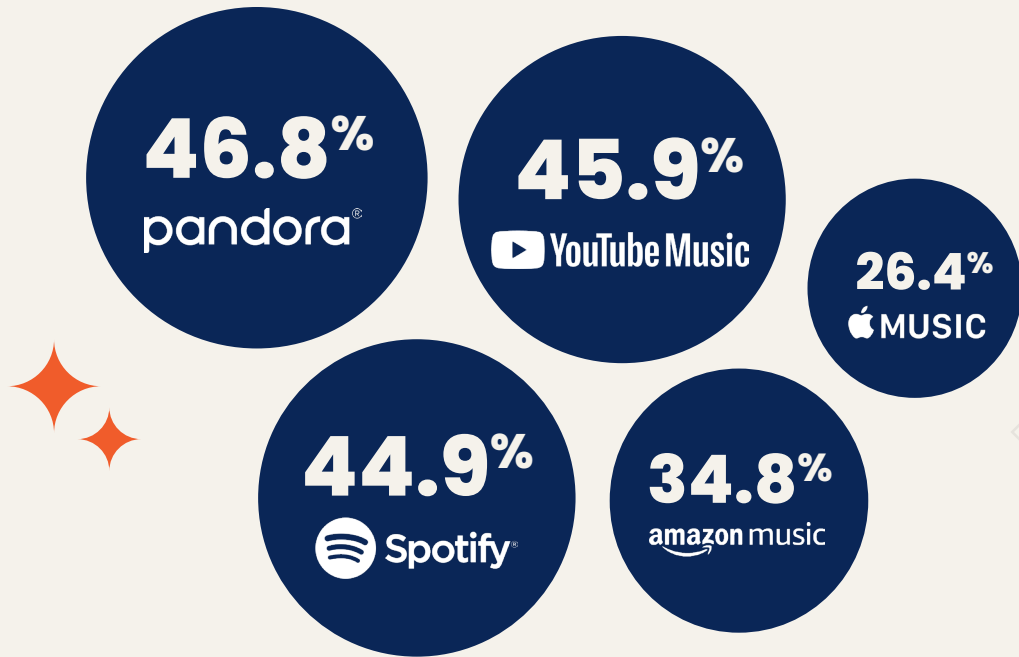


**1 IN 2** U.S. consumers believe it's important to be equipped with the latest technology.

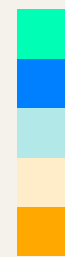
**81.7%** of respondents believe that either they or a family member should be the only ones with access to data from their health and fitness tracker.



## WHICH OF THE FOLLOWING MUSIC STREAMING SERVICES HAVE YOU USED?



**66%** of respondents said they would accept having to watch commercials to maintain a lower monthly bill.



**48%** agree they would like a home appliance to “automatically order replacements when running out of related products.”



**51.5%** of respondents said they have a 5G device such as a mobile phone that can connect to a 5G network.



Males across each age group showed a higher propensity to having accessed a **“VIRTUAL” TRIP.**



## WHICH VOICE ASSISTANCE OR ONLINE VISUAL SEARCH HAVE YOU USED TO HELP YOU WITH YOUR SHOPPING?

