

September 2012

Lifestyles of Mums - UK

“British families continue feeling the pinch, as they weigh up their financial priorities, with many downgrading products for themselves rather than for their offspring. Having quality family experiences remains important, even in the wake of continued inflationary pressures and curbed spending on non-essentials.”

August 2012

Lifestyles of the Ultra-affluent and HNWIs - UK

“The desire for special treatment is strong amongst the ultra-affluent and High Net Worth demographic. The majority enjoy splashing out on restaurant meals and have shown that they are prepared to pay extra for premier seating. Coupled with high brand loyalty, this finding provides great opportunities for brands to establish ...

July 2012

Girls' Lifestyles - UK

“Today’s girls are highly engaged with social media, with the mobile channel reinforcing their habits. As examples of children using technology creatively or to promote social causes are becoming more frequent, perhaps parents should employ a ‘can’t beat them, join them’ mentality, fostering connections with their offspring, rather than telling ...