

Service Contract Industry Council (SCIC) survey of 1,197 consumers conducted November 18-19, 2020. Results are representative of American adults in terms of age, gender, income, and region.

In the past year, have any of your home appliances or consumer electronic products broken or needed a repair? Select all that apply														
	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Cell phone	32%	37%	34%	32%	24%	32%	32%	35%	32%	35%	23%	40%	42%	25%
Washer or dryer	25%	25%	28%	27%	19%	22%	28%	28%	29%	33%	15%	32%	31%	20%
A/C or heater	22%	24%	21%	24%	20%	23%	22%	25%	25%	29%	15%	26%	29%	19%
Computer	22%	31%	23%	20%	16%	22%	21%	23%	23%	24%	17%	25%	26%	19%
Fridge	20%	20%	20%	24%	15%	21%	19%	23%	22%	27%	13%	25%	25%	16%
Microwave	18%	23%	22%	20%	10%	19%	19%	21%	24%	31%	12%	24%	27%	14%
Dishwasher	17%	19%	18%	16%	16%	16%	18%	19%	20%	26%	13%	24%	23%	12%
Television	15%	20%	15%	18%	6%	16%	14%	16%	18%	21%	11%	22%	23%	10%
Tablet	13%	14%	13%	14%	10%	12%	13%	14%	13%	14%	8%	20%	22%	8%
Oven	12%	14%	12%	14%	9%	11%	13%	14%	15%	19%	7%	17%	18%	9%
Hot water heater	11%	13%	10%	10%	11%	10%	12%	13%	16%	20%	4%	15%	14%	8%
Video gaming device	9%	19%	14%	7%	1%	11%	8%	11%	11%	15%	6%	14%	15%	6%
Camera	7%	10%	8%	7%	4%	8%	6%	8%	10%	11%	2%	13%	15%	3%
Speaker system	7%	11%	10%	6%	3%	8%	6%	9%	8%	9%	2%	12%	14%	3%
Home security device	6%	8%	7%	6%	5%	7%	5%	8%	7%	9%	1%	10%	12%	4%
Exercise equipment	6%	9%	5%	8%	3%	7%	5%	8%	7%	9%	1%	10%	9%	3%
Music player	5%	9%	6%	6%	0%	6%	4%	7%	7%	9%	1%	10%	9%	2%
Medical device	4%	4%	4%	5%	4%	6%	3%	5%	6%	7%	1%	7%	8%	2%
NONE OF THESE	20%	13%	15%	20%	29%	18%	21%	16%	17%	14%	33%	8%	6%	28%
AT LEAST 1 THING BROKE	80%	87%	85%	80%	71%	82%	80%	84%	83%	86%	67%	93%	94%	72%

Have you ever purchased a service contract on a consumer product or home appliance?														
	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Yes	54%	45%	55%	58%	56%	55%	54%	58%	56%	59%	45%	62%	64%	48%
No	46%	55%	45%	42%	44%	45%	46%	42%	44%	41%	55%	38%	36%	52%

How many household or "DIY" projects that you attempted to do during the COVID-19 pandemic resulted in the need to repair or replace any consumer product?														
	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
[AMONG THE 83% WHO HAVE ATTEMPTED TO DO A DIY PROJECT AT HOME DURING THE COVID-19 PANDEMIC]	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Many or A few	62%	72%	66%	64%	47%	65%	60%	65%	63%	66%	54%	72%	72%	54%
None	38%	28%	34%	36%	53%	35%	40%	35%	37%	34%	46%	28%	28%	46%

Have you ever experienced a home appliance or consumer electronic device breaking at what feels like the "very worst moment"?														
	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Yes	73%	73%	72%	76%	71%	70%	77%	78%	81%	88%	59%	78%	79%	70%
No	27%	27%	28%	24%	29%	30%	23%	22%	19%	12%	41%	22%	21%	30%

Have you ever (select all that apply)														
	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Dropped an electronic in the toilet	27%	35%	31%	30%	14%	23%	32%	30%	28%	31%	22%	33%	38%	23%
Left an electronic on the hood or roof of the car and driven off	22%	28%	24%	24%	13%	24%	21%	28%	25%	34%	11%	35%	37%	13%
Neither of these	58%	46%	52%	56%	75%	60%	55%	52%	56%	50%	70%	44%	40%	68%

In the past year, have you had to repair or replace a laptop or electronic device that your child needs for schooling?														
	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
[AMONG THE 86% OF PARENTS WHOSE CHILDREN PARTICIPATED IN VIRTUAL SCHOOL THIS YEAR]	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Yes	50%	57%	43%	55%	38%	52%	47%	54%	55%	59%	26%	50%	52%	--
No	50%	43%	57%	45%	62%	48%	53%	46%	45%	41%	74%	50%	48%	--

In the past year, have you had to repair or replace a laptop or electronic device that you need for working?

	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
[AMONG THE 51% OF ADULTS WHO HAVE WORKED FROM HOME AT SOME POINT THIS YEAR]	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Yes	44%	50%	37%	45%	47%	46%	41%	49%	48%	55%	28%	51%	56%	36%
No	56%	50%	63%	55%	53%	54%	59%	51%	52%	45%	72%	49%	44%	64%

Among your family members, who is more likely to break an electronic device (phone, laptop, TV, tablet, appliance, etc.)?

	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
I am	29%	31%	26%	26%	35%	26%	31%	27%	26%	24%	34%	18%	16%	37%
A child	34%	35%	40%	36%	20%	32%	35%	33%	33%	35%	37%	54%	55%	--
An elderly relative	11%	18%	12%	11%	5%	12%	11%	10%	14%	13%	11%	9%	8%	13%
My spouse or partner	26%	16%	21%	27%	40%	29%	23%	29%	27%	29%	18%	20%	21%	31%

Who do you believe would be MORE likely to break an electronic device?

	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
[AMONG THOSE WHO ACT AS A CAREGIVER TO BOTH CHILDREN AND OLDER PARENTS]	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
My child	70%	66%	70%	70%	77%	68%	71%	70%	69%	72%	79%	70%	70%	--
My parent	30%	34%	30%	30%	23%	32%	29%	30%	31%	28%	21%	30%	30%	--

In retrospect, do you wish you HAD purchased a service contract on any home appliance or consumer electronic device?

	ALL	AGE				GENDER		PET OWNER				CHILD AGE		
	ALL	18-29	30-44	45-60	> 60	Male	Female	Dogs	Cats	Both	Neither	< 18	< 11	NO KIDS
Yes	37%	36%	35%	41%	31%	35%	39%	41%	38%	43%	25%	47%	48%	28%
No	63%	64%	65%	59%	69%	65%	61%	59%	62%	57%	75%	53%	52%	72%