



## September 2011

### Televisions - UK

“Some 57% of TV owners have purchased a new television in the past two years despite the recession, encouraged by the 2010 World Cup as well as the digital switchover. Television sales will be muted for the remainder of this year, as economic recovery remains rocky. The London 2012 Olympics ...

## August 2011

### Desktop, Laptop and Tablet Computers - UK

This report examines the market for desktop, laptop (including netbook), and tablet computers found in the home. It considers the numbers and types of computers found in today's UK households; where consumers have purchased their most recent computers; what features matter most when consumers shop for a new machine; and ...

## July 2011

### Technology and the Over-55s - UK

“Compared to the younger generation, the over-55s are more likely to use technology as a functional tool rather than a source of recreation. This bias may have put older consumers off buying new technology products that, despite being primarily associated with entertainment, can also contribute practical benefits to their everyday ...

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

### Digital Trends Autumn - UK

“In effect the era of the PC as the dominant method of accessing the internet is coming to an end, with mobile devices where the accent is on content consumption in the ascendancy. Content creation will still be done on a PC, in the short term at least, but this ...

### Digital Trends Summer - UK

Although the market for fixed-line broadband penetration stands at nearly 70% of UK households, this figure hides some considerable variations by demographics. Most notably those aged 35-44 are two and a half times more likely to be broadband users than the over-65s. Furthermore those in rural and other remote areas ...