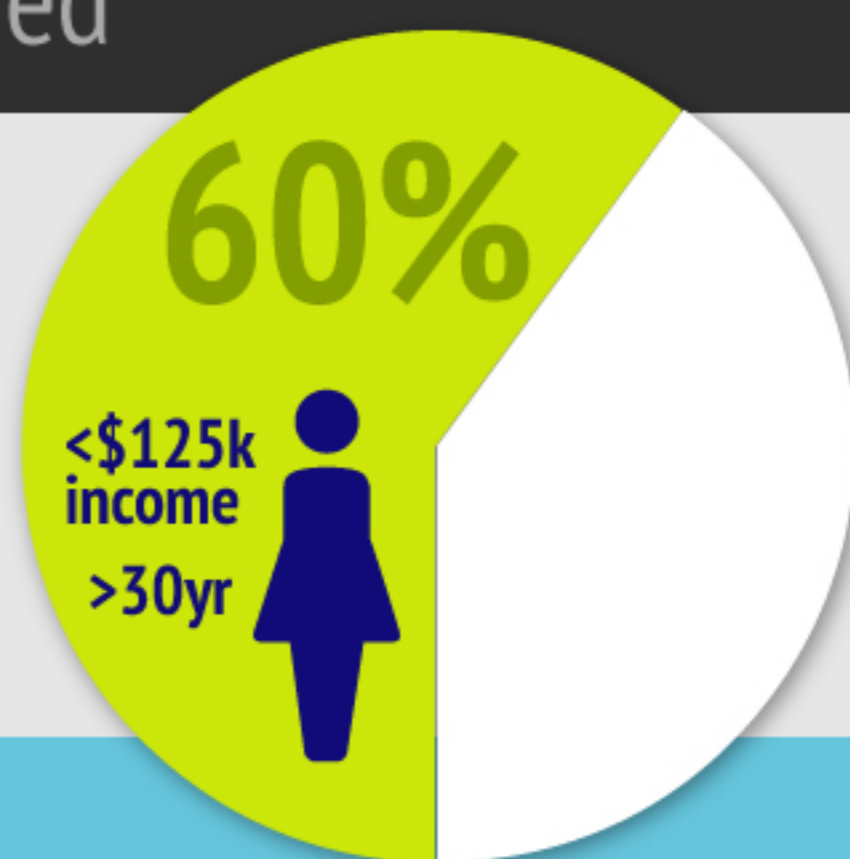


TECHNOLOGY ENVY IN THE WORKPLACE

Who Has It & Which Devices Are Desired

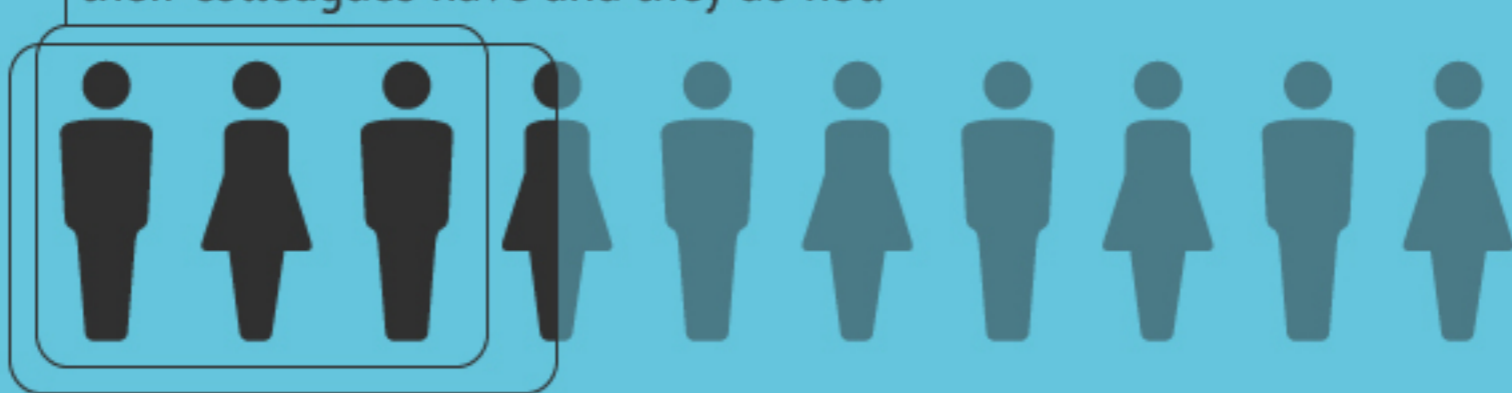
Who Has the Most Device Envy?

Sixty percent of those displaying tech envy are working moms more than 30 years old with annual household incomes of less than \$125,000.



Showing Off is Welcome

In the workplace **30% of people** are very envious about the technology their colleagues have and they do not.



However, rather than wishing people would be quiet about new technology acquisitions, **35% would like to hear and see more.**

At the Office

Device	Avg. number of coworkers seen with device	Very Envious	Want to Hear More
Smartphone	3	24%	29%
Tablet	2	39%	39%
Ereader	2	36%	59%
HDTV	2	11%	11%

At Home

Device	Avg. number of friends/family seen with device	Very Envious	Want to Hear More
Smartphone	3	22%	33%
Tablet	2	34%	43%
Ereader	2	33%	52%
HDTV	2	13%	26%

Office Sharing

Affluent tablet owners seem happy to let co-workers play with their device. 42% in the \$100k+ income category report that 5 or more of their co-workers have played with their devices compared to 15% of tablet owners in the <\$100k category.



Women reporting the e-reader as their favorite technology are keeping it to themselves. **39% report that none of their co-workers have played with their device.**

Age 30+ smartphone users are the most willing to let co-workers play with their device. **41% report that 3 or more co-workers have played with their device.**

Have It & Like It

Smartphones
Younger people are the top smartphone users; but they don't love just any phone. **54% of those 18-30 name the iPhone as their favorite device**

Tablets
The iPad is the tablet of choice with all users regardless of income

Ereaders
Women are the biggest fans of ereaders and the ereader they prefer is the Amazon Kindle

HDTV
People over 45 report their HDTVs as their favorite device. They are brand loyal with **22% reporting a "Samsung TV" as the favorite**

Smartphone owners use their devices most at the office. However, **96% of the 18-30 set admit to using their smartphone in the bedroom**

The bathroom is the 5th place tablet owners admit to using the device most often

Device Usage Gets Personal
Women are more likely to pick up their ereaders in bed than men

80% (Men) vs 87% (Women)

Which Devices are Desired?

When it comes to the devices people want, **54% identified these high tech devices.**



Which Brands are Desired?

