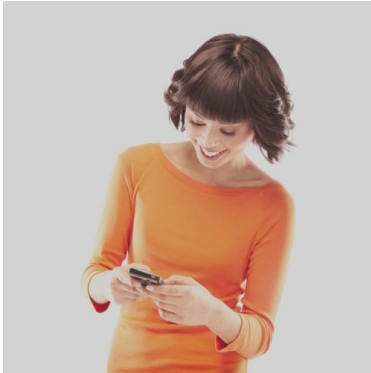


iPhone Generation - UK - November 2009

Report Price: £1695 / \$3390 / €2550



What is this report about?

The world of new technology is by definition a fast-moving one, and there have been many new developments, especially in mobile technology, since Mintel's report *The iPod Generation – UK*, April 2007.

This report looks at consumer attitudes towards new technology, and the extent to which technology is changing the way we run our lives.

What have we found out?

- New technology: we just can't live without it! Or at least that's how one in five of us feel. Among younger consumers, this point of view is even more prevalent, with a third of 16-24yr olds saying that their lives would be "impossible" without new technology.
- Although we may be living in a techno world surrounded by gadgets, not everyone feels equipped to deal with this. In fact, nearly half the population describe themselves as "tech-novices". In other words, they know very little or nothing at all about new technology.
- The smartphone revolution is here. And it's changing the way we access the internet. Almost nine million of us already own a smartphone, and a further 11m want one. Smartphone technology is likely to have a substantial impact on the way we live our lives and on the success of standalone gadgets such as digital cameras and sat-nav.
- In today's techno world, the internet is an integral part of daily life. Three out of five of us now regularly shop online, while more than 24m consumers regularly manage their finances online. In addition, the internet is the most popular way for people to find directions.
- Home entertainment is poised for dynamic growth: for many home entertainment products, prospective owners outnumber current owners. For example, currently blu-ray player ownership stands at around 14%, but an additional 38% of consumers have ambitions to own one.
- Recommendation is key in new technology: one in three of us wait until someone we know has bought and used a product before buying it ourselves. A similar proportion seeks the advice of family/friends before buying. The internet also plays a vital role here, with 13 million regularly reading comments/reviews posted online about products/services.

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