



June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

Attitudes towards Online Security - UK

“As people use an increasing number of accounts across a range of connected devices, online security is becoming a more prominent issue. Consumers are willing to trade-off security for convenience to some extent, except when it comes to financial accounts. Smartphone manufacturers have increasingly used biometric technology to unlock phones ...

May 2018

The Connected Home - UK

“The appeal of connected home devices is increasing as second-generation products improve functionality and devices are released that cover broadening price points. Voice-controlled speakers have emerged as the main controller for the connected home, but whilst many products can now receive commands from these digital assistants, consumers still need convincing ...

April 2018

Social and Media Networks - UK

“While there is a trend towards cutting down on social media use, more people than ever are using social networks and the vast majority are sharing content. Platforms more popular with younger demographics must strike a balance between maintaining a cool brand image and continuing to cater for long-term users ...

Digital Trends Quarterly: AI and Automation - UK

“The fact that digital assistants like Alexa or Siri are the most likely of the AI-based or automated products or services that people would use is a reflection of the extent to which voice controlled speakers like Amazon Echo and Google Home have quickly captured the public’s imagination. Smartphone-based digital ...

Mobile Phones - UK

“The trend towards full-screen displays and larger screens has seen prices for flagship smartphones grow considerably, motivating many people to keep their smartphones longer. With extended battery life a priority for consumers, incremental updates and minor innovations are proving insufficient in driving regular upgrades. A large proportion of people are ...