

Slovakia**Slovaks are keen on using technological innovations**

People in Slovakia seem to be attracted by new technology. Most Slovaks agree that new technology saves time and as many as one third of the people in Slovakia, most of them aged under 39, are happy to use a technological innovation sooner than others. These are some of the findings of the Lifestyle Study, which set out to explore the lifestyle of the Slovak population. GfK Slovakia decided, therefore, to put some questions to the online population, which is known to be more technologically skilled and goes online on a regular basis. Our questions covered the specific hot product of retail technology - the **iPhone 3G** – already also selling across Slovakia.

The online survey from early November on a sample comprising 514 people aged 15 to 60 revealed that general awareness of the Apple iPhone 3G is relatively high. As many as 87 % of respondents say that they have already heard about this mobile phone. A clear majority – 73% – know that Slovak mobile operators are already selling the Apple iPhone 3G in their stores. Overall, men seem to be slightly better informed than women. On the other hand, a mere 2.5% of the online population actually own this model of iPhone, though the owners mostly say they are satisfied with it. Of the features of the phone, they particularly enjoy the touch-screen display, large screen, quick access to the Internet, GPS navigation as well as a number of multimedia features such as camera, iPod, Fring etc.

Something else we asked the Slovak Internet users was as to whether they were planning to buy an Apple iPhone 3G for themselves or perhaps for a person close to them as a gift in the next 6 months. As many as one in five respondents confirmed their plans to purchase the phone although only 3% said they would 'definitely' do so. Approximately one half of those who are planning to buy the iPhone 3G, want to make the purchase before Christmas and put the iPhone 3G under the Christmas tree as a gift for either themselves or a loved one.

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