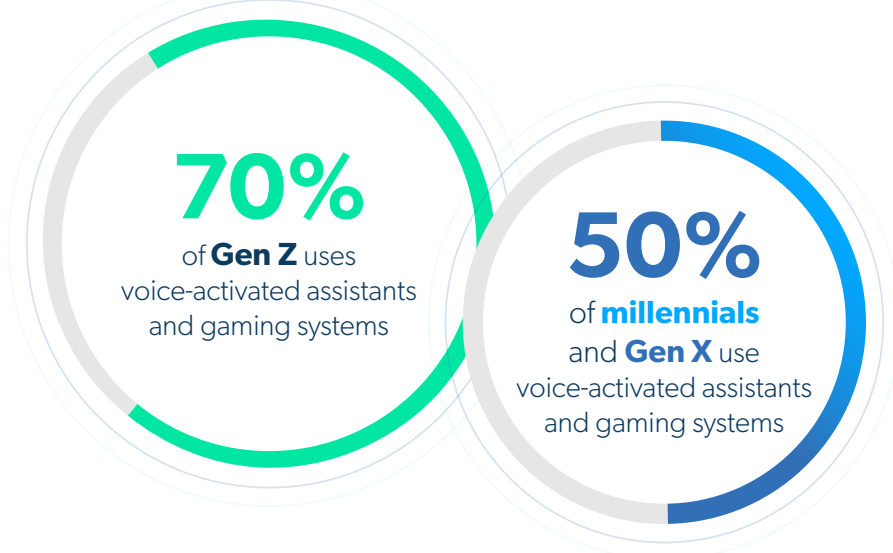


HOW EACH GENERATION USES TECHNOLOGY

Technology isn't just for the young: even silents are embracing digital life. Some generations gravitate toward certain devices or channels, and other generations use the same technology but in different ways.

Learn how each generation uses technology, and how your brand can adapt to reach each of them.

GEN Z LEADS IN ADOPTION OF VOICE-ACTIVATED TECHNOLOGY



SILENTS USE SMART HOME PRODUCTS MORE THAN BOOMERS

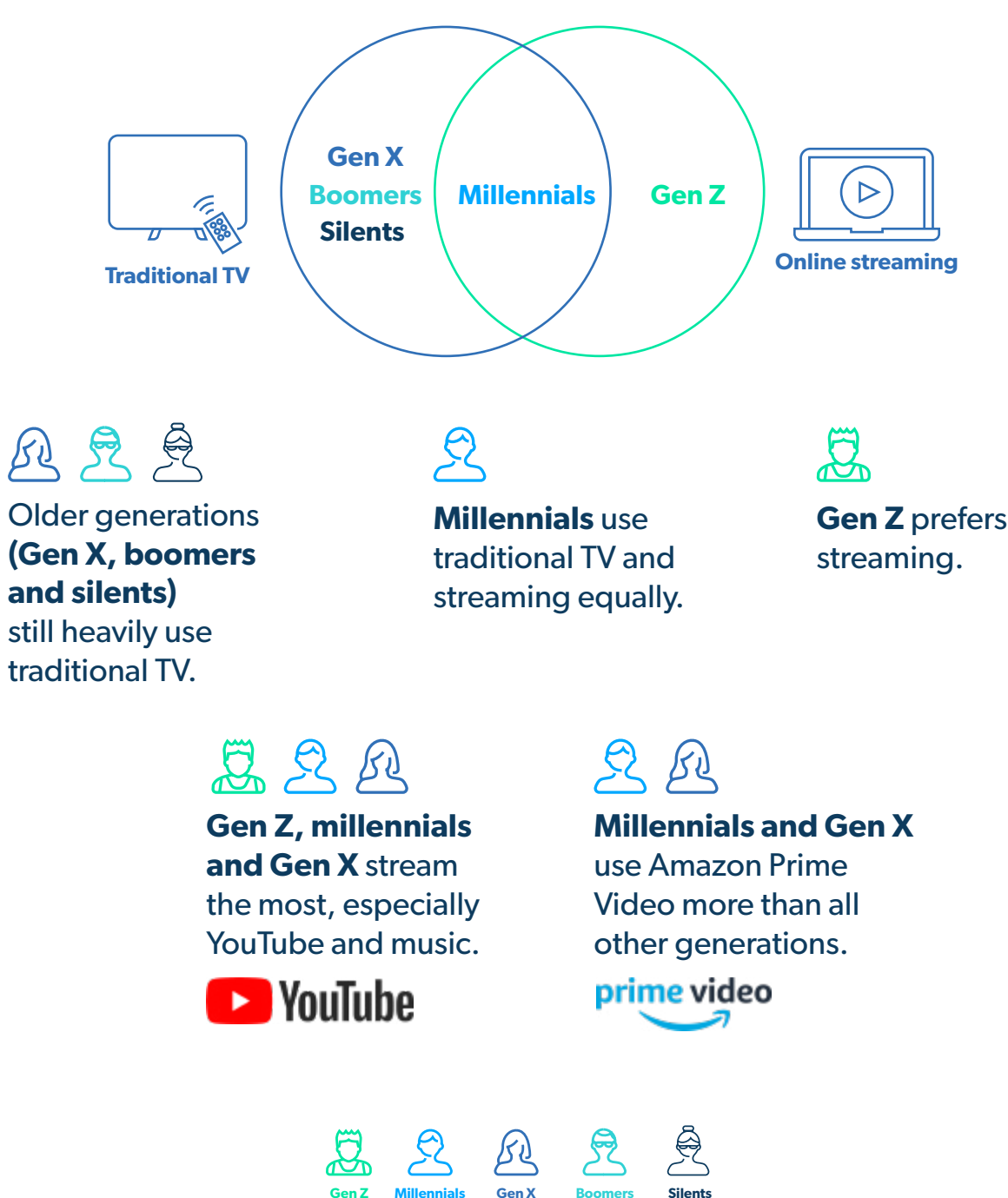


All generations buy Nest thermostats, cameras, doorbells and monitored fire and burglary systems.

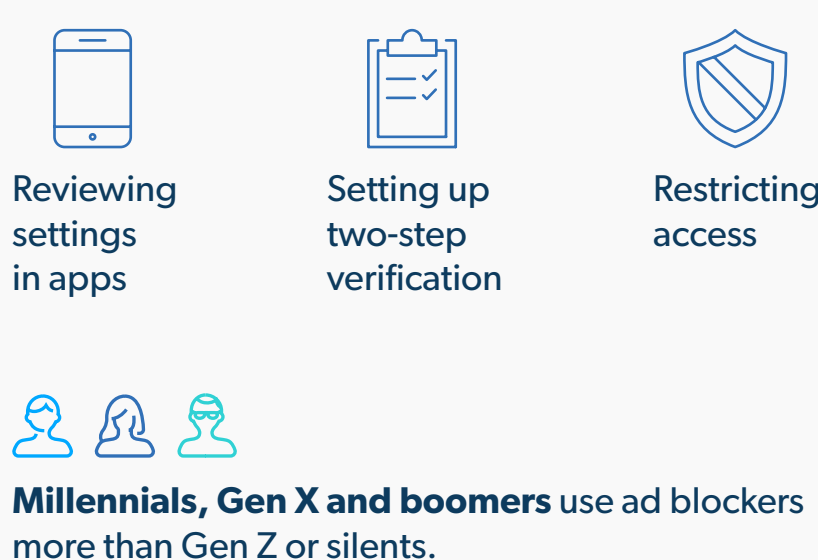


Millennials & Gen Xers check on their homes when they're away.

MILLENNIALS BRIDGE GENERATIONAL STREAMING HABITS



MILLENNIALS DO THE MOST TO SECURE THEIR PRIVACY ONLINE



50% of older generations are concerned about online privacy. As people age, it grows.

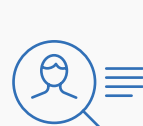
GEN Z INFLUENCES THEIR PARENTS' TECHNOLOGY USE

Gen Xers with kids are more likely to: - Use a voice assistant Play games on a gaming system - Shop on a smartphone - Use Facebook and Instagram	Gen Xers without kids are less likely to: - Stream TV shows, opting for live TV instead - Shop in stores - Use smart home cameras - Use Facebook and Instagram
Boomers with kids are more likely to: - Use a voice assistant Stream movies and TV shows Take pictures of important documents, credit cards or loyalty cards with a phone - Use Facebook	Boomers without kids are less likely to: - Shop in stores Stream movies and TV - Use Facebook

SO HOW CAN YOU ADAPT YOUR MARKETING APPROACH?



Adopt a tech-forward approach with every generation. Everybody uses technology—they just use it differently.



Tailor your marketing to each generation's preferences. Understand each generation's channel and device preferences to make better marketing decisions.



Talk to people based on their understanding of technology. Know what each generation wants: Be tech-forward with younger generations and educational with older generations.

Want to better understand how different generations use technology?

Get the full study: [Age matters: A guide to cross-generational marketing](#)

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