

Digital Trends Winter - UK - December 2012

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"Multifunctional mobile devices such as smartphones and tablets are threatening the future of dedicated devices, which have one prime focus.

Use of digital cameras, SatNavs and portable media players will become polarised between those with high-end requirements and those who are slow to adopt modern mobile technology."

– Paul Davies, Senior Technology Analyst

In this report we answer the key questions:

- What are the household and personal ownership figures of different technology products?
- Which devices are being used to access the internet?
- How much time are consumers spending online by device?
- What are the most popular online activities and how does this differ by device?
- What are consumer attitudes towards different technology products and how has this changed in the last quarter?

This report examines the trends in consumer technology and digital media in the UK. This is the fourth and last of this year's Digital Trends series, which looks at device ownership and usage over the past three months (July-September 2012). Data from Mintel's consumer research also show the products that people are looking to purchase over the coming months, as the analysis looks at what is sparking the growth, or causing the decline, of devices.

Online activities are also assessed, as this report compares the contrasting habits of computer, smartphone and tablet users. Internet access methods and usage rates are analysed, whilst attitudes towards technology are continuously monitored and discussed.

Each section includes a comparison with the previous set of data, as the report examines the changing patterns in ownership and behaviour. This helps to identify opportunities for companies to either tap in to emerging markets, or shift the focus within their product and marketing mix.

Digital Trends also provides top-level comparisons of technology ownership in the UK and internet usage against that of consumers in France, Germany, Italy and Spain.

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