UK Tech Habits Revealed in Samsung Study

Wednesday 16 July, 2014

- Tech time: Brits spend 6 hours and 54 minutes a day using tech and domestic appliances outside of work
- High tech homes: UK households have on average of 19 technology devices
- Price of technology: UK households have spent just £218 each on technology devices over last three months
- Apps on the go: Two thirds of Brits use their mobiles to access apps, with gaming and entertainment proving to be the most popular

Research released today as part of Samsung's Techonomic Index revealed that as a nation, Britain is amongst the thriftiest in Europe when it comes to spending money on tech devices. Having spent just £218 over the past three months on devices, the UK spent £73 less per household than the European average of £291, with full rankings showing Italy as the biggest tech spenders

Commenting on the findings, **Russell Taylor, Vice President Corporate Marketing, Samsung UK**, said: “Samsung is a brand with a passion for innovation and we focus on developing technologies that make people's lives easier. We are investing heavily in research to look beyond product behaviour and discover people's future needs, including ways of enhancing how our numerous devices interact to improve people's lives".

'App'solute technology fans

When it comes to what we use our technology for, mobile apps are the most popular service. Two thirds (66%) of British adults stated they have used their mobile to access apps, with the most popular apps being gaming and entertainment which are used by 56% of British adults.

In addition, the popularity of streaming and download TV services such as Netflix is continuing to rise with 60% of British adults having used streaming TV and film services with 62% stating they use these services at least once a week.

The High Tech Home

Whilst the amount and time we spend on technology is lower than some of our European neighbours, it's clear that as a nation we do love and use our technology with Britons owning an average of 19 tech devices per home (against a European average of 18).

TVs and mobiles are the most commonly owned devices with over a third of British adults stating their household has two of each product within their home. A further one in ten households state they have four mobiles is their household and one in ten households have more than four TVs.

Tablet ownership is also on the increase with 38% of British households now having one tablet device. Tablets also seem to be seen as a 'treat' purchase with more than one in five (22%) admitting that their reason for buying a tablet was as a treat to themselves.

Tech Time

Brits are using the 6 hours and 54 minutes per day on technology as follows:

- Four hours, 7 minutes watching our TV and DVD/Blu-ray players
- Two hours, 30 minutes on personal computers
- One hour, 13 minutes on the phone
- One hour, 4 minutes using domestic appliances for cleaning
- 55 minutes using cooking appliances

Notes to Editors:

Please find tables attached to this press release as images.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people

Media:

Nation	Av. time spent on devices per day
Spain	8 hours, 48 minutes
Italy	7 hours, 48 minutes
Norway	7 hours, 36 minutes
Netherlands	7 hours, 30 minutes
Germany	7 hours, 24 minutes
France =	7 hours, 2 minutes
Denmark =	7 hours, 2 minutes
Switzerland	7 hours, 2 minutes
Hungary	7 hours
UK	6 hours, 54 minutes
Sweden	6 hours, 30 minutes
Finland	6 hours

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