



## March 2015

### Digital Trends Spring - UK

“Consumers are becoming more sensitive about their online identity, with high-profile security lapses causing them to question companies’ ability to keep their data safe.

## February 2015

### Mobile Network Providers - UK

“When it comes to selling triple-play packages, the mobile industry still has a large proportion of pay-as-you-go and rolling month-by-month contract customers to market to, free of restrictions on when they can enter into new agreements.”

### Electrical Goods Retailing - UK

“Perhaps it is time for some specialists to move closer to EDLP (everyday low pricing) and away from the questionable deep discounting that has traditionally been a feature of the sector.”

– **Richard Perks, Director of Retail Research**

### Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

## January 2015

### Bundled Communications Services - UK

“Including a free tablet with a data connection would induce the customer into a quad-play contract, with a mobile SIM attached to their name. It would increase the number of connected devices in the consumer’s home, leading to a greater likelihood of the user upgrading to a superfast connection down ...