

Mobile Phones and Network Providers - UK - January 2011

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What is this report about?

Demand for high-end smartphones continues to rise, driven primarily by young, technology-savvy mobile customers. With mobiles increasingly becoming 'pocket PC'-type devices, handset operating systems (OS) are becoming a more important point of competitive differentiation. Research for this report shows that a large proportion of customers now look at the operating system before making a purchase

What have we found out?

- Despite the strong market push toward 'pocket pc' type smartphones, a large proportion of mobile users have yet to fully embrace mobile multi-functionality. Over half (56%) agree that 'as long I can make voice calls and texts, I don't care about other features and functions'.
- A sizable chunk of mobile customers feel disorientated by the pace of technological change in the market, with about one in two agreeing that mobile phones have gotten too complicated.
- General mobile ownership is dominated by the traditional 'big three' handset manufacturers. Nokia (32%), Samsung (21%) and Sony Ericsson (15%) are the most widely owned brands among mobile users. When taken together, this amounts to three in four mobile users owning a device from one these companies.
- Nokia has particularly strong penetration among over-55-year-olds, with about one in two owning a Nokia handset.
- iPhone owners are more regular users of 'advanced' mobile functions. Looking at daily mobile usage, they are about three times more likely to browse the internet, three times more likely to listen to music and four times more likely to download apps than mobile users overall.
- Some 40% of 16-24-year-olds use their phone to access the internet on a daily basis, compared to 23% of mobile users overall.

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