

December 2006

Marketing to the ABs - UK

The vast majority of ABs are homeowners, and those in the younger lifestage groups tend to move home relatively frequently. Around a third of ABs in both the Pre-Family and Young Family lifestage groups are, have either moved home in the last year, or expect to do so in the ...

November 2006

Attitudes Towards Alcohol - UK

The alcoholic drinks market has seen a number of changes in consumption patterns since the turn of the millennium. They have arisen from a variety of push and pull factors which are tending to drive consumers away from the on-trade channel towards the off-trade.

Marketing to the Over-50s - UK

Improvements in healthcare and living standards have meant that people can in theory look forward to many years of healthy, active life until they are well into old age. The years from 50 onwards are often cited as 'the best years of your life', due to the combination of good ...

October 2006

Third Age Holidays - UK

The Third Age Market has been heralded as a golden opportunity for the travel industry, and in particular, for the agents and operators seeking to compete with the rapidly expanding independent and self-packaging segments. The Third Age is set to exhibit the strongest growth of all demographic segments in the ...