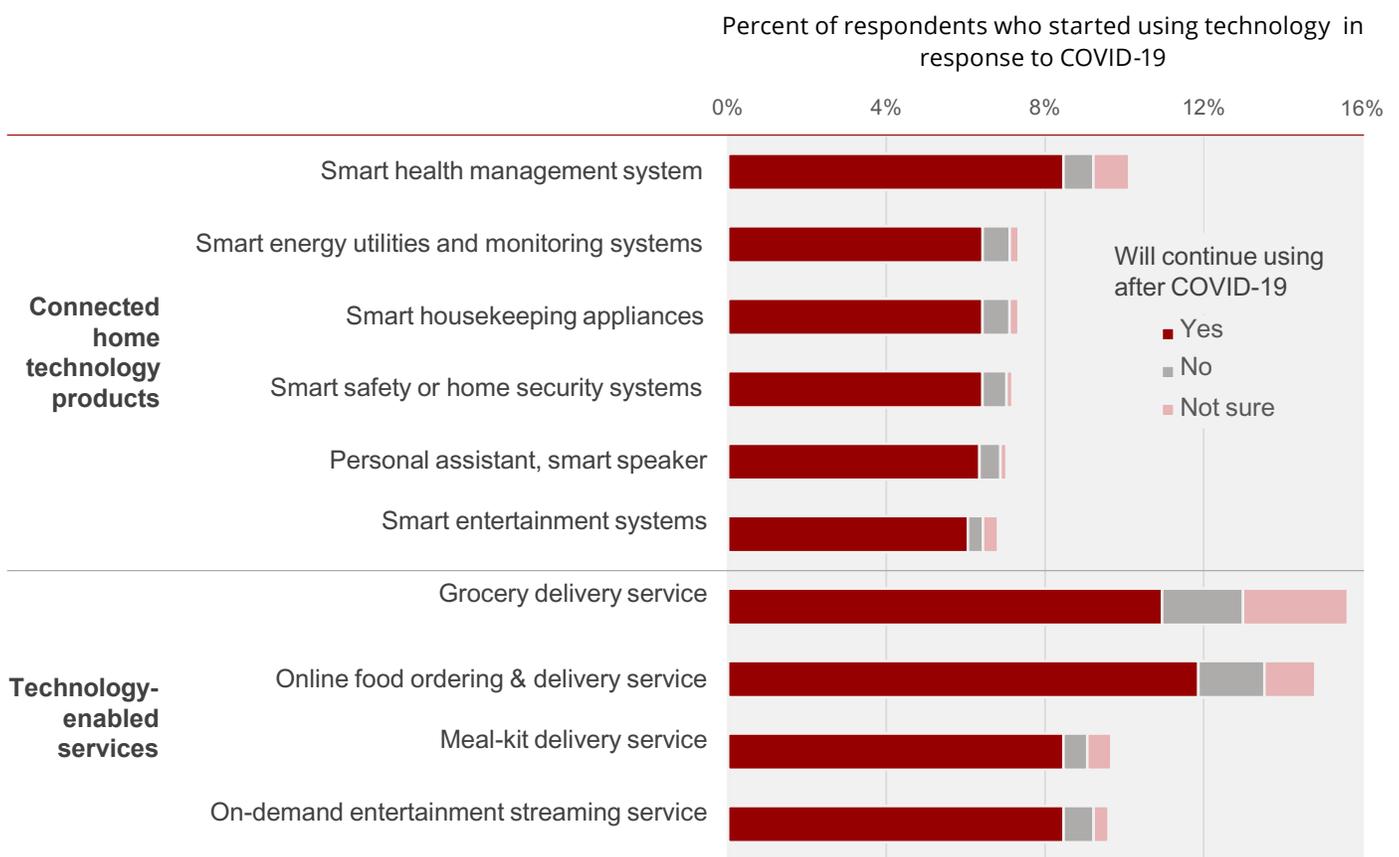


COVID-19 June 2020 Update: Changes in Technology Experience

The COVID-19 pandemic continues to affect people's daily lives, including how they experience and interact with new technologies and related services. This brief highlights findings from an MIT AgeLab survey conducted in May and early June 2020, which explored how different generations' use of and attitudes toward new technologies changed during the pandemic.

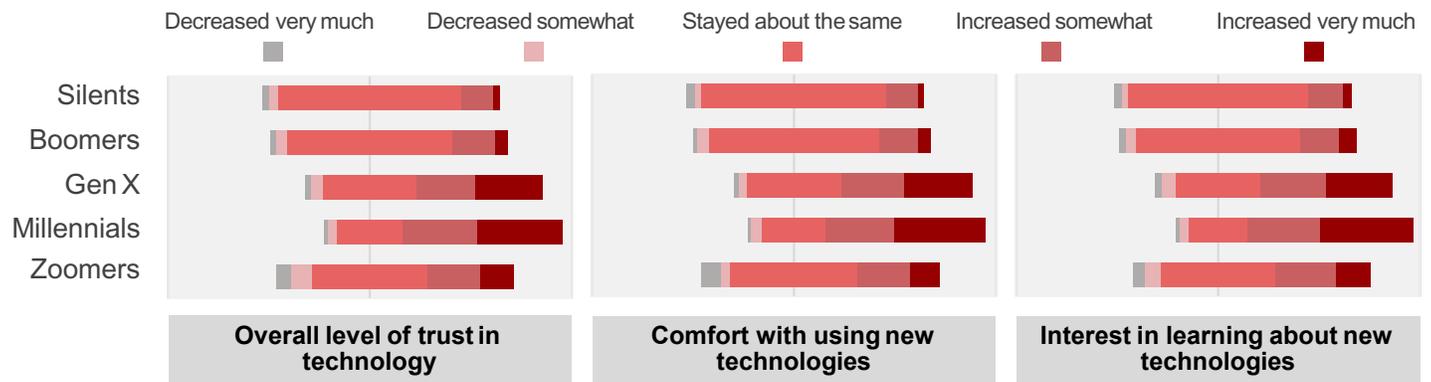
New adoption of home technologies/services and its lasting impacts



COVID-19 has contributed to increased adoption and use of consumer technology products and services in the home environment. In keeping with findings from an earlier, March survey wave, new data from the June survey suggest that people may be seeking technology-enabled solutions to meet elevated demands around convenience, comfort, safety, security and entertainment. Technology-enabled services were generally more widely adopted than new technology products in response to COVID-19. Among items listed in the survey, internet-enabled grocery delivery services and food ordering services were the most popular new adoptions.

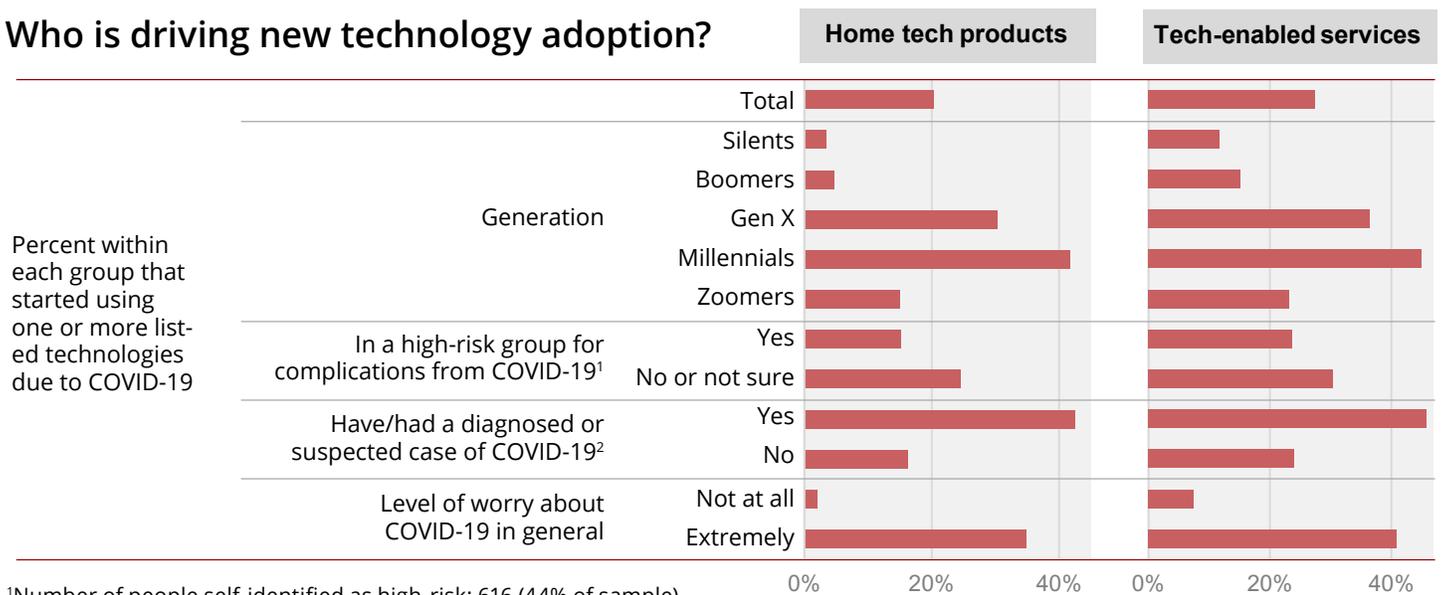
Across all products and services mentioned in the June survey, the vast majority of respondents who adopted new technologies in response to COVID-19 said that they intended to continue using them after the pandemic is declared over, suggesting a long-term effect of COVID-19 on technology use. Respondents reported being least likely to continue using grocery delivery (70%), and most likely to continue using personal digital assistants or smart speakers (90%) once the pandemic is declared over.

Changes in attitudes toward new technologies



Respondents across generations indicated that they have higher trust in, comfort with, and interest in new technologies now, compared to before the pandemic. These changes may be associated with the increased adoption and use of new home technologies and services following the COVID-19 outbreak. Millennials and Gen X reported the greatest positive changes in their technology attitudes, while the Silent Generation, Baby Boomers, and Zoomers reported relatively slight increases.

Who is driving new technology adoption?



¹Number of people self-identified as high-risk: 616 (44% of sample)

²People with a diagnosed or suspected case of COVID-19: 214 (15%)

A demographic comparison showed that Millennials and Gen X, men, and higher-income individuals were more likely than others to have adopted new technology products or services in response to COVID-19. New technology adoption was also more prevalent than average among those who have or had a confirmed or suspected case, as well as those especially worried about COVID-19—but not among people who considered themselves at elevated risk for serious illness or complications from COVID-19.

These results represent a snapshot of perceptions in the time window in which data were collected: May 8-June 8, 2020. Sample collected from Qualtrics Panels. Number of cases for analysis ranges from 1305 to 1387. Ages in 2020: Silents, 75-92; Baby Boomers, 56-74; Gen X, 40-55; Millennials, 24-39; and Zoomers, 18-23. Less than 6% of the March sample (March 17-19, 2020) was re-interviewed in the second survey; the balance represents a new cross-sectional sample. 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.