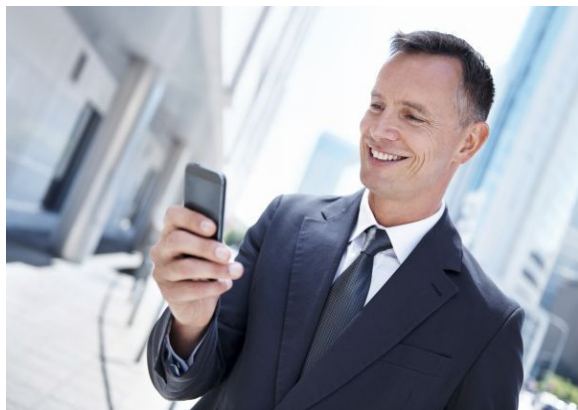


Baby Boomers and Technology - UK - August 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Baby Boomers are a service-driven generation. While they are generally slightly less likely to own the latest technology products, manufacturers and retailers that offer face-to-face consultations and high quality customer service throughout the purchasing journey stand the best chance of reaching this group."

- Paul Davies, Senior Leisure & Technology Analyst

This report looks at the following areas:

- Ownership of consumer technology products
- Spending intentions
- Preferred customer service channels and attitudes towards manufacturers
- Retailers and technology as a whole among Baby Boomers and the rest of the UK adult population

This report analyses ownership of consumer technology products, spending intentions, preferred customer service channels and attitudes towards manufacturers, retailers and technology as a whole among Baby Boomers and the rest of the UK adult population.

For the purposes of this report the Baby Boomer generation is defined as those born between 1946 and 1964; this generation has been further sub-divided into 'younger Baby Boomers' (born 1956-64) and 'older Baby Boomers' (born 1946-55).

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