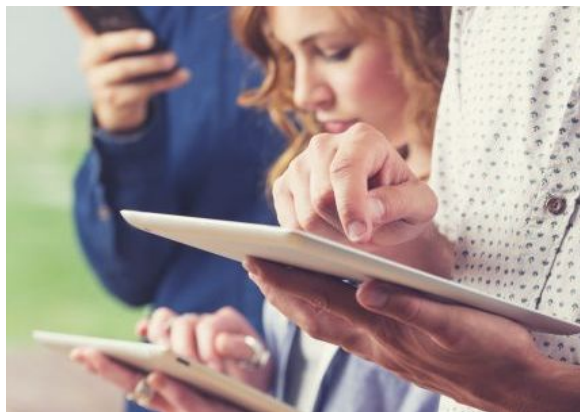


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“Parents are not necessarily the first consumer group that comes to mind when thinking about targets for new technology, but they actually emerge throughout our consumer research as key targets for a number of sectors, both in terms of intention to purchase or upgrade products and interest in the latest developments like voice and VR.”

– **Matt King - Category Director, Technology and Media Research**

### This report looks at the following areas:

More than 60% of people now either own a tablet or have one in their household, and this figure hasn't changed a great deal in the last two years, indicating that this is a market that is now largely reliant on upgrades. However, we haven't yet seen a significant decline in laptop ownership to correspond with tablet growth, which reflects the main challenge currently facing the tablet market – ie that a lot of people still don't see tablets as being able to replace all the functions of their laptops. This is backed up by Mintel research showing that only 28% of tablet owners see it as their main device. The smartphone market has also reached something of a plateau, at around the 80% mark, giving even less of a pool of non-owners to target than tablets have. However, the smartphone market can rely on an established cycle of more regular handset upgrades, based on the contract model, and purchase intention data supports this with 33% of people planning to buy a new smartphone in the next 12 months, compared to 16% for tablets.

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