



June 2014

Digital Trends Summer - UK

“Tablets are now in half of homes in the UK, despite arriving on the market in their current form just four years ago. Yet people are still just as likely to be in the market for a new laptop, as many remain reluctant to perform complex and work-oriented tasks on ...

May 2014

Social and Media Networks - UK

“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...

Teens' and Tweens' Technology Usage - UK

“For younger consumers, social media is set to become the favoured channel for communication between brands and customers or potential customers, as customer support, product reviews, advertising and potentially even e-commerce all migrate to social channels. High levels of interaction with brands through social channels will serve to empower the ...

April 2014

Smartphone and Tablet Gaming - UK

“Mintel data strongly imply that in recent years, smartphone usage was exceptionally high for many activities – including gaming – not because consumers instinctively enjoyed carrying out the activities on their phones, but because the small-screened devices were – in the absence of tablets – the best available option for ...