Digital Trends Summer - UK - June 2014

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"Tablets are now in half of homes in the UK, despite arriving on the market in their current form just four years ago. Yet people are still just as likely to be in the market for a new laptop, as many remain reluctant to perform complex and work-oriented tasks on a smaller handheld device."
– Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

As internet usage spreads across myriad devices, it will be more difficult for consumers to justify investing in a top-end PC. As a result, low-cost Chromebooks could defy the overall decline in the wider laptop market in years to come.

This report examines the trends in consumer technology and digital media in the UK, looking at changes in device ownership over the past three months and consumers' purchasing intentions. Next the report looks at changes in online activity and analyses what industry developments are driving these changes.

We also investigate which forms of digital advertising consumers are most likely to notice, click on and buy from and look at consumers' attitudes towards digital advertising.

This edition of Digital Trends features a 'trending topic' that focuses on the internet of things – as we assess consumer interest in new connected devices and services. The report concludes with a look at one of these products – as we analyse people's attitudes towards smartwatches.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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