

# Information Technology Sector Insights

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## IT Market Insights

Welcome to the IT sector issue of **Insights**, by DJS Research Ltd.

### Market Research Gives Hope To US Tech Exporters

A recent report from the United States suggests that the growing middle classes in developing countries may provide a new market for laptops, mobiles, tablets and other high-tech products. In addition, the widening of the Panama Canal is likely to result in an increase in ocean-based distribution..[Read More.](#)

### Consumers Unimpressed by Windows 8, Survey Suggests

A survey of 50,000 active Windows 8 users has shown that only one in four of them preferred the new operating system to its predecessor, Windows 7. One of the key reasons for this, cited by over a third (35%) was the cost of Microsoft's new offer, which was deemed...[Read More.](#)

### Research Shows UK Holds Dubious Crown for Launching Most Cyber Attacks Globally

A global study by an online web security firm has shown that the UK launches the most cyber attacks per user session in the world. Whilst the US and China lead the way in terms of the actual number of cyber attacks, the UK leads on a per capita basis in terms of user sessions. Data was taken from 3000 websites across a two week period, generating 200 million user sessions within that time..[Read More.](#)



**Our Mission:**  
**To Put A Smile On Our Client's Face**

DJS Research Ltd is a full service market research agency which specialises in the **IT sector**.

#### DJS News

##### **VoicED Approaches Completion**

The **VoicED Education** market research community is nearing completion, and should be ready for use by the end of 2012. **The panel** uses an innovative form of incentive to maintain member engagement, and sales and marketing are totally absent.

##### **DJS Shortlisted For Client Focus Award:**

DJS Research Ltd have been shortlisted for the Customer Focus Award in the Cheshire Business Awards, along with two other companies. DJS were encouraged to enter after a decade of high quality feedback from clients. Click [here](#) to find out more, or visit our live client satisfaction [results](#).



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