

Tech Envy Pervasive in the Workplace According to Captivate Office Pulse Study

Thirty five percent want more opportunities to see and try the latest devices with e-readers eliciting the greatest colleague curiosity

CHELMSFORD, Mass., January 18, 2012 – Captivate Network, the leading digital media company providing customized, actionable information to millions of on-the-go business professionals across North America, has released its latest Captivate Office Pulse, asking more than 580 North American white-collar workers about their attitudes toward high tech devices. Seventy three percent identified smartphones, tablets, e-readers and HDTVs as their favorites and 30 percent reported being “very envious” of the devices their colleagues brought into the workplace.

The Captivate Office Pulse also identified the most envious people in the workplace. The research found that 60 percent of those displaying tech envy are working moms who are more than 30 years old with annual household incomes of less than \$125,000.

“With the prevalence of personal technology around the office, and the high frequency that it’s shared – 40 percent reported regularly see co-workers using tech devices – it’s not surprising that tech envy occurs,” said Scott Marden, research director at Captivate Network. “Overall, we found that professionals want what they don’t have – whether it’s an upgrade to an existing device or the next new technology.”

Sharing the Latest and Greatest

Thirty percent of respondents reported they are very envious of the technology their colleagues have and they do not. However, rather than wishing people would be quiet about their new acquisitions, thirty five percent of people would

like to hear and see more. The following table illustrates the attitudes of white-collar workers toward the devices they want and their colleagues have:

	Average number of co-workers seen with each device	Very Envious	Want to Hear More
Smart Phone	3.6	24%	29%
Tablet	2.2	39%	39%
E-reader	2.3	36%	59%
HDTV	1.4	11%	11%

Things are similar when it comes to technology owned by friends/family, with 26 percent responding they are envious of others' devices and 39 percent saying they would like to see and hear more. The following table illustrates the attitudes of white-collar workers toward the devices they want and their friends/family have:

	Average number of friends/family seen with each device	Very Envious	Want to Hear More
Smart Phone	3.2	22%	33%
Tablet	1.9	34%	43%
E-reader	1.8	33%	52%
HDTV	2.2	13%	26%

As illustrated above, people are exposed to more technology in the workplace – and reported higher levels – than with friends/family. Regardless of location, many people want to learn more about the devices they see others using.

Have and Want

“With CES wrapped up and a host of new tech toys in people’s hands following the holidays, we also thought it was a good time to look into people’s general attitudes toward consumer technology,” said Marden. “Not only do the results of

this Office Pulse provide a glimpse into what devices people have and love, but it also lets us know what they wish they had.”

When asked to name their favorite technology, 73 percent of respondents named the following four devices: smartphones (43 percent), tablets (15 percent), e-readers (8 percent) and HDTVs (7 percent). While smartphones are the most popular devices among all groups, there were differences in device preference based on income, age and gender. Affluents, for example, are most fond of tablets, while women like e-readers far more than men. Here is the breakdown of respondents’ favorite technologies:

Device	<\$100k	>\$100k	18-44	>45	Women	Men
Smartphone	43%	45%	48%	33%	43%	45%
Tablet	12%	21%	14%	16%	15%	15%
E-reader	7%	7%	7%	10%	10%	4%
HDTV	9%	4%	4%	13%	6%	9%

When it comes to the devices people want, 54 percent identified the following: tablets (32 percent), smartphones (12 percent), e-readers (6 percent) and HDTVs (4 percent). Here is the breakdown of people’s desired devices by income, age and gender:

Device	<\$100k	>\$100k	18-44	>45	Women	Men
Tablet	30%	31%	32%	31%	32%	31%
Smartphone	11%	16%	11%	13%	11%	13%
E-reader	7%	3%	6%	4%	7%	5%
HDTV	4%	4%	4%	4%	3%	6%

Usage and Favorite Brands

While there are many areas of similarity in terms of the devices people have and those they want, there are differences in where people use their devices.

	Smartphone	Tablet	E-reader
AT HOME (Aggregate)	100%	100%	100%
Family room	94%	87%	81%
Bedroom	89%	88%	85%
Kitchen/Dining room	87%	68%	36%
Bathroom	65%	42%	30%
Laundry	30%	7%	13%
AT OFFICE (Aggregate)	96%	63%	57%
At my desk	92%	52%	47%
During lunch with co-workers	61%	17%	19%
Office gathering/party	47%	1%	2%
In the restroom	44%	7%	6%
During meetings	34%	19%	2%
In the kitchen/pantry	36%	7%	6%
Lunch meetings	29%	11%	2%
At my boss or co-worker's desk	29%	10%	6%
ON MY COMMUTE	84%	48%	55%

Although there are a growing number of tablet and smartphone brands to choose from, Apple products were the most desired. For HDTVs and e-readers, Samsung and Kindle were named most, respectively, followed by Sony (for TVs) and Nook (for e-readers).

	Top Brand Desired	Total Adults
Tablet	iPad	80%
Smartphone	iPhone	73%
E-reader	Kindle	60%
HDTV	Samsung	25%

“Our Office Pulse studies continue to demonstrate the influence that co-workers have on each other,” continued Marden. “People love their technology, they carry devices with them, they talk about and share them, want to learn more about them – and this interest, in many cases, induces a new purchase.”

Additional Resources

An [infographic](#) and an [executive summary](#) of the survey findings are available at officepulse.captivate.com. Captivate Office Pulse can be followed on [Twitter](#) as well as on [Facebook](#).

About The Captivate Office Pulse

Captivate Office Pulse research is designed to offer an empirical glimpse into the white-collar workplace. The Office Pulse is an ongoing research initiative that offers timely analysis and insights that help a variety of audiences – particularly marketers – make better business decisions. This proprietary panel of upscale professionals in the top markets across North America consists of 4,000+ influential consumers and business decision makers. For more information about the Captivate Office Pulse, visit officepulse.captivate.com.

Methodology

The research used to develop this study was based on the responses to an online blind panel between December 2011 and January 2012 by 580 people in 14 major metropolitan centers in the US and Canada. Captivate commissioned MarketTools, the leader in software and services for Enterprise Feedback

Management (EFM) and Market Research, to build and manage the panel across Captivate's footprint of 1,000+ class A office buildings. The panel, consisting of 4,000+ white-collar professionals, is the source for workplace behavior and advertising communications measurement for dozens of Fortune 500 companies and their agency partners.

About Captivate Network

Captivate Network is the leading digital media company reaching millions of on-the-go business professionals throughout the workday across North America. Captivate cuts through the clutter of information overload to provide viewers with content and product messages that are timely, relevant and empower them to balance the personal and professional demands of the workday. Known for its vast network of nearly 10,000 office elevator displays, Captivate continues to expand the delivery of customized, actionable information to a busy, upscale audience via emerging technology platforms. Founded in 1997, Captivate was acquired by Gannett in 2004.