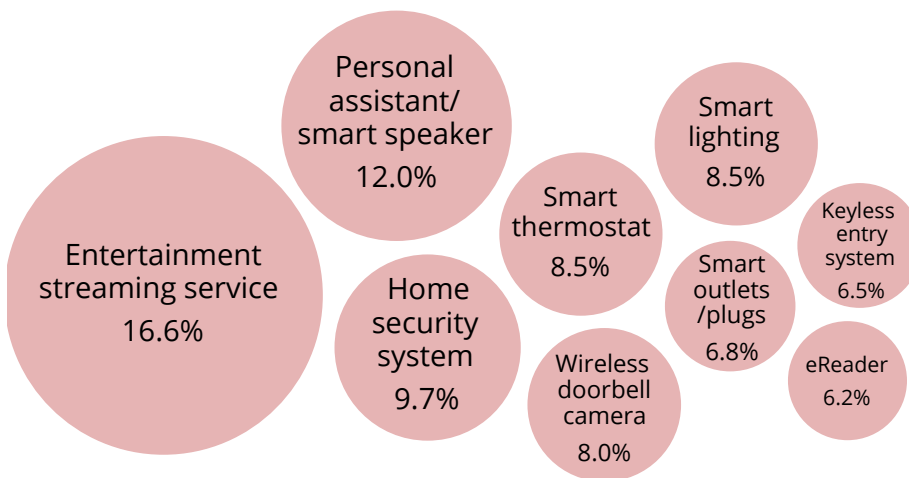


COVID-19: Home Technology Purchase Behaviors

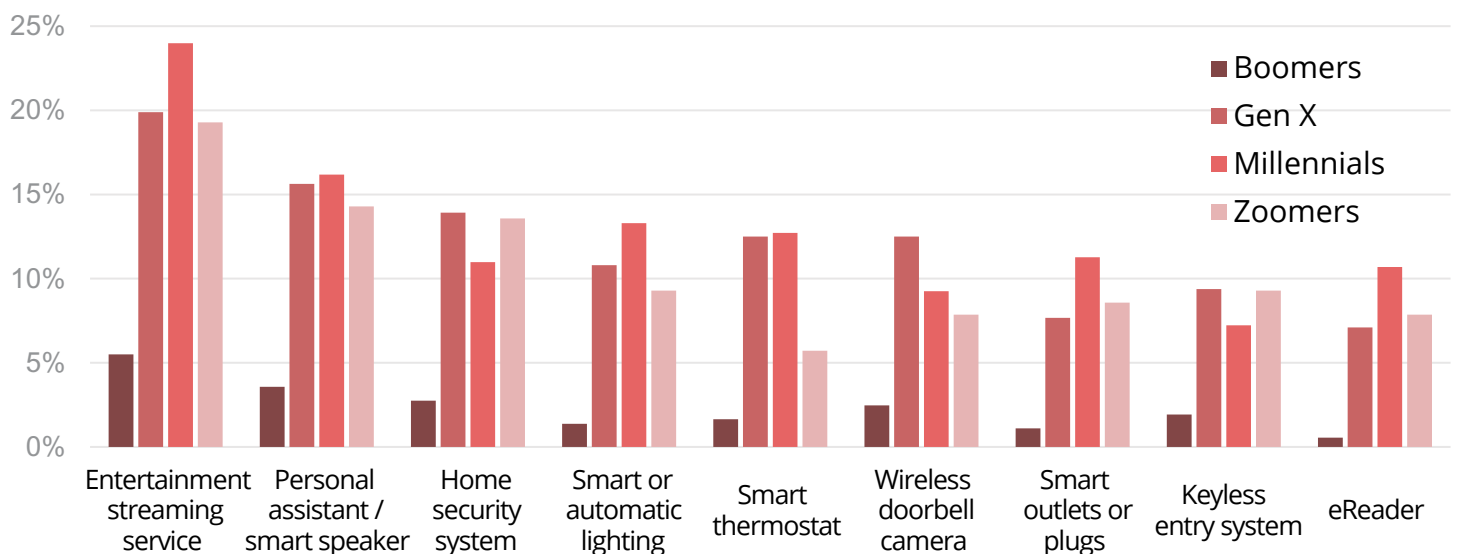
Among its many downstream effects, the COVID-19 pandemic has influenced how people think about and use technology in their home. The MIT AgeLab surveyed people of different generations, from Zoomers to Boomers, to better understand their relationships with home technologies in reaction to COVID-19.

In response to the spread of COVID-19, have you **purchased technologies or services** for your home or yourself?



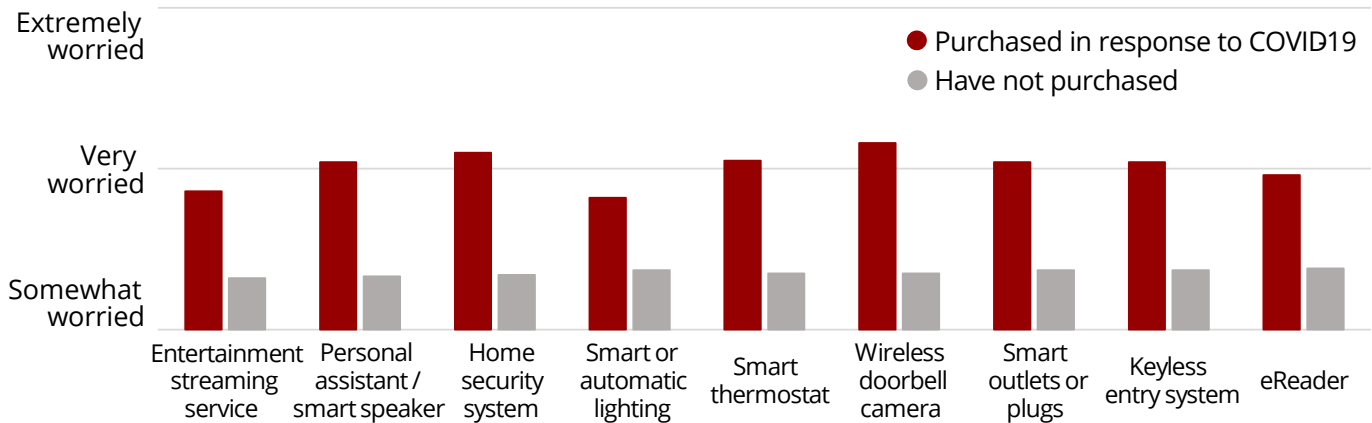
Increased adoption of entertainment streaming services and personal assistants in response to COVID-19 indicates that people may be **seeking comfort, entertainment, and convenience** as they spend more time at home. The data also suggest an **increased demand for safety and security** due to uncertainties posed by COVID-19.

Tech adoption by generation in response to COVID-19



Of all generations surveyed, **Baby Boomers were the least likely** to have purchased a technology or service in reaction to the COVID-19 outbreak. Men were significantly more likely than women to have made a COVID-19-related tech purchase, across all technologies. Excluding streaming services and e-readers, homeowners were significantly more likely to have adopted a technology compared to people who didn't own their home.

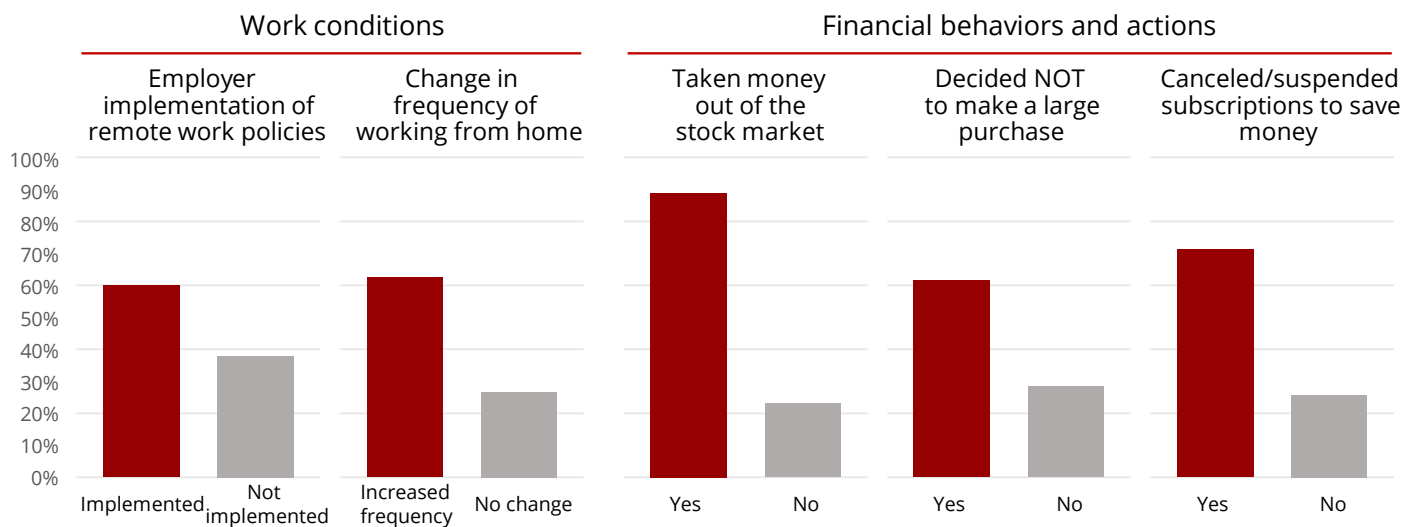
How worried are you about COVID-19 in general?*



People who have purchased a technology or service in response to the COVID-19 outbreak were shown to be significantly more worried about COVID-19 in general. Those who adopted a technology or service may have done so to take action on their concerns and fears about the global pandemic.

* Asked with the following response options: not at all worried, a little worried, somewhat worried, very worried, extremely worried

Impact of COVID-19-related work and financial disruptions on technology adoption



Bars represent tech adoption rates by people who have, or have not, experienced changes in work and finances.

New technology adoption in response to COVID-19 is associated with changes in people's daily routine and work arrangements. Results suggest that changes in work conditions and personal finances related to COVID-19 may be factors in technology adoption decisions.

These results represent a snapshot of perceptions in the time window in which data were collected: March 17-19, 2020. Sample collected from Qualtrics Panels. Number of cases for analysis: 1202. Ages in 2020: Baby Boomers, 56-74; Gen X, 40-55; Millennials, 24-39; and Zoomers, 18-23. The MIT AgeLab continues to monitor how different generations' attitudes and perceptions shift over time.

What is known about COVID-19 changes daily. For more information about preventing the spread of COVID-19 and keeping yourself and your family safe, visit the Centers for Disease Control at www.cdc.gov.

agelab.mit.edu

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