

**U.S. Consumers and  
Connected Devices:  
*Usage Patterns in 10  
Market Segments***

Market Report  
Third Quarter 2014





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# **U.S. Consumers and Connected Devices: Usage Patterns in 10 Market Segments**

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## **Market Report**

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## Abstract

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No longer do U.S. households rely on only the telephone, radio and network television to stay connected and informed. Today consumers use a wide variety of devices in their home to connect to the Internet for news, gaming, video entertainment, and social interaction.

For this market study *iGR* sought to define market segments based on U.S. consumers' ownership and use of connected devices. First *iGR* analyzed responses from its survey of over 1,000 U.S. consumers, where respondents were asked if they used any of the following devices in their home: game console, E-reader, Internet-enabled TV, connected TV device, smartphone, desktop computer, laptop computer, and tablet.

From this analysis, *iGR* defined the following ten market segments based on age, income and number of individuals in the household: Comfortable Single, Budget Young Single, Budget Mature Single, Comfortable Young Couple, Budget Young Couple, Comfortable Empty Nester, Budget Empty Nester, Comfortable Family, Budget Family and Co-op.

This market study provides an overview of the use of connected devices in U.S. households – both in general and in the households of 10 distinct market segments. For each of the 10 market segments, the report provides the average number of connected devices used, the percent of households that use eight different types of devices (game consoles, E-readers, Internet-enabled TVs, connected TV devices, smartphones, desktop computers, laptop computers, and tablets), how many of the eight devices are used on average, and how those devices are typically connected to the Internet.

Key questions addressed in this study:

- What types of devices are used by U.S. households to connect to the Internet?
- How does usage vary depending on age, income and number of persons in a household and what are the resulting market segments?
- For each market segment, how many total devices are used on average?
- What percentage of households in each market segment use a game console, e-reader, Internet-enabled TV, connected TV device, smartphone, desktop computer, laptop computer, or tablet?
- How many game consoles, e-readers, Internet-enabled TVs, connected TV devices, smartphones, desktop computers, laptop computers, or tablets does each market segment use on average?

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- How do members of each market segment typically connect individual devices to the Internet – via WiFi, Ethernet, or mobile data?

Who should read this report?

- Mobile operators, particularly those serving the U.S. market
- Device OEMs, including those offering WiFi devices
- Cable MSOs
- Financial analysts and investors.

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