

Digital Trends Fall - US - September 2014

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“Ownership of smartphones, tablets, digital media STBs (set-top boxes), e-readers, and Blu-ray players are all in the midst of penetration growth. At the same time, ownership of television sets, desktop computers, gaming consoles, and digital cameras show limited declines.”
- Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- Hardware
- Online Activities
- Impact of race and Hispanic origin

This report trends consumer electronics (CE) ownership and online activities, providing a broad overview of the changing use of digital products and services. Hardware coverage analyzes household and personal ownership, as well as purchase intent. Trended online behavior covers methods of accessing the internet and activities conducted online via computer, tablet, or smartphone, with an emphasis on online activities related to media usage and online activities that may be related to online shopping or research.

The report trends ownership of CE products and online behavior among the US adult population. The report builds on Mintel's *Digital Trends Spring – US, March 2014* and *Digital Trends Fall – US, September 2013*. For the purposes of this report, consumer electronics consist of physical products that do not require professional installation. This definition excludes automotive electronics and home security systems and includes tablets, computers, cell phones, televisions, cameras, portable and digital media players, surround sound systems, Blu-ray/DVD players, and gaming consoles. In-car electronics are covered in Mintel's *In-Car Electronics – US, August 2013*.

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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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