

## August 2017

### Consumers and the Economic Outlook: Quarterly Update - UK

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

## July 2017

### Digital Trends Summer - UK

"The majority of voice command use so far is likely to be through smartphones, given the infancy of the connected speaker market, but home-based devices like Amazon Echo and Google Home will become much more central to the voice control market as it evolves. As these devices become more widely ...

### Researching and Buying Technology Products - UK

"Including professional reviews along with user reviews on product webpages has the potential to facilitate the purchasing decision and shorten the consumer journey to purchase, therefore boosting conversion rates and reducing the risk of dropouts. Professional reviews, expert opinions, professional video tutorials and similar initiatives could prove particularly successful to ...

### Online Retailing - UK

"Whilst online accounts for a fraction of the total retail market in the UK, its influence on consumer purchases is far greater than this suggests. Whilst 2017 is likely to be tougher for the retail industry than 2016, the broader trends in the market are still in favour of online ...