



June 2011

Mobile Phone Apps - UK

This report examines mobile applications, or 'apps', that are installed and used on leading smartphone platforms. It considers how many apps UK smartphone owners download, pay for and use; the categories of apps that are most popular; how these consumers discover new apps; and how mobile apps affect consumer decisions ...

May 2011

Electrical Goods Retailing - UK

Electrical products are the most exciting and innovative on offer to consumers at the moment, yet the specialist electricals retailers have lost share of spending on electricals spending over the last 10 years. Why they have done so and what can they do to reverse that trend are the main ...

April 2011

Digital Trends Spring - UK

The report goes on to looks at the commercial impact that the extreme weather conditions throughout December had on the all important Christmas trading period, and also suggests ways in which sites can become more competitive.

Researching Purchases Online - UK

Consumers use the internet for information to help their purchasing decisions on products and services ranging from films and home appliances to holidays, utilities and insurance. Internet users read consumer and professional reviews online to get a better understanding of technical specifications and performance of a product or service they ...