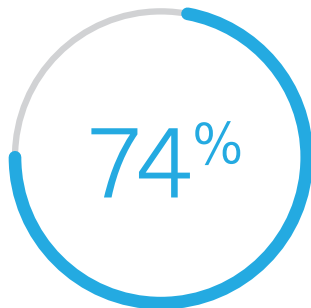


74% of households have connected devices of over

\$2,500

AmTrust Connected Households 2018



People purchasing connected devices this year

74% of people are very/somewhat likely to buy protection.

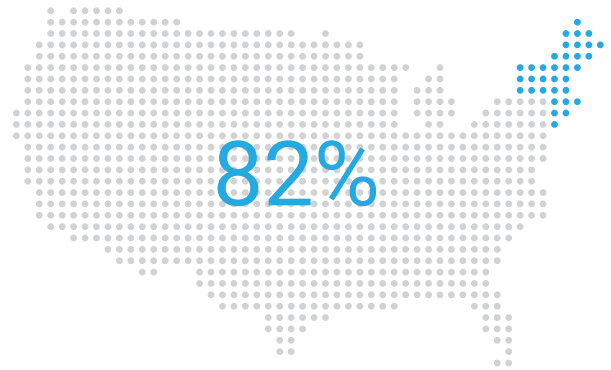


Device damage

50% of households have had a device damaged or malfunction in the last year. This goes up to 62% for households with children.

Most risk adverse in US

The Northeast is the most risk adverse region in the US with **82%** of respondents likely to purchase a protection product for their connected devices.



Greatest concern

Hacking is the greatest concern of consumers with connected devices, while **1 in 5** are concerned with connectivity.



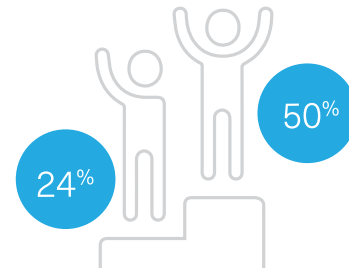
Top purchase

1 in 5 purchases this holiday season was for a smart home speaker/hub.



Device purchase

Most respondents anticipate purchasing at least **2 connected devices** for friends, family or themselves this holiday season.



Millennials take the lead

50% of millennials lead the purchasing this holiday season with baby boomers accounting for **24%** of all purchasers.

What connected devices are we buying?

