December 2009

Impact of Technology on Out-of-Home Leisure - UK

- More than a quarter of consumers already use mobile internet to look up travel information while they're out, highlighting the huge potential of mobile phones as a leisure research tool once the technology catches up with demand.
- Consumers are much more willing to leave making leisure plans until the last ...

November 2009

Social Networking - UK

Despite the increasing range of extra activities that sites like Facebook offer, internet users are still mostly pre-occupied with one another, with research showing 66% visit to keep up with current friends compared with 10% of respondents that visit social networks for music, for example. How can social networks encourage ...

October 2009

Satellite Navigation Systems - UK

This report looks at the aftermarket for personal navigational devices, otherwise known as sat-navs.

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