Tech-savvy consumers

This report analyzes tech-savvy consumers in the US, including their demographic profile and wider interests beyond new technology.

Last updated: March 2017
Foreword

Foresight Factory (formerly Future Foundation) is the world’s leading independent trends agency, partnering with our clients to help them Own the Future through understanding and commercially exploiting consumer trends.

This report is drawn from multiple insight sources including an online survey of 2,000 US consumers, across all regions; qualitative insights from social media listening; commentary from our global network of 500 Trendspotters; and 1,000s of fresh examples of commercial innovation across 20 key industry sectors.

The data is analysed by our team of in-house experts who adjust for regional differences and compare the results against third party data sources to unearth, monitor and forecast the salient trends that will guide consumer behaviour and commercial expectation now and in the future. The ultimate purpose? To help companies and brands determine how to act.

Respondents to the survey are aged 16+ and the sample is weighted to be nationally representative of the offline population across age, gender and region.
How do we define tech-savvy consumers?
Tech-savvy consumers (1)

This group are defined by personally owning at least 3 tech devices, using social networks daily and are interested in or using integrated technology (VR or voice commands) | USA | 2016

Source: FFonline Research | Base: 5000 online respondents aged 16+, USA, 2016 February
Tech-savvy consumers (2)

This group are defined by personally owning at least 3 tech devices, using social networks daily and are interested in or using integrated technology (VR or voice commands) | USA | 2016

- Smartphone
- Tablet
- Gaming device
- e-Reader
- Wearable

- Facebook
- YouTube
- Facebook Messenger
- Twitter
- Instagram
- Pinterest
- Snapchat

Source: FFonline Research | Base: 5000 online respondents aged 16+, USA, 2016 February
Who are tech-savvy consumers?
Mobile Financiers

- We note high levels of adoption of mobile banking and payments among tech-savvy consumers - particularly compared to the average US consumer, who appears to be more hesitant of mobile services.

- Automated financial services, such as one that automatically moves savings around to ensure the user the best rates, find serious appeal among tech-savvy consumers, who already rely on technology and digital services more heavily than other consumers.

- Seamless and mobile financial services will continue to be greeted with enthusiasm by tech-savvy consumers, for whom technology, in particular smartphones, are now second nature.

% who have used their smartphone for online banking purposes in the last 6 months

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<th>US average</th>
<th>Tech-savvy consumers</th>
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<td>6 months</td>
<td>39%</td>
<td>68%</td>
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Source: FFonline Research | Base: 5000 online respondents aged 16+, USA, 2016 February
Increasingly, consumers are seeking out exciting enriching experiences - sometimes in the place of material possessions. The driving force behind this? Social capital and the ability to share special moments with friends and peers.

High social media use among tech-savvy consumers suggest an appetite for exciting experiences to be shared online among this group. We find this to be very true among our sample - 71% of tech-savvy consumers say they feel the need to satisfy their need for new experiences.

Targeting tech-savvy consumers through their preferred digital and social channels with once-in-a-lifetime opportunities is likely to be received positively.
We are becoming increasingly comfortable with pushing the limits of our abilities as human beings, and none more so than tech-savvy consumers, who express a serious appetite for personal upgrade alongside their interest in upgrading to the latest tech.

Whilst barriers to mainstream adoption of Beyond Human upgrades and ideals certainly exist, tech-savvy consumers who already find new technologies important, even indispensable, present a potential target group for future biohacking developments.

Source: FFonline Research | Base: 5000 online respondents aged 16+, USA, 2016 February
All segments identified in the full report

- Versat-aisle Shoppers
- Mobile Financiers
- Work Escapers
- Liquid Skillers
- Brand Networkers
- Story-Seekers
- Human Upgraders
Foresight Factory, formerly Future Foundation, works with some of the world's leading companies to help them 'Own the Future'.

Globally headquartered in London, with offices in New York, Singapore and Stockholm we are masters of prediction, constantly scouring the globe to pick apart behaviour, spotting trends and disruption before they happen.

Our principal delivery? A unique and highly customisable digital platform, FFonline, that marries best-in-class data science with editorial creativity, to give our 200+ clients 24/7 access to predictive insights from 50,000 consumer voices and a global network of 500 Trendspotters across 80 markets. We also offer consultancy, undertaking custom projects to help clients answer complex questions.

To find out more about Foresight Factory, please visit [www.foresightfactory.co](http://www.foresightfactory.co) where you can request a demo of FFonline, or contact our team.