

Gadgets, gizmos and tablets on the rise - but what happens next?

Submitted by: Endsleigh Insurance

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Research from Endsleigh's latest Facebook poll suggests that more people are using multiple gadgets and gizmos as a means of communicating.

With the on-going development in technology and rise in the use of electronic tablets, Endsleigh Insurance (<http://www.endsleigh.co.uk>) is running a series of polls through its latest Facebook campaign, Fantime Friday. Recent poll results revealed that more and more people are using multiple electronic gadgets to digitally communicate.

With a staggering 61% of the nation now owning one, Endsleigh's most recent survey concluded that the laptop is currently the public's most favourable device. Survey results also established that a quarter of people across the nation are now using multiple electronic devices to communicate online, including a rise in the use of tablets as an addition to their home and work computer systems.

Proving successful, the poll is part of a wider Facebook campaign (<https://www.facebook.com/endsleigh>), aimed at reminding students of the importance of insurance. The campaign 'Fantime Friday' offers people the chance to win a series of gadgets and gizmos through interacting on the Facebook page, where they can also take part in polls and get information on latest news and offer.

Mike Day, of Endsleigh Insurance, said: "With the rise in use of tablets and people owning multiple expensive gadgets, it's so important to have home insurance or some form of contents insurance on expensive goods, our results clearly show how owning expensive gadgets has become the norm for most people across the UK, and with technology developing at such a fast pace this will continue to increase, it's important for expensive items such as iPads, laptops and other gadgets to be covered by insurance to reassure customers that they are safe in certain situations."

Over the past decade tablets have been a huge subject of discussion, two years ago saw the launch of the first generation iPad, and since then technology has developed faster than a bolt of lightning, the market has been rife with competitors developing electronic tablets to rival the ever popular device which has taken the digital world by storm, but Endsleigh's new data shows that tablets are not being used alone. None of the respondents surveyed owned a tablet without owning another computer device, so where does this put us in the future?

We think tablets are here to stay. The world may not be ready for the takeover by tablets, but as technology continues to develop, iPads and other similar devices are bound to overtake laptops and position themselves as most owned gadget.

Ends

Notes to editor

About Endsleigh Insurance

Endsleigh is an independent intermediary specialising in the provision of insurance and financial products for career people.

The team have access to the leading insurers and lenders in the UK market, offering comprehensive advice on all areas of financial planning. Along with offering advice on financial protection, investments and retirement planning, Endsleigh also has dedicated mortgage and corporate advisers.

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