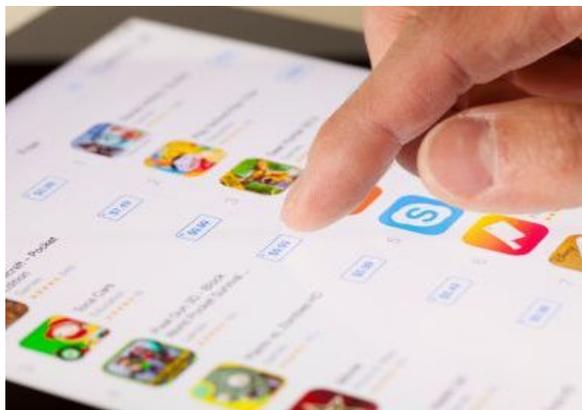


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“The gap between rich and poor is shrinking, at least as far as consumer electronics is concerned. Lower-income groups are demonstrating higher levels of consumer electronics ownership as well as internet use. Expanding the market may entail focusing on lower-income groups.”
– Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- Hardware
- Online Activities
- Impact of Race and Hispanic Origin

This is the third report in a semi-annual series that examines trends in consumer electronics ownership and online activities, providing a broad overview of changing ownership and use of 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 items such as 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—US, August 2013*.

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