

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

Web Aggregators - UK

- More than 24 million people have used a price comparison site to purchase financial products or to obtain quotes.
- Consumer loyalty is fairly low in the aggregator market - with more than 14 million people having used three or more different price comparison sites.
- Almost five million people use price comparison ...