

December 2018

Student Lifestyles - UK

“Drinking culture has long played a major role in students’ social lives. However, there are signs that times are changing, with one in five students saying that they do not drink alcohol at all, while an even higher proportion show interest in more alcohol-free social events. This paves the way ...

November 2018

Managing a Healthy Lifestyle - UK

“There are a number of obstacles in the path of holistically healthy lifestyles, with the most commonly cited barriers being lack of motivation, lack of time and expense. Encouragingly consumers are very open to guidance and advice, helping them to cut through the all the noise around health and steering ...

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

October 2018

Marketing to Parents - UK

“While there appears to be no end to the enthusiasm for social media bloggers and vloggers expressed by children and teens, parents are far less approving, exhibiting clear concerns over the influence these figures have over their children’s behaviour and on their mental and emotional wellbeing. As the marketing landscape ...

September 2018

Lifestyles of the Over-55s - UK

“Recent years have seen an increase in the inclusion of older demographics in marketing, particularly in the fashion and BPC (Beauty and personal care) markets, but it remains far from standard. As the senior population continues to grow it is crucial for brands to recognise the full potential of marketing ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

April 2018

British Lifestyles: Reinvigorating Brand Britain - UK

“The UK’s simmering identity crisis has significant commercial implications, particularly for brands that have come to leverage their British identity as a way of appealing to both domestic and foreign audiences. For these brands, relying on traditional conceptions of Britishness may no longer carry the same influence that it once ...

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

February 2018

Lifestyles of Generation Z - UK

“As Generation Z’s friendships have increasingly shifted online it has made it harder for them to switch off from technology, resulting in a culture of “hyper-connectivity” that is arguably having a very real impact on their mental health. From a commercial perspective this underlines opportunities for more brands to engage ...

Ethical Lifestyles - UK

“Press headlines and popular TV shows such as Blue Planet II have helped to raise people’s awareness of the extensive harm mankind has wreaked on the Earth. However, plateauing recycling rates and rising food waste levels show that, despite their increased awareness, people are failing to make the lifestyle changes ...

Charitable Giving - UK

“2018 heralds a new era for the third sector. Not only do charitable organisations need to adjust to the rules and regulations of the GDPR, which will influence how they engage with future and existing donors, but the scandal surrounding Oxfam threatens to undermine public confidence in charitable giving.

It ...

Attitudes towards Cosmetic Procedures - UK

“Brits are generally happy with their appearance, presenting a crucial challenge for an industry that is centred on helping people to change how they look. However, there is scope for operators in the cosmetic procedures market to appeal to a wider audience by moving away from the current association with ...

January 2018

The Working Life - UK

“The UK workforce has continued to grow in recent years, while unemployment has tumbled to record lows. However, while this is undoubtedly a positive economic indicator, the UK continues to struggle with poor productivity levels, with productivity growth only hitting pre-recession levels in Q3 2017. Increased workplace flexibility and a ...