

## December 2013

### The Savvy Shopper - UK

“Mobile platforms and tools are already changing the savvy shopping repertoire. Increasing adoption of smartphones and tablets, as well as increased availability of online connectivity, signal a bright future for m-commerce and t-commerce.”

## November 2013

### Lifestyles of Young Adults - UK

“The internet has become the main hub of activity for today’s young adults, as over half now prefer to watch TV programmes online, rather than on the TV set. Brands would benefit from heeding this trend and adjusting their marketing mix to incorporate online sources and social media.”

## October 2013

### Lifestyles of Dads - UK

“Today’s dads’ involvement in children’s lives will influence the attitudes of the next generation of parents and will shape their views on parenting and family life. Companies and brands play an instrumental role in painting a picture of what it means to be a father in modern Britain, especially considering ...

## September 2013

### Lifestyles of Mums - UK

“Brands that are responsive to mums’ concerns and aim to grow with their preferences (which are increasingly expressed via social media channels) will be in a stronger position when competing for their consumer loyalty.”

## August 2013

### Lifestyles of the Modern Family - UK

“Children growing up in Single Parent families have a lot of say in family purchasing decisions, and brands that appeal to the tastes of both children and parents reap the most benefits.”

## July 2013

### Seasonal Lifestyles - UK

“Sun-deprived Britons are expected to reward themselves after the harsh winter and spring of 2012-13. The high street and services industry will benefit from the sunnier sentiment, as consumer spending will inevitably rise. Tour operators could also encourage people to be better-prepared for colder weather, such as booking a sun ...

## June 2013

### Children's Lifestyles - UK

“Parents leading by example would be more effective than disciplining at instilling healthy habits in children and cementing parents’ status as role figures.”

## May 2013

### Attitudes towards Cosmetic Surgery - UK

"The ageing population in the UK bodes well for the growth in the surgical and non-surgical cosmetic procedures market. However, the industry would do well to step up their efforts towards a commonly accepted set of standards to reassure potential customers that they are in safe hands."

## April 2013

### British Lifestyles 2013: Examining the Legacy of the Economic Downturn - UK

This report looks at British lifestyles in 2013 and examines the legacy of the economic downturn. The report looks at British lifestyles through the eyes of the consumer. It looks at the sectors where people spend

more or less in the beginning on 2013 compared with the same time in ...

### March 2013

#### Single Lifestyles - UK

“Whilst the social pressure to find a partner has lessened, an estimated 6.8 million adults in Britain still feel there is a social stigma attached to being single. However, with more adults postponing marriage/starting a family and a higher proportion of separated, widowed and divorced retirees, focusing on ...

### February 2013

#### Christmas Shopping Habits - UK

“Christmas 2012 could have been a lot worse, but consumer confidence picked up through the year and that was enough for consumers to spend more this year than last, in spite of a very demanding comparative from 2011. With a modest recovery in the economy in 2013 and continuing improvement ...

### January 2013

#### Healthy Lifestyles - UK

“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures to stay healthy. Marketing with all these different motivations in mind would prove to be ...