

### September 2017

#### Single Lifestyles - UK

“While the rising cost of living has undeniably proven a challenge for all demographic groups, this is especially true for singles who may have no choice but to shoulder financial burdens alone. This has very real commercial implications as the group’s consequently reduced spending power makes them a more challenging ...

### August 2017

#### Marketing to the Over-55s - UK

“Age-related stereotypes continue to pervade the advertising landscape, with depictions of the over-55s often perpetuating a model of senior life that is at odds with how most 55+-year-olds see themselves. Campaigns that align their representation of older people more closely with the age group’s own assessment have the opportunity ...

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

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

### July 2017

#### Britain's Pet Owners - UK

“The undeniable feel-good factor linked to pet ownership can be harnessed in very compelling marketing messages. Advertising themes that centre on pets deserving the very best to thank them for the emotional benefits they bestow on their owners are likely to chime. There are also growing opportunities for products and ...

#### Lifestyles of Children and Teens - UK

“Gender stereotypes remain apparent among today’s children and teens, underlined by the types of subjects they prefer at school, as well as their perception that certain career paths are more suited to a specific gender. As gender equality becomes an increasingly pressing issue for businesses, there is scope for brands ...