



THE
LIFELINE^{IT}
Annual IT Trends Report
2020



Security, data protection and the environmental impact of technology are the key issues we explored in our 2020 IT Trends Report.

Now in its 10th year, the report is based on our own consumer research to ascertain people's attitudes towards technology as it continues to be an ever-important part of our lives, especially since the start of the COVID pandemic in March.

One of the strong themes to emerge from the study is concerns over damage to the environment from the constant upgrading of tech consumables. More than a third of those polled admitted they were frequent 'upgraders' of devices such as iPhones and tablets, despite expressing concerns about the long-term green impact.

There has been a huge increase in home working over these last few months, however our results show that security is a problem, with many admitting they aren't confident in their at-home IT security. Worryingly, data protection is another area where people feel at risk. Despite the much-vaunted GDPR

(General Data Protection Regulation) rules of 2018, those surveyed said they do not feel they are better protected.

A new sector that we looked at in this year's report was the growing rise in IT subscriptions, such as Cloud storage and Adobe software - which are an integral part of how consumers and businesses operate. Our findings reveal that many feel these services are becoming increasingly costly compared to just a year ago.

We hope you find the report interesting and if you have any comments or feedback, we'd love to hear from you.

DANIEL MITCHELL

ADAM WOOLF

Co-Founders and Directors of Lifeline IT

KEY FINDINGS



49% aren't confident they have the same security in place as they do in their place of work, despite more people now working from home*



73% are unsure if companies and organisations are looking after their data in a way that is GDPR compliant



45% are more reliant on IT tech subscription services (Cloud storage, iTunes, Dropbox) than they were 12 months ago



59% are concerned about the environmental impact of frequent upgrading of tech products such as smartphones



71% are unsure if their old smartphone, tablet or laptop are properly recycled when they trade-up to a new model

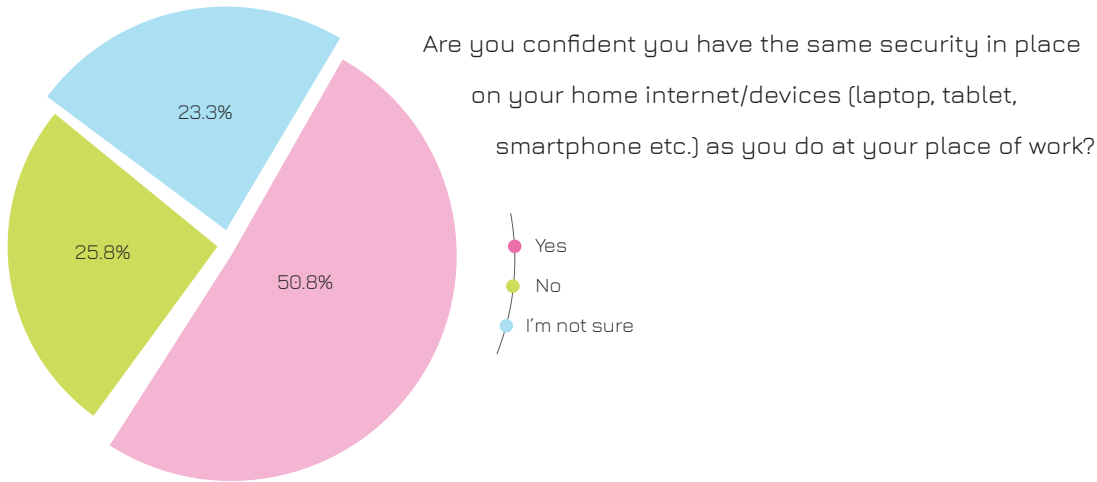


77% think wearable devices, such as Apple watches and branded headphones, have now become more of a fashion accessory

*Office for National Statistics: 49% of workers reported working from home at some point in the seven days to 14 June, 2020

TAKING RISKS

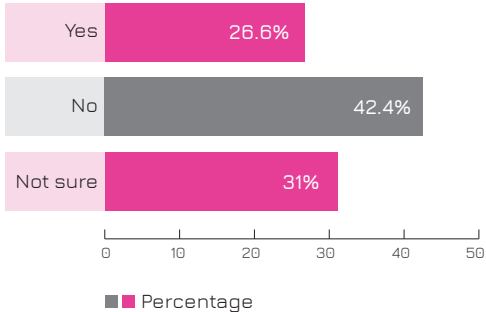
Almost half of workers don't know or are unsure if they have adequate security in place on their home devices, as they would have in the office.



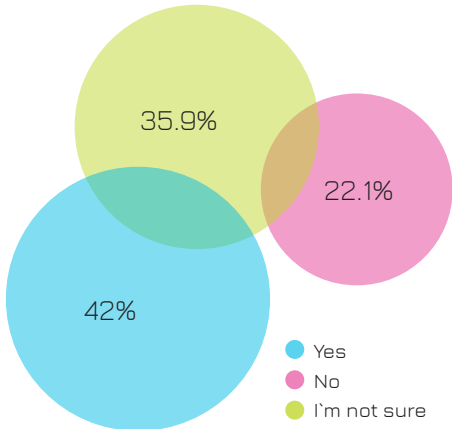
HOW PROTECTED ARE YOU?

Nearly three quarters would not know if their data was being handled correctly, in-line with GDPR directives.

Do you feel you would know if a company/organisation was not looking after your data/personal information in a way that complied with GDPR?

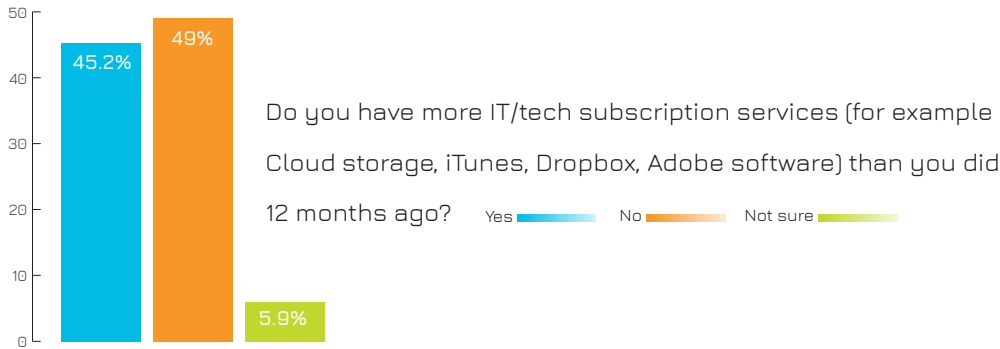


Since GDPR legislation was introduced in May 2018, do you feel companies/organisations are taking better care of your data?

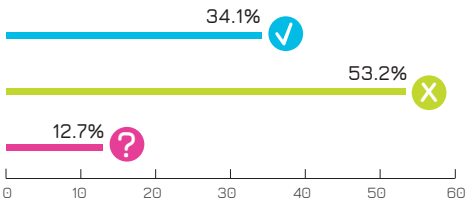
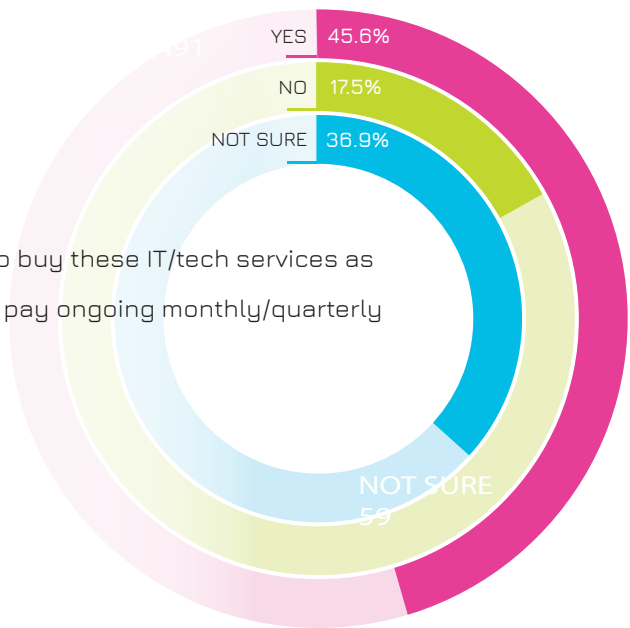


DO YOU SUBSCRIBE TO PAYING MORE?

Almost 5 out of 10 people admit they have more IT subscription services than they did 12 months ago, with nearly 46% saying they would be less expensive if they were one-off payments.



Do you feel it would cost less to buy these IT/tech services as one-off purchases, rather than pay ongoing monthly/quarterly subscription charges?

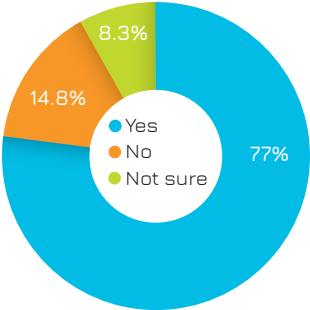


Do you feel you are collectively paying more for these IT/tech subscription services than you were 12 months ago?

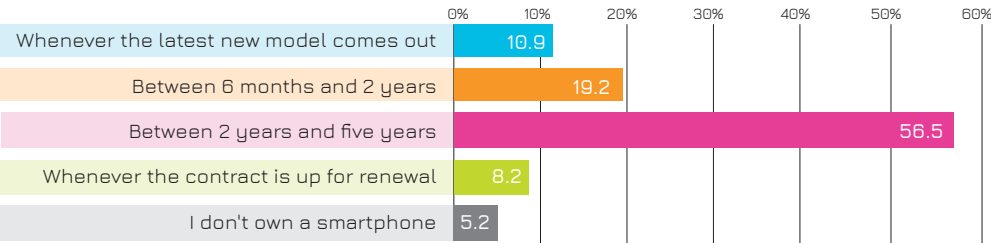
TECHNOLOGICALLY FASHIONABLE

77% think wearable tech has now become a fashion accessory, with 38% regularly replacing their smartphone (between 6-24 months or when a new model is out or contract renewal is due).

Do you feel that technology has now become a fashion accessory (for example, Smartwatches such as the Apple Watch, branded headphones such as Beats, Bose and Beoplay, the latest Smartphone)?



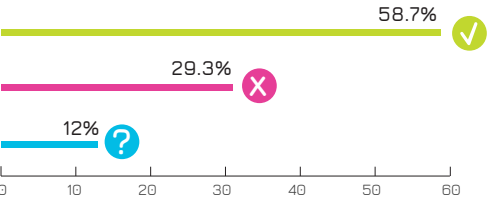
On average, how often do you replace your smartphone (e.g. iPhone, Samsung)?



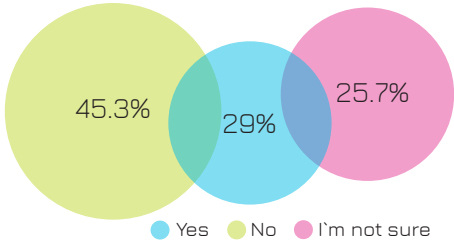
GREEN INTENTIONS

Despite nearly 6 out of 10 worrying about the environmental effect of frequently buying new tech products, 71% admitted they don't fully understand the recycling process for old hardware devices.

Do you worry about the environmental impact of consumers constantly replacing their smartphone/tablets/laptops/smartwatches in order to get the latest models?



From a recycling perspective, do you know what happens to old smartphones/tablets/laptops/smartwatches?



CONCLUSION

Apathy appears to be the common issue from this year's report. Whether that's having the right at-home IT security, making sure your data is safe or getting value for money from IT subscription services, it's often easier to keep the status quo, rather than change things.

However, it's important to regularly review your tech services to make sure they're working effectively. Always check you have the correct software in place when it comes to security and if you're unsure that your data is being handled correctly, check with the company involved that they are GDPR compliant. Now may also be the time to review what subscription services you are operating and assess which ones are business-critical and the most cost-effective way of paying for them.

And finally, we're all guilty of wanting the latest iPhone or tech accessory, but maybe next time you go for that upgrade, find out exactly what happens to your old model and make sure it's recycled with minimum environmental impact.

ABOUT THE REPORT

All the data contained in this report was compiled independently by a customer research agency, which surveyed 1,000 people across the UK in March, 2020.

ABOUT LIFELINE IT

Lifeline IT is a technology services business whose range of services cover everyday IT support, tech consultancy, cyber security and disaster recovery, through to cloud hosting and systems design.

GET IN TOUCH

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