



# Life after Lockdown – Technology

How has the pandemic changed the way we use and feel about technology? What are the implications for brands and advertisers?

**Matters Community**

**May 2021**

The pandemic has placed more emphasis on technology than ever before. We asked our readers about their behaviours and attitudes towards tech before assessing it's implications for advertisers

### ATTITUDES & BEHAVIOURS



**Objective:**

To understand readers' general views on technology as well as their use of it

### DEVICES



**Objective:**

To understand if readers are in the market for a new device and if so what they will be looking for

### SMART TECHNOLOGY



**Objective:**

To understand readers' views on smart technology and which smart products appeal to them

### BRANDS AND ADVERTISING



**Objective:**

To understand readers' views on advertising from technology brands at this time

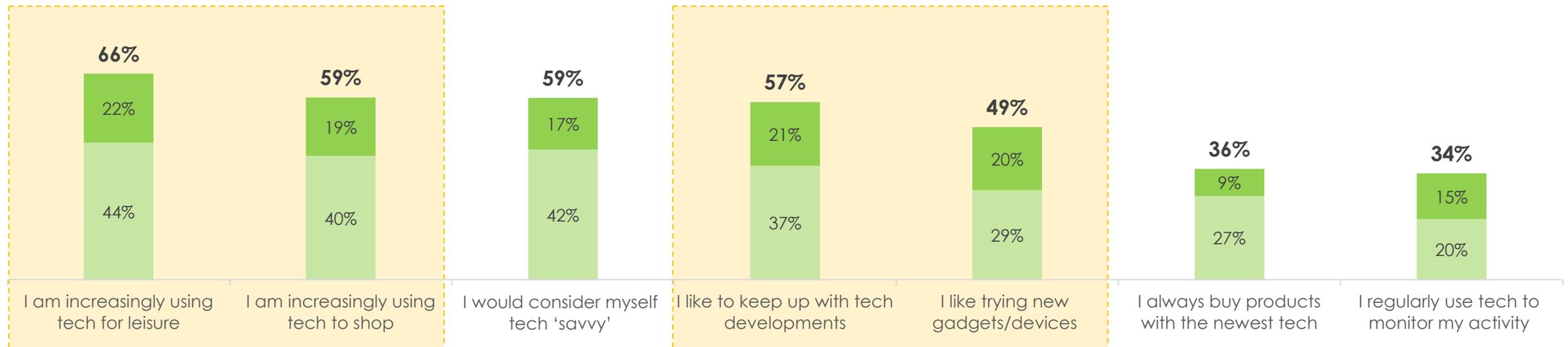
IMPLICATIONS FOR ADVERTISERS

# TECHNOLOGY USE PERMEATES THROUGH MOST OF DAILY LIFE

Readers are increasingly using tech for day-to-day activities, and they like to keep up to date with new developments in the space

## Attitudes to Technology

■ Tend to agree ■ Strongly agree

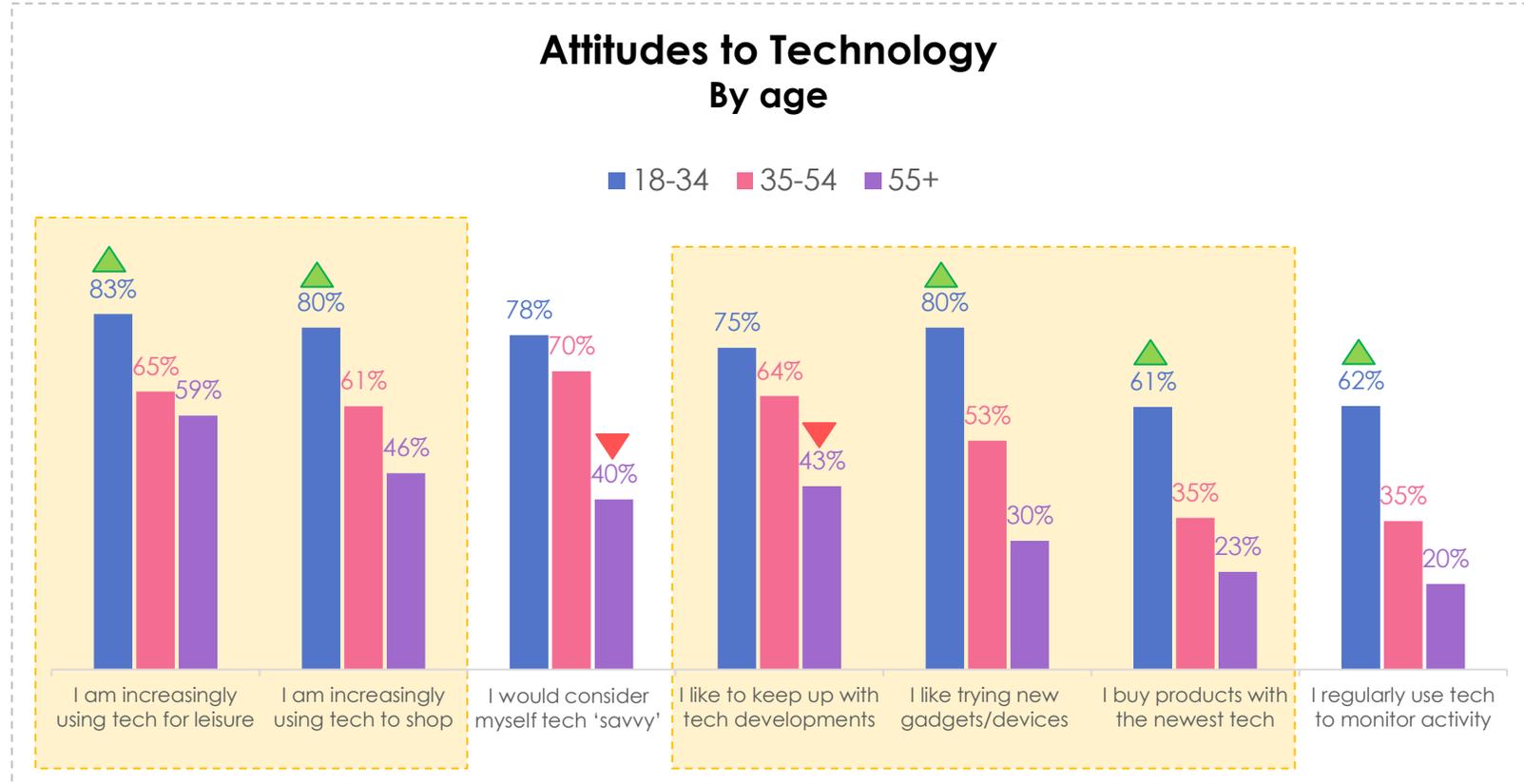
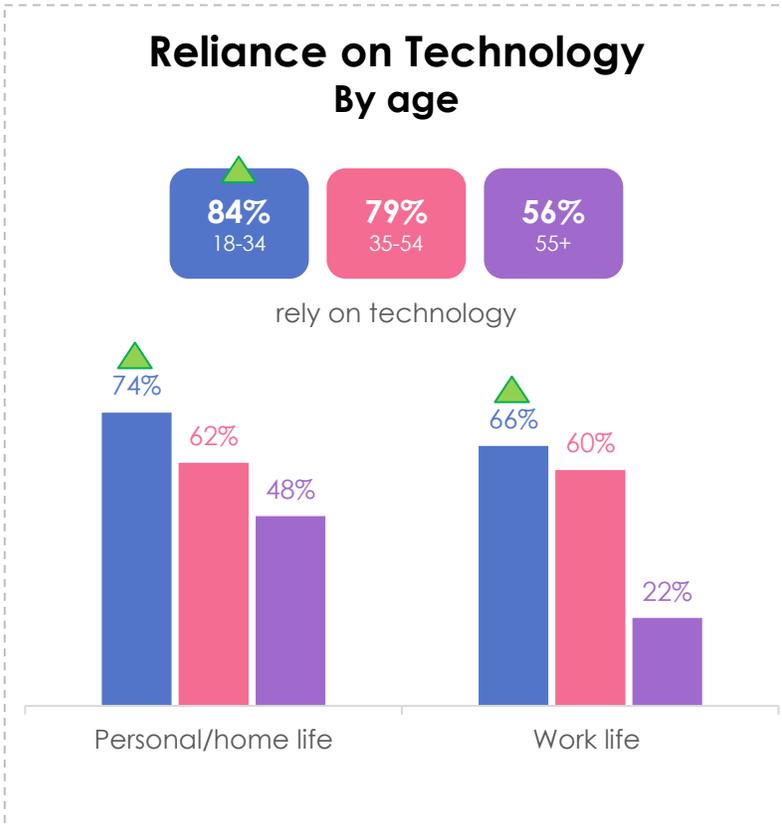


Q: How much do you agree or disagree with the following statements about technology? [Any agree]

Source: Life after Lockdown – Technology – May 2021  
Base: All MMM readers (414)

# 18-34s ARE THE MOST RELIANT ON TECH AND DRIVE GROWTH

Over 4 in 5 of 18-34s are reliant on tech, they are also the early adopters in the space. However, 2 in 3 readers aged 55+ are increasingly using tech for leisure



Q: Which of the below statements apply to you? / How much do you agree or disagree with the following statements about technology? [Any agree]

Arrows denote significance at 95% confidence rate

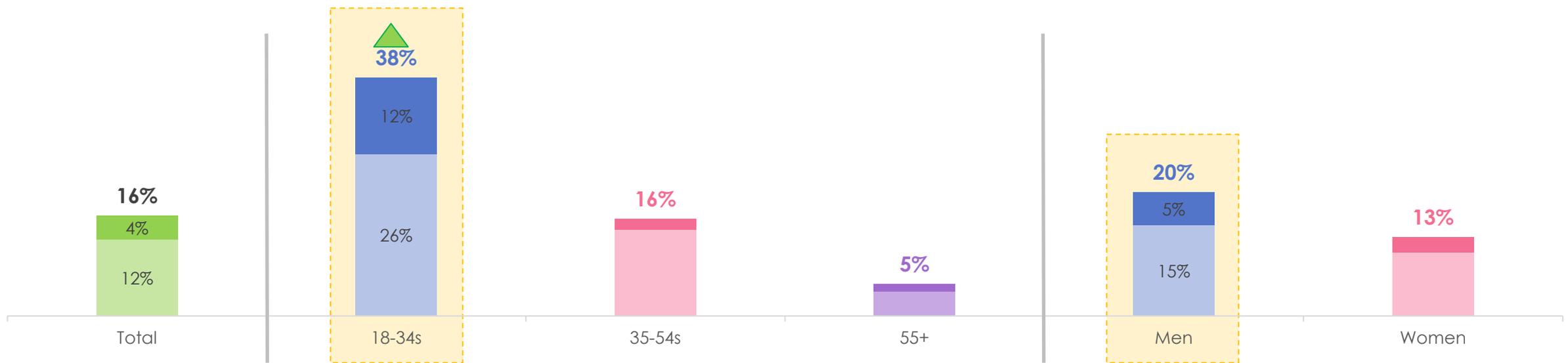
Source: Life after Lockdown – Technology – May 2021  
All MMM readers by age: 18-34 (91), 35-54 (145), 55+ (178)

# TECH CAN HAVE A NEGATIVE IMPACT ON MENTAL HEALTH

Those using tech the most, 18-34s and men, are notably more inclined to feel that it is negatively effecting their mental health compared to others

**“My mental health is being negatively impacted by my use of technology”**

■ Tend to agree ■ Strongly agree



Q: How much do you agree or disagree with the following statements? [Any agree]

Arrows denote significance at 95% confidence rate

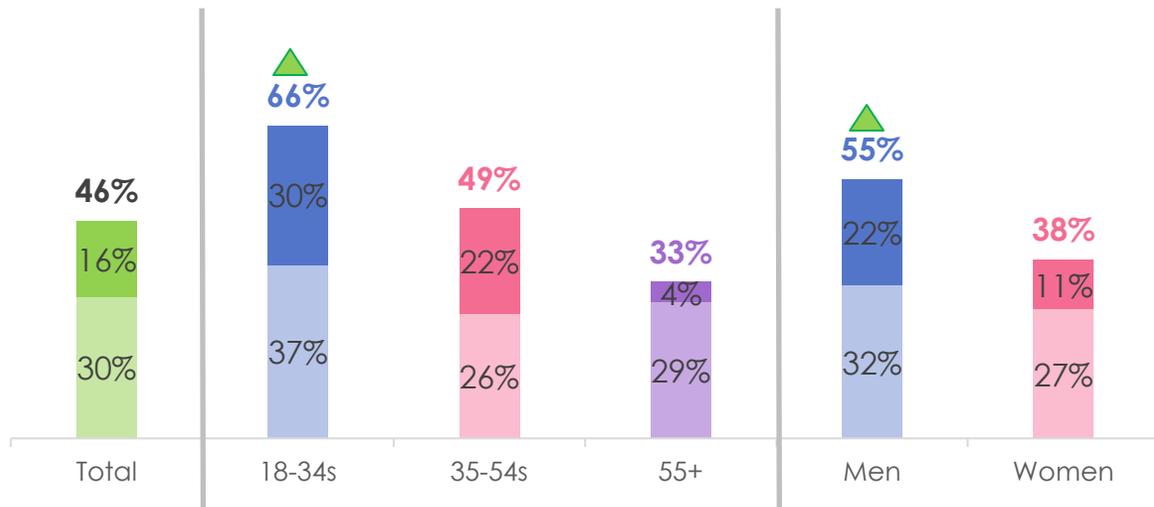
Source: Life after Lockdown – Finances – April 2021  
 Base: Base: All MMM readers (414) / All MMM readers by age; 18-34 (91), 35-54 (145), 55+ (178) / All MMM readers by gender; Men (196), Women (218)

# 1 IN 2 WANT TO HEAR ABOUT NEW SMART TECH

Readers want to hear about new smart tech and this significantly increases for 18-34s and men, with voice lead products favoured to facial recognition

## “I am interested to hear about new products on the market that use smart technology”

■ Tend to agree  
■ Strongly agree



## Smart Technology Functions



**38%**

like the idea of using smart products that use **voice recognition/activation**

18 - 34 - 55% ▲  
35 - 54 - 38%  
55+ - 30%

Men - 49% ▲  
Women - 29%



**31%**

like the idea of using smart products that use **facial recognition/activation**

18 - 34 - 46% ▲  
35 - 54 - 30%  
55+ - 25%

Men - 37% ▲  
Women - 27%

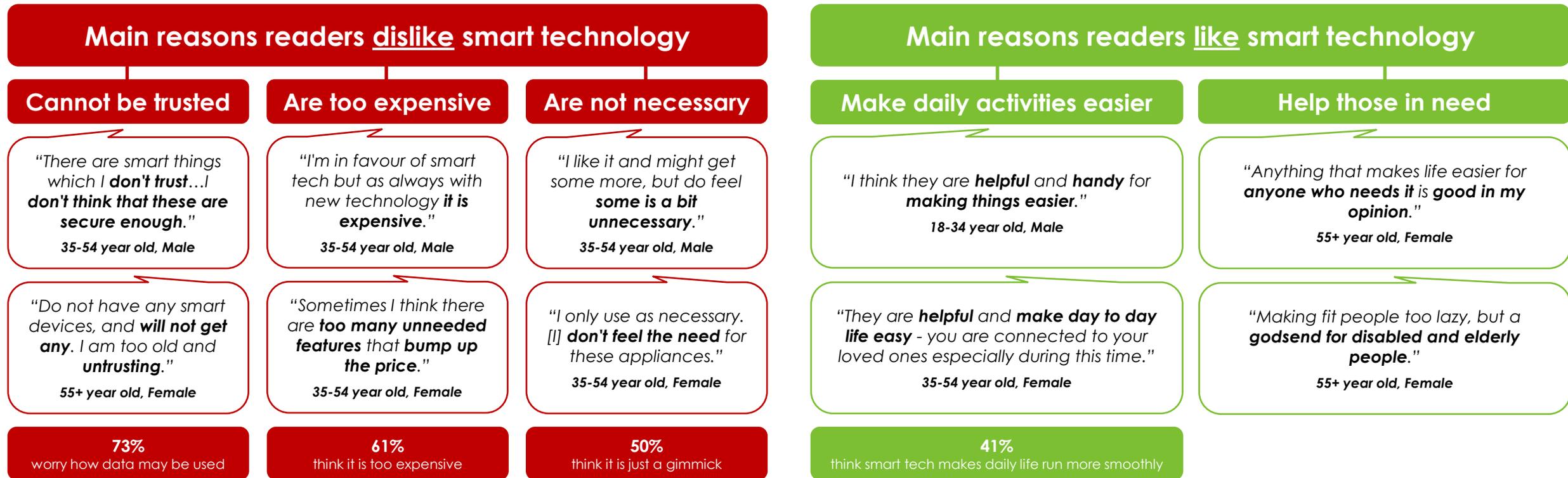
Q: How much do you disagree or agree with the following statements? [Any agree]

▲ ▲ Arrows denote significance at 95% confidence rate

# SMART TECH HAS BOTH NEGATIVES AND POSITIVES

Readers can see two clear benefits of having smart tech, but the negatives are more apparent than the positives, particularly that of data use (73%)

## Views on Smart Technology – Top



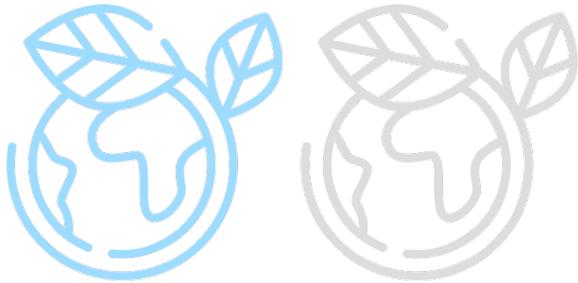
Q: What are your initial thoughts on smart technology and the devices/appliances/systems that use it? / How much do you disagree or agree with the following statements? [Any agree]

Source: Life after Lockdown – Technology – May 2021  
Base: All MMM readers (414)

# SMART TECH THAT LESSONS ENVIRONMENTAL IMPACT APPEALS

1 in 2 like the idea of using products to lower their environmental impact, this increases among 18-34s as the environment is a top concern of theirs

## Environmental Impact



**1 in 2**

like the idea of smart products that lower users environmental impact

18 - 34 - 69% ▲  
35 - 54 - 57%  
55+ - 44%

## Top Concerns – Ranking – Environment By generation

Older Gen Z  
Aged 10-22

**1**

(58%)

Millennials  
Aged 23-38

**2**

(54%)

Gen X  
Aged 39-54

**2**

(59%)

Baby Boomers  
Aged 59-73

**4**

(55%)

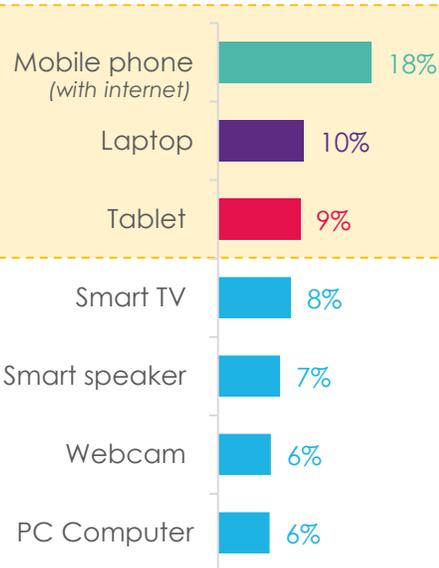
Q: How much do you disagree or agree with the following statements? [Any agree] / How concerned are you when it comes to the following issues?

▲ ▼ Arrows denote significance at 95% confidence rate

# PORTABLE DEVICES ARE MOST LIKELY TO BE REPLACED SOON

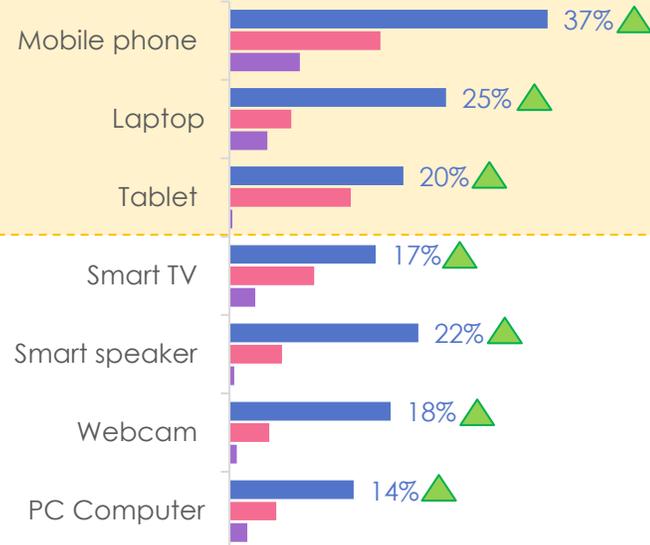
Out of all devices **mobile phones**, **laptops** and **tablets** are most likely to be replaced within the next 6 months by readers, driven by those most tech 'savvy'

## Device Replacement – 6 Months



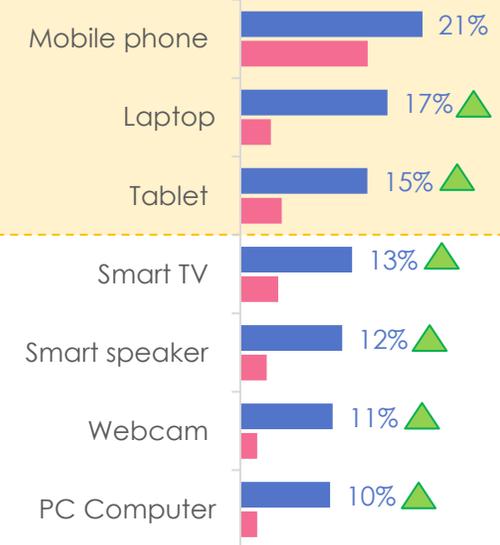
## Device Replacement – 6 Months By age

■ 18-34 ■ 35-54 ■ 55+



## Device Replacement – 6 Months By gender

■ Men ■ Women



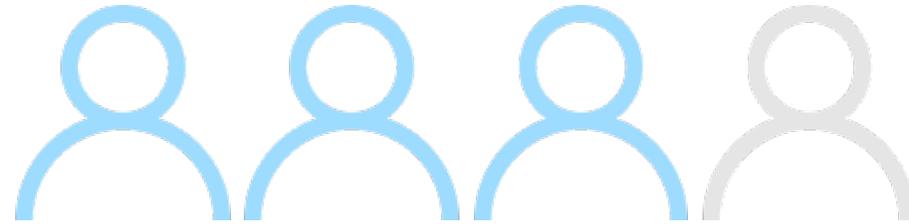
Q: Thinking about the devices you own, when do you think you will replace them? / You said that you don't currently own the following devices. When, if at all, do you plan to purchase them?

▲ Arrows denote significance at 95% confidence rate

Source: Life after Lockdown – Technology – May 2021  
 Base: All MMM readers (414) / All MMM readers by age:  
 18-34 (91), 35-54 (145), 55+ (178) / All MMM readers by  
 gender; Men (196), Women (218)

# 3 IN 4 THINK TECH BRANDS SHOULD BE ADVERTISING

Readers want to hear from tech brands and would be more drawn to ads that focus on **price**, **offering**, **benefits** and **green credentials**



18-34 - 84%  
35-54 - 81%  
55+ - 69% ▼

3 in 4

think technology and broadband brands should be advertising at this time



They want brands to...

...communicate their prices clearly and transparently

"Want to know how good products are ...and **how much they would cost.**"

35-54 year old, Female

"**Competitive prices** that everyday Joe blogs **can afford.**"

35-54 year old, Female

...highlight any new offerings that they may have

"**What's new**, how to use [it] and where to buy [it]."

18-34 year old, Female

"Just the details of the...products they're offering, **especially anything new...**"

55+ year old, Male

...explain the benefits to using them and why they stand out

"**How they are better than competitors.**"

18-34 year old, Female

"[For] appliances etc. - **what the benefits are** as well as the cost"

55+ year old, Female

...showcase the green credentials of their brand and/or product

"How they can help families out [and], **supporting the environment...**"

35-54 year old, Female

"Their **commitment to greener technology.**"

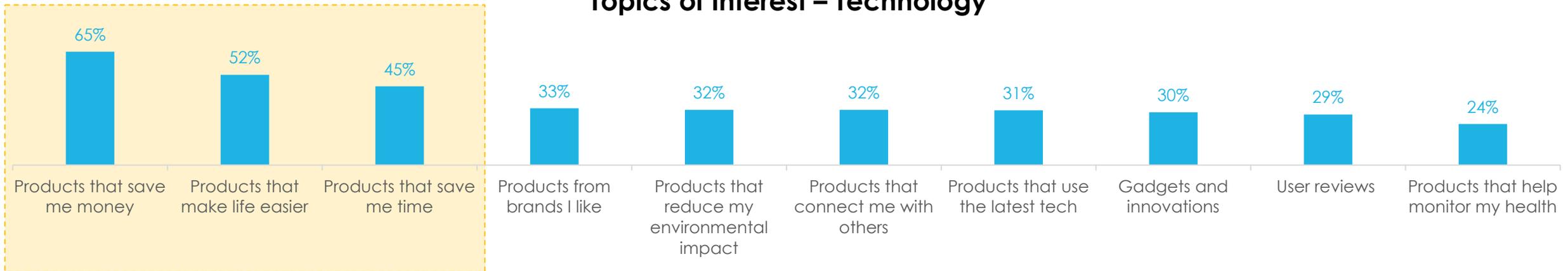
55+ year old, Female

Q: How appropriate do you think it is for technology or broadband brands to advertise at this time?

# ADS SHOULD FOCUS ON LIFE HACKS AND SAVING MONEY

Ads should cover these as they stand out against other potential topics, but other matters could also be addressed according to target audience

## Topics of Interest – Technology



## Differentiators by Demographic



Arrows denote significance at 95% confidence rate

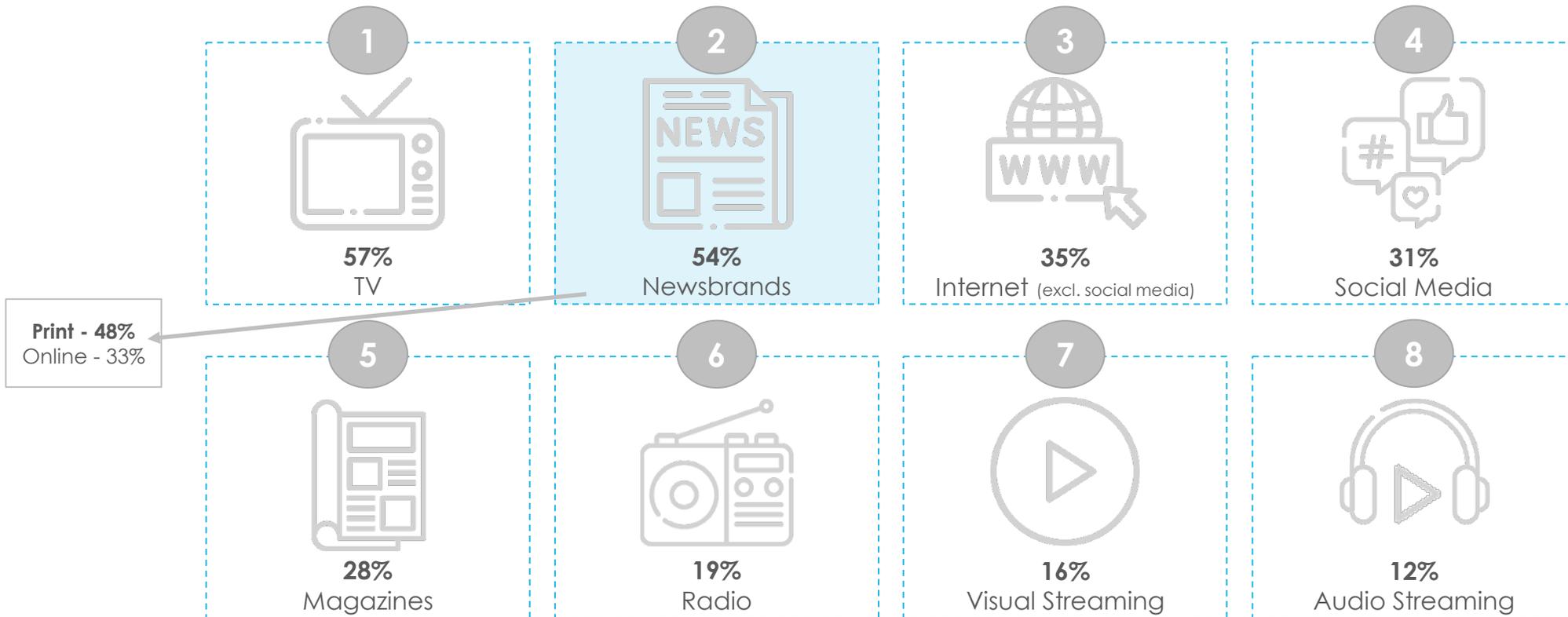
Q: Which, if any, of the following would you like to hear about from technology brands at this time?

Source: Life after Lockdown – Technology – May 2021  
 Base: All MMM readers who think it's appropriate for brands to advertise (317) (bases vary by age and gender)

# OVER HALF WOULD LIKE SEEING ADS IN NEWSBRANDS

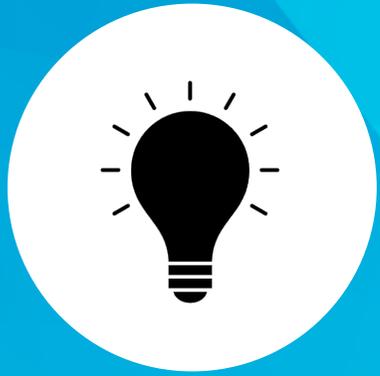
Newsbrands provide both information and inspiration and can be a vital part of any media plan

## Advertising Platform – Top 8



Q:Where would you like to see advertising from technology or broadband brands?

Source: Life after Lockdown – Technology – May 2021  
Base: All MMM readers who think it's appropriate for brands to advertise (317)



## Implications for advertisers

Technology has been placed under a microscope during the pandemic as it has been used more than ever, and this increase is only set to continue post-pandemic.

Benefits from using technology have been realised by all during the pandemic (whether they are “tech-savvy” or not) so now is the perfect time for brands and advertisers to get talking and showcase their offerings in the space.

In this last section we explore what messages might resonate based on the findings from this study.

### RELIANCE ON TECH

**7 in 10**

MMM readers rely on technology, increasing to **8 in 10** among those employed who need it to successfully complete their work

### TECH TO CONNECT

**3 in 4**

MMM readers use technology to connect with others, increasing significantly among those aged 35-54

### THINKING SMART

**1 in 2**

MMM readers want to hear about new smart tech and they're going to be more drawn to products with voice recognition

### GREEN THOUGHTS

**1 in 2**

MMM readers like the idea of using smart tech to improve their environmental impact, with this appealing most to 18-34s

### CORE COHORTS

**18-34s & Men**

are the most interested in all things tech, being the main users and drivers in the space, and want to be "in the know" regarding tech

IMPLICATIONS FOR ADVERTISERS: 3 IN 4 WANT TECHNOLOGY BRANDS TO BE ADVERTISING

## THEMES THAT MATTER

### WORK FROM HOME

The lines between work-life and home-life have blurred, with technology enabling this change. With more time spent at home, brands need to show how they can make home-life more productive and less stressful!

### JOIN THE DOTS

Tech has been a lifeline for millions in the last year and the pandemic has accelerated many trends, even amongst older groups. Brands should continue to show how they can keep people connected but also enable new experiences.

### THE FUTURE'S GREEN

The environment is a top concern for all generations and technology brands can benefit by demonstrating how their products can help reduce the environmental impact of their owners.

### POWER OF NEWSBRANDS

The majority want to see tech advertising at this time and 54% like to see it in newsbrands. Newsbrands offer both high impact and content based solutions that allow tech brands to pack a punch, but also get key product info across.

For more information  
please contact:

[insight@mailmetromedia.co.uk](mailto:insight@mailmetromedia.co.uk)



# Life after Lockdown: Methodology



## Survey:

15 min online survey

Readers recruited through Matters Community



## Fieldwork:

6<sup>th</sup> – 11<sup>th</sup> May

414 respondents



## Sample:

Data weighted to be representative by age and gender of MMM daily readership



## Analysis:

We have analysed the data at a total level as well as delving into key demographic groups