

# 2019 Cox Consumer Pulse on Community Connection

A survey of more than 1,000 Americans explores sentiment surrounding the role technology currently plays (or should play) on different aspects of their lives, including healthcare, education, government, retail and hospitality.

## Hot Tech in the City

Respondents think energy efficiency, traffic management and emergency services in their communities can benefit most from “smart technology.”



**58%**

of respondents would pay more in taxes if their local government deployed technology solutions that improved quality of life.

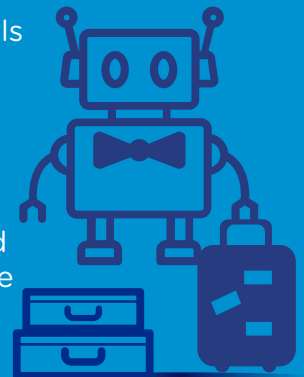


## Hotel of the Future

More than **one-third** of surveyed consumers said an in-room tablet, such as an iPad, with functionality to control lights, temperature, entertainment and room service would be the top technology to improve their stay. Runners up included complimentary Netflix and digital room keys.

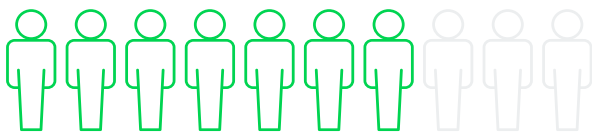
One technology hotels can save on for now? Robot bellhops.

Almost **60** percent of respondents felt that these automated employees were more creepy than cool.



## Bring Back the House Call

Less than half of respondents reported that their doctors offered telehealth services, or remote access to virtual care with a physician.



However, **70** percent of respondents that used telehealth services in the last year said it was easy to do.



## For the Record

Over **70** percent of surveyed consumers would have greater peace of mind if their primary care physician used electronic health records (EHRs) to chart healthcare progress – versus pen and paper.



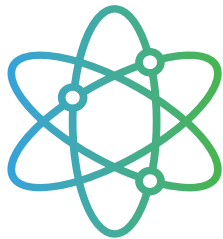
## Weighing in on Wearables

**Eighty-three** percent of respondents that utilize wearable technology – like Fitbits or Apple watches – to track health goals would give their primary care physician (PCP) access to their fitness-tracking data to monitor health and wellness progress.



## Education Meets the iGeneration

Of respondents with children, an overwhelming majority described their kids as extremely familiar with tech and noted it is often used in their classrooms.



**Sixty-seven** percent also reported that their kids' schools place a heavy emphasis on STEM/STEAM education, which applies science, technology, engineering, arts and math in curriculums.

## Helicopter Parenting Might Reach New Heights

In today's classrooms, in-person parent teacher conferences are still the norm, with only **26** percent of respondents reporting that their children's school offers virtual conferencing.

However, more than **70** percent said that they had access to a mobile app or online tool that enabled remote monitoring of their children's performance – which most monitor often.



## Save Money. Live Better. Pay Faster.

Surveyed consumers favored Walmart for a frictionless shopping experience, beating out several other major retailers for the number one slot.



**42%**  
Walmart



**20%**  
Best Buy



**18%**  
Target



**8%**  
Home Depot



**6%**  
Lowe's



**3%**  
Macy's



**2%**  
Nordstrom



**1%**  
Williams Sonoma

## The Game Changer

Of the modern technology innovators, surveyed consumers felt Bill Gates has made the biggest impact on the industry – taking the lead on Apple luminary Steve Jobs and automotive futurist Elon Musk.

51% Bill Gates 

39% Steve Jobs 

10% Elon Musk 

## 2019 Cox Consumer Pulse on Community

Cox Business commissioned a blind survey of American consumers in June of 2019. Respondents to the online survey included a total of 1,036 consumers. The margin of error for this survey is plus or minus 3 percent.

## This Time, It's Personal

Email was the top method that respondents use to stay in the loop on offerings from their favorite stores.

### *But what do people want?*

Personalized discounts sent to their phones in real-time.

And more than half (56 percent) of respondents would give their favorite retailers more personal information in order to create a better personalized shopping experience.



AI enabled payments



Augmented reality to  
test out products

## About Cox Business

The commercial division of Cox Communications, Cox Business provides voice, data and video services for more than 355,000 small and regional businesses nationwide, including health care providers; K-12 and higher education; financial institutions; and federal, state and local government organizations. The organization also serves most of the top-tier wireless and wireline telecommunications carriers in the U.S. through its wholesale division.

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