

Living Online - US - May 2014

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“The internet has consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet on the future is that it will continue to be a catalyst for change, not just in what we know and own, but to our values, needs, and visions for society.”
– Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- How does the movement to the cloud impact offline products and services?
- Will the sharing economy challenge ownership?

This report builds upon Mintel's *Living Online – US, July 2012*. The purpose of this report is to understand the extent to which internet users integrate the internet into their daily lives, including topical coverage of various categories of website use, including: news, commerce, entertainment, reference (health, education, information), and leisure pursuits. The report also explores how internet users research new services online, but does not cover research or shopping for tangible products online, which is covered in Mintel's *Online and Mobile Shopping – US, June 2013*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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