

# Digital Trends Winter - UK - December 2010

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## What is this report about?



Many of the characteristics of the most recent recession echoed to the 1990 downturn. However, it could be argued that this time around, consumers suffering from the aftershocks of rising unemployment and weakened job security were more empowered than they had been in the past, thanks to greater access to high-speed broadband and online job sites like Monster.co.uk.

While this report continues examine trends in online buying habits, internet usage experiences and mobile internet usage behaviours, it also has a special focus on online job sites, looking at how frequently consumers use them, which sites they prefer, and general attitudes towards the sector. In addition, it reveals where respondents rank such sites in relation to other job-search tools.

## What have we found out?

- Low usage of 3D-TVs reflected currently limited availability – in November 2010, for example, HMV listed just nine DH movies on its site and SKy HD only launched in October. However, the launch of Sky 3D alone is unlikely to push up penetration of 3D-TVs any time soon. Growth will be more reliant on falling prices of hardware (the cheapest available on electrical multiple Comet's site in November 2010 was £999).
- Tablet ownership is also currently niche (at 3% of respondents) - partly due to price but also because they are considered more a luxury than a necessity. However, a greater number of manufacturers are now coming to the market with tablet computers, including Samsung, BlackBerry and Acer which will bring down prices as well as lead to a more dynamic contract market, thus stimulating demand.
- The Wii remains the most popular static games console is the Nintendo Wii, owned by 27% of internet users, however, the release of the motion-control systems Move, from Sony (in October 2010) and Kinect, from Microsoft (in November) will see the gap narrow in 2011.
- 61% of internet users had accessed a social network in the last three months in October 2010, according to Mintel's consumer research. According to comScore data, UK internet users spent the equivalent of 32 years on Facebook in October 2010.
- Two in ten respondents surveyed for this report access an online job site once a week or more. The most technologically sophisticated, younger age group are the heaviest users of job sites.
- While the majority of consumers agree that online recruitment sites are a convenient (81% of respondents) and quick (78%) way of applying for new positions, a significant number feel that they are less likely to obtain a response when they make a job application online (29%).

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