

## Digital Trends Autumn - US - September 2013

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“The digital divide is crumbling, with respondents from lower-income groups showing high levels of using the internet, and increased ownership of computing products. The next phase of growth for hardware and software will be for products and services that effectively target lower-income groups.”  
 – Billy Hulkower, Senior Technology Analyst

### This report looks at the following areas:

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

This is the second report in a semi-annual series that examines trends in consumer electronics ownership and online activities to provide a broad overview of changing attitudes of consumers toward digital products and services. Hardware coverage analyzes household and personal ownership, as well as purchase intent. The report focuses on consumers' online behavior, methods of accessing the internet, and activities conducted online via computer, tablet, or smartphone, with an emphasis on online activities related to shopping.

For the purposes of this report, consumer electronics consist of physical products that do not require substantial installation. This definition excludes automotive electronics and home security systems, and includes tablets, computers, cell phones, televisions, cameras, portable navigation and portable media players, home theater audio, Blu-ray/DVD players, DVRs, and home gaming consoles. In-car electronics are covered by Mintel in a dedicated title, In-Car Electronics – U.S., August 2013.

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