

Lill SUMMARY A LIFETIME OF TECH 181M 256K PIECES OF COVERAGE: ONLINE READERSHIP: ESTIMATED COVERAGE VIEWS: 4.38M LINKS FROM COVERAGE: AVERAGE DOMAIN AUTHORITY: DAILY READERSHIP: **72POINT.** 

### We'll spend £40k on technology

ADULTS will spend around £40,000 on technology in their lifetime.

This will include 21 mobile phones, 16 games consoles, 16 laptops or computers and 126 charging cables.

On average they will also buy 13 TVs, 16 tablets and 13 cameras, not forgetting 21 pairs of headphones and 16 sets of speakers, says a study.

The research, from online marketplace musicMagpie, found a fifth of adults will bin their technology once they have finished with it, even if it is still in working order. It also emerged the average adult could make more than £2,000 from trading in used technology from their home.

Liam Howley, from musicMagpie, said: "People will own a staggering amount of tech in their lifetime, much of which lies dormant in households.

"With people encouraged to stay at home, this is a good opportunity to have a rummage in those drawers."

#### The Daily Express

APR 15 2020

DAILY READERSHIP:

#### The Daily Record

APR 15 2020

DAILY READERSHIP:

104K

## 8 SELL STUFF YOU NO LONGER NEED

Have a full-blown clear-out of all the stuff you no longer use and stick it on eBay or, for tech stuff, try musicmagpie.co.uk.

Just because something may no longer be of any use to you doesn't mean it's worthless – others may be prepared to pay for it.

It's a winner on two fronts as your house will be less cluttered and your bank account will look a bit healthier.

## £40,000 bill for 21 phones and 16 tablets

BRITS will spend £40,000 on tech devices in their life.

On average they will use 21 phones, 16 games consoles, 16 laptops, 16 tablets, 13 TVs, 21 headphones and 16 speakers.

But website music-Magpie found a fifth of adults dump gadgets in good working order when a newer version comes out.

The average trade-in value of a family's unused devices is £2,094.77.

Liam Howley of music-Magpie said: "By trading in people ensure [it] is refurbished for the next person."

Average trade-in for a mobile phone is £150, £347 for an Apple computer, £131 for a tablet and £46 for a games console.

#### The Mirror

APR 15 2020

DAILY READERSHIP:



APR 15 2020

DAILY READERSHIP

282K

Tech costs us £40,000

THE typical adult will spend around £40,000 on tech during their lifetime.

This will include 21 mobile phones, 16 games consoles and 16 tablets, research commissioned by musicMagpie found.



■ THE typical adult will spend £40,000 on tech during their lifetime, according to a OnePoll survey for musicMagpie. It includes 21 mobile phones, 16 games consoles, 16 laptops and 13 TVs – which they could trade in.

The Metro

APR 15 2020

DAILY READERSHIP:

1.4M



£40.000 on tech during a lifetime.

This will include 21 mobile phones, 16 games consoles and 16 computers along with more than 1,000 batteries and 126 charging cables.

They will also buy 13 TVs, 16 tablets and 13 cameras - plus 21 headphones

THE typical adult will spend around and 16 speaker sets, research for buying and selling site musicMagpie says.

Almost a fifth will bin tech once they have finished with it - even if it works.

Yet people could typically make over £2,000 from trading in all their gadgets.

Spokesman Liam Howley said: "This is a good opportunity for a clearout."

The Sun

APR 15 2020

DAILY READERSHIP:

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#### The Irish Mirror

APR 15 2020

DAILY READERSHIP:



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#### The Scottish Metro

APR 15 2020

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#### The Scottish Sun

APR 15 2020

# £40k life's tech cost

THE typical adult will spend around £40,000 on tech during a lifetime.

This will include 21 mobile phones, 16 games consoles and 16 computers — along with more than 1,000 batteries and 126 charging cables.

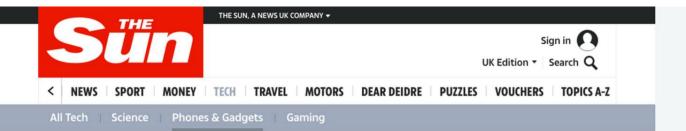
They'll also buy 13 TVs, 16 tablets and 13 cameras — plus 21 headphones and 16 speaker sets, a survey by online shop site musicMagpie found.

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DAILY READERSHIP:





#### TECHNOPHILES Brits spend £40,000 on tech over lifetime – including buying 13 TVs, experts reveal

Astrid Hall, SWNS

14 Apr 2020, 12:04 | Updated: 14 Apr 2020, 12:05





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The typical adult will spend around £40,000 on tech during their lifetime, according to a study.

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Owning the latest gadgets is a high priority for many Brits Credit: Unsplash / Daniel Korpai

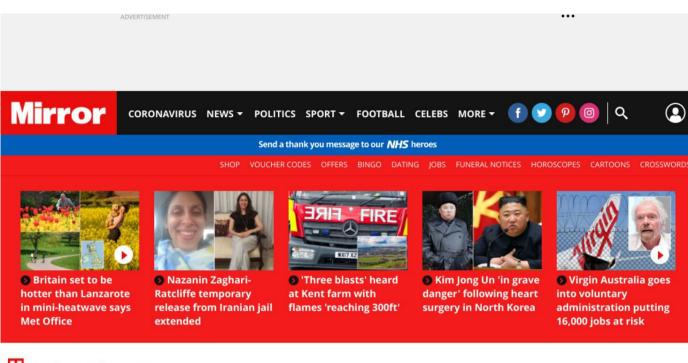
They'll also possess a total 13 TVs, 16 tablets and 13 cameras – not forgetting 21 pairs of headphones and 16 sets of speakers.

However, the research commissioned by musicMagpie found almost a fifth

#### The Sun

89.7M	(EST.) MONTHLY VISITS:
78.7K	(EST.) COVERAGE VIEWS:
94	DOMAIN AUTHORITY:
1	LINKS FROM COVERAGE:



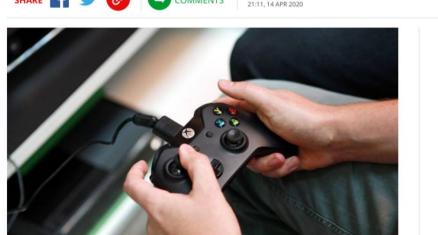




#### Amount of tech owned by Brits in a lifetime and its tradein value on musicMagpie

Research commissioned by musicMagpie found almost a fifth of adults will simply bin their tech once they've finished with it even if the device is still in working order

By Astrid Hall & Joseph Wilkes Reporter





**NEWS** 

#### The Mirror

**APR 14 2020** 

(EST.) MONTHLY VISITS:	68.9M
(EST.) COVERAGE VIEWS:	60.4K
DOMAIN AUTHORITY:	94
LINKS FROM COVERAGE:	1

**72POINT.** 

#### **News bites**

- THE typical adult will spend £40,000 on tech during their lifetime, according to a OnePoll survey for musicMagpie. It includes 21 mobile phones, 16 games consoles, 16 laptops and 13 TVs which they could trade in.
- A THANK-you letter from Princess Diana to a Sgt Plumb, who set up a police motorbike display for her son William's seventh birthday, is up for grabs at William George Auctions of Peterborough.
- FLAMINGOS form long-lasting friendships, with some behaving like married couples, a University of Exeter study found. Like us, the birds tended to pick close friends and avoid certain individuals.

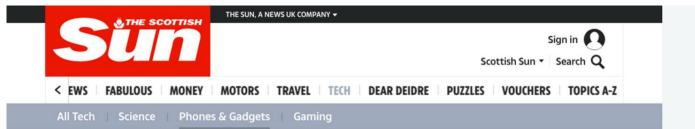


### Economy 'to shrink 35% but bounce back rapidly'



(EST.) MONTHLY VISITS:	321K
(EST.) COVERAGE VIEWS:	1.04K
DOMAIN AUTHORITY:	77





#### TECHNOPHILES Brits spend £40,000 on tech over lifetime – including buying 13 TVs, experts reveal

Astrid Hall, SWNS 14 Apr 2020, 12:10





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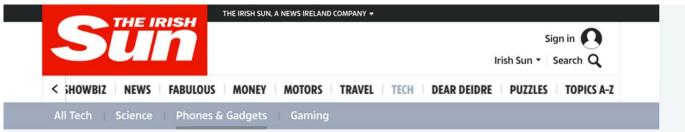
Owning the latest gadgets is a high priority for many Brits Credit: Unsplash / Daniel Korpai

They'll also possess a total 13 TVs. 16 tablets and 13 cameras – not

#### The Scottish Sun

T.) MONTHLY VISITS:	4.41M
T.) COVERAGE VIEWS:	9.39K
MAIN AUTHORITY:	85
KS FROM COVERAGE:	1





#### TECHNOPHILES Brits spend £40,000 on tech over lifetime – including buying 13 TVs, experts reveal

Astrid Hall, SWNS 14 Apr 2020, 12:10





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Owning the latest gadgets is a high priority for many Brits Credit: Unsplash / Daniel Korpai

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However, the research commissioned by musicMagpie found almost a fifth

#### The Irish Sun

(EST.) MONTHLY VISITS:	6.75M
(EST.) COVERAGE VIEWS:	15.3K
DOMAIN AUTHORITY:	84
LINKS FROM COVERAGE:	1





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#### Brits spend £40,000 on tech during lifetime















The typical British adult will spend around £40,000 on tech during their lifetime, according to a new study. This includes 21 mobile phones, 16 games consoles and 16 laptops or computers - along with more than 1,000 batteries and 126 charging cables.

They'll also possess a total 13 TVs, 16 tablets and 13 cameras – not forgetting 21 pairs of headphones and 16 sets of speakers. However, the research commissioned by musicMagpie found almost a fifth of adults will simply bin their tech once they've finished with it - even if the device is still in working order.

And more than a third of the 2,000 adults polled will hang on to their old gadgets because they 'don't know what else to do with them.'

It also emerged the average adult could currently make £2,094.77 from trading in the tech in their home, based on the average value musicMagpie will pay

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10.4K (EST.) MONTHLY VISITS: 43 (EST.) COVERAGE VIEWS: DOMAIN AUTHORITY:





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#### TECHNOPHILES Brits spend £40,000 on tech over lifetime – including buying 13 TVs, experts reveal

Astrid Hall, SWNS Apr 14 2020, 7:10 FT







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Owning the latest gadgets is a high priority for many Brits Credit: Unsplash / Daniel Korpai

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Liam Howley, from musicMagpie, said: "Our research has shown that people will own a staggering amount of tech during their lifetime, much of which will currently be dormant in households, as people don't know what to do with it after it's no longer in use.

"With spring well underway and people currently being encouraged to stay at home perhaps this is a good opportunity to have a rummage in

#### The US Sun

(EST.) MONTHLY VISITS:	4.28M
(EST.) COVERAGE VIEWS:	22.2K
DOMAIN AUTHORITY:	63
LINKS FROM COVERAGE:	1





### Brits typically spend around £40,000 on tech during their lifetime

In Business @ 14 April 2020 
Business Matters



IARING



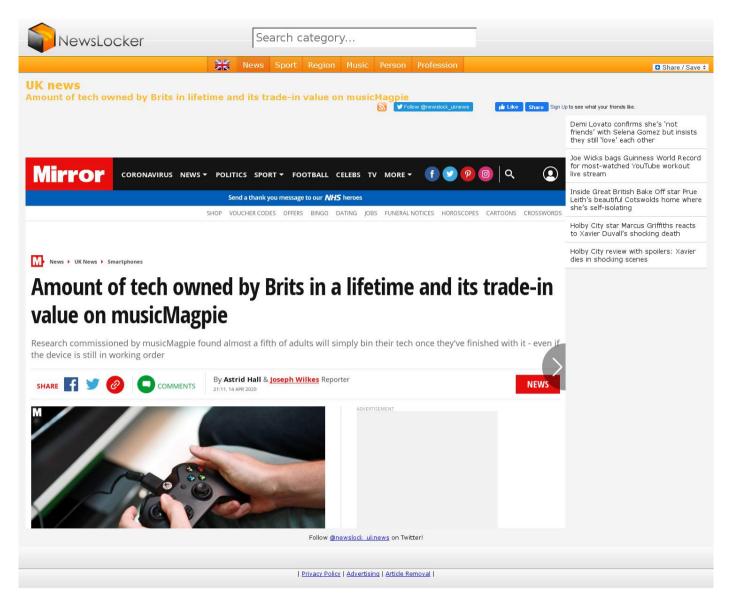
The typical adult will spend around £40,000 on tech during their lifetime, according to a study.

#### **Business Matters**

APR 14 2020

(EST.) MONTHLY VISITS:	141K
(EST.) COVERAGE VIEWS:	770
DOMAIN AUTHORITY:	61

**72POINT.** 



#### Newslocker

(EST.) MONTHLY VISITS:	281K
(EST.) COVERAGE VIEWS:	1.62K
DOMAIN AUTHORITY:	59







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#### **News Break**

APR 15 2020

#### 5.88M (EST.) MONTHLY VISITS:

40.4K (EST.) COVERAGE VIEWS:

51 DOMAIN AUTHORITY:

#### Amount of tech owned by Brits in a lifetime and its trade-in value on musicMagpie

mirror | 6d



The typical adult will spend around £40,000 on tech during their lifetime, according to a study. This will include 21 mobile phones, 16 games consoles and 16 laptops or computers - along with more than 1,000 batteries and 126 charging cables.

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(Image: Getty)

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"With spring well underway and people currently being encouraged to stay at home, perhaps this is a good opportunity to have a rummage in those drawers to see what devices can be cleared out.

"But it's wasteful to just leave them tucked away in drawers, and not environmentally friendly to dump them

"By trading in used tech, people can not only make extra cash for themselves, but will ensure their tech is refurbished for the next person to use."









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#### The World News

**APR 14 2020** 

95.7K (EST.) MONTHLY VISITS: 6.05K (EST.) COVERAGE VIEWS: 43 DOMAIN AUTHORITY:

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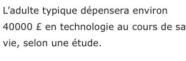
April 14, 2020







40000 £ en technologie au cours de sa vie, selon une étude.



Cela comprendra 21 téléphones

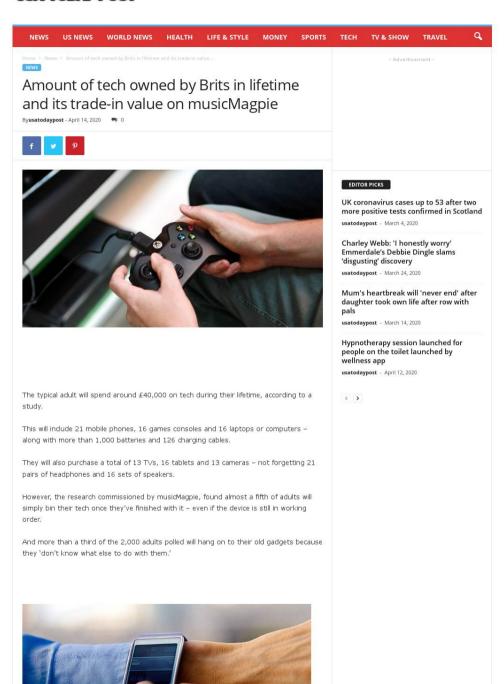


#### Nouvelles Du Monde

48.4K	(EST.) MONTHLY VISITS:
5K	(EST.) COVERAGE VIEWS:
38	DOMAIN AUTHORITY:



#### USA TODAY POST



#### **USA Today Post**

APR 14 2020

(EST.) MONTHLY VISITS:	20.7K
(EST.) COVERAGE VIEWS:	2.47K
DOMAIN AUTHORITY:	36

**72POINT.** 





Home » Tech » Brits spend £40,000 on tech over lifetime – including buying 13 TVs, experts reveal

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April 14, 2020



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(EST.) MONTHLY VISITS:

(EST.) COVERAGE VIEWS:

649

DOMAIN AUTHORITY:

26

**72POINT.** 

Sports Tech Travel Tv & Show

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#### SPORTS

#### Brits spend £40,000 on tech over lifetime including buying 13 TVs, experts reveal

By independenteagle - April 14, 2020 🙌 0







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Owning the latest gadgets is a high priority for many Brits

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APR 14 2020

21.9K (EST.) MONTHLY VISITS: 5.43K (EST.) COVERAGE VIEWS: 20 DOMAIN AUTHORITY:



TRAFFIC

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#### **Brits typically spend around £40,000** on tech during their lifetime





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DOMAIN AUTHORITY:

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REVIEWS

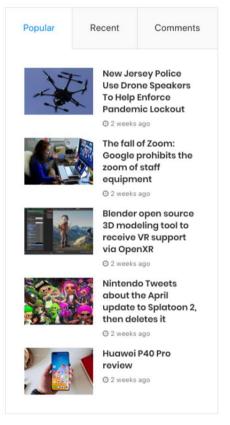
RUMOURS X

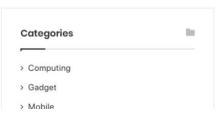
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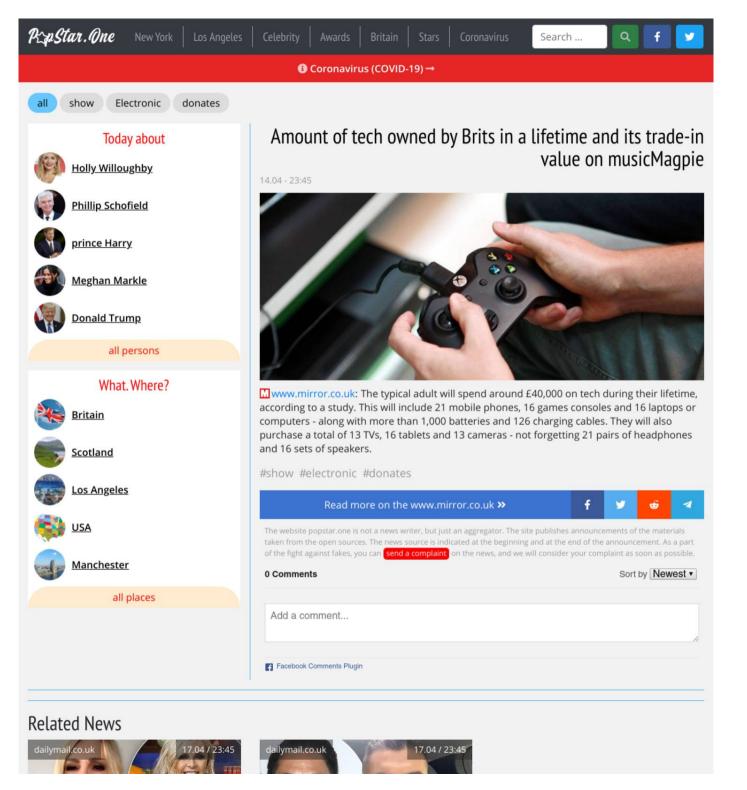






Data not (EST.) MONTHLY VISITS: available Data not (EST.) COVERAGE VIEWS: available 10 DOMAIN AUTHORITY:





#### **Popstar One**

APR 14 2020

(EST.) MONTHLY VISITS: 15.8K

(EST.) COVERAGE VIEWS: 6.06K

DOMAIN AUTHORITY: 3

