

PC and Mobile Use - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Of the three core devices, the smartphone is the most versatile when it comes to the number of locations in which it is used. However limitations such as screen size, a lack of signal and high connection costs mean that it is the least versatile when looking at the range of activities that consumers are willing to perform on it."

Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- Encouraging more consumers to think 'mobile first'
- As tablet ownership plateaus, where does the future of the market lie?

What you need to know

The majority of consumers still think twice about conducting complex or time consuming activities on smartphones, which are still predominantly used as communication devices.

However the rise of the phablet (a smartphone with a screen size of 5" +) has seen more people start to use their phone as a 'mini computer', which has consequently lessened the need for a tablet computer as these become more dispensable in their current format.

Meanwhile the trusted laptop/desktop computer still plays a vital role in consumers' digital lives, with 41% of people who use all three core devices saying they would replace their PC ahead of their smartphone (36%) or tablet (20%) if forced to retain just one.

Covered in this report

This report examines consumers' use of laptops/desktops (PCs), tablets, smartphones and in some cases, smartwatches. The research investigates which devices are used in and out of the home, and how they are used for particular activities at certain times or places. We also look at consumers' preferences and general behaviours when using different devices; assessing how and why this affects their usage patterns.

For the purpose of this report the term PC is used to refer to both laptop and desktop computers.

'Phablet' is a newly popularised term commonly used to describe smartphones with a screen size of five inches or more, such as the iPhone 6 Plus and the Samsung Galaxy S6.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

PC and Mobile Use - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

Majority of consumers have a choice of devices

Figure 1: Device usage, October 2015

Smartphones still lack versatility

Figure 2: Smartphone attitudes and behaviours, October 2015

Larger screens reduce barriers

Figure 3: Smartphone behaviours (agreement), by screen size used, October 2015

PCs and tablet use largely restricted to the home

Figure 4: Usage locations, by device, October 2015

Tablets seen as more dispensable

Figure 5: Device consumers would miss the most, October 2015

What we think

Issues and Insights

Encouraging more consumers to think 'mobile first'

The facts

The implications

As tablet ownership plateaus, where does the future of the market lie?

The facts

The implications

The Market – What You Need to Know

Tablet surge comes to an end

Three in four UK adults own a smartphone

Nearly two fifths use a 'phablet'

Wearables yet to catch on

Market Background

Tablet surge comes to an end

Figure 6: Household ownership of computers, January 2012 – September 2015

Three in four UK adults own a smartphone

Figure 7: Personal ownership of mobile phones, January 2012 – September 2015

Nearly two fifths use a 'phablet'

Figure 8: Smartphone screen size, October 2015

Wearables yet to catch on

Figure 9: Personal ownership of smartwatches, June 2014 – September 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

PC and Mobile Use - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key Players – What You Need to Know

- Google's AMP signals a faster mobile web
- Tablets get practical
- Hybrids blur the boundaries
- BlackBerry makes keyboard U-turn
- Redefining the role of the smartphone

Launch Activity and Innovation

- Google's AMP signals a faster mobile web
- Tablets get practical
 - Figure 10: Apple iPad Pro with stylus pen, launched in September 2015
- Hybrids blur the boundaries
 - Figure 11: Microsoft Surface Book laptop, unveiled October 2015
- BlackBerry makes keyboard U-turn
- Redefining the role of the smartphone
 - Figure 12: Microsoft Lumia 950 smartphone connected to an external monitor, device launched in 2015

The Consumer – What You Need to Know

- Majority of consumers have a choice of devices
- Apple and Google control the smartphone OS market
- Tablet buyers look for familiarity
- PC still the preferred option
- Smartphones still lack versatility
- PCs and tablets consigned to the home
- 'Lite' mobile websites can overcome frustrations
- Tablets seen as more dispensable

Device Usage

- Majority of consumers have a choice of devices
 - Figure 13: Device usage, October 2015
- Older consumers more likely to use conventional means
 - Figure 14: Device usage, by age, October 2015

Mobile Operating Systems

- Apple and Google battle for 'floating voters'
 - Figure 15: Smartphone operating systems used, October 2015
- Android dominates 'phablet' market
 - Figure 16: Smartphone screen size, by operating system, October 2015
- Microsoft aims to unsettle tablet market
 - Figure 17: Tablet operating systems used, October 2015

Smartphone Behaviours

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
 EMAIL: reports@mintel.com

PC and Mobile Use - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Smartphones still lack versatility

Figure 18: Smartphone behaviours, October 2015

Addressing the frustrations of Millennials

Figure 19: Smartphone behaviours (agreement), by age, October 2015

Larger screens reduce barriers

Figure 20: Smartphone behaviours (agreement), by screen size used, October 2015

Device Activity

PC still the preferred option

Figure 21: Device activity, October 2015

Mobile users far more selective

Figure 22: Repertoire of activities conducted most on each device, October 2015

More Millennials think 'mobile first'

Figure 23: Repertoire of activities conducted most on a smartphone, by age, October 2015

Usage Locations

PCs and tablet use restricted to the home

Figure 24: Usage locations, by device, October 2015

Tablets not so 'mobile'

Figure 25: Repertoire of usage locations, by device, October 2015

Smartphones used for snippets of entertainment

Figure 26: Activities conducted mostly on a smartphone, by usage locations, October 2015

Attitudes towards Devices

'Lite' mobile websites can overcome frustrations

Figure 27: Attitudes towards devices, October 2015

Smartphones set up transactions

Figure 28: Attitudes towards devices, by generation, October 2015

Importance of Devices

Tablets seen as more dispensable

Figure 29: Device consumers would miss the most, October 2015

Women and younger people more fixated on smartphones

Figure 30: Device consumers would miss the most, by gender and age, October 2015

Appendix – Data Sources and Abbreviations

Data sources

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com