

## Digital Trends: Fall - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"This Report tracks ownership of electronics, intent to purchase electronics, hardware used to access the internet, and online activities, identifying shifts in consumer behavior on the basis of comparing data from semiannual surveys."

- **Billy Hulkower, Senior Technology Analyst**

This report looks at the following areas:

- **Slowing adoption for wearables**
- **Softening interest in televisions**
- **Product pricing at launch and early adopter budgets often misaligned**

Findings in this report include, for the first time, trends in the frequency of online activities, bearing witness to a shift from social behavior to more passive forms of entertainment.

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### 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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